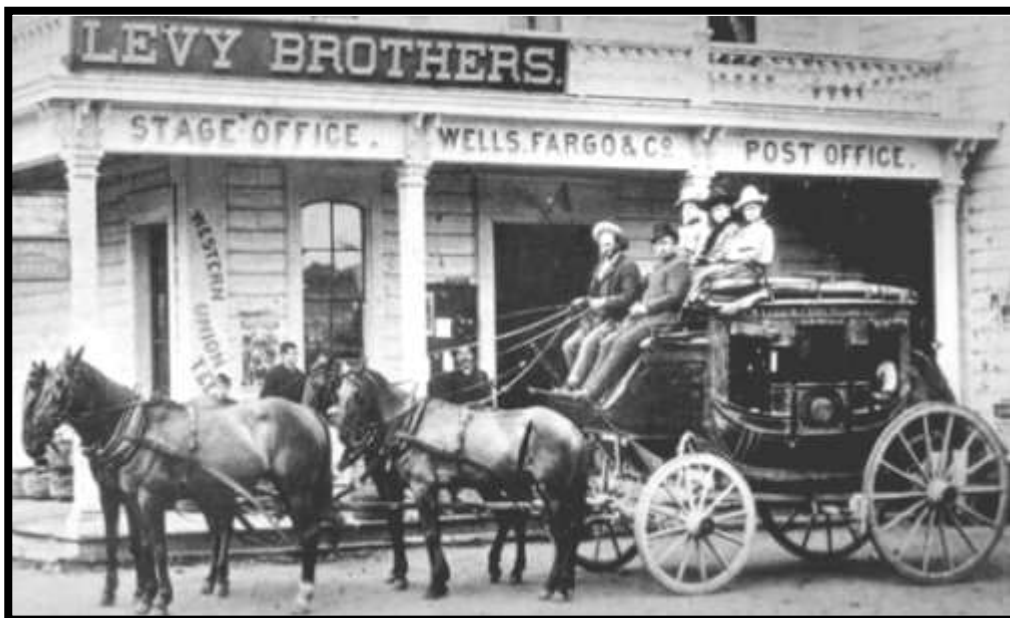




Unit 2: Dollars and Sense

4th Grade



Student Name _____

SAUSD, 2014-15



Quick Write

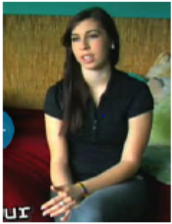
Recently we read the text, "Starting a Business". Why it is important to think about the business market before starting a business?

[illegible]

BizKids Video “Taybear” Note Taking Guide

1. What steps did Taylor follow to form her successful nonprofit business?

2. What motivated, or interested, Taylor to start her nonprofit business?



3. How does Taylor earn the money to buy the bears for the children?

4. How does Taylor involve the community to inspire social change?

5. How do we know that Taylor’s business is successful? How does she measure success?



Ideas on How to Start a Small Business for Kids

Taken from an article by Kay Miranda

What are some reasons or opportunities you might have to start a small business? You might be looking for some extra money to buy that shiny new bike. It is important that you learn the value of money and budgeting what you spend.



Examine Interests

Every child has a different set of interests that help make them unique. This is a great place to start when considering what type of business you want to start.. If you love animals, you may start a dog walking or pet sitting business. If you are older, you may want to start a babysitting service in the neighborhood.

Look at Need And Ability

Take a look around the neighborhood and see if there is a common need. Perhaps several elderly people in the neighborhood are unable to do the general yard upkeep. Look at the task and determine whether you can do it. The job may be sweeping up leaves in the fall or shoveling snow in the winter. You can approach the neighbor and inquire, in a professional manner, whether they would like to pay for these services. Don't forget that safety is important, and never enter a stranger's home. Remember to always let your parents know where you are.

Gathering Friends Or Group

Starting a business as a group is more complicated than starting one on your own. Each member has different ideas about how to organize and run a business. When starting a business with a group of kids, friends or classmates, each kid should have a title and job description within the company. Although a hierarchy should exist, explain remember that there is no small job.. A group business teaches us how to work together toward a common goal and solve problems that occur in executing business plans.

Directions: Write down your thoughts as you read the article.

How to Set Up a Small Business for Kids

Reasons and
Opportunities

Interests

Need and Ability

Friends or a
Group

Reflection

How to Start a Small Business

Think about the video you watched (Taybear) and the article that you read (How to Start a Small Business for Kids) and answer the essential question: **“What steps are necessary to form a successful business?”**

[illegible]

Note Taking Page: “Quest for Gold”

What business opportunities could arise because of the Gold Rush?

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Henry Wells and William G. Fargo

There is an odd fact about two of the most important men in California history. Neither ever lived in the state. Yet they gave California a giant company of stagecoaches, freight wagons, banking offices, and mail deliveries. The two men were Henry Wells and William G. Fargo, the founders of Wells Fargo & Company.

Henry Wells

Born December 12, 1805, Henry Wells was raised at Thetford, a small Vermont town. As a young man, he moved to New York State and went to work for Harnden's Express. In keeping with the word express - which means "rapid conveyance" - the company was in the business of making deliveries as swiftly as possible. It delivered all kinds of things, from letters and packages to merchandise and money.

Harnden's was just one of many such companies. They were all a great help to businesses and families in the time before today's systems of rapid communication and transportation came into being.

The slender Wells began as one of Harnden's deliverymen. He proved so good at his job that he was promoted to positions of greater responsibility. He also proved to be an ambitious man who wanted to be in business for himself. And so, in 1842, he formed his own express company with two friends. Close on its heels came a second firm, which he called Wells & Company. A third firm took shape in 1850 - the American Express Company, today a giant operation doing business throughout the world.

By now, Wells was forty-five years old and a wealthy man. And, by now, he and William G. Fargo had been close friends for eight years.

William G. Fargo

William George Fargo was thirteen years younger than Wells. The date of his birth was May 20, 1818. His birthplace was the city of Albany, New York. After working as a railroad conductor, he took a job as an express company deliveryman. He went to work for Wells in 1842 when Wells formed his first company.

Fargo was a fine employee. His deliveries were very swift because he was an excellent horseman. He became such a valued worker that Wells made him a partner when Wells & Company was formed. Fargo became a high-ranking executive with American Express when that company took shape.

By 1852, the two friends were important businessmen in the East. They began to look to the West. Because of the gold rush that had started in 1848, northern California had become one of the busiest regions in the nation. Its many mining towns were all in need of food and supplies. They were being served by a number of express companies, some large and some small. But the region was so busy that the two men were certain it could use another. They decided that they must establish a company in the new state. On May 18, 1852, Wells Fargo & Company was established.

The California Visit

The company's main office was located in New York City. There, Wells and Fargo laid plans for their new venture.

First, they decided that the company would build offices in the many mining towns now dotting the Sierra Mountains. Then it would purchase gold from the miners, ship it down to San Francisco, and send it to New York. The company would make a profit by buying the gold for slightly less than it was worth in the East and then selling it or using it to make investments when it reached New York. Next, the company would provide a stage coach service for travelers going to and from the gold fields. Finally, it would ship all types of needed goods from the East to San Francisco.

Two of the firm's top employees traveled to San Francisco in the spring of 1852. There, they opened the first Wells Fargo office in California. Henry Wells followed them a few weeks later. He wanted to visit the Sierra mining towns so that he could learn firsthand the problems that working among them might bring. His trek into the mountains netted him a number of fine ideas for the company. One of the first had to do with mail from home for the miners.

Wells learned that nearly all of the miners had come west alone, leaving their families safe at home. Their hope had been to "strike it rich" fast and return to give their loved ones a better life. Now they yearned for news of family and friends. But mail delivery was a problem because the miners were constantly on the move. They were always moving to new diggings when the earth failed to reveal its hidden wealth. They were often impossible for the U.S. Postal Service to find.

Wells decided that his company would take on an extra job. It would start a mail service. The service would carry letters for a slightly higher fee than the Postal Service charged. He was sure no one would mind the fee because of a plan that had come to mind. It was a plan to make the miners easy to find and thus insure that their mail reached them.

The plan called for a miner to leave his name at the local Wells Fargo office whenever he came into a new town. The name would be placed on a card that would be sent to the San Francisco office. Then, when mail arrived in San Francisco, the employees there would look up the miner's latest card and forward the letter to its proper destination. The system worked beautifully. It was used by countless families everywhere.

Wells soon reached another decision. He knew that the offices in the mining towns would need rugged safes to hold the gold dust purchased by the company. There was no other way to protect the gold before it was shipped off to the East. Now he decided that the offices would have to be more than buildings with safes in them. They would have to be actual banks.

He knew that not all miners wanted to sell their gold to the company. Some planned to take all or a portion of their dust home for everyone to see. Until then, they needed a place where it could be safely stored. Wells said that each company office would hold the gold dust for them, just as banks held money for their customers. The company would charge a small monthly fee for this service.

The system worked this way: A miner could store his dust in any Wells Fargo office. In return, he was given a slip of paper with the exact amount of the deposit written on it. He could then hand the slip in at any Wells Fargo office at any time and receive a like amount in gold. The company promised that it would be completely responsible for the deposit. If the gold were misplaced or stolen, Wells Fargo would make good the loss. The system proved so popular that the company was soon providing all types of banking services.

Stolen Gold!

Those two words haunted Wells throughout his trip and brought him to yet another decision. The company planned to have its offices place its gold in boxes that would be shipped down to San Francisco aboard stagecoaches and wagons. For much of the time, the shipments would be moving along wilderness trails. Those trails would make fine places for robberies.

Wells had good reason to fear robberies. The gold rush had attracted all types of men from over the world -- from the very finest to the very worst. Among the latter were cutthroats, burglars, shady gamblers, and bandits. They had already robbed and cheated miners everywhere. The rich gold shipments were bound to be their next prey.

Wells set down two rules concerning the robberies that were sure to come. First, since much of the gold was to be shipped aboard stagecoaches, he issued orders to his drivers. If they were held up by bandits while carrying passengers, they were not to put up a fight. They were to hand over their “treasure boxes” without a word. This would protect the passengers. The passengers must always know that they were safe when traveling with Wells Fargo.

Second, no matter how small the amount taken, the company was to spare no expense in tracking down the robbers. By letting highwaymen know that they would pay dearly for their crimes, Wells hoped to discourage at least some robbery attempts.

Throughout its history, Wells Fargo never strayed from these rules. They made the company one of the most trusted firms of the day.

Flow Map - Wells and Fargo

Sequence the business events of Wells and Fargo.

Reflection

What motivated Wells and Fargo to start their different businesses? Be sure to cite evidence from the text.

[illegible]

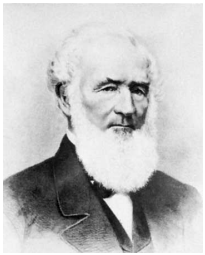
Reflection

What steps are necessary to form a successful business?

[illegible]

Tree Map - "Wells and Fargo"

What personal qualities contribute to the success of a business? Look for what the characters did, said, thought, felt, and what others thought of them.



Henry Wells

From Open Court page 133

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Reflection

Using your Circle Map and the information from the class discussion answer the following questions.

What motivated Wells and Fargo to start a business? Do Wells and Fargo have character traits that contributed to the success of Wells Fargo & Company?

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Quick Write Lesson 3

As we have studied over the last couple of days, businesses are started because of needs. What needs are in your community that would allow you to be a young entrepreneur?

[illegible]

Reflection

Based on what you have learned, how could you make this business plan in *Lemonade Stand* stronger? What could the kids have done to make their business more profitable?

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Kid Entrepreneurs Jaden Wheeler And Amaya Selmon's 'Kool' Idea Leads To Food Truck Business

By Jennifer Biggs



Jaden Wheeler and Amaya Selmon are the youngest owners of a food truck in Memphis, and by a few critical years. Neither is yet a teenager.

The brother and sister team -- he's 12, she's 11 -- own and operate Kool Kidz Sno Konez, a little enterprise that started in their front yard two years ago.

"We were always asking my mom for stuff, because we wanted her to buy us toys and things, and she said 'Why don't y'all make your own money?'" Amaya said.

"So I said to do a lemonade stand, but Jaden said we wouldn't make any money, and he wanted to do a yard service. But Mama said no, because he could get hurt."

They loved Jerry's Sno Cones, a good drive from their southeast Memphis home, and that spurred the idea.

"We started out with a card table in front of our house, with an extension cord," Jaden said. "We even used a blender."

They enlisted friends to stand at the busier streets around the neighborhood, waving signs to lure customers.

Success came right away, and last summer they did the same thing, though they had an ice shaver by then. In two summers, they earned about \$1,000. Their mother, Katrina Robinson, was willing to step in a help them grow.

"She came to us about the food truck," Jaden said. "She said we were making enough money to get a truck."

Robinson laughed. "Well, in their minds, they thought because they were doing so well that they should open a shop. I told them a food truck might be a better idea."

Amaya: "Well, it was probably my idea, because I'd see stores for lease and say we should open up a store there. We want to be bigger and more out there."

They found an old transport van for sale on Craigslist, bought it in February (with considerable help from Robinson), had it refurbished to food truck standards and ready to go by May. The inside is up to food-truck standards so they could be licensed by the Shelby County Health Department; the outside was painted a bright yellow and a serving window was put in the side.



Taylor Berger, the president of the Memphis Food Truck Association, confirmed that the kids are the youngest food truck owners in town. While there are more than 100 licensed, he said that number is misleading as many of those are concession stands, not true food trucks, of which there are 30. The ordinance allowing them to operate was adopted in 2011.

"These kids are a perfect example of what the ordinance has done for Memphis," Berger said. "It's allowed people who wouldn't have been able to start a business to get into business -- even preteens." Jaden makes the snow cones; Robinson, a single mom who is a registered nurse, drives the truck; and Amaya works the window -- usually.

There was the incident at the Memphis Zombie Walk last month.

"She was scared of the zombies," Robinson said. "She didn't want to work the window, but she came around."

Kool Kidz has been out in the community, at Tom Lee Park, around Beale Street during the Grizzlies playoffs, and at parks in Collierville, for several weeks. They've worked at birthday parties and private events. They typically work on Saturday and Sunday, though they'll go out during the week for special events. You can find them by following them on their Facebook page.

They sell more than 20 flavors, and last weekend added hot dogs and nachos to their menu.

Amaya has her mind set on making Kool-Aid pickles, because while they offer pickles now, "they're just not a big seller," she said.

This isn't a short game for these kids, either: Jaden has big plans.

"Our goal with the truck is to franchise it, so I don't have to work when I grow up," he said.

Not work? From a kid who started his own business when he was 10 years old?

"What I mean is that I want to work smart instead of working hard," he said.



Note Taking Page - Kid Entrepreneurs



Group Presentation Rubric

	3 Points	2 Points	1 Point
Neatness/ Organization	The business plan was well presented and all information was easy to understand.	The business plan was well presented and most of the information was easy to understand.	The business plan was presented, however it was not easy to understand.
Business Plan	The business plan is feasible. It would be easy to implement the plan for a successful business.	The business plan is feasible. However, the implementation of the plan may be difficult.	The business plan is not feasible.
Use of Visuals	The proposal included visuals to show the connections to the business plan.	The proposal included some visuals, but it is difficult to see the connection to the business plan.	The proposal does not include any visuals that connect it to the business plan.

Total Points: _____

Group Presentation Rubric

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Use of Visuals	The proposal included visuals to show the connections to the business plan.	The proposal included some visuals, but it is difficult to see the connection to the business plan.	The proposal does not include any visuals that connect it to the business plan.

Total Points: _____

Individual Presentation Rubric

	3 points	2 points	1 point
Delivery	<ul style="list-style-type: none"> • Holds attention of entire audience with the use of direct eye contact, seldom looking at notes • Speaks with fluctuation in volume and inflection to maintain audience interest and emphasize key points 	<ul style="list-style-type: none"> • Consistent use of direct eye contact with audience, but still returns to notes • Speaks with satisfactory variation of volume and inflection 	<ul style="list-style-type: none"> • Displays minimal eye contact with audience, while reading mostly from the notes • Speaks in uneven volume with little or no inflection
Content/Organization	<ul style="list-style-type: none"> • Demonstrates full knowledge by answering all class questions with explanations and elaboration • Provides clear purpose and subject; pertinent examples, facts, and/or statistics; supports conclusions/ideas with evidence 	<ul style="list-style-type: none"> • Is at ease with expected answers to all questions, without elaboration • Has somewhat clear purpose and subject; some examples, facts, and/or statistics that support the subject; includes some data or evidence that supports conclusions 	<ul style="list-style-type: none"> • Is uncomfortable with information and is able to answer only rudimentary questions • Attempts to define purpose and subject; provides weak examples, facts, and/or statistics, which do not adequately support the subject; includes very thin data or evidence
Audience Awareness	<ul style="list-style-type: none"> • Demonstrates strong enthusiasm about topic during entire presentation • Significantly increases audience understanding and knowledge of topic; convinces an audience to recognize the validity and importance of the subject 	<ul style="list-style-type: none"> • Shows some enthusiastic feelings about topic • Raises audience understanding and awareness of most points 	<ul style="list-style-type: none"> • Shows little or mixed feelings about the topic being presented • Raises audience understanding and knowledge of some points
Total :			