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!
- Price 5 different brands of toothpaste. Read the package to find the number of ounces in each tube. Calculate the price per ounce and draw a graph to display the data.
- Discuss as a family how Mr. Conti’s math class changed from the beginning of the book to the end.
- Chapter Chat: Mark your favorite part of the book each night as you read together. Discuss why and share with a friend the next day.
- 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

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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**

- 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 2: Two Notes from Rufus**

- 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 3: Toothpaste and Eye Shadow**

- Kate realized she could do without eye shadow. What is something you could give up? How much money would this save your family?

**Chapter 4: Peppermint, Clove, Vanilla, Curry, or Almond?**

- Kate decided to sell his toothpaste recipe like Rufus and Kate did. What special flavors will you add for the best taste?

**Chapter 5: Another Nice Thing about Rufus**

- 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 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?

**Discussion Questions**

**Chapter 7: The Joe Smiley Show**

- 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 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**

- 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 10: A Gross Mistake**

- 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 11: 7,200 Toothpaste Tubes**

- 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 12: The Toothpaste Machine**

- 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 13: Hector and the Happy Lips Plant**

- 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 14: Hector and the Happy Lips Plant**

- 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 15: An Exception to the Rule about Adults**

- 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 16: Toothpaste 1**

- 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 17: The Absolutely Honest Commercial**

- 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 18: The Toothpaste War**

- 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 19: A Movie Script by Mac Kinstrey**

- 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 20: The Blowup**

- 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 21: The Board of Directors**

- 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 22: Rufus Retires**

- 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?

**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 that make you 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
- **Selling**: 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