



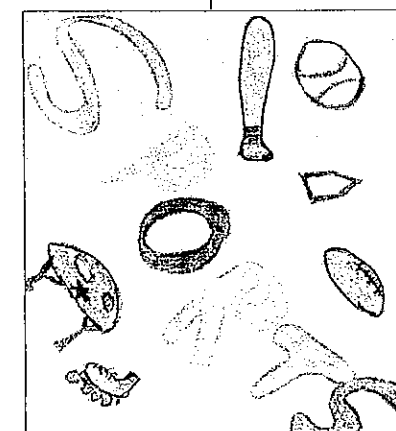
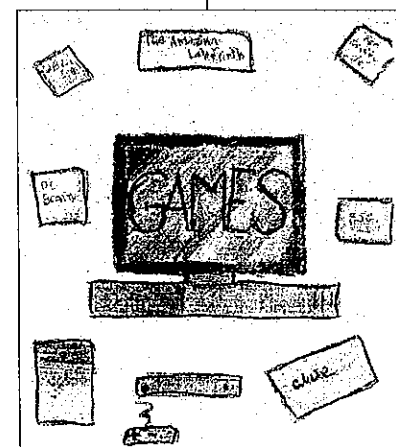
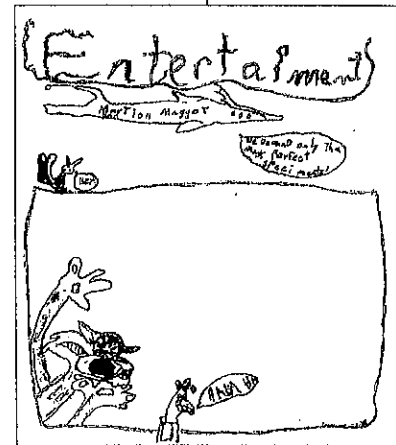
1999

NLC Winning Reports

*American Enterprise Project
First Place*

Future Business Leaders of America

kids choice, inc.



American Enterprise Project
1998-1999
Live Oak High School
FBLA Chapter #4637
Morgan Hill, CA 95037

kids choice, inc.

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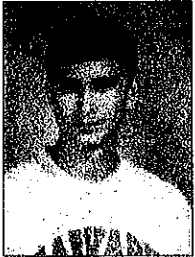
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purpose of project

The future will soon be in the hands of today's youth. They are going to be confronted with many obstacles and tasks that require them to have skills that are associated with business management together with an understanding of American free enterprise system. However, today's youth need to be taught these vital skills.

A committee of Future Business Leaders of America (FBLA) members chose to work with fourth, fifth, and sixth graders from El Toro and Nordstrom Elementary schools in the Morgan Hill Unified School District. The curriculum used by these elementary schools does not include the learning about the American free enterprise system as such. Therefore, it is essential to prepare the students for the future that they will eventually inherit.



*"Kids Choice allowed both students and FBLA members to develop the necessary skills essential for the future by testing their abilities and expanding their horizons."
-Oneil Bhalala
Co-Chair*

The project was developed and executed with the following goals in mind:

1. To educate and promote interest in the American free enterprise system among the elementary students.
2. To educate, develop, and prepare the students with some understanding of the necessary business and problem-solving skills for the future.
3. To promote leadership and team-working qualities in the students by providing positive role models through FBLA members' interaction and participation.



The Art group works on updating their books.

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description of project

Planning

The American Enterprise Project was first discussed at the chapter's leadership training in August 1998. It was further discussed during an Executive Board meeting in September. A committee (Appendix A-1) was appointed during the meeting with Oneil Bhalala and Tony Young as co-chairs.

The idea of a magazine business was developed on September 21, 1998. After the establishment of the committee, a series of meetings were held to brainstorm ideas and plan the project. The members agreed that the focus of this project was to teach and inform younger students in the community about the American free enterprise system. It was decided that the most feasible way of educating students was to offer a series of classes where they would learn how to manage and run a successful business (Appendix A-2). Students would participate in activities where they would have first-hand experience in starting and operating a business. The classes would conclude with the students marketing and selling their final product, a magazine.



The Live Oak Executive Board discusses how Kids Choice, Inc. is progressing.

Development:

After several meetings, the committee decided it would be best to offer the class to elementary students who possessed enthusiasm and an eagerness to learn. Two local elementary schools, El Toro and Nordstrom, were asked if they would like to participate in the project. Both the schools showed interest, and permission slips (Appendix B) were given to fourth, fifth, and sixth graders. After meeting with Mrs. Rodriguez, a teacher at Nordstrom, and Mrs. Knofler, a teacher at El Toro, it was decided that 14 sessions would be offered twice a week after school at El Toro from 3:00 – 3:45 p.m.

The committee looked into the aspect of publishing a magazine that was going to be created by the students. After visiting local printing shops, it was determined that the magazine could be printed at a reasonable cost. However, the decision as to whether the magazine would be printed in color was going to be determined after the magazine was completed. The committee also decided that it would be best to divide the class into groups and that two to three FBLA members would act as business consultants and help each group.

August 1998
Development
of project

September 14
Appointment
of committee

September 21
Permission
slips sent to
schools

September 29
Committee
meeting

November 2
Project
planning

November 10
Chair
planning

November 15
Committee
meeting

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description of project

December 14
Chair
meeting

holding hands so that the group formed a ring. This required teamwork, communication, and trust. After this, there was a discussion on how to acquire the money essential to start a business. The students learned the correct and the incorrect way to obtain a loan during an interview. They also learned how to get sponsors to support the business and how it related to getting advertisements.

Sweet flow

December 15
Seventh
session

Students were given sponsor sheets (Appendix E-1) to take home and get sponsors.



Co-Chair Tony Young explains a worksheet to Eric Layland.

December 16
Committee
meeting

Session 4

During the fourth session on December 3, each group was given a choice of five loans which differed in loan amounts, number of payments, and interest rates (Appendix E-2). Students also learned about the concept of employment. They learned about employees' responsibilities and rights. Finally, the students decided on the rate that each person in the group was going to be paid. Based on their decisions, the groups chose which loan they would take (Appendix E-3). After considering such things as the size of their group and how they were planning to spend the money, they set up a salary sheet on how much each would receive per session (Appendix F-1).

December 17
Eighth
session

Session 5

The fifth session was held on December 8. In each group, the students decided what they were going to contribute to the magazine such as a picture, a review, or an editorial. Every student was encouraged to submit at least one piece of work so that the work would be in the magazine. After this, students were given a handout that contained situations dealing with employees and the problems that may arise such as strikes and people not doing their jobs (Appendix F-2). After completing the handouts in their groups, there was a class discussion that explained the situation in further detail. Finally, the students were presented with the concept of record keeping (Appendix G) that kept track of all their transactions. They learned about debits and credits. Students also learned how to write checks properly. The students were also reminded to bring their sponsor sheets to the following session on December 10.

December 18
Chair
planning

January 4
Committee
meeting

January 5
Ninth
session

Session 6

All the sponsor sheets and money were collected on December 10. A total of \$130.00 was collected from sponsors alone. Along with the money, a few business cards were received to advertise

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description of project

Session 9

The first session of the new year, the ninth overall, was held on January 5. The order forms were collected from the students. A total of 33 magazines were ordered. With the students almost finished with their part—the content of the magazine—it was now time to sell their product. A short discussion took place on advertising, mainly to refresh the minds of the students. The committee decided on two advertising projects: 1) a poster and 2) a commercial to sell the magazine. The students first designed the poster. During this session, they planned the layout of their poster. Finally, the groups were given their bills and revenues to record.

Session 10

The tenth session was held on January 7. The students were given their bills and revenues to record. Then, the students decided on a cover for their magazine, "Kids Talk." Students were also told to design a cover for their respective groups: Art, Entertainment, Games, and Sports. After this, the students worked and finished their posters that they designed during the previous session. Finally, all of the articles, pictures, etc. were collected.

Session 11

On January 12, the covers for each of the groups were collected. After putting the finishing touches on their posters, each group began planning their commercials that they were going to perform in front of their parents. Most of the groups decided to present only one commercial while some groups created two. Finally, students completed cards that contained information on their address, their parents' name, etc. This information was used to mail letters home to remind parents that the culmination was going to be held on January 21 (Appendix J).

Session 12

During the twelfth session, which was held on January 14, the students worked on the commercials. After practicing for about fifteen minutes, the students performed once more, but this time, they were video taped. The idea of being video taped made them believe that it was serious business. This was in preparation for their

January 18
Planning for
Marketing
Party

January 19
Thirteenth
session

January 20
Set up for
Marketing
Party

January 21
Marketing
Party

January 22
Committee
evaluation

March 8
Donation
mailed to
Ronald
McDonald
House



The Entertainment Group works on their bookkeeping.



The Sports Group works on their poster for the Marketing Party.

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uniqueness of project

The committee decided that the target group for this project would be fourth through sixth graders. It appeared that they would be mature enough to understand and use the material that was to be presented to them. Also, the committee decided to offer it to all interested students instead of a select few.

"No one can whistle a symphony. It takes an orchestra to play it." Teamwork was a major point stressed throughout the project. Most of the activities that the students participated in emphasized the idea that the finished product is much more glamorous when it is completed by a team rather than individually. Students learned to accept and take into consideration other people's ideas through activities such as choosing a name for the company, the name of the magazine, and the cover for it. They also learned to work together through interactive simulations such as the hand-holding game and the development of commercials.



"This was an interesting and fun project because we were able to learn how to start a business as well as create a magazine."

*- Sima Bhalala
Art Group*

All the activities that the students participated in taught them something about the American free enterprise system. Through the skits and simulations, the students learned about the interactive aspects of business. Through the compilation of financial records and signing contracts, they learned how to deal with the paper work that is associated with running a business. Also, students learned the importance of responsibility and doing their part for the team. The concept of the magazine made each student accountable for his or her part. If they did not turn something in, they let their group down, especially in the production and presentation of their commercials. Every student had a role in the performance of their commercial. Not only did the students learn what was needed to start a business but they also gained knowledge about teamwork and its importance in running a successful business.



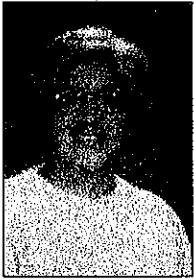
The Entertainment Group presents their commercial to friends and family at the Marketing Party.

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evaluation and results

The Live Oak High School Chapter of FBLA greatly appreciated the support and aid of the students, teachers, parents, and the businesses in the community. Mrs. Knopfler, a teacher at El Toro Elementary, offered the chapter her classroom and help for any future projects. Through this project, the students learned valuable lessons about teamwork, organization, problem solving, and cooperation that will prepare them for the future.

At the conclusion of the project, an evaluation completed by the students showed that the students enjoyed working in their company, "Kids Choice, Inc." and "Kids Talk," their magazine. The comments were very positive. The project was a huge success.



"The culmination was a great production by the FBLA members in collaboration with the elementary students. The sense of enthusiasm and pride was electric."

*-Mrs. Pedersen
Parent*



Students and FBLA members who participated in the Kids Choice, Inc. presented their finished product at the Marketing Party and were rewarded with certificates for a job well done.

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appendix A

AMERICAN ENTERPRISE COMMITTEES

Communication Committee	Chairpersons	Games Committee
Julie Becker	Oneil Bhalala	Anthony Basuil
Oneil Bhalala	Tony Young	Josefina Cid
Josefina Cid	El Toro Visitations	Jasia Hu
Teresa Kwong	Anthony Basuil	Teresa Kwong
Cheryl Leung	Julie Becker	Cindy Lee
Michelle Wakayama	Oneil Bhalala	Michelle Wakayama
Lila Youn	Josefina Cid	Lila Youn
Tony Young	Monica Dournaee	Publicity Committee
Donations Committee	Jasia Hu	Julie Becker
Julie Becker	Teresa Kwong	Monica Dournaee
Oneil Bhalala	Cindy Lee	Jasia Hu
Monica Dournaee	Cheryl Leung	Cheryl Leung
Cindy Lee	Michael Li	Danny Leung
Cheryl Leung	Larry Mock	Erika Okano
Larry Mock	Marvin Mock	Michelle Wakayama
Michelle Wakayama	Erika Okano	Lila Youn
Lila Youn	Calvin Sun	
	Michelle Wakayama	
	Lila Youn	
	Tony Young	

A number of committees (1) were designated to help with the project. An agenda (2) was created to insure that it would run smoothly.

AMERICAN ENTERPRISE AGENDA

Nov. 17	Introduce the committee Ice-breaker <ul style="list-style-type: none"> - Everyone introduce themselves - Scavenger hunt about business Explain American Enterprise Project <ul style="list-style-type: none"> - Explain the American Enterprise system - Easy to make money Introduce the Magazine Project <ul style="list-style-type: none"> - Brainstorm about what makes a magazine successful - Look at different magazines - Have students think about a magazine (idea/topic) 	Dec. 10	Collect sponsor sheets <ul style="list-style-type: none"> - Discuss concept of advertising Record bills and revenues Handout on renting equipment rates
Nov. 19	Students decide magazine idea/topic <ul style="list-style-type: none"> - What the market wants How to start a business <ul style="list-style-type: none"> - Go over worksheets about what is needed to start a business Explain the concept of employment <ul style="list-style-type: none"> - Discuss rules/ handouts - Paying/ Insurance - Have students fill out resumes (1st 3 choices) 	Dec. 15	Decide company and magazine name Record bills and Revenues Work on magazine
Dec. 1	Divide the students into groups based on the resumes <ul style="list-style-type: none"> - Activity on the importance of teamwork - Hand - holding activity Discuss how to acquire money to start a business <ul style="list-style-type: none"> - Demonstrate how to get sponsors - Discuss the idea about loans - Teach students what to do during a loan interview 	Dec. 17	Send home order forms to parents Record bills and revenues Social for holidays - American Enterprise Bingo
Dec. 3	Propose various loans to students <ul style="list-style-type: none"> - Discuss propositions - Which one is best? Why? - Students decide on a loan Discuss concept of employment <ul style="list-style-type: none"> - Salary 	Jan. 5	Collect order forms Discuss concept of advertising - design poster Record bills and revenues
Dec. 8	Start on magazine <ul style="list-style-type: none"> - Structure of magazine - Students choose what they want to do Employee problems <ul style="list-style-type: none"> - Some don't do their job/ handout/ skits - Strikes Discuss bills and revenues	Jan. 7	Record bills and revenues Decide cover for magazine Finish posters Collect submissions for magazine
		Jan. 12	Collect covers for sections Design commercials Fill out information cards
		Jan. 14	Work on commercials <ul style="list-style-type: none"> - Video tape commercials Inform them about culmination
		Jan. 19	Groups give presentation about their groups Decide on where to donate profits Inform them about "Marketing Party"
		Jan. 21	Marketing Party - culmination Pass out magazines Students give commercials

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appendix C

WILL THE BUSINESS FAIL OR SUCCEED?

1. Mr. Ayenoe Nothing opens business in the middle of no where. There are no roads to his restaurant. And no one lives in a 50 miles radius of his business. What will happen to his business? Why? *It will fail because it's too far away from peoples homes.*
2. Mrs. Iwhant Monee has just opened up a business in her town. She has put fliers up all over town about her hobby shop. She has also advertised on the radio and television. What will happen to her business? Why? *It will succeed because it is right in the town where people live.*
3. Mrs. Anta Prenuer has just opened up a business in Amarcoloa. Her shop, sells fans and air conditioners. What will happen to his business? Why? *It will fail because it is really cold there and no one would want to be any colder.*
4. Mr. I. M. Thrifty has just made a cool robot that can do all your homework. Each robot cost a \$1000 to make. He sells them for \$10. What will happen to his business? Why? *It will fail because he wouldn't have enough to make a lot of robots.*
5. Mr. R. U. Happy has opened a business in a village in Alaska. His shop is selling the warmest jackets in the world. What will happen to his business? Why? *It would succeed because it is really cold there and people want to stay warm.*
6. Mrs. Sue Z Pancake has just hired 100 employees. But she doesn't pay them, and she doesn't listen to their complaints. What will happen to his business? Why? *She is going to fail because she will go bankrupt*



A worksheet (1) was used to help teach students what it takes for a business to succeed.

Students also participated in a "Scavenger Hunt" (2) to test their knowledge on business.

"SCAVENGER HUNT"

1. In which country is it the easiest to start your own business? *America USA*
2. What type of magazine do you think this is just by looking at the cover? What type of articles pictures do you think this has? *Competition Products, business, money, computers, people from business*
3. Name a self proprietorship in Morgan Hill.
Jenntech
4. Name a big corporation.
Microsoft
5. Name three different magazines.
News week, Time, Ranger Rick

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appendix G

NOTIFICATION

Date: 1/5/1999
 Group: Art
 Re: Employee's salary

Your account has been debited \$52.00 for the payment to **Employee's Union**.

FINANCIAL REPORT

GROUP: ART

DATE	DESCRIPTION	DEBIT	CREDIT	BALANCE
12-8-98	Loan Balance		12.00	12.00
12-9-98	11 employees	52.00		1145.00
12/10/98	12 copies	125.00		5963.00
12/10/98	12 Loan Interest	110.00		812.00
12/10/98	11 employees	52.00		761.00
12/15/98	15 employees	52.00		709.00
12/15/98	Bonus		500.00	1209.00
12/19/98	Loan Payment	142.00		1055.00
12/19/98	Employee's Union	52.00		1000.00
1/1/99	Employee's Union	85.00		915.00
1/7/99	Employee's Union	52.00		863.00
1/7/99	Employee's Union	33.00		830.00

Students learned about bills and notifications, how to write checks properly, and how to keep records of transactions.

ART GROUP

#006

DATE 12/17/1998

PAY TO THE ORDER OF Employee's Union \$ 52.00
fifty two ⁰⁰/₁₀₀ DOLLARS

MR. YOUNG'S BANK

FOR Employee's salary David Hobson

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appendix K

Students completed evaluation sheets about the classes.

NAME Colette Dalton
GROUP Games
SCHOOL El Toro
GRADE 4th

AMERICAN ENTERPRISE PROJECT EVALUATION SHEET

1. Why did you choose to sign up for this class?

It seemed interesting.

2. What did you learn in this class? Name three things you learned?

- a) How to write a check
- b) how to do a commercial
- c) how to start a business

3. What are some problems that business might have?

They might have money problems, employee problems and other stuff.

4. What was the most interesting activity you had in this class and why?

Making up a commercial because it was fun.

5. Did this class fulfill your expectation? Yes, it was fun, I learned things

I wanted to learn, and I made a magazine.

6. Is there anything that could have been improved? No, I like it the way

it is.

7. Do you think you will use the skills that you have learned from this class in the future?

Yes, because I'm thinking about starting a craft & food business.

Name of your group leaders Monica & Teresa

Rate your group leaders on a scale of 1(bad)-10(excellent) 10

Rate your instructors on a scale of 1(bad)-10(excellent) 10

Rate the overall class performance on a scale of 1(bad)-10(excellent) 10

Comments:

I loved it!!!

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appendix M

Certificates were presented to the students at the Marketing Party.

American Enterprise Kid's Choice Publishing

In recognition of participation in the American Enterprise Project

Sima Bhalala

is hereby presented with this
certificate of outstanding achievement.

January 21, 1999



Oneil Bhalala, Instructor



Tony Young, Instructor

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appendix O

SAMPLES PAGES FROM KIDS TALK

Art

A GREAT ART TEACHER

By Susan Whitfield

A lot of people look for a superior teacher, but they can't find one. Well, here's for you, my friend. I'll show that problem away. My teacher, my best friend, I have the answer to all your problems. My art teacher that I recommend is Mrs. Clark.

I have had experience with many other art teachers, but Mrs. Clark is the best. The following mediums are what you will learn how to use in her class: watercolor, oil paint, dry pastel pencil, and charcoal.

When you don't know how to do something from the picture, she will do a little extra for you. So never compare you to any other student to be herself.

During the year, Mrs. Clark has been helpful for me. Every time I found her class, I am doing so well in art. I entered the County Art Show and won 1st place in my age group. The painting was Marilyn Monroe, which hung in Gilroy City Hall.



By Nicole Nielsen

HOOK AND PAN

By Eric Layland

A lot of people think that it is just sketches and painting. Art is also music, baller and drama. In the past summer, there was a play performed by children.

Director of the play, Mrs. Clark, persuaded all who wanted to be in the production of Hook and Pan.

All who auditioned received a part. There were fabrics that were used and a costume made for Mrs. Clark. It was so nice to see that Peter Pan and Captain Hook were both played by boys. It do and may be even better. Captain Hook was

helped by his own lines. While Captain was wearing a big fluffy wig and a red pocket, the pirates were striped shirts and wigs.

Peter Pan went to the house where Wendy, John, and Michael lived and took them to Neverland where they sang, danced, and had fun.



Each costume had wonderful color, especially the uniforms. They were sparkly and shined in the light. Also, there were the Indians with beards, dresses and spears.

All of the costumes of art even if it is painting or sketches, it is art in a different way.

Entertainment

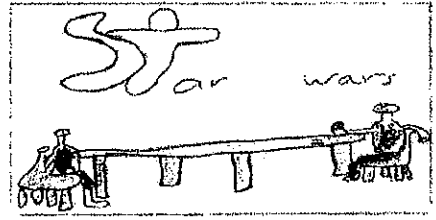


MAKE WAY! A PHANTOM MENACE IS COMING!

By Danielle Currier

George Lucas is finally making a new Star Wars movie called "A Phantom Menace." "A Phantom Menace" is the first of the Star Wars series. Even though "Star Wars: A New Hope" was the first Star Wars movie made, it is actually the fourth movie in the series. "A Phantom Menace" is about Darth Vader when he was a child named Anakin Skywalker. He dreams about being a smuggler someday and losing a life of adventure.

Not very much information on the movie's plot is being revealed, but you can find out more information by visiting the Star Wars website at WWW.STARWARS.COM.



By Tadeo Salinas

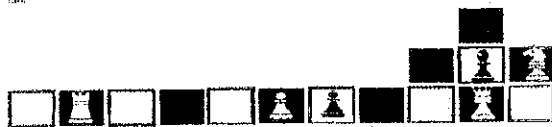
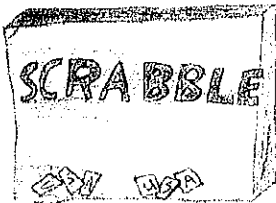
SCRABBLE

By Dan S. Simmons

Scrabble is played by having 2-4 players. You take turns by putting words on the board. The first letter is the word guess on the board. Then the other player adds letters to the end of the word, and the words of the star. Then, the other players build words off the letters of your word and the words have to make sense. The letters have numbers on them and these are how many points you get.

You start with 7 letters. Each time you make a word, you get 2 letters for the game. The object of the game is to get lots of points. Who ever has the most points at the end wins.

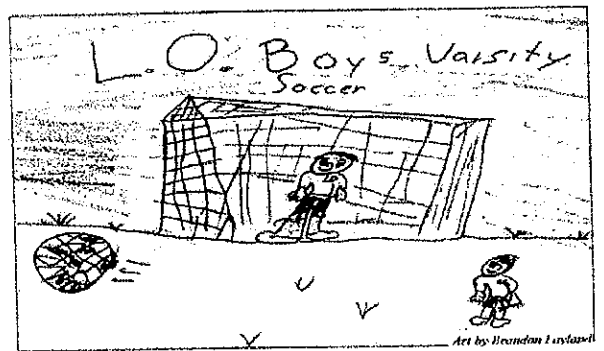
The letters are you have to make words that make sense. No cheating, no tricks, and have fun!



THE A-MAZE-ING LABYRINTH

By Rachelle Allen

The A-Maze-Ing Labyrinth is a brain-challenging board game. It is fun for the whole family. There are 24 treasure cards, and you want to follow a maze to get to your treasure. The board is made up of individual sections of a maze. Each time you play the game, the maze is different. When it's your turn, you push in a piece to change the maze and to help you follow your path to the treasure. When you get the treasure, you turn up the card and try to get your treasure. When a player passes at a point, it could change your path to get to your treasure. That is why it is a brain-challenging game. I think it is fun because I always have to rethink my strategy.



Art by Brandon Layland

GET TO KNOW THE LIVE OAK BOYS VARSITY SOCCER TEAM

By Brandon Layland

The season has gotten off in a pretty good start for the Live Oak varsity boys soccer team this year. The team is young. There are three sophomores and several juniors on the team. Some of the seniors are new this year, too. But so far they are doing well. They have been playing in a tournament at Homestead High School. Last week, they were in the lead and could still be playing in the tournament into the holidays. Maybe they will win. Preseason is over, and they had their first real game on Tuesday. They beat Palma from Salinas 3-0.

The coaches are Alan Wynne, who teaches at Britton, and Tim Martin, who used to play for the Clash. They have the boys out practicing some mornings at 6 a.m. They think the team should do very well this year. The team is working hard to play together. They have a strong defense and can score a lot of goals on offense. The starting goalie is Rouben. He is very good at stopping the ball.

So go out and cheer for the Live Oak varsity boys soccer team!



Art by Sam Tingyuan

Games

Sports