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Corr's College Cooking: Teaching Students How to Cook Healthy Meals on a Budget

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CORR'S COLLEGE COOKING:
TEACHING STUDENTS HOW TO COOK HEALTHY MEALS ON A BUDGET

A Thesis Submitted
in Partial Fulfillment
of the Requirements for the Designation
University Honors with Distinction


Kayla Marie Corr
University of Northern Iowa
May 2011

This Study by: Kayla Corr

Entitled: Corr's College Cooking: Teaching Students How to Cook Healthy Meals on a Budget

has been approved as meeting the thesis or project requirement for the Designation
University Honors with Distinction

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Katherine Cota-Uyar, Honors Thesis/Project Advisor

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The Business Plan

The Business

A couple years ago, a friend of mine was getting ready to do a semester-long internship halfway across the country. He was very excited about the opportunity and looking forward to all the new experiences that would go along with it, except for one. The biggest concern he had was not knowing how to cook for himself. He was not the only one with this problem either. One study found that 14% of college students surveyed do not know how to cook for themselves (Hertzler and Bruce, 2002). It became my goal to teach my peers how to cook easy, quick, and delicious meals. Therefore, I decided to write an e-book cookbook specifically geared towards those individuals in the college-aged demographic that do not know how to cook.

IBISWorld's Book Publishing industry report states that e-book sales are growing 125% every year and accounting for an estimated 4% of industry revenue this year (Kaczanowska, 2011, p. 8). That percentage of revenue is expected to keep growing over the next few years (Kaczanowska, 2011, p. 9). This information has shown that now is an attractive time to get in this market, as sales are increasing rapidly.

I decided to name my business Corr's College Cooking. Using the same name as the title, I developed an e-book cookbook with very simple recipes that required basic techniques beginning cooks could learn. Along with kitchen basics about different ways of cooking eggs and potatoes, I also included recipes under the categories Sandwiches and Other Bread Dishes, Main Dishes, and Fruits and Salads. In addition, the cookbook contained a list of recommended cookware and utensils in a starter kitchen, as well as a conversion chart.

To help promote this product, I would have an accompanying website created with links to sites selling my e-book. This location was chosen to appeal to heavy Internet usage of today's college students. According to the Pew Research Center, 93% of people age 18-29 use the

internet, with 86% going online everyday (Lenhart, Purcell, Smith, Zickuhr, 2010). In addition, 73% of adults over the age of 18 have a Facebook account (Lenhart, Purcell, Smith, Zickuhr, 2010). These statistics have indicated trends I wanted to take advantage of when it comes to marketing my product. Not only would Corr's College Cooking have a presence online in the form of a website, it would also have a Facebook page that can be "liked" and linked to a friend's account.

One of the biggest barriers to my success is the lack of college students' motivation to learn how to cook. Many inexperienced cooks that I have talked to while working on this project have stated they are perfectly content to live off packaged foods such as ramen or simply dine out very often. I will attempt to overcome this by pricing my e-book low enough to make it an easy impulse purchase. That way, even if the book is purchased on a whim, it is then theirs to keep.

Management

Corr's College Cooking will be a sole proprietorship. I, Kayla Corr, will own 100% of the company.

I have been responsible for compiling the cookbook and will also be in charge of selling it. My experience with food comes from working four years in large-scale food service at the University of Northern Iowa's bakery, Fresh Beginnings. I also have one year of experience as UNI's catering takeout coordinator. In addition to studying Business Administration at UNI, I am also receiving my Certificate in Entrepreneurship. In August 2011, I will be graduating with Honors with Distinction.

I will be outsourcing several functions of my business in which I do not have expertise, as well as utilizing consultants in certain areas. In the development of my cookbook, I asked my parents, Charles and Barb Corr, for easy family recipes that I enjoyed while growing up. They contributed several of my favorites and are featured often in my book.

In addition to receiving recipes from outside sources, I will also be utilizing the expertise of Katherine Cota-Uyar and Laurie Watje in the John Pappajohn Entrepreneurial Center at the University of Northern Iowa. Katherine is serving as the primary adviser for my company. She is overseeing business plan development, cookbook creation, and every other aspect involved in starting my company. Laurie is serving as a financial adviser for my company.

The content of my cookbook is completed. In June 2011, I will be turning it over to Book Hatchery for e-book creation and website development. Nick Cash of Book Hatchery has been serving as an invaluable adviser for the technical aspects of my company, teaching me many new things about the world of e-commerce.

Marketing

My target market is college students, age 18 to 25, and living off-campus. This product is geared towards newly independent people who do not have much, if any, experience living on their own. Many people in this demographic dine out quite regularly. According to IBISWorld, "people between 18-25 spend 46.4% of their food budget dining out" (Samadi, 2010, p. 14). In addition, one study done in a college class found half of the surveyed students indicating they ate out most weeks (Hertzler and Bruce, 2002). IBISWorld notes, however, that in light of the recent recession, budget-conscious people have been trending towards cooking for themselves instead of eating out (Samadi, 2010, p. 5). I wrote this cookbook in hopes of making cooking at

home a viable option for the aforementioned 14% of college students who do not know how to cook for themselves.

I estimated my sales using Google AdWords, according to recommendations by Laurie Watje. To do so, I researched monthly searches for key phrases. "Recipes for college," "college cooking," and "college students recipes" came up with 18,100; 9,900; and 8,100 searches respectively. The total for these phrases is 36,100. If I estimate that 10% of those searching will look at my site and 1% of those looking at my site will ultimately buy my product, my sales estimates will be 36 e-books sold per month.

My direct competitors will be e-books such as "The Healthy College Cookbook eBook" and "The Everything College Cookbook." These two e-books show up frequently in Google searches for college cooking e-books. However, I will be selling my e-book at a cheaper price.

Other competitors include recipe websites such as cooks.com and foodnetwork.com. College students may be apt to search these sites as they do not cost anything and have a wide variety of recipes. However, my e-book focuses on simple instructions that may not be spelled out so directly on recipe sites, as they are often geared towards experienced cooks.

There are a few easy recipe websites and blogs out there, some even targeted directly to college students. However, because they are not very well known, I still feel like there is an unfilled niche that I can occupy. In addition, my low price will make an easy one-time purchase for something the customer can then always have on hand.

I will also be competing with restaurants and dining centers for potential customers. As stated before, about half of college students, if properly represented by the sample size, dine out regularly, as well as spending almost half of their food budget in restaurants. Yet as the recession encourages people to cook at home, I will be working to teach them how.

In August 2010, I began the process of clarifying what I wanted the business to be and how I would go about getting there. The beginning of the year 2011 has been spent revising those plans, developing recipes, and compiling the cookbook. The content for the e-book is now finalized. Website and e-book creation will begin in June 2011, with final copies ready to be sold by the beginning of August. That is when I will enter the market and begin selling my product.

The main promotional strategy I will use is word of mouth, particularly on social media. As previously stated, my target demographic contains a large percentage of Facebook users. Therefore I will create a page on that site, so if someone likes my product, they can easily inform their peers of its existence by linking it to their or someone else's page.

The e-book creator I will be using is Book Hatchery. I will have a premium account with them meaning that I will pay fixed costs of \$250 per year, as well as a percentage of royalties on each book. With a premium account, they will not only turn my content into an e-book, they will also create and maintain the accompanying website.

Book Hatchery recommends \$2.99 as a maximum price, as sales of e-books tend to drop off at prices higher than that. The low price will also be more appealing to college students on a budget than higher-priced paperback and hardback books. In addition, such a low price is more conducive to impulse purchasing.

Corr's College Cooking

Cash Flow Report (Projected)

2010	Pre Start-Up	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Cash In														
Cash Sales		-	-	-	-	-	-	-	54	54	54	54	54	270
Collections from Accounts Receivables		-	-	-	-	-	-	-	-	-	-	-	-	-
Equity Received	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Loans Received	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other Cash In (receipts from other assets)		-	-	-	-	-	-	-	-	-	-	-	-	-
Other Cash In (for example, interest, royalties)		-	-	-	-	-	-	-	-	-	-	-	-	-
Total Cash In	-	-	-	-	-	-	-	-	54	54	54	54	54	270
Total Cash Available	300	300	279	258	238	217	196	175	196	229	263	296	329	570
Cash Out														
Inventory Expenditures														
Inventory/Raw Material (Cash)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inventory/Raw Material (Paid on Account)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Production Expenses	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Operating Expenses														
Advertising	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bank Charges	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dues & Subscriptions	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Insurance	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Licenses & Fees	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Marketing & Promotion	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Meals & Entertainment	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Miscellaneous	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Office Expense	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Office Supplies	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Outside Services	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Payroll Expenses														
Salaries & Wages	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Payroll Taxes	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Benefits	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional Fees	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Property Taxes	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rent	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Repairs & Maintenance	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shipping & Delivery	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Telephone	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Training & Development	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Travel	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Utilities	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vehicle	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Domain Name	-	-	-	-	-	-	-	12	-	-	-	-	-	12
Book Hatchery Premium account fee	-	21	21	21	21	21	21	21	21	21	21	21	21	250
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Paid on Account	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-operating Costs														
Capital Purchases	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Estimated Income Tax Payments	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Interest Payments	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Loan Principal Payments	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Owner's Draw	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other Cash Out	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total Cash Out	-	21	21	21	21	21	21	33	21	21	21	21	21	262
Monthly Cash Flow (Cash In - Cash Out)	-	(21)	(21)	(21)	(21)	(21)	(21)	(33)	33	33	33	33	33	8
Beginning Cash Balance	300	300	279	258	238	217	196	175	142	175	209	242	275	300
Ending Cash Balance	300	279	258	238	217	196	175	142	175	209	242	275	308	308

**Corr's College Cooking
Cash Flow Report (Projected)**

2011	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Cash In													
Cash Sales	54	54	54	54	54	54	54	54	54	54	54	54	648
Collections from Accounts Receivables	-	-	-	-	-	-	-	-	-	-	-	-	-
Equity Received	-	-	-	-	-	-	-	-	-	-	-	-	-
Loans Received	-	-	-	-	-	-	-	-	-	-	-	-	-
Other Cash In (receipts from other assets)	-	-	-	-	-	-	-	-	-	-	-	-	-
Other Cash In (for example, interest, royalties)	-	-	-	-	-	-	-	-	-	-	-	-	-
Total Cash In	54	54	54	54	54	54	54	54	54	54	54	54	648
Total Cash Available	362	395	428	462	480	513	531	553	586	608	641	674	956
Cash Out													
Inventory Expenditures													
Inventory/Raw Material (Cash)	-	-	-	-	-	-	-	-	-	-	-	-	-
Inventory/Raw Material (Paid on Account)	-	-	-	-	-	-	-	-	-	-	-	-	-
Production Expenses	-	-	-	-	-	-	-	-	-	-	-	-	-
Operating Expenses													
Advertising	-	-	-	-	-	-	-	-	-	-	-	-	-
Bank Charges	-	-	-	-	-	-	-	-	-	-	-	-	-
Dues & Subscriptions	-	-	-	-	-	-	-	-	-	-	-	-	-
Insurance	-	-	-	-	-	-	-	-	-	-	-	-	-
Licenses & Fees	-	-	-	-	-	-	-	-	-	-	-	-	-
Marketing & Promotion	-	-	-	-	-	-	-	-	-	-	-	-	-
Meals & Entertainment	-	-	-	-	-	-	-	-	-	-	-	-	-
Miscellaneous	-	-	-	-	-	-	-	-	-	-	-	-	-
Office Expense	-	-	-	-	-	-	-	-	-	-	-	-	-
Office Supplies	-	-	-	-	-	-	-	-	-	-	-	-	-
Outside Services	-	-	-	-	-	-	-	-	-	-	-	-	-
Payroll Expenses													
Salaries & Wages	-	-	-	-	-	-	-	-	-	-	-	-	-
Payroll Taxes	-	-	-	-	-	-	-	-	-	-	-	-	-
Benefits	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional Fees	-	-	-	-	-	-	-	-	-	-	-	-	-
Property Taxes	-	-	-	-	-	-	-	-	-	-	-	-	-
Rent	-	-	-	-	-	-	-	-	-	-	-	-	-
Repairs & Maintenance	-	-	-	-	-	-	-	-	-	-	-	-	-
Shipping & Delivery	-	-	-	-	-	-	-	-	-	-	-	-	-
Telephone	-	-	-	-	-	-	-	-	-	-	-	-	-
Training & Development	-	-	-	-	-	-	-	-	-	-	-	-	-
Travel	-	-	-	-	-	-	-	-	-	-	-	-	-
Utilities	-	-	-	-	-	-	-	-	-	-	-	-	-
Vehicle	-	-	-	-	-	-	-	-	-	-	-	-	-
Domain Name	-	-	-	-	-	-	12	-	-	-	-	-	12
Book Hatchery Premium account fee	21	21	21	21	21	21	21	21	21	21	21	21	250
Other	-	-	-	-	-	-	-	-	-	-	-	-	-
Paid on Account	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-operating Costs													
Capital Purchases	-	-	-	-	-	-	-	-	-	-	-	-	-
Estimated Income Tax Payments	-	-	-	15	-	15	-	-	11	-	-	15	56
Interest Payments	-	-	-	-	-	-	-	-	-	-	-	-	-
Loan Principal Payments	-	-	-	-	-	-	-	-	-	-	-	-	-
Owner's Draw	-	-	-	-	-	-	-	-	-	-	-	-	-
Other Cash Out	-	-	-	-	-	-	-	-	-	-	-	-	-
Total Cash Out	21	21	21	36	21	36	33	21	32	21	21	36	318
Monthly Cash Flow (Cash In - Cash Out)	33	33	33	18	33	18	21	33	22	33	33	18	330
Beginning Cash Balance	308	341	374	408	426	459	477	499	532	554	587	620	308
Ending Cash Balance	341	374	408	426	459	477	499	532	554	587	620	638	638

Corr's College Cooking

Cash Flow Report (Projected)

2012	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Cash In													
Cash Sales	54	54	54	54	54	54	54	54	54	54	54	54	648
Collections from Accounts Receivables	-	-	-	-	-	-	-	-	-	-	-	-	-
Equity Received	-	-	-	-	-	-	-	-	-	-	-	-	-
Loans Received	-	-	-	-	-	-	-	-	-	-	-	-	-
Other Cash In (receipts from other assets)	-	-	-	-	-	-	-	-	-	-	-	-	-
Other Cash In (for example, interest, royalties)	-	-	-	-	-	-	-	-	-	-	-	-	-
Total Cash In	54	54	54	54	54	54	54	54	54	54	54	54	648
Total Cash Available	692	725	759	792	810	843	862	883	916	938	971	1,004	1,286
Cash Out													
Inventory Expenditures													
Inventory/Raw Material (Cash)	-	-	-	-	-	-	-	-	-	-	-	-	-
Inventory/Raw Material (Paid on Account)	-	-	-	-	-	-	-	-	-	-	-	-	-
Production Expenses	-	-	-	-	-	-	-	-	-	-	-	-	-
Operating Expenses													
Advertising	-	-	-	-	-	-	-	-	-	-	-	-	-
Bank Charges	-	-	-	-	-	-	-	-	-	-	-	-	-
Dues & Subscriptions	-	-	-	-	-	-	-	-	-	-	-	-	-
Insurance	-	-	-	-	-	-	-	-	-	-	-	-	-
Licenses & Fees	-	-	-	-	-	-	-	-	-	-	-	-	-
Marketing & Promotion	-	-	-	-	-	-	-	-	-	-	-	-	-
Meals & Entertainment	-	-	-	-	-	-	-	-	-	-	-	-	-
Miscellaneous	-	-	-	-	-	-	-	-	-	-	-	-	-
Office Expense	-	-	-	-	-	-	-	-	-	-	-	-	-
Office Supplies	-	-	-	-	-	-	-	-	-	-	-	-	-
Outside Services	-	-	-	-	-	-	-	-	-	-	-	-	-
Payroll Expenses													
Salaries & Wages	-	-	-	-	-	-	-	-	-	-	-	-	-
Payroll Taxes	-	-	-	-	-	-	-	-	-	-	-	-	-
Benefits	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional Fees	-	-	-	-	-	-	-	-	-	-	-	-	-
Property Taxes	-	-	-	-	-	-	-	-	-	-	-	-	-
Rent	-	-	-	-	-	-	-	-	-	-	-	-	-
Repairs & Maintenance	-	-	-	-	-	-	-	-	-	-	-	-	-
Shipping & Delivery	-	-	-	-	-	-	-	-	-	-	-	-	-
Telephone	-	-	-	-	-	-	-	-	-	-	-	-	-
Training & Development	-	-	-	-	-	-	-	-	-	-	-	-	-
Travel	-	-	-	-	-	-	-	-	-	-	-	-	-
Utilities	-	-	-	-	-	-	-	-	-	-	-	-	-
Vehicle	-	-	-	-	-	-	-	-	-	-	-	-	-
Domain Name							12						12
Book Hatchery Premium account fee	21	21	21	21	21	21	21	21	21	21	21	21	250
Other	-	-	-	-	-	-	-	-	-	-	-	-	-
Paid on Account	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-operating Costs													
Capital Purchases	-	-	-	-	-	-	-	-	-	-	-	-	-
Estimated Income Tax Payments	-	-	-	15	-	15	-	-	11	-	-	15	56
Interest Payments	-	-	-	-	-	-	-	-	-	-	-	-	-
Loan Principal Payments	-	-	-	-	-	-	-	-	-	-	-	-	-
Owner's Draw	-	-	-	-	-	-	-	-	-	-	-	-	-
Other Cash Out	-	-	-	-	-	-	-	-	-	-	-	-	-
Total Cash Out	21	21	21	36	21	36	33	21	32	21	21	36	318
Monthly Cash Flow (Cash In - Cash Out)	33	33	33	18	33	18	21	33	22	33	33	18	330
Beginning Cash Balance	638	671	705	738	756	789	808	829	862	884	917	950	638
Ending Cash Balance	671	705	738	756	789	808	829	862	884	917	950	968	968

Corr's College Cooking
Year-End
Income Statement (Projected)

	2010		2011		2012	
Net Sales (less returns & allowances)	270	100.0%	648	100.0%	648	100.0%
Cost of Goods Sold	-	0.0%	-	0.0%	-	0.0%
Gross Margin	\$ 270	100.0%	\$ 648	100.0%	\$ 648	100.0%
Operating Expenses						
Advertising	-	0.0%	-	0.0%	-	0.0%
Bad Debt Expense	-	0.0%	-	0.0%	-	0.0%
Bank Charges	-	0.0%	-	0.0%	-	0.0%
Depreciation & Amortization	200	74.1%	200	30.9%	200	30.9%
Dues & Subscriptions	-	0.0%	-	0.0%	-	0.0%
Insurance	-	0.0%	-	0.0%	-	0.0%
Licenses & Fees	-	0.0%	-	0.0%	-	0.0%
Marketing & Promotion	-	0.0%	-	0.0%	-	0.0%
Meals & Entertainment	-	0.0%	-	0.0%	-	0.0%
Miscellaneous	-	0.0%	-	0.0%	-	0.0%
Office Expense	-	0.0%	-	0.0%	-	0.0%
Office Supplies	-	0.0%	-	0.0%	-	0.0%
Outside Services	-	0.0%	-	0.0%	-	0.0%
Payroll Expenses		0.0%		0.0%		0.0%
Salaries & Wages	-	0.0%	-	0.0%	-	0.0%
Payroll Taxes	-	0.0%	-	0.0%	-	0.0%
Benefits	-	0.0%	-	0.0%	-	0.0%
Professional Fees	-	0.0%	-	0.0%	-	0.0%
Property Taxes	-	0.0%	-	0.0%	-	0.0%
Rent	-	0.0%	-	0.0%	-	0.0%
Repairs & Maintenance	-	0.0%	-	0.0%	-	0.0%
Shipping & Delivery	-	0.0%	-	0.0%	-	0.0%
Telephone	-	0.0%	-	0.0%	-	0.0%
Training & Development	-	0.0%	-	0.0%	-	0.0%
Travel	-	0.0%	-	0.0%	-	0.0%
Utilities	-	0.0%	-	0.0%	-	0.0%
Vehicle	-	0.0%	-	0.0%	-	0.0%
Domain Name	12	4.4%	12	1.9%	12	1.9%
Book Hatchery Premium account fee	250	92.6%	250	38.6%	250	38.6%
Other	-	0.0%	-	0.0%	-	0.0%
Total Operating Expenses	\$ 462	171.1%	\$ 462	71.3%	\$ 462	71.3%
Operating Income	\$ (192)	-71.1%	\$ 186	28.7%	\$ 186	28.7%
Interest Expense	-	0.0%	-	0.0%	-	0.0%
Other Income (for example, interest)	-	0.0%	-	0.0%	-	0.0%
Income Before Taxes	\$ (192)	-71.1%	\$ 186	28.7%	\$ 186	28.7%
Income Taxes (if C Corp)	-	0.0%	-	0.0%	-	0.0%
Net Income	\$ (192)	-71.1%	\$ 186	28.7%	\$ 186	28.7%

**Corr's College Cooking
Year-End
Balance Sheet (Projected)**

	2010	2011	2012
Assets			
Current Assets			
Cash & Equivalents	308	638	968
Accounts Receivable	-	-	-
Inventory	-	-	-
Security Deposits	-	-	-
Other Current Assets	-	-	-
Total Current Assets	\$ 308	\$ 638	\$ 968
Fixed Assets			
Property, Plant & Equipment	1,000	1,000	1,000
Less: Accumulated Depreciation	(200)	(400)	(600)
Net Fixed Assets	800	600	400
Other Non-Current Assets	-	-	-
Total Non-Current Assets	\$ 800	\$ 600	\$ 400
Total Assets	\$ 1,108	\$ 1,238	\$ 1,368
Liabilities			
Current Liabilities			
Accounts Payable	-	-	-
Line of Credit	-	-	-
Other Current Liabilities	-	-	-
Total Current Liabilities	\$ -	\$ -	\$ -
Long-term Liabilities			
Loans	-	-	-
Mortgages	-	-	-
Other Non-Current Liabilities	-	-	-
Total Non-Current Liabilities	\$ -	\$ -	\$ -
Total Liabilities	\$ -	\$ -	\$ -
Equity			
Equity Investments	1,300	1,300	1,300
Retained Earnings	(192)	(6)	124
Less: Owner's & Investor's Draws	-	(56)	(56)
Total Equity	\$ 1,108	\$ 1,238	\$ 1,368
Total Liabilities and Equity	\$ 1,108	\$ 1,238	\$ 1,368

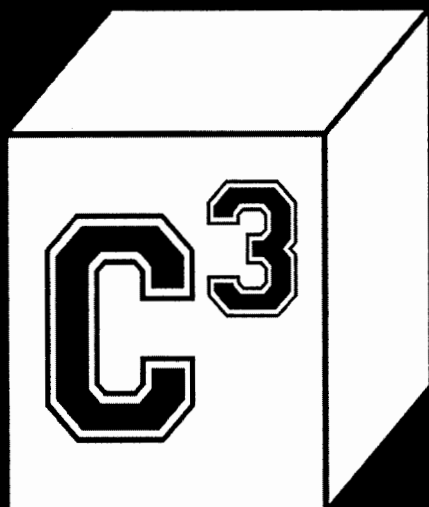
Corr's College Cooking
Financial Ratios

		2010	2011	2012
Profitability Ratios				
Net Margin	$\frac{\text{Net Income}}{\text{Net Sales}}$	-71.10%	28.71%	28.71%
Gross Margin	$\frac{\text{Gross Margin}}{\text{Net Sales}}$	100.00%	100.00%	100.00%
Expense Analysis	$\frac{\text{Operating Expenses}}{\text{Net Sales}}$	171.10%	71.29%	71.29%
Return on Assets (ROA)	$\frac{\text{Net Income}}{\text{Total Assets}}$	-17.32%	15.02%	13.59%
Return on Equity (ROE)	$\frac{\text{Net Income}}{\text{Total Equity}}$	-17.32%	15.02%	13.59%
Efficiency Ratios				
Inventory Turnover	$\frac{\text{Cost of Goods Sold}}{\text{Inventory}}$	#DIV/0!	#DIV/0!	#DIV/0!
Accounts Receivable Turnover	$\frac{\text{Yearly Credit Sales}}{\text{Accounts Receivable}}$	#DIV/0!	#DIV/0!	#DIV/0!
Liquidity Ratios				
Current Ratio	$\frac{\text{Total Current Assets}}{\text{Total Current Liabilities}}$	#DIV/0!	#DIV/0!	#DIV/0!
Quick Ratio	$\frac{\text{Current Assets} - \text{Inventory}}{\text{Current Liabilities}}$	#DIV/0!	#DIV/0!	#DIV/0!
Risk Ratios				
Debt Ratio	$\frac{\text{Total Liabilities}}{\text{Total Assets}}$	0.00	0.00	0.00
Debt to Equity	$\frac{\text{Total Liabilities}}{\text{Total Equity}}$	0.00	0.00	0.00
Cash Cycle				
Days Receivable	$\frac{\text{Accounts Receivable} \times 365}{\text{Sales per year}}$	-	-	-
Days Inventory	$\frac{\text{Inventory} \times 365}{\text{COGS per year}}$	#DIV/0!	#DIV/0!	#DIV/0!
Days Payable	$\frac{\text{Accounts Payable} \times 365}{\text{COGS per year}}$	#DIV/0!	#DIV/0!	#DIV/0!
Days Payroll Accrual	$\frac{\text{Nuner of Days}}{\text{Between Pay Periods}}$	-	-	-
Cash Cycle	$\text{Days Receivable} + \text{Days Inventory} - \text{Days Payable} - \text{Days Payroll Accrual}$	#DIV/0!	#DIV/0!	#DIV/0!

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Corr's College Cooking
The Cookbook



CORR'S COLLEGE COOKING

KAYLA CORR

The Basics

Eggs

How to hard-boil an egg

Place one or more eggs into a saucepan and cover with cold water. Set it on the stove, uncovered, and turn on medium-high heat until the water boils. When the water reaches boiling, take the saucepan off the heat and cover for about 22 minutes. Carefully pour out the hot water and fill the saucepan with cold water to stop the cooking process. Take the egg(s) out of the water and tap it/them on the counter all over to crack the shell. Carefully peel the shell off the egg(s) and rinse it/them under cold water to ensure all the bits of shell are gone.

*Troubleshooting-If you see a green ring around the yolk, you've cooked it too long. This ring is harmless, but try cooking it for a minute or two less the next time.

*Note-Hard-boiled eggs can be kept in the fridge for up to a week.

How to fry an egg

In a small frying pan, melt half a tablespoon of butter or margarine over medium heat. Carefully crack an egg with a light tap on the counter (breaking an egg on the edge of a bowl can force bits of shell into the egg, possibly contaminating it), open it, and drop it gently into the pan. When you see the white of the egg start to solidify, gently break the yolk with a spatula. After the bottom of the egg is cooked enough to hold its shape, slide your spatula underneath and turn it over. Cook until it is done to your liking. Season the egg with salt and pepper.

*Variation-After you turn the egg over, you may put a slice of cheese on top to melt while the bottom finishes cooking. Fried eggs also make good sandwiches.

How to scramble eggs

Break two eggs into a bowl. Add two tablespoons of milk. Gently poke the yolks of the eggs and mix with a fork or wire whisk. Melt half a tablespoon of butter or margarine in a small frying pan over medium heat. Pour the eggs and milk mixture into the pan. As the eggs cook, push the solidified portion towards the middle of the pan with a spatula, allowing the runny uncooked eggs to flow to the bottom. Continue doing this until the eggs are solid and cooked thoroughly, about 3-5 minutes. Season the eggs with salt and pepper.

*Variation-Sprinkle with shredded cheddar cheese, bacon bits, and/or chopped and cooked ham.

Potatoes

How to bake a potato

-In the oven

Preheat oven to 375°F. Scrub the outside of a Russet potato with a vegetable brush or cloth under running water and dry with a paper towel. Prick the outside of the potato with a fork several times. Carefully place the potato directly onto the oven rack, and bake for 1 hour to 1 hour and 15 minutes or until the inside is soft when pierced with a fork.

-In the microwave

Prepare the potato the same as for baking. Place it on a paper towel in the microwave. Cook on full power for 3-5 minutes, turning the potato over halfway through the cooking time. Check for doneness as directed above.

*Note-For two potatoes, cook for 5-6 minutes an inch apart on the paper towel.

How to bake sweet potatoes

Follow the same procedure as baked potatoes.

How to boil potatoes

Wash the potatoes and peel the skins off with a paring knife or a vegetable peeler. Rinse again under cold water. Cut into 1-inch pieces, and place in a large saucepan. Add enough cold water to completely cover all the pieces. Sprinkle with half a teaspoon of salt. Cover and bring to a boil over medium heat. After the water begins to boil, set the lid askew to prevent over-boiling. Continue boiling for about 20 more minutes until the potatoes are tender. Make sure the water doesn't boil over or run dry. When the potatoes are fork-tender, drain the water and serve.

How to boil sweet potatoes

Follow the same procedure as boiled potatoes.

How to make mashed potatoes

Prepare boiled potatoes. After draining off the water, add milk a tablespoon at a time and mash with a potato masher until the potatoes are at desired consistency. Place in a serving bowl and top with a tablespoon of butter.

How to mash sweet potatoes

Prepare the same as mashed potatoes, but instead of milk, substitute a small amount of butter or orange juice or a combination thereof.

*Variation to sweet potatoes-Top with brown sugar and cinnamon, nutmeg, or marshmallows.

Chicken

How to cook boneless, skinless chicken breasts

-In the microwave

Poke chicken breasts with a fork and place in a 2-quart microwaveable casserole dish. Cover with a lid or vented plastic wrap. Microwave on full power for 6-7 minutes per pound, turning the chicken over halfway through. Chicken is done when it reaches 170°F on a meat thermometer.

*Note-This is a great way to cook chicken for recipes that call for cut up, fully cooked chicken.

-On the stovetop

Preheat a nonstick skillet over medium heat. Carefully place chicken breasts in skillet and cook for about 2-3 minutes per ounce, turning occasionally. Chicken is done when it reaches 170°F on a meat thermometer.

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Sandwiches and Other Bread Dishes

French Toast

If you find yourself with some extra time in the morning or you like eating breakfast in the evening, French toast is a great way to indulge without a lot of effort.

Ingredients:

- 4 pieces of bread
- 2 eggs
- ¼ cup of milk
- Cinnamon
- Nutmeg
- Ginger

Directions:

1. Mix up eggs and milk with a fork or wire whisk.
2. Melt half a tablespoon of butter or margarine in a frying pan over medium heat.
3. Dip a slice of bread into the egg mixture and flip it over using a fork to coat both sides.
4. Carefully use your fork to lower the bread into the frying pan.
5. Do the same to another piece of bread.
6. Immediately sprinkle each bread slice with cinnamon, nutmeg, and ginger.
7. Cook for 4 minutes.
8. Turn with a heatproof spatula and cook 4 more minutes.
9. Remove from pan and serve with butter and syrup.
10. Prepare remaining 2 slices of bread as directed above.

Tuna Sandwich

Fish is a great source of Omega-3 fatty acids, which are very good for heart health. Using sandwich spread is an easy way to add some vegetables to your sandwich without having to spend time chopping them up.

Ingredients:

1 small can, drained, or 2.6-ounce package of pre-drained Chunk Light Tuna in Water
1 tablespoon sandwich spread
2 slices bread

Directions:

1. Empty tuna into a small bowl.
2. Add sandwich spread and mix well.
3. Spread on your favorite kind of bread.

*Variation-Spread tuna mixture on a bun and top with slice of cheese. Top with the remaining half of the bun and place on a microwave-safe plate. Microwave for about 45 seconds on 30% power, or until sandwich is warm and cheese softens. You can also make this recipe with canned salmon, which is another good source of Omega-3's.

Chicken Sandwich

This is one of my favorite simple sandwiches, especially with a little melted cheese on top!

Ingredients:

1 small can of Chicken Breast Meat
1 tablespoon mayonnaise
Salt
Pepper
4 slices of bread

Directions:

1. Drain can of chicken and place meat into a small bowl, breaking it up with a spoon.
2. Add mayonnaise, salt, and pepper to taste; mix well.
3. Spread half of the mixture on each sandwich.

*Variation-Spread the chicken mixture on a bun and top with slices of Swiss cheese. Cover with the top half of the bun and put sandwich on a microwave-safe plate. Microwave for about 1 minute at 30% power, or until cheese starts to melt.

Chicken Salad Sandwich

Chicken and Swiss cheese are an excellent combination, and celery adds nutrition and texture.

Ingredients:

1 cup cooked chicken, cut into bite-sized pieces
½ cup celery, cut into small pieces
½ cup Swiss cheese, cut into small cubes
¼ teaspoon salt
¼ cup mayonnaise
4 hamburger buns

Directions:

1. Place chicken, celery, cheese, salt, and mayonnaise in a bowl and mix well.
2. Divide evenly among the 4 hamburger buns and set on a microwave-safe plate.
3. Microwave on power level 4 for about 30-60 seconds or until sandwich is warm and cheese begins to melt.

*Note- If you heat more than one sandwich at a time, you will need to microwave them longer.

Egg Salad Sandwich

It is my opinion that everyone needs a good egg salad sandwich recipe. This is a family favorite that you can make ahead of time, as it keeps well in the fridge for a couple days.

Recipe courtesy of Barb Corr

Ingredients:

4 eggs, hard-boiled (see Basics)

¼ cup finely chopped celery, if desired

2 tablespoons frozen chopped onion

¼ cup mayonnaise

Salt

Pepper

Bread

Directions:

1. Place onions in a small dish to thaw while cooking eggs.
2. Chop cooked eggs into small pieces and place in a bowl.
3. Add the celery, onions, and mayonnaise. Stir.
4. Add salt and pepper to taste and mix well.
5. Spread desired amount on your favorite kind of bread.

Grilled Cheese Sandwich

Grilled cheese sandwiches are a classic. My favorite accompaniment is a warm bowl of canned tomato soup.

Ingredients:

4 slices of bread
2 slices of American cheese
Butter or margarine

Directions:

1. Warm a small frying pan over medium heat.
2. Butter a slice of bread and place the bread, butter side down, on the heated pan.
3. Lay a slice of cheese on the bread.
4. Butter another slice of bread and place it on the cheese slice, butter side up.
5. Heat the sandwich for about 5-10 minutes until the bottom is toasted to your satisfaction.
6. Turn over with a heatproof spatula and brown the other side of the sandwich for a few more minutes.

Chili Dogs

This is a super easy recipe that can remind you of summer, even on the coldest winter days.

Ingredients:

Hot dogs

1 can (15 ounces) Hormel Chili with Beans

Hot dog buns

Shredded cheddar cheese

Directions:

1. Cook desired number of hot dogs according to package directions.
2. Meanwhile, heat the Chili with Beans according to directions on the can.
3. Place a hot dog on a bun and spoon desired amount of chili over it.
4. Sprinkle with cheddar cheese.

Pigs in a Blanket

This recipe is another delicious classic that requires minimal effort.

Ingredients:

Bread

American cheese slices

Hot dogs

Directions:

1. Preheat oven to 350°F.
2. Cook hot dogs according to directions on package.
3. Place desired number of bread slices on a baking sheet.
4. Top each piece of bread with a slice of cheese.
5. Place a hot dog diagonally on each slice of cheese.
6. Fold up the bread on each side of the hot dog, overlapping the corners, and secure with wooden toothpicks.
7. Bake for about 7 minutes or until cheese melts and bread is toasted.

Ranch Hamburgers

This is a tasty twist on the classic burger recipe.

Ingredients:

1 pound ground beef
1 packet Ranch salad dressing and seasoning mix
4 hamburger buns

Directions:

1. Place ground beef in a bowl. Sprinkle with $\frac{1}{4}$ to $\frac{1}{2}$ envelope of dry Ranch dressing mix and mix well.
2. Shape into 4 patties.
3. Fry in a skillet over medium heat or cook on an outdoor grill until completely browned, about 10-12 minutes, flipping once.
4. If desired, top with a slice of cheese when hamburgers are nearly done.
5. Place patties on buns and add desired condiments.

Main Dishes

Beef Pot Roast in the Crockpot

This is an excellent slow cooker recipe and has always been a family favorite. If you use crockpot bags, it makes cleanup a breeze.

Recipe courtesy of Barb Corr

Ingredients:

2-3 pound rump roast or pot roast

3 potatoes

1½ cups of mini carrots

½ cup frozen chopped onion

½ cup water

Salt and pepper to taste

½ teaspoon dried minced garlic

Directions:

1. Peel and slice potatoes.
2. Slice mini carrots into strips by cutting the long way.
3. Put potatoes, carrots, and onions in the crockpot.
4. Trim excess fat from meat.
5. Salt and pepper meat and place over vegetables in the crockpot.
6. Add the water.
7. Sprinkle the meat with minced garlic.
8. Cover and cook on Low for 10-12 hours or on High for 4-5 hours.

*Variation-You may cook the meat without the vegetables. Salt and pepper the meat and place in the crockpot. Sprinkle with garlic, if desired. Do not add water. Cook the same as above.

Pork Chops in the Crockpot

This recipe is another one of my favorites growing up. The soup makes the meat so tender that it falls off the bone.

Recipe courtesy of Barb Corr

Ingredients:

2-4 pork chops

1 tablespoon vegetable oil

Salt and pepper to taste

1 can Cream of Mushroom soup

Directions:

1. Heat the vegetable oil in a skillet on the stove.
2. Place the pork chops in the skillet and brown using medium heat for approximately 10 minutes.
3. Turn the pork chops over and continue to brown for an additional 5-10 minutes.
4. Salt and pepper the pork chops and place in the crockpot.
5. Add the can of soup.
6. Cover and cook on Low for 6-8 hours or on High for 3 ½ hours.

Hash Browns and Ham in the Crockpot

I believe that everyone needs a go-to cheesy potato recipe. This one is very simple.

Ingredients:

2 pounds frozen shredded hash browns, thawed
½ cup, or 1 stick, margarine
16 ounce package of cubed ham
¼ cup frozen chopped onion, thawed
2 cups shredded sharp cheddar cheese
Small carton of sour cream
1 can Cream of Chicken soup

Directions:

1. Melt the margarine in the microwave on power level 3.
2. Place the thawed hash browns in the crockpot and pour melted margarine over the top.
3. Add the ham, onion, and cheddar cheese. Stir.
4. Add the sour cream and soup. Stir thoroughly.
5. Cook on Low for 4 hours, stirring occasionally.

*Variation-You may omit the ham if desired.

Tater Tot Casserole

The fun thing about casseroles is that you can do plenty of experimenting with them. Try different kinds of vegetables or soup. This is another family favorite.

Recipe courtesy of Barb Corr

Ingredients:

1 pound ground beef
½ cup of frozen chopped onions
2 cups frozen mixed vegetables
1 can Cream of Celery soup
1 cup shredded cheddar cheese
Frozen tater tots

Directions:

1. Preheat the oven to 350°F.
2. Brown ground beef and onion in a skillet over medium heat.
3. Drain the fat.
4. Place the ground beef mixture in the bottom of a 2-quart casserole dish.
5. Spread the mixed vegetables over the top of the meat.
6. Cover the vegetables with the soup and sprinkle with the cheese.
7. Lay the tater tots in rows on the soup.
8. Bake, uncovered, for 30-45 minutes or until the vegetables are tender.

Spaghetti with Meat Sauce

This is a super easy way to make a delicious pot of spaghetti. Sometimes I like to add a little corn to mine to give it an interesting sweet flavor.

Ingredients:

½ pound spaghetti noodles
1 pound ground beef
1 jar spaghetti sauce
Grated Parmesan cheese

Directions:

1. Cook the spaghetti noodles according to the directions on the package.
2. Meanwhile, brown ground beef in a pan; drain the fat.
3. Add the jar of spaghetti sauce and heat through at low to medium heat.
4. Drain the spaghetti in a colander.
5. Combine spaghetti noodles with meat sauce or serve spaghetti topped with meat sauce.
6. Sprinkle individual servings with Parmesan cheese, if desired.

Goulash

This is yet another family favorite that is often requested when my family gets together.
Recipe courtesy Barb Corr

Ingredients:

4 ounces of Extra Wide Egg Noodles
1 pound ground beef
½ cup frozen chopped onion
2 cups sliced celery
½ cup ketchup
1 can (14 ½ ounces) petite cut diced tomatoes
1 teaspoon salt
¼ teaspoon pepper

Directions:

1. Cook the egg noodles according to package directions.
2. Meanwhile, cook the ground beef and onion in a large skillet on medium heat. Drain the fat.
3. Add the celery, ketchup, tomatoes, salt, and pepper.
4. Drain the noodles and add to the meat mixture. Stir well.
5. Cover and simmer for 30-45 minutes, stirring occasionally.

Meatloaf

This is my favorite meatloaf recipe from the time I was little and very easy to make.
Recipe courtesy Barb Corr

Ingredients:

$\frac{3}{4}$ pound ground beef
1½ slices soft bread, torn into pieces
½ cup milk
1 egg, beaten
2 tablespoons frozen chopped onion
½ teaspoon salt
1/8 teaspoon pepper
1/8 teaspoon dry mustard
1/8 teaspoon garlic salt
1½ teaspoons Worcestershire sauce
Ketchup or Barbeque sauce

Directions:

1. Heat oven to 350°F.
2. Mix all ingredients thoroughly.
3. Shape into a loaf and place in a 1½-quart baking dish.
4. Spread with ketchup or barbecue sauce.
5. Bake 1 hour.

Chili

This recipe is known in my family as my brother's favorite chili recipe of all time.

Recipe courtesy of Barb Corr

Ingredients:

1 pound ground beef
¼ cup frozen chopped onion
1/3 cup ketchup
¼ cup water
1 tablespoon lemon juice
1½ teaspoons brown sugar
¾ teaspoon Worcestershire sauce
¾ teaspoon salt
½ teaspoon vinegar
1/8 teaspoon dry mustard
2 cans (15 ounces each) kidney beans, including juice
2 cups tomato juice
½ cup water
2-3 teaspoons chili powder

Directions:

1. Brown ground beef and onion in a 4-quart pot. Drain the fat.
2. Add onion, ketchup, ¼ cup water, lemon juice, brown sugar, Worcestershire sauce, salt, vinegar, and dry mustard.
3. Cover and simmer for 20 minutes.
4. Add kidney beans, tomato juice, ½ cup water, and chili powder.
Cook over low to medium heat, stirring occasionally, for 15-20 minutes, or longer if desired.

*Note-Follow steps 1-3 to make barbequed hamburger that's excellent served on buns.

Vegetable Beef Soup

This was yet another favorite of mine growing up. It is a good way to get some vegetables in your diet and easy to scale up or down.

Recipe courtesy of Barb Corr

Ingredients:

1 pound ground beef
1 cup potatoes, peeled and cut into bite-sized pieces
½ cup frozen chopped onion
½ cup mini carrots, sliced
½ cup celery, chopped into small pieces
½ cup frozen peas
¼ cup water
5 cups water
1 tablespoon parsley flakes
1 can (14.5 ounces) petite cut diced tomatoes
½ tablespoon salt
½ teaspoon pepper

Directions:

1. Combine potatoes, onion, carrots, celery, peas, and ¼ cup water in a large casserole dish, covered, and cook in the microwave for 5 minutes on High.
2. Stir vegetables and cook about 5 more minutes on High, or until the vegetables are tender.
3. Meanwhile, brown the ground beef in a pot on the stove over medium heat. Drain the fat.
4. Add the cooked vegetables to the ground beef and then add the remaining ingredients.
5. Cook on the stove over low to medium heat until warmed and continue to simmer over low heat until ready to serve.

Scalloped Potatoes and Ham

This is a delicious recipe and an easy alternative to recipes that call for cooking your own sauce.

Ingredients:

4 cups potatoes, peeled and sliced thin
1½ cups chopped ham
¼ cup frozen chopped onion
1 cup shredded cheddar cheese
1 can cream of mushroom soup
½ cup milk

Directions:

1. Heat the oven to 350°F.
2. Place 2 cups of sliced potatoes, ¾ cup ham, and 2 tablespoons of onion into a greased 2-quart casserole dish.
3. Sprinkle with ½ cup of cheddar cheese.
4. In a small bowl, stir together the soup and milk.
5. Pour half of the soup mixture over the potatoes, ham, onion, and cheese.
6. Repeat with the remaining half of the ingredients.
7. Bake, covered, in the oven for 45 minutes.
8. Uncover and bake for 40 more minutes, or until potatoes are tender.

Fettuccini with Herb Sauce

This is a quick and tasty pasta dish that can be made with minimal effort.

Ingredients:

1 tablespoon salt
4 ounces Fettuccini noodles
1 tablespoon flour
1 cup milk
1 tablespoon grated Parmesan cheese
1 teaspoon Italian seasoning
 $\frac{1}{4}$ teaspoon pepper
 $\frac{1}{4}$ teaspoon minced garlic

Directions:

1. Fill a saucepan about $\frac{3}{4}$ full with water; add salt. Heat to boiling over high heat.
2. Once water reaches a boil, add fettuccini noodles and cook for 5 minutes, stirring occasionally. Drain and return to pan.
3. Place the flour in a bowl. Slowly add the milk, stirring well to avoid lumps.
4. Add cheese, seasoning, pepper, and garlic to milk mixture. Mix well.
5. Once the pasta is cooked and drained, add milk mixture.
6. Cook over medium heat until sauce reaches desired thickness.
7. Serve sprinkled with additional Parmesan cheese if desired.

*Variation-Add $\frac{1}{2}$ cup cooked, chopped chicken

Hamburger Gravy

This is a recipe my father made up years ago. It is quite simple and incredibly delicious.
Recipe courtesy of Charles Corr

Ingredients:

1 pound ground beef
1/4 cup frozen chopped onion
2/3 teaspoon minced garlic
1 tablespoon Worcestershire sauce
1 tablespoon flour
2 cup milk
Salt
Pepper

Directions:

1. In a skillet, brown ground beef over medium heat. Drain off fat.
2. Move beef to the side of the skillet and set skillet so portion with meat is off the burner. In the open portion over the heat, cook onions and garlic until slightly brown.
3. Add the Worcestershire sauce and mix everything in the pan together. Cook about 1-2 minutes more, ensuring the mixture does not burn.
4. Take skillet off the heat.
5. Put the flour in a cup and slowly add the milk, mixing well to avoid lumps.
6. Put the skillet back on the heat and add the milk mixture.
7. Bring to a boil over low heat and simmer for about 2-3 minutes, adding more milk if gravy gets thicker than desired. Gravy will thicken as it cools.
8. Add salt and pepper to taste.
9. Serve over boiled potatoes or rice cooked according to directions on package.

Pasta with Sausage and Tomato Sauce

Here is another delicious and easy pasta recipe. I like to use wagon wheel pasta for this, but you can use whatever you have on hand. This recipe also makes good leftovers.

Ingredients:

1 tablespoon salt
4 oz. dried pasta
2 links Mild Italian sausage
1 can (14.5 ounces) diced tomatoes
2 tablespoons chopped frozen onions
¼ teaspoon minced garlic
1 teaspoon Italian seasoning
Parmesan cheese

Directions:

1. Fill a saucepan about $\frac{3}{4}$ full with water; add salt. Heat to boiling over high heat.
2. Once water reaches a boil, add dried pasta and cook for 5 minutes, stirring occasionally. Drain, rinse under cold water, and return to pan.
3. In the meantime, cut sausage into half-inch pieces and brown in skillet over medium-low heat. Once the sausage is cooked through, drain any excess fat.
4. Add un-drained can of tomatoes, onions, and garlic to sausage. Bring to a boil over medium heat. Reduce heat to low and simmer; add seasoning.
5. Add the pasta to the tomato mixture and simmer until pasta is tender and sauce is desired consistency.
6. Sprinkle with Parmesan cheese and serve.

Apricot Chicken

This is a simple and flavorful chicken recipe that only requires four ingredients.

Ingredients:

1 boneless skinless chicken breast
¼ cup apricot preserves
¼ teaspoon ground mustard
1 teaspoon water

Directions:

1. Heat oven to 375°F.
2. Pour a small amount of canola oil, about 1 teaspoon, into a skillet, and heat over medium-low heat.
3. Place chicken breast in pan and cook until bottom side starts to turn brown.
4. Carefully flip the chicken over and cook the other side. Middle of chicken will still be pink and uncooked.
5. Once both sides of chicken are browned, place chicken into an 8 inch square baking dish.
6. In a small bowl, combine the preserves, mustard, and water. Add additional water if not desired consistency,
7. Spoon apricot mixture over browned chicken breast and put pan in pre-heated oven.
8. Cook until chicken reaches an internal temperature of 170°F.
9. Spoon extra apricot juice over chicken to serve.

Fruits and Salads

Cherry Salad

This is a very easy yet tasty Jello salad that my mother likes to make.
Recipe courtesy of Barb Corr

Ingredients:

2 small boxes or 1 large box cherry Jello
1 can of cherry pie filling
2 cups of water
Cool Whip

Directions:

1. Boil the water.
2. Add the cherry Jello and stir until the jello is dissolved, about 2 minutes.
3. Stir in the pie filling.
4. Pour into a 9x13" pan or into a bowl.
5. Refrigerate until the Jello is set, at least 2 hours.
6. Spread Cool Whip over the top.

Black Cherry Jello Salad

This is one of my favorite Jello salads. The flavor combination of black cherry and blueberry is wonderful.

Ingredients:

2 small boxes or 1 large box black cherry Jello

2 cups water

1 can (15 ounces) blueberries in light syrup

Cool Whip

Directions:

1. Boil the water.
2. Add the Jello and stir until dissolved, about 2 minutes.
3. Drain the juice from the blueberries into a measuring cup and add enough water to measure 2 cups.
4. Stir the juice into the Jello mixture.
5. Add the blueberries.
6. Pour into a bowl and refrigerate until set, at least 2 hours.
7. Spread Cool Whip on the top.

More Jello Ideas

There are many combinations of fruit and Jello you can try. When you add fruit to Jello, make sure any canned fruit is drained and allow the Jello to set for about 1½ hours before you add the fruit to ensure even disbursement. Here are a few possibilities.

- Orange Jello with mandarin oranges
- Strawberry Jello with strawberries
- Strawberry Jello with raspberries, strawberries, and blueberries
- Strawberry Jello with banana slices
- Peach Jello with peaches
- Peach Jello with blueberries
- Peach Jello with blueberries, raspberries, and peaches (try white peaches for a patriotic treat)
- Lime Jello with pears

*Note-Some fruits will not allow Jello to set properly. Those fruits include fresh pineapple and citrus fruits.

Recommended items in a starter kitchen

- Skillet
- Heatproof spatula
- Saucepan
- Heatproof spoon
- Set of measuring cups
- Set of measuring spoons
- Liquid measuring cup
- Meat thermometer
- 2 quart casserole dish
- 8-inch square baking pan
- Paring knife
- Cutting board

Amount Conversion Chart

- 3 teaspoons = 1 tablespoon
- 4 tablespoons = $\frac{1}{4}$ cup
- 2 cups = 1 pint
- 2 pints = 1 quart
- 4 quarts = 1 gallon

Corr's College Cooking

Thesis Reflection

Introduction

A few years ago, a friend of mine got accepted to a semester-long internship in Washington D.C. He was very excited to go, except for the fact that he would be living in an apartment for the first time and did not know how to cook for himself. As I began to realize how many people I knew had that very problem, I decided I wanted to create a cookbook to remedy it someday. That is how I got the idea to make a simplified cookbook specifically targeting college students who do not know how to cook for themselves.

According to Hertzler and Bruce (2002), of a group of nearly 300 college students surveyed, 14% of them said they did not know how to cook. Although this may not seem like a lot, I am focused on reducing this percentage. In addition, around half of the surveyed students indicated that they ate out most weeks; this study also projected an increase in eating out after college (Hertzler and Bruce, 2002). Although this may be convenient, it may not be the cheapest route to go.

I have created a company called Corr's College Cooking, the purpose of which was to teach newly independent college students how to cook. To do so, I developed an e-book cookbook with easy recipes featuring simplified instructions. I also wrote an accompanying business plan regarding the sales of my e-book.

Description of Creative Process

When I first started planning my thesis last spring, I decided I wanted to write a cookbook for it, as well as a business plan to sell it. The cookbook would be designed to help my fellow college students learn how to cook for themselves. I had planned on creating a bound, paperback book I could publish and sell at campus bookstores. I thought I could put together all the content for the book over the summer, and then write a business plan for my

Entrepreneurship class in the fall, revising it over winter break, and selling the final copy of the book in the spring. As I started to work on developing original recipes over the summer, however, I quickly realized that it was going to take much longer than I had originally anticipated.

One of the main issues I faced in working on this project regarded recipe development. Once I started, I had a very hard time coming up with new and original ideas. When I finally thought of an idea, it then took me a while to test it several times to come up with measurements, times, and temperatures. I am not a trained chef by any means; cooking is merely a hobby of mine, and in the past, everything I have made has been based at least somewhat on recipes I have found in cookbooks. However, for this project, I had to come up with things that were completely new. Therefore recipe development took quite a bit of brainstorming and experimentation. By the end of the summer, I only had a couple of really good new recipes that I knew I wanted to include in my book. I realized then that a paperback cookbook would not be feasible in the time frame I had available. If I were to do this sort of project again, I would definitely give myself more time to focus on developing recipes.

When I started writing my business plan in the fall, I had a new idea in mind. If I created a website database for my recipes, I could keep adding new ones to it as I developed them. I could then make money from it by selling subscriptions to it. All of this would fall under the scope of my new company, Corr's College Cooking. Yet, once I sat down to hash out the details of such a website with web-based business owners in the John Pappajohn Entrepreneurial Center's Business Incubator, I realized that this, too, was a less than desirable option. Such a complicated website would mean a higher development cost than I had intended to incur. In

addition, if I ended up not having time to develop more recipes on a regular basis, I could not justify continued subscription fees.

In my Entrepreneurship class, and as I continued to write my plan, I realized just how much work it really is to own a business. I came to find I have the mindset of a typical entrepreneur, with a knack for big ideas rather than the little details. I must admit that I was very excited about this project in the beginning. However, everything I had to do for a business plan-like analyzing the industry, fleshing out my plan of operations, and working out my financials, particularly because accounting is not one of my strengths, soon became quite overwhelming. There were a lot more things I had to take into consideration than I had first realized, such as analyzing the environment in which this business would be operating, determining the best way to reach my target market, positioning my product in comparison to my competitors, and managing all the fees involved with creating a website.

After meeting with business owners from the Incubator and after much consideration, I ultimately decided to create an e-book cookbook, as this would be the least expensive option for me, from a production standpoint. In addition, the college student demographic tends to be fairly technology savvy these days. To create this e-book, I would work with Book Hatchery, a company in the Incubator that turns content into e-books, founded by UNI student Nick Cash. I would also have an accompanying website to facilitate sales of the cookbook.

Once I decided that I wanted to create an e-book with a website from which to sell it, I began to look for companies to create just such a site. After I received estimates for the cost of a website that would facilitate sales, however, my plan changed yet again. I had not intended to pay over \$2,000 in start-up costs. I turned again to Book Hatchery for suggestions on the matter and ultimately decided to establish a premium account with them; this meant paying an up-front

fee, but in return, they would create and manage the content of a website linking to sites from which customers could buy my book. In addition, I would receive a higher percentage of royalties from each book.

One of the biggest barriers to my progress was time. At the beginning of the school year, I started an additional job in UNI food service. As a result, I became even busier than I had anticipated when I first started planning my project. Oftentimes I would end up spending the majority of my day on campus, going home merely to sleep at night. This did not leave me with a lot of time for recipe experimentation. I realized I would not be able to come up with enough recipes to fill a cookbook in the time allotted, so I began to look for other sources.

As I worked on recipe development, I realized that there were many easy, beloved recipes from my family that I would like to share with others. I then gathered some of my favorite family recipes with the help of my parents to fill out the rest of my cookbook. Eventually, I came to realize that my original focus on budget, nutrition, and simplicity would have to be narrowed to simplicity. Although spending less on food and eating healthier may be the result of eating home-cooked rather than packaged foods, the main emphasis of the collection of recipes in my cookbook is basic techniques for the beginning cook.

One of the biggest things I have learned from this whole process is never hesitate to ask for help if you are not completely proficient in something. It is important to play to your strengths and let others play to theirs; this makes everything more efficient. This is exactly why I, a cooking enthusiast and business major, developed a cookbook and a business plan let a computer science major turn my content into an e-book and create my website.

I have also learned about the importance of talking with other business owners, regardless of whether you end up using their services or not. As stated earlier, Book Hatchery's Nick Cash

has offered me a lot of advice in the realm of e-commerce, even before work will begin on my final product. In addition, I met with a web design company recently who helped explain exactly what I would need to include on my website, as well as discussing advertising and promotional opportunities with me. I found this extremely helpful, even though I did not choose to work with them, as I am still completely new to the world of e-commerce.

At the present time, I have the content for my cookbook completed. After walking in commencement, I will spend the rest of May studying abroad in Italy. Upon my return, I will turn my content over to Book Hatchery to format into an e-book; they will also create an accompanying website for my book, with links to sites that will sell it. The e-book is projected to be ready to sell by the beginning of August 2011.

Significance

I learned a lot about starting a business from working on this project. Although I have often heard about the difficulties new business owners face, I never really got a sense of how hard it really is until I experienced it for myself. However, I thought this process was also an excellent learning experience for me. I have already begun to think about a second e-book cookbook aimed at the same target market, yet if it comes to fruition, I plan on having allowed myself more time to create recipes, as well as gathering recipes from more contributors.

The main contribution I hope to have made to the college community is to teach college students how to cook. It is an important life skill and one that many do not know when they get out on their own. With my book, however, they can have a tool to help them learn.

Bibliography

Hertzler, A. A. and Bruce, F. (2002), Cooking, recipe use and food habits of college students and nutrition educators. *International Journal of Consumer Studies*, 26: 340–345.