



High School of Business™ is a program of MBAResearch and Curriculum Center, a not-for-profit 501©(3) organization operated by 41 state education departments and doing business as MBA-Research, MarkED and Career Paths Resource Center.

**Believe
Achieve**
Shine ★

Twenty-four Plattsmouth High School students graduate from unique High School of Business™ program introduced in 2010

Future for PHS business students so bright, they've got to wear shades

Plattsmouth High School business students have such bright futures, they've got to wear shades.

Their futures got so bright starting in 2010 when the school adopted a business curriculum unlike any other in the state, the High School of Business™.

"There are 60 high schools involved in HSB™, but we're still the only one in Nebraska," said PHS Business Teacher Don Gilpin.

PHS Principal Jeff Wiles first heard about it from his wife Vicki. "She had been at a conference and she was excited about it for Central High School where she teaches," Gilpin explained. "She talked to Jeff about it and he got excited about it. Knowing it came from MBA Research, I knew it would be high quality."

To see the program in action with students, Wiles and Gilpin visited two other HSB™ sites, Lake Travis High School in Austin, Texas, and Monarch High School in Denver. They were impressed with what they saw.

"It's a project-driven curriculum. You walk into a room and you see kids bouncing off the walls and working in groups. It's

noisy. That's my kind of teaching. Kids love learning that way rather than just listening," said Gilpin, who taught marketing 32 years at Omaha Westside.

HSB™ students complete a series of at least six rigorous business administration courses starting their sophomore year. Sophomores take Principles of Business the first semester and Business Economics the second semester. In their junior year, they complete Principles of Marketing and Principles of Finances. Their senior year concludes with Principles of Management and Business Strategies.

"It can also be a four-year program starting in the freshman year," Gilpin said. "Leadership and Wealth Management are offered to freshmen. Because I teach freshmen in Career Pathways, I took the best of HSB™'s leadership curriculum and put it in Career Pathways. Wealth Management is in the Personal Finance class."

In addition to their projects, students use technology in each course, hear from subject-matter expert guest speakers, complete an observational internship and

learn about business and community diversity through a partnership with a sister school.

Finding the funding for it was their next step in adopting the program. Bonnie Sibert, Nebraska Department of Education business marketing and management career field specialist, acquired some state funds for the program. "Dr. Cherie Larson also had some Perkins Funds she made available," Gilpin said.

"It was enough to cover initial costs for the first two years. After that, the cost goes down significantly."

Now, all that was left to acquire was the students. "Initially we wanted highly motivated, the best and the brightest to be involved. It is a rigorous program,"

SHADES: See page 2



The Need

The 21st century has ushered in an economy drive by innovation and knowledge.

Are our students prepared to lead the world in this time period?

Thriving in this environment demands flexibility, teamwork, creativity and the ability to embrace what

is new now and in the future. Learning to effectively use those skills at work is a major shift for most U.S. students, who spend 12-16 years in a classroom that rewards passive learning through memorization.

To be competitive, U.S. schools must integrate the workplace environment of the 21st century into the

classroom. This is what the High School of Business brings to the educational table.

The Purpose

*Infuse in students the 21st century skills needed to excel in college and the workplace.

*Challenge students with rigorous, industry-specified business administration content.

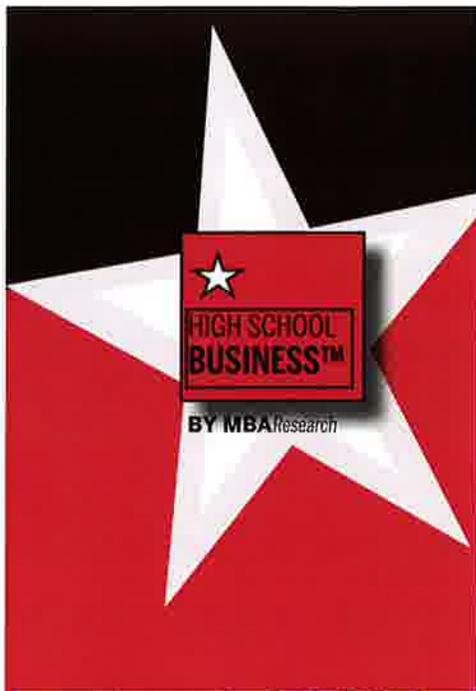
Believe

At the very heart of the program is the philosophy that if you "challenge students with real problems, they will deliver."

Believe in them, and they will begin to believe in themselves. That's why the High School of Business™ is designed much like a college business administration program. Students take one course per semester starting with Introduction to Business. The program continues with four courses in key business functions

All classes lead to the capstone, Business Strategies, in which students are challenged to use the knowledge they learned throughout the program to complete a complex project.

The program is also positioned for options such as articulation, honors weighting and proof of learning certification.



Increased confidence one impact of HSB™

The first Plattsmouth High School High School of Business class graduated May 10, giving their teacher Don Gilpin a clearer view of how the three-year program benefitted them.

"Their confidence skyrocketed," Gilpin said. "They believe they can do anything now."

When they were sophomores, Gilpin said the students were definitely shy.

During one HSB session in 2010, Gilpin suggested they walk to the nearby grocery store together and get some snacks.

"Pick out some cupcakes, cookies, chips -- whatever you want. I'll buy," he told them.

The young students didn't move from their desks.

"We can't go. We're not supposed to leave the grounds."

"But you're with me. It will be all right," Gilpin told them.

"We can't go. We're not supposed to,"

they replied.

"They wouldn't go until the principal gave them permission," Gilpin said.

Three years later, the students have gained confidence and communication skills.

"Each student had to write a business plan and there are writing components in every one of these projects," Gilpin explained.

The students also had to give many presentations about their projects and HSB program, not only to classmates but to adults in the community. "They had to make a number of presentations to the Chamber of Commerce," he said. "They also had to learn to talk to adults."

They no longer hesitate about sharing enthusiastic ideas with Principal Jeff Wiles. "It's just been amazing to see them grow," Wiles said.

Improving communication skills can help anybody. "The program doesn't have to be only for those students who know they are going into business," Gilpin said.

Course Sequence

Grade 9	Leadership	Wealth Management
Grade 10	Principles of Business	Business Economics
Grade 11	Principles of Marketing	Principles of Finance
Grade 12	Principles of Management	Business Strategies

"The program doesn't have to be only for those students who know they are going into business."

Don Gilpin
--- PHS HSB™ instructor

Shades: Three-year program ends with capstone project

Continued from front

Gilpin said. "At that time I was teaching a freshman class, Career Pathways. It's required. Between myself and the other two business teachers, I had access to all the freshmen to pick and choose."

Thirty students were invited to partake in the program. Twenty-four finished the program and had it as a "feather in their cap" for commencement May 11.

With the first group through all three years, Gilpin said they realized the beneficial impacts HSB had on the students from the start.

"I'm a believer that it's your attitude that will lead to success. The sophomore year, we start out with a big dose of delivering a positive attitude. We play all sorts of games. If you see my students and ask them how they are, they'll say, 'I'm super good and getting better.'"

Students no longer set their alarm clocks.

"They all wake up to opportunity clocks. It's the only thing I've brought into the program that deviates from the HSB program and there's nothing I would want to deviate from," Gilpin said.

Instead of memorizing information and taking tests, students complete project after project, he explained.

"In Business Economics they do eight projects. In Principles of Business, it's six," he said.

Empty Lot is one of the first projects. "They are to pick an empty lot somewhere in Plattsmouth, then they decide what the best businesses would be to be located in that lot," he said.

The 2010 sophomore participants chose Wiles Crossing as the empty lot. "They did the research and a needs assessment," Gilpin said. "Their favorite is Photo Hounds. They act like paparazzi and make a video like they are chasing movie stars. It teaches

them about supply and demand."

During Principles of Finance, students play the Stock Market Game. "For some of the kids, it's their passion," Gilpin said.

Seniors complete their "big project." "Finally, the capstone class is Business Strategies. The class as a group has to operate a not-for-profit business," Gilpin said.

After exploring the possibility of offering a coffee shop, the 2013 senior group chose to sell Blue Devil sunglasses.

The project was successful and Gilpin said about \$200 in profit was made. "All profits will be donated," he said.

During this year's Honors Night, HSB students gathered on stage, all wearing the sunglasses they were selling as their final project.

Gilpin looked at the audience and said, "These students' futures are so bright, they've got to wear shades."



Believe
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Shine



Plattsmouth High School is an official

High School of Business™

National Site

Plattsmouth High School students share views on High School of Business™ program



Katie Bogle

Katie Bogle said going through the program made her understand all the work that goes into starting up a business.

"It has taught me to value businesses," she said. "Thanks to Mr. Gilpin and the High School of Business™ program, I now plan to go to college and receive a business degree."

As a 2013 PHS graduate, Bogle's goal is clear, unlike during her freshman year and before she became involved in the High School of Business Program™.

Bogle plans on earning an associate's degree in physical therapy assisting from Clarkson College in Omaha as well as a bachelor's degree in health care business management.

"I then plan on coming back to Plattsmouth and doing some kind of athletic training at Plattsmouth High School and work at the Community Rehab as a physical therapy assistant," she said.

Bogle advised incoming High School of Business™ students to keep an open mind. "Being responsible and outgoing are good qualities because you have to talk to people that you don't know and go around to businesses that you've never been in before. Having an open mind is a very important quality because you are going to have to participate in many debates," she said. Her family has had a long-standing business in Plattsmouth. "My grandma Carol and Grandpa Bob Bogle moved to Plattsmouth in 1957 and took over the Napa Mullenax Auto Parts store on Main Street. My father has lived and worked here all of his life."

Until she went through the business program, Bogle said she didn't understand the family business. "I've never really known or been able to grasp what they do at the business everyday, but because of the High School of Business™ program, I now know what they do and what it takes to run a business. It has made me value the business more than I ever could have imagined."



Tallon Barber

For 2013 Plattsmouth High School graduate Tallon Barber, going through the High School of Business™ program actually changed his future.

"To start, it has helped me decide what I want to study in college and possibly do for the rest of my life," he said.

Before he went through the program, Barber said he didn't know what he wanted to do when he grew up.

"But after going through the program it is clear to me I want to do something in the

business world," he said.

Barber said he was first drawn to the program by the enthusiasm business instructor Don Gilpin and Plattsmouth High School Principal Jeff Wiles had for the program.

"When presented with the honor of joining the program I learned that Plattsmouth would be the only high school in the state with this program. I thought that was really unique," he said.

The program also taught him the importance of making and maintaining relationships. "Some of my closest friends in all of high school I made in this program," he said.

Barber admitted Gilpin had a major influence on his life and attitude. "Not only has he been a great teacher, but he also taught us the importance of having a positive attitude and being a good person. He is one of the most positive people I have met in high school and will be someone I will reach out to for help and guidance throughout college and the rest of my life. He is someone you can always rely on to improve your mood."

Not in the least, Barber learned the importance of helping others. "You can get the most out of your life by helping others get what they want. An interesting thing we partook in this program was taking time each week to learn the importance of good character and helping others."

Achieve

High School of Business is designed for student success. The program's structure is tailored for students to achieve the skills and confidence to excel in college business administration programs. Students will actively learn core business skills that lead to career success.

Here's how the program delivers on these goals.

- ★ College-like business administration sequence of courses.
- ★ Challenging projects with both team-based and individual components.
- ★ Hands-on use of current technology incorporated into each course.
- ★ Teacher training that is sustained

and focused and includes membership in a dynamic national peer group.

- ★ Steering Team partnership (school faculty and staff join with local business executives and college faculty) builds a strong local program focused on student success.
- ★ Built-in learning experiences with business executives, including an observational internship.

Chris Kerns

The son of Sandy and Terry Kerns, Chris Kerns has been raised in the family excavating business.

"I have always been very involved with the family business," he said. "I have grown up working for my dad, which has developed skills such as hard work and customer service."

Going through the High School of Business™ program the past three years, however, has enhanced his understanding of the business world and influenced him to pursue a different college degree than originally planned.

"Previous to joining the HSB™ program, my goals included going to University of Nebraska-Omaha and majoring in Civil Engineering," he explained.

Chris believed the degree would be beneficial to him when he resumed working in the family business.

"Since this class has increased my interest in the business world, I have changed my major to Construction Management," Chris said. "This program of study includes more of a business aspect of the construction industry."

Chris also credits the courses for improving his public speaking skills. "It also gave us the opportunity to meet people we could be working side by side with in the future. We gave Power Point and speaking presentations, which we will use in college and the business world."

Chris said the lessons he learned from High School of Business™ are countless. "I learned not only information that will be used in business, but I learned about ethics, maintaining a positive attitude and how to communicate with others about business. I also learned about exchange rates of money and how doing business in other countries could be difficult."

Like his classmates, Chris enjoyed completing the projects. "In the project 'Manage It,' I was in charge of individually managing our project from start to finish. This required many skills including managing employees, money handling, ethical practices and risk taking. Almost everyone in the class had success with their individual projects, although some people faced challenges."



Maddison Sullivan

One of the greatest benefits of the High School of Business™ program for Maddison Sullivan was learning to appreciate the hard work expended by her mother Jenny, owner of Jenz Salon and Boutique in Plattsmouth.

"Everything I have learned in this class has made me very aware of what my mom deals with on a regular basis. I never knew how hard it was to start your own business and make it successful, but I have so much more respect for what she does now. I hope to, one day, be as successful as her with what I plan to do."

Sullivan plans to attend Iowa Western and study Business Management before transferring to University of Nebraska-Omaha to finish her bachelor's degree.

As a high school freshman, she was very shy and scared about entering high school.

"High School of Business™ has made me much more outgoing, and has shown me what it's like to be involved in something."

Students in the program worked on projects including Photo Hounds, Maddison's favorite.

"We got to make a video with a group and we all had to work together to create it. It included talking about supply and demand and how the paparazzi affect the community," she said.

Although Maddison felt she was exposed to all the business basics, the lessons learned through the program will stay with her a lifetime.

"We've learned how to take every obstacle with a positive attitude as well," she said. "Our sophomore year, every Friday, we had Positive Fridays where we would go through a packet of Zig Ziglar stories and act them out or look at the quotes and talk about them," she said.

"My favorite quote was, 'You'd make a lousy anyone else, but you are the best you in existence.'"



Brittany Kassube



For Brittany Kassube, partaking in the High School of Business™ program not only solidified her career path but honed her decision-making skills, teamwork approach and understanding of business principles.

"After graduation, I plan to attend the University of Nebraska-Lincoln and major in Agribusiness. My dream is, and always has been, to someday own and operate a business of my own. The High School of Business™ program has definitely helped me out in this decision," she said. "I've

learned it is necessary to have some sort of back up plan when making a decision at anytime in business. No matter how strong and successful you think your idea is there are always factors that come into play and, unfortunately, sometimes they are unexpected."

Kassube enjoyed the projects and hand-on activities the program offered.

"For almost everything we learned, we got to put it in a real-life situation," she explained. "It helped me realize how important it is to think about all your options and weigh them, such as using a

business decision matrix."

Owning a business takes more work than she realized.

"It isn't just putting your own name on it and hiring your employees. It's also not just being the boss and being able to make all your own rules. There are so many decisions, risks, restrictions, regulations, rules and much more that go into having a business of your own."

Although Kassube describes herself as social and a leader, she admitted the program helped boost her self confidence.

"We learned that you could truly do anything you put your heart to. We went a good amount of time learning about Zig Ziglar and all of his successful, inspiration quotes and stories. Mr. Gilpin made it a must to always have a positive attitude on whatever we were trying to accomplish."

Three years of solving problems and completing projects with her classmates gave Kassube the ability to work with others as a team.

"We agreed, discussed, argued and compromised but in the end we all came together as one to enjoy the success or work on the failures. Never once did any of us just give up on one another, and I do believe that we all made huge progress," Kassube said.

Bellevue University looks to be part of PHS High School of Business™



The High School of Business program at Plattsmouth High School has impressed officials at Bellevue University and they are discussing ways the university can participate in the program. "We are most impressed with the integration of theory and application in the program," said Mary Hawkins, Bellevue

University president. "We have a strong interest in working closely with the teachers and potentially serving on the advisory board for the program." Hawkins said discussions about offering dual credits to students completing the program are underway. "I cannot say yet how many credits, but we will know that very soon." Hawkins said the outcome of the program

is experience and confidence. "Self-confidence enables them to take on even greater challenges and to believe in themselves. In addition to the knowledge of discipline areas, the skills that employers seek are critical thinking, creativity, communication and teamwork. These skills are a big part of the curriculum in the High School of Business program and then can be reinforced throughout the Bellevue University degree."

Seniors get business experience with cool shades project

After three years in the High School of Business program, seniors were challenged with a "capstone" project – running a non-profit business.

Students working on the project admitted they had a few obstacles to conquer before it was done.

"First we brainstormed ideas," said Chris Kerns. "We thought about a coffee shop or selling school supplies."

Kerns said they worked on a decision matrix to determine

the feasibility and ease of their ideas. "We learned about decision matrix our sophomore year," he said.

When the group narrowed their ideas to three, they surveyed about 200 students about the ideas.

"It took about a week to get our surveys together, and then we didn't get many back and had to start over," said Brittany Kassube.

They wanted to open a school coffee shop. Through their research and discussions with Principal Jeff Wiles, they learned how many laws would regulate that type of business. "Most of them

were surprised by how many laws there are," Wiles said.

Eventually, the obstacles to setting up a coffee shop became too many for the group to work out. Challenges included regulations about competing with the school cafeteria, restricted operating hours and employees to run it. "We decided to sell sunglasses," Kerns said.

The sunglasses would be marketed to high school and middle school students. Each pair would bear the school logo.

They contacted several vendors until they found the price they hoped for and a delivery date that would work. "We had to limit our colors and our design," Kerns explained.

The shades were such a success, the group made more than \$200 to donate to their favorite charity, and learned many lessons about life and business at the same time. "You get assignments but they are all project based. It shows you if one person isn't doing their job, it really drags the rest of the people down," Barber said.

"But you get information actually by doing it and that gives you confidence to go to the next step," Kassube added.



Who is best suited for High School of Business™?

EVERYBODY!

Initially, HSB™ organizers at Plattsmouth High School wanted the best and the brightest in the program.

"It is a rigorous program," said business instructor Don Gilpin. "So the original 30 students were the best and brightest."

After three years, however, school officials

are realizing how the program can benefit all students.

"It's not so grade oriented," Gilpin said. "The program can benefit every student."

■ Students who want to major in business or go into business administration.

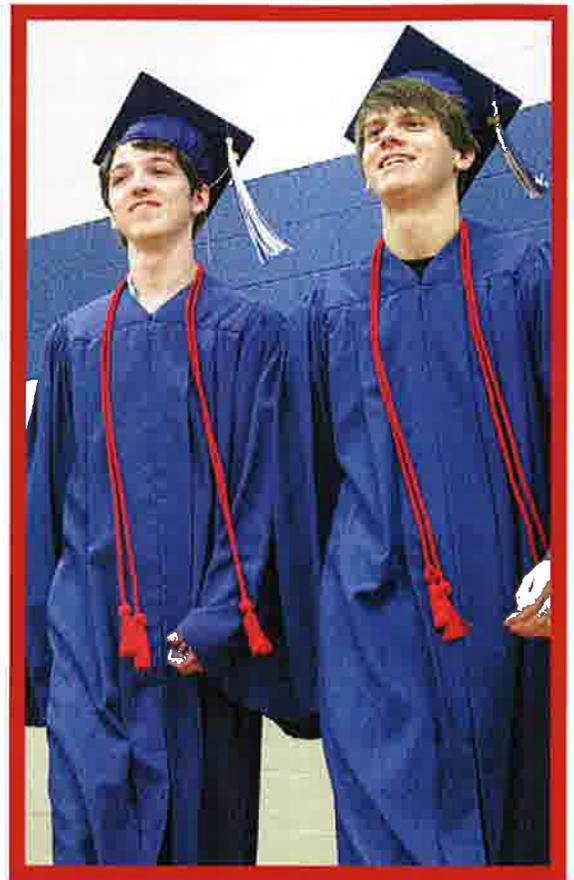
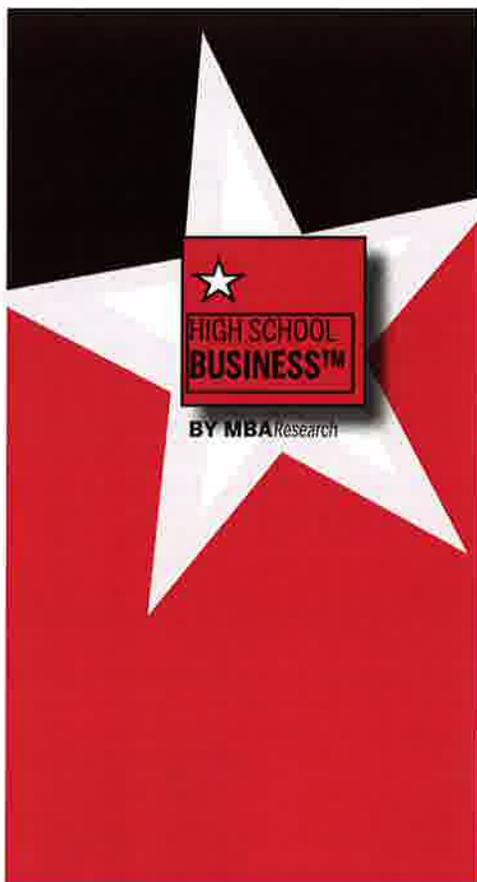
■ Students who want careers in everything

from the medical field to construction.

■ Natural-born leaders.

■ Project-driven students.

"Next year's sophomore class, I have 40 coming in," Gilpin said. "Kids are always interested in it. This was the first year I had to turn kids away."



Grads 'step ahead' with High School of Business™

High School of Business™ program answers students' age old question of how what they learn in school applies to real life.

"The students in HSB™ deal with real-time projects and problems," said Plattsmouth High School principal Jeff Wiles. "Students also learn how to communicate both in writing and verbally. By the time the program is over, their presentation skills are well polished."

Their improved communication is not only on a peer level. "They are a step ahead of their classmates because of the interactions they have with community business leaders," he said. "For example, the HSB™ students presented at the annual Chamber of commerce Banquet. More importantly, they are required to do primary research with these leaders and that puts them in touch with adults on a different level."

Networking with adult business leaders proves beneficial to their future. "Because of this interaction, students are looking to come back to the area to begin their careers," Wiles said.

Students who plan to earn business degrees on the collegiate level are also ahead in their studies. "MBA Research built the curriculum specifically for going on to college to major in business administration. It allows students who prefer to go into business a base to get their entrepreneurial career started," Wiles explained.

Some colleges even accept a student's

"They are a step ahead of their classmates because of the interactions they have with community business leaders."

--Plattsmouth High School Principal Jeff Wiles

HSB™ experience to earn dual college credits. "At this time around the country, there are many local affiliations with HSB™ and their local community colleges. Bowling Green University will accept any HSB™ program credits. Students can receive six credit hours and automatic admission to the Bowling Green College of Business after completion of the program. We are currently working with two universities in Nebraska to look at both a local and national affiliation," he said.

Wiles said Plattsmouth Community Schools would like to be affiliated with every college or university in Nebraska. "There are so many great post-secondary institutions that we need to utilize to meet the diverse needs of our students," Wiles said. "We want our students to go onto further education at an institution that best fits their needs. Obviously, we need to start somewhere and have been working to get our students the best academic and financial fit possible."

Wiles said the dual credit needs to be applied from a program standpoint and not necessarily from class to class. "The program

itself is national researched, tried and tested. Students take national normed tests that are proctored by a neutral party at the conclusion of each course."

The tests, he went on to say, are researched and continually being evaluated by teachers, professors and business leaders.

"The rigor of the curriculum speaks for itself. The research and testing this program goes through is equal to or greater than Advanced Placement courses. Because of the way the curriculum is presented and the national tests are administered, this program is truly a national curriculum in which all programs are doing the same things," Wiles said.

HSB™ instructors also go through training that spans national learning communities.

"These teachers are able to collaborate with one another to use best practices to make the program successful. There are some of the best teachers in the country working in partnership with MBA, college professors and businesses leader to continually improve the program and allow it to grow, Wiles said.

At PHS, students have already met success by participating in the program, he added.

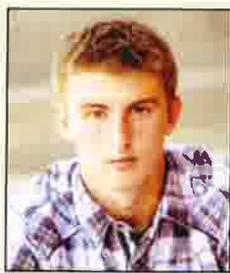
"I would also be remiss not to mention the work that Don Gilpin put in to getting the program off the ground," Wiles said. "He is an outstanding teacher and there would have been no better person to get the program started. I owe him my gratitude for everything he has done to get HSB™ to the point it is at."



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Shine ☆

■ The High School of Business Program™ has impacted my life in a few ways. To start, it has helped me decide what I want to study in college and possibly do for the rest of my life. Before coming into the program I had no clue what I wanted to be when I grew up, but after going through the program it is clear to me I want to do something in the business world. -- Tallon Barber



■ The number one lesson that High School of Business has taught me is, "You will get all you want in life if you help enough other people get what they want."

--- Katie Bogle

■ I've learned through High School of Business that it is necessary to have some sort of back up plan when making a decision at anytime in business. No matter how strong and successful you think your idea is, there are always factors that come into play and unfortunately, sometimes are unexpected.



-- Brittany Kassube

■ The lessons I have learned are countless. I learned not only information that will be used in business, but I learned about ethics, maintaining a positive attitude and how to communicate with others about business.

--Chris Kerns



■ The lessons I have learned are countless. I learned not only information that will be used in business, but I learned about ethics, maintaining a positive attitude and how to communicate with others about business.

-- Maddison Sullivan



Benefits for business partners

- ☆ Recognition plaque for national partners
- ☆ Recognition on the MBAResearch website
- ☆ Nationwide exposure opportunities via educational webinars for high school students.
- ☆ Reinforce your company's social initiatives in the community
- ☆ Connect with a source of interns/future employees
- ☆ Contribute to the education of future employees
- ☆ Strengthen relationships with faculty/Administrators of local school

Contact us for more information about partnering with High School of Business™ program:

Lisa Berkey, Program Director
 High School of Business™
 614-486-6708 ext 222
 Berkeyl@MBAResearch.org.

Support welcome for Plattsmouth High School High School of Business™ program Plattsmouth Community Foundation Fund (PCFF)

The Plattsmouth Community Foundation Fund (PCFF) is partnering with Plattsmouth High School of Business™ by serving as a resource for charitable investment in the program.

Recently PCFF established a separate account for charitable contributions designated to the advancement and sustainability of the program. PCFF is an affiliated fund of the Nebraska Community Foundation.

This enables donors to make tax-deductible contributions to the program.

The goals of the Plattsmouth High School of Business™ align with PCFF's vision for Plattsmouth:

A vibrant community that

- Honors the past and plans for the future.
- Engages in philanthropic endeavors that serve as a catalyst for economic development and youth and adult leadership.
- Is attractive and bustling so that our youth return, participate and 'give back.'

The Plattsmouth Community Foundation Fund was established in 2000 with the objective to serve as a funding mechanism and a way for people to give back to the community. The Fund has been the recipient of several

major endowed gifts and makes grants to the community on an annual basis. Given its focus on youth engagement, leadership and entrepreneurship, PCFF is looking forward to supporting Plattsmouth High School of Business™ by actively soliciting donations to and making grants to the program.

For several years PCFF has worked through a Nebraska Community Foundation framework for community development called HomeTown Competitiveness.

It focuses on four pillars of community-building: Leadership, Entrepreneurship, Youth Engagement and Philanthropy. In Plattsmouth Youth Engagement, Leadership and Entrepreneurship are a key initiatives.

For this reason, the PCFF is extremely enthusiastic about raising awareness and support of the Plattsmouth High School of Business™ program. Fund Advisory Committee members believe that the program indeed moves their organization closer to its vision as "a catalyst for economic development and youth and adult leadership."

If you would like to help advance and support the Plattsmouth High School of Business™ program, please consider a contribution through the Plattsmouth Community Foundation Fund.

Yes! I want to support and invest in the Plattsmouth High School of Business™ program.

Name: _____

Address: _____

City: _____

Phone: _____

Email: _____

Gifts of all sizes are needed and appreciated

Enclosed is my tax-deductible gift in the amount of \$ _____

Memorial – How would you like the name shown?

Donations will be used in the following manner:

- Program sustainability
- Purchase equipment
- Financial support
- Professional development for teachers

On behalf of:

Make checks payable to:
Plattsmouth Community Foundation Funds
P.O. Box 342
Plattsmouth, NE 68048

The Plattsmouth Community Foundation Fund is an affiliated fund of the Nebraska Community Foundation. For more information visit: www.nebcom-

Thumbs up for High School of Business™



“These students’ futures are so bright, they’ve got to wear shades.”

— Don Gilpin
HSB™ instructor
at Plattsmouth High School