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Business Entrepreneurship

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Business Entrepreneurship

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Woodford County Journal 309-467-3314 mbarra@mtco.com

The Pantagraph 309-686-3114 news@pistar.com

1000 Word Statement

About My Small Business

By Alan Zimmerman

Being a young entrepreneur takes the right personality and a lot of perseverance. That is one way someone might describe me. Another thing people say about me a lot is that I love people; being with people, talking to people, helping people are just a few of the ways I love to interact. Combine the people skills with the personality and perseverance and you get someone who runs their own small business.

My friends are probably the best to ask who I am. They see me at my best and at my worst, at my highs and at my lows. Talking with them, they might say I am crazy, but by that they mean I do things a lot of others wouldn't. But that's what working for yourself is all about. I put in long hours that are unpaid, and have a high amount of risk. Most high school students wouldn't think about working extra hours or taking the chance, but I have a future vision in mind that motivates me to see that the hard work and determination will pay off.

Along with these other things, I can attribute my success to my work ethic and my integrity, both of which were taught to me by my parents. My dad has always told me to do my best, whatever I am doing. Taking that to heart, I have always put forth my best effort from my first job, scrubbing floors and cleaning bathrooms, to my latest job, working with customers and providing them a service. My dad was right though, it did pay off. I was given better jobs and more opportunities because people saw my willingness to learn and give it my all. Also, I am and always have been fair and honest, even if it means that I get the short end. But that too has paid

off, because people respect someone who cares and is looking out for others, especially in business.

As a freshman, I was always interested in cars and trucks, especially when they looked all polished and shined. I was currently working at Vermeer Midwest as their shop kid that cleaned up everything. One day I was waxing one of their trucks when the IT came out of the office. He was standing there watching me and after a little while asked what I would charge to detail his car. I said I had never thought about it before. I gave it a try and liked it so before too long I was doing everyone's vehicles that worked there. Little did I know that it was the start of something that would change my future.

A year later, I quit my job at Vermeer to take a job at DKS Trucking that would give me a chance to expand my detailing. Needless to say, in another 3 months I was detailing full time, but I wasn't very well established. I considered advertising but word of mouth did it for me. By the next year, I had more than enough business to keep me occupied and I was able to add some part time employees. I was amazed that the calls kept coming and customers kept showing up. Soon I gained contracts and business accounts. Companies were hiring me to come in on a scheduled routine and provide my service. This has continued and now I serve customers from Bloomington-Normal to Galesburg, and have 3 part time employees.

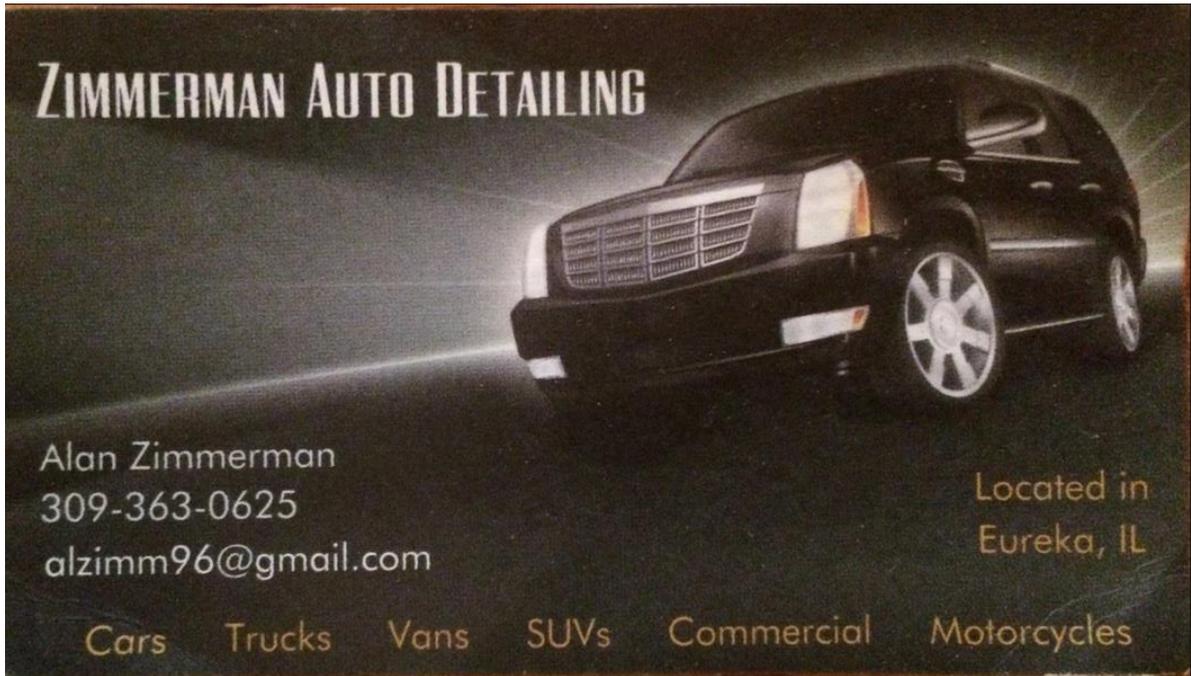
I have talked a lot about the service I provide, and to understand better how my business works, I feel understanding what I do is important. When I started out, I mostly just swept, wiped down, washed and waxed cars. But, like any business should, I have grown to my customers' needs. I am always looking and researching new products and methods to bring the best quality to my customers. Currently we offer carpet steam cleans, leather treatment, stain removal, and odor elimination along with our normal interior clean. On exteriors we not only offer the normal wash and wax but also tar removal, aluminum and chrome polish, paint restoration, clay bar, and heavy pressure removal. We have done everything including cars, trucks, SUVs, tractors, construction equipment, semis, trailers, boats and RVs. Our goal is to return the customer's vehicles to like new condition. Our clientele is mainly those with higher end vehicles and companies that have extra finances to spend on our services. I look forward to seeing where the business goes in the future.

In today's society, we need more young entrepreneurs. Unfortunately, there are not very many young adults that want to get out and work. I want to get out in the world and make a

difference. We need to start planning for our future now and learning what the real world is like. By owning my own company, I have learned what it takes to be committed and that it takes hard work for success. I have also been able to pass this along to others. When hiring, I have always tried to give younger high school kids a chance, and not only that, I try to teach them what I have been taught. I make a point that they need to do the job thoroughly and to the best of their ability. I also try to teach them honesty. If we find something in a vehicle like money, I tell them it always needs to be returned to the customer regardless the amount. By doing these things, hopefully I can teach others ways to be successful in whatever they do.

I have been very blessed to have the opportunity to operate my own small business, a dream I thought was close to impossible for someone my age. Now that I look back, I see how much it has taught me and how it has made me a better person. I'm excited to see what the future holds and what else I can learn.

File Uploads



ZIMMERMAN AUTO DETAILING

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Located in
Eureka, IL

Cars Trucks Vans SUVs Commercial Motorcycles



*Merry
Christmas*

Thanks for another wonderful year!
Your business is appreciated!
Alan Zimmerman

