

FUTURE CEO STARS

Volume 1 No. 1. \$2.50 US

Premier Issue

“Workin’ Hard and Lovin’ It”
Youth Entrepreneurs of Kansas

- **Growing My Own College Education**
NFIB Young Entrepreneur Foundation
- **Young Inventors at Work**
Marketplace for Kids

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FUTURE CEO STARS

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1601 W Fifth Ave., #199
Columbus, OH 43212
www.entre-ed.org
mashmore@entre-ed.org

Publisher: Dr. Cathy Ashmore
Editor: Michael Ashmore
Graphic Design: Steven Kurfiss

Publishing Advisors:
Soarena Salari, Young Inventors Hub
Albert A. Abney, Consortium Advisory Council

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CELEBRATING FUTURE CEO STARS!

The Consortium for Entrepreneurship Education has been providing leadership for over 25 years. Our primary focus has been assisting instructors, which has been quite successful, but we still felt something was missing....and that something was direct communication with the students.

Knowing that "experience is the best teacher", we decided that who better to communicate with potential young entrepreneurs than young entrepreneurs themselves!

THUS, FUTURE CEO STARS WAS BORN.

Our mission is to create a monthly publication that features successful young entrepreneurs from Consortium member organizations ... designed to generate the entrepreneurial mindset!

Each issue will have feature articles dedicated to stories written by students that tell the secrets of their entrepreneurial success. Our hope is that this magazine will motivate, educate, and stimulate young people to follow their examples and chase their own dream.

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Consortium for
Entrepreneurship
Education



Young Inventors Hub

Creator of National Entrepreneurship week, the Consortium for Entrepreneurship Education is a non-profit collaborative representing 90+ member organizations from national, state and local levels. Together we represent over 40,000 teachers and more than two million students.

Our common bond is the philosophy that "to be successful in the emergence of a new global marketplace, entrepreneurship education should be a critical component of the overall education experience as a lifelong learning process."

We invite readers to meet the Consortium members at www.entre-ed.org/_contact/ and learn about the Young Inventors Hub at www.younginventorshub.com/. JOIN US!

"WORKIN' HARD AND LOVIN' IT!"

by Jason Bayless, Wichita KS



I absolutely love being an entrepreneur. Few career paths offer the freedom that comes with being the purveyor of your own successful enterprise. In my quest for knowledge I discovered that traditional education

profit, what a concept! I was hooked from the first day.

For my class project I created an online wedding planner business. It was such a success that not only did I win

neurial eyes open, I found my first opportunity. A local franchise named The Real Estate Book, a magazine used to sell houses, was for sale so I checked it out to find out why. It appeared to me that the publication had grown stale and the owners hadn't kept up with market changes created by the computer age. I knew from my YEK days that all this business needed was some Entrepreneurial hustle so I went for it.

With my 64 page magazine in hand I was in business, or so I thought. In my first week I was hit with major bad news. My largest client, who provided me with 20 pages of listings, had decided to drop me. This was my first shot at real success and failure was not an option. It took a little time, and a lot of effort, but like a true entrepreneur I hit the streets to fill the void that this potential disaster created.

Through continued effort, my company did more than merely bounce back. We have expanded to a 72 page publication and growing. Also, in keeping with the market trend that made this company available to me in the first place, we now provide our clients with extensive online exposure unmatched in our area.

If you dream of becoming an entrepreneur, and you work hard enough, an opportunity will present itself. When you decide to chase your dream you will work harder and longer than you knew you could. The funny thing is, you really won't mind and in fact you will find it hard to imagine doing anything else.

Secrets of Success

- ❖ *Sell, Sell, Sell: It may take several attempts but persistence pays off.*
- ❖ *Create Value: if you are not creating value for your customers they do not need you.*
- ❖ *Sincerity & Integrity: Make sure you're honest with your customers and work hard on their behalf. There is no better advertising than word of mouth.*

provides a lot of useful information but nothing can replace actual experience.

My first taste of entrepreneurship came my senior year in high school when I enrolled in an Entrepreneurship class sponsored by Youth Entrepreneurs of Kansas (YEK). This class opened my eyes to career paths I never knew existed. Free enterprise where anyone can buy, sell and create value for

first in the city in YEK's annual competition, but I also was able to partner with an actual web designer to create a fully functioning site that is still in business today (WichitaWeddings.com). I didn't realize it then, but I now know YEK taught me the critical basics that I definitely needed in my future success.

Soon after I completed my college education, by keeping my entrepre-



Jason and his son Cohen, hard at work



Ask GoVenture

“My friends and I are about to go into business together. Any advice?”

Yes! First, clearly establish each person's role in the company by assigning responsibilities and expectations, and what the consequences are for not meeting them. Write this down on paper in as clear language as possible for all the business partners to sign.

This is not because you don't trust your partners — if you didn't trust each other you wouldn't be going into business together!

Do it for two reasons: first, make sure there hasn't been any miscommunication, which frequently occurs in such instances. And second, do it to make sure that if a partner cannot fulfill his

or her role — either because of personal choice or for reasons beyond his or her control — that there is a clear way to dissolve their interest in the company.

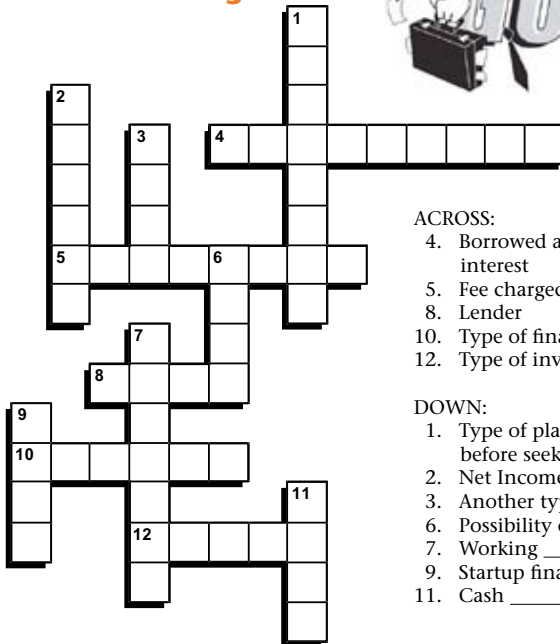
The first shares of the new company (called “founders' shares”) and stock options should be structured so that they are allocated based upon each partner's future performance.

For example, what happens if a partner is given 30 percent of the company's shares upon incorporation but that partner decides to leave the company a week later?

You'll stay friends longer if you have it on paper up front.

GoVenture Activity

Business Financing



ACROSS:

4. Borrowed amount, excluding interest
5. Fee charged to borrow money
8. Lender
10. Type of financing
12. Type of investor

DOWN:

1. Type of plan you should develop before seeking financing
2. Net Income
3. Another type of financing
6. Possibility of loss
7. Working _____
9. Startup financing
11. Cash _____

Down 1. Business, 2. Profit, 3. Debt, 6. Risk, 7. Capital, 9. Seed, 11. Flow
Across 4. Principal, 5. Interest, 8. Bank, 10. Equity, 12. Angel

FAST FACTS

Top 10 advertising slogans

Slogan	Company
1. Diamonds are forever	DeBeers
2. Just do it	Nike
3. The pause that refreshes	Coca-Cola
4. Tastes great, less filling	Miller Lite
5. We try harder	Avis
6. Good to the last drop	Maxwell House
7. Breakfast of champions	Wheaties
8. Does she, or doesn't she?	Clairol
9. When it rains it pours	Morton Salt
10. Where's the beef?	Wendy's

As selected by the editors of Advertising Age.

About GoVenture

GoVenture is a line of award-winning educational games and simulations, including software, board games, mobile games, website, books, and more.

GoVenture educational games and simulations offer the fastest, most effective and fun learning experiences ever!

Similar to how pilots train using flight simulators, highly visual and realistic GoVenture programs enable youth and adults to gain years of business, money and life experience in minutes.

Become the CEO of a virtual business, a stockbroker trading on a virtual exchange, or navigate your way through the next 50 virtual years of your financial future.

More than just fun and learning, GoVenture provides an experience that enables you to realize your potential, both in terms of what is possible and the wisdom of how to make it happen.

GoVenture is used in homes, schools, universities, and businesses throughout North America and around the world.

Visit the GoVenture website for many more free resources!



www.goventure.net



Growing Your Own College Education

by Joe Pascarella

What do lawn care, software design, and wolverines have in common? Me, I'm Joe Pascarella co-founder of ALPS Lawn Care, ALPS Technology International, and a full time student at The University of Michigan. To say that I stay busy is an understatement. It doesn't bother me though, because being able to handle everything going on in my life, through effective time management, is an entrepreneurial skill I developed early on.

I have always had a passion for following companies and learning from their founders. Biographies, annual reports, and news stories taught me a lot about traits I am now glad I have. My objects of particular interest included the founders of Oracle, Cisco, and Hewlett Packard. What I learned from this "hobby" has been invaluable and spurred me on to reinvesting my income to the successful business we have today.

In 1999 my friend Aaron Downen and I were fascinated with computers and for fun learned software and computer programming. At the age of 11 we developed our first website. When we received positive response due to the professionalism of the site, we decided to enter the website development market.

Our peers thought no one would purchase our services since we were so young. In the preliminary stages of establishing Alps, I sent an email to Aaron saying, "You build a website and I will sell the template and consulting services." The overhead was very low for a start-up company. Because of our youth, we had to do something different from the competition, so we narrowed our profit margin, and offered incentives such as 24/7 customer support, complementary consulting services, and flexible finance options. That, along with our great products and services, drove Alps into what it

is today. If we would have listened to other people's advice, Alps and our successful joint ventures would have never been established.

We began Alps as a website development company, providing internet solutions to local companies. We also invested in a landscape contractor and



horticultural service company. Beginning with a single commercial lawn mower, The Alps Lawn Company is one of Michigan's most prestigious horticultural management companies. We now service over 60 residential and commercial properties, experienced a 239% growth spurt last year, and grossed over 1 million dollars.

I discovered that it is difficult to be taken seriously in business when you are still young. I didn't let this stop

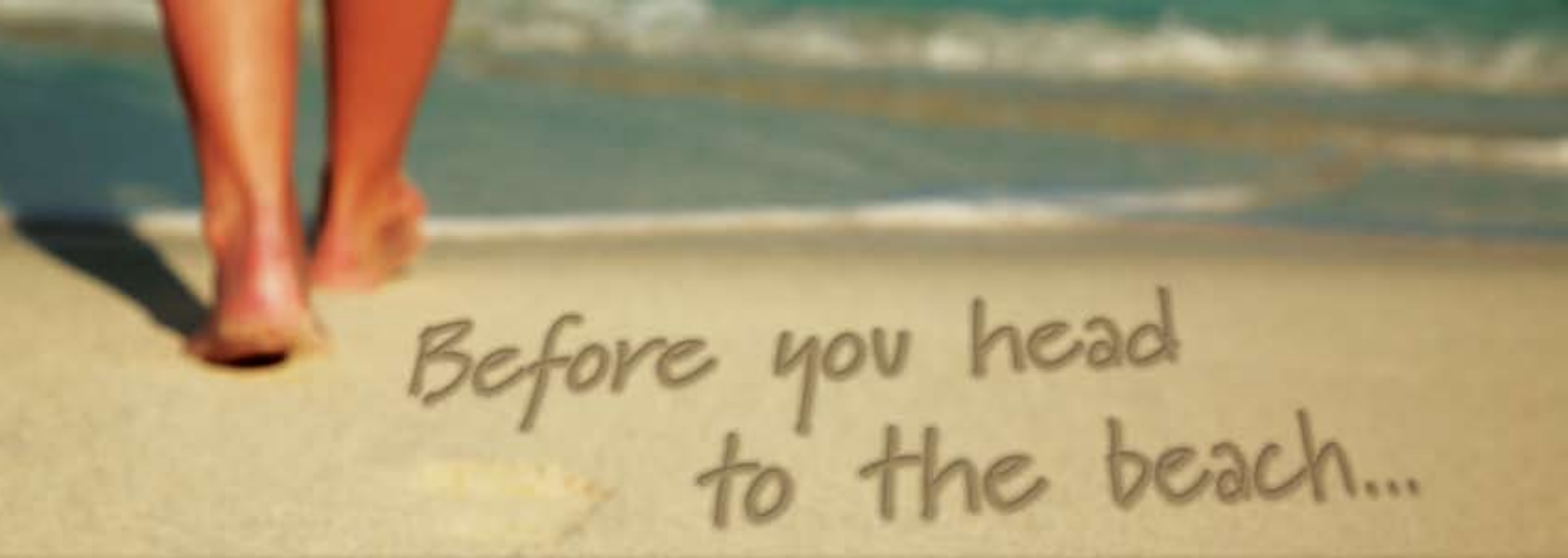
me though. In fact, it motivated me to break through this age/image barrier and prove that in fact, I know what I am talking about, and can do what I claim. I never have let detractors slow me down. There will always be people who try to discourage risk taking. Of course, they don't think like entrepreneurs and can't see the benefit of facing the challenge. Facing fear head on is the only way I know to conquer it, so that's what I do.

The benefits reaped from being an entrepreneur are substantial. Of course having a successful business, or two, is fantastic, no doubt about it. In reality, that would probably be enough for me, but I have been fortunate enough to receive even more. I am a recipient of the NFIB's Young Entrepreneur Foundation's Young Entrepreneur Award. Not only did this give me recognition that I am definitely doing the right thing, I also received \$5,000 for college in the bargain. It's a long way from an 11 year old with a lawnmower and it just goes to show it's never too early to get started.



Secrets of Success

- ❖ *Manage your time well, if you don't it will manage you.*
- ❖ *Don't listen to detractors because they don't understand your passion or how an entrepreneur thinks.*
- ❖ *Research those that were successful before you. It is cheaper to learn from others' failures than to make the same mistakes.*



Before you head
to the beach...

Start planning next year with exciting curriculum, FREE from NFIB's Young Entrepreneur Foundation



NFIB's Young Entrepreneur Foundation offers **FREE** supplemental curriculum resources created especially to help high school teachers bring entrepreneurship into the classroom.

The three-module curriculum includes great resources such as lesson plans, activities, assignments and quizzes. Our resources can be easily accessed by visiting www.NFIB.com/eitc.

Entrepreneur-in-the-Classroom curriculum brings the lessons of entrepreneurship to life in any classroom regardless of discipline. Through our curriculum, you and your students can explore the risks and rewards of owning a small business.

Never taught entrepreneurship before? **Take Time to Teach (T3)** is a mentoring program that matches educators with NFIB members to answer questions about entrepreneurship.

Include entrepreneurship in your fall lesson plans.
Visit www.NFIB.com/eitc to start downloading the curriculum.

Visa USA is a co-presenting sponsor of the Entrepreneur-in-the-Classroom programs.

standing with hope

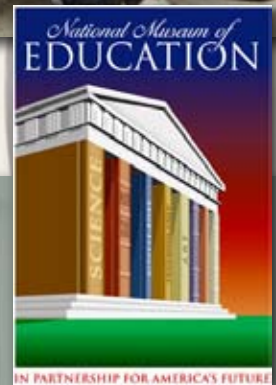
By Gay Evans

Invention and innovation, key elements of many entrepreneurs' success stories, require "thinking out of the box." Well, Grayson Rosenberger found a creative use for what you usually find as packaging in a box. Grayson was this year's winner of Sealed Air Corporation's first Bubble Wrap® Competition. Grayson ingeniously substituted Bubble Wrap® for very expensive prosthetic leg covers. By contouring Bubble Wrap® with a heat gun, he created "muscle like" shapes around the artificial limb's traditional metal rods.

Who would use Bubble Wrap® instead of the standard covers typically seen in the US? Many citizens of Ghana, Africa, would gratefully do so. Grayson's father's organization, "Standing With Hope", works with Ghana's government to provide artificial limbs for its citizens who can't otherwise afford them. Although they can function with these limbs, they are looked upon as outcasts due to their unnatural appearance. Prosthetic covers typically cost \$1,000 or more and are unfortunately out of the question. Grayson's solution is a practical, effective, and cost efficient way to not only give Ghana's amputee's mobility, but also return their self esteem.

Grayson's father and mother, who lost both of her legs in a car accident as a teenager, say they are astounded by Grayson's ingenuity and his winning of the \$10,000 savings bond given as first prize for Sealed Air's annual competition. Pretty amazing for a 15 year old! It only goes to show that it is never too early to start working toward your future.

The National Museum of Education is proud to have developed and administered the Bubble Wrap® Competition. It will now be an annual contest, with the due date for this year, on Thursday, November 1, 2007. This is only the beginning of many creative efforts for students grades 5-8. Check the website at www.nmoe.org for further details.



MAKING A HOUSE A HOME – EARN \$200 WHILE YOU LEARN!

C. Deanna Lewis,
Manager for Career Ser-

Apron, blankets, cap, collar and ribbon – are these construction terms? Definitely! My next question? How often have you watched a single home or an entire housing development spring up in a neighborhood and not give a lot of thought to what it takes to construct a home? Take a few minutes to think about how it happens and who makes it happen. There are over 100 occupations that contribute to building the house that you call home. Houses – come in all sizes, shapes and colors. Who does the work?

Take a look behind the scenes. Have you ever thought about becoming a builder? Do you want to become someone who initiates or finances a new commercial enterprise? Do you want to assume the responsibility and the risk for a business operation with the expectation of making a profit? If you answer yes, you have captured the entrepreneurial spirit...more specifically, the entrepreneurial spirit necessary to enter the construction industry. Perhaps you are not ready to build a house, but something on a smaller scale, such as a playhouse, is definitely an option. Can you meet that challenge? Think about it! You can go into business by yourself or form a partnership with your classmates.

Design, build, market and sell your ideal (play)house. Enter the Business Ventures in the Residential Construction Industry's Show of Homes. Home Builders Institute (HBI) will make 25 awards in 2007. Plan now, build in the fall. Submit your intent to participate today – your deadline is December 1, 2007. Here's how. Ask your teacher to send the following information via email (buildacareer@bbi.org) or fax (202-266-8999) to C. Deanna Lewis:

- 1) Name and address of school
- 2) Teacher's name, department, phone and/or email
- 3) Student's name (names of all partners if applicable)
- 4) Participation of a Home Builder Association, builder, contractor, etc.

When your entry is submitted your teacher will receive a detailed easy to follow step-by-step format for entering the Business Ventures in the Residential Construction Industry's Show of Homes. Pictures of the winners will be posted on the HBI Career Services website at www.buildingcareers.org.



With the right tools, you can construct your career path to join an exciting industry that is also financially rewarding. With the right tools you can build a career path that will open the door to owning your own business. Construction offers more opportunities than most other industries for individuals who want to own and run their own business. It is an ideal business for entrepreneurship!

**Win \$200 for your
Entrepreneur Education
class. It's exciting, it's fun,
it's challenging!**

Glossary:

- **Apron** - A trim board that is installed beneath a window sill.
 - **Blankets** - Fiber-glass or rock-wool insulation that comes in long rolls 15 or 23 inches wide.
 - **Cap** - The upper member of a column, pilaster, door cornice, molding, or fireplace.
 - **Collar** - Preformed flange placed over a vent pipe to seal the roofing above the vent pipe opening. Also called a vent sleeve.
 - **Ribbon (girt)** - Normally a 1x4 board let into the studs horizontally to support the ceiling or second-floor joists.
- Source: www.HomeBuildingManual.com

MAKE IT HAPPEN

FOR YOUR STUDENTS

The residential construction industry offers career opportunities after. . .

- high school
- technical school
- community college
- registered apprenticeship
- 4-year university

Help students build their future at **WWW.BUILDINGCAREERS.ORG**

And learn about...

Careers in Residential Construction.

Construction is one of the nation's largest industries with 8.3 million workers. By the year 2012 there will be a need for an additional 1.1 million special trades contractors. This does not include the management, supervisory and other professional positions.

Residential Construction Academy Series. Based on national standards set by the residential construction industry, this series is the perfect way to guide learners to development of essential workplace skills. The goal is a skilled, knowledgeable workforce able to meet

the needs of the industry today and into the future.

Architecture and Construction Career Cluster.

Home Builders Institute is Cluster Leader for the Architecture & Construction Career Cluster. The Career Cluster provides an organizing tool for schools, small learning communities, academies and magnet schools. Partnerships involve states, schools, educators, employers, industry groups, and other stakeholders working together to create curriculum guidelines, academic and technical standards, assessments, and professional development materials for the career cluster.



Home Builders Institute is your resource for careers in construction
Visit us on the Web at **www.buildingcareers.org** and **www.hbi.org**

Or contact Deanna Lewis, Manager for Career Services, HBI • buildacareer@hbi.org • 800-795-7955, ext. 8927



Inventor – preneurship ?

Who do you think of when asked “who is the Father of Modern Electricity?” Thomas Edison, right? Well, Nikola Tesla, the actual inventor of alternating current, might have had a little problem with that. What was the difference between these two great men? They both were geniuses when it came to invention but Edison was also an excellent Entrepreneur. His marketing skills, drive, amazing ability to acquire publicity, showmanship, knowledge of patent laws, and business savvy insured his place in history.

There is no doubt that being a good inventor can be a very important part of becoming successful. Ingenuity and creativity are wonderful assets in their own right and certainly should not be discounted. Unfortunately a “Great Idea” is merely that if it never gets out of the inventor’s work shop. In reality some of the best inventions ever created have probably died with their inventor. If you question the power of entrepreneurial skills, ask your parents if they had a Pet Rock.

Of course you don’t have to invent anything to be a successful Entrepreneur. PT Barnum proved that, but even if you’re an amazing inventor it is probably wise to sharpen your Entrepreneurial Tools. Good inventions need to be protected, marketed, publicized, refined, manufactured, and promoted to become Great ones. You are never too young to start learning how to do these things and practicing your skills with your friends in entrepreneurship programs in your schools. Invention plus entrepreneurial skills can be a one-two punch combination to success.

Henry Ford didn’t invent the automobile but he knew how to get them to market. Bill Gates didn’t invent the computer but he sure did make them user friendly. PT Barnum didn’t invent anything but he certainly became famous for selling “hum bug”. Have you ever heard of Vladimir Zworykin or Philo Farnsworth? Many credit them as the combination of inventors who invented Television. Great Inventors with poor Entrepreneurial skills are destined to fall off the pages of history.

Where Is Your Invention Taking You ????



www.YoungInventorsHub.com