

# Starting a Business

## By Arlene Erlbach

|  |  |
|--|--|
| Going into business means making lots of decisions and having a business plan. Successful entrepreneurs take time to plan their business before they start. They ask themselves many questions. You can answer questions about your business in a business journal or notebook.  | 12<br>23<br>34<br>42                   |
| Start by thinking about your business goals. Do you want a short term business that earns money for a specific item, like a new bike, musical instrument, or pet? Do you want an ongoing business that brings in steady money? Or maybe you'd like to only run your business during school vacations.  | 55<br>68<br>81<br>94                   |
| You'll also need to think about how much time you'll be able to spend on your business. Be realistic. If you already are expected to do lots of chores at home, you won't have as much time to devote to your business as a kid who has few family obligations. Ditto if you take lots of lessons or have the hardest teacher at school this year.   | 109<br>123<br>140<br>154<br>160        |
| Most important, your business should be something you think is fun and something that's easy for you to do. To help you decide what kind of business to try, make a chart. Write down what you like to do and what you're good at. Then jot down businesses related to your likes and talents.   | 172<br>187<br>204<br>214               |
| Some businesses are service businesses. Others are manufacturing businesses. Service businesses provide care, maintenance, or repairs to customers- such as dog walking, yard cleaning, or lawn mowing. Customers pay service businesses to do things they themselves don't have the time or desire to do. Most kids have service businesses, because they cost less to run than manufacturing businesses, and they are easier to start. | 222<br>231<br>243<br>256<br>270<br>278 |
| Manufacturing businesses make and sell products, such as jewelry, dog collars, or lanyards. Manufacturing businesses usually cost more than service businesses, and they require more preparation, but they can be very profitable as well as creative. Manufacturing businesses are especially good for artistic people.  | 288<br>298<br>309<br>319<br>322        |

# Henry Wells and William G. Fargo

## by: Edward F. Dolan, Jr.

|   |   |
|---|---|
| There is an odd fact about two of the most important men in California history. Neither ever lived in the state. Yet they gave California a giant company of stagecoaches, freight wagons, banking offices, and mail deliveries. The two men were Henry Wells and William G. Fargo, the founders of Wells Fargo and Company.  | 14<br>27<br>37<br>51                          |
| Born December 12, 1805, Henry Wells was raised at Thetford, a small Vermont town. As a young man, he moved to New York State and went to work at Harnden's Express. In keeping with the word express- which means "rapid conveyance"- the company was in the business of making deliveries as swiftly as possible. It delivered all kinds of things, from letters and packages to merchandise and money.  | 66<br>82<br>94<br>106<br>119<br>122           |
| Harnden's was just one of many such companies. They were all great help to businesses and families in the time before today's systems of rapid communication and transportation came into being.  | 134<br>147<br>153                             |
| The slender Wells began as one of Harnden's deliverymen. He proved so good at his job that he was promoted to positions of greater responsibility. He also proved to be an ambitious man who wanted to be in business for himself. And so, in 1842, he formed his own express company with two friends. Close on its heels came a second firm, which he called Wells and Company. A third firm took shape in 1850- the American Express Company, today a giant operation doing business throughout the world. | 165<br>178<br>193<br>206<br>220<br>232<br>241 |
| By now, Wells was forty-five years old and a wealthy man. And, by now, he and William G. Fargo had been close friends for eight years.  | 256<br>268                                    |
| William George Fargo was thirteen years younger than Wells. The date of his birth was May 20, 1818. His birthplace was the city of Albany, New York. After working as a railroad conductor, he took a job as an express company deliveryman. He went to work for Wells in 1842 when Wells formed his first company.   | 279<br>294<br>308<br>321<br>324               |

# Elias Sifuentes, Restaurateur

## by: Neil Johnson

|  |   |
|--|---|
| I do it all. I open the restaurant in the morning and I close it up at the end of the each day. From the minute that I open the door I do everything that has to be done until I close the door. There are a thousand things that have to be done in a restaurant.   | 18<br>34<br>50<br>57  |
| I used to work at a General Electric factory. I was a punch-press operator. I was making good money, but working there frustrated me because I like to work with people, talk to people. And there, there was nobody to talk to. The only time I got together with others was during lunch or during meetings. And I said to myself, "I like the money. I like the benefits. But this is not what I want to do all my life."   | 71<br>83<br>99<br>113<br>128<br>139                         |
| I've worked part-time in Mexican restaurants for most of my life being a waiter, cook, dishwasher. Not because I was hungry for money, but because I told myself, "Someday I'm going to do something for myself and I want to learn the whole trade." While I was at GE, the restaurant where I was working part-time was closing down. So my partner and I got together, and I said, "What are you going to do?" He said, "I don't know." I said, "Let's get a place of our own! I'll do the cooking. You be the front man. What else do we need?" He liked the idea, and so we put the idea to work, and it works. | 152<br>165<br>180<br>194<br>209<br>226<br>243<br>259        |
| We started from scratch. In the beginning, we didn't get a paycheck. The only money we got was to buy groceries. My partner was kind of frustrated. Whatever we are making was going to pay our bills. I told him, "That's what it is. That's the way it goes. I like to have a payday, but we just can't do it right now." When we expanded the place, we got more customers, more business. We felt better because it finally started to pay off. We were very please. We saw more traffic and we started putting money in our pockets. We felt better. One hundred percent. The success has continued ever since. | 271<br>285<br>299<br>317<br>331<br>345<br>358<br>369<br>371 |

# Food from the 'Hood- A Garden of Hope

## by: Marlene Targ Bill

|  |   |
|--|---|
| Sometimes horrible events turn into the most hopeful dreams. That's what happened to students at Crenshaw High School in South Central Los Angeles, California. In May 1992, riots destroyed the neighborhood surrounding their school. Businesses went up in flames. Hundred of shopkeepers were left with nothing but ashes. Families, some too poor to afford gas money, were forced to travel from the city to the suburbs just to buy food.                       | 10<br>22<br>31<br>41<br>53<br>68<br>70        |
| Students in Tammy Bird's biology class felt awful. "This is where we all grew up," said Carlos Lopez. "The corner store in my neighborhood burned down. That was where we hung out."   | 81<br>93<br>100                               |
| Carlos and his classmates refused to let riots wreck their lives. They talked about different ways to rebuild their community. Nothing seemed quite right. Then Ms. Bird remembered the weed-infested patch behind the football field. Perhaps the school would give them the quarter-acre plot of land for a garden. As a bonus, Ms. Bird offered extra credit to attract student gardeners.  | 112<br>122<br>134<br>147<br>161<br>163        |
| Carlos and 38 of Ms. Bird's other students decided that planting was an important step toward restoring their neighborhood. The garden would be one green spot among the ashes. With Los Angeles's warm, sunny climate, crops could grow year round. Everyone agreed that their harvests should go to people unable to buy food.   | 176<br>187<br>199<br>211<br>216               |
| Within weeks, the teenagers cleared the overgrown lot and planted seeds for collard greens, squash, tomatoes, and herbs. They grew vegetables organically, without chemicals that might hurt their bodies or the environment. Each day, they took turns watering and weeding the shoots during free time and before and after school. Adults from outside the community worked with the students as part of the city's overall plan to rebuild the riot-torn downtown. | 226<br>237<br>247<br>258<br>270<br>283<br>288 |

# Business Is Looking Up

## by: Barbara Aiello & Jeffrey Shulman

Renaldo Rodriguez, a visually impaired eleven-year-old, needs money to buy a special type of calculator for the blind. He decides he can earn the money by starting a business and shares his idea with his best friend, Jinx.

"Jinx!" I shouted when she answered the phone. I sure was excited about my business idea. "It's me! Renaldo. Renaldo Rodriguez!"

"Renaldo, you're the only Renaldo I know," Jinx said. "And you don't have to holler! I can hear you."

I explained the whole idea to her- "R.R. Stepcards" I called it. That was a pretty clever name, even I have to admit. I told her how I would make and sell cards for people who had stepfamilies: birthday cards, get well cards, Valentine cards- the list was endless!

"What do you think, Jinx? Am I going to be Woodburn's first millionaire?"

There was silence on the other end. I could tell Jinx was thinking about it. She always thinks about things before she gives her opinion. And she always thinks about what other people might think. "Opposing viewpoints," she calls them. Jinx does a lot of thinking.

"Well," she finally asked, "have you done any marketing research?"

"Marketing researching?"

"Have you thought about your investment?"

"Investment?"

Jinx was on a roll. I felt doomed.

"Oh, how will you advertise?"

I felt it coming, but I couldn't stop it. "Advertise?" I said. "Just listen to me," I thought to myself, "Renaldo Rodriguez, the human echo!"