

The next CTE page will feature Center Line

## Marketing students help launch new product

By Paula Meerschaert

At Warren Woods Tower, classes collaborate in order to be successful. Marketing and Journalism II are using their individual strengths to benefit one another.

The Marketing Class is a prominent class at WWT. They run the school store, Campus Corner, which is operated daily for students to buy things such as an Arizona Iced Tea, a WWT Hoodie, or birthday balloons. Now they have a new, online product to market.

Going digital is important for media outlets and WWT's newspaper The Legend is up to the task. Facing budget cuts to the journalism program, Co-Editor-In-Chief Matthew Yodhes and Samantha Kidd came up with a new idea to save the department money: an online website, [www.titanation.net](http://www.titanation.net).

Now, instead of trying to print an issue of The Legend each month, the class will focus on a news website that can be updated more frequently. This saves money and keeps students busy constantly updating the site. The class will not forget The Legend and will try to publish at least one paper a semester.

It takes money to operate a website, too, and that is where the Marketing class comes in. They will work to create advertising proposals to market the website to local businesses. Students will get a sense of real-life skills by working to sell space on the website.



Samantha Kidd goes over web site analytics with Marketing student Nick Jenuwine to best plan advertisements on the web site.

Titannation.net is a hit with the Warren Woods community. In the four months the web site has been running, it has received over 7,000 hits, with each user averaging over four minutes on the site.

Students can leave Woods Tower with a great understanding on how to be a business professional and how to act in a business setting.

If you would like more information or to purchase an advertisement on [Titannation.net](http://Titannation.net) contact Ms. Winstanley at 586-439-4569.

## Titan Terrace brings practical experience to students

By Samantha Kidd

Between 10:40 am and 12:20 pm, students, teachers or visitors can enter the Titan Terrace at Warren Woods Tower and be served an excellent meal. This is courtesy of WWT's Career Technical Education Foods and Hospitality class.

The Titan Terrace is a student-run restaurant that gives students real world training and experience in the culinary industry. Students are trained in everything crucial in the foods industry, including preparation, plating, catering, marketing and baking.

Something that has greatly improved the service of this class is the "Aloha System," installed in 2007. This is a touch-screen point-of-sale system that can be seen in many high class restaurants, but not many high schools. "Offhand, I cannot think of any other high school in the area that uses it," said Mr. Silwanowicz, foods and hospitality teacher.

When researching a point-of-sales system, Mrs. Adams, also a Foods and Hospitality teacher, looked at systems used in fine restaurants.

Any student that works the register during the lunch period learns how to use the Aloha System. It gives students a "practical opportunity" to experience work in an actual restaurant.

The Aloha System does more for the Foods Class than just add convenience. "A buzz term in education for sales recently has been "tracking data." We are able to import orders and log data to figure out our most popular dishes," Mrs. Adams said.

"My favorite station is the server station. I get more interaction with the school and I enjoy the fast pace," Alyssa Karasienski, 12, said.

The Titan Terrace has become more organized through this point-of-sale system, but this has not been their only improvement during the past few years. Last year they received brand new appliances: a new refrigerator, convection oven, proofer, and a professional-grade 10-burner gas stove.

This year, the Titan Terrace added new plates and decorations to create a better atmosphere for customers. The Foods and Hospitality program also updated their dish machine's booster heater.

Something else new to the Titan Terrace this year is [www.titanterrace.com](http://www.titanterrace.com) a website where people can find the week's current menu and schedule.

The two Foods and Hospitality teachers rotate their time in the kitchen, one week at a time. That way the restaurant is always open, and students have classroom learning as well.

Students come up with different menu themes, such as Mexican (featuring a nacho bar), Around the World (featuring Grecian spinach feta rolls and Russian tea cake cookies) and "Healthy Eating."

"The excitement of going to the kitchen and experiencing new foods, new skills, and new ideas about cooking is something I enjoy," Xeng Lor, 12, said.

There is something for everyone in a Foods class. Students partake in stations such as baking, entrees, salads, and front-of-the-house, when working in the Titan Terrace.

Some people may even find a love for cooking in Foods class so strong that they continue working with it after high school. "I plan to get my basic (degree) in culinary, and get my business (degree) in management to start my own restaurant," Alyssa said.

The teachers have just as much excitement in the kitchen. "One of my favorite things about this class is seeing a student's perspective change when they interact with customers," Mrs. Adams said. She has often seen shy students become leaders in the kitchen because they know "the game is on."

Foods and Hospitality is a popular class at WWT, with more than over 250 kids enrolled in it this year, including 10 consortium students from Fitzgerald High School. This class can be taken as a visual performing or applied art, or as a math related course. So whether a student wants to continue in the culinary industry or just get a brief experience in it, the Foods and Hospitality class is available to anyone, and enjoyed by many.



Alyssa Karasienski, 12, displays the Titan Terrace's Titan Burger, introduced last year.

## Cosmetology program brings job opportunities to Macomb area students

By Matthew Yodhes

In a tumultuous economy, millions of families struggle to find employment. With more than 10 percent of the labor force unemployed in Michigan, finding a job, let alone a lucrative career, is a major concern for high school students. Financial debt looms over their futures.

A lucky 130 Macomb area students found a solution to their job woes staring at them in the mirror their entire lives; their looks. Or rather, people's desire for good looks.

The Cosmetology courses offered at Warren Woods Tower High School and its Educational Center provide much needed skills that open up a slew of job opportunities to these student cosmetologists.

"The Cosmetology courses at Warren Woods teach the Michigan technical standards that students must know to receive a cosmetology license," Mrs. Johnson, an instructor of the Cosmetology classes, explained. "This includes hair styling, cutting, perm waving, hair relaxing, nails, facials etc."

Mrs. Johnson is a highly qualified instructor, being a licensed cosmetologist for 30 years and a licensed cosmetology instructor for 10. Mrs. Johnson also has a bachelor's degree in career and technical education. Her experience lends to the set-up of her curriculum.

"(It's a) hands-on class," Johnson noted. "Kids learn better by having a hands-on experience. You tell them (the students), you show them, you let them do it and you tell them again."

A graduate of the Warren Woods Cosmetology program is eligible to take the State Board Licensing Exam in Cosmetology, which



Marisa Mauricio, a student in the Woods-Tower Cosmetology program, shampoos friend Samantha Strobe before a styling.

allows for graduates to become stylists, salon managers, nail technicians, make-up artists, platform artists and many more industrious beauty career options. "It (the Cosmetology license) allows students to have a profession before they start college, and something to fall back on if they need it after college," Johnson said.

But what truly makes the Cosmetology program at Warren Woods so special is that it allows students from across the county to interact. Students from all around Macomb County attend this one Cosmetology program. Out of the 130 students involved in Cosmetology, about two-thirds are not in the Southwest Macomb Technical education Consortium (SMTEC) area. The consortium area includes the high schools of Warren Woods Tower, Lincoln, Fitzgerald and

Center Line. Typically, students within these schools are the only students allowed to take the shared consortium classes, but because of the rarity and quality of the Cosmetology class, students from as far as Dakota High School, nearly 20 miles away, make the lengthy trek, five days a week, to earn their completion certification.

"It was a little awkward at first," Nicole Nida, a senior at Woods-Tower in the Cosmetology program confessed, expressing her trepidations about working in a class with such a plethora of different people. Nicole has been in the program since her junior year. "It was the first time meeting all these different people; it was like starting school over again."

This uncomfortable phase soon passed, and Nicole began to develop

grand connections with her Cosmetology classmates. "You build stronger friendships with these new friends. (Now,) we are all like sisters in that class."

Nicole wishes to use her Cosmetology license to have a job during college, where she will study massage therapy.

"It's just fabulous," Mrs. Johnson concluded about the Cosmetology program. "Everyone in the Macomb area should come and see us and get their hair styled for a reasonable price." Cosmetology clinic hours at Warren Woods Tower and the Educational Center are typically Wednesday through Friday after school, from 2:15 p.m. to 5 p.m.

Macomb area students interested in Cosmetology should talk to their school counselors for more information about applying for the program. Spots are limited.

MAKING THE  
**Connection**

to Career Technical Education

For more information about CTE at the high school level contact the Macomb Intermediate School District.



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