

John Petretich, Virgin Timber Lumber Company 6-8 Lesson

Young Entrepreneurs in Action: John Petretich

Video Link: http://youtu.be/JrFmG_t1f_o

OVERVIEW:

Students will learn more about entrepreneurship in their communities by interviewing a local entrepreneur and sharing what they learn with their classmates.

NEXT GENERATION STANDARDS:

ELA.6.W.C11.1 conduct short research projects to answer a question, drawing on several sources and refocusing the inquiry when appropriate. (CCSS W.6.7)

ELA.6.SL.C14.1 present claims and findings, sequencing ideas logically and using pertinent descriptions, facts and details to accentuate main ideas or themes; use appropriate eye contact, adequate volume and clear pronunciation. (CCSS SL.6.4)

ELA.6.SL.C14.2 include multimedia components (e.g., graphics, images, music, sound) and visual displays in presentations to clarify information. (CCSS SL.6.5)

ELA.7.W.C11.1 conduct short research projects to answer a question, drawing on several sources and generating additional related, focused questions for further research and investigation. (CCSS W.7.7)

ELA.7.SL.C14.1 present claims and findings, emphasizing salient points in a focused, coherent manner with pertinent descriptions, facts, details and examples; use appropriate eye contact, adequate volume and clear pronunciation. (CCSS SL.7.4)

ELA.7.SL.C14.2 include multimedia components and visual displays in presentations to clarify claims and findings and emphasize salient points. (CCSS SL.7.5)

ELA.8.W.C11.1 conduct short research projects to answer a question (including a self-generated question), drawing on several sources and generating additional related, focused questions that allow for multiple avenues of exploration. (CCSS W.8.7)

ELA.8.SL.C14.1 present claims and findings, emphasizing salient points in a focused, coherent manner with relevant evidence, sound valid reasoning and well-chosen details; use appropriate eye contact, adequate volume and clear pronunciation. (CCSS SL.8.4)

ELA.8.SL.C14.2 integrate multimedia and visual displays into presentations to clarify information, strengthen claims and evidence and add interest. (CCSS SL.8.5)

ENTREPRENEURSHIP STANDARDS:

D.03 Use proper grammar and vocabulary

C.01 Explain the role of business in society

D.08 Make oral presentations

D.01 Explain the nature of effective communications

D.02 Apply effective listening skills

LEARNING OBJECTIVE(S):

- Recognize entrepreneurs within the community.
- Understand how relationships and customer service help make entrepreneurs successful.
- Appreciate the role of entrepreneurship in West Virginia communities.

MATERIALS:

The "Entrepreneur Interview" Worksheet (attached)
Internet access to conduct research
PowerPoint, Prezi or other presentation materials (optional)

ACTIVITIES:

1. Show students the Virgin Timber Lumber video. Facilitate a discussion about how entrepreneurs shape the landscape of local business. In the video, John talks about how relationship building has helped shape his business and make it successful. Ask students to share their thoughts on why this might be important to small, local businesses. Can they think of examples in their own communities?
2. Once the discussion is complete, provide each student with a copy of the "Entrepreneur Interview" Worksheet. Have students complete 7-10 by coming up with questions of their own to ask a local entrepreneur. Ask students to interview an entrepreneur in their community -



this can be a relative, a business they or their parents' patron, etc. (Have a list of your own available for students who don't know or have access to any entrepreneurs.) Be sure to give students a deadline for completing the interview and let them know they will be responsible for sharing what they have learned with the rest of the class.

3. *Optional:* ask students to make a PowerPoint, Prezi or other type of visual presentation to accompany their oral presentation when sharing with the class. Ask students to be creative here.



Entrepreneur Interview Worksheet

You will need to take this worksheet with you to interview an entrepreneur in your community. Before completing the interview, please write down at least five questions of your own to ask the entrepreneur, in addition to the five questions that are given. If you think of other questions to ask, you may add those after the last question.

Business name: _____

Entrepreneur's name: _____

1. What kind of business do you run?

2. How long have you been in business?

3. What was your inspiration for starting the business?

4. What is one thing you wish you would have known prior to starting your own business?

5. What role has relationship building played in the success of your business?



6. What advice do you have for entrepreneurs who are just starting out?
