

# Hear What Teachers Are Saying



Learn more about the great experiences our teachers have using the Virtual Business simulations in their classrooms across the country.

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“The Knowledge Matters sims fit into the teen culture. They make learning fun for the students, which obviously makes it even more fun for me.”

**Gerri Kimble**

Business and Marketing Teacher  
Hoover High School  
Hoover, Alabama

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“They can work on the problem by themselves at their own speed. When they make money or turn a profit - and can grasp what they did to make it happen - then they can start to speak with confidence. That’s when, as a teacher, you know you’ve won.”

**Lesley McBride**

Teacher  
Colonial Heights High School  
Colonial Heights, Virginia

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“The most compelling aspect of using sims is that they enable students to make a decision, take an action, and see the results of that action in real time. They might put up a billboard and see that it has caused more people to go into their restaurant. That kind of instant feedback can motivate them to learn about other things that could help their businesses grow.”

**Jeff Hendrickson**

Business Teacher  
Shasta High School  
Redding, California

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“Last year one of my students started yelling at his computer because one of his employees stopped working. ‘He stopped putting the bicycles together, Ms. Peterkin. Why did he stop?’

And I just said, ‘well, what are your working conditions like? Do you allow them to take breaks? Do they have ergonomic workstations?’ He just looked at me and said, ‘I didn’t think it would be so hard to run a business! I thought you just made a lot of money.’”

**Desireè Peterkin**

Teacher  
Chesapeake High School  
Baltimore County, Maryland

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“I think we’re starting to see a return to reality-based teaching of job skills, but this time by using technology to simulate real-world situations.”

**John Prchal**

Teacher  
Harrell Accelerated Learning Center  
Wichita Falls, Texas

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“Knowledge Matters built this and other sims in a way that allows me to modify how I teach to accommodate the learning skills of each student.”

**Frank Rosa**

Teacher  
Apponequet High School  
Lakeville, Massachusetts

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“Everything they practiced in the sim they use to run the school store. The group that runs it the most profitably for a month wins a prize. And then we all go on a field trip with the profits they made from the store.”

**Olivia Dachel**

Teacher  
Tomahawk High School  
Tomahawk, Wisconsin

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“I really appreciate the Knowledge Matters curriculum! I believe it to be the best on the market and my students are lucky to have it!”

**Mike Shultz**

CTE Teacher  
Junction City High School  
Junction City, Oregon

