



Teaching Trade to Teens

Port Kicks Off New Trade Education Program

Most people don't stop and consider the economics of international trade or the logistics of the global supply chain when they purchase a new pair of shoes, an acoustic guitar, a new car or other imported and exported goods. But that will no longer be as true for high school seniors in Long Beach and surrounding communities.

Long Beach high school teachers and administrators recently introduced a trade-related educational program, for the District's 12th grade economics curriculum, that was developed by the Port of Long Beach. The educational videos, "Julio's New Ride" and "Trade Is," break down the complexities of international trade using products that appeal to teens.

The program was created with the input of Long Beach Unified School District educators and curriculum developers. The Port hosted training seminars, along with a kickoff celebration, for educators and administrators from Long Beach and other area school districts.

"Julio's New Ride" tells the story of how young people in Southern California, Japan and Mexico are linked by international products such as American-designed Skechers shoes, Japanese-made Toyota Prius automobiles and American-made Taylor guitars. The program illustrates how international trade connects businesses and people throughout the world.



Students at Long Beach Poly High School discuss world trade with teacher Teresa Alcorn.

"We wanted to help show young people how international trade is such an important part of their lives, even though they may not realize it," said Harbor Commission President Doris Topsy-Elvord.

Linda Mehlbrech, an LBUSD Curriculum Leader, said the Port's collaborative approach and local focus makes the program stand out from others like it.

"They're not just throwing something at us," Mehlbrech says. "We get a lot of that. They've really looked at our standards and our textbooks and have said, 'What do you need?' And they've created it for us."

We want to hear from you! Please give us your feedback in a short readership survey at www.polb.com.



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