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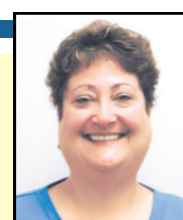
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THE SCHOOL DISTRICT OF MANATEE COUNTY FEATURES A STUDENT AND A CAREER & TECHNICAL EDUCATION TEACHER

Newspaper in Education Presents
Inquizi
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SCHOOL Biz



“Drop Back Ten and Punt”

Dr. Bobbi Colson is a busy woman at Lakewood Ranch High School. She is Department Chair for the Business Education Department, Site Coordinator for the Small Learning Communities, and Lead Teacher for the Academy of Business, Marketing and International Studies. Students find that her classes in Legal Aspects of Business, Business and Entrepreneurial Principles, and Administrative Office are anything but predictable. With a warm, welcoming and enthusiastic manner, Dr. Colson embraces the dynamic realm of business and technology. She brings current software trends, laws, and events into the classroom.

Dr. Colson strives to instill in her students qualities they will need as they journey toward adulthood and into the world of work. She emphasizes that plans don't always go according to schedule, that unknown variables occur, and that there is always a need for "Plan B." Dr. Colson terms this attitude as a "Drop back ten and punt" strategy. She stresses the need to be flexible, to maintain balance, and to prioritize as the core of her philosophy. Dr. Colson exemplifies the need for dignity, humor, rules, compassion, honesty, and curiosity. She demonstrates that these qualities are necessary tools to succeed, flourish, and thrive in the classroom and beyond.

KIDZ Biz & Buzz



He's a "Powerhouse!"

Meeting Joey Scheerle is a bit like watching the fireworks at Disney. You can't help but smile; the energy level is amazing; and you find yourself wondering what's going to happen next. A senior at Lakewood Ranch High School, Joey was just accepted into FSU—which he calls, "the best business school in the nation!" In college, he plans to major in music and minor in business. His goal is to become both a certified financial planner and a professional musician. Joey received several scholarships, including Bright Futures, a college music scholarship, a scholarship from a private donor from the West Coast Symphony, and the tuition reimbursement program from Publix. Joey is a self-professed over planner who pushes himself hard, thrives on competition, and strives for balance, which is not an easy task. He plays the viola for the LRHS orchestra, is a member of the West Coast Symphony Philharmonic and Quartet, and works part-time at Publix. Joey also actively volunteers with Habitat for Humanity, and has developed a PowerPoint presentation that is used during orientation for new members. One thing is certain: Joey Scheerle's future is sure to be intense, energetic and totally fabulous!

InnoVators
 INTERNATIONAL BUSINESS ETIQUETTE

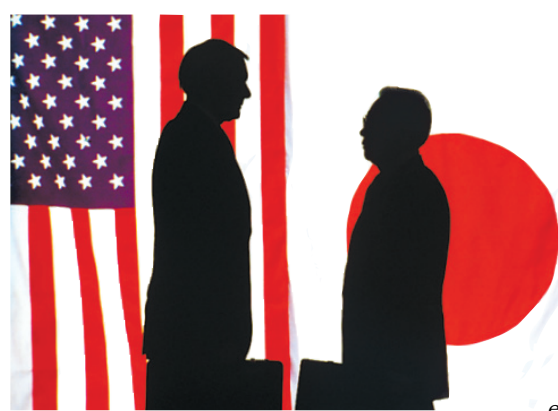


WELCOME TO THE GLOBAL ECONOMY

Living in the United States has taught us certain unwritten social "rules." For the most part, we know what is polite and what is considered rude. These rules—which apply to the business world as well—are part of our culture. For example, we shake hands to greet one another. Our business attire varies, but suits, collared shirts, pantsuits, and skirts are widely encouraged. Punctuality is valued here, too; it's usually regarded as impolite to show up late.

For those who do business internationally, however, it's important to know the cultural differences in other countries. For instance, if you're setting up a business meeting in Greece, prepare for it to start late and end late since tardiness is not seen as rude. The Chinese usually greet one another with a nod, not always a handshake. The dress code is stricter in more fashion-aware countries such as France, and it's imperative to dress elegantly and modestly in an office setting. In America we want to "get down to business" right away during a meeting, but countries such as Brazil and India value the establishment of relationship first by way of small talk, and they may see such rushing as arrogant or inconsiderate. English is widely spoken in most countries, but an attempt at the foreign language is appreciated more than no attempt at all. As for business cards, it's polite to have it printed in English on one side and in your host country's language on the reverse.

These are examples of differing cultural aspects you may find in other parts of the world. If you're interested in a career in international business, you'll be wise to learn the customs and expected behaviors of each country you visit. Failure to understand and respect the culture may result in lost business and a reinforcement of an unfortunate but common phrase known as "ugly Americans." After all, just because we do it here doesn't make it appropriate there. Welcome to the global economy!



DISCOVER the Future

Career Pathways in Manatee County
 Today's Career Focus – Careers

Today's Career Focus: Careers in international business are similar to business careers in the U.S., except with a global focus.

Regional Careers: Today's occupations focus on business and law.

Experience Level	Entry	Average
Law Clerks	\$15.63	\$18.88
Lawyers	\$23.56	\$51.01
Paralegals and Legal Assistants	\$13.26	\$21.74
Legal Support Workers, All Other	\$8.45	\$16.01
Bookkeeping, Accounting, and Auditing Clerks	\$10.63	\$14.46
Business and Financial Operations Occupations	\$15.95	\$27.00
Business Operations Specialists	\$15.88	\$26.42
Sales Representatives, Wholesale and Manufacturing	\$14.32	\$28.48
Securities, Commodities, and Financial Services	\$12.60	\$38.14

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

Career Pathway: Students desiring to further career skills in a business and law can find related programs at these area schools:

Lakewood Ranch High School, Manatee Community College, Manatee Technical Institute, the University of South Florida

Explore IT

Plan a Mock International "Business Trip"

Imagine you are the owner of a business. You discover a market for your product or service overseas. Or, you discover a low-cost supplier for your business. Get ready to travel—you're headed for an international adventure!

Note: For this activity, you will need access to the Internet. Get a parent or teacher's permission first.

1. Is your passport up to date? If not, research what you will need to obtain a U.S. Passport. (Optional: print the passport application form and fill it out.)
2. Next, choose a country. Try to pick one that you know little about or one that you know has very different customs from the United States.
3. Choose a business in that country. It could relate to the stock market, banks, a chain of restaurants or hotels, or a large manufacturer. What city is it in?
4. Research airfare & hotel rates for that city.

5. Research transportation—how will you get from the airport to the hotel and the business? How will you get around town? Taxis? Trains? A private car?
6. Find an interpreter service, if necessary. How much will you pay an interpreter?
7. Calculate how much your total trip will cost. What currency do they use? Locate and calculate the dollar conversion rate for that currency. (Note: there are websites that offer a free conversion calculator.)
8. Research that country's cultural business practices—and then choose a "gift" for the host business owner. It may be beneficial to research which gifts are appropriate and which are not.

Goodbye! Au revoir! Adios! Auf Wiedersehen! до свидания! 再见 さようなら

(Note: translations compliments of <http://www.FreeTranslation.com>)



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WEB Wise

Check out the following websites:

- www.executiveplanet.com
- www.internationalist.com
- www.flba-pbl.org
- www.floridatbla-pbl.com
- www.deca.org
- www.fldeca.org



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