

1067-Z1-2061      **Jim Fulmer\*** (jrfulmer@ualr.edu), 2801 South University Ave, Little Rock, AR 72204-1099,  
and **Tom McMillan** (tcmcmillan@ualr.edu), 2801 South University Ave., Little Rock, AR  
72204-1099. *What to Do on Day One in Calculus One.*

This talk will describe our opening day in Calculus I. We will briefly describe rate of change using the example of a new college graduate with two job offers in hand. Both jobs offer the same starting salary but with different opportunities for advancement. Using salary growth as a comparison, we introduce “ $\Delta$ ”-notation. Graphs will be used for explanations. This leads to the derivative. Also, we will describe the derivative of a product using a geometric explanation involving “proof without words.” This talk will describe how we attempt to energize student interest in Calculus I on the opening day of class. (Received September 22, 2010)