

YEK celebrates EntrepreneurshipWeek USA; Governor proclaims EntrepreneurshipWeek Kansas

Earlier this year, Youth Entrepreneurs of Kansas joined EntrepreneurshipWeek USA, which was Feb. 24 – March 3, 2007, as a program partner with special events and activities throughout the week. At YEK's request, Governor Kathleen Sebelius also declared that week as EntrepreneurshipWeek Kansas. She signed the proclamation on Feb. 16, hosting several YEK students, supporters and staff members.

As a part of the celebration, YEK hosted Dare to Dream, a professional development workshop for YEK students who attend school in Kansas City, Lawrence and Topeka on Feb. 27, at the University of Kansas Union. The day included marketing and networking activities and featured keynote speaker Coach Darrell Andrews.

Several Wichita area businesses offered special promotions throughout the week that benefited YEK. Those companies were: Il Vicino, Planet Sub, Above and Beyond Corporate Gifts, Freddy's Frozen Custard, Papa John's Pizza and Chipotle. Sheridan's Frozen Custard in Lawrence also supported YEK that week with a special promotion.

EntrepreneurshipWeek USA will be an annual celebration, and the dates of Feb. 23 – March 1 have been set for 2008. For more information about activities in Kansas and throughout the U.S., see www.EntrepreneurshipWeekUSA.com.



Darrell "Coach D" Andrews meets the official KU Jayhawk at the second annual Dare to Dream conference at the University of Kansas in February 2007.



Kansas Governor Kathleen Sebelius, center, signed a proclamation declaring Feb. 25 – March 3, 2007 as EntrepreneurshipWeek Kansas. Joining her at the proclamation signing were YEK supports, staff and students. From left: Gary Schmidt, Washburn University; Karen Nichols, YEK student from Highland Park High School; Priscilla Petrini, YEK program manager for Northeast Kansas; Jack Hamilton, Capital Federal Foundation; Shelly Chenoweth, YEK executive director; Dr. Linda Wiley, principal, Topeka High School; Francesca Johnson, YEK student from Topeka High School; Kirk Haskins, Washburn University; and Stephanie Weaver, the Ewing Marion Kauffman Foundation.

Competition Winner

Carlos Moran, Wichita North High School, wrote a business plan for Kingtone Guitars, a business to create hand-made guitars. Carlos won \$500 for his idea in the Wichita Regional Business Plan Competition.



The 2007 Annual Campaign was a great success. We set an aggressive \$140,000 goal and raised more than \$160,000 in support of YEK and its programs. We would like to thank the more than 160 donors who made gifts to this campaign. We are lucky to live in such a giving community!

YEK Sites & Teachers

Augusta High School
Kellee Roberts

Campus High School (Haysville)
Preston Scarrow

Clearwater High School
Cheryl Batchellor

East High School
Shanna Zimmerman

Heights High School
Paul Biays

Highland Park High School (Topeka)
Janet Land

Kapaun Mt. Carmel
Jim Vanek

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 Rollins

Washington High School
Jean Carter

Wyandotte High School
Leslie Brown

Opportunities to give are abundant

by Valarie Florio, Development Director

YEK's new fiscal year and funding cycle will begin on Sept. 1. You will soon be seeing a special edition of our annual report, but I wanted to say thank you again for all you have done for YEK and its students. We could not mold our high school students into young entrepreneurs without your help.

There are many financial opportunities that will support our 700 high school students this year. One way to support the organization is through a new Web site called goodsearch.com. You can save this site to your home page, designate Youth Entrepreneurs of Kansas as your charity of choice and begin making internet searches through the site. YEK will receive one penny for every search you make. This could greatly pay off for YEK in the long run.

In this newsletter issue, you can read about our upcoming breakfast series and purchase a ticket to one or all three of our great breakfasts this fall. But do it soon — these breakfasts sell out very quickly. Only 200 seats are available. Flip to page 4 to read more about our fantastic speaking lineup.

And speaking of the newsletter, we will be selling sponsorship spots for the *YEK Wire*. This is a quarterly newsletter and is mailed to more than

3,500 supporters. Sponsorships spots are \$2,000 for one issue of the *YEK Wire*. The next available issue is Jan. 2008. Our student newsletter, the *Alumni Connection*, will also offer sponsorship spots. Sponsorships are \$1,200 per issue or \$4,000 for four issues back-to-back. This newsletter is perfect for companies interested in getting in front of our high school/young college audience as it is mailed to more than 3,500 YEK alumni.

Our Big Biz Bang event won't return until Summer 2008, but we've already had some interest in sponsorship levels. If you're interested in hearing more about these sponsorships and what benefits are included, please call me to discuss in greater detail.

Lastly, our classroom experience is still one of our largest expenses, as it accounts for more than 20 percent of our total budget. On average, the cost to offer the YEK class in one school per year is \$10,000. This includes textbooks, BizPaks, classroom supplies, field trips and teacher stipends. Classroom support, as well as unrestricted support, is extremely important to our organization.

Thank you for considering support to Youth Entrepreneurs of Kansas. Please call me at 316-978-7958 or e-mail me at valarie@yeks.org if you would like to discuss YEK or any of these giving opportunities.



YEK Wire

THE NEWSLETTER OF YOUTH ENTREPRENEURS OF KANSAS

SUMMER 2007

Security Benefit partnership

by Priscilla Petrini, Program Director

The summer of 2007 has proven to be a significant stepping stone for Youth Entrepreneurs of Kansas and the services offered to the alumni in Topeka. During the week of June 11 – 15, five YEK alumni participated in the first annual summer partnership in Northeast Kansas.

This newly formed partnership was between YEK and Topeka-based Security Benefit Group. As with any collaboration, there was an extensive planning process between the two organizations. The partnership took root in June 2006, when the two entities began brainstorming what the week would consist of, along with the goals the students should achieve by the end of the week. Essentially, the desired result was for the students to experience and learn about the diverse departments necessary for the operation of a large company. Due to the timing of this initial planning process, it was decided to wait to begin the partnership until the summer of 2007 to allow for optimal outcomes. Therefore, the recruitment for potential participants began in April 2007!

Both current and past YEK students were eligible. Those who wanted to take advantage of the opportunity completed and submitted a résumé and an application which included an explanation why they wanted to participate and what they hoped to gain from the experience. Representatives from YEK and Security Benefit reviewed the applications and selected five students to participate. These students ranged from those who had just completed their sophomore year in high school to one who would be a sophomore at KU in the fall. The participants were Michael Myers (Topeka High School), Chelsea Mertz (KU, graduate of THS), Karen Nichols (Highland Park High School), Keifer Cook (THS) and Richard Marshall (THS).

The students participated for three hours every day. Security Benefit employees served as guest speakers and



Students in the Security Benefit partnership were, front row, from left: Karen Nichols, Chelsea Mertz, Keifer Cook, Richard Marshall and Michael Myers. Back row: guest speaker Chris Locke, Digital Print Specialist for Security Benefit.

each day's theme was based on the featured presenter's field of expertise. Some topics covered were Strategic Planning and Competitive Position, Product Development, Investing (investment options, retirement and savings, tour of trading room), IT, Support Processes and the Call Center, Marketing Concepts and Printing and Fulfillment.

Since competition is part of the business world, all five students progressively worked on PowerPoint presentations summarizing what they learned every day. Each presentation had unique touches, as the students incorporated their own ideas and suggestions for the panel of Security Benefit judges to improve their products and services. The first place winner was Chelsea Mertz, but each of the participants was given a gift card to Hastings, so everyone was a winner!

When asked for her thoughts about the partnership experience, Susan Maycock, Account Executive, Corporate Communications, said, "This is a wonderful opportunity for Security Benefit to tell our story and for the students to share feedback about our business. The students were intelligent, had great ideas and questioning attitudes. We encourage our associates to think outside the box and these students reminded us of what great things can happen when you explore various options and ideas."

THIS ISSUE OF THE YEK WIRE IS SPONSORED BY:



Farm Credit of Central Kansas has provided dependable financing and financial services to Rural America since 1917. We are a customer-owned ag lending cooperative that offers a broad range of financial solutions for farmers, ranchers, agribusiness and rural property owners. Along with our highly competitive rates, flexible terms and risk management options, we offer unsurpassed financial strength, expertise and value. We also believe in giving back to our communities by supporting programs such as Youth Entrepreneurs of Kansas.

Call us and see for yourself: Farm Credit of Central Kansas, 7940 West Kellogg Drive, Wichita, KS 67209; Phone 316-721-1100.

If you would like to reach more than 3,000 dynamic business people while supporting YEK, call Valarie Florio at 316-978-7958 to sponsor an issue of the *YEK Wire*.

Tickets are going fast! See inside for details.



ADDRESS SERVICE REQUESTED

1845 Fairmount, Box 157
Wichita, KS 67260-0157

YOUTH ENTREPRENEURS OF KANSAS

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

YEK Wire is published 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 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

YEK faces same opportunities as entrepreneurs



Shelly Chenoweth, Executive Director

In the world of entrepreneurship, things are always changing. New markets are created, new products overtake old ideas, and people move in and out of businesses and industries. YEK, a non-profit with an entrepreneurial focus, is experiencing many of those changes right now.

The program doesn't have any growth planned for the 2007-08 school year, but not because the demand isn't there. It's exactly the opposite problem — there is so much demand we have to figure out how to manage the growth.

A part of that plan involves the creation of new positions at YEK, to help the dedicated staff initiate new concepts within the YEK program to help all students be successful, regardless of their background or previous experiences. YEK has added a second position in the Kansas City office (Megan Laudwig, program manager) and a marketing/special events manager (Doni Kealey), who is based in Wichita, but will work with YEK programs throughout the state. See the article below to find out more about Megan and Doni.

New staff bring valuable experience to YEK



Megan Laudwig

Two new team members have joined YEK this summer. Megan Laudwig is the program manager, and will work primarily with the YEK programs in Northeast Kansas. Megan previously worked for Mutual of Omaha in Corporate Benefit Sales. She was responsible for marketing their employee

benefit products to local insurance benefit brokers. She is very excited about the opportunity to use her business background to help the YEK students in the Kansas City, Lawrence and Topeka areas. Megan moved around the country with her family while growing up and is happy to have settled in Kansas City, where much of her family lives. She attended the University of Missouri where she earned bachelor's degrees in Finance and International Studies with an emphasis in Spanish. She studied in Seville, Spain, for a semester

We have learned that the way to truly impact a student's life is to create an avenue for on-going support and contact once the YEK classroom experience is complete. Through summer partnerships and the YEK Ambassador's program, continued exposure to free-market ideas can continue. Two years ago, YEK created a position called Alumni Manager, with the sole responsibility of managing the relationships with YEK graduates. Jennifer Szambecki has done an incredible job in that role, but sadly, is moving to Boston to pursue a wonderful job opportunity and experience the world outside of Wichita.

As YEK welcomes these new faces, they will also be welcoming a new executive director. The time has come for someone new to be at the helm, and steer YEK along the path of continued growth. YEK's mission to teach students about the free-market and to encourage them to pursue whatever ignites their fire will always be important to me. The concept of inspiring students to set their own course, accept responsibility for the outcomes of their life and not to settle for "good enough" will always be a part of what I do. It has been a wonderful nine years at YEK, and I would like to thank all of you who helped the organization and me personally as YEK has grown and flourished.

and continues to enjoy learning about other cultures. Megan also enjoys traveling, exercising, playing with her puppies and spending time with friends and family.



Doni Kealey

Doni Kealey is YEK's new marketing/special events manager. She graduated from Wichita State University with a degree in Integrated Marketing Communication. Before joining YEK she worked in the membership and development departments at Exploration Place. Doni is a member of the Public Relations Society of America, and enjoys reading, scrapbooking and running. A Newton native, she and her husband, Darrel, and daughter, Mia, live in Wichita while their house is being built in Andover. The Kealeys have a cat, Princess, and an Italian Greyhound, Patch.

Teacher training helps instructors share ideas

Each summer, Sherii Farmer, program director for YEK, plans three days of activities, lessons and unique learning experiences. But they aren't for the YEK students. These three days focus on the teachers, to help them learn new ways to teach core concepts, share ideas with other YEK instructors and review procedures that help the program run smoothly throughout the school year.

"Each year, the YEK teacher training gives our instructors the opportunity to enhance their skills, knowledge and resources for the classroom. They share activities, lesson plans, guest speakers and lessons learned from the previous year. We also focus on areas of the curriculum that require extra attention from the pre- and post-test results. In addition, teachers are given the opportunity to earn continuing education credit through this training," Sherii said.

This year's training included a special focus on working with underserved students and included a presentation based on the book *A Framework for Understanding Poverty* by Ruby Payne. Other topics of discussion were lessons on teaching ethics for entrepreneurs, the YEK mentoring program and best practices in the classroom.

Spirit Aerosystems underwrote the cost of the training, continuing to show its support for systemic changes in the education system.



YEK instructors meet each summer to share ideas and learn new teaching concepts. One of the interactive lessons they learned in June, the Greed Bowl, explores the ideas of self interest, and demonstrates the effects of communication and trust when working with others.

Business camps fill YEK's summer

YEK has been involved with several camps this summer, focusing on teaching students about the free market and what it takes to run a business. Staff members Sherii Farmer, Priscilla Petrini and Megan Laudwig and several YEK instructors helped to plan and teach these camps.

In a partnership with Youth Entrepreneurs of Atlanta, YEK graduates Marcus Villa, Wichita West High School senior, and James Harris, 2007 graduate of J.C. Harmon High School in Wyandotte County, attended Camp New Look in Atlanta, Georgia, July 16 – July 28. Camp New Look is a program of Usher's New Look Foundation that focuses on providing disadvantaged youth with a new look on life. This camp is a special project of Usher, hip-hop and movie superstar. YEK, YE-ATL and Moorhouse College in Atlanta also hosted a camp, inviting students who will be attending classes in the YE-ATL program to gain early exposure to the ideas they will be learning about in greater detail throughout the year.

The Missouri Women's Business Association also contracted with YEK to help lead two camps for young women this summer.



Participants in the Missouri Women's Business Association/YEK business camp at Warrensburg play the "Pit Game." The goal of this activity is to trade various commodities (corn, wheat, barley, etc.) in order to corner the market on one of the mentioned items. It allows students to experience an atmosphere similar to the trading floor of the New York Stock Exchange.

Board of Directors

Robert L. Allison
Bank of America

Johnnie Cartledge
Cessna Aircraft Company

Michael Clark
Haake Companies

John Dunlop, III
Smith Barney

Martin K. Eby
Martin K. Eby Construction Co.

W.W. Hanna
Koch Industries, Inc. (Retired)

Deanna Harms
Greteman Group

Jeri Hinkle
Hinkle Investments

Vonda Holliman
Koch Industries, Inc. Secretary-Treasurer

Elizabeth Koch
Chairman of the Board

Anita Oberwortmann
Wilson Building Maintenance/Metro Courier

Mal Robinson
Security Benefit Group of Companies (Retired)

Victor Scott, II
Westar Energy

YEK Staff

Kansas City, Kansas

Priscilla Petrini
Program Director (Northeast Region)

Megan Laudwig
Program Manager

Wichita, Kansas

Valarie Florio
Development Director

Sherii Farmer
Program Director

Doni Kealey
Marketing/Special Events Manager

Sally Harris
Office Manager

Michelle Ortiz
Data Manager

Jana Riddick
Student Assistant



Area entrepreneurs share their ideas at Business Breakfasts



Exquisite jewelry, delicious cappuccino and a sparkling car. What do they all have in common? You can learn about each of these concepts at the Youth Entrepreneurs of Kansas Business Breakfast Series this fall. BKD, LLP and several other sponsors have joined YEK to host an all-star cast of entrepreneurs for this year's series.

The breakfasts will be at the Wichita Country Club, from 7:30 – 9 a.m. Lou Heldman and Bonnie Bing from the *Wichita Eagle* will be moderating the discussions. This event has almost sold out, so call Valarie Florio at 316-978-7958 now to reserve your tickets or tables!



Sarah Jane Bourque

Thursday, October 4, 2007
Sarah Jane Bourque
Designer and Founder of Saint by Sarah Jane

Saint by Sarah Jane jewelry bears more than just the name of its designer and founder. It conveys her spirit, too. Sarah Jane Bourque honed her designer's eye at Woodbury University in Los Angeles and at the Paris Fashion Institute. She spent four years in New York City working with luxury designer Barry Kieselstein-Cord. She then moved to the great Southwest, where she launched Saint by Sarah Jane. Loyal to her native roots, she found artisans back in the Midwest who painstakingly forge her designs from precious metals, stones and gems. Collectors can find Saint nationwide in such leading retailers as Neiman Marcus and Saks Fifth Avenue, and more locally at the Plaid Giraffe and Randy Cooper's Fine Jewelry.



Chester Cadieux

Thursday, October 18, 2007
Chester Cadieux
Retired Chairman and Founder of QuikTrip Corporation

After graduating from the University of Oklahoma and serving four years in the United States Air Force, Chester Cadieux, a native Tulsan, co-founded QuikTrip Corporation in 1958. QuikTrip, a privately-held regional gasoline/convenience store operation,

is based in Tulsa. The people who work for QuikTrip are considered their most important asset. With annual sales in excess of \$6 billion, QuikTrip operates 475 stores primarily in major cities, including Tulsa, Kansas City, Wichita, Des Moines, St. Louis, Atlanta, Dallas and Phoenix. For the fifth year in a row, QuikTrip has been included on *Fortune's* list of "100 Best Companies to Work for in America" and for 2007, QuikTrip was ranked 20th in the nation. Chester served as Chairman of the Board for QuikTrip Corporation until he retired in 2005. He had also served as President and CEO for 45 years, and he still serves as a director of the QuikTrip Corporation's Board. In 2002, Chester was named to the University of Tulsa Business Hall of Fame, the Tulsa Hall of Fame, and the Oklahoma Hall of Fame. Chester will be named the Convenience Store/Petroleum Retailer of the Year at the annual National Association of Convenience Stores Convention in November 2007.



Trace Walker

Thursday, November 15, 2007
Trace Walker
President, Blue Beacon family of companies

Trace Walker is President of the Blue Beacon family of companies which is comprised of three distinct divisions — Blue Beacon Truck Washes, Green Lantern Car Washes and Lighthouse Properties. Blue Beacon Truck Washes is the dominant company in the truck wash industry with more than 100 locations nationwide. Green Lantern Express Service Car Washes builds and operates full-service facilities in Wichita, Kansas City and St. Louis. Lighthouse Properties is the company's most recent endeavor. They operate the Raphael Hotel on the Plaza in Kansas City, Homewood Suites at the Waterfront in Wichita, and are constructing a Hilton Garden Inn in Aurora, Colorado. Trace has been involved in the family business his entire life and was one of 10 employees at the first Blue Beacon Truck Wash in Salina. He managed the Salina facility while earning his bachelor's degree in business administration from Marymount College. He was named President of the company in 1983. Today, the Blue Beacon family of companies has annual sales of \$240 million and employs more than 4,000 people.



YEK Mission

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