



**News Release  
FOR APPROVAL ONLY**

**July X, 2010**

**Media Contact:**

Tyler Dustin  
For YEK  
913.660.9658  
tdustin@morningstarcomm.com

**Local Business Professionals Donate Time and Knowledge to  
Topeka–Area High School Students**

*Youth Entrepreneurs Kansas Announces Topeka Advisory Council*

TOPEKA, Kan. – To further the mission of Youth Entrepreneurs Kansas (YEK) and increase the entrepreneurial opportunities available to Topeka students, YEK recently formed a Topeka Advisory Council. The Advisory Council, made up of local business leaders who are passionate about entrepreneurial education, will provide input and direction into the local promotion and development of YEK.

“The insights and advocacy provided by our new Topeka Advisory Council members are invaluable,” said Kylie Stupka, YEK executive director. “With their help, the YEK program will continue to expand and grow to help teach high school students the skills needed to succeed in business.”

The Topeka Advisory Council is comprised of the following Topeka–area business leaders:

- Patti Bossert of Premier Executive Recruiting
- Kristina Dietrick of Creative Business Solutions
- Karl Fundenberger of FryeAllen, Inc.
- Erin McGinnis of Bartlett and West
- Cyndi Hermocillo-Legg of Greater Topeka Chamber of Commerce/GO Topeka
- Susie Pryor of Washburn University School of Business
- Todd Reeves of Capital Portfolio Management, LLP
- Mal Robinson of Security Benefit (retired)
- Eric Smith of State Farm Insurance
- Joe Tongish, community volunteer

-More-

- Amanda Walter of MB Piland Advertising and Marketing
- Devin Walker of Printpop.com

The Advisory Council meets monthly to determine goals and provide business insights for the YEK program in area schools. Council members help raise awareness for YEK in the Topeka area, while helping increase learning opportunities through fundraising and volunteer recruitment. Members are currently promoting the Topeka Business for Breakfast event taking place October 14 featuring Danny O'Neill of The Roasterie.

“We have established specific goals we hope will promote and expand the YEK program to provide more students with the opportunity to participate in the YEK class,” said Mal Robinson, of Security Benefit (retired) and member of the Topeka Advisory Council. “Being a member of the Advisory Council is a great way to promote entrepreneurship and market-based management principles.”

YEK provides students with business and entrepreneurial education in 26 schools throughout the state of Kansas as well as three schools in Independence, Mo. The goal of the curriculum is to stimulate economic thinking skills, encourage intelligent risk-taking, provide practical business expertise and instill independence and personal responsibility. YEK students write business plans, participate in classroom competitions, and work with community business leaders to enhance their business skills for future endeavors, including entrepreneurship and higher education. In Topeka, the class is currently offered at Highland Park High School, Topeka High School and Topeka West High School.

### **About Youth Entrepreneurs Kansas (YEK)**

Founded in 1991 by the Charles G. Koch Charitable Foundation, YEK teaches free enterprise fundamentals to high school students through hands-on experiences. The program gives students the skills and tools to start their own business or enhance their business skills for future career opportunities, as well as encourages them to continue into higher education. Funded completely by private donations, YEK is a public 501(c)(3) nonprofit organization. For more information, to donate or to volunteer with YEK, please visit [www.yeks.org](http://www.yeks.org).

###