



LESSON 2

What's the Connection?

LESSON DESCRIPTION

This lesson shows students how even small Indiana communities specialize in the production of goods to sell to people in other countries. Students contact businesses and determine what specialization occurs in their own community.

OBJECTIVES

As a result of this lesson, students will be able to:

1. Identify goods and services produced in the community;
2. Use verbal and written communication skills to communicate with local businesses and report on results;
3. Use map skills to locate import and export countries;
4. Demonstrate an understanding of the impact of international trade on their community.

KEY IDEAS

Specialization. The production of a limited number of goods and services. When people specialize, they can produce more. They also must depend on other people for the goods and services they need but don't produce themselves.

TIME REQUIRED

Two or more class periods to start; students will need additional time outside of class to finish displays.

MATERIALS

- *Indiana International Trade Directory* (see Resources to order)
- **Handout 1: A History of True Flight Arrow Company**
- **Handout 2: True Flight Arrow Customer and Resource Accounts List (Sample)**
- **Handout 3: Sample Inquiry Letter**
- Pencils (two colors for each group)
- World map for each group (page 38)
- Encyclopedias or atlases

PROCEDURES

1. Begin by asking the students to name the goods and services produced in their community. Write the names of the goods and services and the producers on the board or overhead. Explain that their community specializes in these goods in order to sell to other people. Ask students to speculate as to why their community specializes in these goods. Some answers might be good soil, workers, or proximity to roads. (This information can be obtained from your local chamber of commerce or economic development agency.)
2. Ask students if they have ever participated in archery. Explain that Indiana has one of the world's top producers of arrows. Pass out **Handout 1: A History of True Flight Arrow Company** and **Handout 2: True Flight Arrow Customer and Resource Accounts List**. Discuss the list of customers and resources. On a world map indicate the places where True Flight Arrow does business. Ask students why they think people in these countries use archery equipment. (Australia, for example, is known for its unique environment. Outdoor sports are very popular.) Ask if they are surprised that such a small company does business in so many places around the world. Explain that many businesses in their own community do business in other regions of the United States and around the world.
3. Divide the class into small groups of three to four students each. Pass out a copy of the *Indiana International Trade Directory* to each group. Have each group choose a business in the community that has ties to another country. Using **Handout 3: Sample Inquiry Letter**, have each group contact the local business and inquire about its international connections. (For alternative approaches to contacting businesses, see the Appendix to this unit.)
4. The Mineral Information Institute (<http://www.mii.org/teacherhelpers.html>) publishes free lesson plans that show students how many resources go into relatively simple products like pencils. These creative, interdisciplinary lessons may be used in the student research or as an introductory activity for the rest of the project.
5. Each group should create a display of information gained through its inquiries. The display should include a world map indicating areas of the world with which the local business trades and a brief profile of these countries or regions. Students should explore the question "What cultural or physical factors make these areas of the world likely trading partners?" Sample products, company literature, and copies of the correspondence should also be included. A short oral presentation describing the research could accompany the presentation of the display.

CLOSURE

Students should understand that there are costs and benefits to being so connected to the world. They can demonstrate this understanding by writing a "What if" one-page essay. Ask the students to relate their essays to their businesses. Examples of "What if" scenarios might be: What if there is a worldwide increase in the demand for corn-syrup-sweetened soda pop? What happens if a Middle East war forces prices of oil to an all-time high? What if a resource needed to produce your company's good or service is not available because of a war or a natural disaster?

EXTENSIONS/CONNECTIONS

1. Using the *Indiana State Festival Association Guide* (see Resources), students could identify festivals in the community. The best displays and presentations could be presented at the local festival. This would provide an opportunity for the students to highlight just how their community is connected to the rest of the world.
2. Have the students construct mileage signs denoting the number of miles raw materials travel to the local business and the number of miles the final good or service travels to reach the international customer.
3. Students could develop a hypertext studio or Power Point presentation highlighting the international connections of firms in the community. This could be used by the local development agency to help sell the community to prospective businesses. See the Appendix to this unit for a set of guidelines on how to locate and contact local international businesses.
4. Invite the community economic development person to your classroom to discuss the resources that your community has to offer. Students could produce a brochure that sells the quality of the resources in your community.
5. Take a field trip to a local business or industry. The students could see how resources are turned into intermediate or finished goods and services.
6. Contact True Flight Arrow Company and request a price list.

RESOURCES

- To receive a copy of the *Indiana International Trade Directory* contact the Indiana Department of Commerce, International Trade Division, tel. 317.233.3762; e-mail Parmstrong@commerce.state.in.us
- To obtain the *Indiana State Festival Association Guide*, contact the Indiana State Festival Association, tel. 800.291.8844; <http://www.visitindiana.net/festivals.html>
- Mineral Information Institute; <http://www.mii.org/teacherhelpers.html>

HANDOUT 1

A History of True Flight Arrow Company Monticello, Indiana

True Flight Arrow Company, Inc., can trace its roots back to the year 1932, when a Prudential Insurance Company supervisor by the name of Harry Cole started making archery equipment for himself and his friends. Before long, he was making equipment for general retail sales. After two years, Harry had enough business for himself and a few employees to make arrows out of a room in his basement. This fast-growing business soon became Harry's life work. He retired from his insurance job and devoted himself fully to his new vocation. In 1939, Harry moved his business to an old log roadhouse in Monticello that had been shut down by the state excise department. It was also during 1939 that the company was incorporated.

In 1968, the company was facing bankruptcy. Harry and his wife had died the year before, and his daughter was struggling to keep the company afloat. It was at this point that Ray Gooding, one of three founders of the Kmart sporting goods department, entered the picture. Ray was currently a regional manager for Kmart and had come to True Flight to purchase additional arrows. What Ray saw was an opportunity to buy a company that had a quality name and save it from bankruptcy. With a personal loan from Indiana National Bank, Ray bought the company in 1968. For two years, Ray and his wife, Edith (a consultant for Helena Rubenstein Cosmetics), spent their weekdays at their existing jobs and their weekends at True Flight, working on paperwork and machinery. In 1970, both retired and dedicated themselves fully to True Flight. The company has enjoyed incredible growth. Since 1968, sales for the company have increased from \$59,000 to \$12,000,000. International customers are located around the world.

The growth enjoyed by the company is due to three simple philosophies: 1) produce the highest-quality arrows in the world; 2) ship the orders on time and in full when the customer requests it; and 3) provide the best customer service possible. Quality products and prompt, complete shipments are possible because of the investment the company has made in specialized machinery. All of the equipment in the manufacturing facility has been designed, built, and maintained by Ray and his employees. True Flight takes great pride in its ability to keep its equipment efficient, cost effective, and up to date.

HANDOUT 2

True Flight Arrow Customer and Resource Accounts List

UNITED STATES CUSTOMERS (PARTIAL LISTING)

Accurate Archery-Lake Hopatcong, New Jersey
Goodlett's Archery-Mackville, Kentucky
Lunker's Bait & Tackle-Edwardsburg, Michigan
Tree Top Archer-Sarasota, Florida
Bill Hicks Co.-Plymouth, Minnesota
Cadron Ridge Archer-Greenbrier, Arkansas
Broadway Hardware & Gifts-McAllen, Texas
World Wide Distributors-Seattle, Washington
V.F. Grace-Anchorage, Alaska
C.W. Enterprises-Paradise, Colorado
S.W. Archery-Albuquerque, New Mexico
Western Hoegee-Glendale, California

EXPORT ACCOUNTS (PARTIAL LISTING)

Canadian Tire Corp.-Toronto, Canada
Adinolifi-Monza, Italy
Magnum-Budapest, Hungary
Genoa Engineering-West Midland, England
Highland Archery-Melrose Park, South Australia, Australia
SAPA Archery-Valence Cedex, France
UTILIF-Reykjavik, Iceland
Ace Leisure-Auckland, New Zealand
Abbey Archery-Chatswood, Australia
Black Flash Archery-Koenitz, Germany
ARCO-Lisboa, Portugal
Bignami-Ona, Italy
Ingroarco-Firenze, Italy
Rock & Fun Trading Co.-Kowloon, Hong Kong
Zasdar-Barcelona, Spain

PARTS PURCHASED

Plastic Vanes-Prescott Valley, Arizona
Feathers-Douglas, Arizona
Aluminum Shafts-Salt Lake City, Utah
Wood Shafts-Myrtle Point, Oregon
Points-Glenwood, Minnesota
Blades-Cooperstown, North Dakota
Inserts, Bullet Points, Field Points-Odessa, Florida

HANDOUT 3

Sample Inquiry Letter

Date

Mr. John Local
Local Can Company, Inc.
P.O. Box 000
Anytown, IN 00000

Dear Mr. Local:

I am a seventh-grade student at Anytown Middle School. My class is working on a project in world geography class to discover how Indiana is connected to the rest of the world through local business and industry.

I would appreciate any of the following information:

1. The countries to which your company exports your products.
2. The countries from which your company imports products.
3. The origin of any of the machinery/equipment your company uses.
4. A sample or picture of your product.

We will begin mapping the import and export countries connected to our community on_____. If you can send us information by that date, we will be able to include it in our project. We would be very grateful for any information you could provide.

Thank you for your help.

Sincerely,

[Signature]

Student's name, Grade 7
Anytown Middle School
100 Middle School Road
Anytown, IN 00000