

- **This business was started by an expert in family entertainment who wanted to provide a fun, safe, clean place for kids.**
- **The founder of this business believed "it is kind of fun to do the impossible."**
- **You could say this idea is pure magic.**

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The Walt Disney Company

Entrepreneur: Walt Disney (1901-1966) was a pioneer in cartoon filmmaking. A talented and creative animator, Disney worked as an advertising cartoonist early in his career. Later, he founded a small animation company, where he and a partner made two-minute animated advertising films for local movie theaters. By the 1930s, he was working on producing feature-length animated films.

Business innovation: Walt Disney created a new kind of full-length animated film starring his famous cartoon characters Mickey Mouse and Donald Duck. Classic Disney movies include *Pinocchio*, *Fantasia*, *Dumbo*, and *Bambi*.

More info: As Disney often said, "If you can dream it, you can do it." Walt Disney wanted to take his two daughters to places where they could enjoy family entertainment. Frustrated by the lack of clean, friendly amusement parks, he created Disneyland in 1955. The Magic Kingdom followed in 1971. In his lifetime, Disney tried his hand at many jobs: directing, screenwriting, film production, and running his own business. Today, The Walt Disney Co. has a broad reach in the entertainment industry. Ventures include media production, parks and resorts, studio entertainment, and a wide range of consumer products.



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- **This popular chain sells a hand-tossed flour dough, served with natural sauces, fresh vegetables, and real cheeses.**
- **Its business success is attributed to PAPA—People Are Priority Always.**
- **This company is committed to its brand promise: "Better ingredients. Better _____."**

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Papa John's Pizza



Entrepreneur: While working in a local pizza shop as a teen, John Schnatter noticed that national pizza chains did not capture the fresh flavor of a great hometown pizza. He believed that one day he could do better. In 1984, at age 23, Schnatter founded Papa John's Pizza.

Business innovation: Using fresh dough and quality ingredients, Schnatter created a traditional pizza that many families wanted to buy. With take-out and delivery service and the addition of a simpler menu, Papa John's Pizza chain is recognized as a leader among pizza franchises. Employees work as a team to achieve goals and expectations.

More info: Papa John's Pizza began with \$1,600 worth of used restaurant equipment in a converted broom closet in a tavern owned by Schnatter's father. This popular chain has 2,600 locations nationwide.



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- **This company discovered its first product ideas in the recipe sections of old magazines and journals.**
- **The buzz about this business started with the help of a busy, little insect.**
- **This business believes that natural products are good for the consumer and the environment.**

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Burt's Bees

Entrepreneurs: In the 1980s, Roxanne Quimby was living in a tent with her children, struggling to make ends meet. One day she met Burt Shavitz, a beekeeper who sold jars of honey out of the back of his pickup truck. Together, they formed Burt's Bees, selling beeswax candles at local craft fairs. Burt's Bees' first factory was an abandoned one-room schoolhouse in rural Maine.

Business innovation: With a commitment to 99 percent natural products, the company created a line of all-natural shampoos, body washes, and soaps using beeswax, botanical oils, herbs, flowers, and minerals.

More info: Burt's Bees is a multimillion-dollar business and sells its products internationally. Committed to natural products and environmental responsibility, Burt's Bees' website proudly stands by the company's natural standard with the words, "When was the last time you saw a farmer growing propylene glycol?"



- **This company's initial goal was to improve the diet of vegetarians.**
- **The founder discovered his first product by accident when he left a pot of boiled wheat on the stove and decided it made a tasty cereal.**
- **The business promotes the concept that breakfast is the most important meal of the day.**

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Kellogg Company

Entrepreneur: A former stock boy and broom salesman, Will Keith Kellogg (1860–1951) made a personal fortune making breakfast products. Besides launching a successful business, Kellogg is recognized as one of America's greatest philanthropists, an individual who gave money to worthy causes.

Business Innovation: Kellogg created the first ready-to eat cereal, Corn Flakes.

More info: The Kellogg Co. is also well-known for its other popular cereals and food products, such as Froot Loops, Rice Krispies, Pop-Tarts, Cheez-Its, and the Keebler cookie line. Many American consumers consider Tony the Tiger and the Keebler elves memorable advertising classics. Kellogg products are manufactured in 17 countries and marketed in more than 180 countries around the world.



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- **This ingenious idea resulted in a revolutionary formula for manufacturing milk chocolate.**
- **Innovative products like Reese's, Kit Kat, Twizzlers, Almond Joy, and Kisses make this business a really sweet deal.**
- **This business got started when a candy manufacturer decided to produce sweet chocolate to coat caramels.**

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Hershey's

Entrepreneur: After several failed attempts in the candy business, Milton Hershey (1857-1945) founded Hershey's in 1894.

Business Innovation: Hershey was the first American to develop a formula for manufacturing milk chocolate. Through trial and error, he produced his famous molded milk chocolate bar in 1900.

More info: In 1907, the company created Hershey's Kisses Chocolates. Today, Hershey's is the leading manufacturer of chocolate candies, toppings, and drinks, with sales in the billions of dollars. The company's products can be found in more than 90 countries around the world.



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- **This business lets people all over the world share photos and videos with each other. It currently hosts more than 2 billion photos.**
- **The online site has 92 million users in 63 countries, who share about 1 million photos every day.**
- **This popular online application was actually a photo-sharing feature of an unsuccessful game before the creators decided to launch it separately.**

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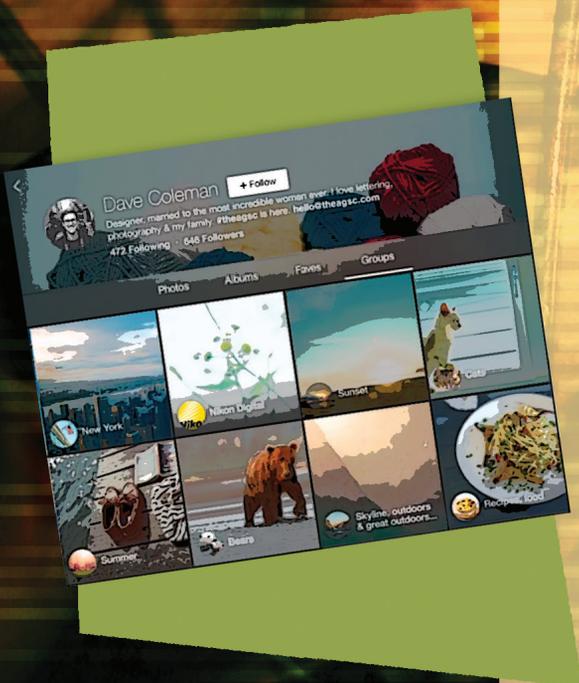
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Flickr

Entrepreneur: Caterina Fake (1969-) is the co-founder of Flickr and Hunch and founder of Findery.

Business Innovation: Fake was one of the first Internet graphic designers and began blogging on the Web in 1998, long before most people knew what blogging was. In 2004, she and a couple of partners were trying to create an online game when they had the idea of breaking out a photo-sharing feature of the game into an application that would allow people to share and store photographs and videos. Flickr, now the biggest photo-sharing site in the world, was born. The site got its unusual name because flicker.com was taken. By the way, the game was a bust.

More info: Fake and her co-founders sold Flickr to Yahoo for about \$25 million just a year after they created it. Fake went on to start or invest in other online businesses. She is still blogging. You can read her thoughts here: <http://caterina.net>.



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- **This entrepreneur and humanitarian got his start by borrowing \$500 against his mother's household furniture.**
- **The company's founder made his fortune in publishing. The company also owns a cosmetic brand for people of color.**
- **In 1945, this entrepreneur created a well-known magazine celebrating the African-American experience in America.**

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Johnson Publishing Company

Entrepreneur: A self-starter, John H. Johnson (1918–2005) started Johnson Publishing Co. in 1942.

Business innovation: The founder's fresh approach to publishing resulted in the creation of magazines targeting the black community, such as *Ebony* and *Jet*. In 1987, Johnson Publishing was the largest U.S. black-owned business with \$175 million in sales. Today, it remains a majority black-owned company with over 20 million readers each month and with a mission that focuses on education and financial literacy. In October 2015, the company reported its investment in digital delivery was paying dividends and that it expected to remain a vital voice in the lives of black Americans.

More info: Johnson was the first African-American named to the Forbes 400 list of the richest Americans. The company's corporate mission focuses on education, financial literacy, and AIDS prevention.



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- **When he was only 14 years old, this entrepreneur's business idea came from a "snurfer."**
- **While the founder was developing his product line, he also worked hard to promote this "cruising" sport and its culture.**
- **The word *shred* first appeared in this company's literature in 1984, a hip name for what its customers were doing with its polyurethane product.**

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Burton Snowboards



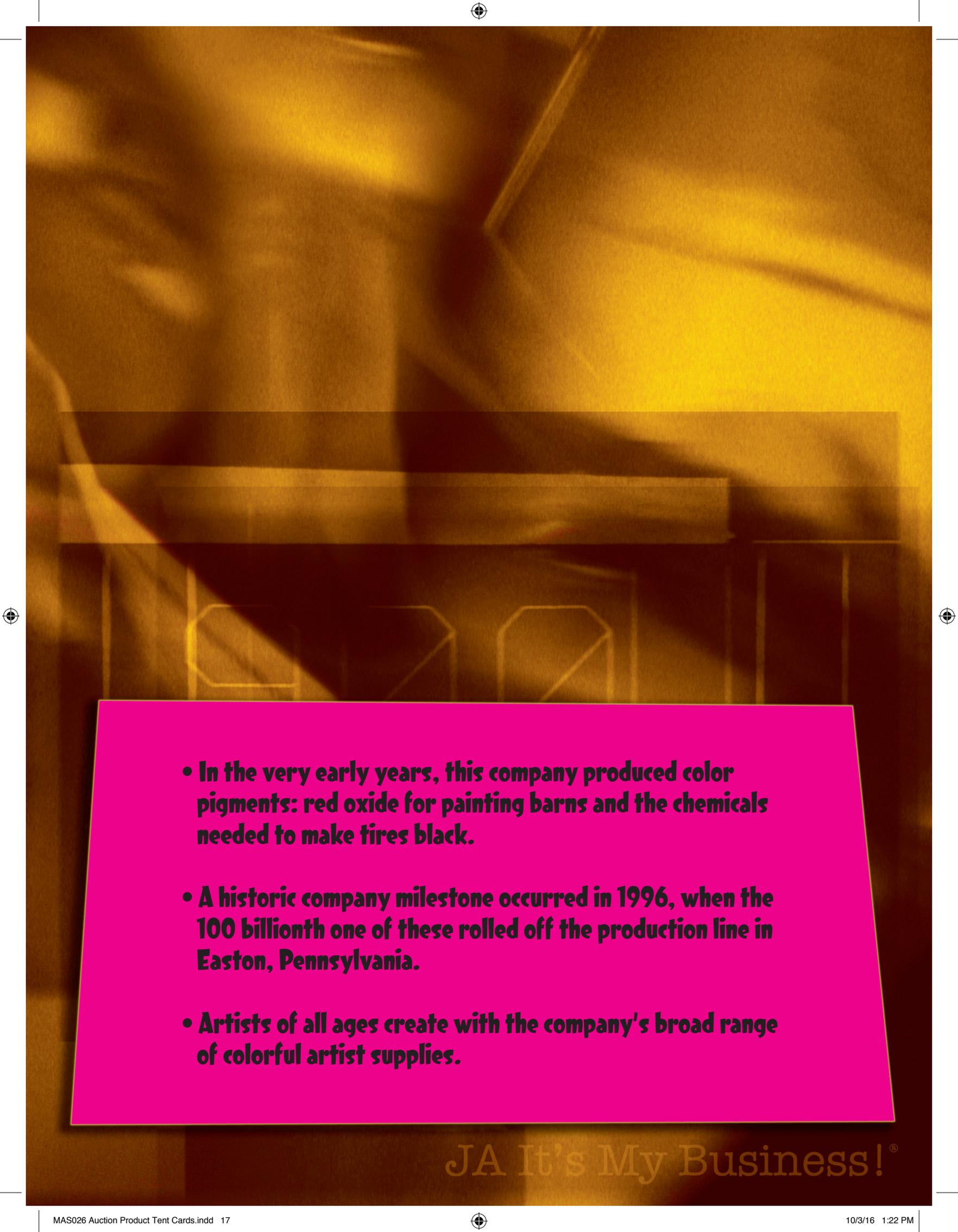
Entrepreneur: Jake Burton (born Jake Burton Carpenter) founded Burton Snowboards in Londonderry, Vermont, in 1977. With no formal business training and a small budget, he built snowboards by hand in his barn. His staff of three was two relatives and a friend.

Business innovation: Burton built the world's first snowboard factory. Today, Burton Snowboards is a worldwide leader and manufacturer of snowboards, boots, and bindings. With a deep passion for the sport, Burton campaigned to have ski resorts open their lifts to snowboarders.

More info: Burton Snowboards' philosophy is simple: "We are relentless. We dream it, we make it, we break it, we fix it. We create. We destroy... We progress." Snowboarding made its Olympic Games debut in 1998 in Nagano, Japan.



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- **In the very early years, this company produced color pigments: red oxide for painting barns and the chemicals needed to make tires black.**
 - **A historic company milestone occurred in 1996, when the 100 billionth one of these rolled off the production line in Easton, Pennsylvania.**
 - **Artists of all ages create with the company's broad range of colorful artist supplies.**

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Crayola



Entrepreneurs: Joseph Binney (1836-1898) started a chemical works company in upstate New York in 1864. Twenty-one years later, Binney's son Edwin and nephew Harold Smith formed a partnership and called their company Binney and Smith. The company made the first dustless school chalk.

Business Innovation: Binney and Smith produced the first box of Crayola crayons in 1903. The affordable eight-crayon box with the French name sold for a nickel.

More info: The 64-color assortment crayon box, with built-in sharpener, debuted in 1958. An early Crayola Color Census done in 2000 revealed that America's favorite crayon color was blue. The company claims that its brand has 99 percent name recognition in U.S. households.



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- **This sportswear company was launched from a grandmother's townhouse in Washington, D.C.**
- **The original idea was simple: Create a T-shirt that kept an athlete's body dry and comfortable.**
- **The idea grew into a profitable company that makes high-tech, lightweight microfiber clothes for use in hot and cold weather.**

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Under Armour

Entrepreneur: Kevin Plank, a University of Maryland college football player, grew tired of changing out of his sweat-soaked T-shirts during football practice. Plank made a prototype of a lightweight undershirt with moisture-wicking fabric and sent samples to college and professional players.

Business innovation: Plank developed a unique sports T-shirt that captured perspiration and held it away from the body. His company, Under Armour, was founded in 1996.

More info: Word of mouth helped Under Armour's business grow. Early on, athletes liked the product and told others. In 1997, Plank had \$100,000 in orders and set up a factory in Ohio to fill his customers' needs. A successful business was born.



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