

Coles County Entrepreneurship Class
growing entrepreneurs, nurturing success

CLASSe
annual report
2015 - 2016

2015-2016 ClassE Annual Report

Greetings,

In this fourth year of ClassE, we 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 chose 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 and allow us to promote entrepreneurial thinking in our youth.

Sincerely,

Joyce Madigan,
Chairman - ClassE Board of Directors



Dear Friends,

It has been an honor to teach this year's class, building upon successes from the past three 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 selfies with Governor Rauner and Congressman Shimkus, spending quality time and Movie Night with their mentors, participating in Our Town Breakfast and touring the Toyota plant in Princeton, Indiana. This class has been the most proactive in producing then selling their product at multiple shows throughout the year. Students also volunteered for Earth Day at the Douglas Hart Nature Center to give back to their community.

Each year I see a growing interest in the class as more community members show their support. 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, 2015 through February 29, 2016

	Year to Date
Support and Revenues	
Investor Contributions	\$21,500
Interest and dividends	19.00
Reimbursements	1,423.00
Student Projects	2,139.00
Total support and revenues	\$25,081.00
Expenses	
Foundation / Investment Expenses	586.00
Teaching staff contract	13,986.00
Student business startup expenses	1,903.00
Class Marketing	1,231.00
Classroom Materials	791.00
Mentor Activities	149.00
Meals, Mileage	37.00
Class Other	414.00
Total expenses	\$21,408.00
Change in net assets	\$3,673.00
Net assets beginning of year	\$55,736.00
Net assets, statement date	\$59,409

* Fiscal year ends June 30, 2016. Teaching staff contract at the end of the fiscal year will be \$42,500. 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 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 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
City of Charleston
City of Mattoon
Commercial Electric
Consolidated Communications
Dau Consulting
Diepholz Auto Group
Doehring, Winders & Co. LLP
Ealy's Appraisal
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
Unique Home Properties
Washington Savings Bank
Wells Fargo Advisors
West & Company, LLC
Wireless Mike's



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



Impact of ClassE

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

- 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).
- Wolf's Wash created by Dylan Wolfe. He has moved his business from Mattoon to Edwardsville where he attends school and power washes houses to earn money to pay for college expenses. He has made thousands of dollars from this business venture.
- Right Path Landscaping by Colton Anderson and Michael Strader (now run by Colton). Colton also started a laundry service at his college.
- Bestie's Bakery by Mikaela Williams and Brooke Wilson. They are seniors in high school, but have a commercial kitchen license and sells baked products.
- 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.

Parent Testimonial

"The class instilled in Reece the confidence and knowledge needed to guide his thinking when considering business opportunities. It has also given him the ability to think analytically. Whatever business we walk into, Reece's brain is spinning with ideas, questions, and thoughts to improve that business. I am honored that he was chosen to take this class and I believe it has helped prepare him for the future more than any other class he has taken thus far." - Tammy Bell

Student Testimonials

"This class helped me get a huge scholarship, learn how to officially set up a business, and most importantly, how to communicate." - Gunner Davis

"This class makes you treat your life like a business. It teaches you how to manage your free time, how to talk to people and make connections throughout the community." - Kyle Packer

"This class has been the most helpful and resourceful class I have ever taken. It was such a great help when first starting my smoothie stand. I hope to have my smoothie company grow after I leave the class." - Matt Vaselovic

Group Business and Shark Tank Start-up Funds

ClassE Scrubs - ClassE decided to do a retail business and a service business this year. To start off, the class brainstormed for ideas and then researched the ideas to see which ones would be the most feasible for our needs. We decided to make sugar scrubs at Mrs. Dau's house with the help of Terri Temples and Kathy Cartwright of Vintage Cottage Beauty. At first, production started off slow, but once we got all the ingredients and a process in place, we ended up making hundreds of scrubs in just one afternoon. We made both regular and whipped scrubs. The regular scrubs were more coarse and worked better to smooth the skin. The whipped scrubs had a smooth and gentler feel. We also offered 3 different scents: honey vanilla, coconut lime, and lavender. We began selling scrubs to our family and friends, then branched out and sold at shows located in the Cross County Mall. That worked well for us. Overall, we raised approximately \$2,000 in profits from the sugar scrubs.

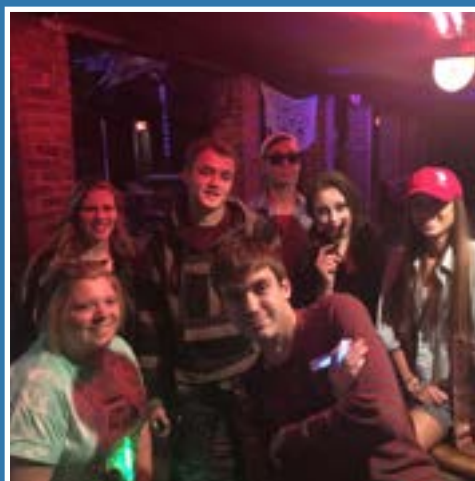


Keep it ClassE Halloween Dance - We also had a teen Halloween Dance Party at Mothers in Charleston. Our goal was to provide a fun and safe night out for teens in Coles County. Once the night was over, we profited \$873.25.



Seed Money for Individual Businesses - We used the profits from the group businesses to pay for start-up costs of our individual businesses. We pitched our business idea to the class much like you see on the television show "Shark Tank" and the class decided how much each business received.

- Submitted by Cole Diepholz



2015-2016 ClassE Students

Erin Anderson - Your Delight

Senior, Mattoon High School

Erinbritt97@gmail.com

Mentor- Sherri Branson, State Farm Insurance

Erin is a senior at Mattoon High School. Erin participates in teen court on the first Wednesday of every month. She also works as a babysitter almost every weekend, and helps her grandma when needed. She enjoys cooking and reading. She can also speak a little bit of Italian. She joined ClassE because she wants to open a restaurant in the future. Erin enjoys the class because it has taught her about more than just business. It has taught her to be on time and respect herself as well as others. Her business is called Your Delight, and she sells individual dry-mix items, such as hot chocolate and lemonade, in creative packaging for a unique gift.



Katie Brush - Liberty Leo

Junior, Mattoon High School

katiebrush99@gmail.com

Mentor- Nathan Meinhart, Innovative Staff Solutions

Katie is a junior from Mattoon High School who enjoys playing soccer and hanging out with friends. Katie took the class to learn about how a small business operates, and the basics of starting up a new business in a small town. Katie plans to attend a four-year university and wants to become a doctor or dentist. She and her partner, Jenny Hildebrand, started a partnership called Liberty Leo. They created the name based on a big cat that was rescued by the Big Cat Habitat and Golf Coast Sanctuary. Ten percent of the profits go to help save these endangered species.



Ryan Chambers - Fun Life Tech

Junior, Charleston High School

ryanmchambers@yahoo.com

Mentor- Angela Griffin, Coles Together

Ryan Chambers is a junior at Charleston High School and participates in track and cross-country. He created his business, Fun Life Tech, where he sells smart phone accessories with his friend. After high school, he plans to attend a four-year university where he'll major in business and technology, or attend the Air Force Academy and become an officer in the Air Force. ClassE has helped Ryan learn how to communicate better with people and appear more professional in a business environment.



2015-2016 ClassE Students



Kristen Doty – Winston and Kristen’s Puppy Treats

Senior, Mattoon High School

Kristen.hope@yahoo.com

Mentor- Joyce Madigan, Gilbert, Metzger and Madigan CPA

Kristen Doty is a senior at Mattoon High School. She decided to take ClassE to learn more about starting a business. She is going to Lake Land College after graduating high school to study accounting. For her individual business, Kristen started Winston and Kristen’s Puppy Treats inspired by her dog, Winston.



Cole Diepholz – Diepholz Films

Junior, Mattoon High School

ColeDiepholz@gmail.com

Mentor- Scott Eggleston, Slumberland

Cole is a junior at Mattoon High School. Outside of ClassE, Cole enjoys making movies, playing football, working out, and playing Xbox. He joined ClassE to learn more about business and what it takes to be an entrepreneur. One thing he likes about ClassE is the knowledge and experience you gain from starting up a business. In the future, Cole plans on going to SIUC or University of Illinois to study business administration. His business is Diepholz Films and he makes video advertisements for local businesses. He started his business because he loves making videos and creating new things!



Morgan Hampton – Cochleari

Junior, Mattoon High School

Hamptonmorgan99@gmail.com

Mentor- Karen Bojoda, Kemper CPA

Morgan Hampton is a Junior at Mattoon High School. She joined ClassE because she wanted to learn how to startup and operate her own business in the future. She plans on attending McKendree University to get a master in Theatre Education and minor in Business Administration. Morgan has partnered with Kaitlyn Pearson to create Cochleari, a business that sells necklaces that are handmade from spoons.

2015-2016 ClassE Students

Jenny Hildebrand – Liberty Leo

Junior, Mattoon High School
Jennhildebrand19@gmail.com
Mentor- Megan McElwee, First Mid-Illinois Bank and Trust

Jenny Hildebrand is a junior at Mattoon High School. She enjoys playing soccer and volunteering in her community during her free time. One of her favorite things about ClassE is meeting new faces in the community. Her future plans include majoring in business and law at a four-year university and attending law school. Her partnership with classmate, Katie Brush, is a t-shirt company called Liberty Leo, which donates ten percent to a non-profit organization called The Big Cat Sanctuary that helps save wildlife.



Hannah Houston – Inspired

Junior, Charleston High School
hh99snl@yahoo.com
Mentor- Debbie Deters, Painted Properties Realty Company

Hannah Houston is a Junior at Charleston High School. Class E has taught her how to be a leader and work with difficult people. Hannah joined Class E to get college credit and to learn how to manage her own art business. She plans to attend Eastern Illinois University. Her business is Inspired Handcrafted Pottery where she sells pottery pieces she makes during her art class and her free time.



Whitney Janssen – JZ Graphics

Junior, Mattoon High School
Wjanssen3377@gmail.com
Mentor- Jerry McCoy, Washington States Bank

Whitney is a junior at Mattoon High School. She joined this class because she likes the idea of becoming wealthy while being her own boss. She appreciates the opportunities she has received in this class and all of the connections she has made. If it wasn't for this class, Whitney feels very strongly she wouldn't have the goal to be a millionaire and know how to reach that goal. Her future goal is to go to college and receive a degree in business or business law. Whitney has a partnership with Val making sport wear.



2015-2016 ClassE Students



Jaz Monahan – Best Suds

Senior, Charleston High School

drkjmmm@live.com

Mentor- Scott Bierman, Pro-Mow Lawn Care

Jaz Monahan is a senior at Charleston High School. Since Jaz joined the class, he has become a better listener, speaker, and worker. One of the most important things he has learned is that opportunities need to be used properly; otherwise, there is no point in even pursuing business growth. He joined the class because he wanted a better grasp of the aspects of business. Jaz plans to attend the University of Illinois or Ohio State University majoring in Business. His business, Best Suds, is a soap business that primarily sells to teachers and students at Charleston High School as well as employees at Sarah Bush Lincoln Health Center.



Jake Noelker – Third Wheel Bicycling

Senior; Charleston High School

jacob.noelker@student.nws.k12.in.us

Mentor – Jason Madlem, Cold Stone Tile

Jake is a senior at Charleston High School. He will be attending the University of Kentucky and majoring in business. The business that he has started through the class is called the Third Wheel Bicycling. The Third Wheel Bicycling is an action sports event planning service that brings events to new locations.



Kyle Packer – Kicker Sock Co.

Senior, Mattoon High School

Kpack98@gmail.com

Mentor-Joe Fearday, Wells Fargo Advisors

Kyle Packer is a senior at Mattoon High School. His business is Kicker Sock Co, where he sells premium graphic designed socks online. He feels the class is great because even if you don't want to open a business it teaches students how to be a well-organized, on time and professional. From speaking skills, professionalism, networking, Excel training, and time management, this class teaches how to be successful in the real world, no matter what field you go in to. His plans are to go to Lake Land College in the fall for business administration.

2015-2016 ClassE Students

Kaitlyn Pearson – Cochleari

Junior, Mattoon High School
Kaitlyn.pearson1999@gmail.com
Mentor- Alex Meyers, Wells Fargo Advisors

Kaitlyn is a junior at Mattoon High School. Kaitlyn enjoys playing basketball, volunteering in the community and spending time with friends and family. She joined ClassE to learn more about business and see if it would be something she would want to do in her future. What she likes most about the class is that you learn things that you wouldn't in school, like how to meet and talk with new people. In the future, Kaitlyn is planning on attending Indiana University or Purdue University of Indianapolis the fall of 2017 to major in business. She has made a partnership with Morgan Hampton making hand-made jewelry out of old jewelry and spoons.



Matthew Vaselovic – Blenders

Junior, Mattoon High School
Mtvase1@hotmail.com
Mentor- Terry Reel, Washington Savings Bank

Matthew Vaselovic is interested in track and theatre. He also enjoys making healthy alternatives to everyday foods. He has created a smoothie stand where he can make and sell his delicious and healthy smoothies. He sets up at local sporting events in the Coles County area. After high school he will be attending the University of Florida to major in either business administration or criminal justice. ClassE has helped Matthew get his name out in Coles County and helped him create his ever growing smoothie empire.

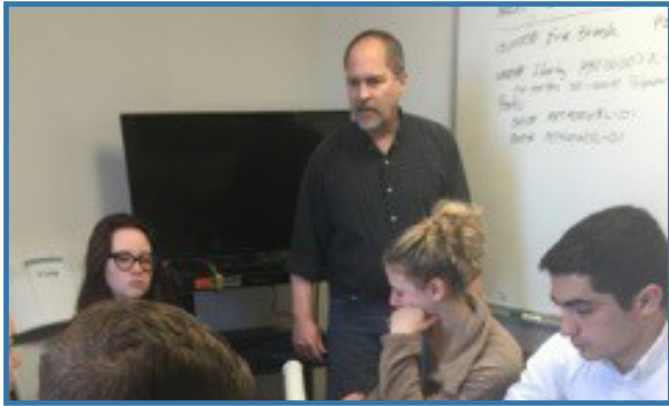


Val Zendeli – JZ Graphics

Junior, Charleston High School
Valmir_Zendeli@hotmail.com
Mentor- Craig Cunningham, Wells Fargo Advisors

Val Zendeli is a junior from Charleston High School. The most important thing Val has learned from ClassE is that people and presenting skills are vital in everyday situations. He is interested in going to college somewhere in either Illinois or Missouri. He wants to study something in the business field and possibly design/code. His business, JZ Graphics, is a shirt provider that wholesales Dri-fit shirts. His business is a partnership with fellow ClassE student Whitney Janssen. Together they hope to sell shirts through local events and clubs in Coles County.





Business Tours

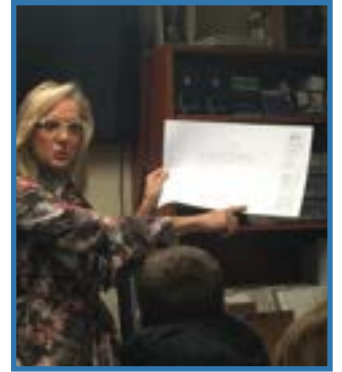
Adams Memorial
 American Select
 Tubing
 Armstrong and Grove
 Law
 Bidwells
 Bock's Identi Company
 Brickhouse Bar and
 Grill
 Catholic Charities
 Charleston Chamber
 Charleston City Hall
 Consolidated
 Communications
 Coles County Health
 Department
 Coles Moultrie
 Cooperative
 Cromwell Radio Group
 Drake Homes
 Farmer's Grain
 Company of Dorans
 First Mid Illinois Bank
 & Trust
 First Impressions
 General Electric
 Howell Paving and
 Asphalt
 Innovative Staff
 Solutions
 Inyart Tire and Auto
 Center
 Jack and Bills
 KC Summers
 Lender's Bagels
 Lifespan Center
 Mark's My Store
 Mars Petcare
 Mattoon Precision
 Mattoon YMCA
 Oakland Noodle
 Company
 Powersports HQ
 Pro Mow Lawn Care
 Pschirrer Family
 Dentistry
 Rural King Supply
 Sarah Bush Lincoln
 Stone Cold Tile
 Toyota Plant in
 Princeton, IN
 Unique Hotel and

Suites

United Graphics
 UpChurch Group
 Washington Savings
 Bank
 Wave Graphics
 WEIU
 Wells Fargo Advisors

Guest Speakers

Colton Anderson
 Andrea Applegate
 Ann Beck
 Reece Bell
 Karen Bojoda
 Josh Bullock
 Cathy Cartwright
 Brendon Combs
 Craig Cunningham
 Debbie Deters
 Ann Deters
 Jim Dietz
 Dave Earp
 Brian Fogarty
 Beth Gillespie
 Angela Griffin
 Susan Hanfland
 Leo Kitten
 Bill Lair
 Jim Littleford
 Joyce Madigan
 Mike Metzger
 Jill Nilson
 Linda Nance
 John Perles
 Gary Philippi
 Reggie Phillips
 Patty Peterson
 Jamie Rieck
 Gov. Bruce Rauner
 Mike Rudibaugh
 Congressman John
 Shimkus
 Jade Smith
 Michael Strader
 Chris Swing
 Terri Temples
 Jim Zimmer
 Nate Zimmer



Class E Board Member List

Officer Position	Board Member	Company Affiliated With
Chair	Joyce Madigan	Gilbert, Metzger & Madigan LLP
	Ron Diepholz	Diepholz Chevrolet
	Mike Shaffer	Mattoon High School
	Tim Keefe	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	Aaron Hale	Lake Land College representing Dual Credit
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



ClassE Board Members:

Front Row (L-R): Sarah Kramer,
Alex Hagen, Joyce Madigan

Back Row (L-R): Mike Shaffer,
Ron Diepholz, Vinnie Walk,
Tim Keefe, Nathan Meinhart

Ways to Support the Class

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, 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 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 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:

- \$1,000 per yr, minimum of 3 years (auto billing)
- \$_____ one time pledge
- 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



Congratulations to
Rural King and Alex Melvin
for being named the
*ClassE Entrepreneurial
Business of the Year!*



CLASSe

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
dauconsulting@gmail.com
217-549-2564

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

**A Special Thanks
to our Class Host**



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

