



REAL NEWS

March 2007 | *The Georgia REAL Newsletter*

GA REAL PLAYS ROLE IN ENTREPRENEURSHIPWEEK USA

In June 2006, the United States House of Representatives passed a resolution designating the last week of February 2007 as the first annual EntrepreneurshipWeek USA.

The purpose of the Week is to allow the nation to recognize entrepreneurship and the benefits that can be realized from entrepreneurial education for the economy such as job creation, innovative thinking, and leadership development.

Georgia REAL Director Paul DeLargy was invited by the Consortium for Entrepreneurship Education Director Cathy Ashmore to serve as the head of a Georgia state leadership team for EntrepreneurshipWeek USA. The Consortium is a national organization that played a major role in organizing the national effort to support the Week.

Georgia REAL was very fortunate to have the assistance of Taryn Anderson who volunteered her time on the project. Taryn is earning her graduate degree in the Masters of Public Administration program at the University of Georgia.

Taryn and Paul were designated as Ambassadors for the week by the Consortium to develop and head a



Georgia Governor Sonny Perdue signs the EntrepreneurshipWeek USA proclamation on February 22, 2007. Representatives and students from Global Achievers, the Georgia Department of Education, and Georgia REAL are present.

state leadership team that would further penetrate Georgia to raise awareness statewide, to recruit partners responsible to participate in the week by setting up events, reaching out further and celebrating entrepreneurship, and to create an entrepreneurship network.

Georgia REAL played an active role in gaining support from Georgia Governor Sonny Perdue to make two proclamations in support of EntrepreneurshipWeek USA in Georgia.

REAL also scheduled two School-Based Enterprise Workshops to celebrate the week for training components of entrepreneurship. One workshop was held at Lanier Technical College February 27 and 28, another is scheduled for East Central Technical

College April 26 and 27. These workshops are a response to interest created by the Entrepreneur Friendly Community initiative supported by the Georgia Department of Economic Development. They also serve as the coordinating agency for the Governor's Entrepreneur and Small Business Coordinating Network.

More than 1,000 organizations nationwide celebrated EntrepreneurshipWeek USA in a big way during the week of February 24 through March 3. Georgia REAL had an opportunity to engage in the week by taking an active role in developing a state leadership team. The team was comprised of organizations and individuals committed to actively supporting EntrepreneurshipWeek USA.

AUTISTIC STUDENTS BENEFIT FROM BUSINESS CONCEPTS

It was time to get REAL for Barbara Gaertig, who teaches students with autism who are in the lower elementary school grades at Barnett Shoals Elementary School in Athens, Georgia.

It is amazing to visit Ms. Gaertig's classroom and see a great teacher loving her involvement with her students. What is more amazing is to

see what she has been able to do with these students. Her students are actively involved in her school's K-8 REAL Entrepreneurship program, and they all have jobs and receive pay. Once per week, they make a trip to the REAL Students' Mall to spend their hard earned money.

Recently, Ms. Gaertig has been working with her students to open a school

store. This takes preparation, and training is essential. She must think ahead to determine what kind of accommodations are needed for special education students to become successful entrepreneurs. Her students use color-coded money to let them know what they needed to deposit in the bank and what money to use to pay for their taxes and tuition. Ms. Gaertig also uses sign language and created a buddy system.

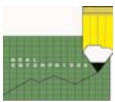
The K-8 REAL program provides many benefits for special education students, including communications skills, social skills, vocational skills, personal management skills, self esteem, and academic skills.

If you would like to know more about Mrs. Gaertig and her students, please see *Ms. Gaertig, I Need To Go To Work at:*

www.gareal.org/MsGaertig



Ms. Barbara Gaertig shown with Dr. Paul DeLargy at the 2004 K-8 Institute at Hilton Head



REAL FACILITATOR OFF TO HOT START IN FORSYTH CO.

A recent visit to Forsyth Central High School in Cumming, Georgia proved to be an amazing and worthwhile surprise for Georgia REAL Director Paul DeLargy. There was an opportunity to observe not one, but three entrepreneurship classes being taught by Emily Self. Mrs. Self recently completed the week-long REAL Institute this past summer in Hilton Head.

All three classes had been developing their student business plans, and all were presently involved in a process to select a school-based enterprise.

During the visit, the students in all three classes responded to ten marketing questions Mrs. Self presented on her SMART Board. SMART Boards are touch-sensitive displays connected to computers that allow for interactive classroom presentations. This technology certainly makes the teaching process more effective and interesting for students.

It was an impressive visit to see the level of student involvement and how well Mrs. Self's classes were organized.



Mrs. Self (right) working with a student in her entrepreneurship class

PRACTICED WHAT SHE PREACHED

Several years ago, Robbie Bettis retired as an Instructor and REAL Facilitator at Lanier Technical College in Oakwood, Georgia. Robbie attended the REAL Teacher Training Institute in 1994 in Blowing Rock, North Carolina and taught at Lanier Technical College until she retired in 2003.

Mrs. Bettis served several times as a REAL Institute staff member, and she provided a major source of support for Entrepreneurship training not only at Lanier Technical College, but as a consultant statewide.

Robbie and her family, including her grandparents, date their roots back to Braselton and Hoschton, Georgia.

Her family owned and operated the Ye Ole Gas Station in Hoschton. The historic building dates back to the 1930's, and more recently it serves as one of Robbie and Fredrick's, her husband, antique stores that features car and gas station antiques.

Robbie now operates the Braselton Antique Mall located in a historic building in downtown Braselton just one mile north of Ye Ole Gas Station, both of which are located on Highway 53. This store itself is worth a visit and many travelers detour off nearby Interstate 85 to visit and enjoy an amazing variety of antiques.

In a recent visit there, it was a real surprise to see the large store and all its contents, including a valuable

assortment of rare coins.

Two sites seem quite a challenge, but not for Robbie. She opened a third store and it specializes in home decor items, both recent and antiques. It is located about halfway between the two other stores. You can get a better idea of how Robbie has put into practice what she taught for many years as a REAL Facilitator at www.braseltonantiquemall.com.

Still more amazing, Robbie this year wrote and had published a very intriguing book titled "Passing: Stories Through the History of Hoschton and Braselton, Georgia." It is an old-fashioned book written in an old-fashioned way for people who like old-fashion things!

SCHOOL-BASED ENTERPRISE WORKSHOP SUCCESSFUL

Teachers representing six school systems attended the School-Based Enterprise (SBE) Workshop at Lanier Technical College in Oakwood, Georgia February 27 and 28. The workshop was held in connection with the first annual Entrepreneurship-Week USA.

The SBE Workshop was conducted by Peggy Richardson, REAL Facilitator at Griffin High School, and Paul DeLargy, Director of Georgia REAL.

The SBE Workshop is a hands-on two-day session for teachers planning

to start or already working with SBE's. The participants learn how to set up and operate SBE's that are economically sustainable, while providing productive and experiential learning experiences for their students. The workshop was activity oriented to help participants facilitate student involvement for considering SBE ideas, SBE goal setting, developing the SBE team, development of a SBE business plan, and how to implement a SBE.

ROME HS STUDENT STARTS BUSINESS

Rome High School in Rome, Georgia alumnus Eid Jasir opened his own business: an electronics store called Unique Customs. He sells stereos, alarms, televisions, and more. However, he did not open his store in Rome. It is located at 307 South Wall Street in Calhoun, Georgia.

that business plan." Mrs. Copeland was a very influential person in Eid's education and life. Eid claims his business has grown since its opening. He is very optimistic at this time and encourages any students at Rome High School who wants to open their own business to take Mrs. Copeland's Entrepreneurship class.

There appears to be a major focus at all levels for entrepreneurship, and SBE's are considered an important component of a well-designed entrepreneurship training process.

Eid attributes his success to his Entrepreneurship class at Rome High School. Cathy Copeland, a certified REAL Facilitator, teaches the class. Mrs. Copeland said, "Students in my Entrepreneurship class are given the tools to become an entrepreneur. They learn to assess their entrepreneurial strengths and weaknesses, assess the market and feasibility of business ideas, prepare a business plan and prepare for implementing

2007 Summer REAL Institutes

K-8 REAL Institute
Hilton Head Island, SC
June 10-15, 2007

REAL Institute
for High School, Post-Secondary,
and Community-Based Instructors
Hilton Head Island, SC
June 17-22, 2007

More information and registration at www.gareal.org