

THE GEORGIA REAL
NEWSLETTER

REAL NEWS

DECEMBER 2003

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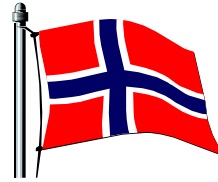
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2004 SUMMER INSTITUTES

- **REAL Institute, Hilton Head, SC**
June 13-18
\$1,500
- **Mini/Middle REAL Institute**
Hilton Head, SC
June 20-25
\$1,500

NORWEGIANS VISIT COMMUNITY EDUCATION SITES

The president of the Sogn and Fjordane University College at Sogndal, Norway, Johannes Thaulle, will be accompanied by five Norwegian educational and community development officials and join Paul DeLargy of Georgia REAL Enterprises to attend the National Community Education Association Conference in New Orleans December 3-6. The Sogn and Fjordane University College plans to provide the leadership for the implementation of a Norwegian Community Edu-



cation program in conjunction with their implementation of REAL programs nationally.

After attending the NCEA Conference, the group will be joined by several other Norwegian educators. The group will spend a week in Georgia



making visitations at REAL program and Community Education program sites. The group will visit Marietta, Lanier Technical College, Athens Technical College, REAL sites in Athens, and finally will finish with visits to sites in Bryan and Liberty County, Georgia.

Georgia REAL Enterprises is excited that this connection with Norwegian educators continues to strengthen with the addition of new programs each year.

SANDERSVILLE SBE WORKSHOP A GREAT SUCCESS

Twenty-five teachers and administrators from Hancock County attended a two-day School Based Enterprise (SBE) workshop on September 23-24 at the Hancock County Board of Education. Presenters Cullen Gurganus and Julie Cook enjoyed working with this dynamic group.

A variety of activities introduced participants to the experiential learning cycle and action learning methodology. The REAL program is based on a cycle of experiences, reflection, extension, and application. This

workshop gave teachers the skills, content, and confidence to incorporate REAL learning in their classrooms to help make learning fun for their students.

One of the first activities performed by the participants required them to propose a viable business that could be started with their students. Participants had to make a business card for their business. Some very creative ideas were proposed. Other activities had participants studying actual business plans and learning how to write their own plans.

An important component of the SBE is the Community Support Team. Local community members will be asked to serve as professional resources for the student-led enterprises. This is an excellent way to build connections between the classroom and the surrounding community.

Technology/Career Education Director Tina Behne hosted the workshop. One participant summed it up very well in the evaluation with the statement, "I believe I was in the right place at the right time."



RIVERWOOD HS CLASS LAUNCHES TROPHY BUSINESS

Mary Purifoy decided that it was her obligation to “leave no child behind.” When she returned to Atlanta from the 2003 REAL Institute, the venture capital provided to her class from the Atlanta Region StW Coalition, a group supported by the demonstration grant, was ready to be put to good use. Her stu-

dents shuffled ideas around until they decided that there exists a need for a trophy business that they could operate as a School Based Enterprise. They derived the name “Team 619” (that’s pronounced Team six-one-nine) because of the strong and united tone that it generates. Riverwood HS Principal

Mr. Echols has chosen to enthusiastically support this venture by ordering Team 619 jerseys for each of the students.

Another Coalition teacher at Riverwood who is getting down to business is Sheri Smith, a business teacher who is currently planning a holiday fundraiser with her

International Business class. The class, that also operates the school store, “The Raider House,” have found a vacant store location that they will occupy during the holiday season to operate a gift wrapping enterprise. The business will be located in the Zainy Brainy plaza on Roswell Road just one mile north of I-285.

COFFEE BUSINESS BREWS UP FUNDS FOR SCHOOLS

In an effort to provide more fundraising opportunities for REAL classes, Georgia REAL has partnered with Acme Liquid Supply Company to offer high quality coffee at a low cost to school classes and fundraising groups. The coffee is locally brewed and sealed fresh into one pound bags ready to be affixed with a custom designed label that highlights the individual school.

The beans are a product of Jittery Joe’s Coffee Roasting Company, an Athens staple



Jittery Joe's

that has become *the* place to get a cup of coffee. While most programs choose to

offer three choices: dark, medium, or decaf, Jittery Joe’s has a multitude of specialty roasts to offer to customers.

Eric Sales of Acme Liquid Supply launched this connection to help specific school programs generate funds. He notes that the coffee sells particularly well with PTO or PTA groups. Sales has also established an online ordering system in which custom-



ers can click to donate a portion of profits to a specific school. This allows customers to purchase the beans even when school is not in session.

To sell Jittery Joe’s in your school, contact the GA REAL office at 1-800-261-4874, email us at georgia.real@verizon.net, or Eric Sales at:

DON'T BE LATE: BOARD MEETINGS AT THERRELL HIGH

Students don’t trickle into Mrs. Croslan’s class minutes after the bell rings at D.M. Therrell High School in southwest Atlanta. They know to be in their seats with pertinent materials in hand when the Chairperson of the Board of Directors begins a meeting. It’s all business in this class because this culinary arts program operates two school-based enterprises.

The Panther’s Den operates

as a café where faculty can count on a superior alternative to the cafeteria cuisine. Gifts ‘R’ Us Bakery recently opened for business this year, selling intricate cakes that **any** bride would be proud to display or would be the main attraction of any birthday party.

To work for one of these companies, students don’t just sign up with their guidance counselor. Instead, students

must submit a resume with an attached cover letter to obtain a position.

Mrs. Croslan is amazed that her pride and joy conduct business in such a professional manner. Board meetings are fairly rigid as her students focus on productivity, but each student has a grin of pride when a complicated cake is complete.

Along with colleague Bettye

Santos, a Marketing teacher at Therrell that had her students support the enterprises by creating promotional flyers, Jean Croslan attended a School-Based Enterprise Workshop last January in Atlanta, ProStart Certification courses in Atlanta, and the 2003 REAL Institute in Hilton Head thanks to the Atlanta Region StW Coalition, a Demonstration Grant program sponsored by School to Work.

CFED & NATIONAL REAL MERGE

On October 21, the National REAL Board of Directors voted

to merge with the Corporation for Enterprise Development (CFED). The merger provides both organizations with an opportunity to benefit.

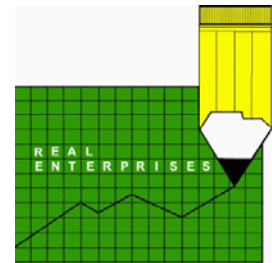
CFED is located in Washington, D.C. Its mission is to promote asset building and economic opportunity strate-



gies, primarily in low-income and distressed communities, that bring together community practice, public policy and private markets in new and effective ways. The goals of CFED include creating systems and incentives that encourage all Americans to acquire and hold assets, and to identify, preserve, and

build upon human, social, financial, and environmental assets, especially in low-income communities.

The REAL training program will provide seamless training for participants of all age levels from kindergarten through post-secondary. The training will have a primary focus on rural and urban low-income areas, as well as distressed communities.



Brian Dabson is the CEO of CFED, Kim Pate will provide the leadership for the merger, and Paul DeLargy of Georgia REAL will serve on a committee to work through

GA REAL RUSHING INTO RUSSIAN CONNECTIONS

An eleven year old entrepreneur helped make the con-



Paul the Young Entrepreneur

nection with Georgia REAL and Uglich, Russia. On a recent tour of Russia, Paul DeLargy with Georgia REAL encountered a young Russian who had set up his little stand to sell small wooden soldiers. He had produced these soldiers and was selling them for one dollar each.

DeLargy contacted the boy's parents and found out his teacher's name and the

name of the school the young entrepreneur attended. It turned out the Russian tour guide was a professor from the local teacher training college and asked DeLargy about REAL. She stated that her college would be interested in the REAL training.

Georgia REAL is now attempting to set up a teacher training program in Uglich this summer, and plans to pro-



The Soldier of Fortune

vide a scholarship for the young entrepreneur's teacher.

CBC HAS FAITH IN REAL

Community Builders in Christ (CBC), a new faith-based organization, is using the REAL program to train church members in entrepreneurship. Georgia REAL and CBC are working together to modify the adult REAL program to correlate it with faith-based principles.

The founder of CBC is Joseph

Robnett, who was formerly with the Georgia Tech Minority Small Business Center. After attending the REAL Enterprises National Training Institute, he left his Tech position in order to create CBC, and Georgia REAL has partnered to support his efforts.

Mr. Robnett is now in the

process of developing a faith-based modification of the REAL entrepreneurship program for adults. Georgia REAL has agreed to help with its development and implementation. In addition, Georgia REAL has agreed to help plan the latest use of technology for implementation of the modified curriculum.

"If opportunity doesn't knock, build a door."

-Joseph Robnett, Starting A Business God's Way

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Visit our new Website:
www.gareal.org

School-Based Enterprise Workshops:

- ✓ REAL's School-Based Enterprise Workshop is a hands-on session for teachers planning to start, or already working with, school-based enterprises (SBEs). In 16 contact hours, participants focus on how to set up and operate school-based enterprises that are economically sustainable, while providing productive entrepreneurial learning experiences for students.
- ✓ Check www.gareal.org on January 1st, 2004 for Workshop dates and more information.

What is REAL?

Rural Entrepreneurship through Action Learning

REAL Entrepreneurship, a course offered in elementary schools, middle schools, high schools and community colleges, guides students through the process of creating small businesses of their own design. The high school REAL process includes:

- self-assessment to determine students' potential and existing marketable strengths,
- community analysis to identify needs and trends in the local economy,
- research and writing of a comprehensive business plan for a student's chosen enterprise, and
- start-up support (including loan capital) if students choose to open and operate enterprises.

Mini / Middle REAL programs provide age-appropriate entrepreneurial preparation for elementary and middle school students. Students explore entrepreneurship in the context of a fully functioning in-school community and apply entrepreneurial practices to school-based enterprises and community needs.

REAL Enterprises is a national non-profit organization whose mission is to help individuals, schools, communities, and rural America grow through hands-on entrepreneurship. The national organization and member organizations in 13 states partner with participating schools and provide:

- curriculum materials on-site support
- help identifying funding
- instructor training
- technical assistance
- evaluation

GA REAL WELCOMES MS. JULIE COOK

Julie A. Cook has recently joined the staff of Georgia REAL Enterprises as Associate Director. Julie is a native Georgian with a broad range of experiences that include eight years in sales and marketing, fourteen years as a small business owner and more recently as the School-to-Work (StW) Coordinator at Sandersville Technical College.

In addition, Ms. Cook is a



GA REAL Associate Director
Julie Cook

certified Global Career Development Facilitator, a Custom Service Specialist Trainer and a Staff Development Facilitator

in Communication. Ms. Cook has had outstanding success with the implementation of the REAL program as a StW Coordinator.

Julie will be working statewide helping to train, implement and support REAL programs in schools, community organizations, and churches.

To schedule a visit to your community, call (478)456-2601 or email Ms. Cook at julie@gareal.org.

2004 SPRING INSTITUTES

- **Hispanic Institute**
Durham, NC
March 8-12
\$1000 (does not include lodging)
- **REAL Institute**
Durham, NC
April 12-16
\$1000 (does not include lodging)
- **To register and for more information, please visit www.realenterprises.org**

MAKE A REAL DIFFERENCE IN YOUR COMMUNITY!

