**Family Activities**

- Watch commercials to see how businesses market to consumers.
- Study the 4 Way Test of business. Look for examples of how these questions are answered in your community.
- Discuss topics covered in the book as a family and discuss decisions made.
- Visit a bank. Set up a savings account. Learn about the services a bank provides.
- Create a Do-it-Yourself (DIY) product as a family that might save your family money...just like Rufus did with his toothpaste.
- Identify publicly traded companies that offer shares of ownership in their businesses.
- As a family, find an item that would end up in the recycling bin and create a new product out of it.
- Check out games, activities and resources at www.economicsarkansas.org.

**Who is Rufus Mayflower?**

Rufus loves solving problems! He is very creative. One of his favorite subjects is math.

As the book begins, Rufus becomes friends with Kate. Throughout the chapters, they learn a lot about production, entrepreneurship, advertising, marketing, stocks, loans and more!

**What is Arkansas Reads One Book?**

This is a program designed to create a shared reading experience throughout a district at the elementary level.

Every student in the district receives a book with a family resource guide. The goal is to create a culture of family reading and family financial literacy in Arkansas.

**The Case for Financial Literacy**

- 44% of Americans don’t have enough cash to cover a $400 emergency.
- 43% of student loan borrowers are not making payments.
- 38% of U.S. households have credit card debt.
- 33% of American adults have $0 saved for retirement.

Source: Forbes.com

**SAVE THE DATE:**
CULMINATING EVENT
CLINTON PRESIDENTIAL CENTER
MAY 4, 2019

**Rotary’s 4 Way Test**

1. Is it the TRUTH?
2. Is it FAIR to all concerned?
3. Will it build GOODWILL and BETTER FRIENDSHIPS?
4. Will it be BENEFICIAL to all concerned?
### Discussion Questions

**Chapter 1: My Friend Rufus**
- What are some special skills and talents Rufus has? What are special skills and talents you have?
- Would you like to start a business someday? If so, what kind? If not, why not?

**Chapter 3: Toothpaste and Eye Shadow**
- What was the price for the tube of toothpaste Rufus saw in the store? Do you look at the price of items when you are shopping? Why or why not?
- Based on what you have read, would you say Rufus is more of a spender or saver? Which are you?

**CHALLENGE:** Try your hand at your own toothpaste recipe like Rufus and Kate did. What special flavors will you add for the best taste?

**Chapter 5: Another Nice Thing about Rufus**
- What is the benefit of using toothpaste every day?
- Have you ever visited a bank? What does a bank do?
- Loan: a sum of money provided temporarily on the condition that the amount borrowed will be repaid, usually with interest

**Chapter 6: Another Math Problem**
- If people use one tube of toothpaste per month, how many would they use in one year? Would you buy toothpaste for a year? Why or why not?

**CHALLENGE:** Create a math problem (like on page 27) that has a business connection. Take it to school for your class to solve.

**Chapter 7: The Joe Smiley Show**
- What do you think Rufus would do if he saw in the store? Do you look at the price to rate toothpaste? Why or why not?
- Name 3 examples of markets in which you have been you have been a buyer.

**Chapter 8: In Which I Become a Stockholder**
- How does Rufus help Kate with her gross mistake?
- What do you think Rufus’ next business will be?

**CHALLENGE:** As a family, analyze 5 commercials/advertisements. Which are your favorites? Which are most effective? Why?

**Chapter 10: A Gross Mistake**
- What is the price for the tube of toothpaste Rufus saw in the store? Do you look at the price of items when you are shopping? Why or why not?
- Based on what you have read, would you say Rufus is more of a spender or saver? Which are you?

**CHALLENGE:** Try your hand at your own toothpaste recipe like Rufus and Kate did. What special flavors will you add for the best taste?

**Chapter 12: The Toothpaste Machine**
- Hector is a specialist who knows how to run the special machine in the factory. Name 3 other specialists in your community.
- Capital resources are “tools” workers use to do their jobs. Name 3 capital resources that a dentist would use.

**Chapter 14: The Trouble with Adults**
- Have you ever visited a bank? What does a bank do?
- Do you have a savings account? Why is a bank a safe place to keep your money?

**Chapter 15: An Exception to the Rule about Adults**
- Why is a bank important to Rufus?
- Why did Rufus decide to retire?
- What do you think Rufus’ next business will be?

**CHALLENGE:** What is a product you could make more affordable for you and for other consumers? How would you do it?

### Words to Know

**Advertising:** something presented to the public to help sell a product
**Bank:** a business that accepts deposits and makes loans
**Buyers:** people who pay money in exchange for goods, services or resources
**Competition:** occurs when there are many sellers of similar products
**Entrepreneur:** a person who takes the risk of starting or expanding a business
**Decision:** choosing something from a set of possible alternatives
**Gross:** 144 (twelve dozen)
**Human capital:** skills, education, talents and abilities a person has that enables him or her to be a productive worker
**Incentive:** a reward or benefit that motivates people to do something

**Loan:** a sum of money provided temporarily on the condition that the amount borrowed will be repaid, usually with interest

**Market:** anywhere or any way buyers and sellers make exchanges

**Price:** the amount of money paid when buying or selling a good, service or resource

**Profit:** a business’ revenue minus its cost of production

**Productivity:** amounts of goods or services produced by a resource in a given amount of time

**Revenue:** money received by a business for the goods and services sold

**Savings:** setting aside money to buy goods and services in the future

**Sellers:** people who receive money in exchange for goods, services or resources

**Stock:** a share of ownership in a company

### Prices

- **Peppermint, Clove, Vanilla, Curry, or Almond?**
- **What is the product being sold? What is the price? Who would want this product?**
- **What type of toothpaste do you use? Why do you use it to clean your teeth?**
- **Would you like to start a business someday? If so, what will you sell?**
- **Based on what you have read, would you say Rufus is more of a spender or saver? Which are you?**
- **What is the benefit of using toothpaste every day?**
- **Have you ever visited a bank? What does a bank do?**
- **Loan:** a sum of money provided temporarily on the condition that the amount borrowed will be repaid, usually with interest
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### Facts and Figures

- **Chapter 7: The Joe Smiley Show**
- **Adventures:** 7,200 toothpaste tubes
- **Consumer’s Friend**
- **Consumer’s Friend use to rate toothpaste? Which is most important to you?**
- **What areas did Consumer’s Friend use to rate toothpaste? Which is most important to you?**
- **What affect did Rufus’ toothpaste have on the other toothpaste companies?**
- **How did toothpaste production change from the beginning of the book to now?**
- **Chapter 8: In Which I Become a Stockholder**
- **What do you think Rufus would do if he saw in the store? Do you look at the price to rate toothpaste? Why or why not?**
- **Based on what you have read, would you say Rufus is more of a spender or saver? Which are you?**
- **What is the benefit of using toothpaste every day?**
- **Have you ever visited a bank? What does a bank do?**
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