

Econ-Express – Fourth Grade

Standard(s) )	SS.4.E.1.1 Identify entrepreneurs from various social and ethnic backgrounds who have influenced Florida and local economy.
Before reading	<p>Project the photograph found at the end of the lesson plan.</p> <p><u>What do I See?</u> Ask students what they see in the photograph. Model pointing out a few specific items in the photograph.</p> <p><u>What do I Think:</u> Ask students what ideas they have about this photograph. Students may conclude that these are workers at some kind of plant or factory</p> <p><u>What do I Wonder:</u> Ask students if they have questions about what is happening in the photo. What are the workers doing? For whom do they work? Tell students that they will learn about people who started their own businesses and became very successful in Florida.</p>
During reading	<p>Slide 1: Read the title slide. Ask students if they have ever heard the term entrepreneur before. Based on the photo they analyzed and previous discussion, what might they think an entrepreneur is?</p> <p>Slide 2: Read the text. Explain that many businesses are started by a person or group of people who have an idea for goods or services that they think other people might want. Ask if anyone knows someone who owns his or her own business? Tell students that they will learn about a few entrepreneurs who were either from Florida or started businesses in Florida</p> <p>Slide 3: Read the text. Identify Henry Flagler in the picture. Based on the text, what did Henry Flagler do? How does this make Henry Flagler and entrepreneur?</p> <p>Slide 4: Read the text. Partner talk: What product do you think Wally Amos made and sold to people?</p> <p>Slide 5: Read the text. Allow time for students to analyze the picture of the different types of bills. Talk with partners to identify as many people on the bills as possible, share.</p> <p>Slide 6: Read the text. Partner talk: Why would Wally Amos be considered an entrepreneur?</p> <p>Slide 7: Read the text. What business did Phyllis Apple start? What does it mean to work in public relations?</p> <p>Slide 8: Read the text. How can we tell that Phyllis Apple was successful? What other things did she do besides run her business?</p>

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	<p>Slide 9: Where did Vicente Ybor come from? Why do you think he brought his business to Tampa?</p> <p>Slide 10: How did Ybor's cigar business help the people who lived and worked in the Tampa area? How did his business help the Tampa area grow?</p> <p>Slide 11: Read the text. What is different about Thomas Edison from the other entrepreneurs we have read about?</p> <p>Slide 12: Read the text. Why might have Edison been called the Wizard of Menlo Park? How might our world be different without his inventions?</p> <p>Slide 13: Read the text. What could be a business that a young entrepreneur might start?</p>
<p>After reading</p>	<p>Extension – Research the process of gaining patents and trademarks at the United States Patent and Trademark Office:  <a href="https://www.uspto.gov/">https://www.uspto.gov/</a></p> <p>Read about different business at ReadWorks</p> <ul style="list-style-type: none"> <li>• Butterfly Business  <a href="https://www.readworks.org/article/Butterfly-Business/a903a32e-82e1-4025-aa4f-e8bb7d3c38c6#!articleTab:content/">https://www.readworks.org/article/Butterfly-Business/a903a32e-82e1-4025-aa4f-e8bb7d3c38c6#!articleTab:content/</a></li> <li>• Electricity and Energy – The Light Bulb  <a href="https://www.readworks.org/article/Electricity-Energy---The-Light-Bulb/9773d082-c3b6-4c69-8593-f5ecfc5f6d9d#!articleTab:content/">https://www.readworks.org/article/Electricity-Energy---The-Light-Bulb/9773d082-c3b6-4c69-8593-f5ecfc5f6d9d#!articleTab:content/</a></li> </ul> <p>Read about other successful Florida entrepreneurs in Success Stories (in folder).</p> <p>Provide a copy of the text for each student. Practice reading together and with partners.</p>
<p>Resources</p>	<p>Other resources for instruction of this benchmark can be found at Sunny Money: K-8 Economic Resources From the Stavros Center  <a href="http://sunnymoney.weebly.com/k.html">http://sunnymoney.weebly.com/k.html</a></p> <p>Learn more about famous Entrepreneurs from Florida at the following websites:  Bright Hub  <a href="http://www.brighthub.com/office/entrepreneurs/articles/72828.asp">http://www.brighthub.com/office/entrepreneurs/articles/72828.asp</a></p>

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	<p><u>X</u> Florida Inventors Hall of Fame <a href="http://www.floridainvents.org/">http://www.floridainvents.org/</a></p> <p>9 Things You Had No Idea Were Invented in Florida <a href="http://www.onlyinyourstate.com/florida/inventions-fl/">http://www.onlyinyourstate.com/florida/inventions-fl/</a></p>
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# Report Card

Student Name Henry Morrison Flagler

School \_\_\_\_\_

Personality Trait	Rating	Comments
Vision of Florida		
Persistence		
Advocate of Florida		
Humbleness		

**Rating Scale**

- 1 = Excellent
- 2 = Good
- 3 = Satisfactory
- 4 = Unsatisfactory
- 5 = Unacceptable

Evaluation by \_\_\_\_\_

Date \_\_\_\_\_



# Reflecting On Ocean Pond

A PAINTING BY CHRISTOPHER M. STILL

OIL ON LINEN, 126" BY 48"

The last glow of the setting sun falls on a cattle drive through Florida pines. The trail leads to a marshy bank, and in the distance is the silhouette of a train, pulled slowly by a regiment of soldiers. A Civil War drum in the foreground is a reminder of the call to war—and the bullet holes in its shell, of the cost. This is the 1860s.

Conflicts with native tribes had been subdued, and the pathway for pioneers was clear. Land grants and recent statehood attracted families searching for a new start. Most were poor, and eked out a living by subsistence farming and cow hunting.

Pasture land was scarce and expensive, so cattle were allowed to freely roam and graze, later to be captured. Cow hunters seasonally searched out their cattle, branded them, and sorted out the calves. The hardy breed of cow introduced by the Spanish formed the foundation for the cattle industry that eventually became a major economic force in Florida.

Florida was a very recent member of the American Union, and seemed on its way to becoming another southern cotton state. As the country struggled to abolish slavery, the state's influential planters, who relied on slave labor, resisted. In 1861, following the lead of Mississippi and South Carolina, Florida seceded from the Union—joining the Confederate States of America when it was formed shortly afterward.

The state prepared for a short war, expecting little Northern challenge. The least populous Confederate state, Florida provided 15,000 men to the southern war effort, most fighting far from home, leaving women, children, and the elderly to carry on in the pioneer environment. Florida also contributed critical supplies—

including salt, beef, pork, and cotton. Battles within the state were mainly small raids on salt operations or cotton supply boats en route to Cuba, led by the Union troops who occupied many coastal towns and forts.

Florida's largest battle—the Battle of Olustee—took place in an area near Ocean Pond in 1864. Union soldiers attempted to cut off the cattle route near Lake City. They were defeated, and in retreat toward Jacksonville, they placed wounded men on flatbed railroad cars. When the train broke down, the 54th Massachusetts

regiment came to its aid, pulling the engine and four cars for five miles. Some of these soldiers were escaped Florida slaves, and all were lauded for this heroic deed.

The war had taken a heavy toll by 1865, and Floridians longed for peace. Yet in March, a final Union incursion that threatened Tallahassee was thwarted by Confederate troops and local militia, including a company of cadets from West Florida Seminary (a predecessor of Florida State University) in a battle at Natural Bridge. Tallahassee was the only southern capital east of the Mississippi uncaptured at the war's end a month later.





# Reflecting On Ocean Pond

CHRISTOPHER M. STILL

The full moon ascends above the pines at dusk—a link to the next moonlit mural. As you view the murals, notice that the sun moves in each painting as if the events are taking place in the span of two days.

Many motifs such as the train, deer, raccoon, and cattle are repeated once again to strengthen the artist's symbolism that, although events may seem distant, time is irrelevant to the ancient land we call home.

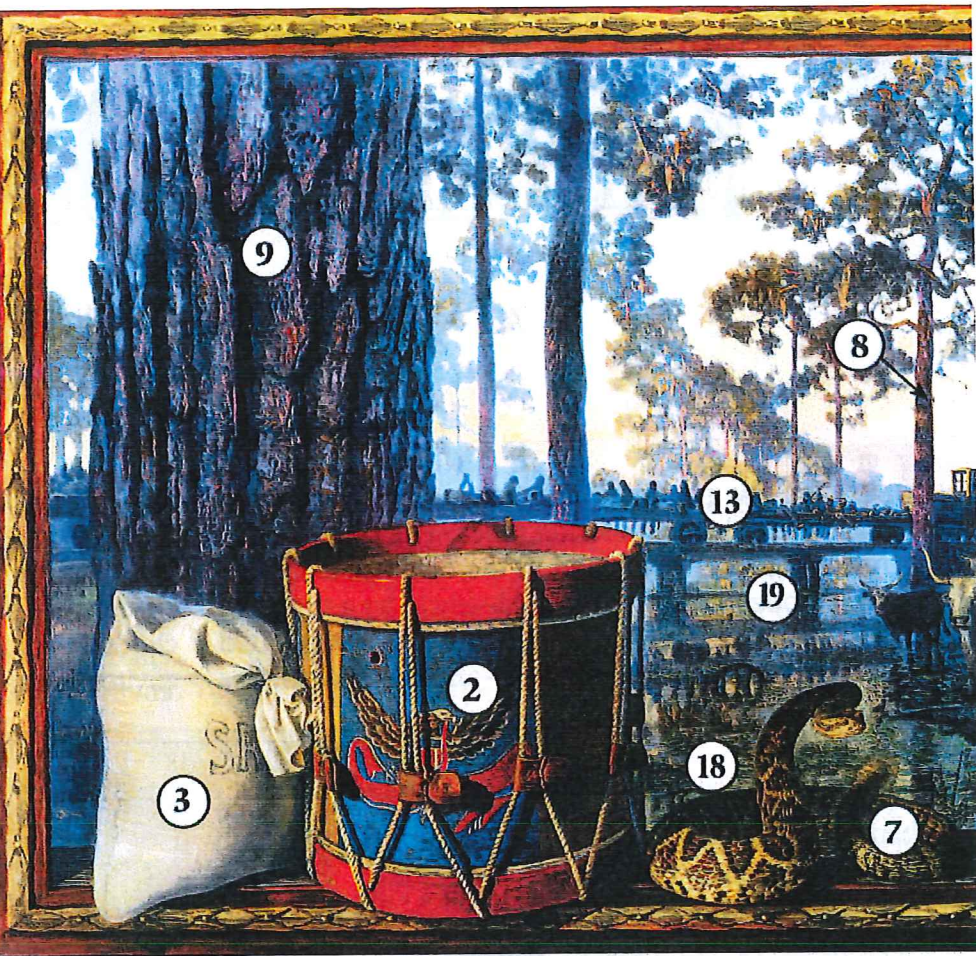
1) **Spanish or "Cracker Cow."** Livestock accompanied early Spanish expeditions beginning in the 1500s. By the 1600s, the Spanish maintained herds of cattle on ranchos, relying on Native Americans to help manage them. This breed, known sometimes as a Florida Longhorn, was hardy enough to survive in the wild. Florida pioneers allowed the cattle to roam freely, rather than bear the expense of feeding them and owning costly pasture land.

2) **Civil War Drum.** This drum, featuring a Federal eagle, resembles those from Union troops, but is actually a Confederate drum. It is believed to have been used by the First Florida Infantry in 1861. The Latin motto "E Pluribus Unum," meaning "Out of Many, One," is absent from the red banner, symbolizing the division of the country.

3) **Bag of Salt.** Salt was a critical item during the Civil War, used for curing and preserving meat and providing an important source of dietary iodine. Union raids often destroyed salt works, but they were quickly rebuilt. The production of salt was considered so important that salt workers were exempted from military service.

4) **Whip.** The cow men's ten to twelve foot long whips were made of braided strips of deer hide, attached to a wooden handle. The leather strip at the whip's end is known as the "cracker," due to the cracking sound it makes when the whip is circled over the head and snapped. Floridians possibly became known as "Crackers" because of the use of these whips. Modern day cattlemen still rely on the same design, but nylon has replaced the leather.

5) **Cattlemen's Gloves.** This pair of gloves resembles those of the past, but were borrowed from a present-



day cowboy working in Florida. This is a symbol of Florida's continuing tradition of cattle ranching.

6) **FC Brand.** Cattle brands and ear marks have been used since the early introduction of cattle by the Spanish. This particular brand was introduced by the Department of Agriculture in 1989. Cattlemen across Florida searched and tested cattle for those with a genetic connection to the original Spanish cow. A herd was established to preserve this hardy and historic stock. They were branded with "FC" which stands for "Foundation Cattle," but has become known as "Florida Cracker."

7) **Eastern Diamondback Rattlesnake.** This venomous snake has the unique ability to shake the naturally formed rattles on its tail in warning. A rattlesnake's poison can be fatal, creating a hazard to cattle and cattlemen.

Often associated with the American slogan "Don't Tread On Me," the rattlesnake has been adopted as a symbol of Florida A&M University.

8) **Pileated Woodpecker.** Easily recognized by its striking red head crest and white stripes, this large black bird makes a loud, rhythmic hammering

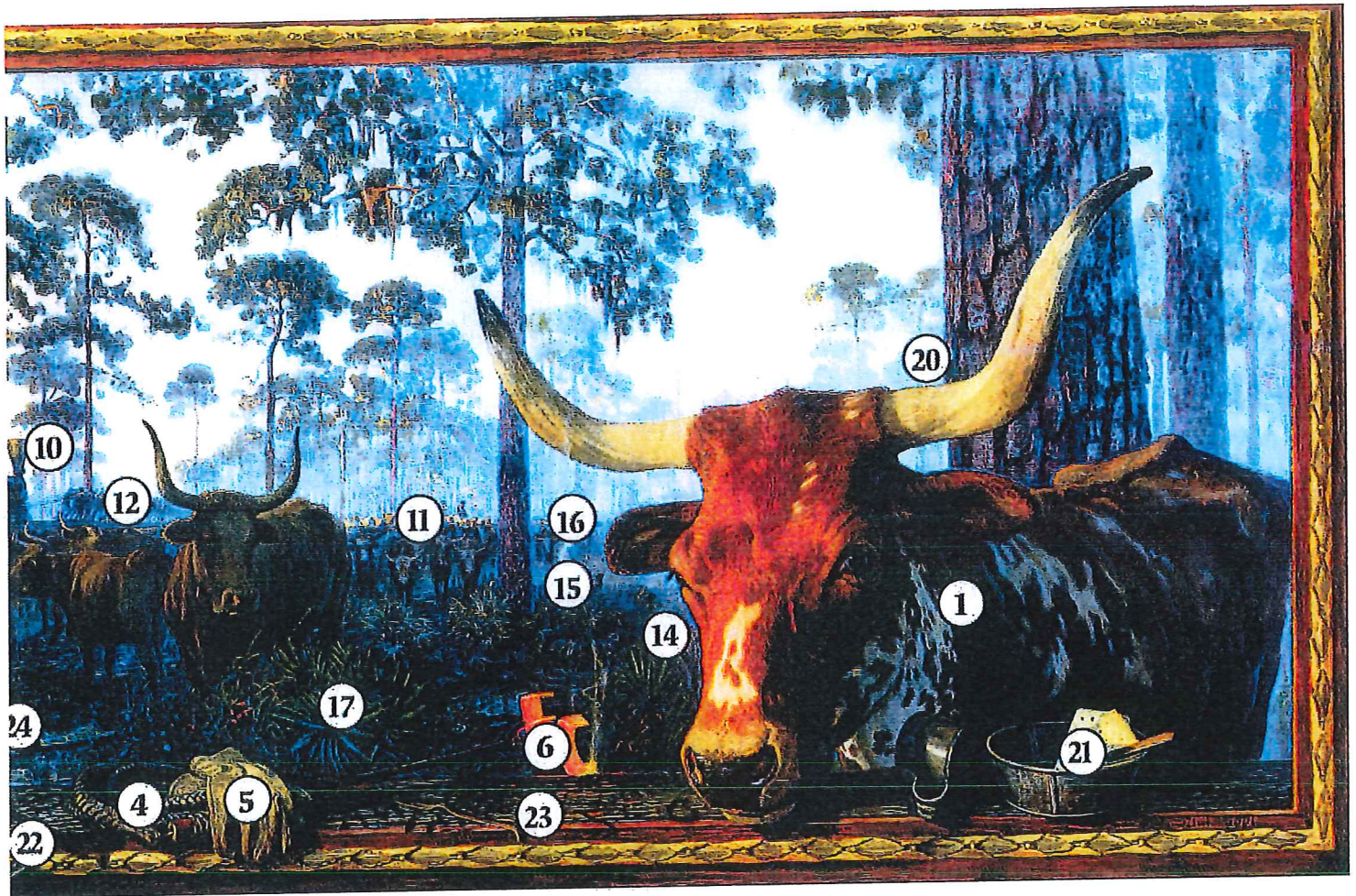
sound while foraging for insects in trees.

9) **Pine Trees.** Florida's pine trees are a source of a number of useful products. During the Civil War, turpentine, made by distilling the trees' gummy sap, was an important one. The solid material left over, called rosin, was used to make soap. Trees were felled for timber as well. Older pines have a dense core resistant to termites—valued building material known as "heart pine."

10) **Florida, Atlantic, and Gulf Central Railroad.** The railway was built by Jewish plantation owner, David Yulee, to provide transportation between Fernandina Beach on Florida's east coast and Cedar Key on the west. Yulee became Florida's first U.S. Senator. He initially pushed for Florida to join the Union, but later supported secession. The small scale of this locomotive is typical of lumber trains.

11) **Florida Cowman.** The roots of Florida cattle ranching reach back to the introduction of cattle and horses into North America by Spanish explorers. Franciscan friars and Spanish rancheros established the first domestic herds during the eighteenth century. They were followed by Florida Indians. The





Florida cowmen of the territorial period expanded cattle production into an important part of Florida's economy.

**2) Union Soldiers of the 54th Massachusetts.** This African-American unit of the Union army came to the aid of wounded soldiers stranded on a broken-down train retreating from the battle of Olustee. They fastened ropes to the train and pulled it five miles before horses were found to complete the trip. Their strength and courage was applauded throughout the country.

**3) Wounded Union Troops.** On February 20, 1864, Union troops attempted to capture Lake City and cut off the cattle supply to the Confederacy. They were defeated in the Battle of Olustee near Ocean Pond. Those too hurt to escape on foot were put on rail cars.

**4) Razorback Pig.** Feral pigs were introduced into Florida's ecosystem by the Spanish. They adapted easily to their new home. Pioneers relied on the wild boars as a major source of meat.

They are often called "razorbacks" due to the coarse bristles that stand up along their backs when they are agitated. They are also referred to as "pineywoods rooters" because they dig up the ground while searching for food.

**15) Cattle Dog.** Cattle dogs were also introduced into Florida by the Spanish—they were an important component in cattle ranching. A dog could flush cows from dense foliage and keep them together. They were also used to hunt wild pigs.

**16) Prairie Schooner.** Small-scale wagons, pulled by horses, cattle, or mules, were used by the pioneers. The cloth-covered portion of the wagon appeared like a sail on a ship as the wagons moved through tall grass or palmettos.

**17) Saw Palmetto.** The stems of this native Florida plant were commonly used to cook food over an open fire. During the Civil War, clothing and fabric were often difficult to obtain. Woven palmetto fronds were used to make hats and other wearable items.

**18) Cow Lily.** This native variety of water lily, also commonly called bonnets or spatterdock, produces a small yellow bloom. Cattle would surround themselves with these aquatic plants, seeking relief from the heat. Native Americans ate the root and roasted the seeds, which pop like popcorn.

**19) Deer.** A white-tailed deer drinks by the water's edge. Deer are a repeated symbol throughout the murals.

**20) Rising Moon.** A full moon begins its ascent above the trees, relating to the following mural's nocturnal theme.

**21) Hard Tack.** Made from flour, water, fat, and salt, this hard biscuit was baked for a long time to dehydrate it so it would not mold. It was softened by holding in the mouth, or by dipping into soup or coffee. Its cracker-like appearance led some to attribute the name "Cracker" to Floridians who commonly ate this bread.

**22) Spanish Brand.** This is a cattle brand used by the Spanish in the 1600s.

**23) Brands and Cow Cavalry.** Shown here are some of the brands used during the Civil War.

The "Cow Cavalry" was one of the most effective Florida units during the Civil War. They were formed to guard the cattle ranges from Union raids, and protect the supply of beef for Confederate armies.

**24) Map of Florida.** A reflection in the water takes the shape of a map of the state of Florida. Small sticks mark Tallahassee and Olustee. The train line of the Florida, Atlantic, and Gulf Central railroad is evident.

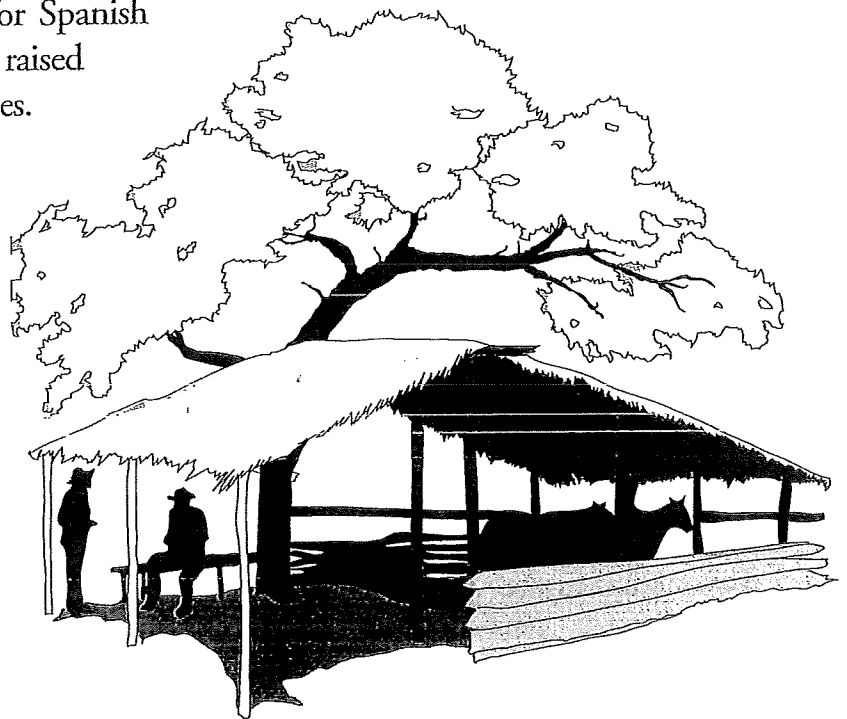


## Cattle and Cowboys in Florida

Hundreds of years ago, long before tourists or even cities, there was another Florida. When the Spaniard Ponce de León discovered it in 1513, Florida was mostly wide, green spaces. In 1521 when he returned, he brought horses and seven Andalusian cattle, the ancestors of the Texas Longhorns. He knew he'd found pastureland. Spanish explorers turned Florida into America's oldest cattle-raising state.

The early cattle-raising days were rough for Spanish settlers. The St. Augustine missionaries who raised beef also fought Indian raids and mosquitoes. Despite the cattle fever ticks, storms, swamps and snakes, before 1700 there were already dozens of ranches along the Florida Panhandle and the St. Johns River.

By the 1800s, the Seminole nation possessed extensive herds of cattle. Most Florida settlers raised beef for food. As Indian and white settlers moved south, so did the cattle. They moved through Alachua county into the Kissimmee valley and on to Lake Okeechobee. The search for new pastures was the reason for the migration south.



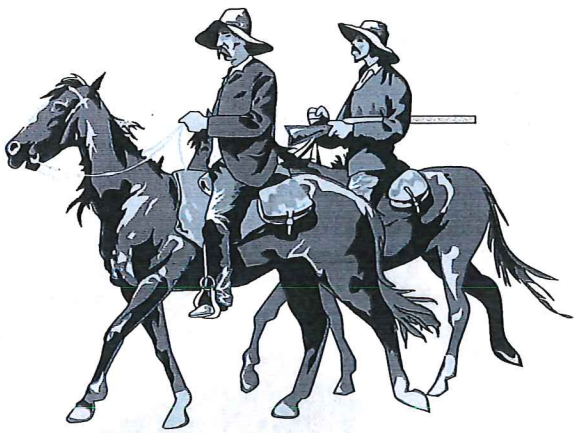
Railroads reached into Florida. Because trains could ship cattle, the beef industry grew. New towns sprang up around the ranches, and more people arrived from other states. There was work for blacksmiths, shopkeepers, and cowboys in these settlements. During the Civil War, Florida became a chief supplier of cattle to the Confederacy, both for meat and leather.

The herds ranged in size from 5,000 to 50,000 head. Rustling was prevalent throughout the state. This was because Florida was an open range. There was not a fenced pasture anywhere in the state and cattle roamed freely. The early cowboys would round cows up over miles and miles of open plains, in the hammocks, and by the rivers and streams. Then they would drive them to market.

Florida's old-time cowboys had a unique way of herding cattle. They used 10- to 12-foot-long whips made of braided leather. Snapping these whips in the air made a loud "crack." That sound brought stray cattle back into line fast and earned cowboys the nickname of "crackers." Many rode rugged, rather small horses known as "cracker ponies."



Cracker cowboys also counted on herd dogs to move cattle along the trail. Their tough dogs could help get a cow out of a marsh or work a hundred steers into a tidy group. For those rough riders of Florida's first ranges, a good dog, a horse, and whip were all the tools a true cracker needed.



By the 1890s, cow camps were located in most sections of the state. One such camp was located near Lake Kissimmee. It was known as "Cow Town." The area's cattle were referred to as scrub cows, ridiculous in appearance. They were once described as "no bigger than donkeys, lacking quality as beef or milk producers." They were valuable because the animals could survive in wilderness areas. By the 1920s, however, the quality of Florida cattle had improved greatly.

Raising cattle is still one of the biggest businesses in the state. Florida's ranchers raise the third largest number of cattle of any state east of the Mississippi. Their herds represent many centuries of dreams. They link the sweat and success of ancient Spaniards and hardy pioneers with today's modern cattle ranchers.

## *Cracker Cowboys of Florida*

By Frederic Remington

*Frederic Remington was an American painter, sculptor, and writer. He is famous for his lively scenes of the Old West. This is the beginning of what he wrote in Harper Magazine, August 1895. His illustrations of Florida cowboys accompanied the article.*

One can thresh the straw of history until he is well worn out, and also is running some risk of wearing others out who may have to listen. So I will waive the telling of who the first cowboy was, even if I knew; but the last one who has come under my observation lives down in Florida, and the way it happened was this:

I was sitting in a "sto' do'" (store door) as the "Crackers" say, waiting for the clerk to load some "number eights" (lumber), when my friend said, "Look at the cowboys!" This immediately caught my interest. With me cowboys are what gems and porcelains are to some others.

Two very emaciated Texas ponies pattered down the street, bearing wild-looking individuals, whose hanging hair and drooping hats and generally bedraggled appearance would remind you at once of the Spanish-moss which hangs so quietly and helplessly to the limbs of the oaks out in the swamps.... They had on about four dollars' worth of clothes between them, and rode McClellan saddles, with saddlebags, and guns tied on before....

## Famous Floridians: Henry Morrison Flagler

Henry Morrison Flagler is best known for his development of Florida's east coast. He was responsible for building the Florida East Coast Railway from Daytona to Key West. Flagler made a significant contribution to Florida's economy through tourism and agriculture.

Flagler had some success in the grain business. Then he joined John D. Rockefeller to found Standard Oil in 1870. In two years, Standard Oil was leading the U.S. oil industry.

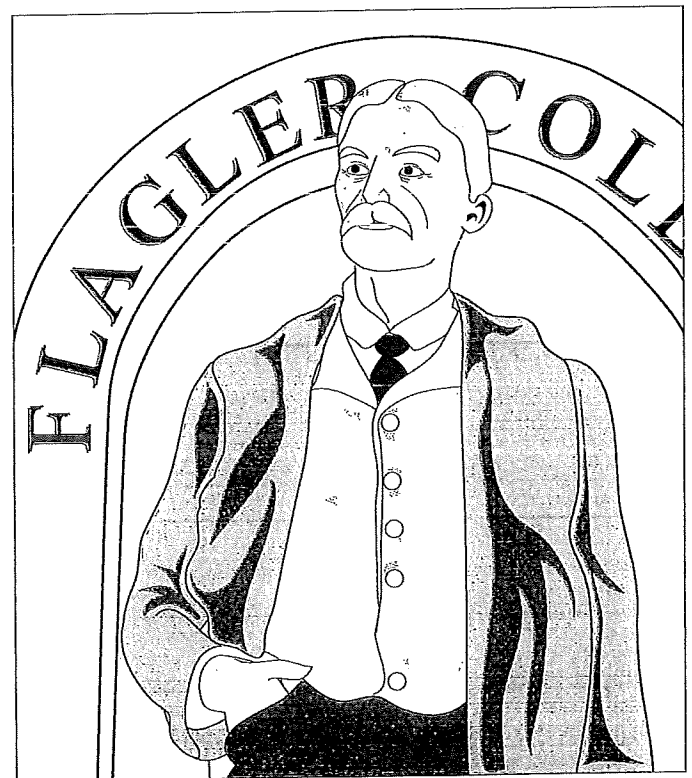
Flagler, his wife, and children lived in New York but his wife's health was not good. The doctor suggested they try Florida. The Flagler family tried wintering in Jacksonville, then the only accessible city in the state.

On Flagler's second trip to Florida in 1882, he visited St. Augustine. He was charmed by the city and the weather but frustrated by the lack of hotels and transportation. He recognized Florida's potential to attract out-of-state visitors. He decided to pour his oil fortune into the state's development.

The oil tycoon, with the bushy mustache and hair parted down the middle, left day-to-day operations to Rockefeller and focused on Florida. He was to become one of the state's most glamorous developers.

In 1885, he began construction on the 540-room Hotel Ponce de Leon hotel in St. Augustine. Realizing the need for transportation to his hotel ventures, Flagler began purchasing existing railroads. This was the start of Flagler's railroad system.

Two years later, Flagler built a railroad bridge across the St. Johns River to gain access to the southern half of the state and purchased a hotel, just north of Daytona. He next extended his railroad and hotel empire to Palm Beach. Flagler's hotels and railroad established Palm Beach as a winter resort for the wealthy members of American society. Flagler built a palace, called Whitehall, as his residence in Palm Beach.



A statue of Flagler stands in front of Flagler College in St. Augustine.

Henry Flagler intended his next expansion, West Palm Beach, to be the end of his railroad system, but during 1894 and 1895, severe freezes hit the area. Legend says that landowner Julia Tuttle, a young widow who lived in Miami and advocated development, sent Flagler a spray of orange blossoms—proof that the freeze had left southern Florida untouched—as incentive to extend his



railroad to Miami. To further convince him to continue the railroad to Miami, Flagler was offered land in exchange for laying tracks.

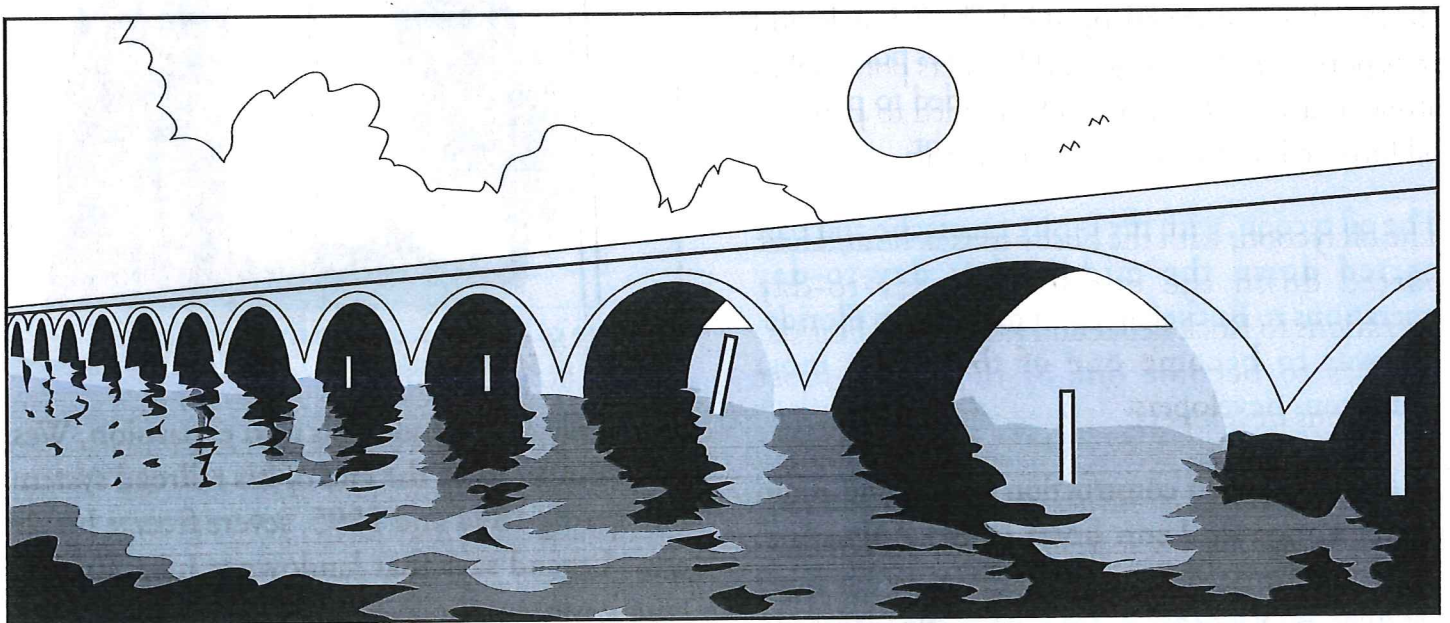
Flagler's railroad, now named the Florida East Coast Railway, reached Biscayne Bay by 1896. Flagler dredged a channel, built streets, instituted the first water and power systems, and funded the town's first newspaper. When the town incorporated, its citizens wanted to honor the man responsible for its development by naming it "Flagler." He turned down the honor. He persuaded them to keep the old Indian name, "Miami."

In 1905, he began constructing what would be called, "Flagler's Folly," a railroad that would span seven miles of open water on its way to Key West. At the time, Key West was Florida's most populated city. It was also the port nearest to the

canal that the U.S. proposed to build in Panama. Flagler wanted to trade with Cuba and Latin America as well as take advantage of increased trade with the west using the Panama Canal.

Almost 4,000 men built the railroad bridge in seven years. They had to contend with mosquitoes, sand flies, and hurricanes. Hundreds of workers died in the storms. The railroad was finished but it proved to be a failure. It never earned the expected money and was destroyed by a 1935 Labor Day hurricane.

Henry Flagler said, "I have always been contented, but I have never been satisfied." When he began his development on the east coast of Florida, it was largely an uninhabited frontier. Due to his vision and persistence, his accomplishments can still be seen. His dissatisfaction has left a legacy for those of us who followed.



Flagler connected the Florida Keys by rail.

When they reached the source of the St. Johns in a lake that seemed to mesh into an impenetrable swamp, they camped there for a month, fishing with crude hooks Tobias made from thorn bushes and killing coons and rabbits with the whip. Then they turned inland and wandered again, finally coming to a dense hammock along the bank of the Kissimmee.

Tobias knew at once that this isolated place was what he was looking for. There were no other homesteads nearby, and the nearest trading post was at Fort Capron, fifty miles to the east.

Since arriving at the hammock, Tobias had been to the trading post only once, and it was then he learned the war was over, that the south had lost. He had gone there to buy salt, and he also paid a blacksmith two dollars of the fourteen dollars he earned on the cattle drive to make a branding iron. His pen stood empty for almost a year after that. There was nothing to brand, and for practice he burned the letters MCI into every log on the side of the house. And then one day he caught the lone cow. After herding it into the pen, he held it on the ground while Zech pressed the hot iron to its side. Tobias then stood for an hour just looking at the burned MCI that proclaimed the cow to be his own.

While scouting the surrounding countryside, he came upon an abandoned village where Seminoles once lived. The chickees were rotten and had fallen into decayed heaps, but there were also the remains of a garden that still contained corn, squash, beans and pumpkins, and a small plot of sugar cane. From this he started his own garden, and he hoped it would thrive in the black river bottom soil.

His next project was to build a small barn for the horse and add several rails to the cow pen fence. These woods too were filled with predators. Each night he tied the horse to a post just outside the cabin door. It was no good for chasing cows in a swamp, but it was his only means of pulling the wagon to the trading post or elsewhere.



