

New staff members join YEK



Michelle Ortiz has been involved with YEK since graduating from the program at Wichita North High School in 1999. Since then she has been involved in the Ambassadors program and YEK Pros. When it came time to rally up an office student assistant, there seemed no better choice. However, when the position opened for data manager, Michelle bid farewell to her role as student assistant and entered a new phase of her business career.

Dividing her time between many things, Michelle is a senior at Wichita State University majoring in accounting and is involved in Beta Alpha Psi. She was born and raised in Wichita but is looking forward to seeing the world and hopes her degree in accounting will lead the way. She enjoys all things English (stemming from living and studying in Manchester, England, for a brief time) and loves traveling, music, and WSU men's basketball.

For eight years, the East Rotary Club of Wichita has provided mentors for YEK students. They provide assistance and insight as the students research and write their business plans. Jack Simpson, Matt Mattingly and Ruben Saunders recently visited students in YEK's West High School program in Wichita to share their expertise.



YEK's new assistant, Jana Riddick, is currently a senior at Wichita Southeast High School. She is very excited about joining the YEK team. Jana has stayed involved with YEK after completing the program during the 2004/2005 school year by serving as an active Ambassador and participating in summer partnerships.

In her spare time, Jana enjoys going to the movies and shopping. She also likes spending time with the family and friends. She looks forward to starting WSU this fall where she plans to major in International Business.

Business Breakfasts net \$40,000 for YEK

Loud motorcycles, fast boats and shapely women — all topics of conversation at the 2005 YEK Business Breakfast series. The third biennial series featured Sheldon Coleman, CEO of Big Dog Motorcycles; Pack St. Clair, Chairman and CEO of Cobalt Boats; and Sara Blakely, Founder of Spanx (hosiery and clothing manufacturer). The speakers shared the history and development of their companies with sold-out crowds of almost 200 at each breakfast.

"The Breakfast Series is a great way for YEK to spotlight successful entrepreneurs," said Shelly Chenoweth, YEK executive director. "We hope we can provide insight for area business people and entrepreneurs, and raise some money for YEK in the process."

Thanks to the sponsors, whose logos are shown below, all proceeds from the sales of the \$50 breakfast tickets will go directly to benefit YEK students and classrooms. If you have any suggestions for future speakers

for the next Business Breakfast Series, which will be in the fall of 2007, please call Valarie Florio at the YEK office at 316-978-7958.



Breakfast Series sponsors Bill Pickert, BKD, LLP (left), and John Haigh, INVISTA (right), joined speaker Sara Blakely and YEK executive director Shelly Chenoweth at the Nov. 17 breakfast. Blakely is the founder of Spanx, a company that revolutionized the hosiery industry.

BUSINESS BREAKFAST SPONSORS



MTV star, clothing designer share stories, business advice with YEK students

Every entrepreneurial venture starts with a dream. At YEK, we encourage our students to dream big. That's why we host annual events that give students the tools to make their dreams come true. Dare to Dream is a professional development event that offers students the chance to network with one another, hear from a motivational speaker and participate in educational break-out sessions.

"Dare to Dream enhances our classroom experience through additional motivational activities. We expose the students to concepts and experiences that are out of their everyday activities," said Sherii Farmer, YEK program director.

Wichita area students heard from Jamila Payne, a clothing designer from Philadelphia, Jan. 25 and 26, 2006. This event was conducted over two days to accommodate the almost 400 students who attended. It was sponsored by Cargill Meat Solutions.

Payne, 28, is the owner and founder of Milla by Mail, a mail-order retailer founded in 2002 to provide a stylish shopping option for busy women. Payne has been featured in *In Style*, *Entrepreneur Magazine*, the



Jamila Payne, second from left, meets with YEK students at the annual Dare to Dream Workshop in Wichita.

San Jose Mercury News and many other media outlets. She was named one of "Philadelphia's Most Influential Under 40." TV personalities such as Kelly Ripa have worn Payne's designs. Payne has a degree from Drexel University in Design and Merchandising. Her company Web site is www.millabymail.com.

YEK students from Topeka, Lawrence and Wyandotte County met at the University of Kansas Memorial Union on Feb. 28, 2006, to hear from Jeff Yalden, a featured guest on the MTV show "Made."



Jeff Yalden was the keynote speaker the YEK Dare to Dream Workshop in Lawrence. This is the first year YEK has hosted a workshop for the northeast Kansas region.

Yalden, from Sagamore Beach, Mass., has faced struggles such as stuttering, poor academic performance and a learning disability. He also saw a failed relationship that ended in him living in a car. After hospitalization for depression, and an honorable discharge from the United States Marine Corps, Jeff realized it was up to him to reach his potential and take charge of his life. His life changed, and he has been able to reach thousands of young people with his message that success in life is contingent on a person's attitude toward life.

(continued on page 3)

Annual campaign a vital part of YEK's funding

by Valarie Florio, YEK Development Director

Youth Entrepreneurs of Kansas has officially launched its annual campaign. The YEK staff announced its \$125,000 annual campaign goal at the March 9, 2006, Board of Directors meeting. The annual campaign is extremely important to the success of YEK because it provides funding for our classroom experience.

There are close to 700 high school students enrolled in the YEK program this year, and by making a contribution, you will directly affect these youth. Some of the items that your funding provides include:

- Biz Paks™ — We provide each of our students a BizPak™ of learning materials, which includes a backpack, pens and pencils, calculator, ruler, binder, notepad and highlighters. The cost to provide a BizPak™ per student is \$75.
- Textbook — The classroom textbook "How to Start and Operate a Business" is provided at a cost of \$65 per student.
- Wholesale Field Trip/Market Day — This is by far one of the best learning tools in the YEK program. Our Wichita students are bused to the Excel

plant, where they are taken on a tour to study the various aspects of product testing. They then proceed to Smith Barney for investment lessons. They conclude at Sam's, where they search for a product to sell at the Market Day at their schools. We give each of our students a \$25 loan to purchase a product, and they can merge into groups or sell their product individually. At Market Day they sell their product, which can be anything from nachos to pizza. They are expected to pay YEK back for the loan and if they make a profit, they get to keep it. Northeast Kansas YEK students have a similar wholesale/retail lesson.

- Business Plan — Our students' culminating classroom project is the creation of a business plan. They research and prepare the business plan throughout the school year. They compete against one another in class and, later, the top classroom winners go on to compete against the other schools. The winners from the regional competition receive venture capital.

The average cost to provide all of these things in one classroom setting is \$10,000. Your gift will make a difference! We have enclosed a gift envelope with the newsletter; please consider making a gift to our campaign this year.

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YEK Wire is published by Youth Entrepreneurs of Kansas, a nonprofit organization that works with public schools to teach business and entrepreneurial skills in the classroom.

YEK teaches free-enterprise fundamentals through hands-on experiences and strives to:

- 1) Provide the skills necessary for students to start their own businesses;
- 2) Enhance students' business skills for future career opportunities; and
- 3) Encourage students to continue into higher education.

Almost 500 students completed the program during the 2004-2005 school year. Since its first year of operation, approximately 6,500 students have graduated from YEK. YEK was established in 1991 by the Charles G. Koch Foundation. It is a licensed program of the National Foundation for Teaching Entrepreneurship, based in New York.



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www.yeks.org

Ambassador Association continues learning after YEK classroom experience

by Jennifer Szambecki, Alumni Manager

Members of the YEK Ambassadors Association meet every month to hear from local business speakers, network with one another and learn about opportunities for community and YEK involvement. But this program is about more than meetings and networking. It is about growing leaders. Ambassador members must demonstrate leadership and initiative simply by applying to be in the program, attending meetings and community service events, and being prepared to learn from and interact with speakers and each other.

The student can also take the year-long step of running for office. Each year the Ambassadors elect four officers, who serve to lead and coordinate the various efforts of the Ambassadors Association. The officers meet at the beginning of each month to review the last Ambassadors meeting and plan for the next few. Officers also decide what opportunities to present to the wider Association, such as community service events, fundraising opportunities and locations for the



YEK Ambassador Officers, from left, Jana Riddick, Ricardo Melon, Adam Hall and Minh Nguyen.

summer trip. While the YEK Alumni Manager oversees this program, it is the officers and members who lead the charge and make things happen.

If you know of YEK graduates who aren't currently involved in Ambassadors, please encourage them to get involved! Or call the YEK office and we will contact them. Entrepreneurship education doesn't stop when the YEK classroom experience is over. We hope to continue to help our students, and we know they can help the YEK staff and teachers continue to refine and improve what we do.

Professional development begins early for YEK students



Shelly Chenoweth, Executive Director

I am a big fan of Zig Ziglar. I had the opportunity to see him a few years ago when he came to Wichita, and I really enjoyed his humor and stories. His messages of self accountability and maintaining a positive outlook are so applicable to what we try to help our YEK students understand.

Recently I was listening to one of Zig's CDs in my car, and he started talking about the relationship between an employee and the employer. He said: "It's a two-way street. The company needs to provide inspiration, training and opportunity. When the worker provides excitement, enthusiasm, commitment and honest effort, then that simply means that both of them, management and workers, are on the same side, and when that happens, productivity no longer is a problem."

At YEK, we take our role of employer very seriously.

While the students don't work for us, their job right now is to be a student. We want to fulfill our role of the employer and provide inspiration, training and opportunity. One of the ways we do that is through the Dare to Dream Workshop. We have hosted this event for our Wichita-area students for several years, and this year, we were pleased to be able to host the first-ever northeast Kansas Dare to Dream, for YEK students in Kansas City, Lawrence and Topeka (see page 1 for more details).

We strive to have educational activities and inspirational speakers at these events, but most importantly, we want to plant the seed in the students' minds that lifelong learning is important. We also hope they understand that throughout life, some of the most important learning venues are outside of a classroom environment. And we hope the students realize, just as Zig says, that the attitude and effort they bring to any situation can greatly influence the outcome of that situation.

Dare to Dream (continued from page 1)

Jeff has been a life coach on the MTV show "Made," where experts advise and assist the show's featured guest to help his or her dream come true. He is the author of *They Call Me Coach, Keep it Simple, 20 Ways to Keep it Simple* and *Traits of a Leader*. He was a contributing author of *A Cup of Chicken Soup for the Soul*, which was heralded on the *New York Times* No. 1 bestseller list.

In addition to the keynote speakers, students had the opportunity to network with students from other schools, and participate in small

College Goal Sunday offers help with college process; YEK student wins \$500 scholarship at event

College-bound students are filled with overwhelming decisions about their future — selecting the right school, declaring a major and deciding how to finance their education. For Kansas students, there is help to make the process smoother.

On Feb. 12, College Goal SundaySM offered free, personalized help to high school seniors throughout Kansas in obtaining some of the \$60 billion in post-secondary financial aid available from the U.S. Department of Education. In addition, two \$500 scholarships were given away at each of the 20 College Goal Sunday locations. Amanda Rarick, a senior at Campus High School and a student in the YEK program, was one of those lucky winners.

The scholarship drawings totaled \$20,000 for the event. The scholarships can be used for the fall 2006 academic year at any college or trade school in the country.

Jeff Yalden's Three Rules to Live By

Do what is right.

Do the best you can.

Treat other people the way you want them to treat you.

group sessions with topics such as appropriate dress for work and interviews, communication skills, marketing, avoiding credit traps and commodities marketing.



Amber Rarick, a senior at Campus High School in Haysville, won a \$500 college scholarship by attending the USA Funds College Goal Sunday.



USA Funds, a longtime financial supporter of YEK, sponsors this event with the Ewing Marion Kauffman Foundation, Lumina Foundation for Education, and The Sallie Mae Fund. In Kansas, College Goal Sunday is a non-profit event coordinated by the Kansas Association of Student Financial Aid Administrators and other interested and dedicated volunteers.

For locations or other information about College Goal Sunday, visit www.CollegeGoal.org or call the Career & Education Hotline toll-free at (866) 897-8111. USA Funds has additional resources for college-bound students at www.usafunds.org.



YEK Ambassadors assist in discovery process for International Marketplace District

Nine YEK Ambassadors volunteers hit the streets with branding agency Greteman Group on Saturday, Feb. 25. The purpose? Conducting (often bilingual) man-on-the-street interviews with business owners and residents of the proposed new International Marketplace District near North 21st Street and Broadway. The team visited everything from restaurants to barbershops in its quest for qualitative data. Members used their entrepreneurial training to think like business owners and get into the minds of consumers. The findings were included with the results of quantitative print and online surveys and presented at a March 14 community meeting. All will play into the development of an identity and branded materials to promote the district. From the enthusiasm with which the students were met, we feel safe in saying the final product will reflect their enterprising input. YEK once again showed where there's a will, there's a way (and free lunch!).

Wholesale trip, market day — experiences provide lessons to build on all year

The wholesale trip and market day are highlights of the year at each YEK high school. Offering a classic lesson in buying at wholesale and selling for retail, this activity is one of the largest recruiters for future YEK students.

With the activity, each student receives a \$25 loan from YEK. The student is encouraged to partner with two or three other students in his or her class to create a team. Prior to the field trip, each team decides on an item or items to sell. Most teams select lunch items such as pizza or Mexican food, but others have sold handmade jewelry, homemade chocolates, or even taken orders for made-from-scratch pies.



Once the teams are ready, they go on their wholesale field trip. During this day, they visit local businesses, eat lunch at a restaurant owned by an entrepreneur and take a trip to a wholesale club. At the wholesale club, students use their loan to buy the ingredients for the items they plan to sell. They can also negotiate with local restaurants to buy their items.

A few days later at their school, the students sell their products. They are required to repay the \$25 loan to YEK, but any profit they make is theirs to keep. This wholesale/retail lesson provides a wealth of knowledge for the students: market research techniques, how to figure pricing, marketing their product, understanding the cost of goods sold and how to calculate return on investment. YEK instructors use this "business for a day" project to build on as the students prepare their in-depth business plans.

(photo above)
Students from F.L. Schlagle High School in Kansas City, Kansas, prepare for Market Day.

(photo at right)
Nachos are a favorite at Market Day, as these students from Wyandotte High School in Kansas City discovered.



YEK Sites & Teachers

Augusta High School
Joyce Koehn

Campus High School (Haysville)
Kathy Shockey

East High School
Shanna Zimmerman

Heights High School
Paul Biays

Highland Park High School (Topeka)
Janet Land

Kapaun Mt. Carmel
Matthew De Vries

Lawrence High School
Helen Seeley

Newton High School
Doyce Finesy

North High School
Matt Silverthorne

Northwest High School
Jeff Darr

South High School
Jon Berseth

Southeast High School
Lynne King
Valerie Most

Topeka High School
Murray Moore
Lana Northup

West High School
Janet Hartley

Valley Center High School
Brian Becker

Kansas City High Schools

F.L. Schlagle High School
Tim Dorian

J.C. Harmon High School
Kathleen Cochran
Sue Underwood

Washington High School
Jean Carter

Wyandotte High School
Leslie Brown