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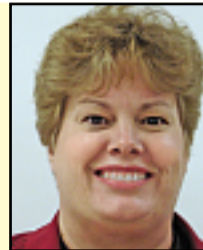
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THE SCHOOL DISTRICT OF MANATEE COUNTY FEATURES A STUDENT AND A CAREER & TECHNICAL EDUCATION TEACHER

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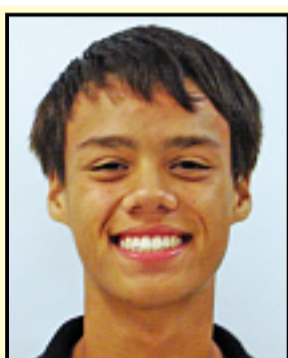


SCHOOL
Biz & Buzz
 Today's Issues, Tomorrow's Citizens



Braden River High School Business and International Studies Academy co-lead teacher Lori Kish challenges her history and government students to prepare for a responsible future. In fact, Lori says, "I want my students to learn from the past, plan for the future, and organize their daily events and experiences so they can be the best responsible and involved citizens possible." Lori's commitment to her students does not stop when the final bell rings at school. She is also an advisor for Future Business Leaders of America (FBLA), a student led organization that promotes career and leadership development.

For Lori's students, homework assignments lead to lively discussions where students explore the relevancy of today's issues, how they relate to yesterday's events, and what impact they have on the future. Topics include the continued importance of the Constitution, the purpose of having checks and balances, and the impact of the U.S. Census on every citizen. Lori says, "Students need to recognize the importance of becoming involved and responsible citizens, take a stand for what they believe in, and participate in the decision making process."



KIDZ
Biz & Buzz

Best All Around

Braden River High School (BRHS) Junior, Steven Evens is never far from the daily planner he uses to keep up with his demanding school schedule. Steven's commitments include FBLA Chapter Vice President, drum major for the Marching Pirates, Tri-M Music Honor Society Treasurer, and membership on the Junior Advisory Board.

Steven is working towards a career in international relations with a business and/or government focus. Through FBLA, he has enhanced his leadership skills and knowledge of business etiquette. Last year Steven and his partner Erica Doig competed in the FBLA Emerging Business Issues competition. The dynamic team won first place at the district level competition and placed in the top ten in the state competition.

What motivates this student who is always taking the initiative? "I get my strong work ethic from my parents and I need to be a good role model for my siblings," Steven said. "I try to meet the 'all around guy' challenge, to be good at a lot of different things as well as specialize in an area of interest. Education is the priority."



InnoVators

Braden River High School— Academy of Business and International Studies

About the Academy

High school career academies in Manatee County are under the leadership of the Adult, Career and Technical Education (ACT) Department and are designed to create smaller learning communities (SLCs) within the larger schools.

The Braden River High School (BRHS) Academy of Business and International Studies focuses on how the internet has made the world "flat" in the 21st Century resulting in the increased need to develop foreign language skills and cross-cultural understanding. Authentic, real-world business, international & internet commerce, economics, and career applications make the global connections students need to successfully compete in this new and rapidly changing world.

In this academy, students can choose a major from these areas: Diversified Career Technology, Global Leadership, Foreign Language, Multimedia, General Communications, Business & International Integrated, and Business Technology Education.

Join the Club!

Career and technical student organizations (CTSOs) are an integral part of career academies. Students in these clubs learn skills, have fun, travel, compete, and improve leadership skills. Consider joining one of these CTSOs: Career Education Clubs of Florida (CECF), Distributive Education Clubs of America (DECA) Future Business Leaders of America (FBLA), Family, Career, and Community Leaders of America (FCCLA), FFA (formerly Future Farmers of America), Florida Public Service Association (FPSA), Health Occupations Students of America (HOSA), SkillsUSA, Technology Student Association (TSA), and Future Builders of America (FBA).

Handshake or Bow? The Intricacies of International Business

If you've ever been to another country, you know that social customs, dress, manners, and etiquette can be drastically different. Although tourists can be easily forgiven for making an embarrassing mistake, businessmen and women have a bit more pressure to be polite, especially if their entire business deal rests on good impressions. Here are some interesting facts about successfully doing business in other cultures.

In Japan, business meetings often take place in a restaurant or a bar, where the host orders and pays for the meal. Before any business deal can be made, it's customary to exchange business cards *with both hands*. Greetings usually consist of a bow, but a handshake may also be the norm. Showing up a little late for a meeting is not considered rude and may actually be expected.



Brazil is another place where business transactions take place in restaurants. Building strong relationships is a crucial part of any business deal there; casual chatting will precede any talk about business, and it's important to let the host bring up more serious matters first. Women conducting business must be sure to wear conservative and professional clothing, as anything else may send the wrong message in this culture.

If one is doing business in Great Britain, let's hope he or she didn't just come from Japan where showing up late is normal. Punctuality is a must; it's smart to arrive at a destination a few minutes early just to be safe. Russia is the same way, although the rules of punctuality apply only to the foreigner. Russian businessmen value patience, and "compromising" is considered weakness.

In India, the use of leather products for belts, shoes, briefcases, etc. may be offensive, as Hindus hold cows sacred. Here, the word "no" is strong, and an evasive refusal of an invitation is more polite than a direct one.

You may not be headed across the world to secure a big business deal anytime soon, but it's important to learn about your destination before you go. Remember that across cultures, "normal" is a fluid term, and differences can be celebrated.

Ciao!

DISCOVER
 the
Future



Regional Careers: Related occupations and current wages in the Suncoast Workforce Region.

Occupational Title	Entry Level	Experienced
Minimum wage	\$7.25	—
Operations Managers, Wholesale Trade	\$28.78	\$53.85
Interpreters and Translators	\$14.20	\$26.19
Lawyers	\$24.77	\$58.90
Meeting and Convention Planners	\$15.93	\$24.34
Shipping, Receiving, and Traffic Clerks, Manufacturing	\$11.23	\$17.39
Transportation, Storage, and Distribution Managers	\$30.88	\$48.34

Source: <http://fred.labormarketinfo.com>
 FL Labor Market Statistics, Occupational Employment Statistics & Wages Program

Career Pathway: Students desiring a career in any of these areas can find related educational programs at these schools*:
 Braden River High School, Manatee Technical Institute, State College of Florida—Sarasota/Manatee, University of South Florida

*Other Manatee schools may offer similar programs. Listed schools are related to today's issue.

WEB
Wise

Check out the following websites:

- www.cyborlink.com
- www.sideroad.com/Business_Etiquette/global-business-etiquette.html
- www.fbla-pbl.org
- www.ManateeACT.com
- www.manatee.k12.fl.us/sites/highschool/brhs/



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