



FOR IMMEDIATE RELEASE

**VariQuest® Hosts Student-Based Enterprise Workshop at Career Tech Expo**

*Career training takes center stage at ACTE's 2009 Annual Convention*

**NASHVILLE, Tenn. – ACTE Annual Convention (Booth #123) – Nov. 19, 2009** – Varitronics® will be exhibiting their VariQuest Visual Learning Tools at the Association for Career and Technical Education's (ACTE) 2009 Annual Convention and Career Tech Expo from November 19-21. VariQuest will host a workshop called "Getting Creative with Student-Based Enterprises" on Nov. 19 to address how to build a student enterprise while fulfilling many competencies required by career and technical education (CTE) courses.

The presenters will be Joy Hariston, business teacher and student-based enterprise coordinator at Lucy Addison Middle School, Roanoke, Va., and Becky Smith, education consultant at VariQuest. Attendees will gain ideas for business start-up strategies, school-based enterprise lessons, funding, and cost, pricing and profit analysis. Each attendee will receive a CD with resources to help start a student-based enterprise.

"Career and technical education programs are extremely valuable in providing students with the skills they will need when they enter the workforce," said Richard Garrity, director of sales and marketing at Varitronics. "The Career Tech Expo provides an opportunity for us to share how VariQuest tools play a key role in these important programs."

One way schools have implemented their CTE curriculum is through entrepreneurial programs like school stores. Hairston is the educator behind a particularly successful student-operated store named Bulldog Press.

"The wonderful thing about Bulldog Press is that it gives students a chance to manage each other while working as a team," said Hairston. "Student managers have an impressive range of responsibilities from quality checking to training new applicants, and even meeting with potential investors. It's a great way to start building a resume."

The store produces and sells items such as posters, banners, awards, flyers and t-shirts. It provides student workers with the 13 Workplace Readiness Skills developed by Virginia's Department of Education. These skills are one part of the CTE curriculum and standards alignment that programs like this are expected to meet. Other CTE competencies that students will practice are technology education, business education, marketing and manufacturing.

"The experience that students gain from an enterprise like Bulldog Press is something you can't find in the traditional classroom setting," Hairston explained. "Not only do our students learn valuable workplace skills, but they have the opportunity to provide a real service to their school and their community."

The "Getting Creative with Student Based Enterprises" workshop will be held on November 19 at 1 p.m in Workshop Room #1.

The ACTE Annual Convention is a gathering of educators who are dedicated to providing the best career training for their students. Attendees aim to share creative and practical ideas for CTE by means of workshops, expert speakers and professional networking. For more information on ACTE's Annual Convention, visit [www.acteonline.org/convention.aspx](http://www.acteonline.org/convention.aspx).

VariQuest Visual Learning Tools are designed to have a long-lasting impact on student achievement, student engagement, professional development and creative fundraising in schools. For more information, visit [www.variquest.com](http://www.variquest.com).

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Varitronics, A Brady Business, provides education technology products and solutions that help improve student achievement and teacher effectiveness. Varitronics' customer base includes more than 28,000 early childhood centers, elementary schools, secondary schools, and post-secondary institutions throughout North America. Schools utilize Varitronics' latest product suite, the VariQuest Visual Learning Tools, to create a visually stimulating learning environment that helps to reinforce student engagement and retention, enhance professional development programs and support creative fundraising efforts.

The interactive VariQuest suite includes the Cutout Maker, Poster Maker, Awards Maker and Design Center, and is powered by proprietary VariQuest Software featuring thousands of curriculum-aligned templates and graphics designed specifically for schools. Together, VariQuest Visual Learning Tools allow students, staff and administrators the ability to quickly and easily create customized posters, banners, award plaques, stickers, manipulatives and cutouts that help bring their lessons, activities and key messages to life.

Varitronics was founded in 1983 and is headquartered in Minneapolis, Minnesota. Varitronics was acquired by Brady Corporation in 1996. As part of its commitment to give back to schools, Brady has honored more than 2,000 students with college scholarships totaling over \$600,000 since 1990. For more information about Varitronics or VariQuest, visit [www.variquest.com](http://www.variquest.com).

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