

Open Up the Textbook (OUT)

INDUSTRIES IN NEVADA

Enlarge

Complicate

Contest

Vivify

Title: Industries In Nevada

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In this OUT analysis, 4th grade students will study industries in Nevada in order to better understand the following essential questions:

- How do new industries impact Nevada?
- How do major news events on the local and state levels inform and impact public opinion?

This OUT analysis provides students with documents that are meant to deliberately **complicate** and **contest** the textbook.

This strategy is implemented most effectively when students collaborate to analyze the texts in small, heterogeneous groups. The texts that accompany the textbook are complex and often include difficult vocabulary and syntax. (For a few words that are likely unknown to students and unidentifiable based upon context clues, helpful synonyms are provided in the footnotes.) Students should first annotate each text and then collaborate to answer the text dependent and specific questions that follow. Questions will highlight sourcing and perspective of the author, close reading of key details from the document that enlarge, complicate, contest, or vivify the textbook, as well as questions that help students corroborate (or not) the accuracy of individual documents. The writing task that follows is an independent activity wherein students will employ evidence from multiple sources to justify their analysis, synthesis, and evaluation.

Teacher Notes:

- For **Source E: Secondary Source/Map – Map of Reno Industrial Center 2015** you may want to use the link to display the map on your ActivBoard for better visibility:

(<http://looplink.naialliance.com/11/18391515/2555-USA-Parkway/>)

Industries Help Nevada Grow

The city of Henderson has been called the industrial center of our state. More industries¹ are located in that area than in any other part of the state. Industries all over our state have helped it grow for more than 50 years.

Manufacturing has also been an important part of Nevada's growth. Many of these companies do business in Nevada because we have low taxes and a large number of skilled workers. Here are a few examples of things that are manufactured in our state:

- Ammunition² in Boulder City
- Chocolate in Las Vegas
- Scooters in Minden
- Camper tops in Reno
- Beef jerky in Yerington
- Saddles in Elko
- Wine in Pahrump

Source A Questions for Consideration

1. How many years ago was your textbook published? Why is this an important consideration when discussing industry in Nevada?

2. What do you learn about the city of Henderson from the first paragraph?

3. According to the text, what are two reasons companies might want to do business in Nevada?

4. Why do you think the author shows a bulleted list of “things that are manufactured in our state”?

5. Based on this list, write a definition for the word “manufacturing”.

¹ Industries – Businesses that manufacture goods in factories and usually employ a large number of people

² The objects (such as bullets and shells) that are shot from weapons

3. The governor talks about “a New Nevada” and “industries of the future”. What does he mean by this? According to the text, what are six new industries that now employ Nevadans?

4. How are the industries listed in Source A different from the Industries listed in Source B. Which type of industries will have a greater impact on Nevada’s economy?

5. How would you describe the Governor’s tone when he speaks about new businesses in Nevada: proud, excited, hopeful, overwhelmed? Why? What evidence from the text supports your answer?

6. The phrases “writing the next chapter of that story” and “lay the foundation for a New Nevada” are metaphors. How are these metaphors meant to rally the people into supporting the Governor in his plans for Nevada’s future?

Source C: Secondary Source – *The Changing Face of Reno: Why the ‘World’s Biggest Little City’ is Attracting Apple & Tesla* by Katie Fehrenbacher August 10, 2014

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Apple is building a large data center...at the Reno Technology Park about 20 miles east of Reno. Tesla has cleared a massive amount of land at the Tahoe-Reno Industrial center...another 10 miles east along Interstate 80, and it confirmed last week that the spot is one of a couple areas it’s looking at to build its huge battery factory.

Apple and Tesla are attracted to Reno for a variety of reasons. One of the main ones is its location: a few hours’ drive from the Bay Area and the headquarters of those companies. If Tesla ends up making batteries outside of Reno, it can use the nearby highway to get them easily down to its Fremont, California-based car-making factory. Apple’s data center isn’t manufacturing anything (it’s running its web services) but company engineers from Northern California can access the site easily.

At the top of the area’s attractions list is the...low cost of doing business. Land is relatively cheap in Northern and Western Nevada – there’s a lot of it and it’s under developed. Nevada doesn’t have a lot of taxes ...including no corporate⁵ income tax, and minimal employer payroll tax.

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Another major reason this area is attractive to industry is energy. The region has ample⁶, reliable and low cost sources of power. And for companies that care – like Tesla and Apple do – Nevada has a large and growing amount of renewable energy⁷. Tesla plans to power a substantial part of its factory with clean energy⁸, wherever it ends up. Apple’s goal is to power 100 percent of its data centers and facilities with clean energy.

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Source C Questions for Consideration

1. What two companies does the author discuss? Where are they building?
2. In paragraphs 2 and 3, what reasons did the author provide for Apple and Tesla to want to move to the Reno area? Do the other documents agree? Give specific examples.
3. In paragraph 4 the author states, “The region has ample, reliable and low cost sources of power”. What are the “two sources of power”?

⁵ Large Company or Business

⁶ More than enough; abundant

⁷ Energy that comes from resources that are naturally replenished (wind, rain, geothermal heat)

⁸ Energy that doesn’t pollute the atmosphere

Source D: Secondary source – *Tesla's Reno "Gigafactory" Would Create Jobs Bonanza* (USA Today, September 4, 2014)

Reno- ...With 6,500 direct jobs eventually to fill, Tesla Motor's battery "Gigafactory" will quickly become one of Reno's top employers. The giant project- being officially announced as going to Nevada on Thursday evening in Carson City- was aggressively sought by the five states named as finalists, with the lure⁹ of new jobs being touted¹⁰ as the top consideration. And not just jobs on the factory floor. For starters, the company says building the complex, estimated to cost as much as \$5 billion, could require about 3,000 construction jobs. The direct jobs in the plant will hit 6,500 by about 2020, when it is running at capacity, with production projected by Tesla at batteries for about 500,000 electric cars a year, says Tesla spokesman Simon Sproute. He says a workforce that size will create a job "multiplier effect" that could add another 15,000 or so indirect jobs. In a schedule laid out earlier this year, Tesla envisions construction beginning this year and going through 2017. Officials say the plant would gradually ramp up production, meaning it might start with about 3,000 employees, including suppliers that also would be under the same roof. Of course the jobs predictions are based on Tesla continuing to grow rapidly, other automakers needing batteries, and Tesla developing sales for other uses, such as stationary energy storage equipment.

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Source D Questions for Consideration

1. According to the text, how would Tesla benefit Nevada's economy?
2. How is the term "multiplier effect" defined or supported by evidence in the text? Describe what it means.
3. What is the author's perspective of Tesla moving to Reno? What language in the article supports this?

⁹ To attract

¹⁰ To praise highly

Source E: Secondary Source/Map – Map of Reno Industrial Center 2015
(<http://looplink.naialliance.com/11/18391515/2555-USA-Parkway/>)



Source E Questions for Consideration

1. What features have been added to this photograph?
2. What direction is Tesla located from Reno? How far away is Tesla's new site from Reno? Explain how you came up with your answer.
3. This area is not populated and is away from the city. What do you think the appeal is for business to build on the land?
4. Describe what this area likely looked like before the technological build-up? What can you infer about the impact of construction on this part of Nevada?

Student Writing Task:

This is an informational writing task based on NVACS standards: W4.2, W4.4, W4.6, W4.8, W4.9. Students will demonstrate their understanding of the texts as well as the ways in which the textbook was complicated and contested.

Using the sources available, create a full-page job advertisement from one of the mentioned employers (Tesla Motors, Switch or Apple) meant to attract potential employees to Northern Nevada.

Action Steps:

1. Reread through the sources and select a NV industry you would like to represent: Tesla Motors, Switch or Apple.
2. Annotate/highlight any relevant information in the sources which would inform potential employees of your company and reasons to relocate to Northern Nevada.
3. You should include at least 6 of the words in the text box below.
4. Incorporate the vocabulary words into well-written sentences that demonstrate your understanding of the each word.

Nevada	growth	industry	employer
business	workforce	renewable energy	Switch
production	ample	Tesla Motors	Apple
corporate	technology	clean energy	

5. Your job advertisement must include the following:
 - a. Name of company
 - b. Type of job
 - c. Location of company
 - d. Reasons to work for the company
 - e. Benefits of living in Northern Nevada
6. Your advertisement must be one page– you can design the layout however you like using a variety of text features: title, bullets, images, text art, etc. It should be both informative and visually appealing. All text needs to be typed.