

REAL NEWS

1 Special Edition 2010 | The Georgia REAL Newsletter

SPECIAL EDITION: GEORGIA ENTREPRENEURSHIP FRIENDLY SCHOOLS

Four Schools Named Entrepreneurship Friendly

In 2004 a program was developed and implemented by the Georgia Department for Economic Development as a result of Georgia Governor Perdue's establishment of the Entrepreneur & Small Business (ESB) Network. Under the directorship of Mary Ellen McClanahan, the program is called Entrepreneur Friendly (EF).

The program provided resource awareness, ways to identify company needs, strategic planning and small grants to eligible counties who wanted to further their entrepreneur and small business efforts. In most cases, Chambers of Commerce took a leadership role and helped coordinate the process to become designated as an Entrepreneur Friendly county. Of the 159 Georgia counties, 129 or 81% participated in the process and have been designated Entrepreneur Friendly counties.

As an outgrowth of the Entrepreneur Friendly process and because there was a need to involve more of the educational kindergarten through post secondary level schools, an idea to

develop an entrepreneurship friendly-type program for schools is being developed.

To enable the entrepreneurship friendly –type schools concept to be started, four schools have been selected as outstanding examples of what an entrepreneurship friendly-type school would look like. This new school-related program that is still under development would look at the outstanding entrepreneurship efforts as performed by these four schools and create criteria that would escalate a school's efforts into impactful results. Each one of these schools has been selected as a model school for their past and present entrepreneurship efforts. They represent outstanding entrepreneurship programs and process at each school level.

At the elementary school level, Timothy Road Elementary School located in Athens-Clarke County has been selected. Dade County Middle School in Trenton has been selected for their outstanding efforts along with Liberty County High School in

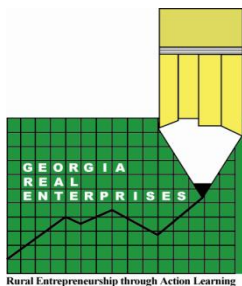
Hinesville. A fourth school, Riverwood International Charter High School, is located in Fulton County.

Each of these four schools' entrepreneurship efforts will be featured in this newsletter and will be awarded appropriately in the near future.

Recognizing these schools is the beginning of implementing a comprehensive process to develop eligibility requirements to become an entrepreneurship friendly-type school. This effort will in the future include technical colleges and colleges and universities throughout Georgia.

Entrepreneurship friendly-type schools will provide a major effort for the present and future need for more entrepreneurs. The program will provide an important contribution towards keeping Georgia the #1 entrepreneur state.

All four of these schools have been recognized and honored by the Georgia House of Representatives for their entrepreneurial efforts.



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Timothy Road Elementary School

The Timothy Road Elementary School entrepreneurship program is called Timothyville. It is a comprehensive program involving all 450+ students and has been a model program for 16 years that continues today as a K-5 program.

Administrative support through two principalships has encouraged teacher leaders to receive training at National Teacher Entrepreneurship Institutes and then use this training at Timothy Road Elementary. Irene Bullock and Kay Landers are teacher leaders who have provided leadership from Timothyville's inception. Angela Nowell is the principal who has provided the necessary support for the program



L to R: Irene Bullock, Angela Nowell, & Kay Landers

This program is based on an experiential learning concept of learning by doing. It is a student-centered, resource-based learning system involving cooperative group work with a wider use of technology where the teachers are facilitators.

When students are involved during Timothyville, they are operating as a community which has its own government, banks, and social systems. Each student has a meaningful job and is paid for doing the job. Some students elect to start and operate a business – they compete and the best applicants are selected to operate a business. These students operating a business do not get paid, but must earn money from their business. Some succeed and some do not, but the process is designed to help either.

The Timothyville also has its own legal system with a court system to deal with violators of their Timothyville rules and laws. The program has a token money system and students receive weekly checks for their

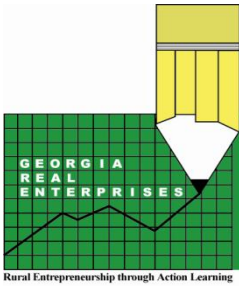
work which they can deposit for cash or have a savings account. Saving is encouraged.

Over the past years, the Timothyville program has had many visitors nationally and internationally. The Timothyville program curriculum has been translated to Norwegian and Danish and the program is being implemented in both countries.

The entrepreneurship program has had and is having some positive outcomes for the students such as:

- Improved school attendance
- Higher academic achievement
- Enhanced creativity skills
- Enhanced business opportunity skills
- Use of problem solving skills effectively
- Use strategies for idea generation
- Enhanced awareness of career and entrepreneurial career
- And many others

Timothyville over the years has made schools a better place to learn and parents excited about their children's learning.



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Dade County Middle School

Dade Middle School located in Trenton, Georgia developed and implements a program called “Project Synergy”, created by Thomas



Matt Jellev

Randolph and Matt Jellev with strong support from their principal,

Karen de Marche, and

superintendent, Patty Priest.

Project Synergy is an effort to connect the worlds of education, business, government, and community. The project is founded upon the desire to foster student innovation as it connects to the real world. Project Synergy seeks to unite education, business, and government, and community in a celebration of student achievement and present a visible model of holistic participation in nurturing of our students.

“Project Synergy” unifies Dade County’s local government and business organizations along with the Volkswagen Corporation to promote an entrepreneurial friendly environment. “Project Synergy” seeks to encourage growing business in

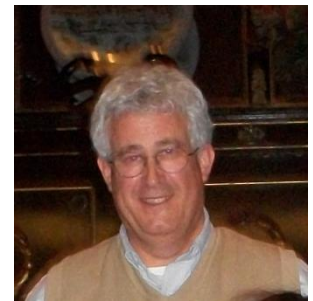
support of Chattanooga’s new VW assembly plant.

Volkswagen Corporation is partnering with Dade County’s 2,544 public school students to showcase k-12 projects in innovative marketing and design strategies for VW. Students have created projects that promote and enhance the Volkswagen name and products. The goal in the partnership between Volkswagen and Dade County students make connection between education and the real world of work.

Another project is EdupreneUr that involves students in the future of business in Dade County through entrepreneurial idea and creative planning.

The objective of EdupreneUr is for Dade Middle School students to work in groups of no more than two to develop a seven-part project aimed at improving business in Dade County. Students will identify what business Dade County needs, determine a site for the business, and enact a plan to launch the business within the county. Students may also decide to improve upon an existing Dade County business or develop plans for cooperative partnership between two Dade County businesses.

Dade Middle School envisions a standards-based, student- centered learning environment that encourages and achieves student success. “Project Synergy” aligns Georgia



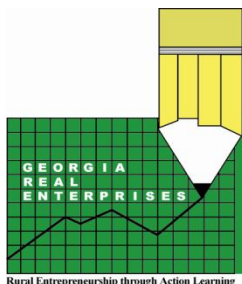
Thomas Randolph

Performance Standards with student projects and puts students in the driver’s seat of VW marketing and design.

The results of these projects have brought about some very important improvement in academic achievement especially in writing achievement scores.

There is ample evidence that this comprehensive Project Synergy had had a very positive impact to create more positive attitudes towards school by the students, but also in overall academic improvement.

Dade County is a certified Entrepreneur Friendly County with Dade County Middle School designated a Georgia Entrepreneurship Friendly School.



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Liberty County High School

Liberty County High School started their REAL Entrepreneurship program in September 1995, after Don Melton participated in a National Teacher Entrepreneurship Training Institute in June of that year and was held at the University of West Virginia in Morgantown.



Paula Scott and Don Melton

The entrepreneurship program has been operational continuously and is now being taught by Yvonne Lambert, another participant of the training in the 2008 National Institute, which was held at Hilton Head Island.

During these years, the program has received outstanding support, first from Principal Gene Nisbet, and presently by Principal Paula Scott and the community.

Several years after Don Melton started the entrepreneurship class, he organized what he called the Water Company in 2002, a school based enterprise. He received a grant from the Heritage Bank for startup and

inventory. In addition, a local accountant and supporter was able to obtain a \$7,000 grant from the Mills Creek Foundation to purchase a water bottle label printer.

The student water company was set up as a student operated enterprise and according to Don Melton, there were many obstacles to overcome, but he had unusual community and administrative support.

One difficulty was the transfer of the water bottles, which were delivered thirteen hundred and forty cases at a time by trucks. The local telephone company provided storage and provided their forklift to unload.

Another problem involved high school students being able to pick up cases of water bottles from the storage area bring them for the students to place on the labels and then deliver to their customers.

One outcome according to Melton, was a simple life lesson and that was in order to obtain release during school hours that freedom also required responsibility. He was amazed how focused the students were in fulfilling these responsibilities.

For several years, Don Melton was selected to staff National Entrepreneurship Teacher Training

Institutes because of his dedication and entrepreneurial teaching abilities with high school students and high school to post secondary teachers.

Recently, under the direction of Yvonne Lambert, the Water Company purchased a \$17,000, four color label printer, and not only is able to provide more than two color labels for their own business, but wholesale labels to other schools who do not have a label printer or need labels they are unable to provide themselves if they only have a two label printer.

Recently Liberty County was certified by the Department of Economic Development as an Entrepreneur Friendly county. The local school

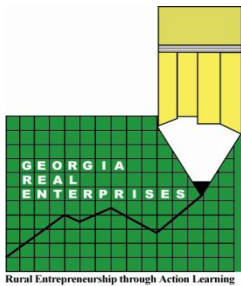


Yvonne Lambert

system played an important role in the certification process. The local Chamber of Commerce provided the

leadership along with the Liberty

County Development Corporation and others. The Superintendent of Liberty County Schools is a dedicated advocate for the Entrepreneur Friendly process and especially the Entrepreneurship Friendly School effort.



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Riverwood International Charter School

Creating international partnerships can seem like a daunting task to an entrepreneurship teacher. Yet, taking part in these experiences is a very enriching tool so says Sheri Smith, an entrepreneurship teacher at Riverwood International Charter School.

She should know after being involved with several international high schools to develop International Student Camps; the first was held in Balestrand, Norway in 2008 followed by a second International Entrepreneurship Camp in Toccoa, Georgia this past October attended by high school students from Georgia, Norway, and Denmark. She is now co-directing the planned next camp in Denmark in October 2010.

Riverwood recently became an International Charter School and without the administrative support of Principal Echols this outstanding program, still in its development, would not be possible.

Sheri not only is an outstanding entrepreneurship teacher for her students at Riverwood, she also has served as a trainer of national and international teachers for several years at the National



Sheri Smith

Entrepreneurship Teacher Training Institute for several years.

Recently because of her position at Riverwood International Charter School and her international entrepreneurship experience she now serves on the Georgia Teacher Training and Entrepreneurship Advisory Board and has the ability and knowledge to be very helpful in Georgia Department of Education's support of entrepreneurship.

Riverwood has another international program that has provided outstanding opportunities for its students, teachers, and community.

Riverwood has taken a leadership position in involvement of their

Japanese language program and have held Japanese Culture Festivals.

These festivals included hands-on activities and demonstrations including Sushi making (and tasting), karate, origami, anime, karaoke room, sumo, geisha face painting, and many other Japanese cultural activities.

Sheri is also involved with the iEARN (International Education And Resource Network) program made up of over 15,000 schools in 100+ counties. This 501(c)3 non-profit empowers teachers and young people k-12 to work together online through a global telecommunication network.

These are all reasons Riverwood International Charter School has been selected as an Entrepreneurship Friendly High School. In addition, they also operate a SBE (School Based Enterprise) where students operate a coffee shop. School based enterprises offer students many opportunities to become aware of the skills necessary to start and run a business. In many cases, they are an essential activity for entrepreneurship teachers to engage their students in a real world experiences.