



MR. CHRISTOPHER SIMPSON'S BUSINESS CLASSES

The school year has started off at a fast and furious pace for the students at Grand Island High School. The same can be said for the students enrolled in one of Mr. Simpson's three business classes; *Accounting-I*, *Principles of Marketing*, and *Keyboarding*.

Accounting students have been given a brief introduction to the Accounting world. They have discussed and worked on projects involving the forms of ownership, the types of businesses people run, and accounting related careers. They have also learned about the handshake which is the only acceptable greeting in the business world...ask them to shake your hand and explain the good characteristics to you!

Keyboarding students have made tremendous strides since the first day of school. They were given a timed test on that first day which many have greatly improved on. They have learned the home rows and the anchor keys for most of the letters on the keyboard. They are now working on the numbers at the top of the keyboard. Students have keyed in individual letters for practice as well as some topics of interest from the news...the new iPhone, Harry Potter, The Polar Plunge, and other big stories. Students in the Keyboarding class are working from both a manual typing book and the online typing program at WWW.EDUTYPING.COM. The website keeps track of all the work students do as well as their WPM or words per minute. It also keeps track of their accuracy and how many WPM they are able to type with the mistakes factored in. They have lessons on the individual keys as well as typing words and stories. They perform reinforcement problems to help them with the lessons, which may be redone if they do not like the score they receive.

Michelle and Scarlett (Yearbook Editors) dress as Super Heroes on Hero Day.



Principles of Marketing students are probably the busiest of everyone. They have the job of learning the most interesting stuff about marketing and helping produce/market the award-winning Venture Yearbook. Marketing students have just finished learning about how companies "brand" their products through Print Advertising. They have also learned the 9 components of a good print ad and are creating two of their own as a class project. Aside from the class work, various staff members have created layouts for the 50th edition of the book, sold Niagara Chocolates as a fundraiser, taken 1000's of pictures for the layouts, scheduled sports team photos, scanned baby pictures, and have begun working on pages. Students presented findings to their classmates regarding what people want or do not want in the book. They created a survey and targeted a small sample of the student population at the high school. The information was helpful in making some small changes to the book and finding out what our customers (students) really think of our yearbook. Up next for staff members are sports logos and finding a community service project to work on throughout the school year. Last year staff members raised \$1000 for Mended Little Hearts, and in 2011, they sent a child on their wish vacation through the Make-A-Wish Foundation, a \$5000 effort...**way to go staff!**

*** PORTFOLIO WINNERS ***

The following students have been recognized for turning in superior work that goes above and beyond what is expected of them...CONGRATS!

- MAGGIE RUSTOWICZ, TRYCIA BURLEY, MARIAH CIFFA, MAYA HARPER, COLE KLINE, HALLE FITZGERALD, ROCHELLE CATAFFO, JORDAN YAMONACO, LEXI MILLER, ANNIE CORRAO, KALI HAUSRATH, MAX GREEDA, SABBINA GIORDANO, JORDAN PIERSHALSKI, HALEY MALISZ, NATE MARINO, EMILY BOGNAR, CHELSEA ROBILLARD, REBECCA HENNESSY, LEAH KILLIAN, SARA CARLSON, QUINN CORRAO, AARON COOK, RANDY DICHRISTINA, KURT LASCHINGER

MR. CHRISTOPHER SIMPSON

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WHAT OUR CLASSES HAVE BEEN WORKING ON...

Accounting-I Keyboarding Marketing

In the first few weeks of school, Accounting students have learned about a career choice they may be interested in. They have done some research on one specific career and created a brochure with the information. These past few weeks have introduced them to the world of business...the types of businesses you could run and the forms of ownership they could take on. SERVICE, MERCHANDISING, and MANUFACTURING are the three types and SOLE PROPRIETORSHIP, PARTNERSHIP, and CORPORATION are the 3 main forms. C.P.A.'s, and other accounting careers were also introduced. Last Thursday also kicked off the USAToday reading program. Students read the money section for articles related to accounting and general business concepts. They also meet some of the Common Core Learning Standards by finding meaning in words they don't know through reading the text, guessing what will happen in the rest of the article from the first paragraph or title, and other reading and writing tasks.

The keyboarding students have taken major steps in the first few weeks to learn the home row (ASDF, JKL:). They have increased their words per minute (WPM) and are learning the keys around the home row. Students have also been reading and keying stories right from the headlines including One Direction and Steve Wozniak. They will try to tackle the numbers and symbols at the top of the keyboard once their review of the letters is completed...To check their progress you may go to WWW.EDUTYPING.COM. Students have their own log in and password.

Marketing students have been busy with both marketing material and yearbook production stuff. Senior superlatives and the yearbook survey were the first projects completed and many items were taken into account for this year's yearbook. Students also worked on writing a copy (short story) for the Junior Prom from 2012. Layouts for the yearbook have been decided on and 1000's of pictures have been taken and uploaded to date. Students have just finished their 1st sale poster and have displayed them around the school. Students are now learning the 9 components of a good print ad and will be creating their own ads in class...
HEADLINE, SUBHEADLINE, COPY, CAPTION, LOGO, SLOGAN, VISUAL, CALL TO ACTION, SIGNATURE