With A Little Help From My Friends
(and our students learned twice as much)
“We cannot accomplish all that we need to do without working together.”

Bill Richardson
Former Governor of New Mexico
“High Schools That Work” (a Southern Regional Education Board program) mid to late 90s

English – The Great Gatsby

History – History of the 20s

Economics – The rise and fall of the 20s economy (inc. stock market)

Marketing – The mindset of marketing new products (inc. layaway)
1920s

VUS.10
The student will demonstrate knowledge of key domestic events of the 1920s and 1930s by:
  a) analyzing how radio, movies, newspapers, and magazines created popular culture and challenged traditional values,
  b) assessing the causes and consequences of the stock market crash of 1929;
  c) explaining the causes of the Great Depression and its impact on the American people

EPF.10
The student will develop consumer skills by
  d) determining the consequences of conspicuous consumption;
  f) demonstrating comparison-shopping skills.

MARKETING 041
The student will explain the historical development in business that led to the adoption of the marketing concept.
The Model T
Buying on Credit
Stock Market Invincible

"Buy, Buy, Buy!" Experts Advise

Wall Street, Spirits Soaring

New Brains-Surgery Technique Change Face of Modern Medicine

New "Easy Credit" Delays Financial Catastrophes until 1930s

Ensure Promises "Gardens in Every Yard" by 1929

Celebrating Alliance
Buying on Margin

You purchase 200 shares at $100 each.

- Your equity in the investment: $10,000
- Your Broker's investment: $10,000 (Borrowed on Margin)
- Total Stock Value: $20,000

Stock rises 25% to $125 a share. You Profit.

- $10,000 of your investment
- $10,000 of broker's investment
- $5,000 profit
- Total Stock Value: $25,000
- Profit after paying money borrowed as margin from broker: $5,000

Stock drops 25% to $75 a share. You Lose.

- $5,000 left from your original investment
- $10,000 owed to broker
- $5,000 loss
- Total Stock Value: $15,000
- End up with after paying money borrowed on margin from broker: $5,000

Margin Call: $10,000
Break-even point: $125
World War I
Bent double, like old beggars under sacks,
Knock-kneed, coughing like hags, we cursed through sludge,
Till on the haunting flares we turned our backs,
And towards our distant rest began to trudge.
Men marched asleep. Many had lost their boots,
But limped on, blood-shod. All went lame; all blind;
Drunk with fatigue; deaf even to the hoots
Of gas-shells dropping softly behind.

Gas! GAS! Quick, boys!—An ecstasy of fumbling
Fitting the clumsy helmets just in time,
But someone still was yelling out and stumbling
And flound’ring like a man in fire or lime.—
Dim through the misty panes and thick green light,
As under a green sea, I saw him drowning.

In all my dreams before my helpless sight,
He plunges at me, guttering, choking, drowning.

From Dulce et Decorum Est by Wilfred Owens
The Holocaust
Lessons From the Holocaust: An Interdisciplinary Study

Tidewater Survivor, David Katz

“Very often during my speeches, I am asked if I ever went to Auschwitz, and my answer always is that that area is Sacred ground, and I would not want to disturb my parent’s ashes. As you know, my parents as well as most of my family was murdered at Auschwitz.”

Gettysburg, October 6, 2006
The Civil Rights Movement and
The Comradeship of the Excluded Peoples
International Trade and Exchange
Why Trade? (Marketing and Economics)

- Examines the advantages of trading with other nations: the marketing, financial and implications of international trade
- Simulation involving various types of trades (no trade, domestic, international, trades that cannot be made (embargo))
- Students given various scenarios to work through (trade limits, taxes per trade)
- Introductory lesson that was part of a two-week unit regarding International Trade and Exchange
The Progressive Era

VUS.8
The student will demonstrate knowledge of how the nation grew and changed from the end of Reconstruction through the early twentieth century by:

d) identifying the causes and impact of the Progressive Movement, including the excesses of the Gilded Age, child labor and antitrust laws, the rise of labor unions, and the success of the women’s suffrage movement.

EPF.14
The student will demonstrate knowledge of the role of insurance in risk management by

b) distinguishing among the types, costs, and benefits of insurance coverage, including automobile, life, property, health, and professional liability.

EPF.15
The student will demonstrate knowledge of income earning and reporting by

d) investigating employee benefits and incentives.
Child Labor Laws
Workers Compensation

Upton Sinclair
THE JUNGLE

With an Introduction and Notes by James R. Barrett

[Images of historical figures and a book cover]
Triangle Shirtwaist Fire
At times, you just draw that line...
PROMPT: A century ago, in 1912, our nation dedicated a magnificent monument in Washington, D.C., containing the inscription: “To the memory of Christopher Columbus, whose high faith and indomitable courage gave to mankind a New World.” How were high faith and indomitable courage demonstrated in the life and actions of Columbus, and how did they give to mankind a new world?
June 9, 2020 Byrd Park (Richmond, VA)
Questions?
Thank you for your time and energy this morning!

Please feel free to contact me...