

Q & A: How Do I Figure Out My Interests?



Q: What resource might best help identify all my interests?

A. Check out the Interest Assessment on the Virginia Education Wizard site. Larry Ferlazzo.edublogs.org gave it high marks on the cool scale.

VA Wizard.org

<https://www.vawizard.org/wizard/students>

Dee Adams is the author of *Finding Your Niche: Discover...*

Q & A: Racial Profiling Lawsuit



Q: Regarding the mom of five and the recent Walmart lawsuit, what news source does the best job of reporting on the issue?

A: Reporting on the recent case in the news differs from the overall issue.

Consider compiling and analyzing articles from different industry sources...

Examples:

News One cites

incidents of prior racial profiling stories.

Allure magazine tackles the subject

from a beauty industry perspective

and includes statistics on how much money

women of color spend

on cosmetics.

Many news sources, such as Abc and Newsweek, report on data that Walmart uses to justify profiling practices.

But examining and questioning

the business practice and its effectiveness

is usually missing from news reports.

References

Abc 7News.com

<http://abc7news.com/business/woman-sues-walmart-for-racial-dis>

[crimination-with-beauty-products/2997552/](https://www.allure.com/story/walmart-sued-racial-discrimination-hair-products)

Allure.com

<https://www.allure.com/story/walmart-sued-racial-discrimination-hair-products>

News One

<https://newsone.com/3771529/walmart-lawsuit-black-beauty-products-shopping-while-black/>

News Week

<http://www.newsweek.com/walmart-segregation-racial-discrimination-beauty-products-792931>

Dee Adams is the editor of the ethnic studies supplemental lesson and book titled *Shopping & Racial Profiling*

Q&A: New Way to Market Cranberries?



Q: After viewing the program about cranberry growers, I wonder, is there a new way

to market cranberries?

A: An answer might be to create an original product or figure out new ways to package and distribute the existing product.

Inspiration might come from interviews with members of the food or farming industry.

Another way might involve heading into a kitchen or lab to create a recipe or formula.

The berry was introduced in the 1800s, notes the Cape Cod Association.

For starters, I would explore newspaper and magazine archives for historical ads and articles to answer a number of questions. For example...

What are the nutritional elements?

Could the product be transferred to another industry where it would solve a problem?

Did Native American use them and in what ways?

How is the cranberry seed in other parts of the world historically?

References

Cranberries.org

<https://www.cranberries.org/>

Cornell.edu

<http://usda.mannlib.cornell.edu/usda/current/Cran/Cran-08-10-2017.pdf>

Cranberry Growers Video/PBS

<http://www.pbs.org/video/cranberry-growers-are-facing-an-overproduction-crisis-1511481870/>

Dee Adams is the author of

Why A Talented Student Fled Robotics Class



Pure misery. Onyii Brown's reaction years ago after confronting the reality of her choice: robotic engineering.

Tasked with the frustration of figuring out how to get the robot to move, a seemingly endless repetitive activity.

Brown switched her degree objective.

Although possessing the IQ for the field, Brown's high-level imagination and independent nature was not a good fit for a structured and regimented field.

Last month, PBS aired a season five episode of *Start Up*.

Houston mom, Onyii Brown,

was featured in one of the segments.
Brown had started a successful design
enterprise for less than \$200.
And in a field, she had always wanted to enter.

The *Start Up* segment underscores
the struggle many confront when social, cultural,
and economic norms clash with creative talent.

Many creative people minimize the value of their artistic
talent
and ignore their dreams to follow a conventional path
because everybody knows you cant make a living dabbling in
arts...

Those who succeed understand that key business
and marketing principles have to be part of the plan.

References

Startup-usa.com

http://start_up-usa.com/

Check out Brown's inspirational blog video...

<http://www.onyiiandco.com/explore/>

Johnson O'Connor Research Foundation

Jocrf.org

Did You Know

Some aspiring fashion designers despite passion to enter the
field learn they do not have the ability or aptitude for
pattern making to construct clothing. So some enter the
little-known field within the industry: Textile design. There
are only a few hundred designers in textile or fabric design.

Source: PBS/Articulate

<https://www.articulateshow.org/articulate/liz-casella-patterns-hidden-in-plain-sight>

Dee Adams is the author

of Finding Your Niche: Discover...

**Gloria Estefan: Timeless
Refrain for Aspiring
Entrepreneurs**