US History Biographies Unit 12

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| **US History Biographies** | | |
| **Knowledge and Skills Statements** | **Student Expectation** | **Biography** |
| (US.10) History. The student understands the impact of political, economic, and social factors in the U.S. role in the world from the 1970s through 1990. | B. Describe Ronald Reagan’s leadership in domestic and international policies, including Reaganomics and Peace Through Strength; | **Ronald Reagan (1911-2004)** Reagan was 40th President of the United States, regarded as a key figure in the collapse of the Soviet Union and the end of the Cold War. Reagan presided over a period of economic growth in the 1980s, and over the beginning of the end of the Soviet Union. In his final year in office, however, he visited Moscow for a summit meeting with the Soviet leader, Mikhail Gorbachev. Reagan’s supporters credit Reagan’s anti-Soviet rhetoric and increased defense spending as a key factor in bringing the Cold War to an end, because it forced the USSR to recognize it could not compete with the American-led capitalist west. |
| (US.18) **Economics**. The student understands the economic effects of increased worldwide interdependence as the United States enters the 21st century. | A. Discuss the role of American entrepreneurs such as Bill Gates, Sam Walton, Estée Lauder, Robert Johnson, Lionel Sosa, and millions of small business entrepreneurs who achieved the American dream; and | **Bill Gates (1955- )** Gates grew up with the computer industry and maintained a leadership role through widespread use of his own product, Microsoft. Born in Seattle, Washington, Gates attended Harvard University before founding Microsoft Corporation in Redmond, Washington, in 1976. He was named C.E.O. of the Year by Chief Executive magazine in 1994, and has written two books, The Future and The Road Ahead. In The Road Ahead he urges readers to take the potential of the information highway seriously. His life reflects the evolution of the computer industry from mainframes to personal computers and the Internet. He believes that the inexpensive connections of computers around the world herald a communications revolution, one of benefit to everyone. He urges governments, private citizens, and manufacturers to cooperate in the process. Education stood to realize the biggest gain and Gates supported the application of innovative technology in classrooms. He considers Microsoft as a critical player in the revolution and supports its use to a degree that many believe borders on corporate monopoly. |
|  |  | **Sam Walton (1918- )** Sam Walton was the founder of two American retailers, Wal-Mart and Sam's Club. He was the patriarch of the Walton family, one of the richest families in the world. In 1962 the first of the Wal-Mart stores opened its doors in Rogers, Arkansas to huge success becoming the world’s largest retail store chain. 2004 saw 1.5 million people working for the Wal-Mart Corporation. 1998 saw Sam Walton move into Time Magazine’s top 100 most influential people of the 20th Century, he also received the Presidential Medal of Freedom for his pioneering efforts in 1992. Forbes also ranked him the richest man in the USA from 1985 to 1988. Wal-Mart also operate Sam’s Club warehouse stores. |
|  |  | **Estée Lauder (1908-2004) Estee Lauder is one of the wealthiest self-made women in America. Examine the public and private life of the woman who built her cosmetics empire on the dream of every woman: to feel beautiful** |
|  |  | **Robert Johnson (1946- )** American businessman, founder of Black Entertainment Television (BET), and the first African American majority owner of a major professional sports team in the United States. BET thrived in the 1990s, adding more cable channels and expanding its reach through new film and publishing divisions, music channels, and a Web site. After taking BET private again in 1998, Johnson and his partners sold BET Holdings to the giant media group Viacom in 2001 for some $3 billion, though he remained at BET as its chief executive officer until 2005. The sale made him the first African American billionaire. Johnson then formed the umbrella group RLJ Companies, which operated widely in the media, sports, gaming, real estate, and hospitality industries. |
|  |  | **Lionel Sosa (1940?-)** Lionel Sosa is an independent marketing consultant, and nationally recognized portrait artist. He is the founder of Sosa, Bromley, Aguilar & Associates, now Bromley Communications, the largest Hispanic advertising agency in the U.S. He is an acknowledged expert in Hispanic consumer and voter behavior. Lionel was named "One of the 25 most influential Hispanics in America" by Time Magazine in 2005. He was a media consultant for President George W. Bush in the 2004 campaign as well as in 2000. He has been Hispanic Media Consultant in six Republican presidential campaigns beginning in 1980 and has been media advisor in over 100 political campaigns. He is the author of The Americano Dream: How Latinos Can Achieve Success in Business and in Life, published in 1998 by Dutton. Currently, Sosa has authored a second book titled, Think and Grow Rich, a Latino Choice for the Napoleon Hill Foundation to be published by Random House in June of 2006. |
| (US.24) **Citizenship**. The student understands the importance of effective leadership in a constitutional republic. | B. Evaluate the contributions of significant political and social leaders in the United States such as Andrew Carnegie, Thurgood Marshall, Billy Graham, Barry Goldwater, Sandra Day O’Connor, and Hillary Clinton. | **Billy Graham (1918- )** One of the best-known Christian evangelists of the 20th century, Billy Graham gained world attention in 1949 with a tent revival in downtown Los Angeles that was scheduled for three weeks and lasted six. In the ensuing decades, "Billy Graham Crusades" consistently drew audiences of thousands to arenas and stadiums throughout the world. He founded an association that continues those and other ministries, including an "Hour of Decision" radio program, televised crusades, a newspaper column, *Decision* magazine and films. Graham consulted and prayed with every U.S. president from Harry Truman to Barack Obama -- a fact that solidified his popular status as the nation's preacher but also opened him to criticism. |
| (US.26) **Culture**. The student understands how people from various groups contribute to our national identity. | D. Identify the political, social, and economic contributions of women such as Frances Willard, Jane Addams, Eleanor Roosevelt, Dolores Huerta, Sonia Sotomayor, and Oprah Winfrey to American society; | **Sandra Day O’Connor (1930- )** In 1981 Sandra Day O'Connor became the first woman to serve as a justice in the 191-year history of United States Supreme Court. A Republican appointed by Ronald Reagan, O'Connor has grit and intelligence that has made her an interesting figure in the nation's highest court of law. |
|  |  | **Hillary Clinton (1947- )** Described as the first major U.S. female political figure since Eleanor Roosevelt (1884–1962), Hillary Rodham Clinton has become a strong force in American politics. As first lady, married to Bill Clinton (1946–), the forty-second president of the United States, she became active in domestic policy. Her election as a U.S. senator from New York in 2000 marked the first time that a first lady still in the White House was elected to office. On January 21, 2009, Hillary Rodham Clinton was sworn in as the 67th Secretary of State of the United States. Secretary Clinton joined the State Department after nearly four decades in public service as an advocate, attorney, First Lady, and Senator. |
|  |  | **Sonia Sotomayor (1954- )** Sonia Sotomayor, raised in poverty, was nominated on May 26, 2009, for the United States Supreme Court by President Barack Obama. After contentious confirmation hearings, Sonia Sotomayor became the first Hispanic Justice and third woman to serve on the U.S. Supreme Court. |
|  |  | **Oprah Winfrey (1954- )** Through the power of media, Oprah Winfrey has created an unparalleled connection with people around the world. As supervising producer and host of the top-rated, award-winning *The Oprah Winfrey Show*, she has entertained, enlightened and uplifted millions of viewers for two decades. Her accomplishments as a global media leader and philanthropist have established her as one of the most respected and admired public figures. She appears on every list of the world's leading opinion-makers, and has been called "the most powerful woman in the world." |