



## Lake Shore Business Classes connect to all careers

In Lake Shore's B.M.T. (Business Management & Technology) program we mix many different elements into a class that helps students get ready for a variety of careers. This course is not just a typical office training course. This class helps students prepare for the world of work, regardless of career choice. The course incorporates different parts of the Microsoft Office training program, to many office technology skills, job skills, communication skills, people skills, work situations, creative projects, investing skills, current events, etc. Mr. John Daly has been at Lake Shore for 17 years now and he has watched not only the changes in this course, but also in education as a whole. With education changing in so many ways, schools have to



change along with those changes. If we don't, our students will suffer greatly in their futures. That is one of the great things that we have our hands on with teaching business classes, we already are part of those changes as it is in our curriculum every day. In Business Management

Technology, we use Blackboard, which is an on-line classroom tool where students can have access to most of their work on-line. One of the positive things is that students can have access to Blackboard anywhere they can get onto the Internet. Students can keep up with their work with ease, along with not

having as many excuses on why things cannot be completed. This ease of access goes along with the similarity of online courses being offered in college and in corporate training too. Students are able to take assessments online and get immediate feedback. This is such a powerful tool and most kids just take it as a given, some don't know how advanced it really is! says Daly.

The B.M.T. program is constantly changing and improving. This year Lake Shore has connected with more local business partners. These connections are proving to be great for both the businesses and the students working with them. These local business connections allow our students to prepare so that they will be prepared to help smaller or single

business owners impart the skills they are looking for on our students. Ms. Cindy Perri, a former teacher who is now a business owner, needed help with developing a brochure for her business. I've been working with a couple of the students who have created a wonderful colorful brochure highlighting my services and class offerings. Perri goes on to say, Because they're excited about using their skills and talents, they allow me to better showcase mine. It's a win-win situation. Former students who have taken the program keep in touch with Daly and let him

know how much the class has helped them. "Aside from the business aspect of the classes, the ethics and moral lessons taught by my business teachers were messages I still refer back upon, and plan on using for the rest of my life," says Lake Shore Alumni, Dan Pisha. Another alumni Joe Radzwion has stated that he has taken the skills learned in this year-long program to help plenty of friends and family members that need help with their computer work.

One thing for sure, Lake Shore will continue to see a need for classes like this. Lake Shore is committed to these types of classes that offer our students a way to learn the skills that they will find success with in their lives.

The next CTE page will feature MCC

## Designing your future

By Andrew Lawson  
Lake Shore High School

Are you ambitious, hard-working, creative, or imaginative? Do you often find yourself scribbling or drawing structures or vehicles? How about planning the layout of a room? Or, do you just want to make loads of cash? If you do, then you're in luck. Design Studio, a course offered here at Lake Shore High School, will introduce you to the ever-growing fields of Architectural Design, Interior Design, or Mechanical Engineering.

Each one of these three offered paths uses hands-on activities to help develop, nurture, and broaden the skills that will be required in order for you to accomplish your goals and be successful in these fields. Architectural projects include designing and building a one-inch scale wooden house, while projects for the mechanical path include engineering working models of roller coasters and building actual working hovercrafts. Interior design students will work on projects that deal with designing and redecorating the Ronald McDonald House of Detroit, as well as working for a better learning atmosphere by redesigning parts of the library and Spanish rooms. No matter which path you walk, the class will challenge and inspire you to greatness.

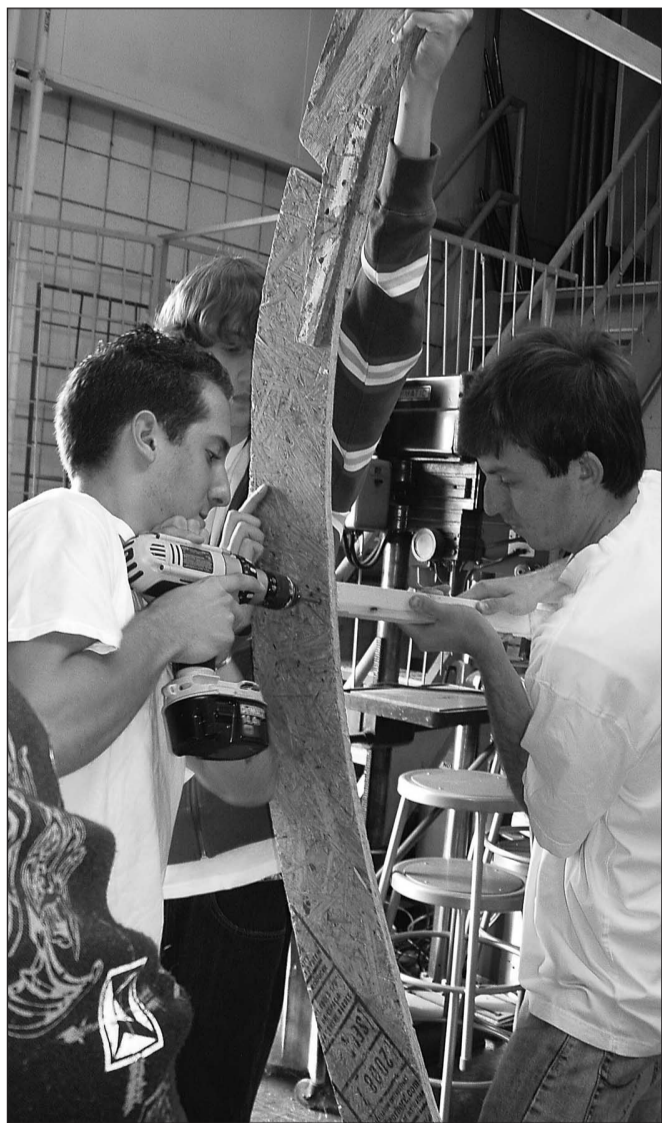
Don't worry about the long and arduous work that is involved because there is a lot of fun mixed in as well. Field trips like going to Base Camp, which helps build teamwork and leadership skills, combined with a friendly and inviting atmosphere (not to mention the teacher and fellow students) helps relieve the stress of being in school. All of these valuable career readiness skills are mastered all while providing an



extremely fun learning environment.

Perhaps it is the money that intrigues you. If so, then a career in one of these fields definitely makes sense. Pursuing interior design will earn you anywhere between \$30,000-60,000 a year, and a career in mechanical engineering will provide your bank account or pocket with anywhere from \$60,000-89,000 a year. Then there is becoming an architect, which can generate from \$52,000-82,000 a year or even in the hundreds of thousands provided that you become partners in your own in your own architectural firm. This is a modest amount of money to be making to do something that you enjoy.

If you are someone who complains about how boring school is, then that is your own fault for not taking this class. According to Lake Shore graduate Moe Gregory, "Design Studio will change you to use logic and creativity to compose mechanical and architectural structures that stick to modern traditions yet bring about innovation to current and future society." Get started on the right track to a promising and successful future; take Design Studio!



## The Future of Marketing!

By Michelle Puma

The Marketing and Sales course at Lake Shore High School offers junior and senior students the opportunity to apply many aspects of the world of marketing learned in class while running our school store, The Shorian Shop. Students interested in a career in Marketing and/or Business are encouraged to take the Marketing and Sales course. The marketing program has continued to evolve over the years by including more real world situations, project based assignments and assessments, externships, and field trip events. This class is offered as a yearlong class. Students are learning the curriculum by creating their own store promotions, advertising, managing inventory, ordering merchandise, creating store displays, designing the spirit apparel, pricing, customer service skills, market research, and many other employability and marketing skills. Our store targets students, staff, parents, and alumni by offering candy, freshly made popcorn, drinks, school apparel, and gift cards. The store continues to develop an on-line shopping website which can be found at [www.lakeshoreschools.org](http://www.lakeshoreschools.org) under the "High School" section.

A new highlight to the course is the opening of our second location. Starting next school year, our second store will open in the newly constructed commons area at the east end of the building. This year's staff

worked on the start of the design process by selecting the colors, sales racks and shelving, and new apparel designs.

Senior Brad Cucuro states, "I love being in this class, it has prepared me well for the real world and has helped me to find something I am interested in pursuing after graduation."

The marketing program continues to grow by working with the area businesses through our advisory committee. The purpose is to seek assistance from the community by identifying the necessary skills and information that the students need to be successful in the workplace during and after high school.

Instructor, Michelle Puma stated, "The Marketing class is truly a unique experience and is one of my favorite classes to teach." "You definitely have an opportunity to get to know your students on a more personal level and to see them apply the concepts is very rewarding." "It is crucial to the program that the material that is taught is current and relevant, having the area businesses involved and having them see the things we as teachers are doing to prepare students is an asset to our district."

For additional information, or to participate on the Lake Shore Marketing Advisory Committee, contact Mrs. Michelle Puma at [mpuma@lpsps.org](mailto:mpuma@lpsps.org) or 586-285-8992. The Shorian Shop is open daily from 10:30 am until 12:30 pm or by appointment.

MAKING THE  
**Connection**

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For more information about CTE at the high school level contact the Macomb Intermediate School District. Contact Macomb Community College for college level programs. See contact information above.

**MCTEAA**  
Macomb Career and Technical Education Administrators Association

**TECH PREP**  
Cutting Edge to the Future  
Macomb County/St. Clair County

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