



Experiencing America Series

Pacific Northwest – Seattle Entrepreneurs EDU 590EY

Section A1 - Course Introduction

Welcome to the Experiencing America Series designed by the University of San Diego, Division of Continuing Education. The major focus of this Series is encouraging teachers to travel and experience our country by viewing, studying and reflecting on historical sites, museums, parks, and memorials. For complete information regarding the Experiencing America Series, please visit www.usd-online.org.

This section, the **Pacific Northwest**, consists of 4 one semester unit courses: **Seattle Entrepreneurs** EDU 590EY, **Pacific Rim Influence** EDU 590EZ, **Pig in an Island** EDU 590GA, and **Native American Culture** EDU 590GB.

The fee for this course covers only the cost of the one semester unit tuition and one official transcript. Any travel expenses or admission fees are your responsibility. You will receive an official transcript from the University within three to four weeks of submitting satisfactory coursework. After the grade is posted, additional transcripts can be ordered online for \$5.00 at www.usd-online.org or by mail:

USD Continuing Education
Attention: Transcripts
5998 Alcalá Park
San Diego, CA 92110-2492

After 3 to 4 weeks, questions regarding transcripts can be answered at (619)260-4585. USD Continuing Education does not fax or overnight transcripts, so please allow 3-4 weeks for evaluation and to receive your transcript by U.S. Mail.

Information about other USD Independent Study Courses is available at: www.usd-online.org.

***Please note that the written assignments must be typed if possible, double-spaced on 8 1/2 " x 11" standard copy paper using 12 pt. font. Hand-written papers must be legible and easy to read.**

Section A2 - How to Proceed

- **Read the Course Objective – A3**
- **Read all Assignments**
- **Read Frequently Asked Questions (FAQ) – A4**
- **Visit** and investigate all required sites
- **Complete** all parts of **Assignments**
- **Make copies** of all course work for your records.
**Your mailed assignments will not be returned to you.*
- **Complete and Sign Passport/Affidavit Form** and mail with all completed Assignments to:

USD – Continuing Education
Attn: Grader – Experiencing America Series
210 Bordeaux Court
El Dorado Hills, CA 95762

Section A3 - Course Objective / Grading Rubric

I. OBJECTIVE

After viewing, studying and reflecting on the required site(s) for this course, the participant will show that due to his/her participation he/she now has a greater understanding of the “American Experience.”

II. GRADING RUBRIC

Exemplary: A+ to A-	Acceptable: B+ to B-	Unacceptable: Must be resubmitted
Reflective, thoughtful ideas relevant to the assignment are clearly stated	Presents some relevant ideas and connections to the assignment	Ideas are not clear or relevant
Very well organized and assignments are well labeled	Is generally well organized and assignments are well labeled	Shows little or no organization and assignments are poorly labeled.
Reflective pieces cover numerous facts and specific details of the learning experience	Some facts and specific details of learning experiences are included	Few or no facts or specific details of the learning experience are included
Free of spelling and/or grammatical errors	Writing contains a few spelling and/or grammatical errors	Numerous spelling and/or grammatical errors. Difficult to read

Section A4 - Frequently Asked Questions (FAQ)

- Q. Whom do I contact if I have a question about the content of this course?
A. You can e-mail questions to amex@usd-online.org or phone (916) 939-2449.
- Q. How much time do I have to complete this course?
A. You have nine months from the time of registration to complete all coursework.
- Q. What if I change my name or address during this time.
A. If you change your name or mailing address, please call (619) 260-4585 as soon as possible to alert us so that we may update your records AND also update your website account information at www.usd-online.org.
- Q. What if an emergency occurs and I need more than 9 months to complete my coursework?
A. Please e-mail sandiego@usd-online.org or call (619) 260-4585 to request an extension.
- Q. Can I use both sides of the paper in completing the assignments?
A. No. Although it may save paper, it makes your paper more difficult to read and may lead to a second side being missed in the grading process.
- Q. Can I send completed work via e-mail or on a disk?
A. No. All work must be sent in as hard copies. For your own protection, please make sure to keep copies of ALL your work. Your mailed assignments will not be returned to you.
- Q. Can I send in each assignment as I complete it?
A. No. All assignments must be sent in together upon completion of the entire course.
- Q. What do I do when I have completed all the required coursework?
A. There is a list of required assignments on the Passport/Affidavit Form. Check to make sure you have completed all items listed and have placed responses on separate pages with appropriate label at the top of the page (example: B1 - Assignment Title). Fill out the Passport/Affidavit Form and sign and date the form. Arrange the Assignments in numerical order and place the Passport/Affidavit Form on top. Mail all Assignments, along with the signed Passport/Affidavit Form to:
- USD Continuing Education
Attn: Grader - Experiencing America Series
210 Bordeaux Court
El Dorado Hills, CA 95762**
- Q. Is there a required sequence for taking courses in the Experiencing America Series?
A. No. Each course is independent.

Part B - Assignments

All completed **Assignments** must be placed on separate pages with the appropriate label at the top (example B1 – Assignment title) and mailed together for grading. Please place **Passport/Affidavit Form** on top of all **Assignments**.

Pacific Northwest – Seattle Entrepreneurs

The Pacific Northwest, in particular the Seattle area, has been a breeding ground for 20th century entrepreneurs. Visit the following five sites connected to 20th century Seattle area entrepreneurs.

Required sites:

Nordstrom's (a place of business)
500 Pine St.
Seattle
(John W. Nordstrom)

Starbucks (a place of business)
1912 Pike Place
Seattle
(Howard Schultz)

Costco (Corporate Costco Headquarters)
999 Lake Drive
Issaquah, WA
(Jim Sinegel & Jeffrey Brotman)

Microsoft
15010 NE 36th Street Redmond, WA 98052 (museum)
(Bill Gates)

Experience Music Project & Science Fiction Museum
325 5th Ave. at Seattle Center
(Paul Allan)

Part B

After visiting the five sites and researching information and/or inspiration, answer B1-B5 about the accomplishments of each entrepreneur. Take a picture of you at each site and attach it to the appropriate entrepreneur.

B1 – John W. Nordstrom

B2 – Howard Schultz

B3 – Jim Sinegel and Jeffrey Brotman

B4 – Bill Gates

B5 - Paul Allan

B6 – “Why”

Comment on why you think this area has spawned so many highly successful contemporary business people and businesses. (Since there is no correct answer, be daring, creative and bold!)

- ***YOUR SUMMARY AND EVALUATION OF THIS COURSE***

- ***PLEASE LIST ANY HELPFUL CHANGES OR ANY NEEDED EDITS THAT WILL BENEFIT FUTURE TEACHERS TAKING THIS COURSE – THANK YOU!***

