

NAME: _____

Maisie Jane

DIRECTIONS:

Complete the worksheet while watching the video, "Maisie Jane Hurtado – SAE – Owner, Maisie Jane's™ California Sunshine." The video is available at <https://vimeo.com/291685122>.

Part 1

1) How did her SAE start?

2. After doing research, what did she decide to do next as an SAE?



In what year did she change her SAE?

Circle the correct answer.

- a. Sophomore
- b. Senior
- c. Freshmen
- d. Junior

3. Where did she start selling her product?

How many pounds of almonds did she begin with?

Circle the correct answer.

- a. 1,500 pounds
- b. 2,500 pounds
- c. 2,000 pounds
- d. 1,110 pounds



Aligned to the following standards:

FFA.PL-A.; FFA.PL-B.; FFA.PL-D.; FFA.PL-F.; FFA.PG-H.; FFA.CS-M.; FFA.CS-N.; FFA.CS-O; CCSS.ELA-RI.9-10.4; CCSS.ELA-W.9-10.2; CCSS.W.9-10.4; CCSS.ELA-W.9-10.6; CCSS.ELA-SL.9-10.4; CCSS.ELA-WHST.9.10.2; CCSS.ELA-WHST.9.10.4; CCSS.ELA-WHST.9.10.6; MP1; MP2; MP6; CRP.04; CRP.06; CRP.08; CRP.11

Part 2

Choose three SAE Idea Cards available at <https://FFA.box.com/v/saeideacards>. Use the information to complete the appropriate boxes in the chart.

Do you have an SAE?

Yes

No

What 3 pieces of advice would you give to another student starting out with their SAE?

Go to the SAE Idea Cards (see link in instructions above). Choose 3 SAE Idea card areas/topics and write in this space:

What doe SAE mean?

From the 3 cards you chose, choose 1 card/area.

Topic:

How would you get started with this SAE area/topic? What would be the beginning steps? Identify and explain at least 2.

How has your SAE already impacted your daily life, goals, etc.?

Looking to the future, how do you foresee your SAE having an impact?

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FFA.CS-O; CCSS.ELA-RI.9-10.4; CCSS.ELA-W.9-10.2; CCSS.W.9-10.4; CCSS.ELA-W.9-
10.6; CCSS.ELA-SL.9-10.4; CCSS.ELA-WHST.9.10.2; CCSS.ELA-WHST.9.10.4;
CCSS.ELA-WHST.9.10.6; MP1; MP2; MP6; CRP.04; CRP.06; CRP.08; CRP.11

Part 3

Identify the brands below:



1. _____ 2. _____ 3. _____

4. Why are these brands so recognizable?

Handwriting practice lines for the answer to question 4.

5. Visit <https://www.leightoninteractive.com/blog/five-components-of-a-strong-brand-an-infographic> to learn more about components of a successful brand. Write the components in the boxes below.

Five empty speech bubble shapes for writing the components of a successful brand.

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 FFA.PL-A.; FFA.PL-B.; FFA.PL-D.; FFA. PL-F.; FFA.PG-H.; FFA.CS-M.; FFA.CS-N.;
 FFA.CS-O; CCSS.ELA-RI.9-10.4; CCSS.ELA-W.9-10.2; CCSS.W.9-10.4; CCSS.ELA-W.9-10.6; CCSS.ELA-SL.9-10.4; CCSS.ELA-WHST.9.10.2; CCSS.ELA-WHST.9.10.4; CCSS.ELA-WHST.9.10.6; MP1; MP2; MP6; CRP.04; CRP.06; CRP.08; CRP.11

6. Create your own logo for your brand. Use this rubric to help guide you through the process. Use the space below to design your brand.

Logo Component	Points Available	Total Points
Creative	10	
Color	10	
Explanation of components (<i>Include at least 5</i>)	20	
School Appropriate	10	