

# Mrs. Bachura's Business Choice Board

In an effort to support your online learning, minimize frustrations, and keep learning fun & interesting I have created a menu board for you to have options. Once you have selected a menu item, you cannot do that item again. See details in the rest of the packet to complete the activities.

**Please select 2 items a week to complete.**

<p><b>1. Wants vs. Needs Scavenger Hunt:</b> Walk around your home, and for each room in the home, make a list of 3 wants and 3 needs.</p>	<p><b>2. Product Placement List:</b> Watch a movie/TV show and make a list of all the product placements you see.</p> <p>See explanation of Product Placement in packet.</p>	<p><b>3. Redesign a game:</b> Play a game—board game or card game—with your family members then design a rebranded cover for the game. The goal of your new cover is to appeal to people looking for a distraction while stuck at home.</p>
<p><b>4. Thank you letter:</b> Write a one-page letter of appreciation to someone in your life. This can be a teacher, boss, family member, etc. Use the sample format in the packet to write your letter in proper personal business format.</p>	<p><b>5. Product line extension:</b> Create 3 product line extensions for your favorite snack brand.</p> <p>Product line extension is a new product that is slightly different to a company's original/popular item (like Coca Cola adding Diet Coke, Coke Zero, etc.)</p>	<p><b>6. Interview a Local Business Owner</b> Develop 5 questions to ask a local business owner (or employee) about how they are dealing with the current situation in their business. Call, email, or video conference to conduct your interview.</p>
<p><b>7. Emergency Kit:</b> Create a list of 10-15 items you would include in a family Emergency/Crisis kit. Explain why you would include each item.</p>	<p><b>8. Review:</b> Write a 5-6 sentence review comparing two businesses that offer the same type of products. (Ex. Walmart and Target). Give them a rating between 1 (terrible) and 10 (awesome), and compare the two.</p>	<p><b>9. Shop Small</b> Identify and list 5 small businesses in your community/area. Brainstorm and list 6 different ways people in your community could support these businesses during hard economic times.</p>
<p><b>10. Outrageous verdicts</b> - read these crazy court cases (in packet) and decide what YOU think the verdict will be. I'll send you the actual verdict later. :)</p>	<p><b>11. Employability survey</b> - Are you ready to be a good employee? Take this survey (in packet) and see.</p>	<p><b>12. The Power of Charity</b> - read this short story (in packet) about one boy's good choice made a real difference in someone's life, then write a short reflection.</p>
<p><b>13. Career thoughts</b> - choose a career you might be interested in, and make a list of pros-cons (good and bad) about that career.</p> <p>(see packet for details)</p>	<p><b>14. Part-time job</b> - a lot of people are BORED right now. They wish they could be out doing a job, making money.</p> <p>If there was one job in the Council Grove area right now where you could work 10-15 hours per week, what would it be? (see packet for details.)</p>	<p><b>15. Resume parts</b> - have you started a resume? If not, one part you will need to include is a list of activities you are involved in. Using the template in the packet, work on a list of things you are involved in, and also those you would like to be involved in down the road.</p>
<p><b>16. Covid 19 reflection</b> - write a reflection or journal of everything that is going on and how you are handling it. You could include a weekly/daily routine.</p>	<p><b>17. Spending spree</b> - if you won a drawing and had \$500 to spend, what would you spend it on?</p> <p>Look in the packet for guidelines!</p>	<p><b>18. How a business man gave back</b> - read this short story (in packet) about a businessman who helped others, then answer a few questions about the story.</p>

**1. Wants vs. Needs Scavenger Hunt:** Walk around your home, and for each room in the home, make a list of 3 wants and 3 needs.

(Remember, needs are things you need to live/survive; wants are things that add pleasure to your life).

Name:		
Room: (Ex. Kitchen)	Wants: 1. 2. 3.	Needs: 1. 2. 3.
Room:	Wants: 1. 2. 3.	Needs: 3. 4. 5.
Room:	Wants: 1. 2. 3.	Needs: 3. 4. 5.

**2. Product Placement List:** Watch a movie/TV show and make a list of all the product placements you see.

Product placement is an advertising practice where businesses gain exposure for their products by paying for them to be featured in movies and television programs.



Example1 : Elf drinking Coca Cola



Example 2: Happy Gilmore wearing Subway shirt

Your Name:
Movie/Show(s) you watched:
Examples of Product Placement:

**3.Redesign a game:** Play a game—board game or card game—with your family members then design a rebranded cover for the game. The goal of your new cover is to appeal to people looking for a distraction while stuck at home.

Example. Monopoly becomes Quarantopoly. 😊

Your Name:
Original Game:
New Name of Game:
Rough out a sketch of the cover of your new game:

4. **Thank you letter:** Write a one-page letter of appreciation to someone in your life. This can be a teacher, boss, family member, etc. Use the sample format in the packet to write your letter in proper personal business format.

Below is a sample business letter. Write your letter with this type of spacing and formatting. If you do not know the person's address, just put their name and what city they live in. **WRITE YOUR LETTER ON THE BACK OF THIS PAPER!**

Mr. Sam Johnson  
121 S. Main St.  
Indigo, KS 63999

April 16, 2020

Dear Mr. Johnson:

We would like to thank you for working with us in our sales and operations. We highly appreciate the work that your team has provided our company, as well as the necessary resource to get our own business going.

We look forward to a continued relationship with your company over time. It has been a pleasure doing business with you.

Sincerely,

(Your Name)  
Your street address  
City, ST Zip

**5. Product line extension:** Create 3 product line extensions for your favorite snack brand.

Product line extension is a new product that is slightly different to a company's original/ popular item (like Coca Cola adding Diet Coke, Coke Zero, etc.)



Example 1: Coca Cola extends to Zero, Light, etc.



Example 2: Skippy to Super Crunchy, etc.

Your Name:

Original Snack Brand:

Product line extensions: (at least 3 that YOU have created...not already a thing!)

## 6. Interview a Local Business Owner

Develop 5 questions to ask a local business owner or employee about how they are dealing with the current situation in their business. Call, email, or video conference to conduct your interview.

Your Name:

Person you interviewed:

Name of his/her business:

Questions you asked, and answers:

1.

2.

3.

4.

5.

**7.Emergency Kit:** Create a list of 10-15 items you would include in a family Emergency/Crisis kit. Explain why you would include each item.

Your Name:	
Item	Why you would include this:
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	
11.	
12.	
13.	
14.	
15.	



**8. Review:** Write a 5-6 sentence review comparing two businesses that offer the same type of products. (Ex. Walmart and Target). Give them a rating between 1 (terrible) and 10 (awesome), and then compare the two.

By the way, you can't use Walmart and Target since that was my example. 😊

Your Name:	
<b>Business Names</b>	
Business 1:	Business 2:
Comparisons: (Examples – Walmart prices are lower. Target has higher quality products)	
Final rating of business 1: 1 (terrible) and 10 (awesome)	Final rating of business 2: 1 (terrible) and 10 (awesome)
What is the number one reason you feel one business is better than the other?	

## 9. Shop Small

Identify and list 5 small businesses in your community/area. Brainstorm and list 6 different ways people in your community could support these businesses during hard economic times. Be creative-not everyone has excess money to spend.

Your Name:

Names of 5 businesses in your area:

- 1.
- 2.
- 3.
- 4.
- 5.

Ways people around here can help these businesses during/after the Covid-19 challenge.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

**10. Outrageous verdicts** - read these crazy court cases and decide what YOU think the verdict will be. I'll send you the actual verdict later. :)

### Case #1 – The Case of the Broken Lottery Machine



#### The Case of the Broken Lottery Machine

You might say that Pauline McKee is a slot machine veteran. At 87, she had been working the slots for more than six decades. But the “Miss Kitty” machine at the Isle Casino Hotel in Waterloo, Iowa, was new to her. That’s where McKee was playing on July 2, 2011, when, at around 10 p.m., she wagered 25 cents on a spin and won \$1.85. But that wasn’t all. A special message also popped up on the game’s screen: “The reels have rolled your way! Bonus Award—\$41,797,550.16.” McKee and her daughter, who was

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Name:

You be the judge...Did the Casino owe Pauline McKee \$41.8 Million? Explain your answer!

You will get credit for explaining your answer, even if you have the wrong verdict!

More on next page....keep going!

**10. Outrageous verdicts CONTINUED..**- read these crazy court cases and decide what YOU think the verdict will be. I'll send you the actual verdict later. :)

**Case #1 – The Case of the Pet Raccoon**



♦♦♦♦  
**The Case of the Pet Raccoon**

Kellie Greer was walking in Cottage Grove Park near her Seattle home in June 2010 when she spotted two newborn raccoons. She'd already come across a dead adult raccoon in the road, which she assumed was their mother. Still, she waited several hours to see whether an adult raccoon would return for the babies, and when none did, she brought the tiny orphans home. One died that night, but the other held on. Kellie called the Progressive Animal Welfare Society and 15 animal rehabilitation centers in the area. None, she says, had space for the raccoon. So she and her husband, Chris Greer, decided to keep her. They named her Mae.

For seven years, Mae was part of

the family, along with two kids, two cats, koi, and chickens. They walked her on a leash, trained her to use a litter box, and built an enclosure for her in their backyard. They called her "human-friendly." In fact, she regularly posed for photos with the neighbor kids, Seattle police officers, and even Washington Department of Fish and Wildlife (WDFW) game wardens, whom the family ran into on annual fall camping trips to Icicle Creek park.

During one trip in November 2017, the Greers stopped for gas in Coulee City. While Chris pumped, Kellie walked Mae around the parking lot. A WDFW officer, Glenn Steffler, pulled in behind the Greers and asked whether they had a permit to possess a wild animal; it's illegal to keep raccoons as pets in Washington. Chris fibbed and said yes.

**READER'S DIGEST You Be the Judge**

But Steffler checked the records and discovered the truth. A week later, another officer knocked on the Greers' door. Kellie invited him in. There was Mae, lying on the sofa.

"I need to take her," the officer said.

"Today?" Kellie asked. Yes, he said.

Mae ended up at Center Valley Animal Rescue in Quilcene. She had a broken tooth and had been too domesticated to ever return to the wild. If she couldn't be used for educational purposes at the rescue center, she might be euthanized. On December 5, 2017, the Greers sued for custody of Mae. At the Thurston County Superior Court hearing in April 2018, Chris turned to the WDFW's attorney and said, "We don't understand why you want her now."

***Should Mae the raccoon be returned to the Greer family?***

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Name:

You be the judge...Should Mae the raccoon be returned to the Greer family?  
Explain your answer!


You will get credit for explaining your answer, even if you have the wrong verdict!

**One more on next page....keep going!**



**10. Outrageous verdicts CONTINUED..**- read these crazy court cases and decide what YOU think the verdict will be. I'll send you the actual verdict later. :)

**Case #1 – The Case of the Towering House**



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**The Case of the Towering House**

Pierce and Barbara McDowell had lived in their historic home on South Second Avenue in Sioux Falls, South Dakota, for 24 years. Built in 1924, it is on the National Register of Historic Places, one of several such buildings in their McKennan Park neighborhood, which is itself a registered historic district recognized for its "well-maintained houses" with "cohesive character."

The McDowells welcomed new next-door neighbors, Josh and Sarah Sapienza, in 2013. The next year, the Sapienzas submitted plans to the

Sioux Falls Board of Historic Preservation proposing to raze their 1920s Tudor house and build a new 4,000-square-foot structure. The architect who'd drawn the renderings had taken into account the state's special requirements for new construction in historic areas. The board approved the plans.

The Sapienzas' contractor, Dick Sorum, revised the plans in accordance with the city's zoning restrictions for height and setback from adjacent properties, but he didn't realize that historic regulations were different. Sorum took his plans to the city's historic-preservation office, but the employee he needed to get approval from was out, so he left the plans there. They were never formally approved by the preservation board.

Two months later, in August, Pierce McDowell and Josh Sapienza met for drinks. Later, Pierce sent Josh a text: "I have to forewarn you that my wife is really suffering about all of this. The home is just way too big for the lot ... not your problem or fault ... just a tough gig for us." On October 22, the city issued a building permit; the plans did conform to its standard height and size requirements. Still, no one coordinated with the historic-preservation office, even as the foundation was poured in November.

Over the next six months, as the house was constructed, the McDowells were shocked by how close the new structure was to their

property and, specifically, to the chimney of their own historic wood-burning fireplace. They called the fire department, which inspected the house, only to turn around and ticket the McDowells for a code violation, ordering them not to use the fireplace or risk responsibility for damages that might occur.

The McDowells hired attorney Steve Johnson, who, on May 8, 2015, sent the Sapienzas a cease-and-desist letter. Still, construction continued. The 4,000-square-foot house ultimately stood 44.5 feet high, exceeding the regulations for historic buildings and towering over the other houses in the neighborhood by an average of more than eight feet. The McDowells sued, claiming the Sapienzas had been negligent and asking the court for injunctive relief—either make the house compliant or knock it down. A circuit judge agreed.

Of course, the Sapienzas appealed, arguing to the state supreme court in October 2017 that they'd followed the rules—they got all board approvals and all the proper permits. Their attorney, Dick Travis, asked the court:

**You Be the Judge** READER'S DIGEST

"What more could Josh and Sarah Sapienza have done?"

**Should the Sapienzas be required to revamp—or demolish—their new home?**

Name:

You be the judge...Should the Sapienzas be required to revamp – or demolish – their new home?  
Explain your answer!

You will get credit for explaining your answer, even if you have the wrong verdict!

**Good Job! Make sure you turn in all 3 pages of this activity.**

**11. Employability survey** - Are you ready to be a good employee? Take this survey and see.

## Employability Survey: School to Work

Name \_\_\_\_\_

Put an X in the column that is typical for you. Do you...	Sometimes	Always	Never
Turn your work in on time			
Try your best to do a good job			
Think of school as being similar to a job			
Keep personal drama out of the classroom			
Keep socializing to a minimum during class time			
See yourself as a responsible person			
See yourself as an independent worker			
Require someone to tell you what to do next			
Have a positive attitude toward school work			
Have a positive attitude toward your teachers			
Try to look your best and consider your appearance when in public			
Work quickly and efficiently to get the job done			
Accept criticism and use it to better yourself			
Shy away from adults who have high expectations of you			
Blame others for how you act			
Make excuses for your actions			
Try to have positive relationships with people			
Show up to class on time and prepared			

### Questions to consider.

What are some things that you could improve on to increase your employability skills?
What do you feel are your strengths that you could bring to a workplace right now at your age?
List jobs you have had (even working for family or babysitting)

**12. The Power of Charity** - read this short story (in packet) about one boy's good choice made a real difference in someone's life, then write a short reflection.

## EVERYDAY MIRACLES



### The Multiplying Dollar

BY Sean Kirst  
FROM THE BUFFALO NEWS

IT WAS ONLY a dollar. Dylan Belscher noticed it on the floor as he sat at the back of his English class at John F. Kennedy High School in Cheektowaga, New York, in March 2018.

When the school day ended, Belscher wandered back to the classroom. The wrinkled old bill was still there. He could easily have pocketed it without thinking twice.

Instead, he picked it up and brought it to his English teacher, Katie Mattison.

"It wasn't my money," Belscher says, which he sees as ample explanation. Mattison, 54, was a little surprised he'd turned the dollar in, knowing a lot of people would have just kept it. She suggested that Belscher tape it to the whiteboard at the front of the classroom, where she always puts lost things. Maybe the dollar was lunch money or bus fare for the student who dropped it.

"You can always tell when someone is looking for something," Mattison says.

A day or two later, the school shut down for Easter break. Neither the teacher nor her student thought twice about the dollar. Taping it up "was just good karma," says Belscher.

Hunter Rose, then a senior, was in English class after break when he spotted the dollar on the whiteboard. There was a mystery to it, Rose says. After class, he asked Mattison why it was there. She was still waiting for the original owner to claim it, so she replied, "I don't know."

Rose took the tape from Mattison's desk and taped a second dollar to the board.

That got it rolling. The sight of the two dollar bills, side by side, triggered something in Mattison's students. They started asking about the purpose of the money, to which Mattison always gave the same answer: She

didn't know. At that point, it was absolutely true.

More students, intrigued, taped up single dollar bills. Mattison—a veteran teacher who recognized a phenomenon in the making—wrote the initials of each student on each specific bill, and she started to leave the tape on the tray of the whiteboard.

The effort snowballed. Even with no specific purpose, many students wanted to be part of whatever this was. Jake Braniecki, another senior,

### WHAT WAS THE MONEY THERE FOR? AT FIRST, MATTISON HAD NO IDEA.

says everyone understood that the eventual plan for the dollars would be for "something good" and that their teacher "wasn't going to do anything stupid with the money."

The students, among themselves, decided Mattison had some unspoken goal, some mysterious threshold at which she would reveal the secret. They figured bigger donations could only help them get there faster.

Braniecki taped a \$20 bill and a \$10 bill to the whiteboard. Megan Makowski dug into her Christmas and birthday savings and taped up another \$20.

"I kept pestering her the whole time," she said of her teacher.

More on next page!



The amount continued to grow over several weeks, until it reached \$175.76. As for the original dollar, the person who lost it never came looking.

That left Mattison to decide upon the best resolution. She kept thinking about her brother-in-law, Jack Hains,

## THAT SMALL GESTURE BECAME A TEACHABLE MOMENT ABOUT THE POWER OF CHARITY.

a guy she describes as a wonderful human being who had been godfather to Mattison's daughter, Tess.

Eight years earlier, Jack had died of amyotrophic lateral sclerosis (ALS), a rare and devastating neurological disease. Three years after that, his sister, Jean Hains Grant, died of the same condition.

Mattison told that story to all her classes. She explained that Jack had been married to her sister, Terry Stephan Hains, and that Terry raises money every spring for the ALS Therapy Development Institute, established to seek a cure for the disease.

She asked the teens whether they minded if she donated the dollars in their names in honor of Jack.

Their answer was to tape enough money to the whiteboard over the next few days to push the amount to \$321.06. Mattison, choking back tears as she recalls the moment, says she carefully peeled the cash off the board and made the donation just before the beginning of May, which is National ALS Awareness Month.

That was Saturday. By Monday afternoon, eight more dollars had been taped to the board. **R**

**EDITOR'S NOTE:** *After this story was published in the Buffalo News, JFK High School graduates, Mattison's fellow teachers, and other members of the community sent Mattison more donations. By the end of the school year, they'd raised more than \$1,300. "That was a special moment in time with a special group of kids who were intrigued by the mystery of what was unfolding and wanted to be a part of it," Mattison says.*

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Name:

Write a short reflection over this article. In other words, if you were telling someone else about this story, what would you say? What did you get out of it? Write at least 3 sentences.



**13. Career thoughts** - choose a career you might be interested in, and make a list of pros-cons (good and bad) about that career.

<b>Name:</b>	
<b>Career you are considering:</b>	
<b>Pros (good)</b>	<b>Cons (concerns)</b>
What is the number one reason you might like to go into this career?	

**14. Part-time job** - a lot of people are BORED right now. They wish they could be out doing a job, making money.

If there was one job in the Council Grove area right now where you could work 10-15 hours per week, what would it be? (even if you're not old enough)

Name:
Job you would like to have:
Why would you want to work at this business?
Do you think you have to be a certain age to get hired?
What do you think would duties would be at this job?
How much do you think you could get paid at this job?
Is something you would want to do in the summer, too, or would you try for a different job in the summer?

**15. Resume parts** - have you started a resume? If not, one part you will need to include is a list of activities you are involved in. Using the template in the packet, work on a list of things you are involved in, and also those you would like to be involved in down the road.

Name:

Activities/jobs in which you are in or have been involved: (ex. Sports, clubs, dance, babysitting, etc.) Include how many years if that applies.

FUTURE activities/jobs in which you would like to be involved:

Pick one job/activity and describe how you think it has taught you skills/knowledge that will help you in a job down the road:

16. **Covid 19 reflection** - write a reflection or journal of everything that is going on and how you are handling it since this crazy virus arrived in America, including school, home life, etc. You could include a weekly/daily routine.

This should be at least 5 sentences long, and include

Name:

**17. Spending spree** - if you won a drawing and had \$500 to spend, what would you spend it on?

Details: Your spending has to include at least 2 of the 3 choices below:

- Start a business – how would you use the money and what all would you need
- Buy something you could still be using a year from now
- Come up with how you could use at least \$100 of the money to help other people.

Name:
In the boxes below, describe how you will use the money in at least 2 of the 3 ways above:
1.
2.
3. (Optional if you have money left)

18. How a business man gave back - read this short story (in packet) about a businessman who helped others, then answer a few questions about the story.

READER'S DIGEST

EVERYDAY HEROES

*When a Detroit man heard a woman was about to lose her house, he opened his heart—and his wallet*

A Very Special Tax Break

BY Emily Goodman

MICHAEL EVANS WAS standing in line at the Wayne County Treasurer's Office in Detroit last August, waiting to pay his taxes, when he heard a disturbing sound ahead of him. The elderly woman at the window was crying—and so was the cashier helping her. Then Evans learned why: He heard the cashier inform the woman that her house was in foreclosure and headed for auction. He also heard the woman tell the cashier that her daughter had recently died.

Evans, a businessman who had just buried his father, couldn't stomach

the idea of this woman losing her home right after losing her child. He approached the window. "I don't mean to butt in," he said to the cashier, "but if y'all can get her house back, I'll pay for her taxes." The amount due: \$5,000.

The two women were stunned. Their despair turned to disbelief. The cashier left for a moment to confirm the amount and that it was all right for Evans to pay it. Evans vowed to go straight to the bank and come right back with the money. And he did.

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READER'S DIGEST Everyday Heroes

But when he returned to the treasurer's office, he asked someone else waiting in line to hand the \$5,000 check to the cashier. Evans was trying to slip away quietly and, preferably, anonymously.

"I didn't want this attention," he explains.

Of course, attention found him—it's not every day that someone pays a stranger's hefty tax bill. That said, Evans often finds himself on the giving end of charitable situations,

EVANS VOWED TO COME RIGHT BACK WITH THE MONEY. AND HE DID.

though for years he went unrecognized for it. He is the president of M2E Investments—the name is a reference to his son (and namesake), Michael Evans II. The firm owns a variety of businesses, from restaurants to a portable restroom company, most located in the inner city of Detroit and many devoted to improving it. His 1 Premium Driving School gives driving lessons to teenagers, often for free. In 2015, when he saw a story on the news about a local boy with an incurable bone disease, Evans held a fundraiser at his Detroit Shrimp & Fish restaurant to help pay for the boy's wheelchair and van. He also donated

all the money the restaurant made that day to the boy's family.

"We help people, me and my son," Evans says. "We send a check; we walk into funeral homes and just pay for the whole funeral. We try to help our community."

Why does Evans give so much to strangers? It's a question he never fully answers. "To be honest, I don't like putting money in the banks," he says. "Doing things with your money is better." As for paying the elderly woman's taxes, he says he did it "for no other reason but to make sure the lady was in her house."

A few weeks after the tax incident, Evans received the Spirit of Detroit Award for his lifetime of generosity. Again, he didn't want the attention, but his son felt the honor was overdue. "It was good to see my dad finally get the recognition he deserves," the younger Evans says.

Michael Evans Sr. is nearing 60 and will retire soon. Before he does, he hopes to convert some commercial spaces he recently acquired into low-income housing. And he'll continue to sponsor his local youth football league team—he pays for their equipment, uniforms, and out-of-state travel.

His son will carry on with the business, and—no less important—with his dad's penchant for philanthropy. "I model my life after him," Evans II says of his father. "When I have kids, I want them to look at me the way I look at my dad." ■

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Name:

Write a short reflection over this article. In other words, if you were telling someone else about this story, what would you say? What did you get out of it? Write at least 3 sentences.