



CELEBRATES

AMERICAN

ENTERPRISE
DAY

NOVEMBER 15

ADVISER
RESOURCE GUIDE

2024

CELEBRATING AMERICAN ENTERPRISE DAY IN THE CLASSROOM

What Is American Enterprise Day?

American Enterprise Day, observed on November 15, celebrates the spirit of entrepreneurship and free enterprise in the United States. Established in 1980 by President Jimmy Carter, it offers FBLA the chance to observe and celebrate the entrepreneurial spirit and teach others about it through various activities, projects, and festivities.

Why Is American Enterprise Important?

- Encourages innovators to develop new products and services
- Stimulates new employment
- Bolsters the U.S. economy

HOW CAN CHAPTERS PARTICIPATE?

1. Visit the [FBLA website](#) to learn more.
2. Attend the [American Enterprise Day Entrepreneurship Panel](#) on November 14 at 7:30 PM ET.
3. Follow FBLA's [social media accounts](#) for updates.
4. Use the hashtag [#americanenterpriseday](#) to share how your chapter is celebrating American Enterprise Day, and your post may be shared on the National FBLA Instagram story.
5. Invite an alum to speak to your class.
6. Tour a local business.
7. Has a small business supported your chapter in the past? Use American Enterprise Day to thank them for making a difference to your community.

DIVISION-SPECIFIC ACTIVITIES



Middle School

Earn [Champion Chapter](#) points:

- 100 points for attending the webinar
- 50 points for touring a business

Activity Idea: Design an Invention Project



High School

Earn Champion Chapter points for [Service Season](#):

- 500 points for planning one activity
- 100 points for a business tour

Participate in the American Enterprise Project Competition



Collegiate

Earn 200 points for planning a panel about career paths across various industries for Outstanding Chapter.

Activity Idea: Organize an Entrepreneurship Panel Discussion

Are any of the students in your chapter majoring in entrepreneurship? Highlight them on your FBLA account.

DETAILED ACTIVITY IDEAS

Invite an Alum to Speak

Ask the alum to speak to your students about their career path. Share the speaker's bio with students ahead of time and ask them each to prepare a question for the speaker. Possible questions include:

- Did you always know that you wanted to work in this field?
- Can you describe a typical day in your job?
- What do you find most challenging in your work?
- What skills from school or FBLA have been most helpful in your career?
- Has remote work affected your job, and, if so, how?
- What advice would you give to someone interested in pursuing a similar career path?
- Who has helped you in your career, and what advice have they given you?
- If you could go back in time, what would you tell your younger self about preparing for your career?

Send a handwritten note to the alum thanking them for their time and insights and ask all students to sign it. Use [FBLA stationery](#) from the FBLA Shop.

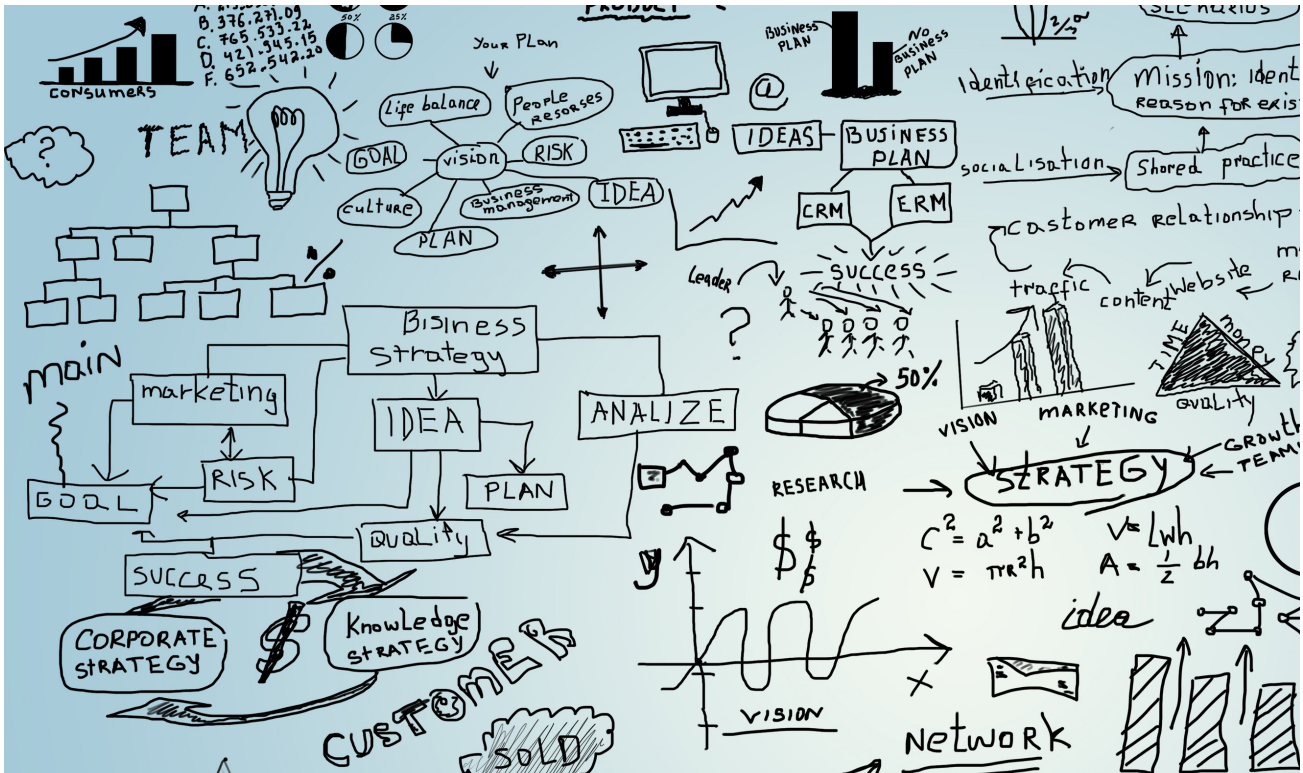
Tour a Local Business

Reach out to a local business and ask if your students can tour it. Ask students to do research on the company before the tour and come prepared with a question. Possible questions include:

- When was the business founded and what need did it seek to fill in the market?
- What is the company's mission and how does it go about carrying out that mission?
- How has the business grown or changed since it was started?

After they go on the tour, ask students to reflect in a journal entry on what they learned both about the specific company and industry, as well as the workplace environment (do employees dress professionally? Is there sufficient meeting space for collaboration? How is the company's logo used for marketing purposes? etc.).

Send handwritten notes to the leaders of the business and your tour guides thanking them for their time and insights and ask all students to sign it. Use [FBLA stationery](#) from the FBLA Shop.



Design an Invention Project (Middle School)

This project offers a fantastic opportunity for Middle School members to develop essential skills in problem-solving, design thinking, research, presentation, and entrepreneurship.

Project Steps:

- 1. Identify a Problem:** Students begin by pinpointing a common challenge they face in their daily lives.
- 2. Brainstorm Solutions:** They will develop innovative solutions, conceptualizing them as unique inventions.
- 3. Create a Model or Sketch:** Students will bring their ideas to life by creating a simple sketch or a model of their invention.
- 4. Prepare a Presentation:** Each student will give a brief presentation to share their invention and its benefits.
- 5. Host an "Invention Convention":** The class will organize an "Invention Convention," where students can showcase their ideas to one another.
- 6. Invite an Audience:** Extend the invitation to other classes, parents/guardians, and school administrators, allowing them to view the inventions and enjoy the presentations.

This project not only fosters creativity but also empowers students with skills that are valuable for their future!

Compete in the American Enterprise Project (High School)

The [American Enterprise Project](#) invites chapter members to demonstrate their understanding of the economic system in which they live and to develop a concept that they can share with their community. This competitive event features both a pre-judged report and a presentation component, addressing key [National Association of Colleges and Employers \(NACE\) Connections](#): Career & Self-Development, Critical Thinking, Communication, Leadership, Professionalism, and Teamwork.

Steps to Get Started:

- 1. Meet with Chapter Officers:** Begin by reviewing the project description and objectives with your chapter officers.
- 2. Brainstorm Ideas:** Generate project ideas that collaboratively engage your community and enhance their understanding of the economic system. Here are some suggestions to kickstart your brainstorming:
 - **Local Business Showcase:** Organize an event to highlight local entrepreneurs and their businesses, fostering community support and awareness.
 - **Student Entrepreneur Competition:** Host a pitch contest where students present their business ideas to a panel of local business professionals for feedback and potential prizes.
 - **Business Plan Workshop:** Conduct a seminar that teaches students the fundamentals of creating a comprehensive business plan, empowering them to pursue their entrepreneurial dreams.
 - **Mentorship Program:** Establish a program that connects aspiring entrepreneurs with seasoned business owners for valuable guidance and support.
 - **“Day in the Life” Job Shadowing:** Arrange opportunities for students to shadow local business owners or executives, providing real-world insights into various careers.
 - **Small Business Support Campaign:** Launch a campaign encouraging community members to shop locally for a designated day or week, boosting local economies.
 - **Entrepreneurial History Exhibit:** Create an exhibit showcasing renowned American entrepreneurs and their innovations, highlighting their contributions to the economy.
 - **Social Media Spotlight:** Utilize social media to feature local businesses and share their stories, helping to increase their visibility and connect them with the community.

By engaging in this project, you'll not only enhance your skills in critical areas but also make a positive impact in your community. Good luck! We can't wait to see your creativity and collaboration in action!





Host an Entrepreneurship Panel (Collegiate)

Plan an inspiring panel discussion featuring successful business owners who will share their journeys, insights, and advice. This event can take place in-person or online. [NACE Connections](#) include: Career & Self-Development, Critical Thinking, Communication, Leadership, Professionalism, and Teamwork.

Here are some thought-provoking questions to guide the conversation with your panelists:

1. What inspired you to embark on your entrepreneurial journey?
2. What was the most significant challenge you encountered when starting your business, and how did you navigate it?
3. How did you identify a market need for your product or service?
4. What is one crucial piece of advice you wish you had received before launching your venture?
5. How do you balance the drive for innovation with the need for financial stability?
6. Can you share a major setback you've faced and the lessons you learned from that experience?
7. What strategies do you use to stay motivated during tough times?
8. What funding strategies have proven most effective for your business?
9. How do you approach hiring and building a strong, cohesive team?
10. What role has mentorship played in your entrepreneurial development?
11. How do you maintain a healthy work/life balance as an entrepreneur?
12. What emerging trends or technologies do you believe will shape the future of entrepreneurship?
13. How do you assess and manage risk in your business decisions?
14. What is your process for making critical business decisions?
15. How has your leadership style evolved since you first started your business?

This project and insightful discussion will inspire the next generation of entrepreneurs!



RESOURCES

Want to learn more about what it takes to start a small business and become an entrepreneur? Check out the U.S. Small Business Administration's [National Resource Guide \(English\)](#).

You can also learn more about the number of small businesses in your state, which industries have the most small businesses in your state, and much more by visiting the [2023 Small Business Profiles for the States, Territories, and Nation](#).