

GaDOE E-Newsletter

Career, Technical and Agricultural Education Division

April 2006

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Marketing Education (DECA, an Association of Marketing Education Students)

"Sequoyah High School's 'What Would You Say?' Contest Winners Create Television Commercial"



Too many students in Georgia are calling it quits on education before they graduate. Last year 35 out of 100 students in Georgia did not to graduate from high school. Students in grades six through 12 were asked to speak out about the benefits of earning their diploma through the Education Go Get It "What Would You Say?" contest.

Sequoyah High School Marketing Education seniors, Shelly Blackstrom, Laura Bailey, Megan Livingston and Lauren Sproul won the statewide, "What Would Say?" contest.



“What Would You Say” Contest winners photographed with Governor Sonny Perdue.

The commercial entitled “Become Your Dream” which will air this spring on Georgia Public Broadcasting was created by Megan Livingston, Shelly Blackstrom, Laura Bailey and Lauren Sproul, Marketing Education students at Sequoyah High School in Cherokee County. This original commercial shows students reaching their aspirations as a result of staying in high school and continuing on to postsecondary education. The Education Go Get It “What Would You Say?” contest was open to

academic and CTAE students. Georgia’s students responded by submitting 1, 300 entries. Community and academic leaders and broadcast and advertising experts on both a regional and state level selected individual students and/or groups of students from 12 regions in the state. Four of the twelve regional winners were from Marketing Education Programs. In addition to Sequoyah High School, a regional winner and the overall state winner, the regional Marketing Education winners are as follows: Cass High School, Bartow County, Autumn Lamont; Habersham Central High School, Genie Benfield and Allie Wilson, and Houston County High School, Angel Saini.

The commercial entitled, “Become Your Dream” was filmed at Open Campus High School in Atlanta where the scene depicts a typical high school hallway. The commercial begins with the song ‘This is your Life,’ by Switchfoot, playing in the background. There is a new student, Tyler, who is being shown around the school by a student guide, Audrey. As Tyler is walking down the hall, he sees students at their lockers. He notices that some of the students (dressed in white shirts) change into professional people (i.e. teachers, doctors, etc.) when they place their books on their chests. For example, when a student places a government book on his chest, the book is dissolved into him as he transforms into a Senator. After the students have changed, they turn from their lockers and walk into their future. However, there are some students who are not changing. These students are dressed in black t-shirts and walking around with a blank stare. Tyler asks Audrey what is going on and why some students are changing. Audrey explains that the students who are changing are the ones who want to make something of themselves and do something with their lives. Tyler then inquires about the unchanging students in the hallway and learns that these students have already decided that they are either going to drop out of school and/or not continue on to college. Tyler decides he is going to follow Audrey’s lead and make something of himself. Audrey hands Tyler his chemistry book and they both place them on their chests. Instantaneously they become scientists with lab coats, and the song “This is Your Life,” plays again as the commercial ends.

This concept was chosen as the overall state winner. The students had the opportunity to participate in the entire production process. The commercial was unveiled at a premier event on Tuesday, March 21 at Georgia Public Broadcasting’s studio in Atlanta. Superintendent Kathy

Cox and the members of the House of Representatives joined in commending these four students and thanked them for the creative and inspiring concept they produced for the State of Georgia.

The assignment was to create a storyboard and a promotional broadcast script for a 30-second commercial about why students in Georgia should graduate from high school and go on to a technical college, two-year college or four-year college or university. Individuals or teams up to five students submitted broadcast scripts and storyboards. Tool kits to assist the creative process and to teach students about the development of commercials were provided on the Education GO Get It website.



The contest was sponsored by Education GO Get It which is a non-profit organization in Georgia focused on keeping kids in school. The contest was organized through partnerships with the Board of Regents, the Department of Education, the Department of Economic Development and GAcollge411. This campaign is designed to raise awareness and engage students in a dialogue about the benefits of education, encourage peer-to-peer communications and show students how current courses connect to future careers.

Superintendent Kathy Cox commended the students on their great achievement.

Students who want to take advantage of the many educational and career services offered by Education Go Get It should visit GeorgiaGo.com for more information.

“Vidalia Comprehensive HS DECA Member Excels in National DECA Stock Market Game”



DECA member, Paola Rimando, using the Internet to research her stock purchases.

Paola Rimando, a senior Marketing Education student and DECA club member at Vidalia Comprehensive High School, participated in the DECA Stock Market Game sponsored by DECA, Inc. The DECA Stock Market Game is a national online competition for DECA members that requires students to develop a diversified investment strategy to invest a hypothetical \$100,000 in the stock market. Conducted over an eight week period, the goal of the competition was to maximize portfolio value. Paola’s ending portfolio value of \$110,284 placed 5th in National DECA’s Southern Region and 16th in the nation. Paola will compete for scholarship money by presenting her portfolio and investment strategy at the 2006 DECA International Career Development Conference in Dallas, Texas in April 2006.

Technology Education (Technology Student Association-TSA)

“FIRST Lego League Regional Qualifier”



Coastal Middle School's Technology Student Association's Robotics Team competed in a practice meet in the FIRST Lego League Regional Qualifier earlier this year. The team won the robotics component of the meet, allowing them to compete in the State Competition at Georgia Tech in Atlanta on January 14, 2006. The team competed against 42 other schools at the State Competition and left with a feeling of accomplishment. The competition was entitled "Underwater Odyssey." The competition has a robotics component and a research component. In

the robotics portion of the competition, students were required to program a Lego robot to complete tasks in an arena vicinity. In the research portion of the competition, students were required to show mastery of the subject material and the connection to improving human life. Students met after school to prepare for the competition. In October, students attended an Introduction to Scuba Diving course to enhance their understanding of the underwater world and our human influence on sea life. Students learned about buoyancy, physiological challenges in underwater exploration, and the importance of the buddy system. Students also participated in the Tybee Beach Sweep to show their community involvement in keeping our ocean environments preserved for future generations. The team looks forward to competing again next year in this exciting event!



“Coastal Middle School's ‘Kid Witness News Group’ Goes on the Air at WJCL News”

At 6:45 p.m. on January 26, 2006, a group of Coastal Middle School students huddled around each other, reading their scripts and preparing to go "on the air" at WJCL News. This group is unlike any other at Coastal Middle School. They are the “Kid Witness News Group,” an elite group of young people sponsored by Panasonic who have the talent and ambition to be the next generation offering media production and delivery to our community. They are a subgroup of the Technology Student Association sponsored by technology teacher Jim Glenn. Invited by WJCL to read the Savannah Chatham County Public Schools' lunch menus for the first two weeks in February, the group showed up promptly and without hesitation. This was no small opportunity. This was an opportunity to actually participate in



media production, including reading from a teleprompter and being watched by a large community of viewers.

These students produce Coastal Middle School's News on a daily basis. They must write the news, rehearse, and record. On some occasions, they even get the opportunity to "go live." The news producer at Coastal is 7th grader Chase Matthews. He and his crew provide the faculty, staff, and students with a program which consists of the pledge of allegiance, a moment of silence, upcoming events, and even the weather (given in both English and Spanish). The trip to WJCL provided a real-life connection to anchoring and producing the news at Coastal Middle School. WJCL was a gracious host, and the students are looking forward to future activities that will provide learning experiences beyond the classroom.

“Riverdale High School STAR Student”



Jonathan Saethang, the 2006 STAR student from Clayton County, was honored at a luncheon held at the local Rotary Club in which all local STAR students and STAR teachers were honored. The STAR (Student Teacher Achievement Recognition) Program recognizes students with the highest SAT scores from each high school. These students are also in the top 10 percent of their respective classes.

The STAR program is sponsored statewide by the Professional Association of Georgia Educators Foundation, a group of professional educators, the Georgia Chamber of Commerce and the Georgia Department of Education. The Clayton County Chamber of Commerce sponsored the STAR student contest for the Clayton County Schools.

As the local STAR student, Saethang represented Clayton County schools in a regional contest that was recently held in Griffin. He was accompanied by his STAR teacher, Steve Price, department chair of the Riverdale High School Career, Technical and Agricultural Education department. STAR students name a STAR teacher who is typically an instructor considered to be significant in helping the students excel academically. Price was named the Clayton County STAR teacher.



Saethang, 17, has not made a definite decision about where he wants to attend college, but he has narrowed his choices down to the University of Georgia or Georgia Tech. If he attends the University of Georgia, Saethang said he wants to pursue a chemistry-related major. If he opts to go to Georgia Tech, he wants his major to have more of an engineering focus. Saethang has received scholarship offers from both institutions, so his choice will mainly depend on selecting the college that offers a major most closely related to his career interest.

In relation to other accomplishments, Saethang, Harsh Patel and Thai Truong led the Riverdale High Technology Student Association (TSA) to become a two-time defending state champion of the Georgia TSA's State Web Challenge, which consists of Web site development. Saethang assisted local school system officials develop the system's current Web site (www.clayton.k12.ga.us). Giving back to his local TSA Chapter has been Saethang's priority. He is currently serving as president of the Riverdale High School TSA Chapter, and he previously served as the TSA vice-president and secretary.

(The information in this article was taken from a feature in the Clayton News Daily-Online.)

“Riverdale High School’s Technology Education Teacher Gains International Recognition”

At the recent annual conference for the International Technology Education Association, the Engineering & Technology Education Program at Riverdale High School in Clayton County was recognized as one of approximately 50 programs worldwide to earn the prestigious Program Excellence Award.

Sponsored by the International Technology Education Association (ITEA), the National Association of Secondary School Principals (NASSP) and Paxton/Patterson, the Program Excellence Award is one of the highest honors given to Technology Education classroom teachers on the elementary, middle and/or high school levels. It is presented in recognition of outstanding contributions to the profession and to students. Schools from all over the United States and around the world compete for this honor.

Each year the Program Excellence winners are recognized at the largest conference for Technology Educators in the world. This year the program at Riverdale High School in Georgia was recognized at the first general session of the conference where the award plaques and pins were presented on behalf of The ITEA and the award sponsor, Paxton Patterson. A synopsis of the program was displayed through a multimedia presentation.



The teacher for this program is Steve Price who has been a Technology Education teacher in Clayton County for his entire 26 year career. Riverdale's Technology Education program and its students have been widely recognized for leadership, service, excellence and achievement over the past eight years. The program has been visited by groups from nine states, the United Kingdom, Canada and Panama. Currently, Riverdale Technology Education is the reigning Technology Student Association State Champions, The Technology Association of Georgia State Web Challenge Champions for the second straight year and the Georgia National Fair 2005 Superior Chapter. RHS Technology students redesigned and built Clayton County school system's current website, the new Clayton Collaborative website and the state association's logo. Eleven students have been Governor's Honors Program winners in Technology Steve Price was named STAR Teacher. Price is currently National President of the Technology Student Association Inc. Board of Directors.

The consistent support for these programs in Clayton County Public Schools has contributed significantly to the ability to earn this distinction. A recent local news headline read, “How Do You Spell Winner? www.riverdaletechnology.org.” Please visit the program’s website and see what they mean!

Trade and Industrial Education

“Shaun Fitzgerald Credits McEachern High School with His Success in Masonry”

Shaun Fitzgerald is a motivated and driven young man. At only eighteen years old, Fitzgerald is well on his way to success.

At McEachern High School in Powder Springs, Fitzgerald has learned basic construction skills and became specialized in masonry. After graduating, he further explored the field of masonry at the Masonry Association of Georgia’s Apprenticeship Program and has secured a job with Cornerstone Masonry. He currently works at the Hartsfield Jackson International Airport on the new runway and concourse renovation project.



“I started out as a laborer, like everybody else, but every chance I had, I got ‘on the wall’ and laid some block. It’s pretty neat knowing you’re doing something that is going to last a lot longer than you’ll even live,” Fitzgerald said with a satisfied smile.

At McEachern High School, Fitzgerald was able to complete Masonry Levels 1 through 3 in his construction class taught by Mr. Kevin Ward.

McEachern uses the National Center for Construction Education and Research (NCCER) curriculum. Mr. Ward has been certified to teach the NCCER curriculum by the Construction Education Foundation of Georgia (CEFCA), a sponsoring agency of the NCCER.

“Mr. Ward places the training information in a national database, so wherever I go, I can show an employer what training I’ve completed.”

Mr. Ward notes, “We work directly with industry to make sure we’re teaching the skills employers are looking for. We have a council of industry leaders who act as an advisory board to the construction program. Industry people come into the classroom and talk to the students about the real world of construction.”



Fitzgerald attends the Apprenticeship Program of the Masonry Association of Georgia one night a week. “In the apprenticeship program, I’m polishing the skills I have and learning new ones. This training is real world and immediately useful on my job site.”

Fitzgerald goes back to McEachern frequently to tell the construction students how it is in the real world. He also works with the masonry students to demonstrate all the new techniques he is learning in the apprenticeship program and on the job.

“Floyd County Technical High School’s Welding Project”



Mr. Chambers, welding instructor at Floyd County Technical High School, assigned his classes an unusual project.

The project was to build a 300-pound pressure cooker for a small Peruvian school that needed the device to produce soy milk for cafeteria lunches. A giant pressure cooker would allow the school to make enough soymilk for their students to sell to cover the costs of production.

Mr. Chambers drew up the blueprints and showed them to his students. They thought it was a crazy idea at first-then, decided that it could be done.

Chambers spent a week in Peru during the summer of 2005. He was there to assist with setting up a basic welding training program for a mission in Chincha, Peru. The shop is used to teach students how to design and build items needed to assist them in their day-to-day life around the mission and in the communities. While there, he visited Trinity School, a 150 student private facility. Teachers there told Chambers how much they would like to be able to give their students milk, instead of water, with their lunches.



AutoCAD drawings by the students were emailed to a laser cutting company. Due to the projects purpose, most of the materials were donated at a value of \$2500. The items that had to be bought were donated by the Rockmart Kiwanis Club. It may have cost Trinity School as much as \$10,000 if they were to purchase one of their own.

Students began on the pressure cooker in early October and had their first “cooking” on December 1st. From start to finish, it took approximately four months. The pressure cooker reaches a temperature of 230 at degrees at 5 psi and produces 12 gallons of soy milk at a time. The first cooker will have to be shipped by container ship in May 2006.

Chambers is finalizing the second cooker that will be small enough to be carried as luggage on a passenger plane with the missionaries. The cooker will operate at lower temperatures and pressure for a safer operation. This cooker will be affordable and easily transported to other villages around the world with missionaries.



Blueprints of the smaller cooker have been sent to a welding shop in Lima, Peru. They will build a cooker using their technology and materials from their region. Mr. Chambers and one of his welding students are planning to travel to Peru in June 2006 to demonstrate the smaller cooker in the areas around Lima, Peru.

Business and Information Technology and Marketing Education

“Entrepreneur Summit Held in Douglas, Georgia”

“Celebrate the Journey” was the theme of the Entrepreneur Summit held in Douglas, Georgia, March 6-7. From the Business and Information Technology area, Donna Alexander, Lithonia High; Glenn Ethridge, Glynn Academy; Sarah Heath, Peachtree Ridge High; Sandy Kilgore, Ringgold High; and Kim Orrick, Seminole County, along with Cynthia Greene, Program Specialist for Business and Computer Science, attended the summit. From Marketing Education, Rhonda Johnson, Winder Barrow High and Donna Adams, Habersham Central High attended the summit.

Youth entrepreneurship was one of the highlights of the conference and the importance of an entrepreneurial focus in Grades K-12 was emphasized by Governor Perdue and Chris Clark, Deputy Commissioner, Global Commerce Division, Georgia Department of Economic Development. After hearing from three young entrepreneurs, participants realized the importance of working with young people and the many contributions they can make to their communities.

Rhonda Johnson said, “It was enlightening to hear representatives from “entrepreneur friendly” communities talk about the demographic changes in the nation and in their own communities. With business owners and entrepreneurs being the fastest growing segment of the economy, the community representatives did a great job of explaining some of their initiatives designed to entice entrepreneurs to their communities and capitalize on the current trend. This was real world economics that I could take back to my students.”

Business and Information Technology (FBLA Student Organization)

“FBLA State Leadership Conference Highlights”

Over 2,800 members and advisers of the Future Business Leaders of America recently convened at the Hyatt Regency Atlanta for the 58th Annual Georgia State Leadership Conference. Members competed in nearly sixty different competitive events to determine the top business students in the state and to see who would represent Georgia FBLA at the National Leadership Conference held in Nashville in July. Many of the competitive events utilized a new online testing system.



Governor Sonny Perdue poses for picture with FBLA State Executive Officers.

TRI Leadership Resources, a nationally-recognized student leadership group, presented leadership sessions including a series on “Lessons Learned from *The Apprentice*.” Additional leadership sessions on personal financial management were presented by the Georgia Consortium for Personal Financial Literacy, along with other leadership sessions presented by state officer and local advisers.

A special highlight of the conference was the opening general session where Georgia FBLA was honored to have National FBLA CEO Jean Buckley in attendance and Governor Sonny Perdue as the keynote speaker. Members and advisers also continued our campaign to support the March of Dimes by participating in a Bingo for Babies Tournament and a mini-Walk America.

“Making a World of Difference”

The business students at Riverwood High School in Fulton County were excited to have an opportunity to share business ideas with student business partners from the Dale Upper Secondary School in Sunnfjord, Norway. Students that are currently in Mrs. Taylor’s International Business course and Mrs. Smith’s Entrepreneurship course at Riverwood High School had an opportunity to exchange business proposals with their international peers. During the week of March 11-March 18, six students and their teacher, Stagg Nistad, visited Riverwood High School in Sandy Springs, Georgia.



During the week, students had an opportunity to shadow the day-to-day lives of our American students. They participated in classes at Riverwood and attended field trips around the city including the CNN Center, the GA Aquarium and Coca-Cola Headquarters.

One of the most exciting parts of the visit was having the students participate in a collaborative meeting. The Norwegian students presented their “product portfolios” of local products that could be imported and sold at Riverwood High School. The students brought products such as hand-made jewelry, decorative scented candles and the “original” cheese slicer. The students also took time to share with Riverwood students and educate them about life as a student in the Norwegian culture.

The Riverwood business department looks forward to many on-going business ventures with their international partners from Norway.

“Etowah High School’s Business and Information Technology Students Connect with Georgia Tech’s College of Computing ”



Twice in an auditorium of more than 300 students, Dr. Patricia Denney, Etowah High School’s (EHS) Career, Technical and Agricultural Supervisor, prefaced her introduction of Mrs. Barbara Ericson by saying, “I want you to seriously listen to the background of our guest speaker today because this could be you.” Barbara Ericson, Director of Computer Science Outreach for the College of Computing at the Georgia Institute of Technology, visited the campus to share education opportunities and career choices with the students. The presentation was also held to showcase the school’s

business educators as part of the annual National Education for Business month.

In conjunction with the EHS Business Department’s receipt of the first Cherokee County School Program Certification Award in 2001, a collaborative recognition by the Georgia Department of Education and the Society of Human Resources Management, two of its ongoing goals are to increase course offerings and meet and exceed the GA DOE and national standards in order to help meet the growing local and global demand for a highly qualified workforce.

Learning about Mrs. Ericson’s career experience helped students make the connection between what is learned in school and how it is applied to the working environment. Mrs. Ericson has extensive and award winning programming experience as a result of working for the General Motors Research Laboratory, data base and customer service applications experience resulting from work with Bell Communications Research, and 3D modeling applications experience resulting from work with the Institute for Paper Science and Technology.



Mrs. Ericson began her presentation by telling about the Georgia Tech Institute for Computing Education (ICE) program which is a partnership created in 2004 between the GA DOE and Georgia Tech’s College of Computing to train more computing teachers and increase the number and diversity of computer science students in the state. She dispelled the myth that, “all computing jobs are going overseas” and stated that only about one percent have been outsourced. She mentioned the Department of Labor’s

prediction that computer software engineers and computer systems designers will be among the fastest growing occupations in 2002-2012.

In presenting to nearly 800 students throughout the day, Mrs. Ericson confirmed another known fact that today most jobs require interaction with and knowledge of computers. For instance, she asked the attentive assemblies of youth how many “wear computers” and explained that if they owned a cell phone and if they have it with them, they are “wearing a computer.” She said that there are many computing opportunities in employment arenas such as automotive, agriculture, business, audio/visual, photographic, computer games and web page design, mathematics, science, medical and robotics. To recruit the youth of Georgia and surrounding states and give

them the opportunity for real “hands on” computing experience, Tech offers a “Cool Computing Day” and week-long commuter summer camps. Several EHS students participated in both programs and Sylvia White, an 11th grader and an active member of Etowah’s Future Business Leaders of America, attended the CC Day. The day included a tour of the College of Computing, speakers from area industries, workshops, dinner and a “Cool” tee shirt. Sylvia said, “It was lots of fun and I especially liked the robots. I am hoping to go back next summer for the week-long camp.”

In addition to Dr. Denney, the Business teachers at EHS who are actively involved in the department’s five-year recertification process are Carolyn Beaird and Carolyn Crew, Co-Department Chairpersons, Melissa Paurowski, a Georgia Tech graduate, and Camey Sanchez and Olivia Steele, who both attended the teacher education portion of the ICE program.

Junior ROTC

“North Springs High School’s Junior ROTC Cadets Place in the State Championship”

Junior ROTC students from the North Springs Spartan Battalion departed the high school at the break of dawn on Saturday morning, March 19th to represent Fulton County in the Georgia State Drill Meet held at Fort Gordon, Georgia. Students from 61 Army Junior ROTC programs throughout the state stood tall, marched with precision and executed military drills flawlessly. At the end of the day, the female Spartans placed Second in Female Squad Unarmed Regulation Drill and Third in Female Platoon Unarmed Regulation Drill and Squad level Exhibition Drill.

Led by Cadet Captain Alma Ayala and Cadet Major Stephanie Morris, the Spartan Drill Team headed to the Eastern Drill Championship in Macon, Georgia on Saturday, March 25th. They took on a total of 71 teams from 51 schools representing Army Junior ROTC programs throughout the eastern seaboard. Students vying for Region titles were inspected and graded on drill sequences, color guard presentations, and a 100 question academic exam including questions on the JROTC curriculum and current events. North Springs High School JROTC placed 11th overall. Their Academic team placed 7th which qualified them for the National JROTC Academic Bowl Championship which will be held the second week of May.



Cadet Stephanie Morris is presented with the Second Place trophy in the Female Squad Unarmed Regulation category.



Cadet Alma Ayala is presented with the Third Place trophy in the Female Platoon Unarmed Regulation category.

Career-Technical Student Organization Week

“Fayette County High School Celebrates Career-Technical Education Week”



February 13th through the 17th was Career-Technical Student Organization week in America. Career-Technical Week generates awareness about student organizations within career and technical education. The focus of this week is to promote awareness about careers, post-secondary institutions, and employability skills.

Fayette County High School’s Career and Technical Education Department participated in many ways. Throughout the week, there was a job highlight on the morning announcements from various fields such as business, nursing, and auto technology. Guest speakers from DeVry, American Intercontinental University, and Gordon College spoke to the business classes about admissions, degree programs, and career decisions. On the final day, students “dressed for success” in business attire as if attending an interview. Overall, the students were able to prepare for the future while having fun participating in CTSO week.

