

The Young Rembrandts

Father-son vetrepreneurs bring art enrichment program to young children.

by Michael Crawford

- S** • Young Rembrandts is an after-school art enrichment program conducted in the students' schools, public or private, or community centers.
- The program teaches children from 3 to 12 years old how to draw using a step-by-step technique.
- Father and son veterans grow revenues while growing young artists.

MANY SONS FOLLOW IN THEIR FATHERS' footsteps. Army Sgt. Wayne Murawski served his nation as an infantryman in Vietnam. In 1996, his son, Brian Murawski, joined the Navy and achieved the rank of petty officer second class. But from there, the son no longer followed in his father's footsteps. Instead, the two began to walk side by side.

In 2004, Wayne was semi-retired and wanted to invest in an enterprise that would benefit from his business experiences and provide supplemental retirement income. Brian, having just graduated from college, became convinced that owning his own business was what he wanted. When father approached son about partnering up to start Young Rembrandts, it was the perfect opportunity for both.

Young Rembrandts is an after-school art enrichment program conducted in the students' schools, public or private, or community centers. The program teaches children from 3 to 12 years old how to draw using a step-by-step technique.

"We offer our unique, proven and highly successful curriculum," Wayne said. "It stands on its own and is backed with an extremely high degree of service to the school district, the school administration, staff and the parents."

"While our military backgrounds do not directly contribute to our business operations, that background instilled skills, disciplines and techniques that do help us in our day-to-day battle in the marketplace," Wayne added. "The discipline that you learn in the military is an absolute requirement for owning/operating your own business. Getting the job done is about disciplining yourself to do what is required whether that be hours, dollars or sweat."


At first, business was slow. Neither Wayne nor Brian had a background or experiences in the education industry, nor did they know how to deal with school bureaucracies and school staff personalities. Furthermore, the schools in their franchise territories did not have much background in after-school enrichment programs.

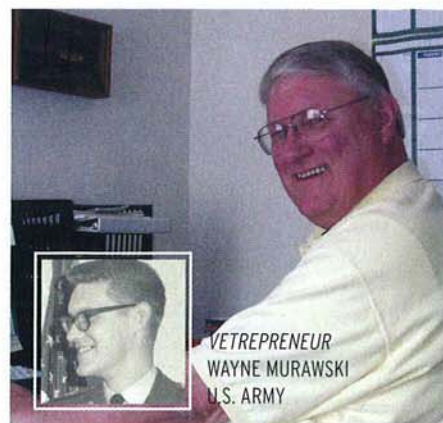
"Of the three major county school districts within our franchise territory, the largest two excluded us from offering our service in the county schools, which accounted for 60 percent of the prospective schools in the territory," Wayne said. "With perseverance and determination, we were finally awarded a district-wide service contract with the second largest district in 2007."

The perseverance and determination of the Young Rembrandts program yielded \$119,000 in revenues for the 2005 fiscal year. The 2006 fiscal year yielded \$135,000 in revenues, a \$16,000 increase over 2005, and in the 2007 the Young Rembrandts continued their growth, grossing \$170,000 in revenues, a \$35,000 increase over 2006.

"We have been successful in establishing our reputation as evidenced by our steady growth," Wayne said. "While the drawing curriculum stands on its own merits, our franchise unit's commitment to service is already well known."

The father-son duo doesn't plan to rest on its laurels. Wayne and Brian foresee steady and sustainable year-to-year growth for the Young Rembrandts program, and the two are currently working to incorporate a third school district into their client list.

"Never allow marketplace success to lead to marketplace arrogance," Wayne said. "We will achieve our personal objectives and Brian will eventually take over a healthy, profitable enterprise." 



VETREPRENEUR
WAYNE MURAWSKI
U.S. ARMY



VETREPRENEUR
BRIAN MURAWSKI
U.S. NAVY

Company Info



Young Rembrandts

Company: Young Rembrandts
Vetrepreneurs: Wayne and Brian Murawski
Location: St. Johns, Fla.
Company Web site:
www.youngrembrandts.com
of Employees: 33
Founded: 2004
2005 Revenue: \$119,000
2006 Revenue: \$135,000
2007 Revenue: \$170,000

The Murawskis' Advice to Vetrepreneurs:

- 1) Understand your value proposition and how to differentiate it from other offerings in your marketplace.
- 2) Find the resource team you need to help you succeed.
- 3) Persevere even in the face of adversity.