



youth entrepreneurs®
K A N S A S

The YEK Wire

A QUARTERLY PUBLICATION OF YOUTH ENTREPRENEURS KANSAS

WINTER 2008

A new look for YEK

We are pleased to present the new Youth Entrepreneurs Kansas logo, and the new look for The YEK Wire. 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.”

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 northeast Kansas 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.

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.”

Four new sites added for 2008-2009

YEK is adding four new schools for the 2008-2009 school year! With these new schools, we’ll be venturing into new districts and expanding our program in existing ones. Topeka West High School will become the third school in Topeka to offer the YEK program, and the course will be offered for the first time at Winfield High, Andover High and Andover Central High. We are excited to introduce the program to students at these schools, and look forward to working with the teachers and staff. We would also like to extend a warm welcome to the newest YEK teachers: Sherri Goforth (Andover Central High), Michelle Woltz (Andover High), Mary Middleton (Topeka West High) and Amber Bryant (Winfield High).

Big Biz Bang date set

The 2008 Big Biz Bang has been scheduled for Friday, Aug. 15. As usual, this not-to-be-missed event will be held at Charles and Liz Koch’s house. Look for information to be mailed out in the next few weeks. Tickets will be available for purchase on our Web site beginning in April.

This space available.

Find out how you can reach more than 3,000 YEK students, alumni and supporters while helping YEK.

Sponsorships are available for The YEK Wire and the Alumni Connection.

Call Phoebe Bachura at 316-828-3913 for details.

The *YEK Wire* is published quarterly by Youth Entrepreneurs of Kansas, a non-profit 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 students with the skills necessary to start their own businesses;
- 2) Enhance students' business skills for future career opportunities; and
- 3) Encourage students to continue into higher education.

Approximately 700 students completed the program during the 2006-2007 school year. Since its inception in 1991, more than 8,000 students have graduated from YEK. Established by the Charles G. Koch Foundation, YEK is a licensed program of the National Foundation for Teaching Entrepreneurship, based in New York.



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Doni Kealey*

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From the director



Kylie Stupka

Transition! It seems to be the theme around here. What a whirlwind of changes we've experienced, all of which started for me in September with my arrival at YEK.

Although extremely grateful and humbled

to have been able to have been located at and associated with WSU for so many wonderful years, our first and most necessary change was our move to the Koch Industries campus. After adding new staff and evaluating the addition of new programs, the decision to move was inevitable. We're extremely excited about our new space and welcome all of you to stop by anytime!

Of course, what is a transition year without total transformation? And total transformation is what you'll find in our sleek new look. Rolled out during EntrepreneurshipWeek USA, Feb. 23 - Mar. 3, our new logo promises to emphasize our commitment to the Entrepreneur. I'm sure you've noticed the change to the look and feel of this edition of the newsletter. If you've not done so already, we hope you'll experience it further with a visit our website at www.yeks.org. Our thanks go out to Mrs. Koch for fostering the change and to Tony Blake Design and Koch Public Affairs for helping make it happen.

Speaking of total transformation, I can think of no better phrase to describe the evolution of the YEK staff and organizational structure over the last five months. As is typical of any transition phase, YEK has experienced several staffing changes. Our program department has been restructured to include a Program Manager position here in Wichita. Spencer Stelljes has stepped into that role seamlessly. We're fortunate to have found him to complement our program area. January also saw the hiring of Pheobe Bachura as Development Director. She has already proven herself invaluable in her two short months with the team. We're excited to have these two team members on board and are excited for each of you to have the opportunity to work with them in the future.

The development area is being further transformed with the change of the Data Manager position to Development Assistant. As we evaluated our goals

for growth in the Northeast Region and beyond, we felt this restructuring was necessary to keep up with the changing needs of the department. Interviews are currently underway for this new position, and Michelle Ortiz will still be nearby, as she has accepted a full time position with Koch Foundations accounting.

The most recent staffing change took place in mid-February, when Sherii Farmer left YEK after directing the Wichita program for several years. During her tenure with YEK she was a tremendous asset, and although we're sad to see her go, we wish Sherii the best in her new position with Westar Energy!

I'm extremely excited about the new YEK team we have built. They will bring fresh energy and ideas to an organization in transition. I would be remiss, however, if I failed to mention our pillar of knowledge. She's my saint, and I call her Super Sally! Sally Harris just celebrated her fifth year with YEK. We would be lost without her during this crazy time.

As for me, I couldn't be more excited to be here. I feel truly blessed to be part of this wonderful organization, whose mission makes such a strong impact on so many lives. Many thanks go out to all of you for your support not only of me, but of YEK. I'm proud to present myself as the new face of the organization, and I look forward to working with each of you as together we continue to transform YEK!

Calendar of events

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

Take five

Five questions for a YEK teacher.

- 1. Name:** Lana Northup
- 2. School:** Topeka High School
- 3. Years experience:** 28 years teaching; 7 in YEK
- 4. Hobbies:** Decorating, crafts, sewing, keen interest in world and national affairs
- 5. Words of wisdom to YEK students:**
Whatever course of action you take in your life, don't ever hesitate to get assistance from others. This includes using community resources and/or experienced business people to start a business or networking to get to that position you want in your career. Students in my YEK classes have learned so much more than I could teach each one by using mentors several times per week while writing business plans. Quality and knowledge come out of reaching out for help.



Lana Northup

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.

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YEK Sites & Teachers

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Kellee Roberts

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Clearwater High School
Cheryl Batchellor

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Jeff Darr

South High School
Jon Berseth

Southeast High School
Lynne King
Valerie Most

Topeka High School
Murray Moore
Lana Northup

Washington High School
Jean Carter

West High School
Janet Hartley

Wyandotte High School
Leslie Brown

Expanding opportunities

By Phoebe Bachura, Development Director

We are almost half way through our 2007-08 fiscal year, and it is already proving to be a great one. We can only begin by thanking all our supporters. You make it possible for us to develop in students the passion and skills to succeed in the marketplace and life. Without you, there would be thousands of students who would not have access to resources outside of the regular classroom that teach them skills to start or excel in a business, nor would they be given opportunities to participate in the types of services offered by YEK that encourage economic thinking and post-secondary education.

We are excited to announce plans to expand to four additional schools in the fall of 2008: Andover Central, Andover High, Topeka West High, and Winfield High Schools. We will be serving more than 800 high school students annually, in addition to our numerous alumni opportunities. Of course, with the cost of each class averaging \$10,000 per year, this growth takes resources, and there are many financial opportunities that will support this continued growth.

Currently in the midst of our annual campaign, we are almost 50 percent to our \$175,000 goal. This campaign ends August 31, 2008, and 100 percent of donations go directly toward program support.

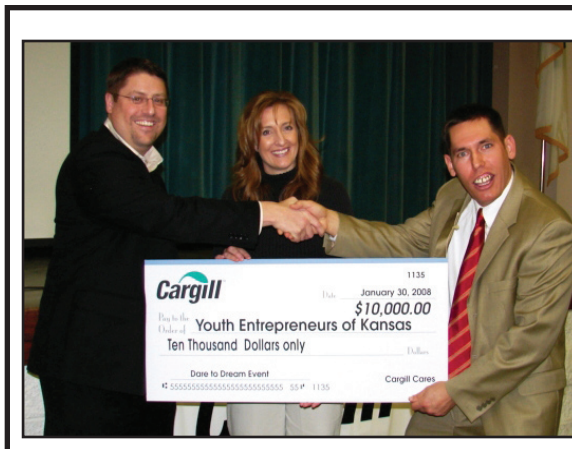
Our Big Biz Bang event will take place August 15th at Charles and Liz Koch's house, and we want to send a big thank you to our current sponsors: Bank of America at the Entrepreneur level, BKD and Delta Dental at the Investor level and Kansas Gas Service at the Shareholder level. There are still a few spots left for sponsors at the \$5,000 level as well as opportunities to reserve a table or serve as a host.

The Dreams to Dividends award ceremonies will take place in May in Wichita, Topeka and Kansas City. All current YEK students will participate, along with family members, friends and community members. Your company can be recognized as a sponsor of this event or you may be interested in giving toward scholarship funds which are directed to our deserving students and alumni."

Another great way for your company to be recognized is through sponsorship of the YEK Wire. This quarterly newsletter is mailed to more than 3,000 supporters. Sponsorship is \$2,000, which gives you exclusive coverage for one issue and space for a company profile. Sponsorship of the Alumni Connection, also \$2,000 per issue, is a great opportunity to get in front of our high school and college student population. This quarterly newsletter reaches nearly 3,000 YEK students and alumni. Space is reserved in the Alumni Connection for our sponsor to include an informative article with a short company profile.

Just a reminder to use goodsearch.com for your internet searching. If you designate Youth Entrepreneurs Kansas as your charity of choice, YEK will receive one cent for every search you make. Together, it can add up to a significant amount.

Thank you for considering support to Youth Entrepreneurs Kansas. Please call me at 316-828-3913 or e-mail me at phoebe@yek.org if you would like to discuss YEK or any of these giving opportunities further.



Our thanks to Cargill Cares for sponsoring the Wichita Dare 2 Dream 2008 workshop. At left, Chris Trumble, Director of International Marketing for Cargill, presents the sponsorship check to YEK Executive Director Kylie Stupka with a little help from keynote speaker Rich Bailey, Billy-Bob Teeth creator, right.

Recent donations

Thank you to our recent donors. This list reflects donations of \$500 and more received between Oct. 10, 2007 and Feb. 11, 2008. Please see our Web site, www.yeks.org, for a complete list of donations.

YEK Champion (\$50,000.00 +)

Mr. and Mrs. Charles Koch

Venture Capitalist (\$25,000.00 +)

Mr. and Mrs. Sterling V. Varner

Director (\$10,000.00 +)

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Dare 2 Dream workshops bring students together

This year's Dare 2 Dream professional development workshops are in full swing, and the weather has already caused trouble. Wichita-area students were scheduled to attend Dare 2 Dream at the Sedgwick County Extension Center Jan. 30 and 31, but after schools were closed due to a snowstorm on the 31st, the second day was rescheduled for the following Wednesday. We appreciate everyone who helped us reorganize the event so quickly: Rich Bailey, Best Western North Wichita, BWCU, and EarDrum Entertainment. Your hard work enabled 200 more students to attend the workshop.

The first day, Jan. 30, featured a presentation by Chris Trumble with Cargill Cares, who sponsored the workshop. Nearly 150 students learned about the importance of connecting with people from guest speaker Rich Bailey, inventor of the infamous "Billy-Bob Teeth." Other workshops included a "Reality Store" presented by Boeing Wichita Credit Union (BWCU), Dress for Success workshops presented by Rich Bailey and Human Resources representatives from Koch Industries, and diversity and social responsibility workshops by Cargill.

The Kansas City Dare 2 Dream workshop was Tuesday, Feb. 19 at the Kauffmann Foundation



Rich Bailey, inventor of the "Billy-Bob Teeth" was the keynote speaker at the Wichita-area Dare 2 Dream workshops Jan. 30 and Feb. 5.

Conference Center in Kansas City, Mo. Topeka and Lawrence students will had their workshop Wednesday, Feb. 20 at the University of Kansas Memorial Union in Lawrence. At both sessions, students will learned from guest speaker James Thomas, an entrepreneur and motivational speaker from California who has launched several businesses in the entertainment industry. BWCU also presented the "Reality Store," and students participated in a marketing activity. Fortunately the weather cooperated, so all the students had a great time and learned from the wonderful presenters.

YEK Staff

Phoebe Bachura
Development Director

Sally Harris
Office Manager

Doni Kealey
*Marketing/
Special Events Manager*

Priscilla Petrini
*Program Director
(Northeast Region)*

Jana Riddick
Student Assistant

Spencer Stelljes
*Program Manager
(Wichita Region)*

Kylie Stupka
Executive Director

YEK Mission

To provide students with business and entrepreneurial education and experiences that help them prosper and become contributing members of society.

Coming soon to the YEK Web site

E-newsletter

Within the next few months, you will have the opportunity to receive The YEK Wire electronically via e-mail. 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. An electronic version of the alumni newsletter will also be available for recent graduates.

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. Our alumni can use this free marketing tool to help advertise their company, and by patronizing these businesses, you can continue to support these budding entrepreneurs. The list will be updated on an ongoing basis, and features services such as engraving and lawn care.

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.

Visit us on the Web:

www.yeks.org

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