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3.02 Publications



PETALS IN THE WIND
Florist and Gift Shop
115 Evergreen Street
Mooreville, NC 28115

COMPUTER APPLICATIONS I

Business and Marketing
Education
6358 Mail Service Center
Raleigh, NC 27699-6358

[F] 919-807-3826
[O] 919-807-3872



**Business and
Information
Technology Education**

Celebrate Mother's Day

Choose from our beautiful assortment of fresh flowers, arrangements, bouquets, and a variety of gifts including Godiva chocolate, bath oils, luxury robes and more.

Early Bird Special

Orders placed by April 20 will receive a 10% discount and no delivery charge within the 28115 zip code.



704-663-7673

PETALS IN THE WIND
Florist and Gift Shop
115 Evergreen Street
Mooresville, NC 28115

House for Sale

Offered by owner at \$535,900
919-587-6355



- Lots of amenities
- Good location

Call for an appointment.

Home for Sale

Offered by owner at \$535,900
919-587-6355



Features

- 5 Bedrooms—2 downstairs master bedrooms
- 5 1/2 Bathrooms
- Granite countertops
- Sub-zero appliances
- Gas fireplace in family room and living room
- 3 Car garage
- Swimming pool
- 2.5 acres

Community

- Johnson Elementary School
- Lake Marley Middle School
- Fort Charles High School
- Walking distance to Forest Hills Shopping Center
- Gated community
- Top five subdivision in 2007 Parade of Homes
- Fort Hills golf course

For Sale

2006 BMW 325i



This car is loaded!

- All leather, heated and cooled seats
- Power package
- Front, side, and rear air bags
- Grand touring package
- Only 37,000 miles
- MP3 and Bluetooth available
- Fingertip control panel
- 30 mpg

BOB JONES IMPORTS
3200 HWY 70
GARNER, NC 52856
WWW.BMW@BJI.COM
919-555-3245

\$32,500

\$32,500

For Sale

2006 BMW 325i



This car is loaded!

- All leather, heated and cooled seats
- Power package
- Front, side, and rear air bags
- Grand touring package
- Only 37,000 miles
- MP3 and Bluetooth available
- Fingertip control panel

Bob Jones Imports
3200 Hwy 70
Garner, NC 52856
www.bmw@bji.com
919-555-3245

Painter Elementary School Carnival!

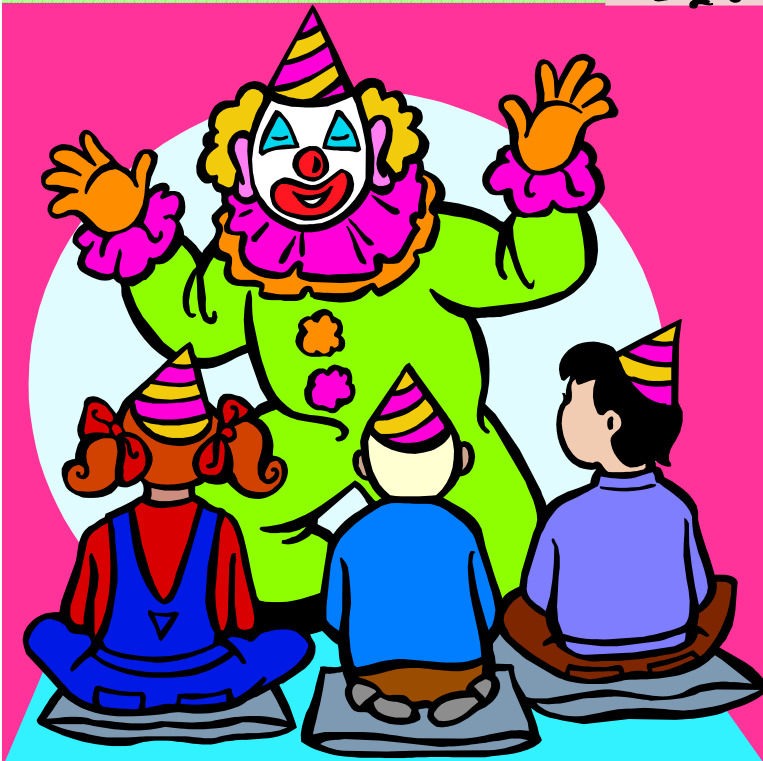
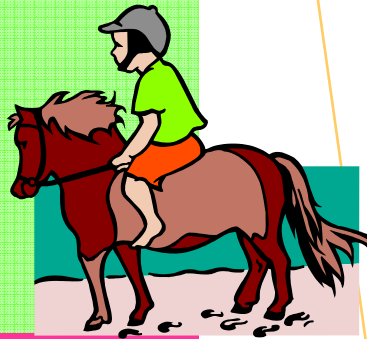


Pony rides, magic shows,
games, clowns,
and more!

Date: October 25

Time: 6:00 pm—8:00 pm

Location: School gym



Painter Elementary School Carnival

Come to the Painter Elementary School Carnival on October 25 from 6:00 p.m. until 8:00 p.m. and enjoy fun and games with clowns, magic shows, games, and more. The carnival will be located in the school gym.



PETALS IN THE WIND LADY'S GARDEN CLUB

This is a community non-profit organization sponsored by the Petals in the Wind Florist and Gift Shop.

PETALS IN THE WIND
LADY'S GARDEN CLUB

115 Evergreen Street
 Mooresville, NC 28115

Phone: 704-663-7376
E-mail: PetalsintheWind@ntescape.com
E-mail: LadyPetals@netscape.com

Fall Gardening Tips



PETALS IN THE WIND
LADY'S GARDEN
CLUB



PETALS IN THE WIND
Florist and Gift Shop
115 Evergreen Street
 Mooresville, NC 28115

Flowers and gifts
for every occasion

Fall Planting

Fall is time for planting some and digging up others. Make sure prepare the soil properly and to plant your



Fall is time for spring planting

bulbs at a depth of 12". There are two types of bulbs: Tear-drop and Flat. Plant tear drop bulbs (tulips, daffodils, and hyacinth) with their tips facing up. Flat bulbs should be planted with the flat side facing up. Remember, when unsure, plant sideways. Bulbs that are popular and have a healthy history in our area include the following: Hardy Amaryllis, Crocus, Hyacinth, and Lilies. Make sure to plant your bulbs in a sunny location that is protected from the harsh rays of the mid-day sun. Beware of the squirrels. They tend to lie in wait and watch while you plant their dinner!

Protect your tender bulbs against harsh winter conditions by covering the area with a good layer of mulch. If you plan to dig up your bulbs for the winter, store them in a dry, cool, shady place away from animals. Check at regular intervals during the winter months, discarding any that have rotted and adding a little moisture to those that look dried out.

Pushing up Pansies

Don't forget about the beautiful and hearty daisies that add zing and life to the doldrums of winter. Did you know they are edible? Use them as an attractive and green decoration on cakes and toss them in your salad.

Fall Vegetables

Spinach and garlic, of course! What a great combination. Imagine inviting your neighbors over for a savory soup or delicious home-made pizza created with fresh spinach and garlic! You might also try a spinach and chicken pasta dish enhanced by the garlic flavor!



Garden-fresh garlic

Upcoming Activities

Be sure to join the Petals in the Wind Lady's Garden Club on November 15 for an open house. We will have scrumptious cakes, hot cider, and great recipes to share along with our annual presentation of the Lady's Garden Tour travelogue.

This year's event will be hosted by Ms. Natalie Suggs at 378 Pinecroft Crossing. Please RSVP to 704-555-5555.

PETALS IN THE WIND
LADY'S GARDEN CLUB

115 Evergreen Street
Mooresville, NC 28115

Phone: 704-663-7376
E-mail: PetalsintheWind@ntescape.com
E-mail: LadyPetals@ntescape.com

Requirements for Admission

The Academy is available to all students.

3.02 Publications

Students must have/complete the following to be a part of this program:

- ◆ Application (located at <http://sandersonhs.wcpss.net> - click on Academy of Finance link on left side then select forms)
- ◆ Teacher recommendation (located at <http://sandersonhs.wcpss.net> - click on Academy of Finance link on left side, then select forms)
- ◆ Academic record demonstrating:
 - Average to above average grades
 - Positive attitude & eagerness to learn
 - Honesty
 - Excellent attendance & punctuality
- ◆ Commitment to the program
- ◆ Interview by the Program Director

Application and Teacher Recommendation are due by _____.

Students will be notified of acceptance by e-mail or telephone by _____.

Did you know...

Sanderson High School's AOF

- ◆ Fulfills Wake County's desire for small learning communities
- ◆ Meets the national initiative for financial literacy
- ◆ Has an active Advisory Board
- ◆ Has a strong involvement with the business community and SHS Business Alliance
- ◆ Is incorporated as a nonprofit organization 501 (c)(3)
- ◆ Has active parent support; parents volunteer on AOF Action Committees
- ◆ Students take one college class at Wake Tech; after that they can take another class at NC State (classes are in finance or economics)
- ◆ Provides professional paid internships for each student
- ◆ Students take several classes together as a cohort group (travel with each other throughout their high school careers)
- ◆ Infused academic financial-related matters into other courses such as Algebra, English and Social Studies
- ◆ Students course registration receives prioritization

Academy of Finance
Sanderson High School
5500 Dixon Drive
Raleigh, NC 27609



Sanderson High School's

*Academy
of
Finance*



**Member of National
Academy Foundation**

Academy of Finance Director ◆ Jill Oliver
Sanderson High School ◆ 5500 Dixon Drive
Raleigh ◆ NC ◆ 27609 ◆ Telephone 919.881.4818
Fax 919.881.5006 ◆ E-mail oliver@wcpss.net
<http://sandersonhs.wcpss.net>

What is the Academy of Finance?

Established in 1982, the Academy of Finance Introduces students to broad career opportunities in the financial services industry and, in the process, equips them to make sound choices for the future. A member program of the National Academy Foundation, the Academy of Finance operates as a "school within a school" and is located in high schools nationwide. North Carolina hosts only nine Academy of Finance institutions. Sanderson High School supports the only Academy of Finance in Wake County.

AOF Features

- ◆ Six- to eight-week paid internships at banks, brokerage houses, financial exchanges, insurance companies, accounting firms, and government agencies the summer before senior year.
- ◆ An introduction to all facets of the financial services industry and exposure to current technology through field trip, job shadowing and mentoring.
- ◆ Offers a way for students to earn college credits while in high school - and the opportunity to attend conferences, trade shows, and college fairs.
- ◆ Enhanced opportunities for employment after graduation.

AOF Benefits

- ◆ Nearly 90% of Academy students graduate from high school
- ◆ More than four out of five go on to two- or four-year colleges
- ◆ Students receive special graduation ceremonies, awards and scholarship opportunities
- ◆ Graduates acquire the problem solving and teamwork skills necessary to succeed in higher education and beyond
- ◆ Graduates are more prepared for employment and have more positive career outcomes



Kevin Schmidt of WakeMed is outlining to AOF member Chris Phan, what he should be doing for the Academy. WakeMed is a valuable AOF partner.



Bill Sigmon, Regional Manager of Kennedy Office Supply, is telling Academy Seniors at the Career Fair about his job responsibilities and offers tips for becoming a top salesman.

Student Meetings and Student Dress

AOF members are expected to attend the monthly meeting, Academy Nights, and electronic meetings. AOF members wear their AOF shirts every Wednesday. Members are expected to wear professional dress to monthly meetings and Academy Nights.

Internship

During the summer between their junior and senior years, Academy students complete a 200-hour on-the-job paid internship in the financial services industry. Local employers evaluate and select students for these paid internships. The Academy assists students in obtaining their internship.

Enrichment Activities

In addition to specialized courses and the summer internship, Academy of Finance students have the opportunity to attend seminars and field trips on financial and career oriented subjects. Seminar Topics/Trips may include:

- ◆ Introduction to Financial Analysis
- ◆ Resume/Portfolio Preparation
- ◆ Interview Skills
- ◆ Negotiation Skills
- ◆ Richmond Federal Reserve
- ◆ Senior Trip to New York City Financial District

Certification

Students who complete all the requirements will receive a Certificate of Financial Studies in addition to their high school diploma.

Scholarships

The Academy awards scholarships every year based on grades, participation, community service, and overall business attitude.

Students discover the connections between what they learn in school and the larger world. They learn skills and self confidence, and they also learn about opportunities and making choices. Transition to adult life is easier.

Required AOF Courses

9th Grade: Computer Applications

10th Grade: Computerized Accounting I

11th Grade: Economics and Finance & Banking and Credit

12th Grade: Securities & International Finance (One Semester) and Wake Tech Community College Macroeconomics Course

Students must successfully complete their required core courses as well as the dynamic curriculum developed by the National Academy Foundation. In order to continue in the Academy program, students must maintain high academic standards in all classes.

Business Advisory Board

Jim Angell*
Attorney
Howard, Stallings, From &
Hutson, PA

Mark Coburn*
VP Loan Services
State Employees Credit Union

Tammy Flanagan
CPA Internal Audit Dept.
First Citizens Bank

Janet Fox
President
ACH Investment Group, Inc.

Mitch Perry*
Head of Financial Planning
Progress Energy

Kevin Schmidt
Director Financial Planning
& Reimbursement
WakeMed

Bill Sewell
First Vice President
Smith Barney

Bill Sigmon*
Regional Manager
Kennedy Office Supply

*Mark Coburn is Chairman of the Board

*Mitch Perry is Vice-Chair

*Cindi Peeler is Secretary

*Tammy Flanagan is Treasurer (and AOF graduate)

*Bill Sigmon is our Golf Event Coordinator

*Jim Angell is representing the NC Association of CPAs



Class of 2006 Academy of Finance Seniors at the annual spring golf tournament.

3.02 Publications
**North Carolina
Graduation
Requirements**

The Core:

- 4 units of English
- 4 units of Mathematics
- 3 units of Science
- 3 units of Social Studies
- 2 units of a Second Language
- 1 unit of Health/PE

Endorsements: (Requires at least four units in one area)

- Career-Technical Education
- Arts Education
- JROTC
- AP/IB
- Second Language
- Other



**Business and Information
Technology Education**

**North Carolina Department of
Public Instruction**



**Getting down
to business**

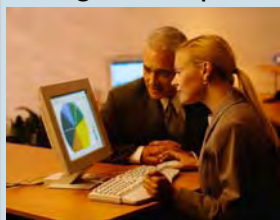
**6411 - Computer
Applications I**



**Business and Information
Technology Education**

3.02 Publications Course Description for Computer Applications I

This course is designed to help students master advanced skills in the areas of word processing, database management, spreadsheet, telecom-



munications, desktop publishing, and presentation applications. Emphasis is on data com-

munications, Internet and e-mail, as well as issues pertaining to information systems, and information technologies careers. Communication skills and critical thinking are reinforced through software applications. Work-based learning strategies appropriate for this course are service learning, field trips, and job shadowing. Simulations, projects, teamwork, and FBLA leadership activities, meetings, conferences, and competitions provide opportunities for application of instructional competencies.

Business and Information Technology Education Pathways

- Digital Communications Systems
- Business Management and Applications
- Foundations of Information Technology
- Principles of Business and Personal Finance 
- Business and Electronic Communications
- Business Law
- Small Business Entrepreneurship
- Computer Applications I
- Computer Applications II*
- Computerized Accounting I
- Computerized Accounting II*# 
- Computer Programming I
- Computer Programming II*
- e-Commerce I 
- e-Commerce II*# 
- Networking I
- Network Administration II-Linux*#
- Network Administration II-Novell*#
- Network Administration II-Microsoft*#
- Business Advanced Studies*

*Completion of a pathway requires 4 credits, one of which must be a Level II

#This course is available for honors credit as per the decision of each LEA

 Available online

Prerequisites for Computer Applications I

Students should have keyboarding skill defined as a minimum of 35 words per minute with errors corrected. They should be able to format from rough draft copy an announcement, a memorandum, a personal business letter, and an unbound report. They should also exhibit proper keyboarding techniques. Students should have gained mastery of these skills in middle grades courses.

Related Opportunities

- Future Business Leaders of America
- Apprenticeships
- Job Shadowing
- National Vocational Honor Society
- MOS and IC3 Certifications

3.02 Publications

COLOR

Importance of Color

- Draws Higher Response Rate
- Increases the Reading by 80%
- Adds Excitement and Realism
- Illustrates Emotion and Mood

Rules of Use

- Limit Use of Colors
- No More than Three
- Use Consistent Themes
- Use Complimentary Colors

Meanings of Colors

- Black-Sophisticated, Mysterious
- Blue-Calming, Serene
- Brown-Earthy, Drab
- Red-Energetic, Angry
- Purple-Royal, Passionate
- White-Simple, Pure
- Yellow-Optimistic, Positive

FONT STYLES

Serif – serious

A type of font in which a short line crosses the end of the main strokes of each letter.

Ex: Times New Roman, Courier

Sans Serif – light and airy

A type of font which is straight edged. Sans means without

Ex: Arial, Comic Sans

CLIPART AND ILLUSTRATIONS

- Add power to the text
- Reduce misconceptions if used appropriately
- Need to be relevant to the text/ message of the publication
- Need to be near the text to which it relates

Principles of Design

Getting down to business



Computer Applications I

Computer Applications I

Principles of Design

A well-thought-out design and a professional layout can make ideas zoom off of a DTP document, have a major affect on how easily and effectively the message is communicated, and subtly encourage the reader to take action. Although content more often influences the outcome of the reader's decision, it is more often design which invites them to consider it in the first place.



DESIGN STRATEGIES

Keep it Simple – *Too many elements discourage people from reading*

Create Unity – *All elements need to relate to each other and have equal importance*

Create Balance – *Place elements so they appear balanced without formality*

Create Contrast – *Contrasting colors and shapes can be used to attract attention or to emphasize*

Create emphasis through Proportion – *Use graphic element's size to illustrate importance*

Create page-to-page Consistency – *Use identical or similar fonts, line spacing, indentation, captions, graphic elements, etc.*

Use Proximity – *When two or more visual elements are put close together, invariably they are grouped and seen as being related.*

IDENTIFY THE TARGET AUDIENCE

Traits

- Age
- Gender
- Educational Level
- Social Status
- Income Level
- Goals
- Needs
- Interests
- Wants

Appeal to Traits

- Use appropriate vocabulary
- Use appropriate illustrations
- Use appropriate colors
- Use appropriate motivators
- Use appropriate attention grabbers

USE WHITE SPACE EFFECTIVELY

- **White Space** - Adds Direction and Purpose; Prevents Clutter; Allows Breaks
- **Gutter** – White Space Between Columns
- **Leading** – White Space Between Lines of Text
- **Kerning**- White space between characters

Petals in the Wind Ladies' Garden Club



PETALS IN THE WIND
Florist and Gift Shop
115 Evergreen Street
Mooreville, NC 28115

Volume 1, Issue 1

April 30, 2009

Visits Abroad Yield a Great Harvest of Gardening Tips



Weekend visit to Loch Ness Estate

The Petals in the Wind Ladies toured Loch Ness Estate in Scotland at the beginning of the month and returned with a plethora of fresh ideas. Six Petals in the Wind ladies were brave enough and up to the challenge of compacting their travel essentials into a small suitcase, tackling the airport lines, passing muster through customs, and exploring a new frontier. The ladies departed for the airport at the

painful hour of 4:00 a.m. in order to catch their long flight across the Atlantic. Congratulations were shared and champagne was toasted in honor of Ms. Burl's maiden flight.

Upon arriving, the ladies quickly acclimated to their splendid and charming accommodations at the Tartan Bed and Breakfast.

After a peaceful night's sleep and a hearty breakfast, the garden brigade set out for their first of many tours through the rolling hills of the Scottish country. Many a good time was had at the castle, including an encounter with a nosy goat met by Ms. Bonner and a close and personal lesson in the Scottish brogue between

Ms. Tims and a surly gardener at the Loch Ness garden.

Of particular and noted delight, the ladies witnessed the ancestor of Ms. Moore's prized rosebush. It was certainly a marvel to witness the 100 year old beauty and reminisce about the family stories of the Moore pilgrimage from Scotland.

Of the many gardens they visited, the ladies awarded the Loch Ness a blue ribbon. They are eager to share the fertilization techniques that have successfully cultivated a fine crop of tulips and begonias in the gardens.

Special points of interest:

- Learn how to fertilize tulips and begonias for faster growth and greater longevity.
- The Garden Tour is coming soon! Sign up now for your favorite committee.

Ladies Prepare for the Garden Tour

Ms. Smith has this year's honor of chairing the garden tour committee. She has already solicited several sponsors who will donate refreshments along the walk and is currently planning the tour route.

She is requesting volunteers to chair subcommittees for the following:

- Program design and printing
- Pick up and delivery
- Guests of honor
- Charity oversight
- School liaison

Our goal for this tour is to raise \$6000.00 for our charity fund. The oversight committee will accept applications from community organizations and members of the community in need of financial assistance beginning next month. Read on for more information about each committee.

Inside this issue:

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