

# REAL NEWS

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## RIVERWOOD HS CLASS TAKING CARE OF BUSINESS

The students in Mrs. Sheri Smith's Entrepreneurship class at Riverwood High School in Atlanta, Georgia are taking care of business.

Last semester each student in the class explored the possibility of creating a new and exciting business at Riverwood. The students were partnered up with those who had similar goals and ideas, and each group created a professional business plan to propose their school-based enterprise. For their final exam, students presented their pitches and marketed their plans to their classmates and a group of fourteen community representatives. The representatives consisted of parents, teachers, and a member from SCORE.

After careful evaluation, the representatives selected two businesses to go forward here at Riverwood. We would

like to say congratulations to the members of Let's Celebrate (Meagan Smart, Christine Scott, Molene Wallen, Ashley Woods, and Brittany Woods) and RHS Coffee (Errol Jones, Eric Washington, Preston Boone, and Jonathan Evans).

Let's Celebrate is a celebration company that can do anything from deliver a birthday card and balloon, to decorate your locker and make your day a special one. Let's Celebrate had its grand opening on February 10th.

RHS Coffee Shop is currently expanding their plan to work with the Interior Design and IRR classes. We are excited about their endeavors as well and look forward to Grand Opening in April.



Riverwood HS teacher and REAL instructor Sheri Smith with "RHS Coffee Shop" student business creators.

## REAL FOUNDER SPEAKS ON IMPORTANCE OF K-8 REAL

By Paul F. DeLargy, Ed.D.

In 1997, ideas previously developed became a reality when the elementary and middle school concept of entrepreneurship was introduced as Mini and Middle REAL. Two national Institutes were held: one at Hilton Head Island Harbour Town Resorts, and the other in Spokane, Washington.

Every year since 1997 the Institutes have been held at various locations. Georgia REAL took the responsibilities for the development of Mini REAL and Washington REAL took the lead in developing Middle REAL. This year, after two years of revision and development, the Mini and Middle REAL programs have been merged to create K-8 REAL which is more flexible for

training and implementation for in-school programs and for after school and agency use as well.

The K-8 REAL program is important because it can accomplish several results that elementary schools strive to obtain. The K-8 REAL program, properly implemented with trained *(continued on page 2)*

## CLASSIC CITY HS BREWING UP ENTREPRENEURSHIP

Colorful balloons, a bright red ribbon extending across the room, and delightful aromas were part of the grand opening of a Jittery Joe's coffee shop. This wasn't a new stand-alone building for the rapidly expanding Athens-based coffee house; rather, it's housed in an unconventional and unique location: a high school.

The students of Classic City High School in Athens, Georgia are for REAL, mainly because of the efforts of their principal Dan Hunter and their teachers' experiential student-centered teaching methods.

At the grand opening of the student-operated Jittery Joe's, a student was quoted as saying, "This school was

planned and is doing things that meet our needs. You don't have all these rules. We do things that make sense and are interesting."

Along with Jittery Joe's and the Classic City High School faculty and administration, students from the

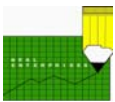
University of Georgia Terry College of Business Leonard Leadership Scholars Program helped take this project from vision to reality.

Classic City High School is for students who had dropped out and see a new opportunity at Classic. Students spend one full a day a week working off-site. It is also for students who are in danger of dropping out or have special needs.

The students are making commitments to finish school and are taking more responsibility for their behavior and dedication to obtain their diplomas. A visit there will quickly show evidence of the students and teachers to a hands on approach to learning.



Classic City High School students are trained by a Jittery Joe's employee on opening day.



## NORWEGIANS NAMED TIMOTHYVILLE CITIZENS

Educators Eivind Rogne and Jørn Helgheim of Norway spent a week learning about the Timothy Road Elementary School Entrepreneurship/ Social Studies program entitled

"Timothyville."

Timothyville is a program involving all the students creating their own community. The students set up the rules of conduct and operate a business mall, bank, and justice system along with other community activities.

As a parting event, both Norwegians were presented honorary citizen certificates by Kevin Erickson, youth mayor of Timothyville. Irene Bullock, a Timothy Road Elementary

teacher, served as coordinator for their visit.

The program has been successful for several years and visitors come from many places near and far to visit and learn so they can replicate the program when they return home. Both Norwegians had already been involved with the REAL program in Norway but came to gain more information to improve REAL at the elementary school level and at the teacher training program at Sogn & Fjordane University College in Sogndal, Norway.

The Norwegians invited Georgia REAL Director Paul DeLargy to be a guest speaker at a March 15-16 International Entrepreneurship meeting in Stryn, Norway.



From left to right, back: Jørn Helgheim, Irene Bullock, Eivind Rogne; front: Timothyville Mayor Kevin Erickson

## REAL PLAYS ROLE IN ENTREPRENEURSHIP STRATEGY

In a recent article by Emily Appel of CFED describing a national entrepreneurship strategy, Apple mentions four necessary strategies. One of the four was "Learning strategies: ensure vigorous evaluation of strategies, systematic case studies, training programs for elected officials, and opportunities for peer exchanges. Encourage experiential education in schools, colleges, community centers and camps."

REAL is mentioned because REAL programs using experiential education activities are taking place in schools, colleges, community centers, camps, and faith-based sites.

"The critical first step in creating comprehensive Entrepreneurship Development Systems (EDS) is the creation of a pipeline of entrepreneurs and entrepreneurship education as a key component of that pipeline" as stated by Appel.

The pipeline notion is based on the principle expressed by nationally recognized entrepreneurship expert Brian Dabson that "there should be an infrastructure of lifelong learning from elementary school to the golden age, based on the simple principle that it is never too early or too late to be an entrepreneur."

"The REAL Entrepreneurship Program was founded on the belief that entrepreneurship is a vital and realistic basis for economic development in rural America. Thus, while REAL Entrepreneurship offers a full range of entrepreneurship development products and teacher training services across the country, it is the only national program specifically developed for and targeted to a rural market. REAL Entrepreneurship is adaptable for students of any age, and is used in elementary, middle, and high schools as well as community colleges and after-school organizations."

## REAL INSTRUCTOR WINS TEACHER OF YEAR HONORS

Georgia REAL would like to recognize and congratulate Jason Boyd of Hawkins ISD in Hawkins, TX for earning the school's Teacher of the Year award.

Mr. Boyd became a certified REAL Instructor at the high school level by

successfully completing the June 2005 Georgia REAL Institute in Hilton Head Island, which is also the site of this year's Georgia REAL Institute.

Mr. Boyd enthusiastically attributed his success, in part, to his use of the REAL curriculum.

If you have a REAL success story to share with us, please e-mail Mac Doherty at [mac@gareal.org](mailto:mac@gareal.org).



Jason Boyd

## DELARGY: K-8 REAL BROADENS ENTREPRENEUR BASE

(continued from page 1)

teachers and supportive administration, will result in: improved attendance, reduced behavioral problems, improved academic achievement, more positive aspirations, and it broadens the entrepreneurship base (or pipeline).

In the "REAL Plays Role in Entrepreneurship Strategy" article above, one of the critical steps to the creation of Entrepreneurship Development Systems (EDS) is to broaden the entrepreneur base or pipeline.

What better way is there than to start early (as suggested in the article) at the elementary and middle school levels? There are schools similar to Timothy Road Elementary in Athens, Georgia where over 450 students are involved an hour daily for six weeks, not including planning and start-up activities. Compare this to the high school level where you may have one or possibly two Entrepreneurship teachers with twenty or so students. When one considers there may be several elementary and middle schools feeding into each high school, the K-8 program can and will be the

main strategy for broadening the base or pipeline.

Getting along in this complex world requires us all to be entrepreneurial. We need to be able to recognize opportunities and take advantage of opportunities to better our selves, our families, and our community. REAL was developed to help meet all of those needs.

Dr. Paul F. DeLargy is the current Executive Director of Georgia REAL and co-founded the REAL program in 1980.