

Final Draft - Tuesday, April 18th
(Returned by Thursday, April 20th)
Final Draft - Thursday, April 27th

Consider the discussion on creativity, flexibility, and fun in “The Sandwich King” and now prevalent in many professional environments. Do you agree that this kind of corporate culture is necessary for success in the 21st century? Or, is it hypocritical because traditional patterns of decision-making and compensation (salaries for management and staff) remain. Provide reasons to support your opinion. Can you think of examples that strengthen your argument, here or in your country back home?

OR, IF YOU PREFER...

Think about the essay “Sneakers: A Multibillion-Dollar Industry”
How do you feel about the fact that clothing has significance beyond keeping a person dressed against the elements? Do you agree this is true in American culture? In your own? Is it good or bad? Do you think sports heroes should advertise certain brands, especially when they are exorbitantly expensive? Should clothing companies be concerned that certain fashions can be associated with gang identification? Are rappers and other celebrities really qualified to dictate what is fashionable? Provide reasons and examples to support your opinion.

OR, THIS

Sports figures are admired for their skill and prowess on the field. Many athletes take advantage of their popularity and talent to promote social change either directly or indirectly. Others lend their name to support causes such as children’s literacy, mentoring, and physical fitness. On the other side, many athletes set bad examples for youth, including excessive drinking, irresponsible social behavior, and even criminal

The Sandwich King

Jimmy John's high school years were spent largely in the discipline office, but through hard work and a sense of fun he became a business success.

Almost no one would have predicted a successful career for this guy. He graduated next to last in his high school class. (1) He seemed to be socially **inept**. Awkward and overweight, he felt that he was the object of **disdain** of his classmates, who were often from more **affluent** families. To add to his problems, (2) he often embarrassed himself by saying things that were too **candid**. He got in so much trouble for smoking, fighting, and skipping class that the school staff considered kicking him out. Yet today, more than twenty years later, Jimmy John Liautaud runs a chain of over one thousand sandwich shops that proudly bears his name: Jimmy John's.

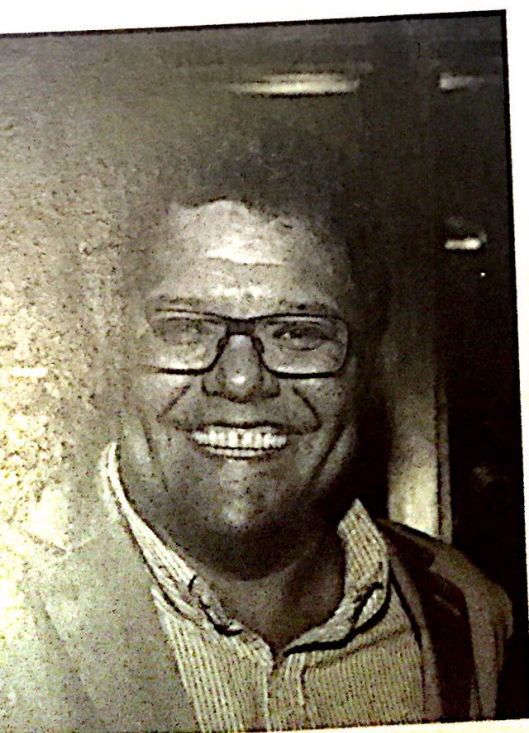
How did he do it? The answer is lots of hard work, and some help from friends and family. (3) His father was an **intrepid** business owner and inventor who was willing to risk going broke to test a good idea. His mother, too, had made it through difficult times. Originally from Lithuania, she had escaped from Communism, lived in camps, and finally immigrated to an **alien** land, the United States. The family expected children to be hardworking and self-supporting.

Jimmy John also received some important help in high school. Dean of Discipline Jim Lyons recognized that, despite Jimmy's problems, he had potential. The dean asked Jimmy John what things interested him. There were two answers: a good-looking female classmate and food. Lyons told his student to concentrate on the food!

So Jimmy John decided to open up a sandwich shop, partially funded by a loan from his father. For research, he ate in all the sandwich places he could find within a five-state area. (4) The sandwich **aficionado** soon became an expert judge. His family evaluated his proposed creations, voting down his favorite—liver sausage and mayonnaise.

Jimmy John was a **novice** businessman who had just completed high school when he opened a shop in a garage near Eastern Illinois University. Since he sold only two sandwiches the first day, (5) he was **astute** enough to try a marketing plan: distributing free sandwiches. Giving away food proved to be a hit. People started streaming into the shop to buy lunch.

Soon Jimmy John hired two helpers—and assigned them all the difficult jobs. Sensing his **hypocrisy**, both employees quit. Jimmy John learned a valuable lesson: the boss must work hard. He is now **affluent**, but (6) he **stoically** continues to put in long hours. Starting with one store, he has developed a well-known chain.



There are many reasons for the success of his chain. The food and service are dependable and fast. His motto is "Make a Deal, Keep a Deal." All ingredients are fresh. Sandwiches are made with **(7) dexterity** and are often ready in less than a minute. The menu also accommodates different needs. People who are concerned about eating too many calories may order the "unwich," ingredients wrapped in lettuce without the bread. The management of the shops is very systematic. Employees get a detailed "to-do" list, which includes such tasks as turning out the lights at closing time.

But, like Jimmy John, the shops have their **frivolous** side. Signs posted on the wall give advice about life. One reads, "If you think your teacher is tough, wait till you get a boss." Guides to behavior are also posted. The DOs include "Say please and thank you," "Disable dorky ring tones on your cell phone," and "Remember to smile." The DON'Ts say things like "Don't play with your food" and "Don't take stuff too seriously."

Jimmy John also believes in **cordiality**. Staff members tell customers to "Come back soon." All employees, including office executives, wear T-shirts saying "Your mother wants you to eat at Jimmy John's." **(8)** The aim is to give a **fraternal** feeling to all parts of the business.

Jimmy John also believes in listening to his employees, for his early struggles taught him that a **dogmatic** boss is a bad boss. Managers hold sessions that discuss employee concerns. Jimmy John also remembers employee contributions. He named a sandwich for Billy Burns, a manager who was killed in an accident. Look for the "Billy Club" on the menu.

(9) Success has enabled Jimmy John to be **altruistic**. In 2008, he donated a million dollars to his former school for a new building. **(10)** He insisted that the building must bear the name of the **venerable** dean of discipline who helped him: Jim Lyons. Today the Liautaud-Lyons upper grade center stands on the campus of Elgin Academy, the high school where Jimmy John struggled. It was built by the sandwich king, Jimmy John Liautaud, who combined hard work with fun to build a food empire.

❖ Completion Exercise

Each numbered item refers to a sentence in the passage. Fill in the letter that makes the sentence mean the same thing as its corresponding sentence.

 b 1. He seemed to be socially _____.

a. sad b. not skillful c. enthusiastic d. _____

Major assignments should be three to five pages and should always follow academic format: typed, double-spaced, indented paragraphs. Papers not reaching minimum length will be reduced in grade 10%. In addition, please underline your thesis statement, and **write topic sentences for support/body paragraphs in bold**. Drafts not following these directions will be reduced in grade by 5%. Unstapled work will also be reduced in grade 5%.

Keep in mind, writing assignments are also an opportunity to apply your new vocabulary. Find occasions to include words from the chapters studied. This is required. Drafts with no new vocabulary will be reduced in grade 5%.