

Students design 'idealized' business careers

Designing websites for businesses located from New Jersey to Washington, DC, young entrepreneurs created Idealize Designs to profit from their technological skills.

*By Kaelan Landis
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Using their computer skills, juniors Matt Sholly, Tom Hilsee, and Daniel Scanlon decided to start their own business designing websites for companies.

"We just did designs for things and we wanted to get paid for it, so we started the company," said Sholly. These enterprising students had a different name in mind; originally the company was not going to be called Idealize Designs.

"We were originally going to use 'Vision Designs,' but it was already taken, so I got a dictionary and looked for something that was close to the same thing. I liked [the word] ideal, but that domain was already taken, so we changed it to 'idealize,'" said Sholly.

Hilsee is the president, and Sholly is the vice president along with Scanlon.

Hilsee and Sholly handle the accounting and the clients once they have been obtained, according to Sholly. Idealize Designs has a handful of employees that work under the three partners. According to Hilsee, the owners consider all of their employees to be equal in their contributions in the creative process, which ranges from

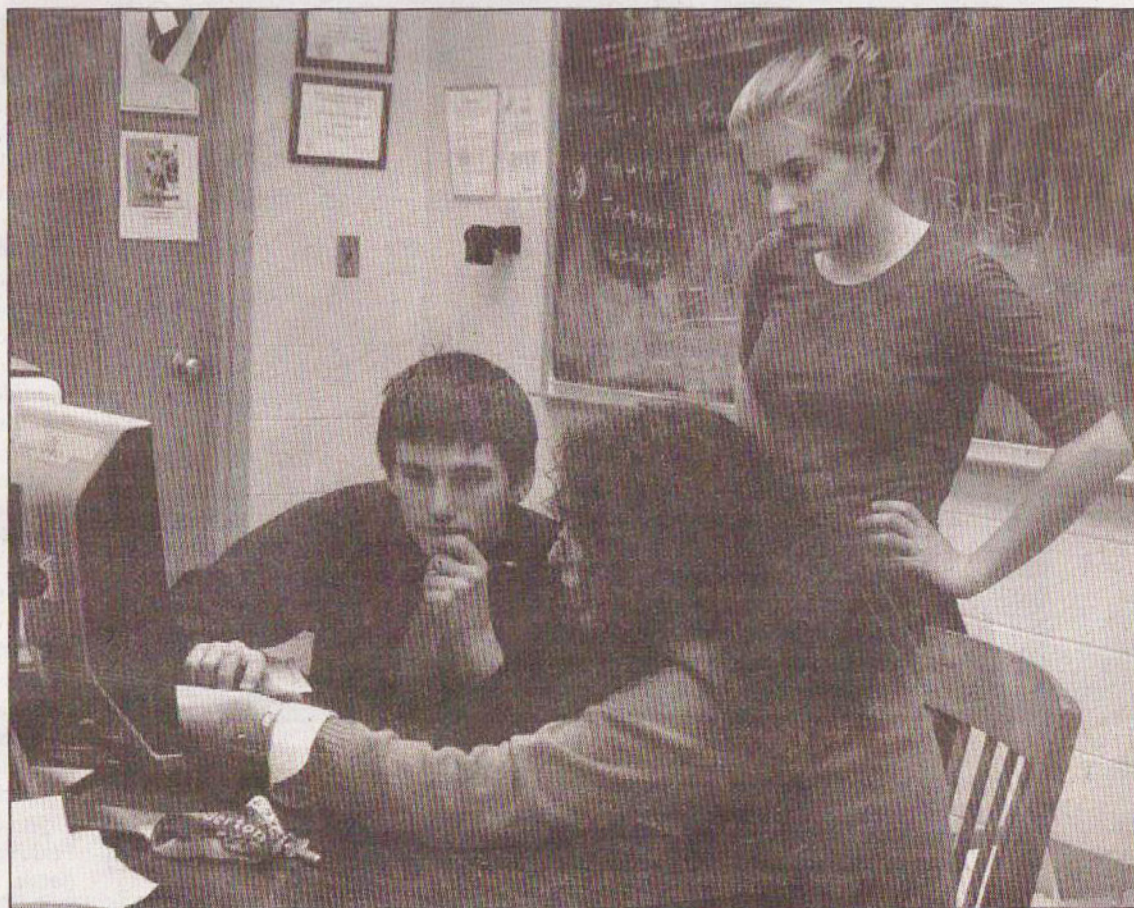


Photo by Kaelan Landis

Getting down to business... Looking over design proofs, Idealize Designs Vice President Matthew Sholly shows potential website layouts to Arrowhead newspaper adviser Stacey Aronow and webmaster Emily Weber. Sholly is also a junior at Souderton along with business partners Tom Hilsee and Daniel Scanlon.

designing to site mapping and visual dynamics. "We all try to stay at the same level," said Hilsee about his business partners.

Juniors Kyle Weisel and Ryan Teichmann are coders, junior Tony Dragani is a designer, and junior Hillary Greene is a photographer.

All of the business partners work to help give the clients what they want.

Idealize Designs get their clients through sales pitches to targeted clients as well as through recommendations, according to Sholly. They also assist clients in obtaining a domain name, the address of the page, as well as a web host. According to Sholly, once they have been hired to design a site, they sit down with their clients to see what image the client has in

mind or if they want Idealize Designs to create a custom site for them. They write down the information that the client wants published, provide graphics, and create a vision for the client's website. Then the designers sit down and brainstorm ideas.

Creating a website generally takes 25 or more hours, according to Sholly.

Once the website is created, it is left up to the client to maintain; however, Idealize Designs stands by their clients. If they need help, they are always there for them.

On their website they have an ID support. "ID support is a place where people can go to contact us and get information, or even request a quote," said Scanlon.

Website scripts are written to make them more responsive to user input. This makes it easy for the customer to make eventual changes. They have clients stretching to New Jersey, Virginia, and DC, but most of their current business has come from in the area. Currently, they service about 20 companies, according to Sholly.

"Two of our biggest clients are Moyer and Son and Epic Systems," said Hilsee. Idealize design has also offered its services to The Indian Valley Boys and Girls Website.

"They were very professional. They made everything easy to understand and were easy to work with," said Boys and Girls Club Executive Director Jake Dawson. After graduating high school and enrolling in college, Hilsee is planning on entering architecture at Carnegie Mellon instead of majoring in website design.

Sholly plans on majoring in accounting at Penn State. Scanlon plans on going to college close to Philadelphia for a design development. Scanlon is staying in the area to take care of the local business. They all hope to continue the business through their college careers.

As for right now, Idealize Designs plans to open an office on Main Street in Souderton. As for long term plans after college, they are "buying out Microsoft," according to Sholly.