

TIME FOR CRANBERRIES

BY LISA H. DETLEFSEN/ ISBN-13: 978-1626720985

COURTNEY WHEELER, FEDERAL RESERVE BANK OF KANSAS CITY

TINA M. ELLSWORTH, FEDERAL RESERVE BANK OF KANSAS CITY

LESSON DESCRIPTION:

In this lesson, students will craft and perfect a definition of “entrepreneur” and make a list of key entrepreneurial characteristics. Students will then read *Time for Cranberries*, which tells a story of a modern entrepreneurial family who grows cranberries. Students will learn how to distinguish between entrepreneurs and employees, and will write a sequel to the story in which one of the characters demonstrates characteristics of an entrepreneur.

GRADE LEVEL: 3-5

CONCEPTS: entrepreneurship, employment

TIME REQUIRED: 45 minutes

CONTENT STANDARDS:

- Common Core
 - CCSS.ELA-Literacy.RL.4.4: Determine the meaning of words and phrases as they are used in a text, including those that allude to significant characters found in mythology (e.g., Hercules).
 - CCSS.ELA-Literacy.RL.4.7: Make connections between the text of a story or drama and a visual or oral presentation of the text, identifying where each version reflects specific descriptions and directions in the text.
 - Voluntary National Content Standards in Economics
 - Content Standard 13, Benchmark 1, Grade 4: Students will know that labor is a human resource that is used to produce goods and services.
 - Content Standard 14, Benchmark 1, Grade 4: Students will be able to read a children’s book about an entrepreneur. Identify the main character’s entrepreneurial characteristics and compare their own entrepreneurial characteristics with those of the main character.
 - Content Standard 13, Benchmark 2, Grade 4: Students will know that entrepreneurs and workers often are innovative. They attempt to solve problems by developing and marketing new or improved products and processes.
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ESSENTIAL QUESTION: What does it mean to be an entrepreneur?

OBJECTIVES:

Students will be able to:

1. Craft an accurate definition of entrepreneur
 2. Distinguish an entrepreneur from other individuals
 3. Identify and define characteristics of an entrepreneur
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MATERIALS:

- Book: *Time for Cranberries* by Lisa H. Detlefsen
 - Handout 1: Entrepreneurship is ...
 - Answer Key for Handout 1: Entrepreneurship is...
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- Visual 1: Entrepreneur or Not? You Decide resource sheets
 - Handout 2: Time for Entrepreneurship
 - Handout 3: Create Your Own Story
 - Visual 2: *Time for Cranberries* Vocabulary List
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PRE-CLASS SETUP:

- Set up seven stations around the classroom. Each station should have a resource sheet from Visual 1: Entrepreneur or Not? You Decide and a copy of Visual 2: *Time for Cranberries* Vocabulary List.

PROCEDURE:

1. Ask students: “what do you think of when you hear the word entrepreneur?” (*Do not provide students with a correct answer yet. Answers will vary but may include: a business person, a business owner, someone who makes money, someone who is in charge*)
2. Distribute a copy of Handout 1: Entrepreneurship is ... to each student, and review the directions with the students.
3. Divide students into five, equal-sized groups. You want one less group compared to the number of stations to ensure one station is always open.
4. Direct each group to its respective station. Tell students to rotate to an open station when they complete a station.
5. Once all groups have made it through each station, reconvene the students and have them share aloud which of the individuals they thought was the entrepreneur and why. Share the correct answers with students using the answer key provided.
6. Tell students that now that they have identified entrepreneurs, it’s time for them to develop a definition of “entrepreneurship.” Distribute Handout 2: Time for Entrepreneurship. Read the directions together. Have students write a definition of entrepreneurship on their own.
7. Partner students together and have them share their definitions and see if they can come up with a better definition together. You may choose to repeat this process by having groups of four do the same thing.
8. Have students share their definitions of entrepreneur. (*Answers will vary. Students may say something about working for oneself.*) While students report out, other students may wish to refine their own definitions.
9. Then ask students to brainstorm what characteristics they believe entrepreneurs must have and record those ideas on the bottom of Handout 2. Partner students together and have them share their characteristics and see if they can come up with a better list together. You may choose to repeat this process by having groups of four do the same thing.
10. Have students share their characteristics aloud. While students report out, other students may wish to refine their own lists. (*Answers will vary. Students may say entrepreneurs are brave, risk-takers or innovators.*)
11. Tell students you are now going to read aloud *Time for Cranberries*. Tell students to think about whether the main characters in the story are entrepreneurs, and whether they exhibit the characteristics of entrepreneurs that students identified.
12. Read aloud *Time for Cranberries*.
13. Recap with the students the main elements of the story by asking the following questions:
 - a. Who are the characters in this story?
 - b. Where and when did this story take place?
 - c. What did the characters in this story do? Did they have jobs? Did they have income? Who was in charge of growing the cranberries?
14. After recapping the story, tell students you will be looking more in-depth at whether the members of the family were entrepreneurs.

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15. Ask students to think about what characteristics an entrepreneur may have and have them share their ideas with the class. *(Possible characteristics include: creative, innovative, takes risks, is their own boss, problem solver, leader, has their own business)*
 16. Tell students to write whether they think each of the characters is an entrepreneur, and why, on Handout 2: Time for Entrepreneurship.
 17. Tell students they now will vote on whether each character is an entrepreneur.
 - a. Students who think the father is an entrepreneur will go to one side of the room and students who think he was not will go to the other side.
 - b. Ask students why they voted the way they did. *(Answers will vary)*
 - c. Repeat the process for the mother and the son.
 18. Tell students that now that they have thought more deeply about what an entrepreneur is, they may go back and make edits to their original definition and list of characteristics.
 19. Have students share the refined definition and characteristics with the class.
 20. Finally, read aloud to the students the definition of an **entrepreneur**:
 - a. An entrepreneur is a person who brings together productive resources to produce a good or service and then assumes the risk of taking that product or service to the marketplace. The entrepreneur has an idea and takes the initiative to act upon it. A healthy economy has many entrepreneurs who are opening new ventures, but not all entrepreneurial work is the same.
 21. Ask students what this definition included that theirs was missing. *(Answers will vary)*
 22. Ask students what characteristics are mentioned in this definition that they may or may not have included in their list. *(Answers will vary)*
 23. Ask students which entrepreneur from the stations activity best exemplifies entrepreneurship and why.
 24. Now that students finally have the actual definition of entrepreneurship, have students complete the final part of their worksheet, where they will create a short story where the boy utilizes the resources produced by his family (the cranberries) to become an entrepreneur in his own right.
 25. Distribute Handout 3: Create your own story. Read the directions together.
 26. Have students share their stories aloud.
 27. Debrief the lesson by reviewing with students the definition of entrepreneurship. Ask students if they can think of entrepreneurs in their local community.
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ASSESSMENT:

- Handout 1: Entrepreneurship is ...
 - Handout 2: Time for Entrepreneurship
-

EXTENSIONS AND ADAPTATIONS:

- One way to extend this activity would be to create a project in which students themselves can go on to act as an entrepreneur; for example, students could create a product or service that utilizes the cranberries grown and harvested by the family from the story.
 - Invite a local entrepreneur to come in and talk to your class about their business.
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HANDOUT 1: ENTREPRENEURSHIP IS ...

DIRECTIONS: There are seven stations set up around the room. Each station contains biographies of four individuals. It is your job to read through the biographies and determine which one of the four is the entrepreneur. Begin by identifying your station by writing the number in the blank provided on the left of the chart. Then, write the name of the person you believe is the entrepreneur in the box provided. You also need to include why you chose that person. Once you've completed a station, move to another and repeat the process. If there are words on the biographies you do not know, refer to the *Time for Cranberries* Vocabulary Sheet at each station.

Station # _____	Who is the entrepreneur?
	Why did you choose that person?
Station # _____	Who is the entrepreneur?
	Why did you choose that person?
Station # _____	Who is the entrepreneur?
	Why did you choose that person?

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ANSWER KEY FOR ENTREPRENEURSHIP IS.....

STATIONS

Station 1: Walt Disney started his own business, which was a personal risk. He was an innovator in animated films.

Station 2: Muhammed Yunus started Grameen Bank, which is a bank that gives micro-loans to people at or near the poverty level.

Station 3: Mary Kay Ash created her own cosmetics business, getting loans from family members. What started as a small operation grew into one of the more recognizable makeup brands in the United States.

Station 4: Madam C.J. Walker was an inventor. She created a hair product and then founded a business to sell her invention.

Station 5: Oprah Winfrey may have been a daytime television host, but she also created her own brand. Winfrey founded and owns a magazine and OWN (Oprah Winfrey Network) television network.

Station 6: Harry Truman is the entrepreneur of this set. He founded his own clothing store in Kansas City.

Station 7: Steve Jobs was the co-founder of the technology company Apple. He co-created both the product and the business, which makes him an entrepreneur.

POSSIBLE CHARACTERISTICS OF AN ENTREPRENEUR

- Creative
- Innovative
- Takes risks
- Is their own boss
- Problem solver
- Leader
- Has their own business

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VISUAL 1: ENTREPRENEUR OR NOT? YOU DECIDE.

STATION 1

DIRECTIONS: Read each of these four biographies. One of them is an entrepreneur and three are not. Write the name of the entrepreneur on the worksheet provided. Provide reasons why you think that person is the entrepreneur.

 <p style="text-align: center;">Station 1</p> <div style="text-align: center;"><p>Am I the Entrepreneur?</p></div> <p>My name is Walt Disney, and I created The Walt Disney Co., which includes amusement parks, resorts and a line of animated films. I am also an artist.</p>	 <p style="text-align: center;">Station 1</p> <div style="text-align: center;"><p>Am I the Entrepreneur?</p></div> <p>I go by the name Dr. Seuss. I worked for a magazine and an oil company before entering into contracts with book publishers. I am famous for writing and illustrating children's books.</p>
 <p style="text-align: center;">Station 1</p> <div style="text-align: center;"><p>Am I the Entrepreneur?</p></div> <p>My name is Charles Schulz. I served in World War II and then shortly after became a cartoonist. My most famous creation is a cartoon series called <i>Peanuts</i>, which at one time was syndicated in 2,600 newspapers worldwide.</p>	 <p style="text-align: center;">Station 1</p> <div style="text-align: center;"><p>Am I the Entrepreneur?</p></div> <p>My name is Frida Kahlo. I was a famous painter from Mexico. I was married to Diego Rivera, who was a famous author. My husband and I were also both political activists.</p>

- Walt Disney—By Boy Scouts of America (eBay item photo front photo back) [Public domain], via Wikimedia Commons
- Theodore Giesel— By Al Ravenna, New York World-Telegram and the Sun staff photographer [Public domain], via Wikimedia Commons
- Charles Schulz-- By Roger Higgins, World Telegram staff photographer [Public domain], via Wikimedia Commons
- Frida Kahlo-- By Guillermo Kahlo (1871-1941) (Sotheby's) [Public domain or Public domain], via Wikimedia Commons

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VISUAL 1: ENTREPRENEUR OR NOT? YOU DECIDE.

STATION 2

DIRECTIONS: Read each of these four biographies. One of them is an entrepreneur and three are not. Write the name of the entrepreneur on the worksheet. Provide reasons why you think that person is the entrepreneur.

 <p style="text-align: center;">Station 2</p> <div style="text-align: center;"><p>Am I the Entrepreneur?</p></div> <p>My name is Muhammad Yunus. I started Grameen Bank in Bangladesh. My bank gives loans to people who might have a hard time getting a loan somewhere else.</p>	 <p style="text-align: center;">Station 2</p> <div style="text-align: center;"><p>Am I the Entrepreneur?</p></div> <p>I am Warren Buffett, and I am a businessman. I am chairman of Berkshire Hathaway Inc., which includes Helzberg Diamonds. I am also an investor, which means I put money into companies to help them be successful.</p>
 <p style="text-align: center;">Station 2</p> <div style="text-align: center;"><p>Am I the Entrepreneur?</p></div> <p>I am Janet Yellen, and am the chair of the Federal Reserve Board of Governors, an organization responsible for making important decisions that impact the economy.</p>	 <p style="text-align: center;">Station 2</p> <div style="text-align: center;"><p>Am I the Entrepreneur?</p></div> <p>My name is Jorge Mendes. I work as a sports agent for GestiFute International, a company that helps athletes get contracts from professional teams, specifically soccer players.</p>

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- Warren Buffet-- By USA White House [Public domain], via Wikimedia Commons
- Janet Yellen-- By United States Federal Reserve (Obtained via email from Federal Reserve OPA.) [Public domain], via Wikimedia Commons
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STATION 3

DIRECTIONS: Read each of these four biographies. One of them is an entrepreneur and three are not. Write the name of the entrepreneur on the worksheet. Provide reasons for why you think that person is the entrepreneur.

 <p style="text-align: center;">Station 3</p>  <p>My name is Andrea Jung, and I am the chief executive officer of Grameen America, a nonprofit organization that helps people by providing them microfinance loans.</p>	 <p style="text-align: center;">Station 3</p>  <p>I am Mary Barra, and I am the first woman to lead a global automaker, General Motors. I am also a trained electrical engineer. In this role, I oversee everyone who works for the company.</p>
 <p style="text-align: center;">Station 3</p>  <p>My name is Madam C.J. Walker. I invented a hair product for women of African descent to use and then started a company to sell my invention.</p>	 <p style="text-align: center;">Station 3</p>  <p>My name is Meg Whitman, and I am the head of the Hewlett Packard Enterprise where I make sure that the company runs smoothly.</p>

- Andrea Jung--- By martinvarsavsky - Flickr: Avon CEO, CC BY 2.0, <https://commons.wikimedia.org/w/index.php?curid=27401020>
- Mary Barra-- By US Government [Public domain], via Wikimedia Commons
- Madam CJ Walker-- By Scurlock Studio (Washington, D.C.) (photographers). [Public domain], via Wikimedia Commons
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VISUAL 1: ENTREPRENEUR OR NOT? YOU DECIDE.

STATION 4

DIRECTIONS: Read each of these four biographies. One of them is an entrepreneur and three are not. Write the name of the entrepreneur on the worksheet. Provide reasons why you think that person is the entrepreneur.

 <p style="text-align: right;">Station 4</p> <p style="text-align: center;">Am I the Entrepreneur?</p> <p>My name is Oprah Winfrey. People typically call me Oprah, because that is the name of my daytime television show. I also own my own business and TV network.</p>	 <p style="text-align: right;">Station 4</p> <p style="text-align: center;">Am I the Entrepreneur?</p> <p>My name is Barbara Walters, and I have been a television journalist for over 50 years. I am one of the most recognizable journalists in the United States and have been on a variety of shows.</p>
 <p style="text-align: right;">Station 4</p> <p style="text-align: center;">Am I the Entrepreneur?</p> <p>My name is Kelly Ripa. I am a daytime television host. On behalf of the network I work for, I interview various individuals and provide news updates.</p>	 <p style="text-align: right;">Station 4</p> <p style="text-align: center;">Am I the Entrepreneur?</p> <p>My name is Judy Sheindlin, but people call me Judge Judy. I am a TV personality, but at one point I was a judge in New York. I am now the judge on a show where people who are disagreeing go to court.</p>

- Oprah Winfrey-- By <https://www.flickr.com/photos/aphrodite-in-nyc> [CC BY 2.0 (<http://creativecommons.org/licenses/by/2.0>)], via Wikimedia Commons
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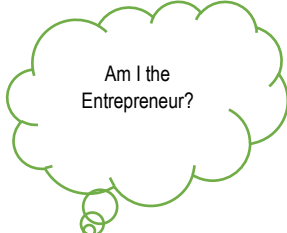






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VISUAL 1: ENTREPRENEUR OR NOT? YOU DECIDE.

STATION 5

DIRECTIONS: Read each of these four biographies. One of them is an entrepreneur and three are not. Write the name of the entrepreneur on the worksheet. Provide reasons why you think that person is the entrepreneur.

 <p style="text-align: right;">Station 5</p>  <p>My name is Harry S Truman. I served in WWI, worked on my family's farm and eventually opened my own clothing store known as a haberdashery. I served as a county judge, U.S. Senator, U.S. Vice President, and eventually president when FDR died in 1945.</p>	 <p style="text-align: right;">Station 5</p>  <p>I am Dwight D. Eisenhower. I served the U.S. military as Army General during WWII. Following the war, I became president of Columbia University and NATO Supreme Commander concurrently, before becoming president of the United States in 1952.</p>
 <p style="text-align: right;">Station 5</p>  <p>I am George W. Bush. I was the 43rd president of the United States. Prior to being the president, I was the governor of Texas and part owner of the Texas Rangers baseball team.</p>	 <p style="text-align: right;">Station 5</p>  <p>My name is Barack Obama. I began my career as a community organizer. Before becoming a U.S. senator, I worked as a lawyer. I was president of the United States from 2008 to 2016.</p>

- Bachrach, Fabian, photographer. "Dwight D. Eisenhower, head-and-shoulders portrait, facing slightly left." Copyright 1952, Fabian Bachrach. Prints and Photographs Division, Library of Congress.
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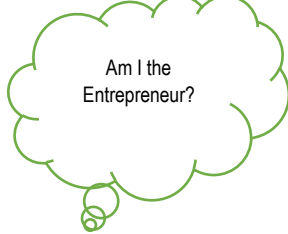




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VISUAL 1: ENTREPRENEUR OR NOT? YOU DECIDE.

STATION 6

DIRECTIONS: Read each of these four biographies. One of them is an entrepreneur and three are not. Write the name of the entrepreneur on the worksheet. Explain why you think that person is the entrepreneur.

 <p style="text-align: right;">Station 6</p>  <p>Am I the Entrepreneur?</p> <p>My name is Marcelo Claure, and I run the cell phone company Sprint. I am the chief executive officer of the mobile phone company, and make sure that the company is successful.</p>	 <p style="text-align: right;">Station 6</p>  <p>Am I the Entrepreneur?</p> <p>My name is Tim Cook, and I am the current head executive of the technology company Apple. I am responsible for making sure the company continues to advance in terms of technology.</p>
 <p style="text-align: right;">Station 6</p>  <p>Am I the Entrepreneur?</p> <p>My name is Ginni Rometty. I am in charge of IBM, a business that provides technology to other companies and businesses. Everyone who works for IBM works under me.</p>	 <p style="text-align: right;">Station 6</p>  <p>Am I the Entrepreneur?</p> <p>I am Steve Jobs, the co-creator and co-founder of the technology company Apple. I was very active in running the company.</p>

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HANDOUT 2: TIME FOR ENTREPRENEURSHIP

DIRECTIONS: Read the questions below and answer them in the space provided.

Based on the biographies you just read, how would you define an entrepreneur?

Based on your definition, what do you think are at least three characteristics of an entrepreneur? Why?

1. _____
2. _____
3. _____

Now that you have heard *Time for Cranberries*, decide whether the various characters in the story are entrepreneurs. Explain why or why not.

1. Is the father in this story an entrepreneur or not? Explain why or why not.
2. Is the mother in this story an entrepreneur or not? Explain why or why not.
3. Is the son in this story an entrepreneur or not? Explain why or why not.

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HANDOUT 3: CREATE YOUR OWN STORY

DIRECTIONS: Now that you have come up with and perfected the definition of an entrepreneur, and you have determined whether each of the characters in the story were entrepreneurs, write a short story where the son from the story *Time for Cranberries* is clearly an entrepreneur. Throughout the story use three characteristics of entrepreneurship that the son demonstrates and explain how he demonstrates those characteristics. Use the rubric below to help you craft your story.

	3 points	2 points	1 point
Definition of Entrepreneurship	The son is thoroughly and accurately portrayed as an entrepreneur.	The son is accurately portrayed as an entrepreneur; more details are needed.	The son is beginning to look like an entrepreneur.
Characteristic #1 _____	The boy exemplifies this characteristic thoroughly and accurately.	The boy exemplifies this characteristic accurately; more details are needed.	The boy begins to exemplify this characteristic.
Characteristic #2 _____	The boy exemplifies this characteristic thoroughly and accurately.	The boy exemplifies this characteristic accurately; more details are needed.	The boy begins to exemplify this characteristic.
Characteristic #3 _____	The boy exemplifies this characteristic thoroughly and accurately.	The boy exemplifies this characteristic accurately; more details are needed.	The boy begins to exemplify this characteristic.

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VISUAL 2: *TIME FOR CRANBERRIES* VOCABULARY LIST

CHAIR: A person in charge of a specific group within a business who makes decisions for the company

CHIEF EXECUTIVE OFFICER (CEO): Highest-ranking executive in a company who is responsible for making major decisions for the company.

CONTRACT: A legally binding agreement.

EXECUTIVE: A person in charge of other employees at a business.

INVESTOR: A person who puts money into a financial product or business to make money.