



E² Entrepreneurship Experience

Lesson 1: A Peek into the Future



Welcome to E² Entrepreneurship Experience

Kansas was founded by risk-takers and continues to benefit from the creative minds of those who live here. This curriculum was designed to help foster the growth of young entrepreneurial minds. The lessons for career preparation are easy to prepare and to present in the SPIN Club format. A 4-H SPIN Club is a special interest club where five or more young people learn about a topic of interest. We've chosen to focus on Entrepreneurship.

Entrepreneurship is the complex process by which entrepreneurs envision, create and grow ventures¹.

“Entrepreneurship is the transformation of an idea into an opportunity.” — Jeff Timmons, Babson College².

Why is this important? Entrepreneurs who choose to start their small businesses are responsible for 63 percent of net new jobs created in the United States every year, and small businesses in Kansas are part of what makes its business climate one of the best in the nation³.

Civic entrepreneurs share the same motivation, but they live by a different bottom line. They build wonderful children's museums, great park systems, and effective public health clinics. There is a powerful connection between civic entrepreneurs and entrepreneurship rates. Communities with high rates of civic entrepreneurs are the kinds of communities that also create a high quality of life⁴.

There has been a historic debate as to whether entrepreneurship is learned or inherent. Research suggests that both the traits and skills entrepreneurs possess can be taught. Not only can it be taught, but entrepreneurship education can affect the overall supply of small businesses⁵.



Kansas State University Agricultural Experiment
Station and Cooperative Extension Service

The lessons are formatted for 3rd through 5th grades in a 75-minute format. Each lesson includes:

- Success Indicators, 4-H Life Skills
- Prep Time Estimates,
- Materials List,
- Student Activity Pages,
- Teacher Resources, and
- Snacks designed to reinforce the lesson.

*We dedicate these lessons to you, the leaders and volunteers who work with youth,
in an attempt to make the best better!*

Sheryl Carson, Patsy Maddy, Rebekah McKinley and Nancy Daniels

K-State Research and Extension, April 2017

*A special thanks to Kylie Ludwig, Family and Consumer Sciences agent in Wildcat District for
piloting this curriculum and for the resulting improvements.*

¹ Markley, D. M., Macke, D. W., & Luther, V. (2005). Energizing entrepreneurs: charting a course for rural communities. Lincoln, NE: RUPRI Center for Rural Entrepreneurship. Page 43.

² Ibid. Page 35.

³ Soave, A. J. (2016, November 10). Entrepreneurship in Kansas: Small Business as the Backbone of the State's Business Climate [Kansas Chamber of Commerce Newsletter]. Topeka, KS.

⁴ Markley, D. M., Macke, D. W., & Luther, V. (2005). Energizing entrepreneurs: charting a course for rural communities. Lincoln, NE: RUPRI Center for Rural Entrepreneurship. Page 42.

⁵ Rasheed, H. & Rasheed, B (2003). Developing Entrepreneurial Characteristics in Youth: The Effects of Education and Enterprise Experience. Ethnic Entrepreneurship: Structure and Process.

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Lesson 1: A Peek into the Future

Lesson Time: 75 minutes

Materials Needed

- » Numbered sign-in sheets, pencil
- » Hand-washing poster
- » Flip chart and markers or white board
- » Camera for photo opportunities
- » Pre-test Child Questionnaire (p. 49)

For Snacks

- » Paper plates
- » Napkins
- » Knives for spreading ingredients
- » Toothpicks for snack inventions
- » Snack table tents, Resource 1.1

Assorted “inventive” ingredients

- » Graham crackers
- » Snack crackers
- » Bread
- » Tortillas
- » Grapes
- » Banana slices
- » Apple slices
- » Clementine slices
- » Italian seasoning
- » Licorice bites
- » Peanut butter
- » Jelly
- » Marshmallows
- » Cheese slices or canned cheese

For Activity

See list on page 9

For 4-H Meeting

- » American flag
- » 4-H flag
- » 4-H pledge and motto (p. 30)

Room Arrangements

- » Tables and chairs for meeting
- » Snack table
- » Lesson/activity table

Overview

An entrepreneur is someone who sees possibilities others don't see and strives to make them a reality. He or she envisions a future and then dedicates hard work and passion to bring it about. This lesson helps us see that we can all be entrepreneurs and create our own future, while improving the lives of others.

1. Objectives

Students will be able to:

- Define entrepreneurship,
- Recognize characteristics of an entrepreneur, and
- Practice decision-making skills acting as an entrepreneur.

2. Life Skills

- Positive self-concept; inquiring mind; concern for community; sound decision-making

3. Getting Ready

For a 4-H Meeting:

- Prepare the meeting room by displaying the American flag, 4-H flag, 4-H Pledge banner, and 4-H Motto banner at the front of the room. Optional: Read the 4-H Code of Conduct.

For a session with or without a 4-H Meeting:

- Have numbered sign-in sheet and pencils at the meeting door entrance.
- Arrange tables, chairs, etc. for meeting space and activity space.
- Arrange beverage and snack ingredients on separate table.
- Print, cut, and fold table tents for snack activity.
- Arrange lesson activity supplies on separate table.
- Have camera available for photo opportunities.

For the Snack Activity:

- Prior to the meeting, check health participation forms for food allergies and make adjustments accordingly.
- Prior to the meeting, gather “inventive snack items.”
- Arrange supplies/ingredients in the center of a table so that participants can have access from both sides of the table beginning with plates, food ingredients, dips/sauces, plastic ware, napkins, and beverages.

If this is a 4-H SPIN Club:

- » Complete enrollment forms*
- » Complete health forms*
- » Have children complete the Pre-test Child Questionnaire (p. 49)*

**See appendix*

Optional: Parliamentary procedures and Gavel Games. (see appendix)

Opening, Flag Salute, and Roll Call:
10 minutes.

Snack Activity: 30 minutes

Write "Sassy Snack, Sharp Snack, Silly Snack, Savory Snack, or Sensible Snack on white board or flip chart

For Lesson Activity:

- Prior to the meeting, gather a variety of materials, tools, supplies suggested on page 5 with the lesson activity.

4. Open the Meeting

- Tap the gavel twice. "The meeting of the Entrepreneur SPIN Club will now come to order."

5. Flag Salute

"We will now have the Flag Salute led by _____."

(Choose someone to stand in front of the group to lead the pledge.) *Tap the gavel three times to stand. When the pledge is completed, tap the gavel one time to have the group sit.*

6. Roll Call

"We will now have roll call answered by "What do you want to be when you grow up? When your name is called, please come to the front of the group, wait until you have everyone's attention, and then say, 'When I grow up, I would like to be _____.' Remember to use a complete sentence when you answer roll call."

7. Snack Activity

After everyone has answered roll call, talk about the answers you heard from the group. **"I heard a lot of you say that you would like to be a doctor, firefighter, pilot, welder, chef, painter, ballerina, etc. when you grow up. Those are jobs that would usually require us to work for someone else. Have you ever thought about creating a job for yourself that no one else has done? In the next few weeks, we are going to explore how each of YOU could be an entrepreneur! Entrepreneurs set out on their own and start their own businesses instead of working for someone else."**

"Before we begin to make our snack, it is always important to practice food safety. Everyone will need to wash their hands before we begin." Hold up hand-washing poster and briefly talk about proper hand-washing. Escort participants to restrooms, encouraging them to wash their hands properly. Escort back to meeting area.

"Today you are going to create your snack from the ingredients on the table, but you will need to choose from one of the snack themes. They are Sassy Snack, Sharp Snack, Silly Snack, Savory Snack, or Sensible Snack. After you choose the type of snack you are going to create, gather your ingredients on your plate, making sure that it fits your theme. Please be respectful of others in our group, making sure you only take what you need so that everyone will have an opportunity to try all of the ingredients."

"Once you have gathered your ingredients, napkin, plasticware and drink, you will put your snack together and then name your snack. Be creative and try to make something that you haven't seen before and that someone else would really like to taste."

Write the name of your snack on your table tent. An example for a Silly Snack name might be “Fruity Fred.” Before you eat your snack, I will ask you to stand and show everyone what you have created and the name of your snack. Give participants a little time to create their snack and then begin having them share their snack idea and name with the group. Those who went through the line can begin sharing while others are finishing to save time.

8. Talking Points During Snack

“When you created your snack, that was the beginning stages of becoming an entrepreneur. Entrepreneurs are problem-solvers. When you were given the task to create a snack following a specific theme, you had to be a problem-solver and decision-maker. Entrepreneurs dream big and can see things others cannot see. You had a vision in your mind for your snack that no one else could see.”

“Did your snack taste like you expected? If so, congratulations; if not, you’re in good company. An entrepreneur has to experiment many times before he or she gets the hoped-for results. Thomas Edison eventually found a substance that would make a light bulb shine, but before he did, he said, ‘I have not failed, I’ve just found 10,000 ways that won’t work.’ Then again, sometimes an entrepreneur sets out to do one thing and goes down an entirely different path. Dr. Spencer Silver, a chemist at 3M Company, was trying to invent a super-strong adhesive, but he came up with a super-weak one instead. At the time, he didn’t know what to do with it. Six years later, one of his colleagues at 3M was singing in his church choir and became frustrated when the bookmarks he used to mark his place in his hymnal kept falling out. He remembered Dr. Silver’s adhesive and tried some on his bookmarks and it worked perfectly. The bookmarks stayed in one place, but he could move them and reattach them easily. Do you know what they had invented? (Post-It Notes) Post-It Notes are one of the most widely used office supplies today, but it took 6 years to find a use for this adhesive and another 6 years before they were distributed nationwide. Being an entrepreneur takes patience, persistence, and hard work.

“In the 1980s, there were many kinds of dolls on the market, but entrepreneur Pleasant Rowland saw a need for a different type of doll. She wanted to create a high-quality doll for girls between the ages of 8 and 11. She wanted to create a series of books about girls that grew up in different historic periods. She wanted those who read the books to be able to use their dolls to reenact the stories. In 1986, Rowland created the American Girl doll and today, over 147 million American Girl books have been sold as well as over 25 million American Girl dolls. Pleasant Rowland had a dream and made it come true.”

“An entrepreneur also listens to their customers for feedback. They want to make sure that what they are creating will please their customer. How many have heard of Under Armour

Leader:

Collect an assortment of craft and clean recyclables for participants:

Examples:

- » Empty tin cans
- » String
- » Craft sticks
- » Plastic containers
- » Lids
- » Wire
- » Wire cutters
- » Boxes
- » Cardboard
- » Pipe cleaners
- » Glue
- » Tape
- » Duct tape
- » Scissors
- » Pliers
- » Rubber bands

Students may also use an Entrepreneur Table Tent to identify what they made. Resource 1.2

Entrepreneur Lesson Activity:

20 minutes

sportswear? Kevin Plank wanted to develop a T-shirt that would not hold moisture when athletes worked out. He would send sample shirts to college and professional athletes. These athletes would give Kevin feedback and comments on how to improve his T-shirt. With all of his hard work, Kevin Plank's Under Armour clothing is now a multi-billion-dollar business. When you were making your snack, did any of your friends give you suggestions that would make your snack look better?"

"When you are finished with your snack and drink, please clean up your area and walk over to the table for our lesson activity."

9. Entrepreneur Lesson Activity

"You are probably wondering what we could possibly do with all these different materials and supplies. You are going to put on your thinking caps and try to think of a need that your family, neighbor, teacher might have — maybe they need a place to put their pencils, maybe they need a toy for their child or a pet, maybe they need an attractive way to hang something on a wall. Entrepreneurs discover that there is a "need" in their community that needs to be filled, so they create a job, product, or service to fill that need."

Feel free to use any of the materials on the table, but please show respect in allowing all your friends to be able to have enough supplies for their creation. Take a few minutes to look over the materials and think about what you could create to fill a need. You will have about 20 minutes to create and name your product. When you are finished, you will share with the group what you have created, what you named your creation, and what "need" you filled with your creation — who would use your product."

"As you are working on your products, I'm going to ask you to continue listening as I tell you about what makes an entrepreneur."

"Entrepreneurs are very passionate about their work. They think about it all the time — morning, noon, and night! Do you have something that you would like to do all day? Would you like to play outside all day, or play baseball or basketball? Maybe you like to put puzzles together or bake desserts? Steve Jobs was the co-founder for Apple products like computers. He loved making high-quality products. Steve Jobs was the genius behind iPads, iPhones and Macbooks. He had his team make over 100 different designs before they agreed on the final Macbook Air prototype. Mr. Jobs didn't focus on the money. He was so passionate about doing something that he loved."

"Just because you love to do something, doesn't mean it's going to be easy or that you are going to make a lot of money. Entrepreneurs have to work really hard and it can take years before they see any rewards. Think about something that you are very proud of accomplishing. Maybe it's a sports medal or an "A" on a test. Was it easy? Did you ever want to give up? Did you ever fail? Entrepreneurs know that they are going to fail many times before they get things just right. The founder of the Rainbow Loom,

Cheong Choon Ng sank his life savings into his business. He tried and tried to get storeowners to sell his Rainbow Loom. No one wanted to sell his product, but he never gave up. One day, the people at a local Learning Express store wanted to order 24 looms. They called back in a couple of days and ordered 48 more. Today, people around the world have purchased 8 million Rainbow Looms! “

“Did you know that the hallmark of a great entrepreneur is asking questions? People who start companies are extremely curious — they ask a lot of questions!”

“How many of you have seen or played with a Rubik’s Cube? Erno Rubik was a very curious man. He was always wondering how shapes and 3-D models were put together. In 1974, Rubik was stumped by a project that he had been working on for months. It was a block made of smaller cubes that could move without causing the whole structure to fall apart. He failed many times and became very frustrated. While in his home town of Budapest, Rubik went for a walk and noticed the stones that lined the banks of the Danube River. After seeing the stones, he had an idea to build all of those little cubes on a round core, which would allow them to move easily. His first model was held together with paper clips and rubber bands, but this is when the Rubik’s Cube was born.”

“How many of you like to play Minecraft? Markus Persson, who created this game, began coding when he was only 8 years old. The popular singer, Taylor Swift, started writing songs and playing her guitar at the age of 12. And just a short time ago, Shubham Banerjee invented a braille printer to help the blind. He created his invention using programmable sets of Lego Mindstorms.”

“Anyone can be an entrepreneur! It’s a mindset filled with dreams just waiting to come true!”

10. Sharing

After everyone has completed creating and building their projects, they will each take turns stepping to the front of the group, waiting until everyone has their attention, and describing their project. Call on each participant and take pictures so that everyone will have an opportunity to share their pride in their creations.

“After you have finished cleaning up your area, please sit in our meeting space so that everyone will have an opportunity to share their creations. Please tell our group what you have created, what you named your creation, and what “need” you filled with your creation and who would use your product.”

After everyone has shared their creations, review the characteristics of an entrepreneur including examples from the projects that were shared.

Have copies of the lesson evaluation from page 18 ready to distribute to the children.

Don't forget to complete the leader's evaluation on page 19.

Review, Close Meeting & Flag Salute:
5 minutes

11. Review Characteristics of an Entrepreneur

- An entrepreneur — is self-motivated.
- An entrepreneur — possess strong leadership skills
- An entrepreneur — is a risk-taker.
- An entrepreneur — is innovative.
- An entrepreneur — is ethical.
- An entrepreneur — has a dream
- An entrepreneur — is persistent
- An entrepreneur — is patient.
- An entrepreneur — listens to feedback.
- An entrepreneur — is curious.
- An entrepreneur — is passionate.

12. Complete Lesson Evaluation

Distribute copies of the lesson evaluation from page 18 and have the children answer the questions. Give them about 5 minutes before collecting the evaluations.

13. Close the Meeting

Tap the gavel twice. **“The meeting of the Entrepreneur SPIN Club will now come to order.”**

14. 4-H Pledge

“We will now have the 4-H pledge led by _____.”

(Choose someone to stand in front of the group to lead the pledge.) At the end of the 4-H pledge, everyone will shout the 4-H motto — “To Make the Best Better!” Tap the gavel three times to stand. *When the pledge is completed, tap the gavel one time to adjourn the meeting.*

“The meeting is adjourned!”



Sassy Snack

Sassy Snack

Sassy Snack

Sassy Snack

Sassy Snack

Sassy Snack

Sassy Snack

Sassy Snack



Sharp Snack

Sharp Snack

Sharp Snack

Sharp Snack

Sharp Snack

Sharp Snack

Sharp Snack

Sharp Snack



Silly Snack

Silly Snack

Silly Snack

Silly Snack

Silly Snack

Silly Snack

Silly Snack

Silly Snack



Savory Snack

Savory Snack

Savory Snack

Savory Snack

Savory Snack

Savory Snack

Savory Snack

Savory Snack



Sensible Snack

Sensible Snack

Sensible Snack

Sensible Snack

Sensible Snack

Sensible Snack

Sensible Snack

Sensible Snack



Entrepreneur

Entrepreneur

Entrepreneur

Entrepreneur

Entrepreneur

Entrepreneur

Entrepreneur

Entrepreneur

EVALUATION: A Peek into the Future — Lesson 1, Student



Please, **circle** the face that you believe fits each sentence the best.

Key: YES Maybe Yes I Don't Know Maybe Not NO



1. I learned that an entrepreneur needs to be a good decision-maker.



2. An entrepreneur needs to be a leader.



3. One important thing I learned today:

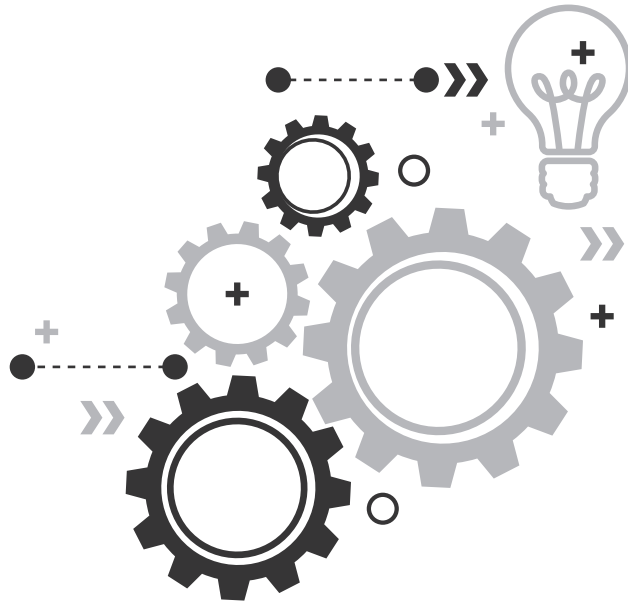
Dear Facilitator: The number of participants for this lesson: _____

Please, tell us the number of participants who circled each emoji by writing the number (or tally) under each emoji face. Please list any written responses in the last item (#3.)

Facilitator, how might this lesson be improved?

Facilitator, please share any anecdotes that might be insightful and/or indicate a positive impact:

Thank you and, please, send this evaluation form to Sheryl Carson, Extension Agent, at scarson@ksu.edu; or Thomas County Extension at 350 S. Range, Suite 16, Colby, KS 67701. 785-460-4582; FAX 785-460-4583



Appendix



Kansas State University Agricultural Experiment
Station and Cooperative Extension Service

Appendix A

E2 SPIN Club Attendance

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____
19. _____
20. _____
21. _____
22. _____
23. _____
24. _____
25. _____

Appendix B

The Red, White and Blue Beacon of America

***"To be born free is an accident,
To live free is a responsibility, and
To die free is an obligation."***

The brilliant flag waves today because of the sacrifice man has made through dedication to a long-term goal of a democratic republic with opportunity for all; immediate self-satisfaction did not spur them on to shed blood or lay down their hard-earned treasure but rather, the hope of a good life for their children.

The flag symbolizes everything worthwhile in our nation:

RED	Sacrifice, courage and valor
WHITE	Purity and honesty, the traits that make men noble
BLUE	Quality and stamina

How to Display the Flag

- » Display the flag only from sunrise to sunset.
- » It should be displayed on national and state holidays and historic and special occasions.
- » The flag should always be hoisted briskly and lowered ceremoniously.

Do Not Do This With a Flag

- » Do not permit disrespect to be shown to the flag of the United States of America.
- » Do not dip the flag to any person or thing.
- » Do not let the flag touch anything beneath it, such as the ground, water, floor or merchandise.
- » Do not fasten, display, use or store a flag in such a way it could be easily torn, soiled or otherwise damaged.

How to Fold the American Flag

- » Two persons, facing each other, hold the Flag waist high and horizontally between them.
- » Fold the lower striped section lengthwise, over the blue field. Hold bottom to top, edges together, securely.
- » Fold the Flag again, lengthwise, folded edge to open edge.
- » A triangular fold is started along the length of the Flag, from the end to the heading, by bringing the striped corner of the folded edge to meet the open edge.
- » The outer point is turned inward, parallel with the open edge, forming a second triangle.
- » Repeat the triangular folding until the entire length of the Flag is folded.
- » When the Flag is completely folded, only the triangular blue field should be visible.

A properly proportioned flag will fold 13 times on the triangles, representing the 13 Original Colonies. When finally complete the triangular folded flag is emblematic of the tri-corner hat worn by the Patriots of the American Revolution. When folded no red or white stripe is to be evident leaving only the honor field of blue and stars.

Gavel Games

Prep Work

- » Print and laminate gavel posters for participant reference during gavel games.
- » Print take home "Understanding the Gavel" handouts.
- » Optional - construct mock gavels.

Materials Needed

- » 1 1/2 inch dowel – cut into 2-inch sections
- » 3/8 inch dowel – cut into 8-inch sections
- » Electric Drill with 3/8" drill bit
- » Wood Glue

Drill a hole half-way through the side of the 1 1/2-inch dowel. Put wood glue in the hole. Insert the 3/8-inch dowel section into the hole with glue. Let dry.

(Resource Partner: Contact your local high school woodworking shop instructor to ask if shop students would construct the gavels if materials were provided.)

Leader

Explain the meaning of Parliamentary Procedure and the use of the gavel as listed below and why they are necessary in a meeting setting. Then play the gavel game.

Parliamentary Procedure

Definition – rules for conducting a successful meeting; The official rule book is Robert's Rules of Order. These rules were written by U.S. Army General Henry Martyn Robert.

Understanding the Gavel

Before beginning the first session, define the meaning of each number of gavel taps used in conducting any meeting to keep order and make decisions.

One Tap – to get member's attention, to indicate to the members that they should be seated, announces the result of a vote, ends or adjourns meeting.

Two Taps – calls the meeting to order.

Three Taps – indicates to all members that they should rise or stand.

Series of Taps – restores order in the meeting.

Gavel Game

As the group leader calls out the following actions in random order, tap the gavel the correct number of taps. (Participants can use their fists on the table to signify a gavel or the mock gavels.)

"The meeting is called to order."

"The motion fails."

"The motion passes."

"I now declare this meeting adjourned."

"Please join me in a salute to our flag."

"The meeting room will come to order."

".....with liberty and justice for all." (end of Flag salute)



Tap

- » Get members' attention
- » Indicate to members to sit
- » Announces the result of a vote
- » Ends or adjourns meeting



Two Taps

» Calls the meeting to order



Three Taps

» Indicates to all members that they should rise or stand



Series of Taps

» Restores order in the meeting

Understanding the Gavel

Parliamentary Procedure:

Definition - rules for conducting a successful meeting; The official rule book is Robert's Rules of Order. These rules were written by U.S. Army General Henry Martyn Robert.

Understanding the Gavel:

The number of gavel taps used in conducting any meeting tell members what to do to keep order and make decisions.

One Tap – to get member's attention, to indicate to the members that they should be seated, announces the result of a vote, ends or adjourns meeting.

Two Taps – calls the meeting to order.

Three Taps – indicates to all members that they should rise or stand.

Series of Taps – restores order in the meeting

Understanding the Gavel

Parliamentary Procedure:

Definition - rules for conducting a successful meeting; The official rule book is Robert's Rules of Order. These rules were written by U.S. Army General Henry Martyn Robert.

Understanding the Gavel:

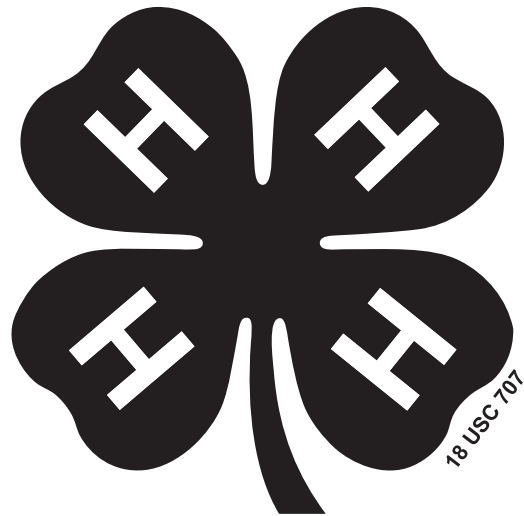
The number of gavel taps used in conducting any meeting tell members what to do to keep order and make decisions.

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Series of Taps – restores order in the meeting



4-H Pledge

I Pledge

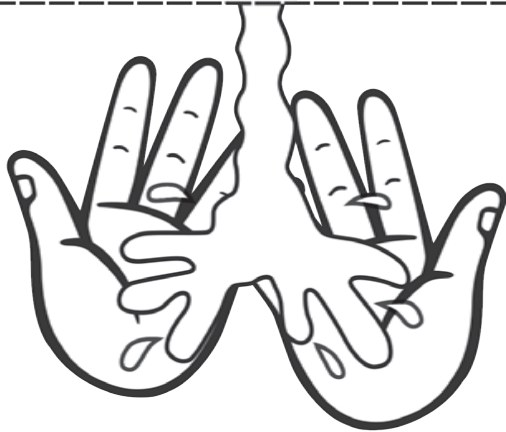
My Head to clearer thinking,
My Heart to greater loyalty,
My Hands to larger service, and
My Health to better living,
For My Club, My Community,
My Country and My World.

4-H Motto

To Make the Best Better!



Wash Your Hands! ¡Lávese Las Manos!



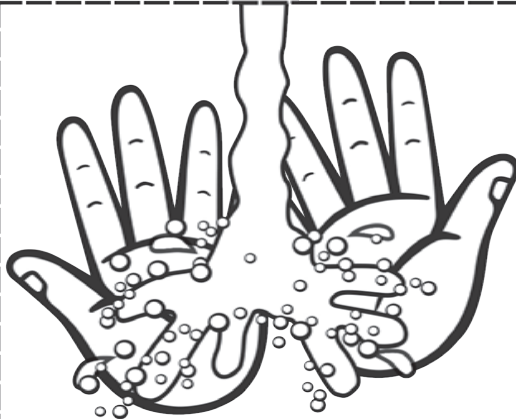
1. Wet Hands
Mójese las manos



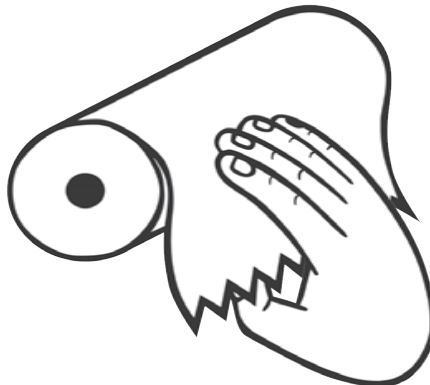
2. Soap
Enjabónese



3. Wash for 20 seconds
Friéguese las manos por 20 segundos



4. Rinse
Enjuáguese



5. Dry
Séquese las manos



**6. Turn Off Water
with Paper Towel**
Cierre el grifo usando una toalla de papel

Appendix F

Code of Conduct

Remember, at all times you are a walking billboard for 4-H, your community, and your family!

On your Kansas 4-H Participation Form, you read and signed an agreement to abide by the Kansas 4-H Code of Conduct. You are expected to conduct yourself in a professional and respectful manner at all times and in all situations. As a participant of the E² After School SPIN Club Youth Development Program you will be held accountable for your behavior and actions.

Kansas 4-H Code of Conduct

As a participant in the Kansas 4-H program, you have the responsibility of representing Kansas 4-H to the public. You are expected to conduct yourself in a manner that will bring honor to you, your family and 4-H. To do that, you must:

1. Conduct yourself and your project work in a manner that is trustworthy, respectful, responsible, fair, caring and in good citizenship.
2. Be responsible for your actions by following the rules and being accountable. This includes being in assigned program locations/sessions, abiding by deadlines, times and housing arrangements. If you are unable to participate or need assistance, notify those in charge of the event/program.
3. Treat yourself, other people, animals and property with respect, using good manners, dressing appropriately and by not using profanity. You will be personally responsible for any damage caused as a result of your behavior. Know that the use of tobacco, alcohol, and non-prescribed drugs by youth is illegal.
4. Demonstrate caring for people other than yourself. Know that harassment of any type is illegal and prohibited at all 4-H events.
5. Be a good citizen by participating fully, and helping those around you have positive experiences.

Appendix G

Kansas Profile examples of entrepreneurs for e² curriculum

Sally and Jay Brandon, Shepherds Mill

Sherrie Conklin, Forgotten Item Market

Dave Dreiling, GTM Sportswear

Kim Ellenz, Old School Seals

Larry Grimsley, GS Inc.

Homer Krehbiel, Krehbiel's Specialty Meats

Don Landoll, Landoll Corporation

Brian Pettey, RobotZone

Matt Wolters, Surefire Ag

Joe Works, B&W Trailer Hitches – part 1

Joe Works, B&W Trailer Hitches – part 2

(The following examples were taken from the Kansas Profiles produced weekly for radio and newspapers by the Huck Boyd National Institute for Rural Development at Kansas State University. These articles were accurate at the time of their writing, but specifics may have changed since that time. For more information, see www.kansasprofile.com)

Sally Brandon — Shepherd's Mill

What did you bring back from your trip? My kids ask that question when they're hoping for presents from my journeys. Today, we'll meet someone who came back from a trip with something that would become a life skill. Now I'll weave this story together.

Meet Sally Brandon of Phillipsburg, Kansas. As a youth, Sally went on the International 4-H Youth Exchange program to Finland, meaning that she spent six months living with families there. She brought home souvenirs and memories, but more than that, she brought home a love of weaving.

Weaving is popular all over Scandinavia, where lamb's wool is woven into various kinds of fabrics. Sally says, "I learned to weave while I was there, and I came home in love with it."

She was also in love with a Kansan. Sally came back and married Jay Brandon at Phillipsburg. She remained interested in weaving and even built a loom from a kit and did a lot of research. Meanwhile, her sister had learned to spin.

Sally says, "She taught me to spin and I taught her to weave." The love of natural fibers must run in the family. Sally has been weaving for some 15 years now, and has created her own line of hand woven clothing. In the hands of a skilled craftswoman like Sally, weaving is more than a hobby or pastime, it becomes a form of art.

In 1998, Sally and her mother, Virginia Hopson, and sister Kay McCoy set up an organization called Great Plains Artisans or G-P-A. The mission of GPA is to support fiber artists by selling quality items and supplies, helping with marketing, and providing learning opportunities. In three years, GPA sales rose to \$28,000. GPA helps weavers and wool producers by providing supplies such as looms, dyes, yarn, bobbins and ribbons. GPA also offers a line of classes on spinning and weaving.

You've heard about football players taking basketweaving class? Sure enough, GPA offers a class on basketweaving – but it's harder than it looks. There is even a class on spinning designer yarn. I know some oldtimers who spin yarns, but that's another story.

GPA's retail outlet is a store known as Past Times, which offers handmade woolens, linens and other products from producers and consignors around Kansas and Nebraska.

In 2003, GPA had a booth at an alpaca show in Denver, next door to a booth that was promoting a weaving business. As they drove home from this show, Jay observed to Sally that they could do such a business. He said, "I think that's what we're supposed to be doing." So they did.

The Solomon Valley Regional Learning Center opened in the fall of 2003. Sally was one of the entrepreneurs who took a class there, developed a plan, and launched her own business called The Shepherd's Mill. This business takes wool from producers and processes it into yarn or even finished goods. This involves washing, separating, dyeing, carding, spinning, weaving, felting, and even retail packaging and labeling. The company also sponsors an annual fiber festival including seminars, fashion shows, contests, and sales.

Sally has served customers as far away as Minnesota and Texas, and from Kansas City to a yarn shop in Gove - population 113 people. Now, that's rural.

The name Shepherd's Mill has dual meaning here. They are handling wool just like a shepherd, but there is more. Jay says, "We thought and thought and couldn't come up with a name, but the Lord is our Shepherd and we think this is where He wants us to be." See www.kansasfiber.com.

What did you bring back from your trip? In Sally's case, she came back from Finland with a love for weaving which she has translated into a new enterprise. We salute Sally and Jay Brandon, Virginia Hopson, Kay McCoy, and others involved with GPA, Past Time, and the Shepherd's Mill for making a difference through creativity and entrepreneurship. That makes for a good trip, whatever spin you put on it.

Sherrie Conklin — Forgotten Item Market

"Oh, darn, I forgot. There's one more thing I need." Have you ever had that experience - where you started on a project and found you had forgotten one essential item? It happens all-too-often when cooking in the kitchen or doing a project around the house. Today we'll meet a young woman who had that experience and turned it into a business opportunity for her family and her community.

Sherrie Conklin is the owner of Forgotten Item Market in Burden, Kansas. Sherrie grew up at Burden, lived at Winfield and studied at Cowley College. When she met her husband Scotty, they decided they wanted to raise their child in a small town environment like the one they had grown up in, so they moved back to Burden – a rural community of 536 people. Now, that's rural.

Scotty worked for Morton Buildings. Inspired by watching barbecue on television, he wanted to open a barbecue restaurant in Burden. He and Sherrie bought an old building on Main Street which he remodeled for their barbecue place.

As customers came into the restaurant, they would ask, "Who did your remodeling work?" When they learned that Scotty had done it, they asked if he would do remodeling work for them. When the demand for his carpentry work exceeded the demand for barbecue, they closed the store and Scotty formed his own business called Conklin Carpentry.

Meanwhile, Sherrie was working fulltime herself. Due to Medicare cuts, she lost her job. It happened at the worst possible time, just before Christmas. One day she was doing her Christmas baking when she found that she needed some powdered sugar. She had all the other ingredients, but she was out of that one item. Unfortunately, her home is 25 miles from stores in Winfield and 55 miles from Wichita.

"We need to do something about this," Sherrie said to her husband. "We need a store so we can get the supplies we need locally." Scotty was reluctant, but she made her case.

"We asked some friends to commit to prayer about this," Sherrie said. "We also sent out a poll to the community and got a good response." On March 26, 2013, they opened a new store in Burden. Sherrie asked friends for suggestions to name the store, and someone suggested Forgotten Item. The name stuck.

Today, Forgotten Item Market operates in 500 square feet in the former barbecue restaurant on Main Street in Burden. "We started in a smaller building across the street but then we moved into the front third of our old barbecue place. Now we've already outgrown that," she said.

Forgotten Item Market offers produce and other grocery supplies plus household goods, pet food and gift and craft items. In other words, a customer can get milk and bread – and powdered sugar – plus other staples, but the store also offers custom-made items from local artisans. "We have things that were made by a local woodworker, a quilter, and a jewelry maker," she said.

Sherrie also offers a custom shopping service for her customers. "We have some elderly people in town so I go grocery shopping for them," Sherrie said. "They will give me a list on Friday or

Saturday and I will shop for them on Saturday afternoon or Monday when I purchase supplies for the store.” On Tuesday, their goods are picked up by the elderly families or delivered to them.

“I’m a couponer,” Sherrie said. “I’ll scour the ads, clip coupons and find the very best prices on supplies,” she said. She then drives to Wichita and restocks her store, while buying what the elderly families want.

“We’ve been blessed that my husband has always been able to find work locally so he’s available to help,” Sherrie said. “It’s a God thing.”

Forgotten items. They happen when we start a project or recipe and find that something is missing. Sherrie and Scotty Conklin are making a difference by using this experience to help create a business that would serve their community in this way. Such entrepreneurial ideas can serve other communities as well — don’t forget.

Dave Dreiling — GTM Sportswear

How does a person take a business from the trunk of a car to a multi-million dollar enterprise? There’s no easy answer. In fact, if I was asked to describe how to achieve such business growth, I might reply: “It’s greek to me” -- Not just because I don’t know how, but because a company named It’s Greek to Me has done it.

Dave Dreiling is owner of GTM Sportswear, which began as It’s Greek to Me. This is the remarkable story of his business.

Dave is an entrepreneur with rural Kansas roots. In the 1950s, Dave’s parents, Leo and Carolyn Dreiling, were newly married and Leo was managing a clothing store at Stockton, Kansas. A friend of theirs moved to Mankato and heard that the people in Mankato wanted a clothing store in their community. He referred them to the Dreilings, who were interested but didn’t have necessary funding. The downtown merchants pooled their money to help bring a store to their rural community of Mankato, population 923 people. Now, that’s rural.

The Dreilings expanded their clothing business over time, opening another store in Smith Center. Meanwhile, their son Dave went to high school in Concordia and Cloud County Community College before coming to K-State where he majored in business.

“I learned business at home,” Dave said. “While other families might be talking about ball games or the weather around the dinner table, my folks were talking about the store.” He said, “My Dad is my mentor.”

Dave put his business skills to work when he came to K-State. As a student, he bought a limousine and operated it part-time. He also became social chairman for his fraternity, which meant that he occasionally bought Greek-lettered products from vendors. In the process, he met a guy from Colorado who was taking orders for Greek products from the various fraternities. “He basically sold stuff out of his car’s trunk,” Dave said.

After he and Dave had gotten acquainted, he suggested that it would be good to have a full inventory of products on hand to sell, rather than simply taking orders. Dave was interested in that business idea and asked what it would take for him to become involved. The answer is a classic, which demonstrates the plight of so many small business startups. His friend said, “Well, I have this invoice here from a supplier, and it’s 90 days overdue. If you can pay the invoice, than you can get into the business with me.”

Unfortunately, that is often the type of situation in which many small businesses find themselves: strapped for cash and without a system to manage it. Anyway, Dave sold his limousine and scrounged together the cash to pay that overdue bill. With that, he was in business.

Because their target market was the fraternities and sororities of the collegiate Greek system, the business was named It's Greek to Me. Dave went to work to expand the business, and he ultimately bought out his partner. Sales in the first year were about \$500,000, but today he has built the business to approximately \$70 million in sales. The business, now known as GTM Sportswear, is selling products coast to coast and diversifying into various markets for athletic products and sportswear. In fact, there is \$18 million in inventory and 150 sales representatives at the company's headquarters in Manhattan. Wow.

Dave has worked at making the supply chain more prompt and efficient so as to cut costs. When he started, it might take four to six weeks for a customer to design and receive a customized product. Now, if the artwork is ready, in some cases the product is available on the next day.

"We want to have great service, and we want to be the most convenient place to order sportswear," Dave said. The company website is www.gtmsportswear.com.

It's Greek to Me — not just the keys to business success, but the name of this original business with rural roots. We commend Dave Dreiling and all the people of GTM for making a difference with entrepreneurship, leadership, and service. That is simply good business.

Kim Ellenz — Old School Seals

"The envelope, please." A hush falls over the audience at the People's Choice Awards as the emcee breaks the wax seal on the envelope containing the names of the winners. Where do you suppose that wax seal came from? Would you believe, from a small town in the middle of Kansas?

Meet Kim Ellenz, co-owner of Old School Seals, the company which produced the wax seals which would have gone on the award envelopes. Kim and her husband Daron grew up at Tipton, Kansas. She worked in banking and insurance, while Daron is an electrician and teaches electricity at the technical college in Beloit.

Kim and Daron are friends with John and Dena Stultz in Ellsworth. When it was time for Dena's birthday, John came up with a creative idea for a gift. Using his father-in-law's computer-controlled milling machine, John milled a personalized wax stamp for her.

Dena loved the gift. When they ordered sealing wax for it, the wax supplier asked where he got the stamp. When he explained that he made it himself, the supplier was astounded and said, "There's a real need for people who have the ability to do these designs."

So John and Dena started designing and marketing these stamps and seals. They set up shop in an old school building. Friends Kim and Daron Ellenz came to visit. They were so impressed that Kim told her husband, "I would love to do that." A few years later when John and Dena had a baby and were ready to share the business, Kim's wish came true.

Kim and Daron moved the business to their hometown of Tipton. It is called Old School Seals, based on both the old building where the business began and the "old school" practice of sealing envelopes with a wax seal.

Wax seals and the related metal stamps are the primary products of Old School Seals. The company makes seals in traditional wax as well as a peel-and-stick form, and offers sealing wax

and other accessories. Customers can custom order seals with a particular initial, monogram, or other design, or a metal stamp to make their own.

The metal stamps are produced using a computer-controlled milling machine, while the wax stamps are produced by machine and by hand. In a year, they produce well over 100,000 wax seals.

So what does a person do with wax seals? After all, didn't the custom of sealing envelopes with wax seals go out of fashion a couple of hundred years ago? Yes, wax seals are unusual, but perhaps that is what makes them so distinctive.

Many people are using them as special accents on wedding invitations or gifts. They have appeared on Ralph Lauren products, Disney promotions, Ivana Trump's wedding invitations, and as labels on Buccella wines from the Napa Valley of California. Wow. On Kim's first day at work, she produced seals to go on the award envelopes at the People's Choice awards – which unfortunately were cancelled due to the Hollywood writer's strike. For President Obama's inauguration, a company created a commemorative box of chocolates and had Old School Seals custom design and produce a wax seal to go on the gift box. The market for these products is primarily on the east and west coast, but they have gone as far away as Thailand.

Notably, this is entirely an Internet-based business. There is no storefront retail trade. On the Old School Seals website, customers can place and track orders. Products are shipped daily on UPS. From the customer's standpoint, this business could be virtually anywhere. Remarkably, it is located in the rural community of Tipton, Kansas, population 240 people. Now, that's rural. For more information, go to www.oldschoolseals.com.

"The envelope, please." As the emcee prepares to announce the award winner, he breaks the wax seal that was produced all the way out in Kansas. We salute Kim and Daron Ellenz, John and Dena Stultz, and all those involved with Old School Seals for making a difference with their entrepreneurship and innovation. This type of spirit can help make rural Kansas the winner.

Larry Grimsley — GS Inc.

3,2,1, ignition — we have liftoff! The ground shakes as the rocket thunders from the Kennedy Space Center launchpad, carrying the space shuttle skyward on its way to another successful mission. Those rocket boosters must be very strong and powerful. They were heat treated using a system designed and built by a company in rural Kansas. It sounds like science fiction, but it's real.

Meet Larry Grimsley, owner of GS Incorporated. GS Inc. is the company which produces high-powered heating elements which helped prepare the space shuttle booster rockets and more.

Our story begins where Larry Grimsley grew up, three miles east of Americus in Lyon County, north of Emporia. He worked as a machinist while going to school at Emporia State and then took a job with a manufacturing company in charge of their heating element work. He enjoyed the work, but after his division of the company was sold and resold, he decided to go out on his own.

In 1989, Larry and his parents Jack and Joyce started GS Incorporated to work in industrial heating products. But it takes a lot of courage to be an entrepreneur.

Larry says, "Frankly, I was scared to death. I thought maybe I'd sell two elements a year to go in somebody's toaster."

But he rented a building back in his hometown of Americus and went to work. The business grew. In 1991, they built a new building in Americus.

This company's specialty is building products for the high end of the heat processing industry. By high end, I mean the type of equipment which can heat a product up to 1,000 to 2,300 degrees fahrenheit. Wow. That's a long way beyond toasters.

GS Incorporated designs and builds the heating elements, insulation, and support structure for these products. It is a true specialty. There is no other company like this in Kansas and only a handful in the entire nation.

Larry says, "Most products go through some sort of heat processing." His company's products are used in manufacturing, petrochemical, and automotive applications.

He says, "We tend to respond to the current happenings in the marketplace. Fifteen years ago, we were working on heat treating the space shuttle booster rockets. Then the automakers switched from steel to magnesium castings to get better gas mileage so we made elements for furnaces for that. Now the processing of titanium is big and that has to be heated to 2,000 degrees. Right now we're making systems that harden the gears on wind turbines."

The applications of his products are closer than you might think – perhaps in your good china cabinet or under the hood of your car. Larry says, "Our products go into the electric kilns which are used to fire Lennox china. And most all the engine valves on Ford and General Motors vehicles go through carburizing furnaces using our products."

Larry Grimsley says, "Since we've started, we've probably shipped products to most every state, especially the northwestern U.S. and the east coast." Sales are up tenfold from two years ago. They're even shipping products as far away as Argentina and Korea.

Yet this remains a family business in a rural setting. Larry's father runs the shop and Larry's mom worked in the office until she retired, only to be replaced by Larry's wife Wanda. Other family members have been known to step in when there's a big project to be finished.

That's what life is like in a rural town like Americus, Kansas, population 931 people. Now, that's rural. Americus is located on a county road – not even on a state highway, but GS Inc. has been able to have global success in this rural setting.

The space shuttle is approaching re-entry. Now we know that it's mission was successfully completed thanks to a rural Kansas company. We commend Larry and Wanda Grimsley, Jack and Joyce Grimsley, and the people of GS Inc. for making a difference with their entrepreneurship and innovation. I'm glad to see that this company has been able to take off and bring the benefits back to earth.

Homer Krehbiel — specialty meats

What's on the shopping list today? Meat. Let's see. Beef, pork, lamb, turkey, chicken. Okay, I can find those. But there's more. Let's try elk, goose, buffalo, duck, emu, ostrich - how about water buffalo? Alright, I give up. Where would I find a place where all those different meats are processed under USDA inspection? The answer is, we think there is only one place: It's found in rural Kansas.

Meet Homer Krehbiel of McPherson, Kansas. Homer is the entrepreneur who created this meat processing enterprise, but it has not been easy.

Our story begins on the Krehbiel family dairy farm. In 1951, Homer started milking cows with his folks on the farm north of McPherson, which at that time had a population of 8,689 people.

Now, that's rural.

After graduating from McPherson College and teaching two years, Homer went into farming full time. Then disaster struck.

One day in 1978, Homer was mixing some feed when his hand got caught in a roller mill, stuck where no one would find him. He thought he might bleed to death and tried to cut off his hand to free himself. But being a man of deep faith, he finally bowed his head and gave himself up to the Lord. At that moment, he says, his hand came free. Homer got to a phone and called the ambulance himself.

Homer's life was saved but his hand was not. Doctors removed what was left of his hand. Homer continued farming for some years, but he had always had a dream of having a little country store there on the farm. So he converted a garage, bought some old freezers, and started selling beef also. That was the beginning.

Today, the Krehbiel family has two businesses employing nearly 50 people: Krehbiel's Specialty Meats, which is a processing and shipping facility on the family farm, and Krehbiel's Meat Market and Deli, which is a retail outlet in McPherson just off I-35. At the retail market, a person can dine in or pick up a wide variety of food products. You'll also find Krehbiel's meats at such places as the state fair and Kansas Sampler Festival.

Or you can go to the online store, which is www.healthymeats.net, and find a wide variety of delicious meat products plus gift certificates, sauces and seasonings, pies, pet treats, and more. Their meat is source verified, identity preserved, USDA inspected, and tenderness guaranteed, with no added hormones or artificial ingredients.

But you might also encounter Krehbiel-processed meats elsewhere without even knowing it. Homer says, "Our niche is private label processing for other people." In other words, Krehbiel's will process meat for individuals or companies for their use or sale under their own label.

Homer says, "We have about 60 different private label companies that we work with. We have some big companies, but we also do the small farmer with a few head and the hunter who needs a deer processed." He says, "There isn't anything we won't tackle." So when a Japanese customer wants Kobe beef or ostrich growers want their meat processed or someone needs a water buffalo done, they can come to Krehbiel's Specialty Meats.

Some Kansas companies ship products coast to coast. Krehbiel's ships coast to coast every week. Wow.

Homer sees growing interest in the slow food movement. He says, "Wine connoisseurs like to know where the grapes come from. I think that's where we're going with our food supply in general, because people want to know where their food was produced." Krehbiel's Specialty Meats helps those local producers by processing their products. Homer says, "I've found that the more you help other people, the more you get back."

So what's on the shopping list today? If it's elk, goose, buffalo, duck, emu, and more, there's only one place that is processing such a wide variety of meat products. We salute Homer Krehbiel and all the people of Krehbiel's Specialty Meats and Krehbiel's Meat Market and Deli for making a difference with their innovation, entrepreneurship, and service. It's an example where hard work and an entrepreneurial spirit can meet.

Don Landoll

The year is 1960. A young man with roots in rural Kansas is building a project in the shop for his high school vocational agriculture class. The project he has chosen is a trailer, and after hours of work, he has welded the frame, mounted the tires and painted the wood. The trailer turns out so well that it wins an award from the Lincoln Welding Company in Ohio. Who would have guessed that his experience which was rooted in building a trailer would lead to not only a career, but a major company?

Meet Don Landoll, founder and CEO of the Landoll Corporation in Marysville, Kansas. Don remembers his roots, for he was the young man who received that award from Lincoln Welding for building his first trailer in the vo-ag shop back in 1960. Welding is a very useful skill to have in a rural community. Don grew up near the rural community of Hanover, population 632 people. Now, that's rural.

After graduating from high school, Don wanted to join the Air Force. But he failed his physical, so he came back home and went to work for a local farm equipment dealership. In 1963, he and a partner bought a welding shop in the nearby town of Marysville and put his skills to work. Along with their hired man, it was a three-man shop. When his partner went to work for the railroad in 1967, Don became the sole owner.

Don continued to weld, but he knew the greatest opportunity for success would be in manufacturing products of his own. His first product was a slip-in stock rack for pickup trucks, and then he expanded into trailers and farm tillage equipment. Don diversified and grew the business over time.

Today, the Landoll Corporation in Marysville, Kansas is an incredible success story. The company which began as a three-man shop currently employs 640 people. The company has grown by a hundred employees from a year ago, and Don says, "We'd take more if we could get them." As an illustration of how important such a business is to the rural communities around it, it should be noted that the company employs people from 43 zip codes.

The level of manufacturing one finds at the Landoll Corporation today is world class. The company uses state of the art 3-D modeling through Pro E CAD engineering software. The company's equipment includes laser and waterjet metal cutters which can cut steel, aluminum, stainless steel and even rubber with precision.

The sprawling 500,000 square foot production facility houses a host of Computer Numerical Controlled machines, modern powder coating booths, and much more. In addition to 100 conventional welders, there are seven robot welders with robotic arms up to 10 feet long.

Landoll Corporation products include trailers, agricultural equipment, forklifts, earthmovers for Icon Industries, and government contract vehicles. Through it all is an emphasis on quality.

The result is that Landoll Corporation in Marysville, Kansas has become a global supplier. Landoll customers can be found in such places as the U.K., Russia, China, Japan, Guam, Australia, India, Kuwait, Saudi Arabia, South Africa, Brazil, Uruguay, Egypt, and more. Wow.

It is so exciting to see a rural company start from virtually nothing and rise to global success.

It's time to leave 1960, where Don Landoll's first trailer which was built as a vo-ag shop project received an award from Lincoln Welding. We salute Don Landoll and all the people of the Landoll Corporation for making a difference with entrepreneurship and hard work.

They remember the roots from which they came, as we can see in modern times. In August 2008, a special guest from Ohio came to visit the Landoll Corporation in Marysville. It was the

president and CEO of Lincoln Welding Company, the very same business which had given Don an award for building his very first trailer. And as Don and the Lincoln CEO went to tour the modern Landoll production facility, how fitting it was that they walked right by that first award-winning trailer from 48 years ago. Those deep roots help provide longstanding strength.

Brian Pettey — RobotZone

Boeing. General Motors. MIT. McDonnell Douglas. U.S. Air Force. Lockheed Martin. Raytheon. NBC SE. Microsoft. U.S. Army. Carnegie Mellon. Ford Motor Company. That's quite a client list. In fact, it reads like some of the leaders in technology worldwide. Today we'll meet a Kansas company whose innovative work in robotics is helping serve these major industries and more.

Brian Pettey is CEO and founder of RobotZone in Winfield, Kansas. Brian spent his early years in the Leavenworth/Lansing area of Kansas before his family moved to Illinois. "I grew up playing with Legos, and I liked adding things to make them move," Brian said. He moved back to Kansas to attend Winfield's Southwestern College as had his parents.

One day in 1995, Brian got a call in his dorm room. It was from his old junior high school teacher in Illinois. His teacher said, "I remember you were building things like electric cars all the time back in junior high. We are on a push to incorporate technology into the classroom, and I wonder if you would build a robot or something that would demonstrate technology for the school."

Brian took on this challenge to build a prototype of a robot for his old school. It went so well that neighboring teachers in Illinois wanted one also, and Brian could see it developing into a business. Then Brian got to thinking that, if teachers in Illinois would want these products, maybe teachers in Kansas would as well. He went to the library, got a list of school addresses, and mailed out flyers. Sure enough, Kansas teachers were interested. That was the beginning of the business known as RobotZone, founded in a dorm room at Southwestern College.

After Brian did a number of robot demonstrations around the state, some teachers at Wellington suggested he go to the tech fair at Pittsburg, and so Brian did. He had an appointment to meet with two teachers at the tech fair, but as he went down the hall people started asking him about the robot that he was carrying. They followed him to the classroom where he was to have the meeting. Instead of two teachers, there were more than 60 in the room by the time he started his demonstration. In response to market demand, RobotZone began to grow.

Robotic systems for the education market was the first niche for the company, but demand grew into other sectors as well. Today, RobotZone focuses on designing and manufacturing various products for the medical, industrial, military, and factory automation industries.

Robotzone.com is the company website. The company's robots use lots of remote controlled actuators called "servos." These servos are essentially computer- or radio-controlled gear systems which control movement. Over time, the company added a retail division called ServoCity.com, for individuals who wanted to purchase these devices for their own use.

"This took off like crazy," Brian said. "Online sales quickly surpassed the education sales."

One application for these robotic controls is in pan and tilt camera systems. RobotZone has produced products for use by such clients as the BBC, National Geographic, Animal Planet, NBC Special Effects, and others in Hollywood. They've been used for everything from movies to documentaries to TV commercials to the Tonight show. Wow.

These products have even gone overseas. Families in India, for example, are buying the robotic controlled cameras for filming their weddings.

How amazing to find this company in rural Kansas. “Many companies are surprised to find we’re not located on the coasts,” Brian said. RobotZone has contracted out some of its manufacturing to a machine shop in Atlanta — Atlanta, Kansas, that is, population 252 people. Now, that’s rural.

RobotZone completed a 30,000-square-foot building in 2010. “The city of Winfield has been fantastic,” Brian said. “We have absolutely the best employees who are passionate about their work.”

From the BBC to the U.S. Army, RobotZone has an impressive client list. We commend Brian Pettey and all those involved with RobotZone and Servocity for making a difference with their innovation and creativity. How exciting to find robots making the journey from Kansas around the globe.

Matt Wolters — Surefire Ag

The population estimates are in. Census Bureau data show the most recent estimates of population change in Kansas counties, with a pattern of urban growth and rural population loss — except for a few counties which have bucked the trend. For example, the northernmost tier of counties in Kansas all demonstrated population loss, with one exception: Rawlins County. Why is this so? At least one source of the population growth in Rawlins County has been the advent of a private sector, entrepreneurial agribusiness enterprise.

Matt Wolters is a co-founder of Surefire Ag Systems in Rawlins County, the site of unexpected growth. Matt grew up here at Atwood, studied agricultural economics at K-State and came back to northwest Kansas. He went to work for another company but saw an opportunity in the fertilizer industry.

Matt contacted his brother Josh who had been an engineer with larger companies but was ready to leave the big corporate structure. They partnered with their friend Blaine Ginther. Their idea was to create a system of equipment that could attach to a farmer’s existing farm implements and be used to dispense liquid fertilizer.

The three went to work. They set out to create a company to produce such a product and found they had complementary skills. Josh Wolters is an engineer and Blaine Ginther had worked in management and sales, while Matt specialized in operations and strategic management.

The three entrepreneurs launched a company known as Surefire Ag Systems. The purpose of the company was to deliver customized equipment for application of crop inputs. They began the business in August 2007 on a farmstead north of their hometown of Atwood.

“The foundation of our business is configuring a package of components to make a system that attaches to existing equipment to apply liquid fertilizer, chemicals, or herbicides,” Matt said. For example, adding their system to a corn planter makes it possible to apply fertilizer also. “Our system can be customized to each specific piece of equipment,” Matt said.

Surefire Ag got started at the time that GPS guidance and tractor autosteer systems were really growing in popularity. Being able to integrate the Surefire Ag systems with those technologies was a key to success. Surefire Ag experienced significant growth and continued to innovate.

“By God’s guiding hand, we hired our first electrical engineer in 2011,” Matt said. This highly-trained engineer, originally from Hoxie, happened to be moving back to the area when he and

his wife decided they wanted to raise their kids here. He joined SureFire and his skills enabled the company to do more product development. Surefire Electronics was launched in 2012 and Surefire's QuickDraw system was introduced in 2013. QuickDraw is an automated, electronically controlled spray tender system which automates batch mixing of crop inputs.

The company continues to grow. "One of our objectives is to be an economic engine for Rawlins County," Matt said. The company now employs 35 people and has sold products to 47 states, six Canadian provinces and beyond. Such market breadth is remarkable for a young company from rural Atwood, population 1,258 people. Now, that's rural.

In addition to generating employment, the company created the Dream Big Education Foundation to support Rawlins County schools. SureFire made a one-hundred thousand dollar donation which has been used to put smart boards and Ipad carts in the grade schools and significantly upgrade the information technology infrastructure in the high school.

"Our people are our greatest asset," Matt said. "We've been blessed with the most dedicated, committed group of people who have come together to make it happen. They grew up with a work ethic and the moral compass to take care of people." For more information, go to www.surefireag.com.

The population estimates are in. Of all the northern tier of counties in Kansas, the only one to experience population gain is Rawlins County, home of SureFire Ag Systems. We salute Matt Wolters, Josh and Lisa Wolters, Blaine and Erin Ginther and all those involved with SureFire Ag for making a difference with agricultural entrepreneurship and dedicated effort. In rural Kansas, hard work is the only surefire solution.

Joe Works — B&W Trailer Hitches — Part 1

"Do you know where your trailer hitch was made? Should you care?" Those leading questions were found in an ad in a national magazine. The ad described the importance of using American-made products, such as the ones built by this particular company which is located in rural Kansas.

Joe Works is owner and co-founder of B&W Trailer Hitches in Humboldt, Kansas. Joe grew up on a farm near Humboldt in southeast Kansas and returned to the farm after attending K-State.

When the farm economy took a downturn in the 1980s, he did some welding at night to supplement the farm income. While at the welding shop, Joe met a guy named Roger Baker. During their breaks, Joe and Roger started talking about trucks and drawing out truck bed designs on a napkin. Roger built a prototype for this new design in his garage, and ultimately the two men went into business together. Using the initials for Baker and Works, the company was named B&W Truck Beds.

Their goal was to build the highest quality truck bed on the market. The business grew and diversified. Then Joe and Roger thought about how to improve the gooseneck trailer hitches then in use.

At that time, the best option for getting the gooseneck ball out of the way in a truck bed was a large plate with a ball that folded down. This option required a huge hole in the truck bed, and installation was cumbersome.

Together, Joe and Roger designed a hitch with a ball that could be pulled out, turned over, and stowed beneath the bed. They designed a framework which is bolted to the truck frame and requires no welding, drilling, or bed removal to install. This new hitch, called the Turnover Ball,

revolutionized the gooseneck hitch industry. This type of ball storage and mounting system is used by nearly every gooseneck hitch manufacturer today.

The company is now known as B&W Trailer Hitches. Joe's daughter, Beth Barlow, is marketing director for the company.

Today, the company employs some 220 people. Employees come from nearby towns like Chanute and Iola, and also rural communities like Piqua, Gas, and Bronson, population 346 people. Now, that's rural.

In 2002, Roger Baker retired from the company and sold his shares to Joe. In 2009, the company began an Employee Stock Ownership Plan under which employees buy into ownership of the company's stock. "This helps the employees function as owners when they make their decisions," Beth Barlow said.

Today, B&W Trailer Hitches offers an extensive line of products relating to trucks and livestock. These include gooseneck and recreational vehicle hitches, receiver hitches and accessories, truck cab protectors, gooseneck couplers, truck beds, farm and ranch equipment, and all terrain vehicle accessories.

Where are these products sold? The answer is, coast to coast -- literally from California to the Carolinas. B&W Trailer Hitches has a network of more than 6,000 dealers across the U.S. and in Canada.

Yet the competition is steep, particularly from low-cost overseas manufacturers. "So many companies have taken their manufacturing overseas," Beth Barlow said. "It's investing in the latest technology that makes us efficient and able to compete with foreign competition."

The company's website is www.turnoverball.com. It says: "Made in the USA¹ can succeed, but only if we rely on the principles that work in our own neighborhoods. We grow by earning trust and improving customer value, not by cutting costs. We let people use cutting-edge technology to make things safer, easier, and higher quality, rather than let technology use us. We respond to customers and changing markets by being right-sized and flexible, not just bigger. We treat each other as family, not as "labor" exportable to the lowest bidder."

"Do you know where your trailer hitch was made? Should you care?" It's obvious that the people of B&W Trailer Hitches care about making a difference with homegrown manufacturing.

And there's more. When B&W Trailer Hitches suffered from the economic downturn, the company considered laying off employees – but instead it chose a different course. We'll learn about that next week.

Joe Works — B&W Trailer Hitches — Part 2

NBC Nightly News, March 16, 2009. The evening prime time newscast features a story about a business which was hit by the economic downturn — but instead of laying off employees, it kept them on the payroll and sent those employees out to work on projects for the community. The remarkable business that used this amazing strategy is found in rural Kansas.

Last week we learned about B&W Trailer Hitches, owned by Joe Works. Joe and co-founder Roger Baker designed truck beds and gooseneck trailer hitches that are now sold nationwide and beyond. These include the innovative Turnover Ball which revolutionized the industry. Beth Barlow, Joe Works' daughter, is marketing director for the company.

Many manufacturing companies were hit hard by the economic downturn of the past decade, and certainly B&W Trailer Hitches was affected as well.

“We did go through a lot of lean years and I know what it’s like,” Joe said. Beth Barlow remembers those times well. Sales were down and employees were idle.

“It was heartbreaking,” Beth Barlow said. “We were looking at how to lessen the payroll, and we took a few days to learn about how the state would handle our unemployment.”

But then the company took a different course. “Joe came in one day and said, ‘You know what, let’s just not lay anybody off,’” Beth said. Instead, the company tried something different. Joe sent the employees into the community — with full pay — to use their skills on various projects around the town. The labor was provided to the community free of charge.

So, instead of welding trailer hitches inside the company’s plant, the workers went out to repaint churches, prune trees, spruce up playgrounds, and refurbish the baseball fields. Not only did these projects significantly benefit the community, it benefited the workers and their families as well as the local economy by keeping those workers employed.

But what about the impact on the company itself? “It was a good move,” Beth Barlow said. “I think it was a forward-looking move on Joe’s part. He believed (demand for products) would come back, and it has. We have an investment in training our employees. Doing these community projects utilized our employee’s skills and retained them in the company.”

Business has recovered for B&W Trailer Hitches. In fact, the company had record sales months in late 2011 and early 2012. At the time of the downturn, the company employed 180 people. Today, B&W Trailer Hitches has grown to 220. B&W Trailer Hitches is now Humboldt’s largest employer.

Sending the employees out to work in the community is an amazing alternative to the layoffs experienced by so many manufacturers in the 2000s. In fact, it was so unusual that it came to the attention of NBC Nightly News. A television reporter and camera crew came to the rural community of Humboldt, Kansas to cover the story. Humboldt is a town of 1,964 people. Now, that’s rural.

The TV reporter interviewed Joe Works and other local citizens and shared their comments about the mutually beneficial relationship of company and community.

“Because I’ve been blessed by a business that’s been successful and made some money, I don’t want to hang onto that with a greedy attitude, I want to share,” Joe said. “It’s Midwestern values, but this is above and beyond,” said Larry Mendoza, Humboldt recreation director. “It’s like one big family,” said Janet Pulley of the Poplar Grove Baptist Church. “What hurts one hurts the other, and what helps one helps the other,”

The reporter described it this way: “Restoring a piece of the heartland – Keeping one hometown alive for the next generation.”

For more information, go to www.turnoverball.com.

It’s time to turn off the NBC Nightly News, but we are thankful that a television network would highlight this innovative way to utilize employees during an economic downturn. The television segment about B&W Trailer Hitches was fittingly titled “Making a difference.” We commend Joe Works for finding this creative way to benefit the community while benefiting his employees as well. To me, that result is big news.

Resources

Parliamentary Procedure Reference:

Robert's Rules of Order – written by U.S. Army General Henry Martyn Robert

American Flag Resource:

Kansas Farm Bureau Association – The Red, White and Blue Beacon of America

4-H Pledge:

K-State Research and Extension – Kansas 4-H

LEAP Into Careers: University of Nebraska- Lincoln

Chapters: 3,6,7,8,9

4-H Resources

4-H Core Values

4-H Colors: White symbolizes purity. Green which is nature's most common color represents life, springtime and youth.

4-H Emblem: The green four-leaf clover has a white H on each leaf to represent the four H's: Head; Heart; Hands; and Health. The 4-H name and emblem are protected under federal status Title 18, U.S. Code 707.

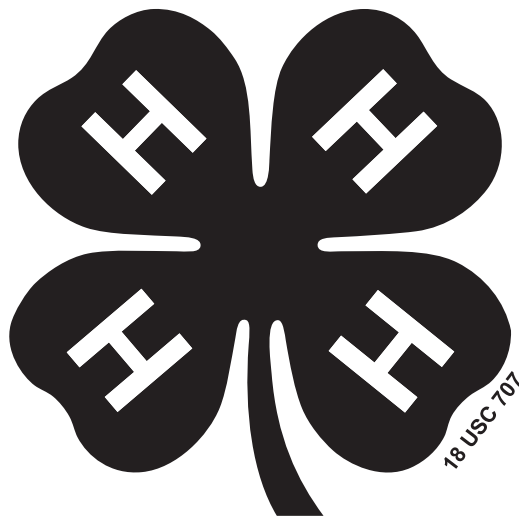
4-H Pledge:

I Pledge my Head to clearer thinking,
My Heart to greater loyalty,
My Hands to larger service, and
My Health to better living,
For My Club, My Community,
My Country and My World.

The 4-H Pledge was written in 1924 by Otis Hall, Kansas State 4-H Leader. The four H's on the clover represent: Head – critical thinking and problem solving; Heart – self-discipline, integrity and communication; Hands – serving others; and Health – choosing healthy lifestyles.

4-H Motto: “To Make the Best Better” – a goal for each member to improve themselves.

4-H Slogan: “Learn by Doing” – a 4-H member's way of acquiring new skills.



Evaluations

Pre Test Child Questionnaire

To be completed by each child before the first E2 Entrepreneurship Experience Lesson.

	Strongly	Agree	Disagree	Strongly Disagree
I know what an entrepreneur is.				
I know the difference between needs and wants.				
I know how to count back				
I know how to balance a budget.				
I am a creative thinker.				
I have the skills to be an entrepreneur.				
I would like a job using my entrepreneur skills.				

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I have the skills to be an entrepreneur.				
I would like a job using my entrepreneur skills.				

Please return surveys or summary results to: Nancy Daniels, 101 Umberger Hall, 1612 Claflin Road, Manhattan, KS 66506, kdaniels@ksu.edu

Post Test Child Questionnaire

To be completed by each child AFTER the last E2 Entrepreneurship Experience Lesson.

	Strongly	Agree	Disagree	Strongly Disagree
I know what an entrepreneur is.				
I know the difference between needs and wants.				
I know how to count back change to a customer.				
I know how to balance a budget.				
I am a creative thinker.				
I have the skills to be an entrepreneur.				
I would like a job using my entrepreneur skills.				

Post Test Child Questionnaire

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