

## YEK Sites & Teachers

**Augusta High School**  
*Ryan Biegert*

**Campus High School (Haysville)**  
*Kathy Shockley*

**Clearwater High School**  
*Dale Lukert*

**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**  
*Jason Crawford*

**Newton High School**  
*Lisa Yoder*

**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*

## Kansas City High Schools

**F.L. Schlagle High School**  
*Tim Dorian*

**J.C. Harmon High School**  
*Sue Underwood*

**Washington High School**  
*Jean Carter*

**Wyandotte High School**  
*Leslie Brown*

## Philanthropy a part of YEK class at Campus High School

The YEK students at Campus High School in Haysville have a great environment in which to learn about entrepreneurship. They have an outstanding teacher in Kathy Shockley, a 30-year business teacher who manages to make every day new and fresh. They have a supportive administration that values the lessons an occasional field trip can provide. They have a closed lunch period that allows them to have a captive audience of 1,400-plus students on Market Day, when they sell products to earn a profit.

Another reason these students have a great environment may not be so obvious, but it is a very important component: the Lunch Ladies. Every year, the women who staff the cafeteria, or the Lunch Ladies, as they are affectionately known, go out of their way to help the YEK students be successful. They plan the least favorite items for the menu on Market Day, give pointers and tips to students about cooking chicken or funnel cakes, and even stand guard by the breaker box if YEK students have one too many crockpots plugged in.

Shockley has always encouraged her students to reward the people who help them be successful, and last year they hit upon a great idea. The cafeteria staff members open numerous industrial-sized cans every day as they prepare the meals. They have never had it in their budget to buy a can opener that could adequately handle the quantity and size of cans they opened. So the Ladies took it into their own hands, and started

saving change and slowly building a fund to eventually buy the can opener.

When the YEK students got wind of this, they vastly accelerated the process by donating \$400 of the proceeds from their Market Day to get enough money to purchase the can opener.

YEK teaches students that being a contributing member of society and creating wealth through business ownership is being involved in the community and bettering the situation of those around you. We also expose students to the concept of philanthropy and community volunteerism as other ways they can improve the situation of their lives and the lives of those around them.

Shockley and her students put those lessons to good use, benefiting the entire school.



The Campus High School Lunch Ladies show their excitement over the industrial-grade can opener the YEK students helped purchase for the school.

## Wichita East Rotarians share business expertise with students

Mentoring has become a buzz word in the business community, and rightly so. People realize the value of working with a colleague who has specialized experience, and how learning from someone else can help you avoid the mistakes they made.

But mentoring is nothing new to YEK, thanks to the East Rotary Club of Wichita. Now in its ninth year, the club has established a model mentoring program with YEK. A panel comprised of an attorney, a banker and a CPA visit each YEK Wichita-area classroom and discuss when students will need these services during the

course of their business startup. Other Rotarians visit the classes and work in small groups with the students, offering business advice and reviewing the students' business plans.

In 2006, a real estate component was added to the mentoring experience, and organizer David Mitchell, an East Rotarian and owner of Mitchell Richards CPA, hopes to add mentors who can address insurance questions in 2007.

In addition to helping coordinate the more than 100 mentors, East Rotary financially supports YEK. For the past several years, it has provided funding for the venture capital award of \$1,000 to the student who wins the YEK Wichita Regional Business Plan Competition. In 2006, the club presented YEK a \$3,500 grant to fund the venture capital award and help cover other YEK expenses.



Abby Lewis from Kapaun Mt. Carmel High School in Wichita discussed her winning business idea at the Wichita East Rotary Club in July. Dr. Steve Taylor, Rotary president, left, David Mitchell, YEK mentor, and Matthew DeVries, Abby's YEK instructor, attended her presentation.

## Wichita teacher, student recognized by national entrepreneurship education group

Wichita has long been known for the entrepreneurial people and ideas that flourish here. Recently, a YEK student and teacher upheld that long-standing tradition and were recognized by the National Foundation for Teaching Entrepreneurship (NFTE) for their work.

Chanda Couch, now a freshman at Hutchinson Community College, was selected as a winner in the 13th annual nationwide "NFTE Young Entrepreneurs of the Year" competition. Couch, a graduate of Newton High School, won the YEK Business Plan Competition in the Wichita region in May 2005. Her winning idea was to establish a training program to help students with dyslexia learn to read.

Matthew DeVries, a YEK instructor at Kapaun Mt. Carmel High School in Wichita, was among 19 teachers from across the United States honored for their commitment to increasing education and economic opportunities for youth.

Couch and DeVries were flown to New York City for NFTE's Salute to the Entrepreneurial Spirit awards dinner on April 25, 2006. Student winners received a cash prize to serve as working capital for their businesses or to fund future educational pursuits. Teachers also received a monetary award in recognition of their work.



Chanda Couch, YEK graduate from Newton High School, was honored as a national winner by the National Foundation for Teaching Entrepreneurship. Matthew DeVries, YEK's instructor at Kapaun Mt. Carmel High School in Wichita, was recognized as one of 19 outstanding entrepreneurship teachers by NFTE. They received their awards in New York last spring.



Watch for the next issue of the YEK Wire for coverage of the 2006 YEK Big Biz Bang.



# YEK Wire

THE NEWSLETTER OF YOUTH ENTREPRENEURS OF KANSAS

SUMMER 2006

## Summer partnerships give students insight into business operations

by Jennifer Szambecki, Alumni Manager

The YEK mission statement promises that we will strive to provide "entrepreneurial education and experiences" to our students. We do this in a variety of ways, but perhaps the most specialized way in which our students experience entrepreneurialism is through our summer partnerships. These once-in-a-lifetime opportunities for YEK graduates offer knowledge and open doors in ways few of our other programs can.

### Associated

YEK's newest partnership was with Associated. Twelve YEK graduates were selected to spend a week at this marketing, public relations and advertising company in the heart of Wichita's Old Town. The students divided into three teams and each team was paired with a mentor. The team's objective was to develop an advertising campaign idea for one of Associated's largest clients, INTRUST Bank. The team members with the best idea and presentation won \$500 in scholarships each and went on the next week to use Associated's creative team to professionalize their campaign. This outstanding experience culminated when the winning team pitched its campaign idea to executives at INTRUST Bank.



Candice Harris, Matt Haner and John Gengler put their creativity to work as they prepare their presentation for the Associated partnership.

### Kansas World Trade Center

YEK graduates with an interest in international markets got a firsthand look at how business is conducted on a global scale through this partnership. Student teams were assigned a company to research and were directed to develop an international business plan for that company. The teams made competing presentations and the winning team members each received a \$500 scholarship.



Trey Malone, left, Alfredo Gimenez, Paul Catonese and Colin Hagan shared what they learned in the Kansas World Trade Center partnership. Malone and Hagan delivered the winning presentation and each received a \$500 scholarship for his work.

### Cessna Aircraft Company

From concept to design to manufacturing to service, 11 YEK graduates spent a week learning about every phase of Cessna's process for putting its planes in the air. These students toured the major Cessna facilities, including taking a flight to the Independence, KS, plant to see where Cessna's single engine and Mustang models are being made. The students presented what they learned to members of the sponsoring Cessna Management Association, who awarded top students with a total of \$3,000 in scholarships.

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YOUTH ENTREPRENEURS OF KANSAS  
1845 Fairmount, Box 157  
Wichita, KS 67260-0157

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 700 students completed the program during the 2005-2006 school year. Since its first year of operation, approximately 7,000 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.



Layout and design donated by: Associated marketing | pr | advertising

For more information, contact: Youth Entrepreneurs of Kansas 1845 Fairmount, Box 157 Wichita, KS 67260-0157

Phone: (316) 978-7935 Fax: (316) 978-7950

www.yeks.org

## Competition is a part of life

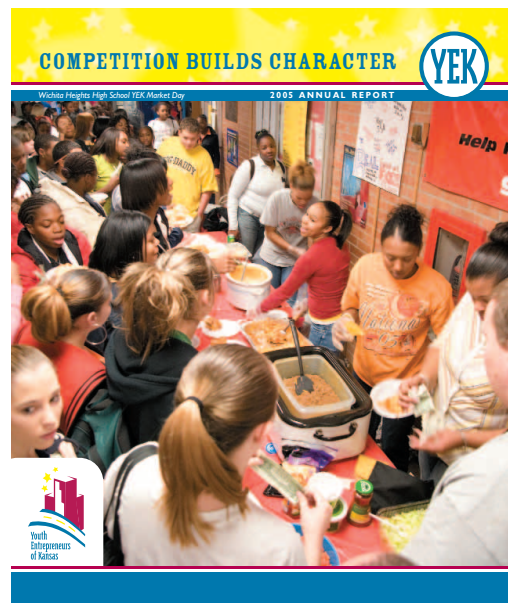


Shelly Chenoweth, Executive Director

This issue of the *YEK Wire* has many references to competition. There is a lot of focus on competition in late spring and early summer at YEK, with students presenting business plans, vying for scholarships and participating in partnerships. Competition is very prevalent in this issue,

partly just because of timing, but mostly because competition is always a part of YEK.

Each spring, YEK students prepare a business plan and present it in class. The winners from each class advance to the regional competition, where they compete for venture capital. This year's competition was incredible. We had some very nervous students, some very confident students and some students who talked so fast it was hard to follow them. (Or were the rest of us just slow listeners?!) We also had a first in my eight years of watching the YEK competition — a student asked the judges and staff in the room to sign a no-compete waiver; she has invented a product and wants to protect her idea. Talks with a patent attorney are under way ...



The competitions that are a part of YEK prove, without a doubt, that incentives work. A grade can be a great motivator, but the chance to win \$1,000 to put toward a business or apply to college costs is a strong incentive to do the work, complete the project, practice the presentation and go beyond just what is expected to really excel. Competition helps students rise to levels of performance that often exceed what we expect of them. Competition, a vital component of a successful free-market system, is alive and well in high school classrooms in Kansas.

## Partnerships (continued from page 1)



Minh Nguyen shares his insights with the panel of judges during the Cessna partnership. Students in the partnership spoke on the topic of managing growth within the company.

### Smith Barney

This partnership changes the way students think about money. Twelve students spent the summer learning about savings, investing, wealth management and wealth creation through "classroom" learning, as well as one-on-one mentorship from the Smith Barney financial advisors. At the end of the nine-week partnership, the



John Dunlop, left, Smith Barney Wichita Branch Manager, congratulates student winners Joanne Chou and Colin Hagan after the final competition in the Smith Barney partnership. Shelly Chenoweth, YEK Executive Director, and Liz Koch, Chairman of the YEK Board of Directors, joined the winners.

## YEK recognizes student winners, outstanding teachers and volunteers

The culminating project for all YEK students is researching and writing a business plan. Students can choose whatever business ideas interest them — a traditional business for youth such as lawn care or babysitting or something more exotic such as a mortuary or a physical therapy clinic.

Students present their plans in the classroom, competing against other students in their class. The top student from each class advances to the regional competition. YEK hosts three regional competitions: Wichita area, Topeka-Lawrence, and Kansas City.

These photos highlight the competition and Dreams to Dividends, YEK's annual awards reception, in our three geographic regions.

### 2005-06 Award Winners

#### Wichita Regional Business Plan Competition

Abby Lewis, Kapaun Mt. Carmel High School  
*The Scribbler*, a nail polish pen

#### Topeka/Lawrence Regional Business Plan Competition

Erica Ray, Topeka High School  
*Erica's Sitter Sitty*, daycare

#### Kansas City Business Plan Competition

Leanna Montgomery, Harmon High School  
*Unique-n-Chic*, interior decorating

#### YEK Program of the Year

Wichita South High School  
Jon Berseth, Instructor

#### YEK Teacher of the Year

Jeff Darr, Wichita Northwest  
Sponsored by Clifton Square Foundation

#### YEK/NFTE Student Entrepreneur of the Year\*

Chanda Couch, Newton High School

#### Emerging Entrepreneur

Shawn Parker, for his work as a movie producer  
Graduate of Campus High School

#### NFTE Teacher of the Year\*

Matthew DeVries, Kapaun Mt. Carmel  
Recognized as one of 19 outstanding entrepreneurship teachers in the U.S.

#### Rookie Teacher of the Year\*

Jean Carter, Washington High School (Kansas City)

#### YEK Star Awards (Volunteer of the Year)

Jeff Johnson, Flint Hills National, Wichita  
Mal Robinson, Security Benefit Corp., Topeka  
Chris Sims, Capitol Federal, Kansas City

#### YEK Pillar Award (Outstanding Board Member)

Charlie Peer, Great Plains Ventures

\* Sponsored by the Wichita Economic Education Foundation



Cameron Kasel and his grandfather relax on one of Cameron's handmade benches after Cameron presented his business idea at the Wichita-area Business Plan Competition.



Jaime Valverde plans to start a business selling candy and piñatas. Chicken Little is just one of the many designs he will have available. Jaime, a student at Wichita West High, won \$200 for his business idea.



Jean Carter, YEK instructor at Washington High School in Kansas City, is congratulated by Priscilla Petrini, YEK Regional Program Manager in Kansas City. Carter was chosen as YEK's Rookie Teacher of the Year for 2005-06.



Marco Solis, Harmon High School in Kansas City, displays his business idea, MAS Gym, at the Kansas City Dreams to Dividends awards reception. Marco received \$900 in venture capital for his idea, as well as a \$1,000 scholarship from YEK.



Mal Robinson, left, from Security Benefit in Topeka, received the Volunteer of the Year for the Topeka/Lawrence area from Shelly Chenoweth, YEK executive director, center. Karen Robinson helped the YEK staff get Mal to the event for the surprise award. Mal was also elected to YEK's Board of Directors and will begin his 3-year term in September.



Darrell Adams Jr., left, received the Ambassador of the Year Award from YEK. He is joined by his instructor at Wichita North High, Matt Silverthorne. Adams has been involved with Ambassadors for two years. Ambassadors is a group for YEK graduates to continue networking and learning from entrepreneurs.



Shannon Dunkel, Lawrence High School, displayed her business idea, Dunkel's Delectables, at the Topeka/Lawrence Dreams to Dividends. Students use many props and examples of their work as they compete for the \$100 award for the best business display.

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