



Teacher/Viewing Guide

Arab American Stories – Episode 103

Fahid Daoud

Co-Founder, Gold Star Chili

Grade Level 9-12

Episode Overview:

In this episode the co-founder of Cincinnati-based Gold Star Chili speaks about his voyage from Jordan to America, where he found success through economic opportunity and family cooperation. Gold Star Chili was founded by Fahid Daoud and his four brothers, who started their business by purchasing a small diner in Cincinnati, Ohio. Over time, they not only perfected their chili recipe, but also built a chain of restaurants with nearly 100 locations and over 1,500 employees. Fahid shares his secrets for entrepreneurial success, his love of his heritage, and how grateful he is for the opportunities given to him in the United States. His son, brand manager Samir Daoud, also speaks about lessons learned from his father's home culture and what he learned growing up as an American and working in the family business.

Previewing Questions:

1. What is "The American Dream"?
2. What do you think it is like to come to America from another country to begin a new life?
3. Why do people refer to America as "The Land of Opportunity"?

Vocabulary :

1. Franchise: A form of business organization in which a firm which already has a successful product or service expands by selling the rights to open more locations to another firm operating under the franchisor's trade name and usually with the franchisor's guidance.
2. Patent: A government authority to an individual or organization conferring a right or title, especially the sole right to make, use, or sell some invention.
3. Proverb: A short saying in general use, stating a general truth or piece of advice.
4. Nickname: A familiar or humorous name given to a person or thing instead of or in addition to the real name.

Lesson Overview/Review:

After viewing the segment on Fahid and Samir Daoud students should be prepared to discuss the idea of "The American Dream" and "The Land of Opportunity" and the immigrant experience.

Post-viewing Class discussion:

After viewing the segment, consider the following questions:

1. Fahid speaks about family members leaving Jordan and feeling both deep sadness and excitement. What do you think Fahid felt as he left his family behind?
2. Fahid mentions that he changed his name to Frank. Do you know anyone who goes by a nickname rather than their given name? Why do you suppose that many new immigrants took "American" names?
3. The practice of taking an "American" sounding name has greatly decreased and more immigrants are choosing to keep their name. Why do you suppose this is?
4. Fahid states that the secret to their success was respect for family, cooperation and "all for one and one for all." What is your response to that?



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5. Many new immigrants to the United States take the “risk” of starting a new business. Why do you suppose that people new to the United States would take such a “risk”?
6. Fahid’s son Samir speaks about living in two cultures. What do you think he means? Can you relate to this experience?

Journal option: In the episode Fahid quotes an old Arabic proverb “If you drink from a well, don’t throw stones in it.” What do you suppose that proverb means to Fahid? What does it mean to you?

Activity: Imagine you are a new immigrant to the United States from an Arabic country such as Jordan. It’s your first day and you’ve just arrived in the United States. Are you excited? Are you homesick? Write a letter to a relative in your homeland. Describe what you see, what you hear, and even the new food that you taste. What are your plans and dreams in this new land? What opportunities do you see? Be certain to date your letter (you can pick any year that you like, but make certain to keep all of your facts accurate to this date.) Include pictures in your letter that you find from that era (look online for pictures from the city and time that your letter is dated – your immigration could be now or anytime in the past.) Think about the differences of an immigrant from an Arab country based on the time they immigrated. What are the feelings in the US around Arab immigration based on current events or attitudes? How might this change your experience?

Explore online: Use the following resources to allow your students to further explore the topic and the Arab American community.

1. <http://www.nps.gov/elis/>
2. <http://www.understandingyourancestors.com/ia/shipVoyage.aspx>
3. <http://pbskids.org/bigapplehistory/immigration/topic7.html>

Interdisciplinary Options Career Education, Entrepreneurship, Sociology

Common Core Alignment

- RI7 Analyze various accounts of a subject told in different mediums (e.g., a person’s life story in both print and multimedia), determining which details are emphasized in each account.
- W6 Use technology, including the Internet, to produce, publish, and update individual or shared writing products, taking advantage of technology’s capacity to link to other information and to display information flexibly and dynamically.
- SL2 Interpret information presented in diverse media and formats (e.g., visually, quantitatively, orally) and explain how it contributes to a topic, text, or issue under study.
- SL5 Include multimedia components (e.g., graphics, images, music, sound) and visual displays in presentations to clarify information.