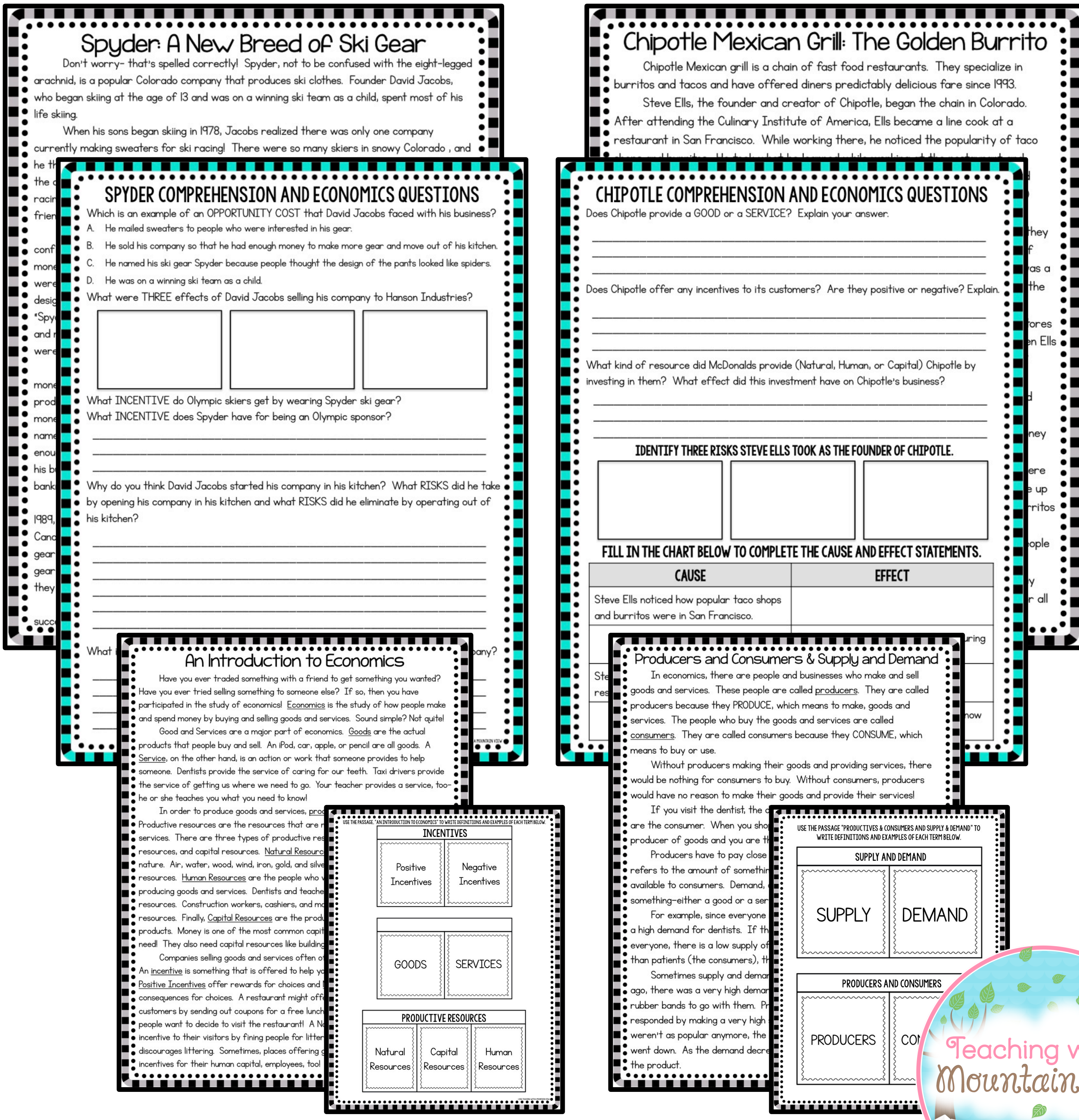
ECONOMICS

9 Passages for Comprehension, Close Reading, and Real-World Application



Teaching with a Mountain View

THANK YOU FOR YOUR PURCHASE!

I created these passages and printables to supplement our economics unit. I felt like there was a lack of resources that applied economic terms to real companies and real life situations. The first three passages are introductions to basic economic terms. Each passage has an interactive notebook foldable to go with it for note taking. The final six passages are all snapshots of companies and other real-world economic decision examples. Each of the six passages has a comprehension page to go with it. <u>In order to answer the questions on the comprehension pages, I highly recommend having read the first three introduction to economics passages first.</u>

Visit Me Here, There, and Everywhere!

www.teachingwithamountainview.com

www.taskcards.com

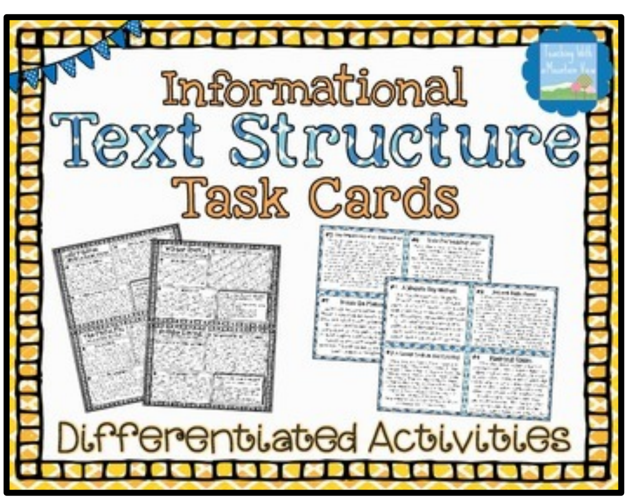
GRAPHICS:

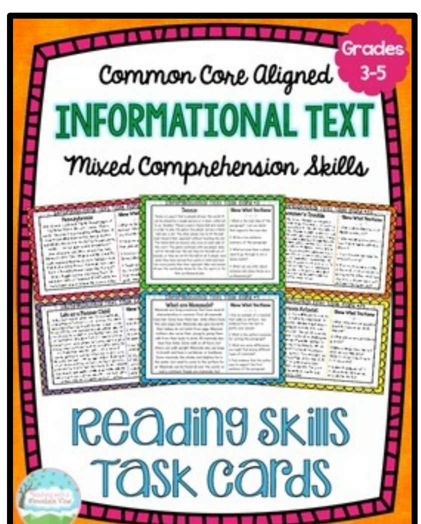
If you have any questions, please feel free to contact me at

teachingwithamountainview@gmail.com

If you have trouble printing, see a small error, or have any questions, I encourage you to email me or use the "Ask Question" feature before leaving negative feedback. I will do everything I can for you ASAP!

OTHER RESOURCES YOU MAY ENJOY:





An Introduction to Economics

Have you ever traded something with a friend to get something you wanted? Have you ever tried selling something to someone else? If so, then you have participated in the study of economics! Economics is the study of how people make and spend money by buying and selling goods and services. Sound simple? Not quite!

Goods and Services are a major part of economics. Goods are the actual products that people buy and sell. An iPod, car, apple, or pencil are all goods. A Service, on the other hand, is an action or work that someone provides to help someone. Dentists provide the service of caring for our teeth. Taxi drivers provide the service of getting us where we need to go. Your teacher provides a service, too- he or she teaches you what you need to know!

In order to produce goods and services, productive resources must be used. Productive resources are the resources that are needed to provide goods and services. There are three types of productive resources: natural resources, human resources, and capital resources. Natural Resources are things that are found in nature. Air, water, wood, wind, iron, gold, and silver are all examples of natural resources. Human Resources are the people who work to earn money while producing goods and services. Dentists and teachers are examples of human resources. Construction workers, cashiers, and mailmen are also examples of human resources. Finally, Capital Resources are the products used to create other products. Money is one of the most common capital resources many businesses need! They also need capital resources like buildings, tools, machines, and more.

Companies selling goods and services often offer incentives to their customers. An incentive is something that is offered to help you make economic decisions. Positive Incentives offer rewards for choices and Negative Incentives offer consequences for choices. A restaurant might offer a positive incentive to their customers by sending out coupons for a free lunch. This positive incentive makes people want to decide to visit the restaurant! A National Park might offer a negative incentive to their visitors by fining people for littering. This negative incentive discourages littering. Sometimes, places offering goods and services can offer incentives for their human capital, employees, too!

USE THE PASSAGE, "AN INTRODUCTION TO ECONOMICS" TO WRITE DEFINITIONS AND EXAMPLES OF EACH TERM BELOW.

INCENTIVES

Positive Incentives	Negative Incentives

GOODS	SERVICES

PRODUCTIVE RESOURCES

Natural Resources	Capital Resources	Human Resources

An Introduction to Economics: Part 2

Sometimes in economics, you have to make a choice between two or more goods or services. When you choose one thing over another, you are making a trade-off. Imagine that you just earned $20 for allowance this month. Your best friend invites you to the movies, but you have been saving up to buy a new video game. You won't have enough money to do both. You will have to make a trade-off by choosing the movie or the game.

Often, when you make economic decisions you will have an opportunity cost. An opportunity cost is the cost or value of what you give up when you choose one thing over another thing. If you choose to go to the movie with your friend, you'll have to give up your new video game. The video game becomes your opportunity cost. If you choose to buy the game instead, you won't be able to go to the movie. In this example, missing out on the movie is your opportunity cost.

Comparing the opportunity cost and the benefits can help you make good economics decisions. A decision is a choice you make based on the trade-offs and opportunity costs. Some decisions can be difficult to make, since there is often a trade-off or opportunity cost involved.

In many economic choices you make, there are risks involved. A risk is a chance someone takes when making a decision. Some risks are large, and some risks are small. If you decide to spend all of your allowance on that new video game, you are risking not having enough money to do other things later. If a business decides to spend money by opening a new restaurant, they are taking a risk on whether or not it will be successful enough to earn their money back.

USE THE PASSAGE, "AN INTRODUCTION TO ECONOMICS: PART 2" TO WRITE DEFINITIONS AND EXAMPLES OF EACH TERM BELOW.

	Trade Off
	Opportunity Cost
	Risk
	Decision

Producers and Consumers & Supply and Demand

In economics, there are people and businesses who make and sell goods and services. These people are called producers. They are called producers because they PRODUCE, which means to make, goods and services. The people who buy the goods and services are called consumers. They are called consumers because they CONSUME, which means to buy or use.

Without producers making their goods and providing services, there would be nothing for consumers to buy. Without consumers, producers would have no reason to make their goods and provide their services!

If you visit the dentist, the dentist is a producer and you, the patient, are the consumer. When you shop at the grocery store, the store is the producer of goods and you are the consumer.

Producers have to pay close attention to Supply and Demand. Supply refers to the amount of something- either a good or a service- that is available to consumers. Demand, on the other hand, is how much of something-either a good or a service- that consumers want.

For example, since everyone needs to get their teeth cleaned, there is a high demand for dentists. If there are not enough dentists to serve everyone, there is a low supply of dentists. If there are more dentists than patients (the consumers), there is a high supply of dentists.

Sometimes supply and demand fluctuates, or changes. Several years ago, there was a very high demand for Rainbow Loom Bracelet Looms and rubber bands to go with them. Producers of the bracelet makers responded by making a very high supply of the product. After they weren't as popular anymore, the demand from consumers for the product went down. As the demand decreased, producers supplied less and less of the product.

USE THE PASSAGE "PRODUCTIVES & CONSUMERS AND SUPPLY & DEMAND" TO WRITE DEFINITIONS AND EXAMPLES OF EACH TERM BELOW.

SUPPLY AND DEMAND

SUPPLY	DEMAND

PRODUCERS AND CONSUMERS

PRODUCERS	CONSUMERS

Chipotle Mexican Grill: The Golden Burrito

Chipotle Mexican grill is a chain of fast food restaurants. They specialize in burritos and tacos and have offered diners predictably delicious fare since 1993.

Steve Ells, the founder and creator of Chipotle, began the chain in Colorado. After attending the Culinary Institute of America, Ells became a line cook at a restaurant in San Francisco. While working there, he noticed the popularity of taco shops and burritos. He took what he learned while working at the restaurant and decided to open his first Chipotle Mexican Grill. He moved to Denver, Colorado and opened the first Chipotle. In order to open the restaurant, Ells borrowed $85,000 from his father.

Ells and his father did the math. They knew that in order to make a profit, they would have to sell 107 burritos per day. Much to their surprise, after one month of being open, they were selling over 1,000 burritos per day! Chipotle Mexican Grill was a smashing success! The restaurants quickly became popular, with people devouring the signature cilantro rice and craving the jumbo-sized burritos.

As more and more people lined up for his food, he continued opening more stores across Colorado to meet the demand. By 1996, he had opened 16 restaurants! When Ells realized how popular the restaurant was becoming, he began expanding outside of Colorado. To do this, he needed help! Even though Chipotle was making a profit, building new restaurants and employing more people would cost a lot of money and there was no guarantee that Chipotle would be as popular outside of Colorado. McDonalds, a massive fast food company, invested money in Chipotle. With the money McDonalds gave Chipotle, Ells opened over 500 stores by the year 2005.

Now, Chipotle runs a booming business with over 1,500 restaurants- everywhere you go, it seems there is a Chipotle right around the corner! Every day, people line up for a taste of the burritos. On Halloween, Chipotle famously offers discounted burritos to customers who dress up as burritos. When business is down because of snowy weather, Chipotle has been known to offer 50% off your burritos to encourage people to come out in the snow for a burrito!

It's not only customers who are happy! People love working at Chipotle. They offer excellent benefits for working at the restaurants- including free burritos for all employees!

CHIPOTLE COMPREHENSION AND ECONOMICS QUESTIONS

Does Chipotle provide a GOOD or a SERVICE? Explain your answer.

____

____

____

Does Chipotle offer any incentives to its customers? Are they positive or negative? Explain.

____

____

____

What kind of resource did McDonalds provide (Natural, Human, or Capital) Chipotle by investing in them? What effect did this investment have on Chipotle's business?

____

____

____

IDENTIFY THREE RISKS STEVE ELLS TOOK AS THE FOUNDER OF CHIPOTLE.

FILL IN THE CHART BELOW TO COMPLETE THE CAUSE AND EFFECT STATEMENTS.

CAUSE	EFFECT
Steve Ells noticed how popular taco shops and burritos were in San Francisco.	
	Ells opened over 16 Colorado stores during the first three years of business.
Steve Ells wanted to build more restaurants, but they cost a lot of money.	
	Chipotle offers 50% off burritos on snow days.

Spyder: A New Breed of Ski Gear

Don't worry- that's spelled correctly! Spyder, not to be confused with the eight-legged arachnid, is a popular Colorado company that produces ski clothes. Founder David Jacobs, who began skiing at the age of 13 and was on a winning ski team as a child, spent most of his life skiing.

When his sons began skiing in 1978, Jacobs realized there was only one company currently making sweaters for ski racing! There were so many skiers in snowy Colorado , and he thought he could provide better options than what were already out there. When he saw the opportunity, he created a business named David L Jacobs, selling ski sweaters to the ski racing community. David had been part of the skiing community for so long that many of his friends and fellow skiers immediately began purchasing his new gear.

His company started as a one-man operation in his kitchen! Even though he was confident that consumers needed his products, he didn't want to invest too much time and money into the business if it failed. From his kitchen, he would mail sweaters to people who were interested in what he had to offer. Soon, he added ski pants to his inventory. The unique design of the pants led to people calling them "spider" pants, so he named his company "Spyder." As the popularity of his new brand grew through word of mouth, he added more and more skiing products to his inventory. After two years of working out of his kitchen, sales were so successful that he was finally able to expand his business.

In order to expand his business and move out of his kitchen, he would need money... money that he didn't have! Even though his business was successful, it cost a lot of money to produce the ski gear and employ people to help him make and sell the gear. To get enough money to move out of his kitchen, Jacobs had to sell the Spyder brand to a ski-boot company named Hanson Industries. He would no longer have control of the company, but he would have enough money to help it grow. While the company gave him money and helped Jacobs to grow his business, within a year and a half, Hanson Industries was losing money quickly and filed for bankruptcy. Luckily for Jacobs, he was able to buy Spyder back before it was lost to Hanson.

Now, the Spyder ski gear company is known as the largest ski brand in the world. In 1989, Spyder became an official supplier of ski gear to the US Ski Team. Since 2002, the Canadian Alpine Ski Team has also used Spyder gear. Olympic skiers who choose to use Spyder gear often have it paid for – or sponsored – by the company in exchange for wearing the gear with the Spyder logo. When viewers see the Spyder brand on Olympic skiers' clothes, they want to have it, too!

From ski coach to multi-million dollar business owner, David Jacobs has certainly been a successful business man!

SPYDER COMPREHENSION AND ECONOMICS QUESTIONS

Which is an example of an OPPORTUNITY COST that David Jacobs faced with his business?

A. He mailed sweaters to people who were interested in his gear.

B. He sold his company so that he had enough money to make more gear and move out of his kitchen.

C. He named his ski gear Spyder because people thought the design of the pants looked like spiders.

D. He was on a winning ski team as a child.

What were THREE effects of David Jacobs selling his company to Hanson Industries?

What INCENTIVE do Olympic skiers get by wearing Spyder ski gear?

What INCENTIVE does Spyder have for being an Olympic sponsor?

____

____

____

Why do you think David Jacobs started his company in his kitchen? What RISKS did he take by opening his company in his kitchen and what RISKS did he eliminate by operating out of his kitchen?

____

____

____

____

____

____

What impact did living in Colorado have on Jacobs' DECISION to begin a ski gear company?

____

____

____

____

Mountain Heart Woodworks: A work of Heart

The mountains of places like British Columbia and the Rocky Mountains, normally painted by a lush green landscape, are being ravaged by natural occurrences like wild fires and Mountain Pine Beetles. Lumberjacks, however, have seen to it that these trees, killed by nature, aren't going to waste.

Mountain Heart Woodworks is a local company that specializes in putting our natural resources to work. With a passion for wood and woodworking, they run a family business harvesting and selling lumber. They sell the lumber to other woodworkers who use the lumber to create furniture, fencing, firewood, and more. There are several wood companies across the United States and Canada who provide a similar service.

These companies cut and sell wood from Beetle Kill Lodgepole Pines and Ponderosa Pines. The Beetle Kill Lodgepole Pines have been overtaken by the Mountain Pine Beetle. In Colorado alone, these small bark beetles infested over 1.15 million acres of Colorado forest beginning in 2008, killing off thousands of trees. In British Columbia, over 40 million acres have been destroyed.

Ponderosa Pines have also been affected by the beetles and by wild fires that have occurred during hot Colorado summers. Different from the Lodgepole pines, these pines are very colorful, with deep blues, reds, and browns.

The once green mountainsides of Colorado and British Columbia now oftentimes appear littered with grey and dying trees. Companies like Mountain Heart Woodworks, however, have found a way to use the wood from these dead trees. They roam the forests, cutting down and harvesting the dead trees from the forest. Then, the company sends them through a sawmill to become different sized wood boards, planks, and beams. They sell the wood to other woodworkers and also create goods from the wood they harvest.

Mountain Heart Woodworks' mission is to promote sustainable wood products and help our forests turn green again. Sustainable wood products are natural resources and their use will not hurt the environment. Mountain Heart Woodworks helps our natural resources by harvesting the dead trees and removing them from the forest so that there is room for new trees to grow.

Consumers are purchasing more and more harvested wood from the mountains, knowing that by doing so, they are helping to improve our mountain's landscape.

WOODWORKS COMPREHENSION AND ECONOMICS QUESTIONS

How did the Mountain Pine Beetles change the landscape of the Rocky Mountains and British Columbia?

____

____

____

Are companies like Mountain Heart Woodworks having a positive or a negative impact on the mountain's NATURAL RESOURCES? Explain.

____

____

____

Based on the article, what does the information suggest about the impact of the Mountain Pine Beetles on companies like Mountain Heart Woodworks?

A. People do not like companies like Mountain Heart Woodworks to cut down trees.

B. More people buy from companies like Mountain Heart Woodworks because they are helping clear the dead trees from the forest.

C. Fewer people buy from companies like Mountain Heart Woodworks because they don't want trees cut down.

Based on the article, explain a LIKELY reason that the Mountain Pine Beetles have benefited companies like Mountain Heart Woodworks.

____

____

____

Identify the NATURAL, CAPITAL, and HUMAN resources that these companies rely on.

Does Mountain Heart Woodworks provide a GOOD or a SERVICE? ____________________

Outdoor Adventure Tours: The Thrill of a Lifetime

From sprawling green fields in the summer to snow-capped mountains in the winter, the natural landscape of mountain towns offer an abundance of outdoor activities. Hikers blaze through trails in the forest and skiers fly down groomed mountains. For people looking for something even more adventurous, a ride on an ATV or a snowmobile might be just what the mountains ordered.

Visitors on vacation and local residents alike enjoy taking part in these adventures- for years, though, they weren't able to enjoy all that the mountains had to offer. Without their own ATV or snowmobile, how could they travel the mountains? With little knowledge of the mountains, how could they safely traverse mountain sides? Outdoor adventure companies solved these problems, offering all the equipment and guidance visitors could possibly need so that they could pay for adventure without the stress and worry! When consumers choose to use a tour company, they have to pay money and have less freedom with what they do and where they go, but they have the convenience of not having to worry about anything!

Tour guide companies have popped up all along the mountain ranges across the country, offering a wide variety of outdoor adventures. ATV tours, guided Jeep tours, and white water rafting trips abound in the summer, while snowmobile tours and guided snowshoeing trips are popular in the winter. The companies purchase all of the equipment needed for the activities, map out the best and safest routes, and provide experienced tour guides to lead the way.

It may sound like the perfect business, but there are difficulties tour guide companies face. With all adventurous activities come great risk. Not only can visitors get injured while on a tour, the expensive equipment that the tour companies provide also risk getting destroyed during accidents. The companies do all they can to prevent such risks, warning customers that reckless, dangerous, behavior is not allowed. Some tour companies even require customers who have acted recklessly and caused damage to their machines to pay for the damage they caused.

Business booms during peak seasons, when schools are out and the weather is perfect for these outdoor activities. During the off season, however, when out-of-state travelers are rare and the weather may be questionable, tour guide businesses often struggle to bring in enough money to stay afloat. To bring in more customers during the quiet season, they will often send out coupons and advertise to local residents, hoping to encourage locals to come out and play!

Tour guide companies have provided residents and visitors access to uncharted territory in mountain towns!

TOUR GUIDES COMPREHENSION AND ECONOMICS QUESTIONS

Using the article, identify each of the following types of resources needed to run a tour guide business.

NATURAL RESOURCES	HUMAN RESOURCES	CAPITAL RESOURCES

Identify a RISK that tour guide companies face.

____

____

____

Do tour guide companies provide a GOOD or a SERVICE to customers? According to the article, why is this good or service needed in mountain towns?

____

____

____

What OPPORTUNITY COSTS do customers face when they decide to hire a tour guide company instead of going out on their own?

____

____

____

Identify at least one POSITIVE INCENTIVE and one NEGATIVE INCENTIVE described in the article. Explain why the tour companies have each of these incentives.

POSITIVE INCENTIVE	NEGATIVE INCENTIVE

Denver Pacific Railroad: A Gateway to Colorado

The Colorado Gold Rush brought a massive population boom to Colorado in the second half of the 1800s. Denver was founded and started to become a busy mining town. By the end of the 1860s, Denver was a bustling city.

However, when it was decided that the nation's first transcontinental railroad would go through Cheyenne, Wyoming instead of Denver, Colorado, the busy city's health was threatened. Railroad companies had chosen Wyoming for their flat lands...running tracks through hilly Colorado would be more difficult. Cheyenne, Wyoming was 100 miles from Denver and it would be a difficult journey to make trips back and forth between Cheyenne and Denver. During this time, the primary mode of transportation was by Stagecoach, covered wagons drawn by horses. Colorado's governor at the time even said that "Colorado without railroads is...worthless."

Denver citizens knew they needed to find a way to connect to the railroad. Without that connection to the rest of the nation, it would be difficult to keep up with the needs of the city and to provide good and services to locations across the country. The railroad was vital, important, for people in Denver to send and receive goods.

Led by state leaders, fundraising efforts were started to raise money for the railroad. Over $300,000 was raised in the first 300 days, but soon, more money was needed to built the railroad than the city had. Still, they knew the railroad needed to be built. Despite a lack of money and other difficulties, construction on the railroad continued. It was very dangerous work, with thousands of workers building the miles of railroad track.

The Denver Pacific Railway was completed in June of 1870. The city was now connected by rail to the rest of the nation! Denver again became a bustling town center! It was easier and cheaper than ever before for goods and supplies to be delivered to Denver. People moved to Denver to work in the mines or buy farmland and raise cattle. It quickly became a popular tourist destination, with a new need for hotels and other services. Soon, Denver became one of the busiest cities in the nation!

RAILROAD COMPREHENSION AND ECONOMICS QUESTIONS

What are THREE factors that the town of Denver considered when making the DECISION to build the railroad through Denver?

What *most likely* would have happened to Denver if they had not built the railroad?

____
____
____

What impact did the Colorado geography have on the transcontinental railroad's original decision to have the railroad go through Wyoming instead of Denver?

____
____
____

Did the railroad provide a GOOD or a SERVICE to Colorado? Explain your answer.

____
____
____

Which of the answer(s) below represent an EFFECT of the railroad being built in Denver?

A. Colorado would not be able to easily transport supplies and goods.
B. It was cheaper than ever for goods and supplies to be delivered to Denver.
C. Denver became a popular tourist destination.
D. State leaders raised over $300,000 to build the railroad.
E. More people moved to Colorado.

Gilman, Colorado: A Ghostly Town

Gilman, Colorado, once a booming and bustling mining town, now sits as an abandoned ghost town on a mountainside in Colorado. After the Gold Rush came the Colorado Silver Boom. By 1879, many mining sites opened up along a range called Battle Mountain. One of those sites became a town called Gilman and was founded in 1886. The small town became the center of silver, lead and zinc mining in Colorado. Eagle Mine was the source of the silver, lead and zinc, and the entire town surrounded it.

The town is uniquely positioned on a 600-foot cliff sitting above the Eagle River on the side of Battle Mountain. It covers 235 acres of land. After being established, Gilman became the richest and most successful mining district in the county. Houses sprung up along the mountainside and people came from across the nation to work in the mines. By the 1930s, the Eagle Mine in Gilman was the top-producer of silver in the state and during later years, it become popular for its zinc mining!

At its peak, the town had a population of several hundred people. They had a small hospital, a grocery store, a bowling alley, and even a town newspaper.

After many years as a successful mining town, in 1984, the Environmental Protection Agency ordered that Gilman be shut down and vacated. The town's occupants picked up and left immediately because of toxic pollution in the town and contamination of the ground water by the mining efforts. Fish couldn't even live in the polluted water and toxic fumes were coming from the ground. In many cases, houses were left as they were, and families never returned. For all the people who had come to Gilman seeking a fortune, their lives would never be the same.

Now, Eagle Mine in Gilman has been flooded and over eight million tons of polluted mine waste sits in the abandoned town. From local highways, the mountainside of abandoned houses can be seen littering the landscape of Battle Mountain. Although it is chained and gated, trespassers still enter the abandoned town to explore it. Many of the homes and buildings along the town's main streets have been vandalized, with only a few windows left in the buildings. Now, the homes have been let to rot on the mountainside. Even with this destruction, there are many parts of the town that look just like they did when it was shut down. Some garages still hold cars and trucks left behind by their owners.

A profitable mine for many years, the history of Gilman is uncertain. To make the area livable again, extensive clean up efforts would have to be put in place.

GHOST TOWN COMPREHENSION AND ECONOMICS QUESTIONS

There was a POSITIVE incentive for people to come live in Gilman, and there was a NEGATIVE incentive for people to leave. Identify each incentive and why it was important to the rise and fall of Gilman.

POSITIVE INCENTIVE	NEGATIVE INCENTIVE

Explain how the NATURAL RESOURCES of Gilman, Colorado made it a boom town.

____

____

____

List at least three OPPORTUNITY COSTS of mining in Gilman.

Create a timeline that shows FOUR important dates and events in Gilman's history.

If someone chose not to leave Gilman and keep mining, what RISKS would they have faced?

____

____

____

CHIPOTLE ANSWER KEY

Does Chipotle provide a GOOD or a SERVICE? Explain your answer.

Answers will vary, but answers should be justified.
Examples: Chipotle provides a service. They cook for you. OR Chipotle provides a good because they provide food to eat.

Does Chipotle offer any incentives to its customers? Are they positive or negative? Explain.

Yes, they offer discounted burritos on Halloween and 50% off burritos on snow days.

What kind of resource did McDonalds provide (Natural, Human, or Capital) Chipotle by investing in them? What effect did this investment have on Chipotle's business?

They provided a capital resource, money. Chipotle was able to open over 500 stores by 2005.

IDENTIFY THREE RISKS STEVE ELLS TOOK AS THE FOUNDER OF CHIPOTLE.

ANSWERS WILL VARY. SAMPLES ONLY. He borrowed $85,000 from his dad.	He opened more restaurants before knowing whether or not they would be as popular as the first one.	He let McDonald's invest money in Chipotle.

FILL IN THE CHART BELOW TO COMPLETE THE CAUSE AND EFFECT STATEMENTS.

CAUSE	EFFECT
Steve Ells noticed how popular taco shops and burritos were in San Francisco.	He opened his own burrito shop.
The first burrito shop was very successful.	Ells opened over 16 Colorado stores during the first three years of business.
Steve Ells wanted to build more restaurants, but they cost a lot of money.	McDonald's invested money in him.
Business is down because of snowy weather.	Chipotle offers 50% off burritos on snow days.

SPYDER ANSWER KEY

Which is an example of an OPPORTUNITY COST that David Jacobs faced with his business?

A. He mailed sweaters to people who were interested in his gear.

B. He sold his company so that he had enough money to make more gear and move out of his kitchen.

C. He named his ski gear Spyder because people thought the design of the pants looked like spiders.

D. He was on a winning ski team as a child.

What were THREE effects of David Jacobs selling his company to Hanson Industries?

ANSWERS WILL VARY. SAMPLES ONLY. He no longer had control of the company.	He had enough money to help the company grow.	He had to buy it back when Hanson went bankrupt.

What INCENTIVE do Olympic skiers get by wearing Spyder ski gear?

What INCENTIVE does Spyder have for being an Olympic sponsor?

They had an incentive to wear the gear because it gets paid for.

They have an incentive to be a sponsor because people see the Olympic skier gear and want it for themselves.

Why do you think David Jacobs started his company in his kitchen? What RISKS did he take by opening his company in his kitchen and what RISKS did he eliminate by operating out of his kitchen?

Answers will vary. Suggestions:

- He started it in his kitchen because he didn't have enough resources to start anywhere else.
- He risked not having enough supply if people wanted it.
- He eliminated the risk of investing too much money in the business before knowing whether or not it would be successful.

What impact did living in Colorado have on Jacobs' DECISION to begin a ski gear company?

Mountains, snow, and lots of skiers lived in Colorado.

WOODWORKS ANSWER KEY

How did the Mountain Pine Beetles change the landscape of the Rocky Mountains and British Columbia?

The mountains are now littered with grey and dying trees.

Are companies like Mountain Heart Woodworks having a positive or a negative impact on the mountain's NATURAL RESOURCES? Explain.

They are having a positive impact because they are removing the dead trees to allow for new ones.

Based on the article, what does the information suggest about the impact of the Mountain Pine Beetles on companies like Mountain Heart Woodworks?

A. People do not like companies like Mountain Heart Woodworks to cut down trees.

B. More people buy from companies like Mountain Heart Woodworks because they are helping clear the dead trees from the forest.

C. Fewer people buy from companies like Mountain Heart Woodworks because they don't want trees cut down.

Based on the article, explain a LIKELY reason that the Mountain Pine Beetles have benefited companies like Mountain Heart Woodworks.

They have probably benefited companies like MHW because they have killed the trees that the company is selling.

Identify the NATURAL, CAPITAL, and HUMAN resources that these companies rely on.

NATURAL- Trees	CAPITAL- Sawmill, trucks, etc.	HUMAN- The woodworkers

Does Mountain Heart Woodworks provide a GOOD or a SERVICE?

Both- wood (good) and cutting down the trees (service).

TOUR GUIDES ANSWER KEY

Using the article, identify each of the following types of resources needed to run a tour guide business.

NATURAL RESOURCES	HUMAN RESOURCES	CAPITAL RESOURCES

Identify a RISK that tour guide companies face.

- Visitors can get injured
- Equipment can be damaged

Do tour guide companies provide a GOOD or a SERVICE to customers? According to the article, why is this good or service needed in Colorado?

They provide a service to customers. This service is needed in mountain towns because for years, visitors weren't able to enjoy all that the mountains had to offer.

What OPPORTUNITY COSTS do customers face when they decide to hire a tour guide company instead of going out on their own?

They have less money and freedom.

Identify at least one POSITIVE INCENTIVE and one NEGATIVE INCENTIVE described in the article. Explain why the tour companies have each of these incentives.

POSITIVE INCENTIVE	NEGATIVE INCENTIVE
Coupons during off season	Having to pay for damages if riders are horsing around.

RAILROADS ANSWER KEY

What are THREE factors that the town of Denver considered when making the DECISION to build the railroad through Denver?

They needed easier access to goods and services.	They were afraid Colorado would be worthless.	The journey from Denver to Wyoming was long and difficult.

What *most likely* would have happened to Denver if they had not built the railroad?

Answers will vary. They would not have been able to keep up with the needs of the city.

What impact did the Colorado geography have on the transcontinental railroad's original decision to have the railroad go through Wyoming instead of Denver?

Wyoming was easier to lay the tracks- running tracks through hilly Colorado would be more difficult.

Did the railroad provide a GOOD or a SERVICE to Colorado? Explain your answer.

Service.

Which of the answer(s) below represent an EFFECT of the railroad being built in Denver?

A. Colorado would not be able to easily transport supplies and goods.
B. It was cheaper than ever for goods and supplies to be delivered to Denver.
C. Denver became a popular tourist destination.
D. State leaders raised over $300,000 to build the railroad.
E. More people moved to Colorado.

GHOST TOWN ANSWER KEY

There was a POSITIVE incentive for people to come live in Gilman, and there was a NEGATIVE incentive for people to leave. Identify each incentive and why it was important to the rise and fall of Gilman.

POSITIVE INCENTIVE	NEGATIVE INCENTIVE
There was a lot of mining to be done!	Toxic Pollution would cause polluted water and toxic fumes.

Explain how the NATURAL RESOURCES of Gilman, Colorado made it a boom town.

The mining was a natural resource that encouraged people to come to Gilman.

List at least three OPPORTUNITY COSTS of mining in Gilman.

There are toxic fumes coming from the ground.	Abandoned houses are now on the side of the mountain.	People lost their jobs and homes.

Create a timeline that shows FOUR important dates and events in Gilman's history.

Answers will vary

If someone chose not to leave Gilman and keep mining, what RISKS would they have faced?

They could have become sickened.