

Future Business Leaders of America (“FBLA”).

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Student Josh Ward – President

Drew Merrill – Club Sponsor

My background – How I got to become a Healthcare CEO & then Education CEO

The Business of Healthcare

- Largest Service Sector Provider in the Economy

18% of USA-GDP (= “Gross Domestic Product” the total value of goods and services produced in one year) Energy is 8%. The five largest industries in our economy > Technology, Retail, Construction, Healthcare, & Non-Durable Commodities (gas, electric).

Not-For-Profit vs Investor Owned Healthcare

What Does McDonalds and Hospital Corporation of America Have in Common?

The Story of McDonalds, Japan Auto Companies, and Hospital Corporation of America

Ray Kroch – Edward Deming – Dr. Thomas Frist

- What Business Opportunities Exist in Healthcare?

Own and operate Hospitals, Clinics, Walk-In Emergency Centers, Pharmacies, Medical Supplier (masks), Hi Tech Equipment (MRI’s, XRay Machines, etc), Sales, Transportation, Health Insurance Co, Managed Care Co., Information Technology for Medical Records, Marketing & Advertising, etc.

The Business of Education

- A Brief History of American Public Education

1776 no government education – Only home schooling, church, settlement/town supported community schools.

1830 Horace Mann of Massachusetts – “Common Schools”. Publically funded. State funding grows

1950’s – 1980’s - Civil Rights, Desegregation of schools/busing, school prayer ended, Title IX Gender Equality, Nation at Risk Report – Falling academic achievement compared to developed countries,

1995 “Charter School Reform Movement” -- Privatization concepts introduced.

2002 The Rise of the Federal Government in Education – “No Child Left Behind Act”
Standardized Testing – Low Rated and Failing Schools

- The Pushback to Increasing Fed Control in Education and Traditional Public Ed. Monopolies

Growth of Charter Schools - Vouchers – Tax Credits – Home Schooling – Micro Schools

- Business Opportunities in K-12 Education

Incorporate a 501 c 3 (a charter school “sponsoring entity”) to operate charter schools, micro school, home school associations, etc. School District Superintendent, Chief Financial Officer, Dir. of Community Relations, Curriculum Publication Companies, School Supplier (bond financing, transportation, construction, food service, furniture, tech equipment, etc.), Information Technology for Virtual Learning, Marketing & Advertising, etc.