



CLASSE
annual report

Coles County Entrepreneurship Class 2012 - 2013

2012-2013 ClassE Annual Report

Greetings,

Entrepreneurial education has arrived in the Coles County high schools of Mattoon, Charleston and Oakland. The Coles County Entrepreneurship Class, now named "ClassE", by the first year student participants, has not only arrived but is active and exciting for the students, school administrators and Coles County businesses.

ClassE provides students the opportunity to view entrepreneurial success in their own backyards while connecting them to the community and building an entrepreneurial success network. This accredited class encourages entrepreneurial thinking, problem-solving and work skills development as well as an understanding of business and professional demeanor. The classes are offered through the school districts but are privately funded and supported by Coles County businesses.

ClassE was developed using the same concept as Effingham's CEO Class that has been operating for several years but modified to meet the vision of Coles County. The Effingham CEO advisory board has been very supportive in assisting the development of the ClassE program.

The initial catalyst for ClassE was provided by the Business Solutions Center at Eastern Illinois University and expanded to include the three school administrations and local area entrepreneurs. Eastern Illinois Education for Employment System (EIEFES), joined as administrative agent and Southeastern Illinois Community Foundation (SICF) joined as the fiscal agent. This required a cooperative and vision directed group to assure all the educational requirements were met while true entrepreneurial concepts were implemented. The Board of Directors is composed of a mix of forward thinking educators and business leaders.

Challenges, the most important ones, began with the establishment of the curriculum, the selection of the instructor, the development of student participation, and of course funding. It was actually a delight to see 60 Coles County businesses step forward to fund the class and to offer their services in the classroom as may be needed.

The administrators promptly developed the curriculum and then came the most important segment of developing student entrepreneurship – instructor selection. This concluded with the selection of three strong applicants for final interviews and then the appointment of Jeanne Dau as the instructor. The student selection followed with applicants from all three school districts and a first year class of 13 students, now ClassE.

The Board's objectives have been established for ClassE which includes continued strengthening of the curriculum and student participation, sufficient participation and financial support of business investors while providing communication and ongoing participation opportunities for supporting entities and alumni. 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 continue the educational and business support for Coles County high school students to graduate with an open minded and collaborative thinking process, develop ethical and professional business skills and learn the financial and marketing needs for business success in establishing their own business in Coles County. We realize that all will not form their own business as they move ahead after school but ClassE will instill in 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 financial support is greatly appreciated and has made ClassE the success story that we had envisioned.

Sincerely;

Robert F. Jones, Chairman - ClassE Board of Directors





Front Row Left to Right: Ted Myers, Cheyenne Neal, Ian FullerMoore, Max Smith

Middle Row Left to Right: Jeanne Dau, Colton Anderson, Isaac Dallas, Eric Wiles, Jacob Miller, Rhydon Vassay

Back Row Left to Right: Jelani Hurtault, Michael Strader, Joey Benham, Dustin Ebie

Dear Friends,

It has been such a pleasure serving as the Coles County ClassE teacher this inaugural year. Thank you for giving me the opportunity to facilitate this amazing learning experience where the community has been our classroom and the true teachers are the 100+ entrepreneurs and business leaders who have shared with our students their successes, failures and lessons learned. Sometimes the lessons were taught through behind the scene business tours, yet other times learning took place through one-on-one interaction with students discussing their business ideas or modeling business etiquette and appropriate team behavior. I also appreciated the investors who recommended books to give students an even broader perspective of entrepreneurial thinking.

Over the course of the year, I have seen the students become much more confident, professional, inquisitive and able to solve problems. Many class visitors would comment on the insightful questions that were asked that demonstrated their understanding of the concepts discussed. This class has also really bonded and although they are all strong-willed, they have learned to work very well as a team especially during the community breakfast that they coordinated for their class business and when they volunteered for the Habitat for Humanity build.



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. We have all learned so much this year. A special thanks is extended to the students, advisory board, business investors and community leaders who have supported this entrepreneurial endeavor. The future is bright for Coles County.

In service to our communities,

Jeanne Dau, Class E Teacher

CLASSE STATEMENT OF REVENUES AND EXPENSES

CASH BASIS

	Inception to	July 1, 2012 to
	June 30, 2012	March 31, 2013
Support and Revenues		
Investor Contributions	\$83,800.00	\$36,816.00
Student project - Community Leaders	-	4,000.00
Interest and dividends	265.55	284.46
Total support and revenues	84,065.55	41,100.46
Expenses		
Foundation / Investment Expenses	1,878.66	1,366.00
Teaching staff contract	-	40,000.00
Student business startup expenses	-	1,100.00
Class Marketing	-	386.00
iPads	-	7,633.72
Class Other	435.00	706.29
Total expenses	2,313.66	51,192.01
Change in net assets	81,751.89	(10,091.55)
Cash balance, statement date	\$81,751.89	\$71,660.34
*First school year ends June 30th, 2013. We do not anticipate any material expenses between now and the fiscal year end.		
*Inception to June 30, 2012 was a year of fundraising to provide support for the class for 2012/2013, 2013/2014 and 2014/2015 school years.		

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 100 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.

2012-2013 ClassE Students

Colton Anderson is a student at Mattoon High School. Colton's interests include football, fishing and finances. Colton's business is a full service lawn care provider called Right Path Landscape and Lawn Care. Next year Colton will be attending Concordia University Chicago and plans to major in business management with a minor in sports management while continuing his football career. This class has enhanced his business and has sparked his future career interests.



Joey Benham is a student at Mattoon High School. Joey's interests include playing chess. Joey's business is Coles County Chess Club, or C4. C4 is a joint partnership with classmate Jelani Hurtault. C4 is a chess teaching club where people learn how to play chess. Next year he plans on going to Lake Land College and starting a part time tiling and wood-flooring job. In this class, he has learned how to start a business.



Isaac Dallas is a student at Charleston High School. He enjoys soccer, cross-country, student council, and discussing politics. His company is called Lizard Energy. Lizard Energy does home energy audits, and small installations to help save money on energy bills. In this class, Isaac has learned how to handle himself in business settings, start a business, and always go into any project he does with a positive attitude no matter how difficult it may be.



Dustin Ebie is a student at Mattoon High School. He enjoys competing in Bible verse competitions. His business is EB Icee. EB Icee is a mobile snow cone truck that sells snow cones at different locations in Mattoon during the summer. Dustin's future plans include going into the workforce right away, and attending Lake Land College to pursue his career. In this class, he has learned what is going on in the business world today and how to start a business from just an idea.



Ian FullerMoore is a student at Charleston High School. She enjoys playing soccer and golf. Her business is 2 Moms Dressings. 2 Moms Dressings sells salad dressings without preservatives at farmers markets around Coles County. Her plans for next year are go to high school and run her business. In this class, Ian has learned that relationships will get you much farther than a good GPA.



2012-2013 ClassE Students



Jelani Hurtault is a student at Charleston High School. Jelani is captain of the school chess team and has a love for the game of chess. His company is Coles County Chess Club, or C4. C4 is a business that will teach and train people the game of chess. In this class, Jelani has learned the ins and outs of running a business and what it takes to be successful in the business world. His future plans include attending EIU and pursuing a degree in engineering and a minor in business.



Jacob Miller is a student at Mattoon High School. He enjoys playing golf and being in FFA. His business is Miller's Truck Shop. Miller's Truck Shop is a small service truck shop featuring small service work, after market parts installation, and detailing. Jacob plans on attending SIUC and becoming a machinist. In this class, Jacob has learned how customer service is key, and if you don't do what you love then you won't like what you do for the period of time.



Ted Myers is a student at Mattoon High School. Ted is on the MHS football team and likes playing music. His business name is Working Hands Day Labor. Working Hands Day Labor is a day labor business for work that needs done. Next year, Ted is attending Lake Land College, while running his business. In this class, he has learned how to run a successful business and that it requires a certain amount of luck, and to be prepared for the worst.



Cheyenne Neal is a student at Charleston High School. During high school she has participated in multiple sports and been active in the band. Her business is College Cuisine on a Dime. College Cuisine on a Dime is a fun, easy to use app that will provide college students with recipes that can be prepared in their dorm rooms. Cheyenne's future plans include attending Lake Land College next year and then transferring to the University of Missouri in Columbia majoring in food science with a possible minor in business. In this class, she has learned not only how to create a business, but also how to go with change and accept failure.



Max Smith is a student at Mattoon High School. He loves cars, enjoys learning anything and everything. He has been learning multiple languages while attending High School. His company is Mobile Detailing. Mobile Detailing does automotive detailing, with a twist. Mobile Detailing comes to you. His plans for next year will be to join the Marines. In this class, he has learned that the amount of effort given is a direct influence to the amount of success you achieve. Another lesson that he has learned is that it is easier to talk to others when he initiates the conversation.

2012-2013 ClassE Students

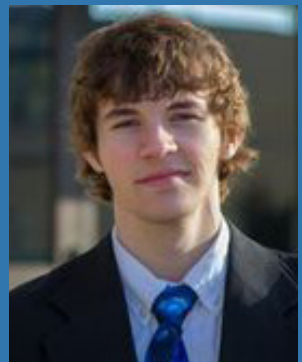
Michael Strader is a student at Oakland High School. He enjoys football, track, NHS, and Shop Club. His business is Right Path Landscape and Lawn Care. Right Path Landscape is a young ambitious landscaping business that will deliver the service in a timely and well-done matter. His future plans include, attending Lake Land College next year then to transfer to Eastern Illinois University. In this class, he has learned skills that will allow him to be ahead of teens his age. Also he met successful business leaders in the community and has them as resources.



Rhydon Vassay is a student at Charleston High School. He plans to attend Bradley University, continuing to develop quality video games. His interests include chess, Super Smash Bros., and Cardfight Vanguard. His business is Speedrobo Games. Speedrobo Games is a video game developer for online sales. In this class, Rhydon learned how to write a business plan and give a business pitch.



Eric Wiles is a student at Charleston High School. He enjoys chess, running and card games. His business is called Wile Goods and is an online business that sells a client's valuables online for them. Next year Eric plans to attend Eastern Illinois University. In this class he learned how to write a business plan and the importance of marketing for businesses.



More About ClassE

ClassE:

Is an experiential learning experience that teaches skills in entrepreneurship, job readiness and leadership

Is a yearlong, two credit high school course where students start a business

Is a dual credit class through Lake Land College

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 every nine weeks

Students must fill out an application packet with a written narrative, which is given the greatest weight. Grades are not the defining admission standard.



Class Activities

ClassE visited 50 area businesses, where they toured facilities and interviewed owners, managers and employees. Community entrepreneurs and business leaders spoke to ClassE students on a variety of topics that included: management, marketing, finance, accounting, logistics, human resources, inventory management, customer service, strategic planning and more.

Habitat for Humanity Build

The class volunteered to work a Saturday to help drywall a house with the local Habitat for Humanity organization. At lunch, the builders shared their words of wisdom with the students.

Effingham Field Trip

The day after the breakfast, the class took a field trip to Effingham where they toured Mid-America Motorworks, Midland States Bank, Agracel and had etiquette lessons while dining at the Firefly Grill. Then it was off to a afternoon of teambuilding with Frank Brummer at his gym.

Px2 Leadership Training

Pacific Institute's PX2 training was offered to the students in December. This training helps students understand 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

Business Pitches and Business Plans

Business investors and advisory board members gave input at the beginning and at the end of the spring semester on the students' business plans.

Express Leadership Simulcast / CEO Get Together

ClassE travelled to the Effingham Performance Center to hear Guy Kawasaki and Terry Bradshaw during the Express Leadership Simulcast. Afterwards, we headed off to One-Eighty for some teambuilding and pizza with the Effingham CEO class.

ClassE Student Trade Show

The Lifespan Center was where the first annual ClassE trade show was held. The community was able to see the student businesses that were on display and Jack Schultz and Craig Lindvahl presented "Supercharged Millennial Entrepreneurs".





Business Tours

Adams Memorials
 Agracel
 Bella Vein Laser Center
 and Medical Spa
 Burger King
 City of Charleston
 Consolidated
 Communications
 Cromwell Radio
 DanceLife Center
 Doudna
 Eclipse
 EIU Renewable Energy
 Center
 First Federal Bank
 First Federal Savings
 and Loan
 Flesor's Candy
 Firefly Grill
 GE Appliance and Light
 Habitat for Humanity
 Howell Paving
 Innovative Staff
 Solutions
 Lake Land College
 LD Mechanical
 LifeSpan Center
 Lifetime Eye Care
 Lorenz Supply
 Mack Moore Shoes
 Mars Petcare
 Mattoon Precision
 Manufacturing Inc.
 Mid-America
 Motorworks
 Midland States Bank
 Mid-Illinois Concrete
 Midas
 One-Eighty
 Pilson Auto Center
 Porter Auto Body
 Persimmon Lane
 Reeds Fly-On Farming
 Rural King
 Salvation Army
 Sarah Bush Lincoln
 Hospital Radiology
 Stadium Grill
 State Farm Insurance
 Unique Hotel
 United Graphics
 Upchurch Engineering
 Vintage Cottage Beauty
 Walmart

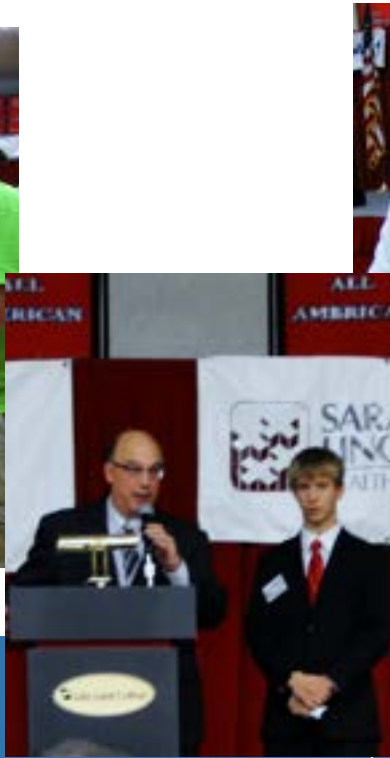
Wave Graphics
 WEIU TV/Radio
 Wells Fargo
 YMCA

Guest Speakers

Ann Beck
 Hugh Birch
 Sherri Branson
 Frank Brummer
 Kathy Cartwright
 Connie Compton
 Dan Corrie
 Lisa Dallas
 Don Davis
 Ann Deters
 Joe Dively
 Brian Fogarty
 Caleb Freeman
 Sam Fuller
 Jennifer Garren
 Angela Griffin
 Marko Grunhagen
 Susan Hanfland
 Vince Higgs
 Katherine Johnson
 Bob Jones
 Josh Kettleson
 Tiffany Kline
 Bill Lair
 Joyce Madigan
 Nathan Meinhart
 Mike Metzger
 Bill Perry
 Patty Peterson
 Gary Philippi
 Diane Rieck
 Jamie Rieck
 Ray Rieck
 Bob Ronchetti
 Bob Schultz
 Calvin Schultz
 Josh Smith
 Susie Smith
 Erica Stollard
 Keith Sutterfield
 Chris Swing
 Terri Temples
 Brent Todd
 Kim Uphoff
 Todd Vibrdo
 Carl Walworth
 Sean Wiggins
 Jim Zimmer
 Doug Zuhone

Group Business – The Coles Connected Community Leadership Breakfast

Students successfully organized the Coles Connected Community Leadership Breakfast and secured a record attendance for the event. Mike Yager of Mid-America Motorworks was the guest speaker and the Twenty under Forty and Jefferson Award Winners were also acknowledged. They also sold banners and table decorations to raise start-up money for their businesses.



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
 Bella Vein Laser & Medical Spa
 Christopher & Kelsey Swing
 City of Charleston
 City of Mattoon
 Commercial Electric
 Consolidated Communications
 Corrie Appraisal & Consulting, Inc.
 Curry & Co
 Curry Construction, Inc
 Diepholz Chevrolet Olds Cadillac
 Doehring, Winders & Co LLP
 Ealy's Real Estate Appraisal
 Eli & Ann Sidwell
 First Federal Savings & Loan Association
 First Mid-Illinois Bank & Trust
 First Neighbor Bank, N. A.

Flesor's Candy Kitchen
 General Electric
 Gilbert Metzger & Madigan LLP
 Howell Paving, Inc
 Innovative Staff Solutions
 Dr. Dean & Jeanne Dau
 JG Scholes Trucking Inc
 Lake Land College
 LD Mechanical Contractors, Inc
 Lorenz Supply Co.
 Marketing by Jones, LLC
 Mars Petcare
 McDonald's of Coles County
 Midas
 Mid-Illinois Concrete, Inc.
 Pilson Auto Center
 Pinnacle Foods Group LLC
 Porter Auto Body
 Real Subs
 Reed's Fly-On Farming
 Rexdon Inc
 Ronchetti Distributing Company
 Rural King Supply

Sarah Bush Lincoln Health System
 The Sparks Foundation
 The Upchurch Group Inc
 Unique Home Properties
 United Graphics, Inc
 Vantage Outsourcing
 Veolia Environmental Services
 Wells Fargo Advisors (Wachovia Securities)
 West & Company, LLC
 Zimmer Real Estate Properties LLC

Other Financial Supporters

Brian & Becky Fogarty
 Coles-Moultrie Electric Coop
 Edward & Paula Zinschlag
 KIMA Management, LLC
 Mattoon Precision Mfg, Inc
 Sherri & Jeff Branson
 The First National Bank
 Watts Copy Systems

Become a financial partner

Partners pledge \$1,000 a 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, field trips, 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

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

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.

Class E Board Member List		
Officer Position	Board Member Name	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
	Don Davis	Rural King
	Lance Landeck	Oakland High School
	Todd Vilardo	CUSD #1
	Jim Zimmer	Zimmer Real Estate Properties LLC
non-voting member, Instructor	Jeanne Dau	Business Solutions Center at EIU
non-voting member	Gary Philippi	EIEFES
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
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bob@mktingbyjones.com
217-258-6693

Jeanne Dau, Teacher
Coles County ClassE
jcdau@eiu.edu
217-581-2913

Class Hosts

