



Coles County Entrepreneurship Class

# CLASSE

annual report

2014 - 2015

## 2014-2015 ClassE Annual Report

### Greetings,

We've had another successful year of growing our own entrepreneurs in Coles County. Not only has the third year been our largest class, but we continue to experience more involvement from community business leaders that spurs on intergenerational learning. This dual-credit class encourages entrepreneurial thinking, problem-solving and work skills development and is offered through Mattoon, Charleston and Oakland school districts. ClassE is privately funded and supported by approximately 60 of Coles County's businesses. Both Lake Land College and Eastern Illinois University have also been great supporters of this class.

ClassE was named by the inaugural class and developed using the same concept as the first CEO Class in Effingham but modified to meet the vision of the Coles County business community. Both entrepreneurs and educators are represented on the board to ensure that we achieve the educational standards but still embrace the "learning by doing" philosophy. ClassE's administrative agent is Eastern Illinois Education for Employment System (EIEFES) and the fiscal agent is the Southeastern Illinois Community Foundation.



Thank you all for your time, talents and treasures that you have given to ClassE to allow us to enrich the learning and promote the entrepreneurial mindset in our youth.

Sincerely;

***Joyce Madigan,***  
***Chairman - ClassE Board of Directors***

### Dear Friends,

The third year of ClassE has flown by! It has been an honor to teach this year's class, building upon successes from the past two years and adding in new experiences to teach entrepreneurship in a fun and engaging manner. The community has been our classroom and the true teachers are the entrepreneurs and business leaders who have shared their successes, failures, and lessons learned with the students.

Highlights of this year's class included running not one, not two, but three group businesses. All three achieved their goal of earning a profit to seed their individual business startups. Working in smaller groups also enhanced the learning experience. Students also had the opportunity to: create a website, volunteer at the animal shelter, and found time to teach what they have learned to Mrs. Shaw's 3rd grade class as they started Concrete Colors, a sidewalk chalk business.

Each year I see a growing interest in the class as more community members show their support through investing, mentoring, speaking and supporting the students in their endeavors. Thank you all for your efforts and "Keep It ClassE."

In Service to Our Communities,

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



**CLASSE**  
**STATEMENT OF REVENUES AND EXPENSES**  
**CASH BASIS**  
**July 1, 2014 through March 31, 2015**

	<b>Year to Date</b>
Support and Revenues	
Investor Contributions	\$28,800.00
Interest and dividends	581.00
Student Projects	3,052.00
<b>Total support and revenues</b>	<b>32,433.00</b>
Expenses	
Foundation / Investment Expenses	894.00
Teaching staff contract	16,494.00
Student business startup expenses	2,852.00
Class Marketing	2,976.00
Classroom Materials	732.00
Class Other	25.00
<b>Total expenses</b>	<b>23,973.00</b>
<b>Change in net assets</b>	<b>8,460.00</b>
<b>Net assets beginning of year</b>	<b>64,866.00</b>
Net assets, statement date	\$73,326.00
<p>* Fiscal year ends June 30, 2015. Teaching staff contract at the end of the fiscal year will be \$41,000. Expenditures will be made for the annual trade show that will be approximately \$1,000. All other expenses are expected to be immaterial.</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 82 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.

## 2014-2015 ClassE Students

### **Reece Bell - Mothers Teen Night**

Junior, Charleston High School

bell.reece@yahoo.com

Mentor: Andrew Ronchetti, Ronchetti Distributing

Reece is a junior at Charleston High School who enjoys playing sports and interacting with people. Coming from a family of small business entrepreneurs, he wanted to join the class to see what it took to make it on your own. So far in the class he has learned a lot, such as how to speak to all kinds of people, presentation skills, and how to start a business. His favorite parts of the class are the tours and speakers. He enjoys being able to interact with real business owners and hearing their real life stories of successes and failures. His business is Mothers Teen Nights at his parent's establishment. His future plans are undecided but he plans to attend college.



### **Nick Braden - Nix eBay Store**

Junior, Charleston High School

BradenNick97@gmail.com

Mentor – Rick Reed, Aerinova Aerial

Nick Braden is a junior at Charleston High School. He doesn't know where he wants to go for college yet, but he wants to major in something agricultural. His business that he started through the class is called Nix. Nix is an eBay store in which he sells anything and everything that people will buy. He obtains products from either family members or people with unwanted items they're willing to sell and get rid of for cheap. Then if they seem valuable enough to sell for a profit online, then they go in the store. He says that the most important thing that he has learned from the class is the valuable ability of public speaking. Giving presentations is an important part of the business world, and with this class he has learned how to do that much better.



### **Luke Collings – Be Ready Survival**

Junior, Mattoon High School

lcollings16@gmail.com

Mentor – Don Davis, Rural King

Luke Collings is a junior at Mattoon High School. His business is "Be Ready Survival Kits" and is partners with fellow classmate Ryan Rappe. Luke's mentor is Don Davis, CFO of Rural King. He joined this class because he wanted to pursue his interest in business and expand his entrepreneurial knowledge. Luke has learned through this class that nothing in life will come easy, but with hard work and tenacity, anything in life is within reach. Luke plans to attend Florida State University to major in Business Administration or Kinesiology.





## 2014-2015 ClassE Students



### **Aaron Cunningham – Cunningham Record Keeping**

Senior, Charleston High School

Mentor: Craig Cunningham

Aaron joined ClassE to get perspective on the county and learn more about how business works. His favorite part of the class were the visits to business, some of which he had never heard of before. The new experiences are always interesting to him.



### **Heidi Dague - Crafts by Design**

Senior, Oakland High School

hdague97@yahoo.com

Mentor – Mary White

Heidi participates in volleyball, dance team, National Honor Society, and Art Club. She was a member of the Keep it ClassE Dance Party group business. She is the owner of Crafts by Design. Crafts by Design is the production of individualized homemade arm-knitted scarfs. She joined the Coles County Entrepreneurship because she wanted to learn all aspects of starting and running a business. Also, she wanted to learn how to communicate in any situation. ClassE has taught her how to handle different scenarios in the real business world.



### **Gunner Davis - Balls & Strikes**

Senior, Mattoon High School

gunnerdvs@yahoo.com (217) 254-8054

Mentor- Tony Sparks, Mattoon YMCA Executive Director

Gunner Davis is interested in sports such as football and tennis. He also likes to run and in general, be outside. He has created an umpiring service called Balls & Strikes so he can continue to work outside. After high school he will be attending Indiana State University on a full-tuition scholarship through the Networks Business Program majoring in Business Administration. ClassE has helped Gunner get his name out in Coles County and helped him with his team building and professionalism skills.

## 2014-2015 ClassE Students

### **Jed Donaldson – JD Recycle**

Junior, Mattoon High School  
jecrosscountry@gmail.com  
Mentor – Josh Kettleon

Jed is a junior at Mattoon High School where he is a member of NHS and the Cross Country and Track teams. His business is JD Recycle. He will come get your scrap metal for a small fee and take the metal in and scrap it at the metal yard. He was a member of the lawn care group. Jed plans on attending Kansas University and getting his major in geology. Jed participated in the class to learn more about Business and Administration. He has learned more about the business world and that nothing comes easy. You really have to work to get what you want.



### **Drew Eastin – Back Country Supply**

Junior, Mattoon High School  
detrailfreak@gmail.com  
Mentor – Nathan Meinhart

Drew enjoys going to his farm outside of Oakland. He also enjoys riding his bike in races all across Illinois. His Business is a Paracord Braiding Business that is called Back Country Supply. Drew plans to continue this business after the class and even into college. He plans to go to college at EIU to get a business Degree and move out of the state to start his own business. This class has opened his eyes to new things in the business world and he hopes to use his new skills in every day life.



### **Sydney Jackson – Sydney's Dog Walking Service**

Junior, Mattoon High School  
Sydneyaj98@live.com

Sydney is a junior at Mattoon High School and joined ClassE because she wanted to learn more about what it takes to start a business. In the fall of 2016, she plans on attending the University of Illinois, and majoring in business marketing. Her individual business is Sydney's Dog Walking Service, through which she walks and house sits pets. Her mentor this year is Steven Hardin. One thing the class has taught her is to be comfortable talking to all sorts of people.



## 2014-2015 ClassE Students



### **Cole Keller – A Walk**

Junior, Mattoon High School  
Coledog131997@yahoo.com  
Mentor – Randy Walden

Cole is a junior at Charleston High School. He joined ClassE because he thought it would be fun to manage a small or big business and learn how to make money. The main thing he liked about ClassE was being able to meet and interact with people around the community. Cole works at Monicals and likes to make money. He also works for the late Al Krietemeier and Chris Walden selling lemon shake-ups and two other products. Cole runs cross-country and track on the side, is Vice President of student council, and attendee of lead national conference.



### **Luke Nash – SafeRock**

Senior, Oakland High School  
Lukas\_722@yahoo.com  
Mentor – Terry Reel

Luke Nash is a senior at Oakland High School. He plays football, basketball, and track, and will also participate in the Spring Musical. He led the garage cleanup business ClassE Cleaners. His own individual business is SafeRock Head and Toe, which specializes in bucket hat sales. His mentor is Terry Reel of First Federal Savings and Loan in Mattoon. He plans to attend Trinity International University to study business/marketing and enter the Chicago Bulls internship program. He joined ClassE because he thought it would teach him how to build the connections necessary to be a successful small business owner. So far, he has learned that appearing professional is important if you want to be taken seriously, and that you absolutely have to work with good people if you want to succeed.



### **Charles Osley**

Junior, at Mattoon High School  
Oslo1333@gmail.com  
Mentor – Eric Shultz

Charles joined the class because he wanted to learn more about business and entrepreneurship. He enjoys a variety of sports, volunteering in the community and his school, and sleeping. Charles liked that the class toured a variety of businesses throughout the county. He feels that he has learned more about customer service and marketing by taking this class. Charles was involved in the ClassE Cleaners group business and has started his own event planning business called Starfire.

## 2014-2015 ClassE Students

### **Ryan Rappe – Be Ready Survival**

Junior, Mattoon High School

ryan\_rappe@yahoo.com

Mentor – Jerry McCoy

Ryan is a junior at Mattoon High School. His individual business is a partnership with Luke Collings for Be Ready emergency and survival kits. Ryan participated in the yard care group business. He says, “ClassE is a great experience for young entrepreneurs to learn by doing it in a controlled environment.” His favorite part of class is the tours because there are so many things to learn and connections to make from the people that have already been there and done that.



### **Hayden Strader**

Senior, Oakland High School

HaydenStrader@gmail.com

Mentor - Kyle Willison

Hayden joined the class because he has always thought about starting his own business and ClassE seemed like a great place to start. His brother had been in the first year of the class. He told Hayden a lot about what they did and he became very interested. Hayden enjoys class because it gives you a great opportunity to meet business officials from all across the county. He finds his education is enhanced because of the hands-on learning. Hayden's business is WooTag. It is a media company that makes promotional videos for small businesses and organizations. It is also a comedic YouTube Channel. [www.YouTube.com/WooTagProductions](http://www.YouTube.com/WooTagProductions)



### **Mikaela Williams – Besties' Bakery**

Junior, Mattoon High School

Mickeykathleen42@gmail.com

Mentor - Kristi Montgomery

Mikaela is a junior at Mattoon High school and plans to graduate and go to college at the University of Illinois to major in Engineering. She has taken this class to learn the ins and outs of the business world and get a feel for what it takes to start her own business. For the class, she has partnered with Brooke Wilson to start Besties' Bakery, which is a bakery delivery service that offers freshly baked goods to the community of Coles County.





## 2014-2015 ClassE Students



### **Brooke Wilson – Besties' Bakery**

Junior, Mattoon Charleston  
brookeeaglesong07@yahoo.com  
Mentor – Linda Waldron

Brooke is a junior at Mattoon High School, and joined the class because she likes the idea of being her own boss; she works for no one. She appreciates all of the connections she has received through tours all over Coles County. It is also important to her that women rise in business administration. Both Brooke and her best friend, Mikalea Williams, own a delivery bakery business called Besties' Bakery. Her future goals include going to Purdue and owning her own tattoo/ beauty parlor.

## 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 has a home base in the LifeSpan Center
- Students must apply by writing an essay to gain admittance to the class



**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)  
City of Charleston  
City of Mattoon  
Coldwell Banker Real Estate  
Commercial Electric  
Consolidated Communications  
Corrie Appraisal & Consulting, Inc.  
Curry Construction  
Dau Consulting  
Diepholz Auto Group  
Doehring Winders & Co. LLP  
Ealy's Real Estate Appraisals  
Eastern Illinois Properties  
First Federal Savings & Loan Association

First Mid-Illinois Bank and Trust  
First Neighbor Bank  
Flesor's Candy Kitchen  
General Electric  
Gilbert, Metzger & Madigan LLP  
Jerome C. Groniger  
Jimmy John's  
Clyde's Animal Clinic  
Howell Paving, Inc.  
Innovative Staff Solutions  
Lake Land College  
LD Mechanical Contractors  
Lifetime Eye Care  
Lorenz Supply Company  
Marketing by Jones, LLC  
MARS Petcare US  
McDonald's of Coles County  
Midas  
Mid-Illinois Concrete, Inc.  
Pilson Auto Center  
Pinnacle Foods Group, LLC

Reed's Fly-on Farming  
Rexdon, Inc.  
Ronchetti Distributing Company  
Rural King Supply  
SEED Center at Eastern Illinois University  
Sara Bush Lincoln Health System  
Scholes Trucking, Inc.  
Eli & Ann Sidwell  
Slumberland Furniture  
The Sparks Foundation  
Unique Home Properties  
United Graphics, Inc.  
Upchurch Group, Inc.  
Vantage Outsourcing  
Veolia Environmental Services  
Wells Fargo Advisors  
West & Company, LLC  
Wireless Mikes





## Class Activities

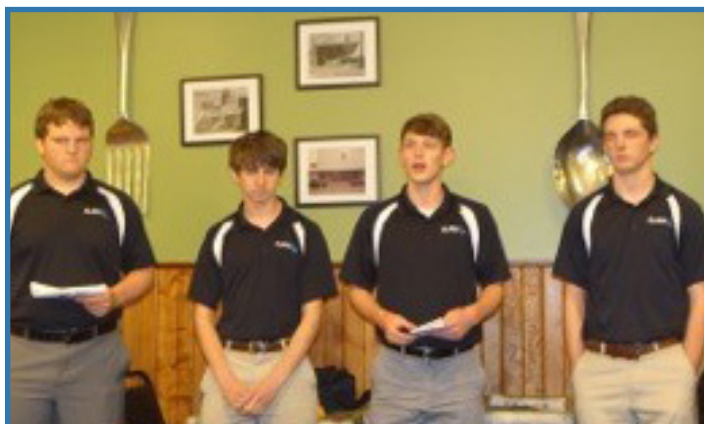
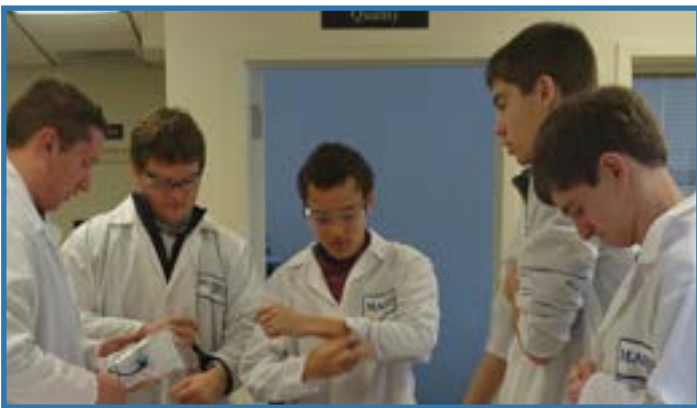
This year's class had three group businesses. These businesses raised money to help fund the student's individual businesses and other costs the class had to cover. The three groups consisted of ClassE Lawn and Drive, ClassE Cleaners, and Keep it ClassE Dances. The Lawn and Drive group worked throughout the year doing yardwork, such as raking leaves and shoveling snow. The ClassE Cleaners cleaned out garages for free and then had a yard sale to raise money for the class. Afterwards, they donated all of the extra stuff to Catholic Charities. Keep it ClassE Dances hosted dance parties at Mothers to raise money for the class. All of the businesses turned out to be very successful and the students still continue working in the group businesses while managing their individual businesses due to their great success.

Mentor Activities – We had a great mentor match activity at Lakeland College in the fall and had an increase of mentors in class throughout the year. The students had the idea of having a holiday party with an ugly sweater contest and a white elephant gift exchange. Everyone had fun.



Volunteer Work – This year's class volunteered hour at the Coles County Humane Society and taught valuable entrepreneurship lessons to Mrs. Shaw's third grade class at William Elementary as they created their own business, Concrete Colors.





## Business Tours

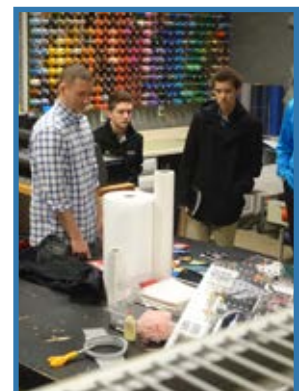
WEIU  
 Charleston County  
 Market  
 RR Donnelley  
 Vintage Cottage  
 Beauty  
 Mark's My Store  
 Sarah Bush Lincoln  
 Health Center  
 Stadium Grill  
 Cromwell Radio  
 Lorenz Supply  
 Staples  
 Consolidated  
 Deipholtz Auto Group  
 Firefly Grill  
 Midland States Bank  
 Adams Memorials  
 Oetting Insurance  
 Jack and Bills  
 Sun Elite  
 Burger King  
 Oakland Noodle  
 Company  
 Drake Homes  
 Mothers  
 Rural King  
 Power sports HQ  
 Wells Fargo  
 Pilson Auto  
 YMCA  
 Dau Consulting  
 Pro-Mow Lawn Care  
 LLC Print Shop  
 Catholic Charities  
 EIU Renewable Energy  
 Center  
 Mattoon McDonalds  
 Back to Health  
 Birkey's Farm Store  
 Charleston City Hall  
 Lorenz Supply  
 Company  
 Howell Asphalt and  
 Paving  
 General Electric  
 Mars Petcare  
 Wave Graphics  
 Dague Farm  
 First-Mid Illinois Bank  
 and Trust  
 Oakland Independent

Unique Suites Hotel  
 and Brick House  
 Mattoon Precision  
 Manufacturing  
 Charleston Chamber of  
 Commerce  
 Eclipse Studio  
 Krabel Funeral Home

## Guest Speakers

Gary Phillipi  
 Aubrey Frank  
 Jodi Swann Bob Shultz  
 Mayor Tim Grover  
 Kyle Gill  
 Dr. Jill Nilsen  
 Bob Jones  
 Tiffany Kline  
 Susan Hanfland  
 Bill Lair  
 Chris Swing  
 Alex Melvin  
 Nathan Meinhart  
 Dr. Mike Rudibaugh  
 Alexis Teichmiller  
 Jamie Rieck  
 Andrea Daly  
 Laura Sullivan  
 Patty Peterson  
 Jim Zimmer  
 Josh Kettleson  
 Matt Jackson  
 Julie Yoder  
 Cara Schouff  
 Angela Griffen  
 Linda Nance  
 Mile Metzger  
 Luke Williams  
 Frank Brummer  
 Jim Dietz  
 Bob and Drew Ronchetti  
 Dan Corrie  
 Andrea Applegate





## Class E Board Member List

Officer Position	Board Member	Company Affiliated With
Chair	Joyce Madigan	Gilbert, Metzger & Madigan LLP
Chair Elect	Bob Jones	Marketing By Jones, LLC
	Mike Shaffer	Mattoon High School
	Brandon Miller	Charleston High School
	Lance Landeck	Oakland School District
Chair Elect	Jim Zimmer	Zimmer Real Estate Properties, LLC
	Vinnie Walk	Mattoon High School
	Nathan Meinhart	Innovative Staff Solutions
Secretary	Sara Kramer	Charleston High School
Treasurer	Alex Hagen	West & Company, LLC
non-voting member, Instructor	Jeanne Dau	Dau Consulting
non-voting member	Gary Philippi	Eastern IL Education for Employment Systems
non-voting member	Deb Hutti	Lake Land College Associate VP for Educational Services representing Dual Credit
Past Board Members:		
	Todd Vilardo	Charleston School District
	Don Davis	Rural King
	Chris Swing	Vantage Outsourcing
	Krista Jackley	Mattoon High School
	Brent Todd	Assistant Director of Regional Medicine and Rural Health, SIU School of Medicine





## Ways to Support the Class

### Become a financial partner

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

### Become a business mentor

We need businesses, 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) 581-2913.



## 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 Foudation 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:

Joyce Madigan, Chair  
Coles County ClassE  
jmadigan@gmmcpa.com  
217-345-2128

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

## Class Hosts

