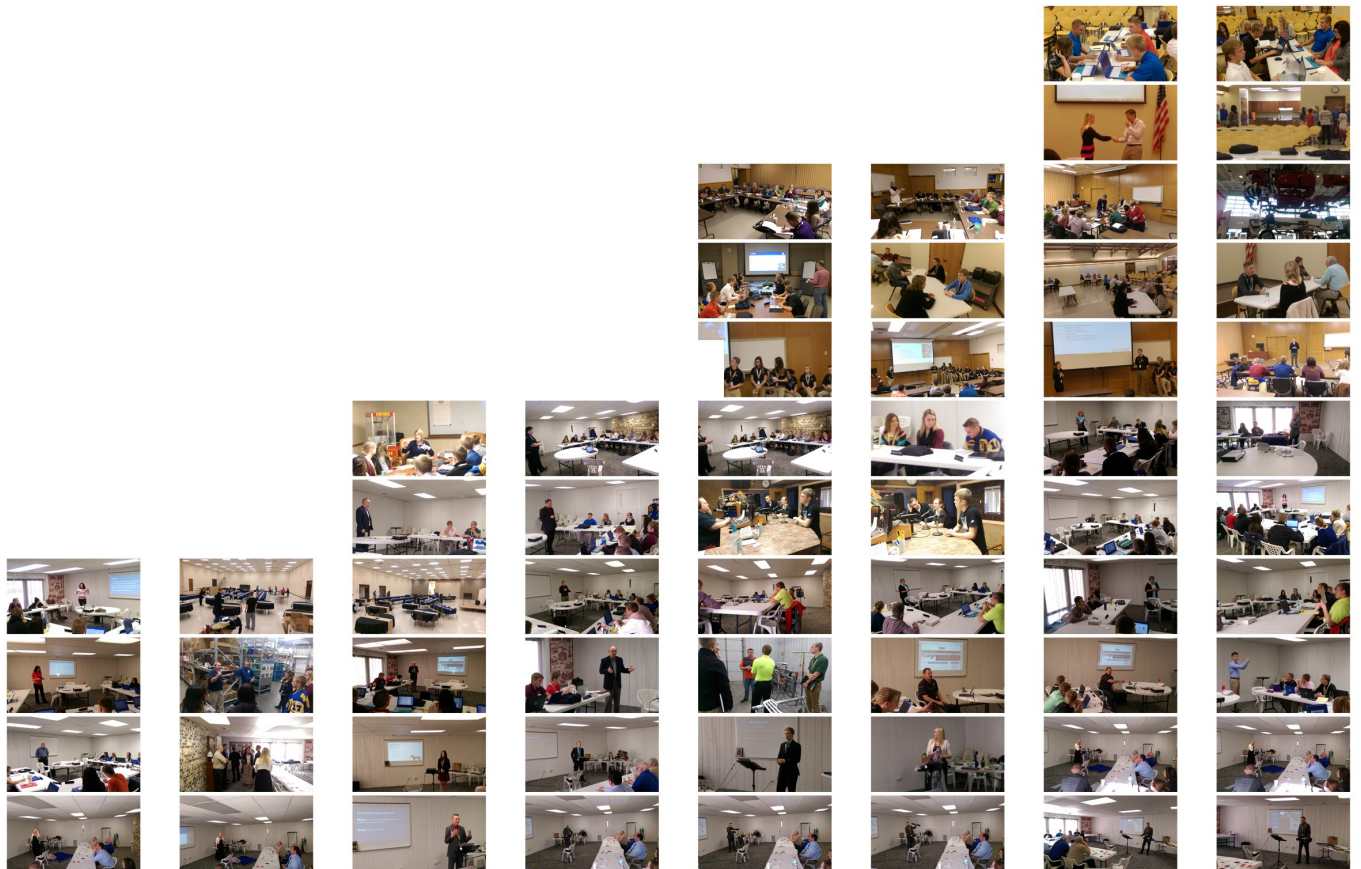


CRAWFORD COUNTY

CREATING ENTREPRENEURIAL OPPORTUNITIES

2015-2016 Annual Report



2015-2016 Annual Report

As we wind down year 3 of CEO we have learned so much throughout the year that will continue to improve the program each student in the years to come. Continual learning seems to be the theme as we strive for this improvement. Students have, and will continue to, reap the limitless benefits of the unique learning experience in the CEO class. Throughout the year, the class has visited 36 businesses throughout the county and have had 54 speakers come into to speak with us. These experiences provide us with a lifetime of knowledge packed into a single school year.. But they've done more than just that. CEO students have:

- **Professional Guest Speakers**
- **Holiday World (Learned behind the scenes information)**
- **Mentor Matching**
- **Transworld Trade Show**
- **Shark Tank Experience**
- **Bankers and Business Plans**
- **Pack the Place Day**
- **CEO Student Trade Show**

It has been a year full of many great visits, speakers, presentations, and achievements. The impact of the class reaches far greater than just the visible surface. What students have gained will stay with them a lifetime. Our community showed overwhelming support during our Murder Mystery dinner, another learning opportunity for our CEO students. We could not have been any more pleased! Thank you!

More area businesses have been very gracious in opening up their business and helping our CEO students truly learn what business is all about through the eyes of successful business owners and operators. We increased our site visits by 39% this year which gives us more knowledge about Crawford County business.

As a teacher the growth is so exciting to see and hear. Students enter the class learning how things will be, some are scared, some nervous, and some excited...all are ready for the challenges which came at them this year. The phrase of the year is: "I could never have done this in the beginning of class!".

I appreciate all the students effort and energy throughout the year, it has not only changed them, but also has had a positive impact on me. Life is a learning process full of bumps and bruises along the way...CEO is no different, we continue to strengthen our program through our mistakes and past experiences that we have been through to further make each year a stronger experience for all.

Thank you

John Ireland, CEO Facilitator

2015-2016 CEO Class



Front Row: Nyxie Smith, Megan Rosborough, Olivia Hickey, Cierra Staley, Leanna Ferguson, Drew Reider
Second Row: Mykala Wolf, Billy Aldrich, Landon Tracy, Zander Laino, Ryan Gill, Brad Sexton

Our Mission

The mission of the CEO class is to prepare our youth to be responsible, enterprising individuals who become entrepreneurs or entrepreneurial thinkers and contribute to the economic development and sustainability of Crawford County. It is our hope that these young entrepreneurs will follow in the footsteps of many of the entrepreneurs in our community, and will reside in or return to Crawford County to run their business, raise their families and give back to their community.

A Community with a Vision

In 2012, a group of community leaders that included educators, city and county leaders, Chamber of Commerce, recognized that 80% of all American businesses are small business owners and it is those business owners that provide jobs and prosperity for our communities and the country. This visionary group recognized that entrepreneurs have changed the world, yet our youth are not sufficiently exposed to entrepreneurial opportunities. Seed money was raised from local individuals and businesses to support a three-year pilot entrepreneurship program for high school students. The Entrepreneurship Advisory Board, consisting of educators, entrepreneurs, community leaders and government officials, provides ongoing guidance for the three-year pilot program called “CEO” – **Creating Entrepreneurial Opportunities!**



The CEO Experience

Being in the CEO Class has taught us so much that we could never have learned except for through years of experience. What we have learned throughout the CEO Class is something that will carry with us through our individual lives. We have gained confidence, speaking skills, and the ability to network. We have visited multiple businesses and business owners, helping to expand our knowledge from day one.

In the CEO Class, we have learned everything from social skills to how to build a presentation to basic accounting skills. The knowledge we have gained in nine months in this class is equal to what many business owners have learned over many years of schooling and experience. This class has helped us learn and grow and has taught us to be a family. The class has brought us together and showed us that we can achieve the impossible, from hosting a comedy night to becoming the owners of our businesses.

Leaders are needed now more than ever. This class has shaped us into the leaders that the world is demanding us to be. We are prepared and willing to take on any challenges the future holds for us. The road may be rough, but we are ready to take on anything. We are the future. We are CEO.

-Nyxie Smith

-Cierra Staley



Nyxie Smith is a senior at Robinson High School. She is involved in the RHS marching band, Beta Club, Key Club, Safe Alliance, and Library Forum. She plans on majoring in business administration at Illinois State University-Normal in order to help her open a bakery of her own. She loves playing music, baking, and has a strong love for coffee. She spends her free time reading novels, writing song lyrics, and helping look at finances for anything from college expenses to at-home businesses.

“I am looking forward to the life lessons I will learn through CEO, seeing how each business will grow, and learning more about the business world. I cannot wait to see the networking connections I will make and how CEO will change me.”

Ryan Gill is currently a junior attending Oblong High School. I'm a very active kid as I am in the following activities; golf, baseball, FCA leader, FFA officer, and a CEO student. Although that may not sound like that much, I also manage to balance a job at my neighbor's house doing lawn work whenever I find the time. During this summer I handled a job at NAPA as well as my neighbor's and balanced those two jobs in with a busy travel baseball schedule. Other activities I enjoy are camping out in the woods with my buddies, hunting, fishing, gigging frogs, and other related outdoor activities. My plans for college are to get a bachelor's degree from Rose Hulman in Indiana as a chemical engineer and apply at Marathon.



Leanna Ferguson is a student at Robinson High School. She plays on the Robinson Golf team, and has successfully qualified for Sectionals twice in her three years of playing. She plans to go to college right after high school, and wants to major in Cosmetology. The reason why she wanted to join CEO is because she feels like this class would be a good opportunity for her. She also thought that it would help her understand the business world a lot more. After Leanna graduates from college she wants to open her own hair salon. She believes that the skills she learns in CEO will help her in attaining her dream job. Leanna enjoys playing golf and spending time with family and friends.



Cierra Staley is a senior at Robinson High School, who is eighteen years old. She is currently employed at Pizza Hut. She spends most of her time with her family and friends. She has a little brother and sister. They are her pride and joy. She is Vice-President for auto club and has been apart of the club all four years of high school. Cierra's interests include hunting, riding dirt bikes, and traveling. Cierra's favorite places to visit are Panama City Beach, Florida and Gatlinburg, Tennessee. For her future goals she wants to attend Vincennes Beauty School. Cierra plans to start in June to be a cosmetologist. After a few years of working as a beautician under someone, she hopes she can open her own salon in the future.

"I am so excited to be apart of the 2015-2016 CEO family. I am blessed to have the opportunity to participate in this program."

Zander Laino is a senior at Oblong High School. He participates in baseball, basketball, math team, National Honor Society, Fellowship of Christian Athletes, and he currently serves as Student Council President. This summer he worked for Kessler's Construction, repairing roofs and for Eric Wells, doing lawn care in cemeteries. During the school year, he continues to work for Kessler's Construction on the weekends, and is a tutor during the week. He plans on attending Lincoln Trail College then transferring to Eastern University to major in business.

"I enrolled in CEO because I believe this class will give me insights to the business world that I could not get anywhere else. After college I want to run my own business, and I am eager to learn what it takes to do that. I am very blessed to have this opportunity."



Olivia Hickey is a senior from Robinson High School. She plans to attend Lincoln Trail College, majoring in the Process Technology program. She is a member of Robinson High School Student Senate, Beta Club, Interact Club, Fellow of Christian Athletes, and Key Club. She is also currently involved in cross country, track, and managing the football team. She likes to hunt, babysit, and spend time with her friends and family. The CEO class has opened her eyes to many opportunities for the future. She loves that there is so much to learn from the different businesses in the area. The C.E.O. class has already made her feel more comfortable and confident when speaking with people she doesn't know.

Landon Tracy a 2015-2016 Crawford County CEO student is a Junior at Robinson High School. Landon runs Cross Country and Track for his School. Landon is in Building trades for his School and they are building a house for Habitat for Humanity. Landon does not plan on going to College, but Landon would love to get into a carpenters Union. The Union provides a 4 year Apprenticeship. Landon enjoys CEO class, it is so much different from all the other classes he has ever taken, and he has learned so much already.



Megan Rosborough is a senior at Oblong High School. She is a member of Scholastic Bowl, Student Council, National Honor Society, Foreign Language Club, and Science Club. She is also very active in the Oblong FFA and is the Vice President on the 2015-2016 officer team. She has always been an animal lover so after high school, Megan plans on going to University of Illinois to major in Animal Science. She joined CEO to become more comfortable talking to people and not be as shy.



Billy Aldrich is a junior from Robinson High School where he plays football, baseball, and wrestles for the Robinson Maroons. Billy has played football and baseball his whole life and hopes to one day play college baseball. For the past three years, he has been an avid participant in many school events, and is bursting with school pride. In addition to his activities at RHS, Billy likes hanging out with his friends, spending time with his family, and watching sports. Although he's only a junior, he plans to attend a four year college and earn a degree in business entrepreneurship.

I would like to use this class to bolster my opportunities and further investigate my entrepreneurial possibilities. I plan to be very successful later in life, and hope my experiences in this class prepare me for my future in business, and life in general.





Mykala Wolf is a junior at Robinson High School, where she is involved in cheerleading, volleyball, softball, and marching band. She races motocross in the summer, too! She is also in International club and Fellowship of Christian Athletes. When she graduates high school, she wants to go to college for speech pathology and then minor in deaf education. She would like to attend college at Indiana State University, Illinois State University, or Ball State University. She likes spending as much time with family as possible. She is very honored to be in this class. She feels like it will be a great opportunity for her to get out of her “shell”. She has seen many people change, in a fantastic way, and she is hoping she will be the same way. She is eager to see where the class leads her in the future.

Brad Sexton is a junior at Robinson High School. He was on the wrestling team for 2 years and was on varsity both years. He participates in many school events and gets involved however possible. This summer he was working as a Lifeguard at the Quail Creek Country Club pool and also working at Monicals Pizza. He is looking forward to gaining everything he possibly can from this great opportunity to be in this class.



Drew Reider is a junior at Oblong High School. He likes to hunt, fish, and be outdoors. His favorite sport is football. He hopes to play college football when he gets out of high school. His favorite things about the CEO class are the opportunities and experiences it will give him. He's hoping it will help open doors for him in the future and help make him successful.

CEO Investors for 2015-16

Crawford County CEO Investors are what drives CEO. Their annual investment of \$1,000 provides the necessary resources for current-year teacher salary and other expenses. This investment is a 3 year commitment which ensures that students will continue to achieve entrepreneurial opportunities each year. A critical component of CEO success are:

- Site visits
- Class speaking
- Class visits

These components allow students to become successful entrepreneurial leaders as they continue throughout the year.

- BackPorch SmokeHouse
- William Bedwell O.D.
- Brigitte Brown
- Bunker Hill Supply Co.
- Eagle Theater
- Roger Eddy
- Farmers & Merchants Bank
- First Financial Bank
- First National Bank in Olney
- First Robinson Savings Bank
- Flying S Inc.
- Great Southwest Oil & Gas Corp.
- Harmon's Drug Store, Inc.
- Heartland Labels, Inc.
- Hershey Chocolate
- Illiana Cores, Inc.
- Kemper CPA Group
- Lincolnland Agri-Energy, LLC
- Coanne Love
- Lytle Electric Company
- Marathon Petroleum Company, LP
- Midwest Transport, Inc.
- Monical's Pizza
- Mont Eagle Mills, Inc.
- Morris Construction, Inc.
- Natural Solutions for Livestock, LLC
- Harry Patel (Countryview Inn & Suites)
- Pump Repair Specialist, Inc.
- Robinson Chamber of Commerce
- Robinson Smile Center
- Rural King
- Senco Construction, Inc.
- Tempo Products
- William Thomas
- United Way of Crawford Co.
- Weber Insurance & Realty

Class Activities

Professional Guest Speakers

More than 100 guest speakers spoke to CEO students about various topics and careers.

Mentor Matching

Students had a chance to speak with seventeen different community leaders and choose them as their mentors for the year.

Holiday World

This year the students had an amazing experience touring behind the scenes of Holiday World in Santa Claus, Indiana.

Transworld Trade Show

Students went to a Halloween trade show in St. Louis with hundreds of booths. This was a great way to learn how a trade show functions.

Bankers and Business Plans

Each student created a business plan with the details of their business and presented them to loan officers.

Pack the Place Day

This event gave CEO students a new avenue to promote their individual businesses and formulate an effective sales pitch.

Shark Tank

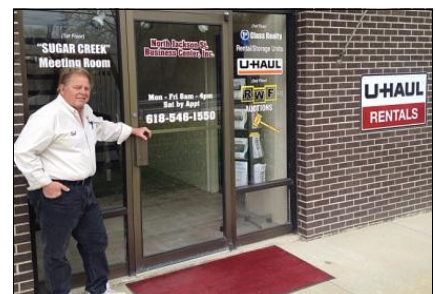
The CEO students presented their businesses to area business professionals and had to answer many questions about their business plans.

CEO Student Trade Show

The CEO students held the annual trade show, showcasing their individual businesses.

2015-2016 Class Hosts

The CEO class meets in different business locations every nine weeks. Meeting in an established, professional/business environment sets the stage for learning and encourages students to picture themselves beyond their school years. The following business have generously opened their doors to CEO class meetings this year:



North Jackson Street Business

Business Visits and Speakers

CEO students have visited over 30 area businesses this school year ranging from large factories to small businesses. We have also had 63 speakers come to speak with CEO students.

WTYE

JD Mullins

Silverthorne Ford

Silverthorne Chevrolet

Holiday World

EH Baare

Flying S

The Depot

Lincoln Land

Toyota Motor Corp.

Monsanto

Dairy Farm

Marathon Petroleum Company

Robinson Daily News

Pump Repair Specialists

Alluring Salon

Robinson Sew and Vac

Hutsonville Foods

Crawford County Jail

Dana

Bunker Hill Supply

Barry Callebaut

Walmart

Countryview Inn and Suites

Pulliam Funeral Home

The Smile Center

CMH

Countyline Market

Eagle Theater

Harmon's Healthmart

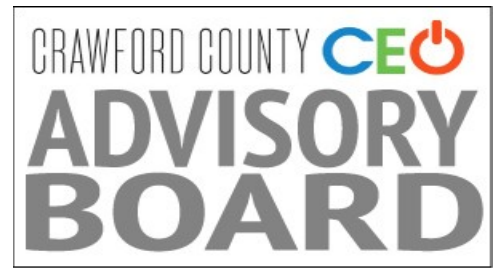
Tempco

First Robinson Savings Bank

Illiana Cores

Monical's

CEO Advisory Board for 2015-16



Koert Mehler - CEO Alumni, 2013-2014 CEO Entrepreneur of the Year

Mark Hill - First Robinson Savings Bank Vice President/Senior Loan Officer, Secretary of CEO Board

Vince Mickey - Owner of Monical's Pizza, Chairman of CEO Board

Steve McGahey - Owner of Tempco Products, Vice Chairman of CEO Board

Barb Webster - Executive Director of East Central Illinois Development

Tiffany Macke - University of Illinois Extension/Community Development

Julie Kraemer - Superintendent of Hutsonville Schools

Cindy Grimm - Administrative Assistant, Treasurer CEO Board

Kevin Bogard - General Manager- Illinois Refining Division

Troy Hickey - Principal of Robinson High School

Chris Forde - Coordinator of Marketing and Public Information at Lincoln Trail College

Jason Sutfin - First Robinson Investment Services

Jodi Strauch - Nurse Practitioner at Marathon Petroleum

Barret Von Behren - Refining Engineer - Illinois Refining Division



PO Box 1211- Effingham, IL 62401 - Phone 217-342-4988



Crawford County CEO Fund

Date: _____

Name _____ Company Name _____
Address: _____ City _____ State _____ Zip _____
Phone: _____ E-mail: _____

I wish to make a contribution to the Crawford County CEO Fund. In consideration of the gifts of others for the same purpose, I/we hereby agree to contribute one of the following:

- ☐ \$ _____ Payable over three years
- ☐ \$ 3,000 Payable over three years
- ☐ \$ _____ One time payment in full

Choose a payment method:

- ☐ My check for the entire pledge is attached
- ☐ My check for the first payment of my pledge is attached.
- ☐ Please bill me.

Signature _____

The Southeastern Illinois Community Foundation is a 501(c)(3) organization. Your donations are tax deductible to the extent allowed by law.

PLEDGE CARD



PO Box 1211- Effingham, IL 62401 - Phone 217-342-4988



Crawford County CEO Fund

Date: _____

Name _____ Company Name _____
Address: _____ City _____ State _____ Zip _____
Phone: _____ E-mail: _____

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- ☐ \$ _____ One time payment in full

Choose a payment method:

- ☐ My check for the entire pledge is attached
- ☐ My check for the first payment of my pledge is attached.
- ☐ Please bill me.

Signature _____

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PLEDGE CARD

