

Appendices:

Examples of Visuals, Tools, and Processes

Guess the Business Examples

Hess Gasoline

Unlike most of the other companies we've talked about, this company is one of the world's largest businesses. This company has a branch on Centre Street in West Roxbury. This company sells things like soda, candy, chips and cigarettes, but none of those things is its primary business. The company gets most of its main product from the United States, the United Kingdom, the North Sea, North and West Africa, and Southeast Asia. What most people know about this company is that they sell a particular toy each year around Christmas/Hanukkah/Kwanzaa time. This company is also known for its distinctive green and white logo.

Friendly's Restaurant

This business was founded in 1935 by Curt and Pres Black in Springfield, MA. At the time, these brothers were only 18 and 20 years old. Their business started as an ice cream parlor where a cone with two scoops of ice cream cost 5 cents. Within a few years they started opening stores across Massachusetts and began to include foods like hamburgers on their menus. Today, this business has over five hundred restaurants in sixteen states, primarily on the East Coast. They also sell their ice cream in 3500 supermarkets.

Roche Bros.

This chain was founded in Roslindale Square in 1952. The two founders' first names were Pat and Bud; their last names would give away the answer too soon. The chain expanded for the first time in 1959 by opening a store in Needham; the West Roxbury location opened in 1967. Currently this chain, which started out as a meat and produce store, has 14 locations in the Boston region. The West Roxbury store is in an a relatively new location and there is a Starbucks nearby.

DeCelle

This retail chain is owned by Burlington Coat Factory. It primarily sells name-brand clothing at significant discounts. It also sells some types of accessories. It has clothing for men, women, teens, children, toddlers and infants. It currently has a location in West Roxbury, but that location will soon be closing. It is unknown what will happen to the space that it occupies.

Vocabulary List

In most cases, the dictionary definition is followed by terminology or examples better suited to Citizen Schools Apprentices. Some definitions are not dictionary definitions.

Most of the list was suggested by the Education staff at the Federal Reserve Bank of Boston; some terms came up organically in the course of teaching. Some of the terms were covered in significant depth; some were briefly mentioned.

business:	a commercial enterprise or establishment (provides goods and/or services in order to make a profit)
capital:	money or property used to start or expand a business in order to make more money
competition:	rivalry between two or more businesses striving for the same customer (an example is Fleet Bank and The Cooperative Bank)
consumer:	one that acquires goods or services for direct use or ownership (the customer of a retail business)
corporation	an organization that owns a business
demand:	The desire to possess a commodity or make use of a service, combined with the ability to purchase it.
employee:	a person who works for another in return for financial or other compensation (a person who works for a business)
employer:	a person or business that hires a person to work for him/her/it (Citizen Schools is Paul's employer)
good:	commodities, wares (a product that a business sells; usually you can see or touch it)
money	a medium that can be exchanged for goods and services
partnership	when two or more people go into business together and agree to share the labor, cost, profits, or losses
primary research:	doing research by looking at original documents,

	photographs or asking questions of living people who experienced the event you are studying; doing experiments
product:	something produced by human or mechanical effort or by a natural process
profit:	the money left over when all expenses have been paid
secondary research:	getting information by reading a book, magazine, newspaper, web site or asking an expert
seller:	a person or business that sells a good or service
service:	employment in duties or work for another (when a business is paid to do something for you)
sole proprietorship:	when one person starts his or her own business
supply:	an amount available or sufficient for a given use; stock
specialization:	when a competing businesses change a little so they can get more customers; usually they get better at one specific part of their business. (dentist vs. orthodontist vs. oral surgeon)
revenue:	the money taken in by a business before paying expenses

Citizen Teacher Sample Interview

This is an appropriate interview sample to use when demonstrating interviewing skills or as an introductory interview.

- Where did you go to college?
- What did you study?
- Why?
- What was your first job after graduating from college?
- How long have you worked for Citizen Schools?
- Why did you come to Citizen Schools?
- What other Citizen Schools campuses have you worked at?
- What is your favorite part of working for Citizen Schools?
- What is your least favorite part?
- What do you see yourself doing in 10 years and where?

Scavenger Hunt Clues

City Lock

Clue: Unless you figure out which store is closest to the Shaw and stop by for a visit, I'll lock you up and throw away the key!

CVS

Clue: This store is part of a nation chain that started in Lowell, Massachusetts. Check out this local branch that is both old and new!

West Roxbury Animal Hospital

Clue: Puppies and kittens and more, oh my! This local business will doctor the illnesses of your favorite pets. To get groomed, they'll have to go somewhere else.

Gamesbury

Clue: Since the 1970s, kids of all ages have been playing games on electronic machines. This relatively new store near Holy Name specializes in them.

Kids R Kids

Clue: There's no Toys R Us in West Roxbury. Who needs one when there's a store that specializes in quality toys, games and entertainment for kids.

West Napoli Cafe

Clue: At this final stop, you'll find a sumptuous pie of the savory kind. Cheese, tomatoes, and dough is all that you knead to know.

The Community Bank

Clue: Visit this institution of accounts, loans and interest where the Community comes first. It's a client of the Federal Reserve Bank of Boston!

Hanley's Bakery

Clue: This shop has sweet stuff for all! Founded more than 70 years ago in Eggleston Square, it's been in West Roxbury for about 50 years.

Roche Bros.

Clue: This grocer opened its first store more than 50 years ago in Roslindale. The 35-year old West Roxbury branch got a new home earlier this year.

Scavenger Hunt Information Treasures

City Lock Company

Don't forget to take a picture of your groups outside of City Lock and mark its location on your map.

- The exterior of City Lock Company just receive an external make-over in the Fall.

Question: Why did City Lock renovate their building?

To insulate it from the cold. (I've included answers in this one as an example.)

- Based on the name, you might guess that City Lock sells all types of locks. This is true but might be misleading.

Question: What are the three main parts of City Lock's business?

1) Selling locks.

2) Fixing and opening locks.

3) Making duplicate keys.

- Some stores on this treasure hunt would not allow students inside as a large group.

Question: Why were we not allowed in City Lock?

1) Too small for all of us to go in at one time.

2) Too dangerous, as they cut metal and pieces fly all over the place.

CVS

Don't forget to take a picture of the exterior of CVS and mark its location on your map in order to get a memento.

- CVS is in a new location across the street from its former home.

Question: a) What store used to be located in the building where CVS is now? b) What store is going to go into the old CVS location?

a)

b)

- Walgreen's Pharmacy is a major competitor of CVS. This means that they sell the same types of things to similar customers.

Question: Why do you think that CVS moved into a new location?

- CVS is considered a "drug store" or pharmacy by many people.

Question: What other types of things does CVS sell besides prescription drugs? List 5.

1)

2)

3)

4)

5)

West Roxbury Animal Hospital

Don't forget to take a picture of the groups inside the West Roxbury Animal Hospital and mark its location on your map in order to get a memento.

- The West Roxbury Animal Hospital is a veterinarian's office. It provides goods (things that one buys) and services (things that one pays another to do) to the pet-owning community of West Roxbury.

Question: What goods and services does the WRAH provide?

- WRAH is the only vet's office on Centre Street; the rest of the vets in West Roxbury have offices on VFW Parkway or on Washington Street.

Question: Where do you think that WRAH's customers come from?

- Pets are a big industry. There is a pet supply store on VFW Parkway. There is also a dog groomer further down Centre Street that sells pet supplies.

Question: What types of pets does the WRAH take care of? List 5.

1)

2)

3)

4)

5)

Gamesbury

Don't forget to take a picture of the groups inside Gamesbury and mark its location on your map in order to get a memento.

- Gamesbury is one of the newer businesses in West Roxbury.

Question: How long has Gamesbury been around?

- As you can see, Gamesbury rents/sells video games.

Question: What do their customers look like (age, gender)?

- Sometimes business owners open a number of stores with the same name and/or purpose. Other times business owners have other interests.

Question: Does the owner of Gamesbury own any other businesses on Centre Street? If so, what is it called and what does it sell?

West Napoli Cafe

Don't forget to take a picture of your groups inside West Napoli Café and mark its location on your map in order to get a memento.

- The West Napoli Café is a family-owned business.

Question: How many members of the same family work here?

- Because it is so close to the Shaw, and has such amazing pizza, many students at the Shaw are familiar with West Napoli and refer to it as “the pizza shop.”

Question: How many of you have eaten here before?

Question: What are the most popular things on the menu? How many different types of sandwiches do they sell?

Hanley's Bakery

Don't forget to take a picture of the groups inside of Hanley's and mark its location on your map.

- Hanley's is a traditional bakery.

Question: What products do you see in their display cases and elsewhere in the store?

Question: How long has Hanley's been in West Roxbury? Did it have another location before that?

Question: Which famous Bostonian is known to like something at Hanley's? What is it and what is it called?

The Cooperative Bank

Don't forget to take a picture of the group inside the Cooperative Bank and mark its location on your map.

Question: Where does the Cooperative Bank have branch (or other) locations?

- Banks provides a variety of different services.

Question: Name two types of accounts you can have at the Cooperative Bank. How many of you have a bank account?

Question: If you wanted to open a savings account at the Cooperative Bank, how much money would you need? What is the benefit of saving money at a bank?

INTERVIEW

- Shook Paul's hand
- Told Paul why she was interviewing him.
- Paid attention.
- Appeared interested.
- Wrote down what he said.
- Took good notes.
- Asked Paul to spell something she didn't know how to spell, before continuing.
- Did not fool around
- Spoke clearly.
- Asked interesting questions

- Feet on the table.
- Swearing.
- RUDE
- Mumbled
- Inappropriate personal questions.
- Acted tired and not interested in the answers.

- Looked bored.
- Played with markers on the desk.
- Unprofessional.

VALUES

Jeopardy Sample Questions

Background

- 100 Which organization sponsors this apprenticeship?
- 200 What is our WOW going to be?
- 300 Why did Citizen Schools HQ commission us to write a publication?

West Roxbury Today

- 100 What is the name of the main commercial street in West Roxbury?
- 200 About how many businesses are there in West Roxbury? 50, 100, 150, 200, 300
- 300 Name 10 businesses that exist in West Roxbury today.

Economics

- 100 Businesses usually provide or sell two things. Name them.
- 200 What is it called when two or more businesses provide similar products to the same customers?
- 300 Why do businesses exist?

History

- 100 What do you call an organization that collects artifacts and other things having to do with local history?
- 200 Information that you get out of a book or off the internet is said to be from a “secondary source.” Name one type of primary historical source.
- 300 In an old picture we saw of West Roxbury last week, what things used to sit on top of many of the businesses in town?

Background

- 100 Where are we going for our dress rehearsal?
- 200 What computer program are we going to use to help us with our presentation?
- 300 What is the name of the place that showed us artifacts a few weeks ago?

Slyne’s Deli

- 100 Slyne’s Deli is next to which store that we visited on the first day?
- 200 What is the best-selling product at Slyne’s Deli?
- 300 Approximately how many years has there been a deli where Slyne’s is today?

Gamesbury

- 100 What is Gamesbury’s birthday?
- 200 Who is the owner of Gamesbury?
- 300 Name 2 competitors of Gamesbury?

Mr. Sweeper

- 100 How many employees does Mr. Sweeper have?
- 200 Mr. Slyne provides both goods and services: name 1 service and 3 goods
- 300 What is the best selling product at Mr. Sweeper?

Student Interview Question Brainstorm (Session 3)

After a brainstorming session about the type of information we were interested in learning about the businesses and their owners, the students were paired up to devise questions to ask.

These are all of the question written by the students

- Did you do any stand wen you were little like a lemonade stand?
- Who started the business?
- How long have you owned the business?
- Why was this business started?
- When was this business started?
- What business are you competing with?
- How did you get your business name?
- Where was your first location?
- How long have you been in business?
- What is your favorite thing about your business?
- What day do you get the most customer?
- What would be an estimated amount of customers you get in a day?
- What product do you sell the most?
- Were you ever owned by another company?
- Who do you work for?
- What name did you come up with first?
- Where was the first location?
- When did it open?
- Why do you have this name for the business?
- How is your business going successfully?
- Did it become hard work?
- What age can you start a business?
- Why did you start this business?
- How did you start your business?
- When did you start your business?
- How does it feel to start a business?
- What year did you start your business?
- Do you have any partners?
- Did you feel this business was going to work?
- How long did you have this business?
- What did you want to be when you were little?

Business Survey (Session 4)

After Session 3, the CT pared down the list of questions and put them in a logical order. The original handout had spaces between each question so that apprentices had room to write down the answers to the questions.

For all interviewees:

- What is your name?
- Are you the owner or the manager?
- When was this business started?
- Who started it?
- What do you sell? What is your best-selling product?
- How many employees do you have?
- What day do you get the most customers?
- How many customers do you get on that day?

If the interviewee is the business owner, you can ask:

- Why did you choose to start this kind of business?
- How did you go about starting your business?
- Do you have any partners?
- How does it feel to start as business?
- Is this your first business? If no, when did you start your first business and what was it?
- How did you choose your business name?
- Did you have any other ideas for the business name?

For all interviewees:

- Is owning a business easy or hard? Why?
- What is your favorite thing about working for your business?
- Have you always been in this location?
- Who are your competitors?
- What did you want to be when you were a child?
- Did you ever have a business like a lemonade stand when you were a kid?