Issue Annotated Bibliography Essay

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Grassroots Movements Annotated Bibliography

Working Thesis: Even though the Women’s Suffrage movement and the Pampered Chef multi-level marketing movement vary in intensity, each movement illustrates how even one single person can change a social landscape in America.


This article is a biography of Susan B. Anthony, including a discussion of her early life, her life’s work, and the significance of the movement she was a part of. The article gives simple facts like when and where Anthony was born and died, but it also goes into detail about how her early years influenced the social activist in her. Anthony was able to be educated, and in turn worked as an educator herself. The article notes that her father, Daniel Anthony, was also a reformer and together, they worked to commit themselves to their causes. The article continues with a discussion of Anthony’s partnerships with individuals like Elizabeth Cady Stanton and other women dedicated to women’s rights. The article concludes on Anthony’s heroic efforts to lead women to better opportunities in education, workforce, and property rights. I will use this article in both the discussion of the background of the Women’s Suffrage movement and in illustrating Anthony’s partnerships with other women while the movement
was still a small grassroots idea. The mention that “The two women developed an instant friendship that led to a strong partnership in reform work” will help me show that the relationship between Stanton and Anthony was the beginning step in growing this movement. I will also then use the information about her partnerships with larger groups to illustrate the growth of the movement through community ties and support. Even the insistence that Anthony’s assertion “that if reformers linked these two great causes, then the moment in history called by some ‘the Negros hour’ could be the woman’s hour as well” will help me prove that growth of a movement depends on ties in the community; even though the slave struggle and the women’s struggle was different, a joining of the two causes could grow larger than either alone. This article credibly recounts this woman’s life as it is a well-known encyclopedia; encyclopedia entries are well documented and are the starting points in many research papers. This was also updated in 2016, which means current information has been checked and the article has been updated for any new information or double checked for any inconsistencies.


The article from McKernan is a snapshot of the business growth of the Pampered Chef company, and a background on the founder, Doris Christopher. McKernan describes the desire Christopher had for a flexible job so she could be with her family more fueled by her enjoyment of cooking and sharing that love with friends was the combination Christopher needed to jump into this venture. The article focuses on how Christopher tried to make her company a little different from other direct sales companies by not
putting pressure on the attendees to buy the products and by offering attendees freebies, like recipes, to make people want to attend the sales parties. The article concludes by looking at the recent annual sales of the company and Christopher’s own thoughts about the growth of the company along with her sentiments on her commitment to quality of family life. I will use this article mainly in my discussion on the grassroots steps of a small movement. Information like “Although Christopher didn’t have a business background to draw from while her business was growing, she had a husband, Jay Christopher, who did” is an excellent example of how grassroots movements start with a small group of strong ties. This is a perfect illustration of the first step in growing grassroots movements. I might use some facts noted here about the business growth: “The Pampered Chef’s sales reached $1 million in its seventh year...[and] By 1991, sales surpassed $20 million;” however, my main use for this article will be on how she started this movement. The article is credible for several reasons: for example, it is included in a business news outlet journal, and it was published just 9 years ago. The Investor’s Business Daily has been around since 1984 and covers topics ranging from international business to more domestic economic issues, so information presented here is reliable.


This article overall is a look at and projection of direct selling marketing companies in the United States. Among its larger topics, the article looks at company leadership traits, some of the companies in the more profitable group of direct sales companies, culture and products of some of these companies, innovations of these companies, and the loyal customers of these companies. The article lays out successful leadership practices as harnessing data, staying true to classic business practices, using better
compensation plans, fostering an entrepreneurial spirit, and maintaining a focus on selling. It also lists
direct sales company trendsetters that have made between $300 million and $1 billion, of which
Pampered Chef, Ltd. is a member. Social selling strategies – from home parties to social media – and
how these strategies are reaching more people are also discussed. From this article, I will really look at
the projection of the Pampered Chef, Ltd. company. My point for the projection paragraph is that the
company will continue to survive and that it is now a regular household name, and a sentence like the
following that then lists Pampered Chef as one of these companies will help me show this: “Companies
with annual sales roughly between $300 million and $1 billion are shaping the future of the U.S.
channel. DSN research has identified more than 30 companies believed to be approaching, within or
recently exceeding that range.” Many of the other notes in this article look at other companies and their
techniques, so I might not use a bunch of this information. However, the look at why these companies
are doing so well might fit in with my idea of how the growth from grassroots to large company worked
and made this company successful: “Leading firms are smart. And they maintain a focus on in-person
human interaction, even while embracing all the benefits of digital technology. Additionally, strong
growth companies possess a genuine culture and continuously reinforce it.” This illustrates the need for
both one-on-one interaction and overall larger interaction, proving my point about strong individual ties
and larger community ties. This source is an internet page, but it is credible for several reasons. First,
Direct Selling News is a site that has been managed since 2004 specifically for direct sales marketers; it
uses researchers to look at trends and companies in direct sales to offer ideas and discussions to
businesses. It cites its own research and research from CEOs and leaders from top data research
companies like the Girardi Group and InfoTrax. This article specifically is from 2015, so it is very
timely also.