



FOR IMMEDIATE RELEASE

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

Career training takes center stage at ACTE's 2010 Annual Convention

LAS VEGAS – ACTE Annual Convention (Booth #125) – Dec. 2-4, 2010 – VariQuest will host its second annual “Getting Creative with Student-Based Enterprises” workshop on Dec. 2 and 3 at the Association for Career and Technical Education’s (ACTE) 2010 Annual Convention and Career Tech Expo. The workshop will address how to build a student-run business while fulfilling many competencies required by career and technical education (CTE) curriculum.

The presenter will be Joy Hariston, business teacher and student-based enterprise coordinator at James Breckinridge Middle School, Roanoke, Va. Attendees will gain ideas for business start-up strategies, school-based enterprise lessons, and funding. Each attendee will receive a “Business-in-a-Box” CD with resources to help start a student-based enterprise at their school.

“Career and technical education programs give students the chance to develop the workplace-readiness skills they need to enter the workforce,” said David Grey, vice president and general manager at Varitronics, manufacturer and supplier of VariQuest Visual Learning Tools. “By hosting a workshop at the Career Tech Expo, we have the opportunity to help teachers learn how to use VariQuest Visual Learning Tools as a key part in the CTE program at their schools.”

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 Major-Bulldog Press.

“The wonderful thing about Major-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.”

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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 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 Major-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 Thursday, December 2, and Friday, December 3, at 1 p.m. in Workshop Room #1. Varitronics will be exhibiting VariQuest Visual Learning Tools at booth #125 at the ACTE Annual Convention and Career Tech Expo.

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.

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Varitronics, A Brady Business, provides education technology products and solutions that help improve student achievement and teacher effectiveness. Varitronics' latest product suite, the VariQuest Visual Learning Tools, includes the Design Center, Poster Maker, Cutout Maker, and Awards Maker, 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, manipulatives, cutouts, award plaques, and stickers that help bring their lessons and activities to life. For more information about Varitronics or VariQuest, visit www.variquest.com.

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