



youth entrepreneurs®
K A N S A S

Alumni Connection

February 2008

Volume 3, Issue 1

A new look for YEK

We are pleased to present the new Youth Entrepreneurs Kansas logo, and the new look for the Alumni Connection. The new logo features a stylized, green “E” representing the word “entrepreneur.” The “E” symbol is flanked by solid black lines staggered to create a bar graph appearance – a common tool in the business world. The same logo will be used for YEK’s sister program, Youth Entrepreneurs Atlanta.

YEK Executive Director Kylie Stupka said, “Our new logo is dynamic, simple and memorable. We think it is an image that will

be relevant to everyone we interact with: students, administrators, donors and mentors.”

The new logo also prompts an updated look for our Web site (www.yeks.org) and the addition of new site features, including an online directory of businesses owned and operated by YEK students and alumni. Site visitors can search the list and patronize businesses to show their support for YEK graduates. According to Stupka, “The online directory will be a valuable marketing tool for our alumni businesses, providing visibility and connecting them with potential customers.”

Alumni program changes

Beginning this spring, the opportunities for students to stay involved with YEK after completing the class will change. After consulting several alumni and members of the Wichita-area Ambassadors Association, the decision has been made to better define the program’s parameters.

Instead of having an Ambassadors Association that requires membership and attendance at monthly meetings, everyone who completes the YEK class will be considered part of the Alumni group until age 22. No monthly meeting will be required; instead, two special activities will be offered each year. We value the time our alumni give to the organization, and it is our intent to make the most of it by offering bigger, better programs on a less frequent basis. There will be one event for Kansas City Alumni, one for Topeka/Lawrence Alumni, and one for Wichita-area Alumni each spring and fall.

In addition, all Alumni will be eligible to apply for the summer partnerships each year until age 22. Previously, students could only participate the first summer after completing YEK. In addition to these changes, we are also expanding the resources available to the Alumni through our Web site and Alumni newsletter.

Sign up for summer partnerships

Summer partnership applications will be available on the YEK Web site beginning March first. In Wichita, participating businesses are Associated, Cessna, The Hayes Company, Kansas World Trade Center and Smith Barney.

If you are a YEK graduate age 22 or younger, you are eligible to apply for summer partnerships. The deadline is 5:00 p.m. Friday, April 18. Please visit our Web site at www.yeks.org for more details and to apply.

Support current students at Dreams to Dividends and trade shows

Mark your calendar for this year’s Dreams to Dividends award ceremonies, scheduled for May 8 in Kansas City, May 14 in Wichita and May 15 for Topeka/Lawrence.

In March and April, current YEK students will be marketing their businesses at their respective schools during the trade shows. The trade shows will be scheduled throughout the two months, so check the calendar on our Web site and stop in to visit one or more of the schools to support our students.

New Faces

We are excited to welcome two more new staff members, Phoebe Bachura and Spencer Stelljes.



Phoebe Bachura

Phoebe Bachura is YEK's new development director. She earned a Bachelor of Science in Marketing/International Business from Kansas State University. Prior to joining YEK, she worked for six years as a consultant at The Austin Peters Group, Inc., a consulting firm specializing in fundraising and human resources to public and nonprofit agencies. She is

active in her community, and has served on the Board of Directors for The Association of Fundraising Professionals, chair of the 2007 National Philanthropy Day Committee, and a member of the Leadership Committee for the Nonprofit Chamber of Service. She is also a member of the Central Exchange in Kansas City. Phoebe's husband, Jaime, is a district sales manager for Shelter Insurance. They have one son, Carter, born in April 2005. The family enjoys traveling, spending time at their lake cabin, being outdoors, exercising and spending time with family and friends.



Spencer Stelljes

Spencer Stelljes is program manager for the Wichita region. Before coming to YEK, he interned for Senator Sam Brownback in Washington, D.C. and for Kansas Speaker of the House Kent Glasscock. Spencer was also an insurance agent for the last three years. He serves on several Wichita area boards including the Wichita Chamber Chorale, Derby Chamber

of Commerce, and the Derby Rotary Club. He and his fiancé, Tiffany Yearout, are also tenor and soprano soloists at First Presbyterian Church in Wichita. During the football season, you can also see Spencer donning his stripes as the head linesman on a high school and small college football officiating crew.

The Alumni Connection is a quarterly publication of Youth Entrepreneurs Kansas, a non-profit organization that works with high schools to teach business and entrepreneurial skills in the classroom.

Editor: Doni Kealey

Youth Entrepreneurs Kansas

4111 E. 37th St. North, Suite D101 4601 State Ave.
Wichita, KS 67220 Kansas City, KS 66102
Phone: (316) 828-3910 Phone: (913) 279-2301
Fax: (316) 828-3920 Fax: (913) 627-2622

www.yeks.org

Outside scholarship and internship opportunities

Here are the latest scholarship and internship opportunities open to YEK graduates. Visit our Web site at www.yeks.org for more details.

- The Bank of America Student Leader program is an eight-week, paid summer internship. Find details and apply at www.bankofamerica.com/neistudentleaders.
- The Koch Associate and Koch Internship programs are both paid internships, but have different time commitments. Visit www.cgkfoundation.org for details and an application.
- Students in Wyandotte county can find a list of local scholarship opportunities at www.kckscholarships.org.
- Sallie Mae has multiple scholarship opportunities with varying application deadlines. Visit www.salliemaefund.org for details. To search for more opportunities, Sallie Mae also suggests going to www.collegeanswer.com/freemoney.

Visit www.yeks.org for:

- **Scholarship applications**
- **Partnership applications**
- **Internship opportunities**
- **Outside scholarships**

Future CEO Stars

We still need submissions for the Consortium for Entrepreneurship Education's Future CEO Stars magazine. Each monthly issue features an article written by a YEK graduate describing his or her entrepreneurial experience, and we need authors! You don't need to have your own business - just experience or advice you'd like to share. Please contact Doni Kealey at 316-828-3914 or doni@yeks.org for details.

If you'd like to see a copy of the magazine, a limited supply of past issues is available in our office, or subscriptions may be purchased from the Consortium for \$25 per year. Contact Doni for more information.

Mark your calendar!

March

1-30 - Trade shows at YEK schools (dates/times vary)

April

1-30 - Trade shows at YEK schools (dates/times vary)

18 - Summer partnership applications due

May

8 - Kansas City Dreams to Dividends

14 - Wichita Dreams to Dividends

15 - Topeka/Lawrence Dreams to Dividends

BWCU Young Investors and Entrepreneurs Club announces next meeting

Thursday, April 24, 2008 at 6:30pm you are invited to hear Sonia Greteman share her experience as president and creative director of The Greteman Group.

Whether the challenge is increasing a client's market share, reframing an issue or connecting with new audiences, Sonia helps her team achieve maximum potential. She sets the direction for the agency by challenging her writers and designers to dig deeper and think smarter while empowering her team members to spread their wings and innovate.

This event is brought to you by the BWCU Young Investors and Entrepreneurs Club and will meet at "Office This," 4031 East Harry. The meeting will last approximately two hours and dinner will be provided. You also will have the opportunity to meet and network with other young professionals and ask questions specifically about branding and marketing your new business.

Reservations are required and there is no cost to you. Please e-mail your reservation to colleageandcareers@bwcu.org.

Spotlight on Success: Karl Fundenberger

I couldn't wait to take the Entrepreneurship class in high school. I had heard about so many kids getting free backpacks, and making money with the Food Fair. It seemed like a great idea for me, especially since I had been casually doing freelance photography for a couple of years as a kind of business. And when I took the class, I excelled. It was one of the classes in which I enjoyed doing my homework – it helped that the rewards were a little more tangible than grades. I was awarded \$800 my senior year of high school as venture capital, and I was also given a \$1000 scholarship.

This year, thanks in part to YEK, I'll be graduating debt-free from Washburn University with a bachelor's degree in Mass Media and French. I have been fortunate enough to be awarded a scholarship each year from YEK. In college, I've frequently been the first among my peers to seize opportunities available to me – and it is my YEK experience that so solidly affirmed this carpe-diem attitude in my mind. I have worked on the student newspaper and yearbook all four of my years at Washburn, and because of my networking there, ended up getting a part-time Graphic Design job at Peterson Publications – the company that produces all the advertising in the Wichita Visitors Guide, and the Topeka Visitors Guide, and produces several other magazines and directories. There, I learned invaluable lessons about dealing with clients in the design-proof-revise process, and I learned to appreciate working in an office environment.

In the spring semester of my junior year, I studied abroad in France. I had an incredible experience learning the language and culture, and I am truly a changed person because of it. Again, a



Karl Fundenberger

YEK scholarship helped make this possible. The whole time, I was able to continue work for Peterson Publications, doing varied work online and through e-mail. When I came back to the states, I was a senior at Washburn and knew I would need an internship to fulfill my degree requirements. I wanted to try something new. It was still July and more than a month before school started, but I applied for and was hired

as a Web Producer at WIBW-TV. When school started, I did the paperwork necessary to use the job as an internship. As opposed to most of my fellow seniors, I got paid for all the time I worked at my "internship," and I still work there, long after my internship requirements have been filled.

The story of my involvement at YEK has a great beginning – and really, it's also the story of the beginning of my career. I will always be willing to work a little harder for those rewards – even though, as I've learned, they're not always tangible.

Coming soon to the YEK Web site

E-newsletter

Within the next few months, you will have the opportunity to receive the Alumni Connection electronically via e-mail. Beginning in mid-March, visit our Web site, www.yeks.org, to sign up for our e-newsletter. You'll be helping the environment and helping us keep costs down. You will also be able to sign up to receive electronic invitations and announcements of upcoming events, so you'll never miss out on an opportunity to stay involved with YEK!

Online donations and event registration

Beginning this spring, you will be able to make a donation to YEK and even purchase event tickets directly through our site. Thanks to a grant from AT&T, we are launching an e-commerce service that will make it even easier to support YEK. Keep checking our Web site for this new feature.

Online business directory

Another exciting addition to our Web site is the online business directory, featuring businesses owned and operated by YEK students and graduates. You can use this free marketing tool to help advertise your company, and our supporters can search the list to find businesses and services they need. To list your business, email Doni Kealey at doni@yeks.org with your business name and contact information.

Visit us on the Web:

www.yeks.org

NON PROFIT ORG
U.S. POSTAGE
PAID
WICHITA, KS
PERMIT NO. 84

ADDRESS SERVICE REQUESTED

Youth Entrepreneurs Kansas
4111 E. 37th St. N., Ste. D101
Wichita, KS 67220