

# Company Kids

by Joan Elovitz Kazan

— There's more to student jobs than "Want fries with that?" See why some young adults are cooking up their own companies instead.



## Taylor Burton

Age: 21

School: Senior at John Carroll University

**Immediate plan:** Balance senior year as a management major in entrepreneurial studies with handling sales and marketing for a startup company

**Long-term plan:** Work to build his startup into a thriving business

**Wow moment:** Receiving a \$4,000 payment in his painting business

**Favorite purchase with the money:** \$2,000 in Saks Fifth Avenue stocks and a 1990 Jeep Woody

Like many teens, Taylor Burton's first job was working as a life-guard. But during those hours in the sun, he was formulating plans to own his own business. "I would go through the life cycle of a business, and I would go through what I thought was the most feasible for me to get into at that age," he says.

After spending one summer working for Student Painters, Taylor found a partner and started Excel Painting in his hometown of Traverse City, Mich. Although his goal wasn't totally financial, the company averaged 15 to 20 jobs each summer and earned approximately \$20,000 in net profit every summer from 2004 to 2008.

"We weren't in this to make a lot of money; we were in this to support ourselves and gain the knowledge of starting a business," he says. Still, it allowed him to pay for all his living expenses at college and for the expenses of his friends who worked with him.

Now Taylor is working on strategic planning, fundraising and marketing for a new venture, Hanna Automotives Group, a company that converts car engines from gas to propane. "We are in the process of filing our papers. This is a baby right now.



Taylor Burton