



*Training Tomorrow's Leaders Today...*

**In JA BizTown™, students feel the same personal responsibility many small business owners feel for their company's success.**

Jason was the first one to grab a broom or a rag, constantly cleaning and making the business look like a quality establishment. Even when the other kids were gathering in the middle of the city for their town meeting, Jason was behind the counter quickly trying to sweep up any popcorn and dust he could find. Later in the afternoon, he asked if he could forgo his break because there still was work to do if they were going to pay off their business loan. When the adult mentor suggested he might enjoy a little time shopping in JA BizTown, Jason replied in a very solemn, grown-up voice, "Someone just spilled over there. When you run a business, you don't always have time to shop." Later in the day, however, his fellow citizens found a way to coax him out of his shop and to the podium to accept an award for "Citizen of the Day" -- complete with a certificate and key to the city. Lesson learned. Just because the clock says "break-time," responsible employees may need to forego their break.

**In JA BizTown™, students discover that setting the right price point for their goods and services is critical!**

The CEO and sales managers were setting prices for lip balm in the Lilly Laboratory. All agreed that the lab technicians and researchers had generated a great product, destined to be quite popular. They'd learned in class about pricing and the critical relationship among revenue, costs, and profit. But, worksheets don't always translate easily into applied experiences.

Eager for the excitement of immediate sales, the team set the price quite low. Too low, in fact. Inventory depleted quickly, and many customers left disappointed, angry - and with plenty of money to spend elsewhere. Later, as the team gathered with their CFO, tears flowed. They would not be paying off their business loan this time, unfortunately. Lesson learned. Underpriced products can limit profit - and the ability to run a business successfully.

**In JA BizTown™, students begin to understand the challenges of the work environment.**

Things are hopping in JA BizTown. As the checks and bills start to accumulate, the CFOs begin to sweat a little bit. They loosen their ties and decide to skip their breaks. The CEOs and others step up to their leadership roles, considering how to best motivate their teams and keep them focused on their individual tasks, realizing that everyone's contribution is valuable and necessary to get the job done. The end result is they are able to pay off their bank loan and celebrate their success.

They wonder if this is how Mom or Dad sometimes feels at work. When the day in JA BizTown is over, and there's time for reflection, that thought sticks in many minds and we hear: "Now I understand why my parents are tired at the end of the day," and, "I can't wait to talk to my family about my day. I think we may have more to talk about than we used to...."

### **Student Comments, Overheard in JA BizTown**

- The Public Utility Engineer in City Hall, remarked, "This is hard work!" He said this with a big smile on his face as he walked to each business, changing dirty filters for new ones.

- Matt said Tommy did a great job as Mayor at the Opening Town Meeting.
- “It’s hard to sell all the products and make customers happy!”
- “It’s a lot of work! Now I know why my dad comes home so tired”
- “There are lots of responsibilities and not enough time!”
- “This is my best day for school – ever!”

### **Teacher Comments about JA BizTown**

- It was amazing how the JA BizTown Curriculum correlated with our Math lessons. Decimals, percentages, money – it connected it all to real life experiences.
- My favorite part of JA BizTown is to see the kids who normally don’t get to “shine” at school have their “shining” moment here.
- I have a student this year with dyslexia. He really struggles with reading but to see his smiling face today has made me so happy ☺!
- A teacher remarks, “Eric’s mother says he has shown her a different attitude about his allowance. After starting this program he understands the need to save.” The teacher also adds, “As we get increasingly involved in the JA BizTown program, it just gets better and better!”
- “I love taking my students to JA BizTown. They are always so engaged in the learning.
- One teacher writes, “This simulation is the BEST experience and the most successful way for students to learn the concepts of economics. With the economy the way it is today, I think that we need to push for legislation to make it mandatory for all students to get to have this experience. Every community should have a BizTown and spend a day there. The preparation beforehand is easy to teach and well written, but the actual simulation is what ties it all together. The students can see first-hand how it takes every person in their shop to work cooperatively to get a job done, as well as every shop helping each other to buy/sell products so they can all make a profit. If the government wants to improve education, and at the same time help our economy, this is one place where they could invest in the future and make this experience available for ALL students. I hope that we have people in JA fighting for this. There couldn’t be a better time to speak out for teaching economics.”
- A teacher writes, “One of my CEOs said that she was so busy. Every time she sat down someone new came to ask her questions. It was hard for her to get everything done. She now understands how challenging and busy a CEO’s job is.
- One CEO was unhappy that it was hard to hear his company’s ad on the radio. He went and asked them to repeat it because he hadn’t gotten his “money’s worth.” They weren’t willing to redo it so he had to negotiate with them.
- A teacher writes, “I think one of my students has found his calling! Thanks for allowing the students to experience ‘real’ life!”
- “A struggling student really got into their role as a nurse today. It was great seeing her excited about something.”
- A teacher reported, “one of my students has a very hard time staying ‘on task’ in school; but, here at JA BizTown, where all of his tasks are hands-on, he finds success!”