



Teaching Entrepreneurship, Innovation, and Careers: Using Quotes and Content from Cloudy with a Chance of Meatballs

Welcome!

In the chat tell us who you are and where you
are from (organization and/or state)



Federal Reserve Bank of Atlanta

Birmingham • Jacksonville • Miami • Nashville • New Orleans

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Cautions when using movies

Movies (and still images) are protected by copyrights. Please review the fair use rules as it applies to classroom use and check with your school or district for guidance.

- [Using Videos in the Classroom - Fair Use and Copyright in the Classroom - LibGuides at Marymount University](#)
- [How does fair use work for book covers, album covers, and movie posters? - Ask A Librarian \(libanswers.com\)](#)
- [From the American Library Association.
https://www.ala.org/advocacy/sites/ala.org.advocacy/files/content/copyright/fairuse/web-digital%20delivery%20in%20classroomrev3psa.pdf](#)

Using Clips, Quotes, or Full Movie

- Extends learning beyond the textbook
- Engaging, addresses multiple learning styles
- Increases retention and recollection

Movie Clips and Quotes

- work well in 50-75 minute classes
- are easier to pick and choose to illustrate specific concepts
- Scenes from several movies can be combined to offer multiple illustrations of concept

Using Clips, Quotes, or Full Movie

Full Length Movie

- Can be challenging because of unrelated storylines BUT offer great opportunities for analysis, interpretation, debate projects.
- Longer content offers opportunities to evaluate perspective of the film
- Allows students to see a situation through another's eyes
- Identify slant or bias
- Identify cues to storyline: color, imagery, music, etc.
- Compare/contrast with current events or real-life events

Hints for Classroom Implementation

Rule #1 – Watch it and then watch it again

Included at the back of this slide deck

- Link to “unofficial transcript” for planning purposes
- Links to official movie trailers
- How to create a viewing guide
- Suggestions for additional activities, discussion topics, and more

Let's Chat

Have you seen *Cloudy*?

Have you used Cloudy? Topic?

About

Cloudy with a Chance of Meatballs(2009) is a copyright protected film produced by Sony Pictures Animation.

The film is loosely based on the children's book (1982) by Judi Barrett and Ron Barrett.



[How does fair use work for book covers, album covers, and movie posters? - Ask A Librarian \(libanswers.com\)](http://libanswers.com)

Plot Summary

“My dream was to help my hometown... We were famous for sardines... until the day the Baby Brent Sardine Cannery closed for good. Right after everyone in the world realized that sardines are super gross. Soon, all of us were stuck eating the sardines that no one else wanted... Life became gray and flavorless. But when all seemed lost, I stared at defeat...and found hope.”

I was determined to invent something great.

My name is Flint Lockwood. And I was about to invent a machine that turns water into food.



Concepts in *Cloudy with a Chance of Meatballs*

This clever animated tale illustrates numerous economics concepts (and many beyond economics, too!)

This session will highlight resources related to:

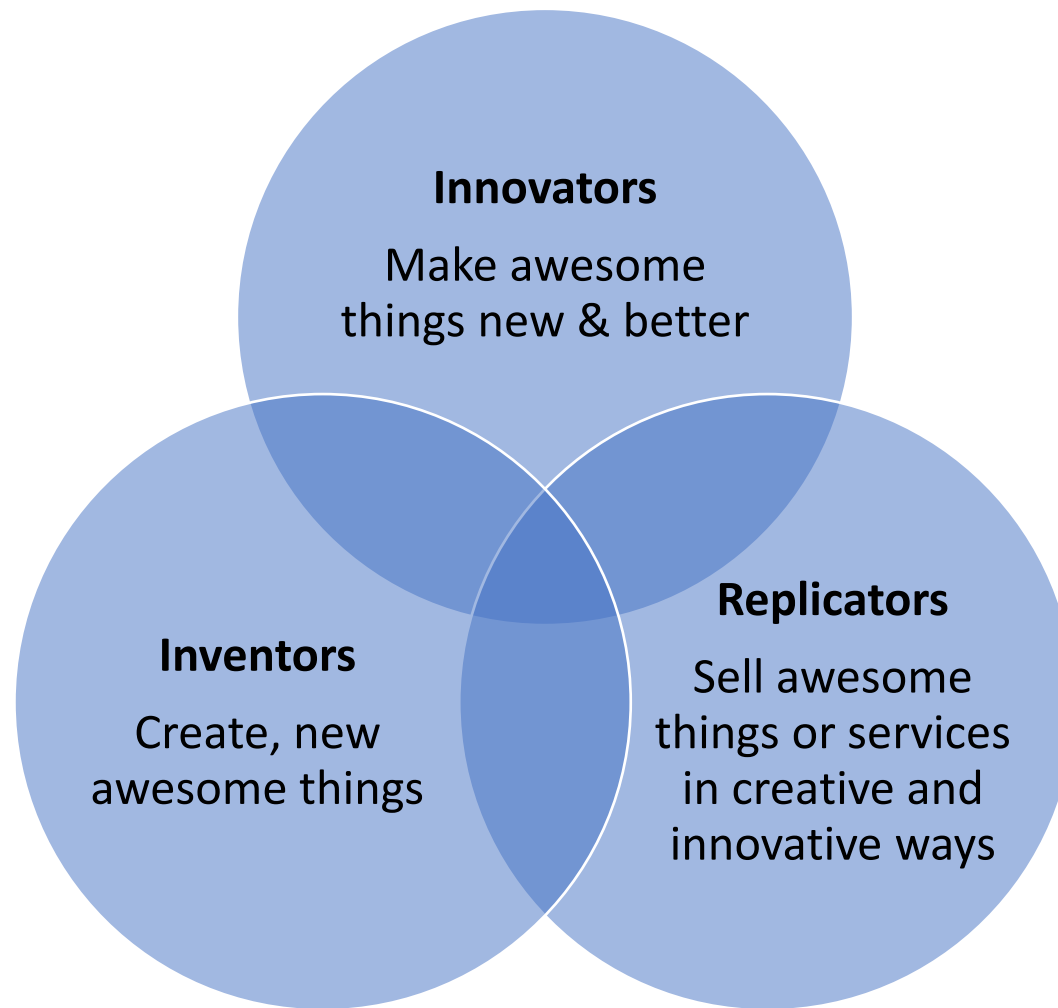
- Entrepreneurs
- Innovation
- Tastes, Preferences, and Decisions



1

Entrepreneurs

Types of Entrepreneurs



Let's Chat

What characteristics do entrepreneurs possess?

ENTREPRENEURS

ARE INDIVIDUALS WHO ARE WILLING TO:



Take a Risk

Start a Business

Gather Resources

**Produce a good
or service**

**Seek a profit or
other rewards**

Flint's Entrepreneurial Motivations

“Have you ever felt like ... you had something unique to offer the world...if you could just get people to see it.”

“My invention could save the whole town. You will be so proud of me, Dad.”

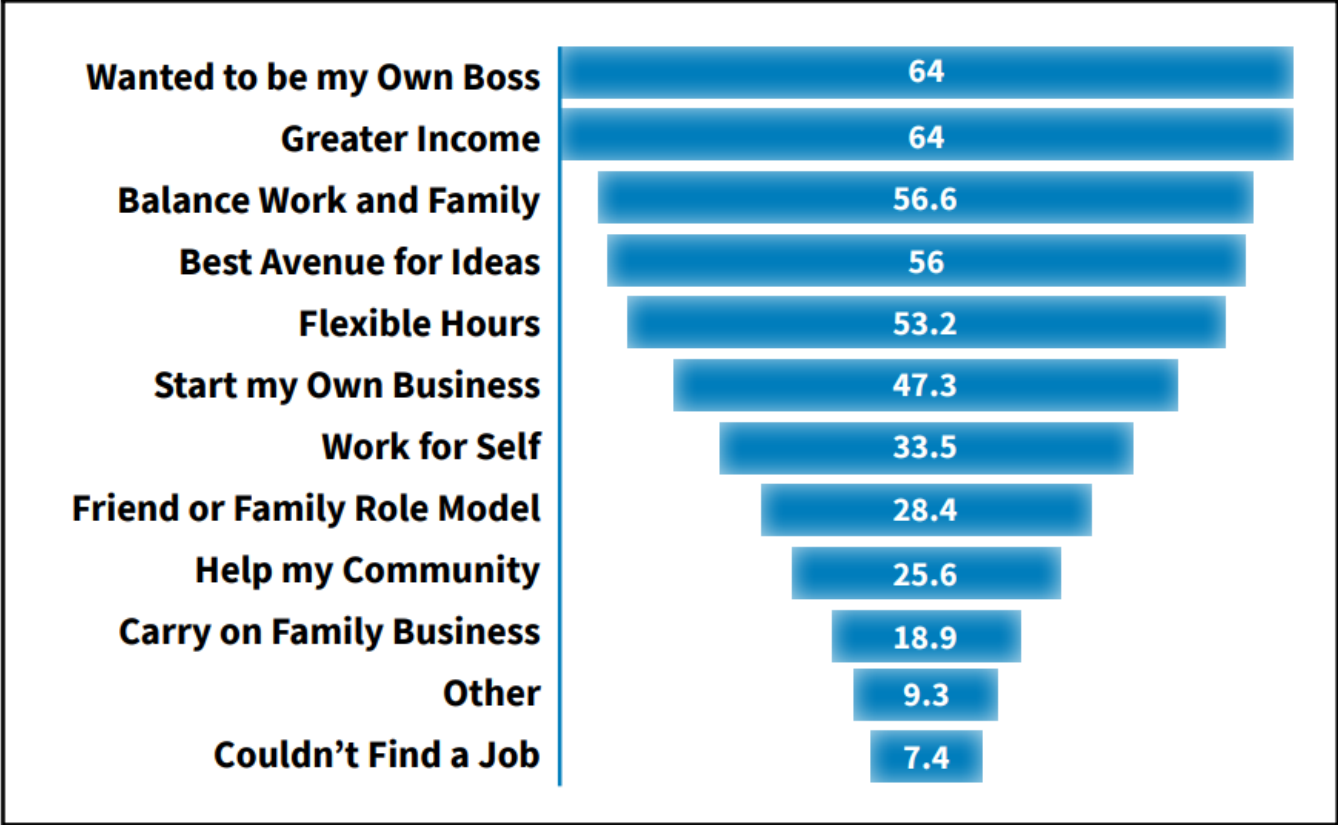
“Everyone is going to love this.”

Flint



Why does someone become an entrepreneur?

Figure 1. Reasons for Being an Owner, 2019



WHAT IS A SMALL BUSINESS?



A small business is an independent business with fewer than 500 employees.

NET NEW JOBS

62.7%

Small businesses accounted for 62.7% of net new jobs. BED [1995-2021]

SMALL BUSINESS COMPRISE

SUSB, NES, ITA

ALL FIRMS	ALL FIRMS with paid employees	EXPORTING FIRMS	KNOWN EXPORT VALUE	PRIVATE SECTOR EMPLOYEES	SMALL BUSINESS % OF GDP	PRIVATE SECTOR PAYROLL
99.9%	99.7%	97.3%	32.6%	46.4%	43.5%	39.4%

33.2M SMALL BUSINESSES IN THE U.S.



CHANGE IN ESTABLISHMENTS





Classroom Resources



Entrepreneurs



Everyday Economics
Federal Reserve Bank of Dallas

Everyday Economics Publication & Lessons

Publication and
Related Lessons
Available for
Download

- **The Great American Entrepreneur**
Procedure 📄 | SMART Board lesson ⬇️ | Promethean Board lesson ⬇️ | Posters 📄
- **What Is an Entrepreneur?**
Procedure 📄 | SMART Board lesson ⬇️ | Promethean Board lesson ⬇️

Publication: <https://www.dallasfed.org/~media/documents/educate/everyday/entrepreneurs.pdf>

Lessons: <https://www.dallasfed.org/educate/everyday#tab>

Lesson: The Great American Entrepreneur



Tyler Perry

Tyler Perry had an unlikely start to a successful career in entertainment—a six-year series of unsuccessful productions of his first play. Perry based *I Know I've Been Changed* on a series of letters he wrote to himself. He used his entire life savings to produce the play in Atlanta in 1992. Over the next six years, he held a variety of jobs and even slept in his car, but in 1998 he opened the play one more time and it became a tremendous commercial success.

He began to write and star in plays. One of his best-known characters is Madea, the grandmother who became a central character in the plays and later in several movies. In addition to his writing and acting, Perry founded his own studio, Tyler Perry Studio, as well as a film company called 34th Street Films that develops the work of other screenwriters. Both companies are headquartered in Atlanta and together employ more than 300 people.



Linda Alvarado

Linda Alvarado worked her way through college as a laborer with a landscaping company. After working in the construction industry, she founded Alvarado Construction in 1976. Some of her first projects involved building sidewalks and shelters for bus passengers, but as the company grew, the projects increased in scale to hotels, convention centers and sports arenas. When she joined a group of investors to buy the Colorado Rockies, she made history as the first Hispanic and the first woman to buy a Major League Baseball franchise.



Bill Bowerman & Phil Knight

People had been selling shoes for centuries, but two men in Oregon recognized an opportunity. Bill Bowerman was a track and field coach at the University of Oregon who was always looking for ways to improve the equipment in order to enhance his team's performance. Phil Knight had been on Bowerman's team before he went to Stanford to earn an MBA. In 1964, with a handshake and an initial investment of \$500 each, they formed a partnership and imported their first shipment of athletic shoes from Japan. Knight began to sell the shoes at regional track meets from the trunk of his car, and Bowerman began to tear apart and redesign the footwear to improve the athletes' performance.

In 1970, with the business off to a successful start, Bowerman poured rubber into a waffle iron and created an entirely new sole with nubs to give runners additional traction. The following year, a new soccer cleat was named "The Nike" after the Greek goddess of victory and featured the now-famous "swoosh." Eventually, the company adopted the name and the mark, and with continued innovation, creative marketing and endorsements from famous athletes, grew into a globally recognized producer of athletic equipment.

Lesson Closure Questions:

What do all the entrepreneurs presented have in common?

How did the actions of the entrepreneurs change the world in which we live?

Activity Suggestion

“Everyone just thinks I'm a weirdo.

So? People probably thought that these guys were weirdoes too. But that never stopped them.” *Flint and his mom*

(these guys: Tesla, Edison, Bell, Einstein, Newton)

After watching the film, write a profile of Flint or “these guys” in the style of entrepreneur profiles found in the FRB Dallas, Everyday Economics publication, “Entrepreneurs.”



Infographic Posters and Activities



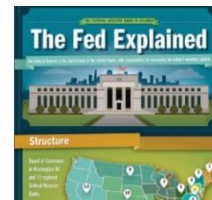
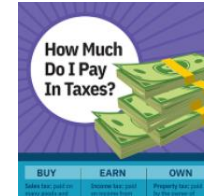
Federal Reserve Bank of Atlanta

NEW Posters – Why is Insurance Important? How do I Make a Decision?

FREE!



- Economics and Personal Finance (PF available in Spanish)
- Classroom Posters
- Downloadable PDF
- Accompanying Activities



atlantafed.org/education/teach/infographic-posters

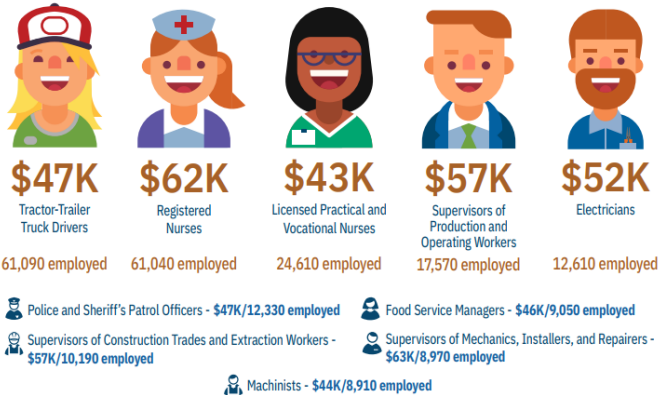
Jobs-Related Infographics

What Are Opportunity Occupations?

Opportunity occupations are occupations that are generally accessible to workers without a bachelor's degree and that pay more than the national median wage (\$41,950 in 2020), adjusted for local cost-of-living differences. They offer economic opportunity for middle-skill workers—those who have finished a high school degree but have not completed college—and for workers in certain occupations who do not have a high school degree.

What Are the Jobs?

Top 10 Opportunity Occupations
Median Annual Wage and Number of Employed in 2020



Maximum Employment

How does the Fed measure labor market conditions?
MACROECONOMICS

What Is Maximum Employment?



The state of the economy whereby virtually all who are willing and able to work have the opportunity to do so. The Federal Reserve pursues the goal of maximum employment as part of its mandate from Congress.

Human Capital?

What to Expect with Less Than a High School Diploma

WHAT IS HUMAN CAPITAL?

The skills, knowledge, and training people possess, measured by their economic value.



Opportunity Occupations (Shipping is limited to states in the Sixth District: Alabama, Florida, Georgia, Louisiana, Mississippi, Tennessee.)

Describes opportunity occupations, jobs that don't require a bachelor's degree and pay at least the national annual median wage. It identifies top opportunity occupations in six southeastern states.

- Alabama
- Florida
- Georgia
- Louisiana
- Mississippi
- Tennessee

What is an Entrepreneur?



Entrepreneurship Infographic Related Activity

Characteristics of the Entrepreneur Four Corners Activity

A

B

Work (when I envision my future work life, I expect)

- a) To make my own hours and choose when I want to work. (2)
- b) To work 12–16 hour days to jump-start my career and make sure I get ahead professionally. (4)
- c) To work a normal 40-hour workweek with longer hours for special projects or events. (3)
- d) Not to work, be a stay-at-home parent for my kids. (1)

C

D

Mistakes (when I make a mistake)

- a) I try to ignore it and move on quickly. (2)
- b) I get really angry at myself and feel really bad for a while. (1)
- c) I think about how I would do things differently in the future. (3)
- d) I analyze what went wrong and takes steps to avoid similar situations in the future. (4)

Entrepreneurship Infographic Related Activity

Characteristics of the Entrepreneur Four Corners Activity

Visual 3: What Does My Score Mean?

*If you scored from 32–40 points, **born to be an entrepreneur**:* People scoring in this range tend to have strong interpersonal skills and are comfortable taking the lead. Their money and planning habits indicate they will have the financial resources and self-discipline needed to put their business ideas into action. These individuals can easily handle long work hours and high levels of responsibility when pursuing their goals. They don't mind selling themselves and their ideas to others and thrive on competition.

*If you scored from 23–31 points, **entrepreneurial under the right circumstances**:* People scoring in this range have some characteristics associated with entrepreneurs, but they may need to work on other skills before starting their own business. For example, some who are shy now may become less so as they become experts in their field of knowledge or actively seek opportunities to develop more confidence in social situations. People who tend to be spontaneous with money or life decisions now may become more strategic in these areas as responsibilities increase.

*If you scored less than 23 points, **don't worry, only 14 percent of the U.S. population are entrepreneurs**:* According to the 2014 Global Entrepreneurship Monitor, only 14 percent of our population are entrepreneurs. These business owners will need you or you may decide to develop more of these skills as you age! It is predicted that 24 percent of entrepreneurs will hire 20 or more workers over the next few years. That means good career opportunities for you even if you do not have any interest in running your own business. Who knows, you may become so good at your area of expertise that you end up going out on your own one day.

2

Innovation

Quote

Spray-on Shoes. Remote Control Television. Hair Un Balder. Flying Car. Monkey Thought Translator.

Flying Car. Flying Car 2. Now with wings.

Flint

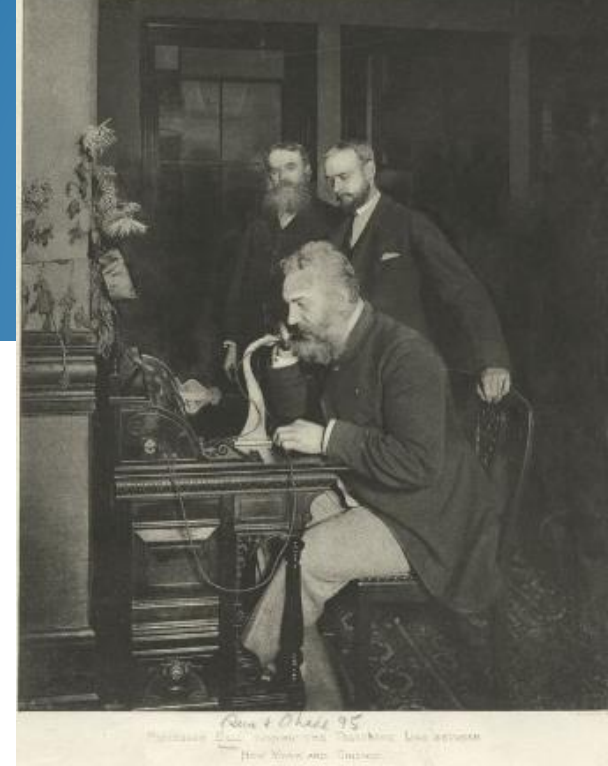
Leftovers? Not a problem with Flint Lockwood's latest invention, the Outtasighter... ..so named because it catapults uneaten food out of sight...

news caster



Creative Destruction

- Successful ventures improve quality of life and encourage further innovation
- New ideas and new products replace or alter existing products
- Innovation and technological advances are the drivers of creative destruction.
- A healthy economy allows creative destruction to occur.



Let's Chat

What are some examples of products that have been replaced through creative destruction?

Going, Going, or nearly Gone!

Going, Going, or Gone. What replaced them?

Shopping malls	Alarm clocks
Headphones with cords	Manual data backups on media
Video stores	Parking meters
Blind dates	Internet cafes
Non-smart phones	iPod
Phone buttons	Parking meters
Voicemail	VHS, DVDs and Blu-Ray
Calculators	Paper roadmaps
GPS navigation systems (standalone)	Wristwatches

Sources:

[13 Everyday Things That Became Obsolete in the Last Decade — Best Life \(bestlifeonline.com\)](#)

[21 Obsolete Products That Were Major Game-Changers \(buzzfeed.com\)](#)

Creative Destruction Activity

“It’s strange how, just as soon as an article becomes successful, somebody starts to think that it would be more successful if only it were different.” (Henry Ford, 1926)

Obsolete (or nearly obsolete) Product	Innovation	Impact to related products (or services) and Labor from innovation
Typewriter	Word processing software	Reduced demand for ribbon, correction tape, repair people, paper, carbon paper, etc. Technology requires new training for service people, trainers, secretaries, other users. Increased demand for printers, toners, specialty papers, new software improvements, desktop publishing, etc.



Discussion / Activity Suggestion

“Very nice place.” ... So, no roof?” “Yep. You just hold out your plate.”

Flint & his dad, at a new restaurant concept.

- Before food falls from the sky, what kinds of businesses can be seen in the background images of the town?
- After the “food weather” begins, what are some of the changes that take place to the businesses of the town?



Quote

(Two exchanges between reporter, Sam and her cameraman, Manny.)

Manny: “I am a doctor.”

Sam: “You are?”

Manny: “I was, back in Guatemala. I came here for a better life. Pretty great decision, eh?”



Manny - “You are going to need a copilot.”

Sam - “You're a pilot too?”

Manny - “Yes. I am also a particle physicist.”

Sam - “Really? “

Manny - “No, that was a joke. I am also a comedian.”

Let's Chat

What are some jobs that are declining or no longer exist?

Careers with Declining Employment

Rank	Occupation	Employment		Percent Change	Earnings	Typical Education
		2021	2031			
1	Word Processors and Typists	46,100	28,500	-38%	\$ \$	High school diploma or equivalent
2	Parking Enforcement Workers	8,600	5,400	-37%	\$ \$	High school diploma or equivalent
3	Cutters and Trimmers, Hand	8,200	5,900	-28%	\$ \$	No formal educational credential
4	Nuclear Power Reactor Operators	4,800	3,500	-27%	\$ \$ \$ \$	High school diploma or equivalent
5	Data Entry Keyers	155,900	117,400	-25%	\$ \$	High school diploma or equivalent
5	Print Binding and Finishing Workers	42,200	31,800	-25%	\$ \$	High school diploma or equivalent
5	Telephone Operators	4,000	3,000	-25%	\$ \$	High school diploma or equivalent
5	Watch and Clock Repairers	2,200	1,700	-25%	\$ \$ \$	High school diploma or equivalent

Let's Chat

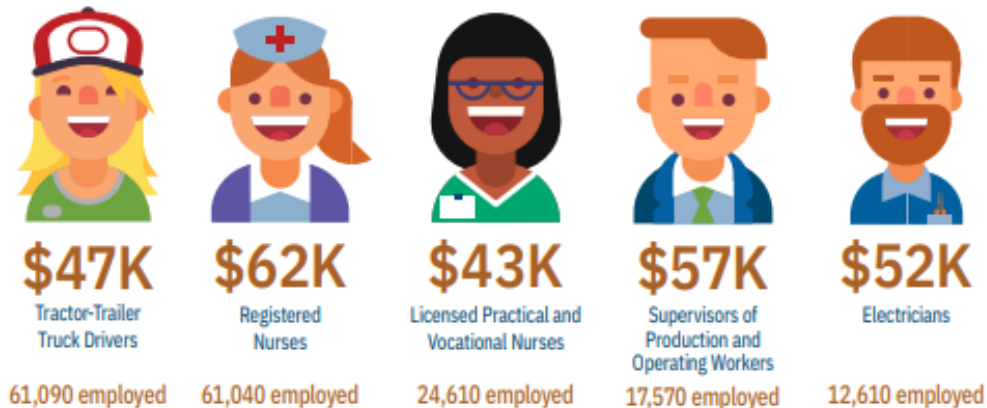
What are some jobs that are growing or have been created since the pandemic?

Most New Jobs (Projected)

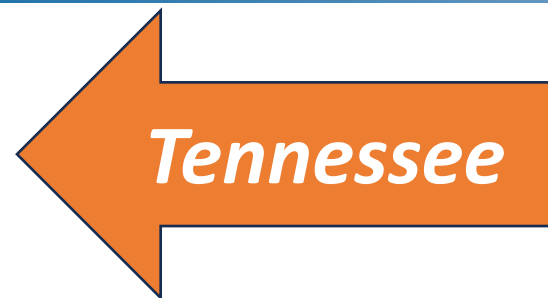
OCCUPATION	NUMBER OF NEW JOBS (PROJECTED), 2022-32	2022 MEDIAN PAY
<u>Home health and personal care aides</u>	804,600	\$30,180 per year
<u>Software developers</u>	410,400	\$127,260 per year
<u>Cooks, restaurant</u>	277,600	\$34,110 per year
<u>Stockers and order fillers</u>	178,600	\$34,220 per year
<u>Registered nurses</u>	177,400	\$81,220 per year
<u>Laborers and freight, stock, and material movers, hand</u>	158,800	\$36,110 per year
<u>General and operations managers</u>	147,300	\$98,100 per year
<u>Medical and health services managers</u>	144,700	\$104,830 per year
<u>Light truck drivers</u>	133,800	\$40,410 per year
<u>Financial managers</u>	126,600	\$139,790 per year
<u>Nurse practitioners</u>	118,600	\$121,610 per year
<u>Market research analysts and marketing specialists</u>	116,600	\$68,230 per year
<u>Medical assistants</u>	105,900	\$38,270 per year
<u>Management analysts</u>	95,700	\$95,290 per year

What Are the Jobs?

Top 10 Opportunity Occupations Median Annual Wage and Number of Employed in 2020

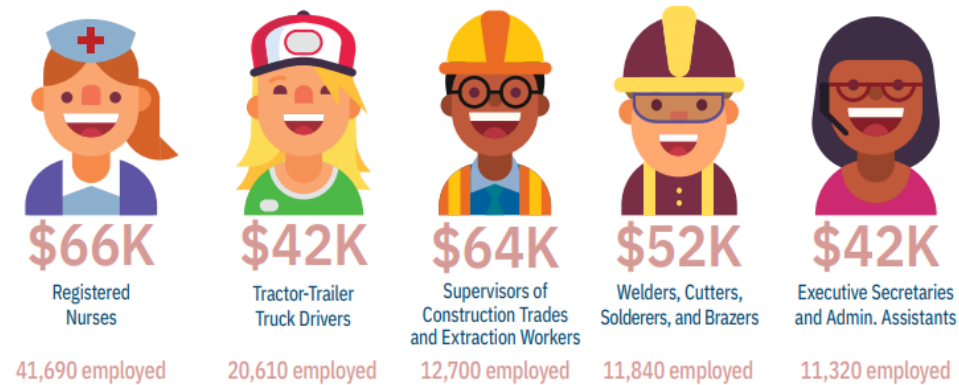


Opportunity Occupations



What Are the Jobs?

Top 10 Opportunity Occupations Median Annual Wage and Number of Employed in 2020

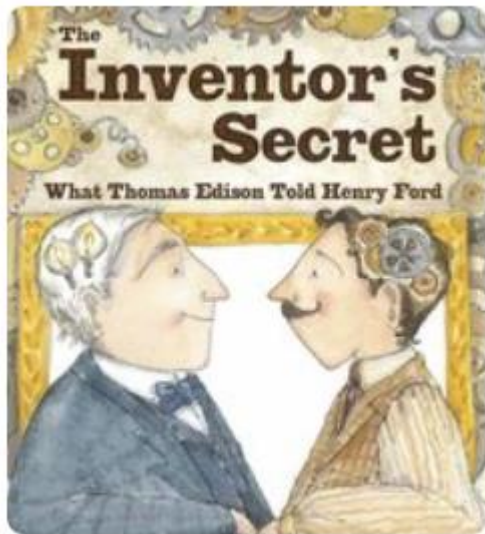




Classroom Resources



Elementary: Children's Literature Lessons



Grade Level: 3-5



Grade Level: 4-6



Grade Level: 3-4

<https://www.kansascityfed.org/documents/2841/Inventors-Secret.pdf>

<https://www.stlouisfed.org/education/isabels-car-wash>

<https://www.stlouisfed.org/education/one-hen-how-one-small-loan-made-a-big-difference>


Middle School: Lesson

Lesson Plan

Ben Franklin: Highlighting the Printer

Handout 5: Timeline Event Cards—Answer Key

Dropped out of school 1716	First trip to London 1724
Started working in his father's candle shop 1716	First attended school 1714
Began apprenticeship in his brother's printing shop 1718	Left his apprenticeship and went to Philadelphia 1723
Became owner and publisher of the <i>Pennsylvania Gazette</i> 1729	Founded the first public lending library 1731
Began printing currency for Pennsylvania 1731	Began annual publication of <i>Poor Richard's Almanack</i> 1732
Invented an anti-counterfeiting technique using images of leaves and special paper 1737	Retired from private business 1748



3

Tastes, Preferences, and Decisions

Quote

You keep making it rain the snackadoos... ..weathergirl provides free advertising... ..I have taken out a very high interest loan... ..to convert this Podunk town into a tourist food topia. All you have to do is make it rain food three meals a day... ..every day for the foreseeable future... ..and in 30 days we hold a grand reopening of the island... ..as a must see cruise destination. And everyone, everywhere... ..is going to love your invention.

Mayor



Determinants of Supply



△ Input prices



△ Technology



△ Number of sellers



△ Producer expectations

△=Change

Determinants of Demand



△ Income



△ Prices of related goods



△ Number of buyers



△ Consumer expectations

△=Change

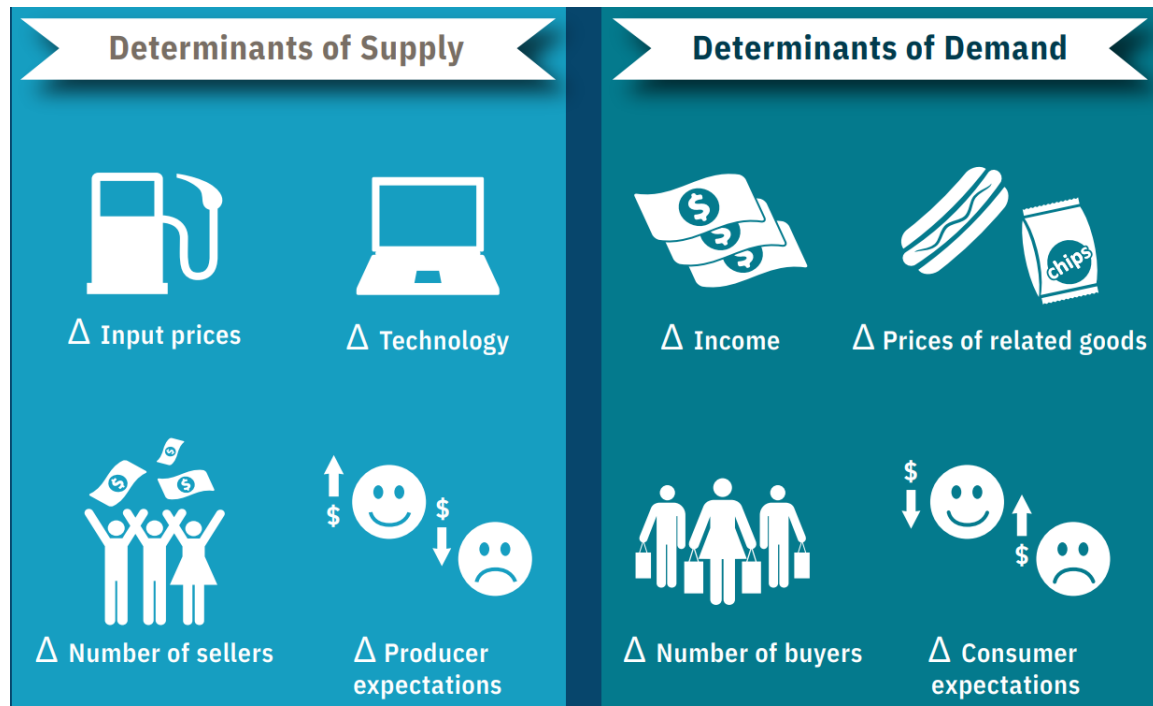
Beige Book – Sept 6, 2023

Snippets from the Overall Economic Activity

Consumer spending on tourism was stronger than expected, surging during what most contacts considered the last stage of pent-up demand for leisure travel from the pandemic era.

**For Discussion:
What Changed?**

<https://www.federalreserve.gov/monetarypolicy/beigebook202309.htm>



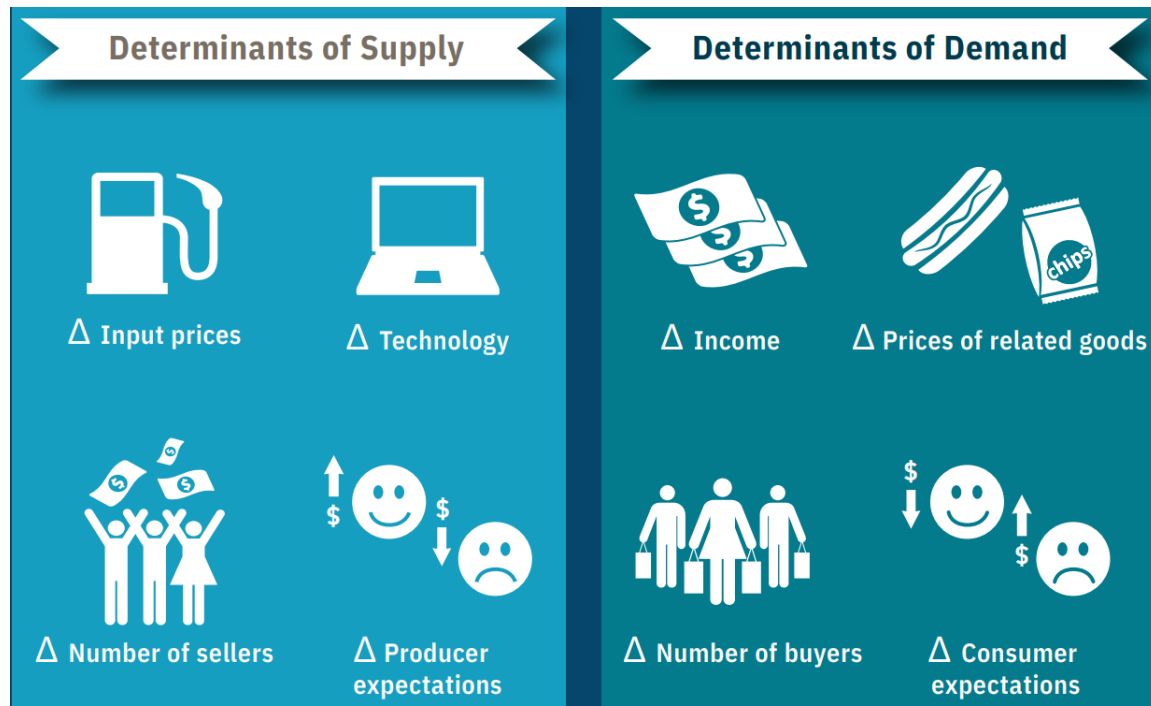
Beige Book – Sept 6, 2023

Snippets from the Overall Economic Activity

But other retail spending continued to slow, especially on non-essential items. Some Districts highlighted reports suggesting consumers may have exhausted their savings and are relying more on borrowing to support spending.

**For Discussion:
What Changed?**

<https://www.federalreserve.gov/monetarypolicy/beigebook202309.htm>



Activity Suggestion

Identify several U.S. cities whose economy is predominately a single industry. Compare the impact of the economic collapse of the sardine industry on Swallow Falls to similar real events or hypothetical events on some of the cities on the list. For example, the downturn of auto manufacturing in Detroit, or the pandemic on tourism focused cities, etc.





Classroom Resources

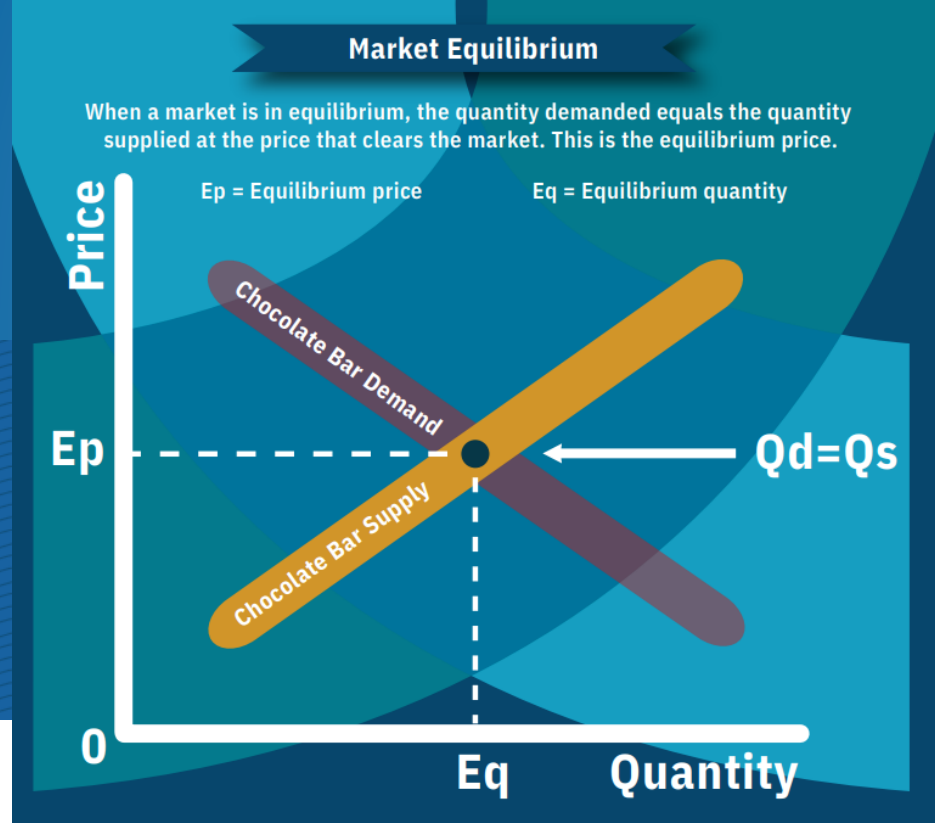


Supply & Demand Infographic Poster & Activity

THE FEDERAL RESERVE BANK OF ATLANTA

Supply & Demand

How do markets determine prices?
MICROECONOMICS



1. DVD sales are sliding because more consumers are watching content digitally. (This involves two markets.) Article: bit.ly/digital-soars

Market	What changed?	Demand	Supply	Curve shift	Equilibrium price and quantity
DVDs					
Digital content					



The End



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Hints for Classroom Implementation

REMINDER: view the movie in its entirety before using to assess appropriateness of content for your class.

UNOFFICIAL dialogue transcript (helpful in planning for using film in lessons, finding quotes, and identifying relevant scenes to illustrate concepts).

[Cloudy With A Chance Of Meatballs Script - transcript from the screenplay and/or animated movie \(script-orama.com\)](#)

When the full film is not ideal for your class, break it down into sections or use small trailers, or short clips available online.

- [Cloudy With a Chance of Meatballs - Official Trailer #1 - YouTube](#)
- [Cloudy With a Chance of Meatballs - Trailer #2 - YouTube](#)
- [CLOUDY WITH A CHANCE OF MEATBALLS – Extended Preview – Now on Digital - YouTube](#)



Other Activity / Discussion Suggestions

1. Brainstorm other uses for “Spray-On Shoes.” Draft marketing ideas to rebrand the product for the alternative uses.
2. Spray on Shoes did eventually prove to be a useful product, but not as shoes. Investigate real products that were successful but not as originally intended.
3. Compare and contrast the characters of Flint Lockwood and his father with respect to the views of success, risk, entrepreneurship, physical characteristics, etc. Research famous entrepreneurs and make a list of some of their failures as well as successes.



Other Activity / Discussion Suggestions

4. List some of Flint's inventions and/or new businesses created in response to the food weather. Are any of the inventions or businesses similar to actual products or businesses? Suggest innovations to Flint's failed inventions that might make the item more practical.
5. Look around your school and identify items that could be improved upon. Have the students brainstorm innovations for the item. Or have your students brainstorm innovations for one of their favorite gadgets. Have them report their innovation to the class. Some suggested components of the report might be (1) A description of the item, (2) the need or problem the innovation addresses (3) An estimate of the impact to current jobs or ancillary services that would be impacted by the innovation.



Bonus stuff

Online, you will find more lessons, suggestions, and other activities for a variety of grade levels and subject areas beyond economics. There are learning guides, discussion questions, dialogue transcripts, and suggestions from other educators for using the film and the children's books.

For example: <https://www.coursehero.com> [NOTE: THIS IS URL IS PROVIDED ONLY AS AN EXAMPLE OF WHERE LESSONS MAY BE FOUND. THIS IS NOT AN ENDORSEMENT OF THE SITE OR ITS CONTENT.]

Some articles that may be of interest:

["Some Firms Are Just Born Different": A Discussion of Firms and Innovation - Federal Reserve Bank of Atlanta \(atlantafed.org\)](#)

[Exploring How Workers, Small Businesses Navigate Post-Pandemic Economy - Federal Reserve Bank of Atlanta \(atlantafed.org\)](#)

