



BUSINESS GENEALOGY

Essential Questions:

- How do businesses grow and spread through a nation?

Robbins & Lawrence Family Tree

Materials & Resources:

- “Family Tree” handout. Note: There is a more detailed and advanced version of this document available [here](#).

Directions:

Low-Tech method: Distribute printed copies of the [Robbins & Lawrence family tree](#). Ask students to pick out one of the companies in the middle or lower half of the diagram, and put the company name on the back of their copy. Ask them to try to find out what products the company made and who founded it.

Ask the students to create something to place on the back of the family tree - perhaps a picture of the product made, some information about the workforce, or a paragraph describing what the company was known for. Students may want to use primary documents such as old newspapers for their research.

Digital Literacy method: Create an interactive illustration of the ‘family tree.’ [This Prezi](#) is a very complete example and is available to help you. You might want to create a custom map showing the locations of these companies, or create another example of the original graphic that features more products. Maybe you want to create another Prezi with a different format, or use a shape-diagram to outline how employees branched out to create an industrial family tree.

Summary & Prompt Questions:

What do you find most interesting about these companies: the people? The products? The economic impact – good and bad – to their communities? Or maybe how they’ve changed hands and changed through generations?