



8th Grade Career Students Get Real Business Experience

ACES students get hands-on experience in the world of business through 8th grade Career and Entrepreneurship classes in conjunction with Junior Achievement's (JA) Business course. JA Volunteer, Jeff Levinson says, "Students are given the opportunity to learn how to open and operate a real business. Students identify a product or service. They then sell shares of stock to investors to gain the necessary capital to get the business started. Students learn to take charge of the accounting, finances, marketing, advertising, and public relations to ensure that their business is profitable." ACES student entrepreneurs are savvy about marketing their products through print ads, flyers, live TV commercials, newsletters, and posters. Students successfully sell products such as stress balls and head bands with ACES values. Career classes often donate the proceeds of the business to charity. Recently, Levinson recruited Tropical Smoothie Café Aventura Franchise Owner, Michael Erber who spoke about the effort required to run a business including the long hours, capital, inventory, hiring and even firing.

