**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 business.
- Find an item in your recycle bin. Find a new use for it!
- Check out games, activities and resources at www.economicsarkansas.org.

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

**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.
- 48% of U.S. households have credit card debt.
- 33% of American adults have $0 saved for retirement.
Source: Forbes.com

**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

Chapter 2: Two Notes from Rufus
- Rufus has many special skills, talents and abilities. Economics refers to this as human capital. Name some of his skills and explain how those might make him more productive and a good business person.
- What are some of your special talents, skills and abilities that make you a productive worker?

Chapter 3: Toothpaste and Eye Shadow

Chapter 4: Peppermint, Clove, Vanilla, Curry, or Almond?
- Kate realized she could do without eye shadow. What special flavors will you add for the best taste?

Chapter 5: Another Nice Thing about Rufus

Chapter 6: Another Math Problem
- Kate’s father asked Rufus if he’s ever thought about the growing world population. What is something you see as an issue in your community or the world?
- Profit is the amount of money an entrepreneur has after subtracting expenses from revenue. Why is it important for a business to make a profit? Was Rufus successful with his business?

Chapter 7: The Joe Smiley Show

Chapter 8: In Which I Become a Stockholder
- Rufus is very honest on The Joe Smiley Show when he describes his toothpaste. Rotary International has a 4 Way Test for business leaders. Look on the back of this guide to find the questions. How does Rufus answer each question in Chapter 7?
- If you worked for Rufus, would you rather have been paid in cash or stock? Why?

Chapter 9: With a Little Help from My Brother James

Chapter 10: A Gross Mistake

Chapter 11: 7,200 Toothpaste Tubes
- How does packaging influence consumers in the marketplace?
- In terms of price, how is an auction different from shopping at a store?

Chapter 12: The Toothpaste Machine

Chapter 13: Hector and the Happy Lips Plant
- How will a capital resource like Hector impact productivity of toothpaste for Rufus and his workers?
- How will the book characters benefit from the events of Chapters 12 and 13?

Chapter 14: The Trouble with Adults

Chapter 15: An Exception to the Rule about Adults
- What services in the future might make him more productive and a good business person.
- What are some of your special talents, skills and abilities that make you a productive worker?

Chapter 16: Toothpaste 1

Chapter 17: The Absolutely Honest Commercial
- What are the differences between the big corporate commercials and the ones Rufus made with his friends?
- How did Rufus’ commercials change to attract consumers to his product?

Chapter 18: The Toothpaste War

Chapter 19: A Movie Script by Mac Kinstrey
- Who benefits from a price war? Why?
- What strategies do competing businesses implement to increase their sales and be competitive?
- How did toothpaste production change from the beginning of the book to now?

Chapter 20: The Blowup

Chapter 21: The Board of Directors
- Why are rules and regulations important for business practice?
- Describe the Board of Directors. Who is on the board, and why was it important for each of them to serve?

Chapter 22: Rufus Retires
- Based on Rufus, what would you say are characteristics of a successful entrepreneur?
- Hector took over running the toothpaste factory. Rufus walked away from the business without regret even though it was his idea and hard work that built the business. How are Hector and Rufus similar and different when it comes to work?

Chapter 23: An Exception to the Rule about Adults
- What services does a bank provide? How will a capital resource like Hector impact productivity of toothpaste for Rufus and his workers?
- How will the book characters benefit from the events of Chapters 12 and 13?

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
Saving: 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