



EntrepreNews & Views

Building Tomorrow's Economy

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National Entrepreneurship Week 2010 Was Wonderful

Celebration of the 4th Annual National Entrepreneurship Week took place all over the nation in February, with the states and local communities picking up the challenge to honor our entrepreneurs and learn more about the growth of entrepreneurship education.

Career Ready with Entrepreneurshipa Key 21st Century Skill This year's theme focused on the importance of all Americans having basic entrepreneurial literacy, no matter where you work. Education in most states is focusing on preparing career-ready graduates, and the 2010 Call to Action Proposal agrees with this priority. The knowledge, skills, and attitudes being developed through entrepreneurship as a life-long learning process are critical to every industry, whether you are an entrepreneur or an employee in the global economy. This Call to Action on our website identifies ways everyone can support "Career-Ready with Entrepreneurship" and our support for the mission of the Partnership for 21st Century Schools.

Can you answer the "20 Questions for All Americans"? Our major activity for the 2010 WEEK was to provide these basic questions that define components of "entrepreneurial literacy". We encourage you to use these questions all year as you explore more about the importance of understanding the content of entrepreneurship education. They will be available on our website all year at www.entre-week.org. ...a website devoted to publicity for the great work of entrepreneurship programs Year Round.

Thanks to the Governors of the states that joined in Proclaiming their support for National Entrepreneurship Week 2010. For more information about all of the events check out pages 4 - 6.

HOW DID THE UNITED STATES BECOME SO ENTREPRENEURIAL?

A LOOK BACK AT OUR HISTORY When the first settlers came to this continent in the early 1600s there was no other option than to create their own businesses... or bring products by ship from Europe to trade at great cost and risk. It was in Jamestown in 1607 that these European immigrants decided to experiment with a communal society, where everyone was equal and had equal property, dividing their output equally. When this resulted in "the starving time" a system of free enterprise began to emerge which was later refined and developed in Adam Smith's "Wealth of Nations" that was published in 1776.

For the settlers, serving the needs of your small community was a source of income. Trading with the Indians was an option, but also very risky. But as settlements grew with many Europeans escaping to the colonies to gain freedom, local governments evolved and trade within and between colonies grew. By the mid 1700s there were 13 colonies that had established their own economies based on entrepreneurial settlers creating businesses to serve the needs of a fast-growing population. (Continued on page 2)

NATIONAL ENTREPRENEURSHIP WEEK

has moved

Check out the NEW LOOK

www.entre-week.org

Plan to celebrate the
5th Annual Week
FEB 19 - 26, 2011

What's Happening in Your State Year-Round?
Keep Sharing at
www.entre-week.org

ND Governor John Hoeven signs PROCLAMATION with students





Consortium for
**Entrepreneurship
Education**

**is committed to entrepreneurial
excellence.**

Membership is open to all who see
entrepreneurship education as a
priority.

Benefits to members include...

- * networking with leaders nationwide
- * conducting professional development forums and workshops
- * developing and sharing new materials
- * identifying young entrepreneurs as role models, and
- * providing centralized information access to educators.

For more information about
the Consortium please
contact . . .

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How Did the United States Become So Entrepreneurial?

(Continued from Page 1)

By the mid 1700s there were 13 colonies that had established their own economies based on entrepreneurial settlers creating businesses to serve the needs of a fast-growing population. But there were still products from Europe that the Colonists wanted. The British King James I began to levy heavy taxes in the British Parliament on purchase of these products by the colonies. Over a period of 20 years unrest over these taxes “without representation” grew... leading to the famous Boston Tea Party and the American Revolutionary War.

This is the background for the creation of the US Constitution and the Bill of Rights that form the foundation of an entirely different type of government than had ever existed. Our founding fathers each represented different colonies with different ideas about government...a very difficult challenge when trying to form a central government. The resulting Republic formed in 1787 defined the specific responsibilities of a central government, maintained the rights of each state (colony), and declared the rights of all of the people.

Ever since then all government employees swear to uphold the Constitution as they take office. So it is essential that those of us involved in entrepreneurship education (and those planning a career as an entrepreneur) understand the role of government and the freedoms of the people as they relate to business creation, management, and ownership.

The Founders created the Constitution to encompass natural law based on our God-given capacity for reason that was defined as Natural law by Cicero (106 - 43 BC) such as “inalienable rights”, “separation of powers”, “self-preservation”, “the right to contract”, “no taxation without representation” etc.. Adam Smith, a college professor in Scotland, published the “Wealth of Nations” which became the source of inspiration for creating a free market economy instead of mercantilism, the reigning economic theory in the 1700s.

“The United States was the first nation to undertake the structuring of a whole national economy on the basis of natural law and the free market concept described by Adam Smith. Among other things it included:

- Specialized production allows each person or corporation of persons to do what they do best
 - Exchange of goods takes place in a free market environment without governmental interference in production, prices, or wages
 - The free market provides the needs of the people on the basis of supply and demand, with no government-imposed monopolies
 - Prices are regulated by competition on the basis of supply and demand
 - Profits are looked upon as the means by which production of goods and services is made worthwhile
 - Competition is looked upon as the means by which quality is improved, quantity is increased, and prices are reduced.”

The founders recognized that wealth and prosperity depends on a climate of wholesome stimulation protected by law. The four “laws of economic freedom” can be described as

- 1. The freedom to try**
- 2. The freedom to buy**
- 3. The freedom to sell**
- 4. The freedom to fail**

By 1905 the United States had become the richest industrial nation in the world. With only 5% of the earth’s land area, and 6% of its population, the American people were producing over half of almost everything...a great tribute to Adam Smith.

Source: “The 5000 Year Leap” by W. Cleon Skousen

DISCUSSION: This article is provided to help inform discussions between educators and with students interested in the role of entrepreneurship in the economy. See www.entre-ed.org for this newsletter and suggested questions for discussion about free enterprise.

SERVING UP SUCCESS - Entrepreneurial Transitional Program for Special Needs Students

All students need to develop the entrepreneurial spirit, general education students as well as students with disabilities. Stephanie Barber and Kelly Bramblett of Kennesaw Mountain High School, have created a program that assists special educators in developing a school-based business in which their students practice real life transitional, financial, vocational, and social skills. The school based business is a coffee shop. The students learn meaningful skills in a “real world” setting. Experiencing the satisfaction of operating a business from start to finish fosters the entrepreneurial spirit and shows students with disabilities that they can become gainfully employed after graduation. Good attitude, work ethic, and showing initiative are rewarded and developed via this program.

The Serving Up Success program is radically different from many curriculums available today. Most offer videos, worksheets, board games, role playing ideas, textbooks and worksheets to teach vocational skills for special needs students in the classroom. The Serving Up Success program teaches school-to-work skills by having students actually deal with real customers, real money and real on-the-job scenarios. Students are constantly faced with unpredictable situations that force them to problem solve and use critical thinking skills. What better way to prepare a student for “real life” but to have them “employed” at a “real business?” What better way to meet the legal obligations of the IEP (individual education plan) transition plan but to establish a real work environment at the school.

As well as providing special needs students the opportunity to learn skills required to obtain gainful employment after high school, it also affords general education students an opportunity to learn skills required to obtain gainful employment after high school, it also affords general education students an opportunity to develop and improve entrepreneurial and managerial skills.

For example:

*Graphic art students create logo.

*Interior design students create design boards for the coffee shop layout and design.

*Business education students manage inventory, finances, employee meetings, and “payroll.”

All students involved in this entrepreneurial venture are learning valuable vocational skills as well as some basic core values required for success in life. The values are: promptness, responsibility, initiative and a “can do” attitude. We believe that these core values are necessary to ensure success in life. This student-based business model provides students the opportunity to receive a grade, a scholarship, and a “paycheck.” All are directly related to showing these attributes and qualities, regardless of IQ.

Stephanie Barber and Kelly Bramblett have copyrighted this curriculum, and it is available for purchase. It meets all the standards for Special Education required for students to complete their high school experience. Please visit our websites, www.mountaintopcafe.com and www.servingupsuccess.org to see the pilot program, The Mountain Top Café, in action and learn more about our curriculum for special educators. According to Paul DeLargy of Georgia REAL, the success of this program has been outstanding. He was amazed at more positive attitudes of the special education students involved and the attitude of the whole student population. In addition, over the past three years the students who participated and finished their training at Kennesaw Mountain High School have been about to obtain meaningful employment.

ANNOUNCEMENT

28th Annual Entrepreneurship FORUM

[WWW.ENTRE-ED.ORG/_NETWORK/
FORUM.HTM](http://WWW.ENTRE-ED.ORG/_NETWORK/FORUM.HTM)

Columbus, OH - Nov 12 - 16, 2010



Call for Programs
Send Your Proposal to be Part of the
national conference program
Check details to submit by April 15, 2010



Entrepreneurs are our Heroes!

Celebrate National Entrepreneurship Week 2010 Nationwide --
Join the Celebration of National Entrepreneurship Week - Feb 20 - 27, 2010 as the contributions of today's entrepreneurs are recognized as well as the potential economic impact of entrepreneurship education for America's youth!

Columbus, OH 2/19/10 Educators and entrepreneurs in every state have created activities and events to celebrate the 4th Annual NATIONAL ENTREPRENEURSHIP WEEK ... an opportunity each February to nurture the entrepreneurial spirit. This special week is designed to honor entrepreneurs in every state and let the whole nation know about the entrepreneurship education programs preparing American youth to carry on the heritage of America's past and become self-reliant future entrepreneurs.

Local Schools, Communities, State Organizations and Entrepreneurs that CELEBRATED the 4th Annual National Entrepreneurship Week, February 2010! Check out some of the great events that are posted on the national website, and send us information we may have missed.

REMEMBER, we celebrate entrepreneurship...and entrepreneurship education ...YEAR-ROUND! We invite you to visit the NEW and UPDATED website.

www.entre-week.org

Thanks to Thirteen Leading States for 2010 Proclamations from their Governors

- [Connecticut](#) - Governor M Jodi Rell
- [Delaware Proclamation](#) - Governor Jack E. Markell
- [DE - New Castle County Executive's Proclamation](#)
- [Florida](#) - Governor Charlie Crist
- [Illinois](#) - Governor Pat Quinn
- [IL - Mayor of City of Galesburg Proclamation](#)
- [Maine](#) - Governor John E. Baldacci
- [Michigan](#) - Governor Jennifer M. Granholm
- [Missouri](#) - Governor Jay Nixon
- [Nebraska](#) - Governor Dave Heineman
- [New Mexico](#) - Governor Bill Richardson
- [North Dakota](#) - Governor John Hoeven
- [Ohio](#) - Governor Ted Strickland
- [Virginia](#) - Governor Robert F. McDonnell
- [VA Resolutions](#) from Blue Ridge Crossroads Economic Development Authority, Grayson County, Blue Ridge Region, and Carroll County
- [Wisconsin](#) - Governor Jim Doyle

U. S. Small Business Administration in Recognition of National Entrepreneurship Week & America Saves Week

February 23 - 25, 2010

SBA hosted a series of "FREE" YOUTHpreneur webinars on Entrepreneurship and Financial Literacy

- Be inspired and learn from some of the best in business and entrepreneurship
- Learn the basics of entrepreneurship and strategies for today's business world
- Use social networking to advance your business idea
- Build wealth not debt

Webinar Topics Include:

- Discover how entrepreneurship really works
- Discover if you have what it takes to start a small business
- Practical Money skills to financial wellness
- Discover the importance of maintaining good personal credit

NFIB Statement on National Entrepreneurship Week

WASHINGTON, D.C., February 22, 2010 — Dan Danner, president and CEO of the National Federation of Independent Business, the [nation's leading small business association](#), issued the following statement in recognition of National Entrepreneurship Week:

"Entrepreneurs are so critical in a free-market society. These risk takers are the individuals who identify possibilities and turn their ideas into advancements in our society. Entrepreneurs are innovators. They are small business owners, and they are job creators. In difficult economic times, we depend on entrepreneurs and small business owners to lift us out of a recession. This is why it's imperative that we support and promote entrepreneurship. To do this, our federal, state and local governments need to remove barriers for entrepreneurs, instead of adding to the costs and risks of starting and running a business.

ENTREPRENEURIAL LITERACY EMPOWERS EVERYONE

- State of Delaware - 2010 State Leadership Team
- Delaware Financial Literacy Institute/The Money School
Ronni Cohen, Executive Director - info@dfli.org
- Tami Levy, CODE Program Consultant –
tamilevy21@gmail.com
- Karen Graham, Senior Associate Director and CODE
Planner -

Delawareans are invited to network, discover local resources, and get questions answered at a half day conference on business startup, survival and growth. Small business consultants will share their knowledge of business development, marketing, and financing; local entrepreneurs will share their experiences, the key to success, and pitfalls to avoid. This free event is made possible through the sponsorship of JPMorgan Chase, Advanta and Delaware Economic Development Office. In addition to this conference, events are scheduled across the state for the coming months. Check here: http://entre-week.com/eweek_files/DelawareSLT.doc



Delaware's State Treasurer
Velda Jones- Potter
addresses the audience
at the 2010 Code Conference.



New Castle County
Executive **Chris Coons**
shares a laugh with
Daryl Graham of Chase.



Students at **Branch Area Careers Center** in Coldwater, MI
created a wall of fame highlighting local entrepreneurs.



PENNSYLVANIA ENTREPRENEURSHIP LEADERSHIP TEAM 100

For details see Hot Topics at www.entre-week.org

Outstanding leaders of the PELT100 team met at Lehigh University to present a session called "UnLeash Innovation" for students at the Pennsylvania School for Entrepreneurship at Lehigh University Iacocca Institute. This is an example of the impact being contributed to the education of youth in the Commonwealth by the 100 members of PELT100...the Pennsylvania Entrepreneurship Leadership Team.

Headed up by Carmen Dawson, ADVANZ, LLC, he is joined by Dr. Richard Caruso, Ernst & Young Entrepreneur of the Year National Winner and World Runner-Up in 2006 who serves as Co-chair of PELT100. Dr Neil Kleinman, Senior Fellow of the Corzo Center at the University of Arts in Philadelphia, Ethan Byler, manager of Innovation & Entrepreneurship at ASME, and Representative Curt Sonney. . . All are Pelt100 advisors and supporters of National Entrepreneurship Week.



IOWA Celebrated in Spite of the SNOW in Prairie City!



PCM 8th grade computer class created National Entrepreneurship Week flyers and put them all around the school. Then today they went up on a tall snow mountain and got their picture taken.

PCM juniors/seniors had a lemonade stand outside, showing that entrepreneurs don't give up despite all sorts of impediments when operating entrepreneurship! Lots of high school kids were enamored with what we were doing.



National Entrepreneurship Week in Maine is Proudly Sponsored by:



Maine Entrepreneurship Week 2010 Coalition

ENTREPRENEURIAL LITERACY EMPOWERS EVERYONE

Entrepreneurs drive our economy and enrich our lives. They create most of our jobs and solve problems. When entrepreneurs succeed, communities thrive. EWeek Maine encourages and supports their efforts with panel discussions, workshops and networking events, designed to foster entrepreneurial education and lifelong learning. EWeek Maine helps entrepreneurs access the resources and education they need to meet the demands of today's global economy.

A broad coalition of public and private organizations coordinates and promotes EWeek Maine, as part of National Entrepreneurship Week. The coalition includes small businesses, educational institutions and a variety of agencies that are dedicated to strengthening the entrepreneurial culture and capacity of Maine.

A total of 35 Events were scheduled across the state between Feb 24 and 27 in Saco, Bethel, Brunswick, Lewiston, Portland, Orono, Falmouth, and Fryeburg. SEE DETAILS AT www.eweekmaine.com

Maine's continuing calendar of entrepreneurial events

In addition Deb Neuman's Back to Business radio show on Sunday, February 21, featured National Entrepreneurship Week and an hour long interview with student entrepreneurs and the Foster Center for Student Innovation at the University of Maine.

Maine Entrepreneurship Week 2010 Coalition

Lori Arsenault	USM School of ASET (Applied Science, Engineering & Technology)
Donna Brassard	Mainebiz
Susan Baracco	The Entrepreneur's Source and Business Advisers International
Catherine Bickford	Artascope Studios
Eric Blom	Broadreach Public Relations
Melissa Bourque	Junior Achievement
Jackie Center, co-chair	Biddeford Saco Chamber of Commerce (Executive Director) / Sweetser
Brian Doyle	DECD (Dept. of Econ. & Comm. Dev.)
Dianna Fletcher	Fletcher-Media, (Principal/Owner)
Tom Juenemann	Institute for Family Owned Business
Valarie Lamont, co-chair	USM School of Business (Assoc Dean Innovation & Entrepreneurship; Director of USM Center for Entrepreneurship & the Center for Real Estate Education)
Jeremy Litchfield	Atayne
Patrick May	Skyline (Agent), Portland Music Foundation (President)
Michelle Neujahr	Southern Maine Community College Business Center (Director)
Sandra Stone	Maine Center for Enterprise Development
Lynnelle Wilson	Bold Vision Consulting



MAINE IS A GREAT MODEL PROGRAM - WE SHARE THIS TO ENCOURAGE OTHERS TO FOLLOW.

BONUS ACTIVITY

LET'S TRY PROBLEM-BASED LEARNING

EntrepreNews & Views
Published by the Consortium for Entrepreneurship
Education
Columbus, Ohio Volume 17 No. 3

The Consortium for Entrepreneurship Education believes that entrepreneurs “become” through the experiences of their lives. Thus one of our core values is that “Entrepreneurship education is a lifelong learning process that involves all levels of education and training.”

We recognize that education has little room for additional required courses and we support the philosophy of the Partnership for 21st Century Skills that entrepreneurship literacy is a theme that should be woven into core academic subjects. They advocate “using entrepreneurial literacy to enhance workplace productivity and career options.”

But how... The Consortium has published National Content Standards that include 403 Performance Indicators that were created by focus groups of entrepreneurs who indicated what knowledge, skills and attitudes were important for their success http://www.entre-ed.org/Standards_Toolkit/ The mere size of the list tells you that it cannot be the foundation for any single course. Rather it is used to support the content of many different programs at different levels of education. It can assist academic teachers to engage students in academic skills in the CONTEXT of creating their own businesses.

We Have an IDEA ... What if we created an online database of free problem-based learning activities that teachers and students could access FREE? First we need to create an appropriate short scenario to establish the problem. Next, using one or a few of the Consortium's Performance Indicators, we would provide action questions for students to solve a given problem. Since there could be many different answers, the learning is in the process of thinking, not in getting one correct answer. And the teachers could be learning too. Business mentors from the community could be available to help the students, and assessment would be as a result of their evaluations.

Future CEO Stars, the Consortium student entrepreneur magazine, has been testing this idea with the student stories, and the Teacher Guide Activities that present the problems to solve. Try out the activity provided here (story on page 8) and see how it works with your students. If you find this a useful way to engage your students in real “thinking” you can find a wealth of similar stories and Teacher-Guide activities in the 2009-10 issues of Future CEO Stars....www.FCSmag.com

Pick and choose the ideas that work best for your students and you. You will find a variety of critical and creative thinking activities and strategies for all ages and skill levels. Each activity is organized to help your students “RUN the RACE” for their future.

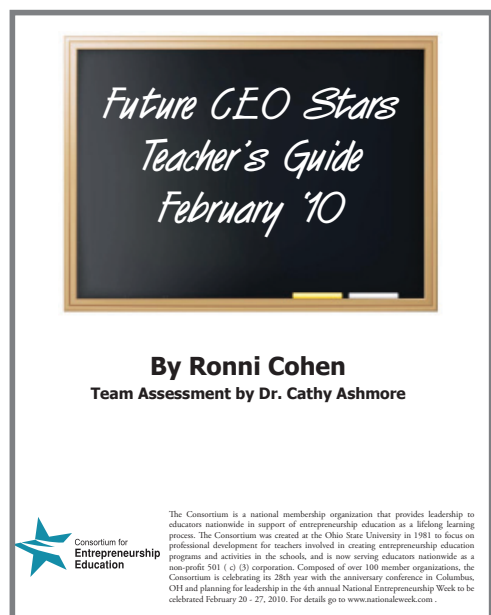
ON YOUR MARK - competencies listed
GET READY - introduction to the article
GET SET - Activities to encourage critical and creative thinking
GO! - opportunities to personalize and extend the learning experience

You will see there is no answer key. I have purposely omitted creating one for two reasons:

1. there are many correct answers and solutions.
2. I can remember the first time a student gave me an answer not in red in the teacher's guide. It started me on my own journey of lifelong learning...to find the answers. And I am still looking.

However assessment of your students is important for their growth. We have provided a Team Activity and Assessment Rubric at the end of this Guide. As a result you can provide a project based on the magazine once a month and evaluate the work demonstrated by your students.

Hope you will join this journey with me and share your ideas.



EZPUCK

by Riley Giauque



My name is Riley Giauque. I am in the sixth grade at Nativity Elementary School in Fargo, North Dakota. My invention is the EZPUCK. When I was in fourth grade I had the opportunity to participate in Marketplace for Kids. I have always been somewhat of an entrepreneur and always very interested in learning more about business. I knew that Marketplace for Kids was for me. I was determined to invent a product to showcase. I just wasn't sure what that product was going to be. My dad suggested that I solve a problem and keep it simple. So that is exactly what I set out to do.

I have a passion for hockey. I love to watch hockey, but most of all I love to play hockey. And in order to be really good at hockey you need to practice. One day I was practicing my stick handling when I got an idea. You see, I would always try to stick handle around pucks and cones, but that never really worked because they would always tip over or slide around. I would get so frustrated. That is when I came up with my invention.

I needed to figure out how I could get something simple to remain stationary on the ice so that I could practice my stick handling. It took a lot of thinking, asking questions, and many prototypes, but before long I had the perfect solution. With help from my dad, we designed a product that would allow hockey players of all ages to improve stick handling and puck control. We created the only product on the market that remains stationary on the ice. A product that is easy to throw in a hockey bag and set up in a desired pattern in less than 30 seconds. And best of all EZPUCK is fun to play around with.

After many prototypes my invention was complete and just in time for me to showcase my invention at my school and at Marketplace for Kids. I was very excited about my invention, because I knew that it was something that everyone could actually use to improve their hockey skills. While at Marketplace, people asked me if my product was for sale. Others told me that I should patent my idea. After talking with my parents, my dad took me to visit Michael Neustel, who is a patent attorney in Fargo. Mr. Neustel was very helpful and encouraging. He gave me some suggestions and helped me write up my patent pending. He filed my patent pending and I was on my way. Marketing was next. We knew that it would be very important to create a website (www.ezpuck.com) in which the entire world could view my product, become educated on how my product worked, and then have the ability to order directly from my website. We chose to incorporate video on my website so that every hockey player could see exactly how my product worked. We also incorporated various drills for the convenience of coaches and players. Also, we included testimonials.

I have sold my EZPUCKS throughout the United States, Canada, Germany and New Zealand. I have my EZPUCKS for purchase on my website (www.ezpuck.com), through Play It Again Sports, and in various outlets such as HockeyShot.com and IceWarehouse.com. People are very satisfied with my product. We provide very good customer service and usually ship the product within 12 to 24 hours.

I just recently invented GRIPZ which is an attachment for the EZPUCKS. The GRIPZ allow for off ice training. They are rubber feet that attach to the EZPUCK that limit the movement of the EZPUCK while stick handling on various surfaces, such as your garage floor, synthetic ice, or wherever you need to practice your stick handling. It works great in the locker room to warm up your hands just before a big game. They will be available to purchase in the next few months.

Creating a product and starting a business has been a good experience for me. I am grateful that Marketplace for Kids encourages young people like myself to be creative and entrepreneurial. Thanks, Marketplace for Kids!

And for all the kids out there, I would tell you that you can basically do anything you want to do if you believe in yourself and have the desire to succeed. Just whatever you do, don't give up!

See the Future CEO Stars™ Teacher's Guide at www.fcsmag.com in the Archives for January to find the whole Problem-based Activity. Following is a sample of part of the activity provided ...

GO!

- Often inventors are “one product wonders.” Ryan shows that he has more than one trick under his hat. Imagine what Ryan's next business might be?
- Describe at least 3 things you learn about business from Ryan that you yourself could apply to a venture.
- Visit Ryan's website. <http://www.ezpuck.com>. How does he use testimonials? Why are they valuable? Find the WARNING on the website. Explain whether it is a false or an effective part of the ad?
- What other services and what goods could Ryan sell to grow his business?