

Coles County Entrepreneurship Class

CLASSe
annual report

2013 - 2014

2012-2013 ClassE Annual Report

Greetings,

ClassE, the Coles County Entrepreneurship Class, has not only arrived but is active and exciting for the students, school administrators and Coles County businesses. This program provides students the opportunity to view entrepreneurial accomplishment in their own backyards while connecting them to the community and building a network for success.

This dual-credit class encourages entrepreneurial thinking, problem-solving, and work skills development. The class is offered through the Mattoon, Charleston and Oakland school districts and is privately funded and supported by Coles County businesses. The students in coordination with the Board of Directors and Instructor establish ClassE's goals and objectives. Coles County's vision for success is deeply rooted in these objectives.

The ClassE Board of Directors, three county school administrations and many local area business entrepreneurs are teamed with Eastern Illinois Education for Employment System (EIEFES) as the administrative agent and Southeastern Illinois Community Foundation (SICF) as the fiscal agent. This requires collaboration and vision to assure all educational requirements are met while true entrepreneurial concepts are taught and implemented.

Challenges, the most important ones, began in establishment of curriculum, selection of the instructor, development of student participation and of course funding. It has been rewarding to see 60+ Coles County businesses step forward to privately fund the class and to offer their services in the classroom as may be needed. The most important segment of developing student entrepreneurship, instructor selection, was concluded with the selection of Ms. Jeanne Dau. The first two years no doubt have been a challenge for Jeanne, but she has led the program professionally and with conviction to educate how to be an effective entrepreneur. Of course, one cannot teach and lead without students. ClassE has been blessed with a total of 21 students in the first two years with the desire and enthusiasm to learn to be great and successful leaders. Next year's enrollment has proven that hard work and effort breeds success. Thirty-five students applied for the ClassE 2014/15 school year. Wow, how neat is that? The student selection committee recommended 19 students for the FY'15 class and most of the other students will get a chance to apply next year.

The Board's objectives have been established and achieved for the ClassE program which includes continued strengthening of the curriculum and student participation, sufficient participation and financial support of business investors and developing an Alumni base to support the ClassE Program for many, many years. The road map has established the Board's role in achieving these objectives while providing direction and support for the instructor. These directives will assure the success of establishing entrepreneurial thinking in our student graduates.

The vision is to support these students as they develop open mindedness, collaborative thinking processes, ethical and professional business skills needed to succeed in business. Some will not form their own business in Coles County, but ClassE will teach them the entrepreneurial process to be confident and successful whether operating their own business or succeeding in any career choice.

Thank you Coles County students, residents, educators and business owners for your support. Your moral and financial assistance has allowed ClassE to achieve the success that has been envisioned. Coles County's education and entrepreneurship is on the move.

Sincerely;

Robert F. Jones,
Chairman - ClassE Board of Directors





Left to Right: Dylan Wolf, Raven Jackson, Cooper Adams, Will Clinton, Chase Branson, Santana Silcott, Dylan Harper and Aaron Nance

Not Pictured: Intern Issac Dallas

Dear Friends,

Thank you for allowing me to instruct another amazing year of ClassE. The community has been our classroom and the true teachers are the entrepreneurs and business leaders who have shared with our students their successes, failures and lessons learned. Sometimes the lessons were taught during business tours or during discussions in class, yet other times learning took place through interactions with the business community as students solicited sales through ClassE Lights or represented their class at community gatherings.

I want to especially thank all of the volunteer mentors who spend their valuable time coaching these students and guiding them through the entrepreneurial process. Their names are listed with their student mentee's profile. Of course, this class would not be possible without the financial support of the investors who also recommend books to give students an even broader perspective of entrepreneurial thinking.

This has been a small but mighty class and I have thoroughly enjoyed their unique perspective on the world. Many class visitors would comment on the insightful questions that were asked that demonstrated their understanding of the concepts discussed.



Although the students don't have written tests in this class, they are tested daily by the challenges of starting their business and writing what they have learned in their journals. I hope you will be as impressed with their businesses as I am. A special thanks is extended to the students, advisory board, business investors and community leaders who have supported this entrepreneurial endeavor.

In service to our communities,

***Jeanne Dau,
Class E Teacher***

CLASSE
STATEMENT OF REVENUES AND EXPENSES
CASH BASIS
July 1, 2013 through March 31, 2014

| | Year to Date |
|--|---------------------|
| Support and Revenues | |
| Investor Contributions | \$37,367.00 |
| Interest and dividends | 253.00 |
| Total support and revenues | 37,620.00 |
| Expenses | |
| Foundation / Investment Expenses | 1,150.00 |
| Teaching staff contract | 40,000.00 |
| Student business startup expenses | 950.00 |
| Class Marketing | 889.00 |
| iPads | 1,468.00 |
| Class Other | 790.00 |
| Total expenses | 45,247.00 |
| Change in net assets | (7,627.00) |
| | |
| Cash balance, statement date | \$60,780.00 |
| <p>*Fiscal year ends June 30th, 2014. We don't anticipate any material expenses between now and the fiscal year end.</p> | |

Our Mission

ClassE is an entrepreneurial development class that aims to educate Coles County high school juniors and seniors about the opportunities and challenges of starting and running a new business venture. We expect that students who complete the class will go on to successfully run their own businesses.

In this experiential learning dual-credit class, the students are selected through an application process, and learn about what it is like to be an entrepreneur and start their very own business. By touring and interacting with more than 88 Coles County business owners and working on a group business with fellow classmates, students will develop leadership and professional skills that are important for success.

Through this program, we hope to create an intergenerational business success network that encourages students to remember their roots, resulting in potential businesses and job creation in Coles County, thereby securing its future health and economic vitality.

2013-2014 ClassE Students

Cooper Adams -

Mattoon High School (Junior)
cooperadams9@gmail.com • 217-246-3822
Mentor - Don Davis, Rural King

Cooper Adam's interests include writing, playing video games, and studying film. Cooper's business is Garage Film and Media, a creative production company that provides entertainment through the medium of film. Cooper is partnering with Will Clinton in this venture. Cooper's plans are to continue his business after high school while attending college to pursue a business degree. This class has helped him better realize that unforeseen circumstances are a part of the business world.



Chase Branson - Jackrabbit Delivery

Mattoon High School (Senior)
chase.branson@yahoo.com
Mentor - Terry Reel, First Federal Savings and Loan



Chase Branson is a Mattoon High school senior, who will be attending Illinois State University in the following year. Chase is undecided about his major, and has multiple fields in mind. The business that Chase started is **Jackrabbit Delivery**. This business picks up, and delivers needed groceries to callers. It allows you to get all of the needed weekly groceries without ever having to leave home. The caller simply provides a list of needed items, and within the hour, they have the items. He says that what he gained most from taking this class is finding a sense of comfort and knowledge in the business, and professional world. He says that words cannot explain what the class has done for him as a person.



Will Clinton - Garage Film & Media

Mattoon High School (Junior)
Willclinton96@gmail.com
Mentor - Roy Druin, Franchiser

Will Clinton enjoys camping, canoeing, playing on Mattoon's varsity scholastic bowl team, and spending time with family and friends. Will's business is Garage Film & Media, a creative production company, which produces videos and sells ad space on the videos. He is partnering with Cooper Adams in this venture. Will plans to attend Lake Land College after high school, while running his business. This class has opened Will to many opportunities, and hopes to start other businesses in the future.



2013-2014 ClassE Students



Dylan Harper - Mirror Detailing

Mattoon High School (Junior)

Dylanharper1996@gmail.com • (217) 254-2710

Mentor- Michael Metzger, Gilbert, Metzger & Madigan

Dylan Harper enjoys computers, videogames, cars, and his friends. He is the owner of a mobile car detailing service named Mirror Detailing. For college, Dylan wants to start off at Lake Land in Mattoon, eventually getting his master's degree in IT. He hopes to start a creative production company someday. From the class, Dylan has learned that you can create a good business, even in a small town such as Mattoon or Charleston. unforeseen circumstances are a part of the business world.



Raven Jackson - Raven Defense

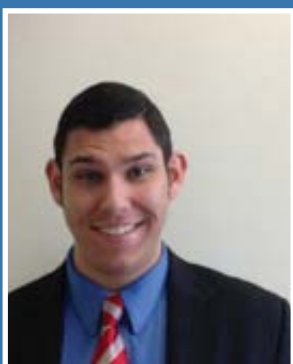
Mattoon High School (Senior)

Raven.jackson@hotmail.com • (217) 254-8510

Mentor- Nathan Meinhart, Innovative Staff Solutions



Raven Jackson's interests include soccer, motocross, skiing/ snowboarding. His business is called Raven Defense and he will create a unique pepper spray product that will keep you protected from the bad guys in the world. Raven will be attending Lake Land College next year and after two years will be transferring to Boulder University in Colorado. This class has helped Raven increase his current firewood business's sales by thirty percent and has also made his customer service the best part of his business.



Aaron Nance - Announcements by Aaron

Charleston High School (Senior)

aaron.nance95@gmail.com • (217) 508-3954

Mentor- Craig Cunningham, Wells Fargo Advisors



Aaron Nance's interests include performing on his Speech and Drama team, playing music, and cruising Reddit. His business, Announcements By Aaron, a professional voice production company, is targeted at doing voice work over the radio, on TV, and at sporting events. Aaron is going to attend Illinois State University this coming fall where he plans to major in Economics while continuing his business and looking for new entrepreneurial opportunities. Aaron is also going to be a part of the ISU Forensics team. ClassE has inspired him to continue pursue new ventures and he believes it has made him have a new outlook and respect for businesses in Coles County.

2013-2014 ClassE Students

Dylan Wolf - Wolf's Wash

Mattoon High School (Senior)

dylanwolf22@gmail.com • (217) 254-4188



Dylan Wolf is interested in soccer and hunting. Dylan's business is a premium house washing business. Dylan is still undecided what university he will be attending next year and plans to major in Biology with a minor in Pre-med in the hopes of becoming a Physician's Assistant. This class has provided Dylan with the knowledge to employ himself throughout his years of college.



Santana Silcott - Santana Lee's Guitar Dojo

Santanasilcott@yahoo.com • (217) 259-4562

Mentor- Jerry McCoy, First Federal Savings and Loan



Santana Silcott has a strong passion for music. He enjoys creating music, studying music theory, practicing, drinking gallons of coffee, and jamming with friends. Santana created the service based business called Santana Lee's Guitar Dojo that teaches people how to play guitar. All lesson plans are individualized for each student's goals, learning styles, and their personal taste in music. After high school, Santana will attend Millikin University to pursue his career in music with a Commercial Music degree.



Intern - Issac Dallas

isaacdallas10@gmail.com • (217) 218-1689

The Intern is in charge of assisting with the E-blasts, and working on projects throughout the year for the ClassE instructor.

Isaac Dallas has a strong passion for soccer, politics, and business related subjects. He enjoys watching and reading about news, building business ventures, and enjoying high school before college. Isaac plans to attend Illinois State University (ISU) and major in Administration and Marketing. Isaac also plans to be involved with student government. Being the ClassE intern has helped solidify his knowledge about business, and expand his management abilities.



More About ClassE

ClassE:

- Is an experiential learning experience that teaches skills in entrepreneurship, job readiness and leadership
- Is a year-long high school course where students start a business
- Is a dual-credit class through Lake Land College that will transfer as an elective to Eastern Illinois University and other four year institutions
- Is open to Coles County high school juniors and seniors
- Meets Monday through Friday during early bird and first hour class
- Meets in local businesses and changes location ever quarter
- Students must apply by writing an essay to gain admittance to the class

Class Activities

Southeastern IL. Community Foundation Dinner

Student volunteers assisted the foundation at their annual dinner at the Keller Convention Center in Effingham.

Christmas Light Decorating for Hospital

ClassE had the privilege to decorate the outside of the hospital with beautiful Christmas lights for their Festival of Trees fundraiser. The class did this to spread news of the group business, and to show off the business capability to decorate. This gave the group business plenty of exposure while also benefiting the hospital's fundraising event.

Px2 Leadership/Personality Assessments/Time Management

In the fall, the class curriculum focuses on developing leadership and management skills by using the Pacific Institute's PX2 training, Colors Personality Assessments and time management training. These trainings focus on how the human mind works, how current beliefs and attitudes shape their expectations for the future and how they can use that power to change the way they live their lives.

Energy Conference

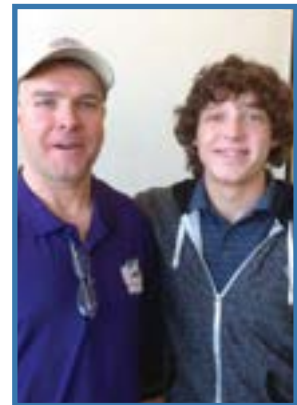
The class attended the Lake Land College's Energy Conference in March. The students were able to listen to speakers including Ed Begley Jr. and get ideas about how to display your business at a trade show. Besides the great learning experience, this was a time for the students to interact and make connections with different people from around the community.

Effingham Field Trip

The class spent a day in Effingham assisting Express Personnel Services with their Leadership Simulcast. The day also included a business etiquette lunch with Dwight Erskine, a teambuilding exercise with Frank Brummer and an entrepreneurial pep talk by David Orr.

ClassE Student Trade Show

First Mid-Illinois Insurance Group hosted the 2nd Annual ClassE Student Trade Show at the end of the year. The community was able to see the student businesses that were on display.





Business Tours

Adams Memorials
 Bella Vein Laser Center
 and Medical Spa
 Burger King
 Charleston Chamber of
 Commerce
 Charleston High School
 City of Charleston
 Common Grounds
 Consolidated
 Communications
 Cromwell Radio Group
 DanceLife Center
 Dau Consulting
 Debuhr's Seed and Feed
 Eclipse Studio
 EIU Renewable Energy
 Center
 Firefly Grill
 First Federal Savings
 and Loan
 First Mid-Illinois Bank
 and Trust
 First Mid-Illinois
 Insurance Group
 Flesor's Candy
 GE Appliance and Light
 Habitat for Humanity
 Howell Paving
 Innovative Staff
 Solutions
 Jack and Bill's
 Journal Gazette - Times
 Courier
 Lake Land College
 Print Shop
 LifeSpan Center
 Lifetime Eye Care
 Lorenz Supply
 Mars Petcare
 Mattoon Precision
 Manufacturing Inc.
 McDonalds
 McGrady Inn
 Midas
 Pilson Auto Center
 Porter Auto Body
 Persimmon Lane
 Prairie Training Center
 Rural King
 Salvation Army
 Sarah Bush Lincoln
 Hospital Radiology
 Stadium Grill

Staples
 State Farm Insurance
 Unique Hotel/
 Brick House
 United Graphics
 Upchurch Group
 Vintage Cottage Beauty
 Walmart
 Wave Graphics
 WEIU TV/Radio
 Wells Fargo
 YMCA

Guest Speakers

Ann Beck
 Sherri Branson
 Amanda Coen
 Dan Corrie
 Don Davis
 Ann Deters
 Roy Druin
 Karen Wolters
 Brian Fogarty
 Beth Gillespie
 Angela Griffin
 Susan Hanfland
 Matt Jackson
 Bob Jones
 Tiffany Kline
 Leo Kitten
 Bill Lair
 Dick Lumpkin
 Joyce Madigan
 Mike Metzger
 Nathan Meinhart
 Dain Miller
 Linda Nance
 Jill Nilsen
 John Perles
 Dr. William Perry
 Gary Philippi
 Reggie Phillips
 Diane Rieck
 Bob Ronchetti
 Drew Ronchetti
 Dr. Mike Rudibaugh
 Tony Sparks
 Gloria Spear
 Bob Shultz
 Josh Stack
 Keith Sutterfield
 Chris Swing
 Brent Todd
 Todd Vilardo
 Nate Zimmer
 Jim Zimmer

Group Business – ClassE Lights

After a few good business ideas, the class decided to create ClassE Lights for their group business. This was a holiday light decorating business and they made the holidays brighter for many of their clients. All the students agreed that they wished they had started promoting earlier and would definitely make more money if they had the chance to do it over again.



ClassE Business Investors provide an annual investment of \$1,000 for necessary class resources. Business Investor commitments of time and energy are also critical to the success of ClassE.

ClassE Business Investors

Adams Memorials
Advanced Digital Solutions
Anonymous (2)
Bella Vein Laser Center/Medical Spa
Business Solutions Center at EIU
City of Charleston
City of Mattoon
Coldwell Banker Real Estate
Commercial Electric
Consolidated Communications
Corrie Appraisal & Consulting
Curry Construction
Dean and Jeanne Dau
Diepholz Auto Group
Doehring Winders and Company
Eastern Illinois Properties
Ealy's Real Estate Appraisals
Eli and Ann Sidwell
First Federal Savings and Loan Association

First Mid-Illinois Bank and Trust
First Neighbour Bank
Flesor's Candy Kitchen
General Electric
Gilbert Metzger and Madigan, LLP
Howell Paving, Inc
Innovative Staff Solutions
Jerome C. Groniger
Jimmy Johns/Clyde's Animal Clinic
Lake Land College
LD Mechanical Contractors
Lifetime Eye Care
Lorenz Supply Co
Marketing by Jones
Mars Petcare
McDonald's of Coles County
Midas
Mid-Illinois Concrete
Pilson Auto Center
Pinnacle Foods Group, LLC
Porter Auto Body
Reed's Fly-On Farming
Rexdon Inc
Ronchetti Distributing Company
Rural King Supply

Sarah Bush Lincoln Health System
Scholes Trucking, Inc.
Slumberland
The Sparks Foundation
The Upchurch Group
Unique Home Properties
United Graphics
Vantage Outsourcing
Veolia Environmental Services
Wells Fargo Advisors
West and Company
Wireless Mikes

Other Financial Supporters

Sherri and Jeff Branson
Coles-Moultrie Electric Cooperative
Brian and Becky Fogerty
KIMA Management, LLC
Mattoon Precision Manufacturing, LLC
The First National Bank
Peoples Bank and Trust
Watts Copy Systems

Ways to Support the Class

Become a financial partner

Partners pledge \$1,000 per year for three years to make this class a reality. This will pay for the teacher's salary, benefits, supplies and building a business success network. This network will include: communications weekly with partners, field trips and research of the long-term impact of the program.

Become a business mentor

We need owners and managers to serve as mentors to the students as they formulate their business ideas and begin their entrepreneurial ventures.

Host tours of your business or be a speaker

We need businesses, owners and managers to open their doors to discuss their entrepreneurial endeavors and processes that lead to success. The teacher will help you formulate a discussion based on strengths of your business.

Give in-kind donations

As our class grows, our needs change. Any donations to the class are greatly appreciated. Please contact Jeanne Dau for more information about what this class needs at (217) 549-2564.

| Class E Board Member List | | |
|------------------------------|-----------------|---|
| Officer Position | Board Member | Company Affiliated With |
| Chair | Bob Jones | Marketing by Jones, LLC |
| Chair Elect | Joyce Madigan | Gilbert, Metzger & Madigan LLP |
| Treasurer | Chris Swing | Vantage Outsourcing |
| Secretary | Krista Jackley | Mattoon High School |
| | Sara Kramer | Charleston High School |
| | Lance Landeck | Oakland Superintendent |
| | Nathan Meinhart | Innovative Staff Solutions |
| | Brandon Miller | Charleston High School |
| | Vinnie Walk | Mattoon High School/The Walkway |
| | Jim Zimmer | Eastern Illinois Properties |
| non-voting member, Instuctor | Jeanne Dau | Business Solutions Center at EIU |
| non-voting member | Gary Philippi | Eastern IL Education for Employment Systems |
| non-voting member | Brent Todd | Lake Land College Duel Credit |

THE PLEDGE CARD

Name: _____ Date: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

I wish to help the Coles County Entrepreneurship Class as indicated below.

Pledge Option

Please check one:

- Become a financial partner.
- Become a business mentor.
- Host class tours of your business.
- Give in-kind donation(s).

Payment Information

I wish to make a contribution to the Coles County Entrepreneurship Class. In consideration of the gifts of others for the same purpose, I/we hereby agree to contribute of of the following:

- \$3,000 payable over three years (1,000/year for three years)
- \$_____ one time payment in full
- My check for the entire pledge is attached.
- I prefer a three-year pledge. My check for the first payment of my pledge is attached.
- Please bill me.

Signature: _____

CLASSE



The Mattoon Area Community Foundation is a member of the Southeastern Illinois Community Foundation, a 501(c)(3) organization. Your donations are tax deductible to the extent allowed by law.

Please make checks payable to: SE Illinois Community Foundation - ClassE
PO Box 1712, Mattoon, IL 61938 - Phone (217) 235-2500





For more information contact:

Bob Jones, Chair
Coles County ClassE
bobjones@consolidated.net
217-258-6693

Jeanne Dau, Teacher
Coles County ClassE
dauconsulting@gmail.com
217-549-2564

Class Hosts

