



Coles County Entrepreneurship Class
growing entrepreneurs, nurturing success

CLASSE

annual report
2016 - 2017

2016-2017 ClassE Annual Report

Greetings,

We are pleased to announce that a record 44 students applied to join ClassE this next year. Over the past five years, we have grown this program and have seen a rise in community engagement, awareness and participation from the mentors and community as a whole. ClassE now proudly awards nine hours of dual credit through Lake Land College to the juniors and seniors of Coles County and continues to encourage entrepreneurial thinking, problem-solving and work skills development. ClassE is privately funded and supported by many of Coles County's businesses. Make sure to view the Investor List in this annual report and thank the organizations that have chosen to finance this economic development initiative.

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.

Please consider getting involved with ClassE as an investor, mentor or speaker. Help us promote the entrepreneurial mindset in our youth.

Sincerely,

Joyce Madigan,
Chairman - ClassE Board of Directors



Dear Friends,

I can't believe this is already our fifth class! Once again, it has been an honor to be able to teach this class, building upon successes from the past four 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 include: taking a Segway tour in Chicago, visiting the Toyota Plant and Moonshine Restaurant, participating in Our Town Breakfast and learning about technology, cars and business etiquette on our Effingham field trip. The class raised the most money from their group business by selling 400 Spirit Sippers and raising more than \$4,100. Students also volunteered at the Lifespan Center to give back to their community.

We now have a fully developed website and ClassE Facebook page where you can find our weekly schedule. Come join us for class and see what a great program this is. Thank you all for your efforts to "Keep It ClassE."

In Service to Our Communities,

Jeanne Dau,
Class E Teacher



**COLES COUNTY ENTREPRENEURSHIP CLASS
STATEMENT OF REVENUES AND EXPENSES
CASH BASIS
July 1, 2016 through March 1, 2017**

	Year to Date
Support and Revenues	
Commitments	\$15,200.00
Interest and dividends	25.65
Grants	7,500.00
Student Projects	5,958.04
Total support and revenues	\$ 28,683.69
Expenses	
Foundation / Investment Expenses	475.88
Teaching staff contract	39,723.42
Student business startup expenses	7,206.00
Class Marketing	862.37
Classroom Materials	564.71
Training, continuing education	260.00
Meals, Mileage	217.26
Class Other	140.00
Total expenses	\$49,449.64
Change in net assets	(\$20,765.95)
Net assets beginning of year	\$ 42,684.90
Net assets, January 31, 2017	\$21,918.95

* Fiscal year ends June 30, 2017. Expenditures will be made for the annual trade show that will be approximately \$1,000. All other expenses are expected to be immaterial.

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 when accepted, they learn about what it is like to be an entrepreneur and start their very own business. By touring and interacting with more than 65 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.

ClassE Business Investors provide not only an annual investment of \$1,000 for necessary class resources, but also time and energy to teach the students to ensure the success of ClassE. We extend our sincerest thank you to the investors listed below:

ClassE Business Investors

Adams Memorials
City of Charleston
City of Mattoon
Consolidated Communications
Dau Consulting
Diepholz Auto Group
Doehring, Winders & Co. LLP
Eastern Illinois Properties
First Mid-Illinois Bank and Trust
First National Bank
First Neighbor Bank
Flesor's Candy Kitchen
General Electric

Gilbert, Metzger & Madigan LLP
Jerome C. Groniger
Howell Paving, Inc.
Innovative Staff Solutions
Inyart Tire and Auto
Lake Land College
Lifetime Eye Care
Lorenz Supply Company
Marketing by Jones, LLC
People's Bank and Trust
Pilson Auto Center
Rexdon, Inc.
Ronchetti Distributing Company

Rural King
SEED Center at Eastern Illinois
University
Sara Bush Lincoln Health System
Slumberland
Stadium Grill/Arby's/Freddy's
The Sparks Foundation
Washington Savings Bank
Wells Fargo Advisors
West & Company, LLC
Wireless Mike's

Impact of ClassE

The first ClassE group is graduating from college this spring. I know of at least two who are starting their own businesses right out of college.

- **Relentless Fitness is currently a growing online fitness page created by Colton Anderson. He's currently in the process of looking in the Coles County area to open a gym with his business partner Zach Kotecki.**
- **Isaac Dallas has started Kingston Way, a company offering website design, social media, advertising and consulting.**



Some of the businesses that started in class within the past few years that are still thriving and earning money for their owners are:

- **Executive Power - Speedrobo Games created by Rhydon Vassay. You can buy this steam video game on Amazon (which is only possible if you generate substantial sales).**
- **Mother's Teen Night created by Reece Bell. He continues to provide teen dances for Coles County youth and makes \$500 - \$1,000 per dance.**
- **Kristen Doty, a freshman at Lake Land College continues to operate Winston and Kristen's Puppy Treats.**



Many alumni and mentors joined us at the First Annual ClassE Alumni Reunion picnic last summer.

Front Row (L-R): Matt Vaselovic, Morgan Hampton, Jeanne Dau, Debbie Deters, Kristen Doty, Whitney Jansen, Katie Brush, Gunner Davis, Jacob Miller, Jelani Hurtault and Joyce Madigan.

Second Row (L-R): Nick Braden, Reece Bell, Cole Keller, Colton Anderson, Isaac Dallas, Santana Silcott, Aaron Nance, Scott Bierman and Val Zendelli. (Not pictured – Erin Anderson)





ClassE Testimonials

Parent Testimonial

"I have interacted with ClassE for over 3 years and have always been extremely impressed with how the students are able to understand what it takes to run a business at an early age. Every ClassE student I have met with has learned the key business attributes of acting professionally and understanding the importance of customer service in all types of business interactions. I was honored to learn that my son Kevin was chosen to participate. I have seen his growth in working with business professionals and building a network of contacts with a multitude of companies to help ensure his future success. It was great to hear that the class had over 40 applicants for next year; this reflects the success of the program."

- Ed Dowd, Executive Director, Mattoon Chamber of Commerce

Mentor Testimonials

"The ClassE program is a wonderful resource for high school students to learn about entrepreneurial concepts in business. Students are introduced to various business perspectives and intricacies of day to day operations as they create and run their own businesses. Being a mentor has afforded me an incredible opportunity to witness an unfolding of drive, enthusiasm and creativity by the students as they participate in the program under the expert and encouraging guidance of their instructor, Mrs. Jeanne Dau. I would recommend this program highly to budding high school entrepreneurs seeking a challenge as well as to those in the community to fulfill the role of mentor, a highly rewarding and fun position."

- Debbie Deters, Owner, Painted Properties, LLP

Student Testimonials

"I've learned a lot from speaking with different owners and managers from all the different companies. Looking back on all the connections I've made with all these successful people gives me an advantage others don't get. Being able to go back and talk with them and use my resources I've made through ClassE, is a huge advantage that I have over others who didn't take the class." - Ridge Boyer

"One thing I really like about this class is, making connections. Making connections is a great way to get your foot in the door in the business world. It is also beneficial because we are creating connections at such a young age." - Mason McGahey

"Regardless if you decide to pursue a career in business or entrepreneurship, the skills and connections you develop through ClassE will put you ahead in any field you chose to work." - Luke Jurka

"I really like how ClassE isn't based in a traditional classroom. It really gives you a business and college feel." - Ashley Pearcy

Group Business



Spirit Sippers - The Class of 2017 ClassE group business was a custom tumbler mug product we called Spirit Sippers. These custom stainless steel mugs have either the Mattoon or Charleston logo's on the cup. The class found this idea after doing research on trending products that were out in the market. They found that the YETI stainless steel mugs were very popular among all age groups. After looking through many different mug providers, the class found a mug for the right price and bought 200 Mattoon and 200 Charleston mugs from Gavina Graphics in Charleston, IL.



With an inventory of 400 mugs, the class immediately started selling at the Coles County Clash. This was a tremendous success and the class sold more than 80 mugs at the Clash alone. Students continued to set up booths and sell at trade shows, football games, men's basketball games, women's basketball games and any other place they saw fit to sell.



The class also set out to do business-to-business sales. This was also a great success for the class and they managed to get three big "B2B" sales with KC Summers, Pilson Auto Center, and Rural King. With KC Summers and Pilson's, the class did a special order with each company's logo on the cup for 48 mugs each. With Rural King, the class managed to sell the rest of their 100-mug inventory. Overall, the class learned skills that gave them real-life work experience. It showed the students the difficulties that are encountered in a start-up business. Students could not get these experiences in a normal classroom setting. This makes ClassE a truly special one-of-a-kind course.



2016-2017 ClassE Students



Madeline Babcock - Makeup by Madeline

Senior, Charleston High School

madelinerbabcock@gmail.com

Mentor - Debbie Deters, Painted Properties

Madeline's business is called **Makeup by Madeline**. She makes highlighter, teaches makeup application and provides full makeovers. Madeline is on a dance team and enjoys makeup. She is attending Illinois State University in the fall and will be majoring in Business Administration.



Ridge Boyer - Custom Coasters

Senior, Charleston High School

ridgeboyer99@gmail.com

Mentor - Craig Cunningham, Wells Fargo Advisors

Ridge's business is **Custom Coasters**, a picture coaster business that makes and sells personalized coasters to individuals and businesses. Before ClassE, Ridge had always been an introvert and by the end of the school year he really came out of his shell and was not bashful to go up and talk to anybody. He joined this class to make connections and talk with people who have been very successful in life and learn how they did it. Ridge plans to attend Lake Land College for a year then transfer to a 4-year university and receive a bachelor's degree in Radiology.



Kevin Dowd - K-Tee's

Senior, Charleston High School

Kevodowd23@gmail.com

Mentor - Dan Enge, Gilbert, Metzger & Madigan, LLP

Kevin started **K-Tee's** t-shirt business that sells t-shirts to local sports teams and fans. He plans to go to Illinois State University after high school and major in Business Administration. Kevin played for the Charleston High School Basketball team for four years and was actively involved in local youth groups throughout high school.

2016-2017 ClassE Students

Julia Griffin – JNG’s Keychains

Junior, Charleston High School

Junebug3115@gmail.com

Mentor - Jill Nilsen, Consultant

Julia’s business, *JNG’s Keychains*, is a custom monogrammed keychain business. She has gained knowledge on how to run a successful business and become more professional from ClassE. She also is a member of the CHS cross-country, basketball, track, and soccer team and plans to attend a 4-year university to study orthodontics.



Luke Jurka – Unique Accessories

Senior, Mattoon High School

Lukejurka66@gmail.com

Mentor - Ryan Whitlock, Consolidated Communications

Luke’s business is *Unique Accessories*, a phone accessory discount retailer. He is attending Lake Land College for 2 years before transferring to a 4-year university to double major in business and finance. He took ClassE to broaden his knowledge of business and develop a list of valuable contacts.



Mason McGahey – Bombdignty Bath Bombs

Senior, Charleston High School

mogahey1313@gmail.com

Mentor - John Inyart, Inyart Tire and Auto

Mason’s business, *Bombdignty Bath Bombs*, is making and selling customized bath bombs that are fun and soothing at the same time. He decided to take ClassE because he was interested in starting his own business and being his own boss. The class has helped him to communicate better and has helped his people skills. He has learned many valuable lessons that will help him in the future. He enjoys playing basketball, lifting, playing baseball and hanging out with friends. He is going to Maryville University on a baseball scholarship and is going to study business.



2016-2017 ClassE Students



Emma Mitchell – Simply Stickers

Junior, Mattoon High School

Emmitch2018@icloud.com

Mentor - Scott Eggleston, Slumberland

Emma's business is *Simply Stickers*, a business that sells custom car stickers. She plans on attending a 4-year university to continue her education. She would like to continue to play soccer in college, either at a junior college or at a university.



Noah Patterson – Noah's Digital Art

Senior, Mattoon High School

2017npatterson@gmail.com

Mentor - Terry Reel, Washington's Savings Bank

Noah Patterson is a senior at Mattoon High School. His individual business is *Noah's Digital Art*, a business that makes custom picture phone cases and can cozies. He is attending Augustana College to study business and continue playing football and running track.



Ashley Pearcy – Tutor Time

Senior, Charleston High School

Mentor -Kyle Moe, Wells Fargo Advisors

Ashley Pearcy started *Tutor Time* for her individual business, which is a tutoring service business. After high school Ashley plans to attend Illinois State University where she will double major in Dance Performance and Accounting.

2016-2017 ClassE Students

Reece Prior – Reece Prior Executive Search Support

Senior, Mattoon High School

Mentor - Susan Hanfland, SCH Consulting

Reece's individual business for class is ***Reece Prior Executive Search Support***. Reece partners with Executive Search Firms and aids them in their research of candidates. He will be attending the University of South Carolina and majoring in Cardiovascular Technology.



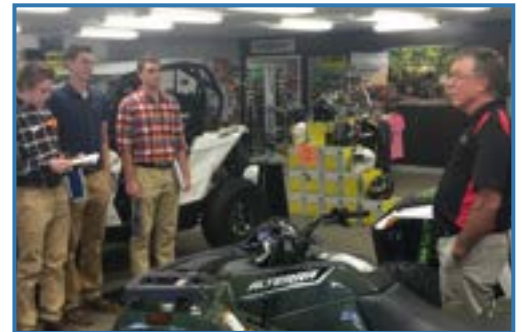
ClassE Past Business of the Year Winners

- FY 13 – Colton Anderson and Michael Strader,
Right Path Landscaping
- FY 14 - Santana Silcott,
Guitar Dojo
- FY 15 – Heidi Dague,
Crafts by Design
- FY 16 – Kristin Doty,
Winston and Kristen's Puppy Treats

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 of why they want to take ClassE



Tours

Adams' Memorials
Alamo Restaurant
Alliance Tractor
American Select
Tubing
Bike and Hike
Cabi - Kelly Green
Catholic Charities
Charleston City Hall
Coles County Sheriff's
Office
Cromwell Radio
Station
Cross County Mall
Dau Consulting
Drake Homes
First Fruits Homestead
First Impressions
First Mid-Illinois Bank
and Trust
Howell Paving and
Asphalt
Inyart Tire and Auto
Jack and Bills Clothing
Justrite Manufacturing
K.C. Summers
Lake Land College
Print Shop
Lenders Bagel Co
Lifetime Eyecare
Mars Petcare
Mattoon Chamber of
Commerce
Mid-America
Motorworks
Pilson Auto
Powersports HQ
Pro-Mow Lawn Care
Rural King
Distribution Center
Sarah Bush Lincoln
Health Center
The Upchurch Group
Toyota Plant
Trendy Trunk
Boutique
Unique Suites Hotel
Vitality Skincare
Walgreens
Washington Savings
Bank
Wave Graphics

WEIU Television and
Radio
Wells Fargo Advisors

Speakers

*Colton Anderson
Andrea Applegate
Ann Beck
Frank Brummer
Jill Conyers
Dan Corrie
Craig Cunningham
Ann Deters
*Cole Diepholz
Jeff Doyle
Dwight Erskine
Bryan Fogarty
Aaron and Connie
Gilbertie
Angela Griffin
Alex Hagen
*Morgan Hampton
Susan Hanfland
Jason Hortenstine
Bill Lair
Nathan Meinhart
Jeremy Miller
Linda Nance
Dr. Jill Nilsen
Sue Nugent
Jeff Oetting
Rob Patterson
Patty Peterson
Jamie Rieck
Dr. Mike Rudibaugh
Bob Schultz
Jadrienne Smith
Chris Swing
*Matt Vaselovic
Todd Vilaro
Jim and Nate Zimmer

*Former ClassE
students



Class E Board Member List

Officer Position	Board Member	Company Affiliated With
Chair	Joyce Madigan	Gilbert, Metzger & Madigan LLP
	Ron Diepholz	Diepholz Chevrolet
	Patty Peterson	Sarah Bush Lincoln Health System
	Tim Keefe	Charleston High School
	Lance Landeck	Oakland School District
	Jim Zimmer	Zimmer Real Estate Properties, LLC
	Vinnie Walk & Mike Shaffer	Mattoon High School
Chair Elect	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, Admin. Agent	Gary Philippi	Eastern IL Education for Employment Systems
non-voting member, Dual Credit	Steve Garren	Lake Land College
Past Board Members:		
	Bob Jones	Marketing By Jones
	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
	Brandon Miller	Charleston High School
	Aaron Hale	Mattoon High School, former Lake Land College Rep.



ClassE Board Members:

Front Row L-R: Alex Hagen, Joyce Madigan and Vince Walk

Back Row L-R: Ron Diepholz, Steve Garren, Patty Peterson, Sarah Kramer and Gary Philippi

Ways to Support the Class

Become a financial partner

Partners pledge \$1,000 a year 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

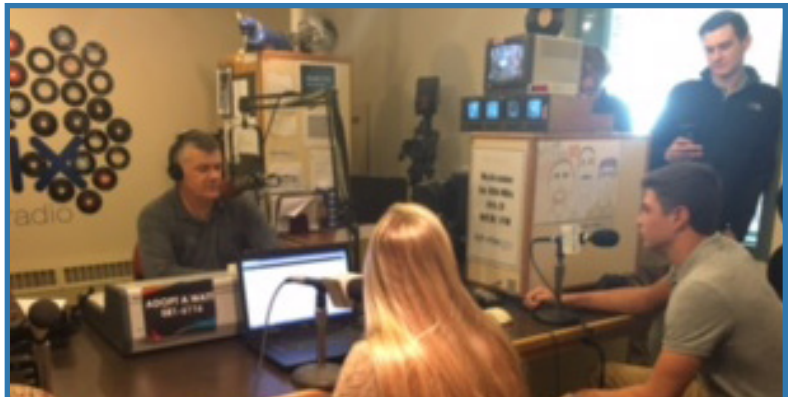
We need businesses, owners and managers to serve as mentors to the students as they formulate their business ideas and begin their entrepreneurial ventures.

Host tours of your business

We need businesses, owners and managers to open their doors to discuss their entrepreneurial endeavors and processes that lead them 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.



THE PLEDGE CARD

Name: _____ Date: _____
Company Name: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Email: _____

I wish to help ClassE, 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 ClassE, 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:

- Support one student for 1 semester - \$1,500 per year, minimum of 3 years (auto billing)
- \$1,000 per yr, minimum of 3 years (auto billing)
- \$_____ one time pledge
- My check for the entire pledge is attached.
- I prefer to be billed for future annual payments. My check for the first payment is attached.
- Please bill me.

Signature: _____

Date: _____

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
P.O. Box 1211, Effingham, IL 62401. Phone (217) 342-4988.



For more information on the ClassE program contact:

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

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

Like our ClassE Facebook Page or check out our website at www.keepitclasse.org

**A Special Thanks
to our Class Host**



**A Special Thanks
to our Trade Show Host**



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colestogether.com