

## Family Activities

- Look at ads on TV or in a newspaper. What do businesses do to make you want their products? Are they effective?
- Create a save, spend and share bank.
- Think of a service project you and your family could do to help others.
- In the story, the students receive money for getting their teeth pulled. Cleo earns money for pulling their teeth. Create a chart that lists ways you can earn money and ways you can receive money as gifts.
- Identify businesses in your city. Do they produce a good or a service? Or both?
- Create a new product for the market that you think kids would want. How would you advertise it? Create a poster, a video or other imaginative marketing tool. Share with friends and family.
- Study the 4 Way Test of business below. Look for examples of how these questions are answered in your community.
- Check out games, activities and resources at [www.economicsarkansas.org](http://www.economicsarkansas.org).

## Rotary's 4 Way Test

1. Is it the TRUTH?
2. Is it FAIR to all concerned?
3. Will it build GOODWILL and BETTER FRIENDSHIPS?
4. Will it be BENEFICIAL to all concerned?

## Who is Cleo Edison Oliver?

Cleopatra Edison Oliver has great ideas and a lot of energy when it comes to business! Her mentor is businesswoman Fortune A. Davies. For her class passion project, Cleo has her best business idea yet: pulling teeth painlessly for her school mates.

She does run in to some business challenges along the way. The choices she makes will leave the reader to consider the benefits, costs and consequences of choices made daily.

## What is *Arkansas Reads One Book?*

This is a program designed to create a shared reading experience throughout a district at the elementary level.

Every student in the district receives a book with a family resource guide. The goal is to create a culture of family reading and family financial literacy in Arkansas.

## The Case for Financial Literacy

- Only 38% of U.S. households report good or excellent progress in “meeting their savings needs.” 27% report no progress at all.
- More than one in ten adults share they roll over \$2,500 or more in credit card debt monthly.
- Nearly half of young Americans start their working lives with student debt, and 43 million Americans carry student loans.

Source: 2017 Making the Case for Financial Literacy, Jump\$tart.org

This Financial Literacy Family Guide was created by



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Little Rock School District staff who helped with the creation of the guide include:

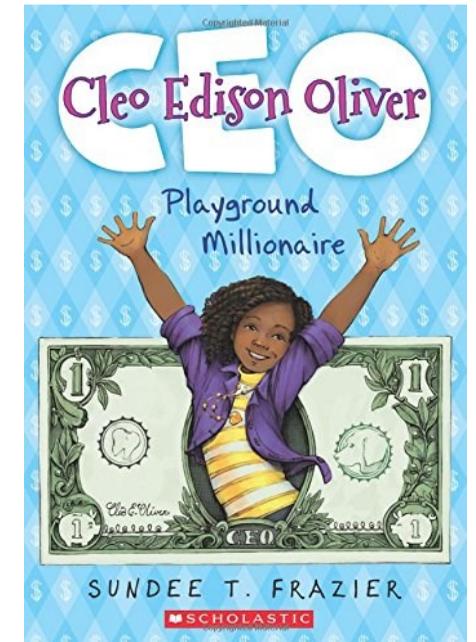
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## Fortune Principles for How to Build a Business and Lead the Life You Want

1. Passion is purpose. (p.74, Book 1)
2. Surround yourself with people who believe in you. (p.108, Book 2)
3. Doubt is more deadly than failure. (p. 86, Book 1)
4. Confidence inspires confidence. (p. 101, Book 1)
5. A visionary sees opportunities everywhere—especially in crises. (p. 159, Book 1)
6. Opportunities don't always knock twice—open the Door the first time!
7. Compliments win customers—and friends. (p. 158, Book 2)
8. Shortcuts sell you and your customers short. (p. 58, Book 2)
9. Worth is measured not by how much we earn, but by how much we give. (p. 108, Book 2)
10. Give away 10% of whatever you make! (p.8, Book 1)

# Cleo Edison Oliver Playground Millionaire



K-1

# Family Guide

## Chapter by Chapter

### Chapter 1: A New Name , a New Business

- Why did Cleo choose avocados to start her business?
- Cleo makes choices throughout the development of her business. Some seem better choices than others. Discuss some of her decisions in chapter 1 and think of ways she could have made better choices.
- Josh is saving for a Nerf gun in Chapter 1. What are you saving for? Do you have a plan to reach your goal?

### Chapter 2: May the Sales Force Be With You™!

- Grandpa taught Cleo a lot about business. What are some business tips she uses in this chapter?
- Cleo says on page 17, “*Avocados just seemed so...well, avocado-y. Bland and unexciting and not an attractive color of green. But people wanted them!*” Name 3 wants you have.
- Avocados are a natural resource that grow where Cleo lives. Name some natural resources in Arkansas.

### Chapter 3: Telling Fortune

- What choices does Cleo make that has her in time out (solitary confinement)? What are the consequences of her choices?
- Cleo tells Fortune in her letter that she has a future in business. What future career interests you?

### Chapter 4: Peanut Butter and Jelly

- On page 41, Mom tells Josh, “*Stop wiggling. We have to brush your teeth. All of them.*” What decisions do you make when it comes to brushing your teeth? How do you feel about pulling loose teeth?
- Give examples of choices Lexie makes in interacting with Cleo in this chapter.

### Chapter 5: The Name Game

- Cleo tells how she got her name in this chapter. How did you get your name?
- What choices does Jimmy make in this chapter that cause him to get strikes?

### Chapter 6: On Top of the World (For a Moment, Anyway)

- Cleo shares she is an entrepreneur in this chapter. She loves to start businesses. Name your favorite business where you like to shop.
- If you were to start a business, what type of business would it be?

### Chapter 7: Power Lunch

- Cleo has a plan for her passion project. What is it?
- Imagine that you are in Mr. Boring’s class, and you are given the assignment to work on something you really like. What would you choose?

### Chapter 8: Brainstorming

- What capital resources (tools) does Cleo consider using for her tooth pulling business? What are the costs and benefits of each? Do you think she made the best choice? Why or why not?
- Would you be willing to test Cleo’s new business out? Why or why not?
- Identify a human resource in your community. What are some capital resources he/she uses to do his/her job?
- Mom is looking for a good to sell at the farmer’s market. Give examples of markets in your community.

### Chapter 9: Paratrooper Tooth

- Is it ever okay to break the rules in order to make money? Why or why not? Look at the 4 Way Test of Rotary (backside of guide) and discuss the 4 questions.

- Discuss 2 characters that make choices in this chapter. Analyze their decisions.
- Is Cleo providing a good or service with her new business? How do you know?

### Chapter 10: Drumming Up Business

- How does Cleo get the word out (market) her business? Is this a good way to attract consumers? Why or why not?
- What is the price for Cleo’s service? Do you think this is a fair price? Why or why not?

### Chapter 11: Risk Management

- If you had to choose between having your tooth pulled by Cleo’s method or visiting the dentist, which would you choose? Why?
- What are the capital resources (tools) that Cleo needs to start her business?

### Chapter 12: Grand Opening

- What problem does Cleo face in this chapter with starting her business?
- Who is Cleo’s first customer, and why does he have to wait?
- Have you ever been to a grand opening of a business? How do you think the owner of the business would feel at the opening?
- Are all businesses successful? How do you know?

### Chapter 13: A Minor Setback

- Name 3 businesses in your community. Which provide goods and which provide services?
- What business does Cleo’s mom suggest Caylee and Cleo start? Do you think it would be successful? Why or why not?

### Chapter 14: A Perfect Opportunity

- What is a choice that Cleo makes in this chapter, and what is the consequence of her choice?
- How is a TV commercial like Cleo’s YouTube video?

### Chapter 15: Horrific Times a Hundred

- Has anyone ever hurt your feelings? What choice did you make as you reacted?
- Explain how this chapter makes you feel.

### Chapter 16: The Cookies Make a Comeback

- Who will be the new market/consumers for Mom’s cookies?
- Why would dog owners want Mom’s cookies?

### Chapter 17: Some Fortunate Advice

- What is something mentioned in chapter 17 that money can’t buy?
- Mom said, “*Did you know that your dad and I consider ourselves to be two of the richest people on the planet?*” What does that mean?
- Would you rather spend time making money or having fun with friends and family?

### Chapter 18: Through Ups and Downs

- What did you learn about money from reading this book?
- What did you learn about business from reading this book?
- As Cleo continues to start businesses, how would a bank assist her?
- Do you think Cleo has learned from her choices? Why or why not?