



LAUNCH

LAKELAND STUDENT-RUN BUSINESSES

Annual Report

July 2021 - June 2022

Introduction

Expanding Success & Opportunities

Throughout the fiscal year July 2021 – June 2022, Launch transitioned to several new executive team members.

As you learn about the Launch ventures and the leadership team we have established, you will see smooth transitions with the addition of new executives. Our executives mentor and guide their replacements before graduation to maintain the foundation of Launch's success.

This fiscal year, Launch expanded the operations of all business ventures by increasing revenue, implementing new direction in day-to-day efficiencies, and providing new experiential and entrepreneurial learning opportunities for Lakeland University students.



Letter from the Launch Team

Dear Lakeland Community,

Launch continues to thrive and provide unparalleled experiential learning opportunities to Lakeland University students. As you read this annual report, you will notice immense growth in our businesses and expansion of the number of student employees.

As we transitioned to new employees in all of our divisions, we implemented an onboarding process to instill the culture and expectations we want our employees to maintain.

Launch's culture is focused on six different learning approaches:

Ownership; Growth Opportunities; Schedule Flexibility; Collaboration; Feedback; Communication

At our core, these are key skills employers will be looking for when they hire Lakeland students/graduates.

We are truly proud of many accomplishments this year. One highlight is the advancement and success of one of our businesses, Musko's Campus Shop. In this fiscal year, we had a grand opening of both a brick-and-mortar and online store. We grew our social media presence through various campaigns and established a brand that values our beliefs. Musko's Campus Shop provided promotional sales to consumers, pop-up shops at local events, and continues to design new Lakeland University merchandise.

We are grateful for the opportunity to spread the implementation of experiential and entrepreneurial learning at Lakeland University, and we are excited to see what Launch will accomplish in the next year.

Sincerely,

The Launch Team

Mission & Goals

Our Mission

We transform Lakeland students into the next generation of innovative leaders by providing experiential and entrepreneurial learning opportunities that prepare students for diverse careers in a multi-faceted world.

Our Goals

Check out our inaugural annual report to see how we accomplished our goals by the end of the 2021 fiscal year. As Launch continues to grow and expand at Lakeland University, the executive team has established goals for the student-run businesses to achieve in the upcoming fiscal year.

1

Prepare our Launch student workers, managers, and entrepreneurs for a multi-faceted world by funding 10% of paid experiential learning opportunities offered both on and off-campus.

2

Increase the revenue of Launch's Businesses by 15% compared to the previous fiscal year.

3

Collaborate with Lakeland's admissions department to expand awareness of Launch: Lakeland Student-Run Businesses to increase recruitment at Lakeland University.

4

Develop a business plan for the upcoming fiscal year to begin operations of another Launch business venture.

Current Executives

Our Leadership Team



John Putnam – Chief Executive Officer
August 2021 - Present

President of Non-profit Division
January 2021 - August 2021

Riley Jahnke – Chief Marketing Officer
December 2021 - Present



Andrew Erbstoesser – Chief Financial Officer
October 2021 - Present



Kelly Swope – President of Merchandising
May 2022 - Present



Nidal Farah – President of Merchandising
May 2022 - Present



Clare Kelnhofer – Elementastic President
September 2021 - Present

Launch is mentored by one full-time Lakeland University staff member, Kym Leibham, Director of Strategic Outreach.

Where are they now?

From Launch Executives to the Real World

This past year, Launch saw several members in the executive leadership team graduate from Lakeland. Launch prepared these individuals for their careers and allowed them to expand their skillset before graduating. We are so proud of each of their accomplishments, and we look forward to developing the new executives into tomorrow's leaders.

Amanda Brandt

Chief Marketing Officer

May 2020 – December 2021

"Launch prepared me for my current role because a lot of the skills and best practices that I learned while working for Launch are the ones I utilize in my current position. I learned how to manage social media pages, how to stay organized and how to communicate effectively in the business world. It gave me the hands-on experience I needed."



Current Employment: Marketing & Social Media Specialist, Engaged Marketing Co.

Sydney Pingitore

President of Merchandising

October 2020 – May 2022

"Launch prepared me for this role by enhancing my organization and communication skills. Launch was able to provide me the opportunity to understand how to run a business, oversee and manage operations, and approach tasks, projects, and new opportunities from a different perspective. I am more business minded and goal-oriented now relating to Jake's and my professional and personal growth. I believe my role with Launch assisted me in securing my employment with Jake's."



Current Employment: Receptionist/Administrative Assistant, Jake's, A Lakeland Community

Curtiss Dokey

Chief Strategy & Innovation Officer

May 2020 – December 2021

"We were all in new territory with Launch. There were more questions than answers and we had to network/research and become mini experts on certain topics through that research. In my role right now, one of the most important aspects is researching complicated topics and becoming an expert on said topic. Launch provides such a unique experience and having this experience on my resume is a conversation starter which helps exemplify my work history."



Current Employment: Auditor, Wisconsin Department of Revenue

What's New - Jake's, A Lakeland Community

Expanding Experiential and Entrepreneurial Learning

On June 8, 2022, Lakeland celebrated its grand opening of Jake's, A Lakeland Community. Stephanie Hoskins, a Kohler, Wis., native is leading the development of Lakeland's latest acquisition. One of her roles will consist of supervising and assisting the Launch team with the development of current and new business ventures. We asked her to discuss Launch and her new role.

As an entrepreneur yourself, what are the benefits of creating experiences like the ones Launch offers?

"It is so important to learn about entrepreneurship early on. Launch is very unique in that it gives students hands-on leadership experience at a small business or startup. Launch empowers students to experience what it is like to be an entrepreneur without having to take the usual risks associated with starting a business. Since most businesses fail, and most entrepreneurs are more successful on subsequent attempts, Launch provides the perfect training ground to get ahead of the curve. Once the students learn more about entrepreneurship, I hope they are inspired to continue on that path or bring entrepreneurial ideas to whichever organization they start their careers with."

Stephanie Hoskins

What do you plan to assist Launch with either as a whole or as a mentor for students as they continue to expand in the next few years?

"I am planning to help Launch grow in multiple ways. The addition of new business lines, which will require mentorship in identifying opportunities, gauging the need in the market, customer discovery interviews, pricing and branding, and launch. We will also look to grow the existing businesses through a variety of methods like advertising and promotions, funnel and pipeline development, converting leads into customers, pricing research, new services, and many more. The network of mentors, leaders, investors, entrepreneurs, and alumni that we hope to build will provide invaluable feedback and mentorship to the Launch program."



WHAT'S NEW – ONBOARDING, CORE VALUES, & LAUNCH CULTURE

Launch Develops Employee Onboarding Process



As Launch business ventures continue to expand and onboard new leadership, Launch's CMO, Riley Jahnke, wrote and designed an onboarding packet for Launch.

The onboarding packet will be used as a resource for teaching current and perspective employees the core values of Launch's culture. Launch focuses on six different learning approaches: ownership, growth opportunities, schedule flexibility, collaboration, feedback, and communication.

"Onboarding is an important part of building Launch's culture especially with our employees being hired for a variety of positions that require different responsibilities. At our core, these are key skills employers will be looking for in the hiring process. By developing them in our employees, our businesses can continue to thrive," said Jahnke.

One of the most valued skillsets Launch strives to implement is feedback. Launch views constructive feedback to team members as a helpful tool to improve the overall quality of work that's completed. Providing feedback and suggestions from a different perspective is one of the ways Launch employees can grow in their position.

"Whichever direction Launch business ventures create, employees will have unity and guidance from the core values of Launch's culture," said Jahnke.

Musko's Campus Shop

What A Year!

Musko's Campus Shop is Launch's most developed and successful business venture.

Sydney Pingitore led the grand opening of Musko's Campus Shop in September 2021. Since the opening of the Brick-and-Mortar store, Musko's developed a brand through social media campaigns, launched an online store, and grew revenue through sales for consumers.

Drew Green is the Social Media Marketing & Communication Specialist of Musko's Campus Shop. By having both Facebook and Instagram, Musko's reaches target audiences to increase revenue and share their brand. "We have developed a brand around the students and campus life here at Lakeland. Musko's Campus Shop is managed by the students, and we want to be able to be an ambassador for the student community as well as the rest of the Lakeland community. We always show our Muskie pride and hope to spread it through everyone involved with Lakeland," said Green.

Launch CMO Riley Jahnke collaborated with Green to successfully launch the alumni campaign on social media platforms. The content was targeted to appeal to a wider audience and is something Musko's plans to continue to do in the future. Merchandise was highlighted in the campaign to promote the exposure of the online store. As the online store grew, Musko's was able to offer sales to consumers.

This past May, Musko's was proud to announce new leadership for the responsibilities and operations of the campus shop. Nidal Farah and Kelly Swope will collaborate in a dual position to expand the efficiencies of Musko's Campus Shop.

Musko's Campus Shop will be celebrating its one-year anniversary this fall and will be making a special announcement for the continuation and expansion of Launch's most successful business.



Musko's Campus Shop



11
Students
Hired

Visit Lakeland.edu/shop to browse and shop Lakeland University merchandise!



"I find myself experimenting with my work to better the promotion of the campus shop but to also find trends and strategies that I can bring into the world after I graduate."

Drew Green - Social Media, Marketing & Communications Specialist

Financials Campus Shop Income Statement For the Year ended 2022

Revenue	
Net Sales	\$66,904.03
Expenses	
Merchandise	\$18,857.14
Labor	\$23,818.45
Other Expenses	\$5,392.83
Total Expenses	\$48,068.42
Net Profit (Loss)	\$18,835.61



Nonprofit Division

Unmatched Experiences

Launch is proud to have partnered with over 20 local non-profit agencies.

The non-profit division strives to provide students with meaningful paid experiences while improving the effectiveness of the organization. This past year, Launch has funded five different student experiences for Lakeland students.

These experiences are crucial in developing experiential learning opportunities for Launch student workers as well as helping them develop Launch's core values. These experiences provide unique value to the Sheboygan County community by providing much needed assistance to non-profits seeking additional staff and wage relief to these non-profits.

The value of these experiences are unmatched to other Launch business ventures because they provide much needed assistance to the Sheboygan County community and wage relief to its local non-profits.

Check out our inaugural annual report to learn about Jessica Leicht's non-profit experience working for the Sheboygan Symphony Orchestra and Skylar Garza's non-profit experience at Partners for Community Development.



**Paid nearly
\$12,000 in
student wages**



Nonprofit Division

Unmatched Experiences

Sahara Gardner

Generations Intergenerational Center
Exercise Science



Why did you accept your position with a non-profit?

"I accepted this position with Generations because I thought it would be a great opportunity to gain experience within my major and help narrow down my interests of what I would like to do for my future career. I have not worked for a non-profit before, and I wanted to be a part of a bigger mission that seeks to help the diverse needs of different individuals."

How would you describe your entire experience in one word?

Growth.

"I was able to lend a helping hand to members in their own healthy lifestyle changes, and I was able to experience situations where it was vital that I was the one to step up. I learned to be more confident and efficient with how I serve others, and overall increase my leadership skills."

What did you learn about yourself through this experience?

"Throughout this experience, I learned that getting out of your comfort zone to benefit someone else is always worth it. I learned what situations I have the tendency to shy away from and allow others to lead instead of myself. I was able to enhance my ability to self-monitor myself and recognize when I am not being the best leader that I can be."

Elementastic

Students Transforming Into Educators

This past fiscal year, Elementastic instructed a total of five after-school programs which includes a combination of four- and six-week programs.

The STEM experiments were instructed by Elementastic employees who are pursuing education and science degrees at Lakeland University. Our programs provided over one-hundred local K-5 students with hands-on learning experiences outside of their school day.

Clare Kelnhofer, Elementastic President said, “Schools and communities should take advantage of Elementastic because it provides an out-of-classroom experience that allows young students to apply science ideas to hands-on experiments.”

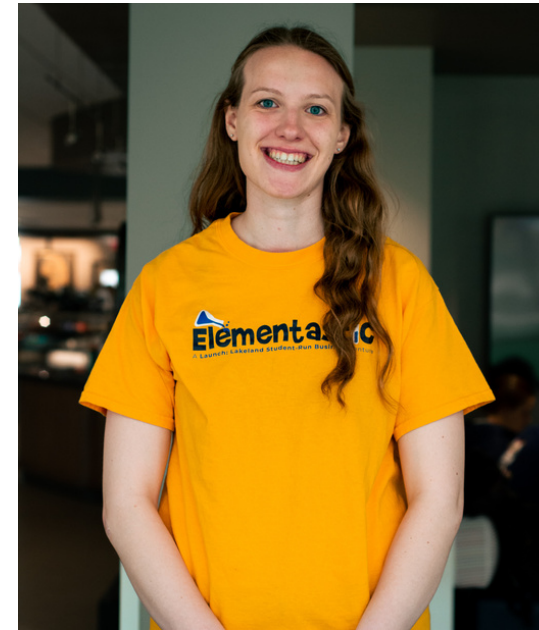
Elementastic provides fun, unique, STEM experiments that are designed specifically to the age of students.

Emily Bird, an Elementastic Instructor, is currently in the process of rewriting the curriculum for all the programs experiments. As an education major, she is using her knowledge of lesson planning to increase the impact of our business. “The concepts presented in these sessions will be written at an age-appropriate level to maximize the students’ learning experience of what they remember about a topic,” said Bird. The rewritten curriculum also benefits the other employees of Elementastic. Bird mentioned, “If the instructors are more confident in what they know, they are more likely to be more confident teaching the concept to other students which prompts a better learning experience for the kids.”



Elementastic

Emily Bird
Workshop Instructor



“This experience builds my skills and confidence in teaching future classes.”

11 Instructors Hired

Five Local After-School Programs

100+ K-5 student participants

Financials Elementastic Income Statement For the Year ended 2022

Revenue

Plenco	\$1,000.00
After School Programs	\$6,550.00
Private Event	\$250.00
Total Revenue	\$7,800.00

Expenses

Labor	\$8,480.03
Supplies	\$1,055.63
Total Expenses	\$9,535.66

Net Profit (Loss) \$(1,735.66)

Visit lakeland.edu/elementastic
to learn more about
Elementastic's programs!



Financials
Develop U
Income Statement
For the Year ended 2022

Total Revenue	\$18,140.00
Expenses	
Labor	\$6,100.00
Total Expenses	\$6,100.00
Net Profit (Loss)	\$12,040.00

Develop U

Develop a Professional Skillset

Develop U excels in offering customized training programs to meet the professional development needs of local companies.



DEVELOP U
PROFESSIONAL WORKSHOPS BY LAKELAND UNIVERSITY

Executive Leadership Series – Predicting the Future – Data Analytics

One of the most successful programs we conducted in the spring of 2022 was the Executive Leadership Series - Predicting the Future - Data Analytics. With over 100 participants in this session, we see the value, potential, and impact of our programs.

Amy Maas was a participant in the program Predicting the Future – Data Analytics.

“I enjoyed the presentation about Acuity Insurance. On a local level, it was proof that the company had a great plan in place to offer solutions while valuing the education and acknowledging the input from the staff,” said Maas.

Throughout any organization, accurate data is an important factor for consideration to help the staff and company prepare solutions for future conditions.”

Maas mentioned, “I would attend another Develop U course. I found that there were benefits in attending a course that was focused on a specific topic.”

Develop U

LGBTQ+ Ally Course

The LGBTQ+ Ally Course, which was taught by Lisa Koenecke, was conducted in the spring of 2022 and fall of 2021.

“I had a delightful experience as an instructor for the Develop U program,” said Lisa Koenecke.

Asked about the benefits of companies and businesses taking advantage of attending courses like these, Koenecke said, “The first benefit was making this course available online and making recordings available. Those who were able to join in during the course benefited from the cohort and meeting new people.”

Koenecke encouraged students and instructors to check out future Develop U courses. “You should attend a Develop U course. We should always be learning, and portions of the registration fee support the educational values of supporting the Lakeland University community.”

Visit lakeland.edu/developu to learn more about Develop U programs!



Event Planning

Blasters Golf Outing

On Friday, June 17, the annual Lakeland University Golf Tournament, The Blaster's, was held at Blackwolf Run. Musko's Campus Shop hosted a pop-up shop of Lakeland merchandise and souvenirs for guests and golfers!



**113 Event
Student Hires!**



Event Planning

Sheboygan Gus Macker 3-on-3 Basketball Tournament

Launch planned one of Sheboygan County's most popular summer events, the 2021 Gus Macker 3-on-3 Basketball Tournament.

The two-day tournament was open to players of all ages and abilities. Players enjoyed a weekend of basketball, camaraderie and great food served by Lakeland's Dining Services.

Launch was able to hire over 85 dedicated LU student workers to help run the Gus Macker which raised money for their athletic teams.

*Note: Due to the overlap of annual reports, please see Launch's inaugural annual report for finance overview of Gus Macker.

Sheboygan Memorial Day Parade

On Monday, May 30, Launch partnered with the Sheboygan County Veterans Service Office, the City of Sheboygan and Kohler Credit Union for the Sheboygan Memorial Day Parade.

Financials

Memorial Day Parade

Income Statement

For the Year ended 2022

Revenue

City of Sheboygan	\$3,000.00
Kohler Credit Union	\$703.19
Total Revenue	\$3,703.19

Expenses

Labor	\$40.00
Other Expenses	\$703.19
Total Expenses	\$743.19

Net Profit (Loss) \$2,960.00

Donations to Veterans Services \$1,500.00

Net Profit (Loss) After Donation \$1,460.00



Event Planning

Road America Concessions

Launch: Lakeland's Student-Run Business managed a concession stand at Road America racetrack in Elkhart Lake for the duration of the summer race season.

The concession stand was located at Road America's Turn 12 and had a complete menu including entrees, sides, desserts, and drinks!

Launch hired 11 student employees for the concession stand.



Financials Road America Income Statement Race season 2022

Revenue	
Food Total	\$11,347.50
Beverage Total	\$6,446.00
Total Revenue	\$17,793.50
Cost of Goods Sold	
Cost of Food	\$6,520.48
Cost of Beverage	\$2,573.90
Total Cost of Goods Sold	\$9,094.38
Gross Profit	\$8,699.12
Operating Expenses	
Labor, Student	\$1,922.50
Direct Operating Expenses	\$354.85
General & Administrative	\$230.00
Rent	\$786.00
Commission	\$3,589.56
Total Operating Expenses	\$6,882.91
Net Profit (Loss)	\$1,816.21
Buyback	
Net Profit (Loss) after Buyback	\$4,011.17

Road America Income Statement For the Year ended 2022

Revenue	\$14,081.90
Food Total	\$7,871.00
Beverage Total	\$21,952.90
Total Revenue	
Cost of Goods Sold	\$7,509.95
Cost of Food	\$2,478.00
Cost of Beverage	\$9,987.95
Total Cost of Goods Sold	
Gross Profit	\$11,964.95
Operating Expenses	\$3,836.50
Labor, Student	\$590.21
Direct Operating Expenses	\$591.43
General & Administrative	\$768.00
Rent	\$5,476.16
Commission	\$11,262.30
Total Operating Expenses	
Net Profit (Loss)	\$702.65
Buyback	
Net Profit (Loss) after Buyback	\$1,722.00

Board of Advisors

Board of Advisors as of May 2022

Michael Jaber - Coordinator of Instructional Technology - Sheboygan Area School District

Jennifer Krugel - Corporate Benefits and Payroll Manager - Rockline Industries

Ryan Kauth - Senior Vice-President of Lending - Green Leaf Bank

Nick O'Brien - Co-Founder/Principal - You Are Here, LLC

Kristin Stearns - CEO - Lakeshore Community Health Center

Donna Wendlandt - CEO – Sheboygan County YMCA

Dante Williams – VP of Merchandising and Assistant Editor – Cripes Inc.

Ray York – Business Counselor / Entrepreneurship Specialist – Sheboygan County Economic Development Corporation (SCEDC)

Paul Weaver – Owner – Project 4 Services, LLC

The Board of Advisors meets twice a year to discuss and provide suggestions to the current and future operations of Launch businesses.



If you are entrepreneurially minded and would like to advise Launch student executives, please contact our CEO, John Putnam, at PutnamJ@Lakeland.edu.

Financials

We appreciate any generosity for continued support of our mission to grow experiential and entrepreneurial learning for Lakeland University students.

LAKELAND UNIVERSITY



Would you like to support the next generation of innovative leaders?

Visit lakeland.edu/alumni-and-giving/give and click donate now. To make a gift as a guest user click the donate now button. From the dropdown menu you may direct your gift to Launch: Lakeland Student-Run Business.

Launch: Overall Finances Income Statement For the Year ended 2022

Revenue:

Elementastic	\$7,800.00
Develop U	\$18,140.00
Campus Shop	\$66,904.03
Special Events	\$77,130.99
Nonprofit	\$436.00
Launch	\$27,846.28
Total Revenue	\$198,257.30

Expenses:

Elementastic Labor	\$8,480.03
Elementastic Supplies	\$640.63
Elementastic Expenses	\$415.00
Develop U Labor	\$6,100.00
Special Events Labor	\$4,581.50
Special Events Expenses	\$23,367.89
Special Events Professional Services	\$25,652.55
Campus Shop Labor	\$23,818.45
Campus Shop Merchandise	\$18,857.14
Campus Shop Expenses	\$5,896.55
Nonprofit Labor	\$11,986.24
Launch Labor	\$54,131.01
Launch Expenses	\$421.66
Total Expenses	\$184,348.65
Net Profit (Loss)	\$13,908.65

Donation for nonprofit \$27,402.69

Ending Note

“If I had to pick one lesson my position with Launch has provided me it would be impossible to pick one. I am grateful for the opportunity to take advantage of an experience that is unlike any other.”

- Riley Jahnke, Launch Chief Marketing Officer

Thank you to all who made this annual report possible:

Riley Jahnke, Launch Chief Marketing Officer, led the creation of this Annual Report, including writing, information gathering and formatting. Additional support came from **Breanna Weber**, LU Graphic Designer, and **David Gallianetti**, LU Director of External Relations.

*Disclosure: Please note that there is a brief overlap in financials and events due to the previous annual reports publishing dates.



LAUNCH
LAKELAND STUDENT-RUN BUSINESSES