

# Learn and Earn Project

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**sketch it up**

Where Your Inspiration is Brewed!

## *Sketch It Up*

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## I. EXECUTIVE SUMMARY

"Ohana means family. Family means no one gets left behind. Or forgotten"

-Walt Disney's *Lilo & Stitch*

*Wow. We GRADUATE this year!* This exciting thought consumes us as we think of the future and what awaits us. However, as our excitement rises, we can't help but be saddened by what we will be leaving behind: our 'Ohana' in *Sketch It Up*. As said by Stitch, Ohana means family. Our family is not the usual type; there are fifteen brothers and sisters in our family with one amazing DECA advisor and personal mentor (who, in reality, has become a second mother to us). Together we have encountered many trials and tribulations, but most of all, we have persevered. To be a family is to persevere. Each time we felt as if we could not continue, we found strength in one another. With this strength, we continued toward our goal of making *Sketch It Up* as successful as possible.

We must admit; it has been a brutal learning process. We were students thrown into the battles of entrepreneurship without a realization of the dedication and work that this project would demand. However, as the year has progressed, we have learned many things that we can carry with us into our future. We have learned the art of communication, compromise, dedication, and most importantly, how to run a business. While *Sketch It Up* is definitely an extremely successful enterprise created by students, we feel that it should be regarded as something much more: a family. We take pride in being a part of this family and will always remember our 'Ohana'.

- Maddie Hartle and Stacie Culver

*Sketch It Up* is a student-run business that provides coffee, cappuccinos, and smoothies to students and teachers within Blackman High School. Other than providing the fuel behind this institution's productivity, we also supply teacher and students with unique, quality graphics and designs in the form of posters, charts, and a range of other creative project facilities. *Sketch It Up* is useful and luxurious in offering the tools and energy to students and teachers throughout their day. We are a complete, one-stop Kinko's/Starbucks enterprise with all you need for a successful day. Are *you* in need of some creative project administration? With our Chamber of Commerce membership, *Sketch It Up* is now open to the public, and has begun serving the Blackman community.

Such successes of *Sketch It Up* have not gone unnoticed; After our debut ribbon cutting ceremony, *Sketch It Up* has worked hard to become a pace-setter learning facility in Blackman's marketing and business program. As a result, we are proud to have earned an award from the Tennessee State Board of Education in December 2010. Although *Sketch It Up* is still in its youth, it will continue to be a staple within Blackman High School, and the surrounding community, for years to come.

### MISSION STATEMENT:

At *Sketch It Up*, design has no limits.

Where graphics and supplies meet your style and expectations.

With a purpose to provide teachers and students with artistic consultations;  
students manage and create divine graphics for the Blackman family.

We are a reliable business that creates designs for you, by you.

As you read about our business, we hope that you can include yourself in our passions and achievements and become a part of our 'Ohana'.

## II. INTRODUCTION

*Sketch It Up* is an innovative student run business located in the heart of Blackman High School in Murfreesboro, Tennessee. Established and employed by Entrepreneurship II students, this café/Kinko's hybrid offers creative project administration, school supplies, and freshly brewed coffee products for students and teachers alike. The inspiration for *Sketch It Up* was brewed from two very successful business proposals from previous written events. This initial idea expanded into the desire for the Blackman DECA entrepreneurship program to obtain a functioning business in which students could gain knowledge and experience.



During the creation of *Sketch It Up*, students worked to prepare the store for the upcoming school year and established a store handbook, rules, and procedures for both the coffee production and design center. Ann Stewart is the DECA advisor and teacher of *Sketch It Up*, Entrepreneurship II students. She has worked all year alongside the students in order to make *Sketch It Up* the successful business it is today. Mrs. Stewart has been an influential and crucial leader in the establishment process, and contributed greatly to *Sketch It Up's* success. After the class spent a majority of the summer creating the store, the opening of *Sketch It Up* brought with it a great amount of interest from the student body and Blackman community.

*Sketch It Up* operates before school and during all three rotations of lunch during the school week. We directly serve students and teachers their desired coffee products on the café portion of the store. Also, during operating hours, students directly meet with teachers and students in designing bulletin boards, posters, and other creative projects from the Design Center. All other time spent in

the store is used to carry out Design Center orders, in creating promotional incentives, and in the general cleaning and maintenance of the store. All profit from these two aspects of *Sketch It Up* go directly back into operating the store with all additional profit returning to Blackman DECA for competition fees for State and National conventions.

The store operates under a rotating management and position schedule that appoints a manager, assistant manager, and department employees every six weeks. Additionally, students take six week shifts in operating the store before school opens from 7:00-8:15am. Our advisor and the store's Senior Executive Consultant, Mrs. Stewart, appoints the manager and assistant manager. These individuals have attained this position from a clear dedication to the store, from organization skills, and the ability to supervise his or her peers effectively. The assistant manager then takes on the role of manager for the six weeks following his or her original shift. Employees likewise rotate in and out of each of the three departments: Café, Project, Finance, and Promotion. This cyclic position process was chosen to allocate as many diverse positions to each of the sixteen students in order to attain the full experience of running a business. (For position chart and management rotation overview, see pages 13 and 15).

By the end of the first semester of the school year, *Sketch It Up* had successfully paid all initial start up fees and contributed an estimated \$1,754.44 towards DECA competition fees. By the end of the school year in June, *Sketch It Up* is expected to have made \$5,273.38 in profits. In addition, *Sketch It Up* was formally invited to become a part of the Rutherford County Chamber of Commerce and had the privilege of hosting a ribbon cutting ceremony in October. These immediate accomplishments not only surpassed our expectations, but also inspired the class as a whole to continue our efforts and persist in making *Sketch It Up* a staple at Blackman High School.

"I think that the biggest achievement of *Sketch It Up* is shown in your success; kids our age being able to make a tangible and functional business is truly unique and inspiring."  
—Natsumi Mariner, Customer