

CRAWFORD COUNTY

CREATING ENTREPRENEURIAL OPPORTUNITIES

2016-2017



2016-2017 Annual Report

As we wind down year 4 of CEO we have learned so much throughout the year that will continue to improve the program for each and every student in the years to come. Continual learning and the advancement of social skills are 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 45 businesses throughout the county and have had 65+ 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**
- **Started CEO Live**
- **CEO Student Trade Show**

It has been a year full of many great visits, speakers, presentations, and achievements that are both personal and professional. 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 Chili Cookoff event, another learning opportunity for our CEO students. We could not have been any more pleased! Thank you!

Much more businesses in our area 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 8% this year which gives us more knowledge about Crawford County business.

-Mason Griffin, CEO Student

As a facilitator the growth is so exciting to see and hear. Students began the class with some expectations but they learned that they have the ability to accomplish so much more as they continued to grow.

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 myself. 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

2016-2017 CEO Class



Front Row: Damian Hoke, Carly Miller, Paige Poorman, Savanna Wells, Alison Sanders, Shelby Busott, Kealie Jenkins, Kinley Ledermann, Tess Krause, Keithfer Dolson.

Second Row: Mason Griffin, Morgan Beabout, Cameron Ireland, Carson Brown, Taren Williamson, Summer Crowe, Wyatt Revalee.

Our Mission

The mission of the CEO class is to prepare our youth to be responsible, educated 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 the community.

A Community with a Vision

In 2012, a group of community leaders that included educators, city and county leaders, and the 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

As the year winds down I stand with my fellow students not as classmates but as friends, bonded through the tyranny that is a cash flow spreadsheet and the inevitable chain reaction of yawns emitted from juniors and seniors still not used to getting up at 6:30. I was forced into taking this class, my mother being coerced into making me sign up by a former student. Still, I can't say I have regretted it. Mr. Ireland has made us all go out of our comfort zones, both mathematically and socially. In doing so we have not only learned from our past selves and how truly foolish our past fears were as well as expanded our minds, confidence, and professional appearance in great strides offered to the lucky few who were accepted. -Mason Griffin

At the beginning of the year, I was really shy and didn't want to talk to anyone just because it felt awkward. As the year went on, we were forced to be in uncomfortable situations and I got more comfortable speaking with people. I never enjoyed talking to others but the more people I talked to, the more I started to enjoy it. Everyone has a different perspective on life and it's really cool to hear what they have to say. I made connections with people that will never go away and I know they will be there for me anytime I need them. Learning about the different businesses in the community was interesting because the way they run are so different but it works for them. My last take away was to set goals. I learned if you don't have goals, then nothing is going to change for the better. I really have enjoyed this class and I'm grateful for the opportunity I was given. - Paige Poorman

As it gets closer to the end of the year, I realize how much I'm going to miss waking up at 5:30 every morning and heading to CEO at 6:30. I've learned so much while being in CEO from business, overcoming my fears, to communicating with complete strangers. I used to be super shy with new people or people I didn't talk to on a regular basis. I can now definitely talk to anybody, even if it's a stranger. We were always forced into uncomfortable situations, It feels normal now. At the beginning of the year, I would always be asked.. "Why are you always dressed so nice?". Now everyone knows that i'm in CEO and I don't have to feel weird about going to school in business attire. Anywhere I go, I always want to dress nice. It honestly feels strange dressing in casual attire, such as a t-shirt and jeans. - Carly Miller



Kinley Ledermann attends Hutsonville High School as a Junior. She is a member of many clubs and organizations, including: National Honor Society, Treasurer of Student Council, and President of Drama Club. In addition, she is in band, and broadcasts home sporting events. Outside of school, Kinley enjoys volunteering at her church and spending time with friends and family. Her business, KAL Co., creates handmade purses with unique and custom designs.

“CEO is more than just a business class, it’s a life skills class. It’s improved all of us, from networking to how to conduct yourself professionally.”

Paige Poorman is a junior from Hutsonville High School. She plays volleyball, is active in National Honor Society, and is president of Fellowship of Christian Athletes. She is also involved her church, Highland Church of Christ. After high school, Paige plans on going to Liberty University in Lynchburg, Virginia to study to be a missionary. She will get to experience her first mission trip to Haiti in November 2017. The profit she makes from her personal business will be used to support the trip.



“I am thankful for the opportunity to be in this class and to learn as much as possible from businesses around our area. I hope to take those things I’ve learned and apply them to my life now and in the future.”



Cameron Ireland is a senior from Robinson High School. Cameron is very involved in extracurricular activities. His favorite class is CEO. This summer, Cameron plans to grow his company, The Kale Mitchell Group LLC, which is also owned by Carson Brown. He believes that the best way to succeed is to spend time with successful people. Cameron and Carson’s business is Kale Mitchell Marketing. This business is a subsidiary of The Kale Mitchell Group LLC. Cameron and Carson also run an ecommerce business. Cameron’s personal mission is to be a trend catcher, and create businesses that can create viable income for future investments.



Carson Brown is a senior at Robinson High School. He's involved in extracurricular activities like golf. Over this summer, Carson plans to play music at a few gigs and to grow his business, The Kale Mitchell Group, LLC. Which contains an e-commerce and marketing business. Carson's mission is to find out what motivates people and to inspire them.

Alison Sanders is a junior at Robinson High School. She is the daughter of Patrick and Melissa Sanders. She is involved in Beta Club, Colorguard, Key Club, FCA, and Softball. In her free time she likes to watch Netflix and spend time with her family. CEO has helped her improve on her communication skills and help her become more outgoing. After high school she plans to go to a 2 year university and then transfer to Logan College of Chiropractic.

C



Carly Miller is the daughter of Bill and Carol Miller. She's currently a Junior at Hutsonville High school. She participates in cheer, softball, Student Council, and Spanish Club. Outside of school she enjoys running, working out, spending time with family and friends, playing tennis, and riding her horses. After high school she plans to join a 2 year college and earn her associates, then transfer to a university and earn a degree in veterinary technology.

"By participating in CEO, I hope to become more responsible, learn to be a productive team member, improve my communication skills, and learn more about entrepreneurship."

Keithfer Dolson is a senior at Oblong High School. He participates in Art, Scholastic Bowl, National Honor Society, Math Team, Team Quest and Trio Upward Bound. He also likes to play games with his friends, creating original characters and creating a unique world/story those characters reside in. He is going to University Southern Indiana to study Electrical Engineering and plans on publishing a series of fantasy books.



Savanna Wells is a senior at Hutsonville High School. She has been involved in basketball for 3 years, and Volleyball for 4. She is a member of the National Honor Society, Student Council, President of Spanish club for 1 year, and was a member of the yearbook club for 3 years. Savanna's CEO business is "Blue's Gourmet Dog Treats". She is selling them at the Robinson Rural King and plans on growing her business even after high school. Her dog treats are made with quality ingredients with no added preservatives. She plans on attending Lincoln Trail College, then transferring to Vincennes University for a degree in Agribusiness.

"I'm so thankful that I got the opportunity to be a part of the Crawford County CEO class. I have learned so much this year in this class than any other class I have ever had. I look forward to using the skills I have learned in my future goals and personal business".

Bradley Sexton is a Senior at Robinson High School. He is in his second year with the Crawford County CEO program. Bradley will be attending Ball State University in Muncie, Indiana, in the Fall of 2017 for a double major in Entrepreneurship and Finance. This past summer, Bradley was nominated to attend the National Youth Leadership Forum for Future Business Leaders in Chicago, where he would have to start a business in 8 days. He placed in the top 5 in the international conference with his business that he is continuing, BTS Enterprises.





Morgan Beabout is a senior at Robinson High School. He is involved in 3 sports that includes Baseball, Track, and Cross Country. His favorite thing about school has been American Problems with Jay Jared. After high school, he is still planning out what he is going to do but is open to it since he gets to experience the adventure of life. He will attend LTC and get his generals and go on from there.

Wyatt Revalee is a Junior at Hutsonville High School. He is involved with National Honor Society, FCA, drama club, baseball, and cross country. Outside of school, he enjoys hanging out with his friends and spending time with his family. After high school, Wyatt plans on attending EIU to further his education. His business, Wyatt's Watches, will be importing and retailing watches.

"I'm glad that I've had the opportunity to be a part of such an amazing program. I've learned so much from it that I will use now, and for the rest of my life."



Taren Williamson is a junior at Robinson High School. He is involved in sports such as wrestling and football, and is involved in Beta Club, International Club, and Band. Outside of school, he enjoys spending time with friends and family, playing sports, and watching movies. CEO has helped him improve his communication and presentation skills. After high school, Taren plans on attending Eureka College. He plans on majoring in Business Administration, Economics, or International Business. He also plans to continue his business, Get 'n Go, after he graduates.

Shelby Bursott is a junior at Robinson High School. She participates in basketball, FCCLA, FCA, Student Senate, Beta Club, Key Club, and Interact Club. Shelby is the president of Interact Club, the vice president of Key Club, and the co-treasurer of FCCLA. Outside of school, Shelby enjoys sewing and spending time with people she loves. For her business, Madison Avenue, she is refurbishing and restoring antique furniture. This summer Shelby plans to travel to Japan to help with various service products. The money she earns from her business will help to fund her trip. Shelby's favorite aspect of CEO is being able to meet and network with business owners in the community.



Kealie Jenkins is currently a junior at Robinson High School. She is the daughter of Troy Jenkins and Hillary Lawhead. She takes part in Key Club, Interact Club, FCCLA, Student Senate, Beta Club, and Track. Kealie was diagnosed with Type 1 Diabetes Mellitus. She plans to donate 15% of her individual business profit from the tradeshow to JDRF, Juvenile Diabetes Research Foundation. Outside of school, Kealie loves to spend time with her family and friends. Kealie joined CEO in hopes to improve her communication skills. After Kealie graduates high school, she plans to go to college and later, become a clinical psychologist.

Tess Krause is currently a junior at Robinson High school. She is the daughter of Chris and Rhonda Krause. She takes part in Key Club and Student Senate. She's played basketball for 2 years and softball for 3. She enjoys listening to music and spending time with her friends and family. She joined CEO to better her communication skills and to learn more about how businesses run. Tess currently works at Dairy Queen, and after high school she plans on going to college for cosmetology and business.



Mason Griffin is currently a junior at Palestine High School. He likes writing and music, and is currently listening to Frank Ocean's Blond on repeat. He works at Pizza Hut, and loves his job. He has been diagnosed with autistic spectrum disorder as well as ADHD but doesn't let it slow him down. After high school he plans to move out of Illinois and find himself up in the mountains of Idaho or Montana before settling down. He has learned from our past selves and how truly foolish our past fears were as well as expanded our minds, confidence, and professional appearance in great strides offered to the lucky few who were accepted.



Summer Crowe is a junior at Palestine High School. She participates in multiple sports and programs such as basketball, softball, National Honors Society, History Club, Drama Club, and she is currently one of two student representatives for Student Senate. Summer plans on going to Lincoln Trail College for two years to obtain her associate's degree, and ultimately transferring to a four year university for agribusiness.

"I'm looking forward to my the adventures I will have throughout the rest of my life, and I know for a fact I will be using the skills I learned in CEO for the journey."

Damian Hoke is a junior at Oblong High School. He is the son of Robert Hoke and Courtnie Wheeler. He participates in FCA, Student Council, Blue Crew, Track, Golf, and he is a youth ministry intern at FCC Oblong. His favorite class is CEO. Damian has started Hoke Enterprise, which distributes premium organic coffee from Costa Rica. After high school, he plans on growing his business and finding other brands of coffee.

"I believe in this program whole heartedly. It is so amazing. I believe every student should be able to take this class whether it be for the networking aspect or the communication aspect."



CEO Investors for 2016-17

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.
- Casey State Bank
- Eagle Theater
- Roger Eddy
- Farmers & Merchants 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 Country Real Estate
- United Way of Crawford Co.
- Weber Insurance & Realty

Class Activities

Professional Guest Speakers

More than 65 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.

Chili-Fest 2017

Our Class business to help students raise revenue to be used for their individual businesses

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.



2016-2017 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:



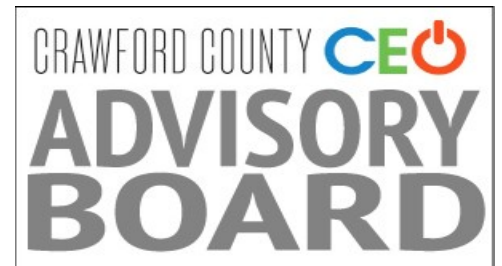


Business Visits and Speakers

CEO students have visited over 35 area businesses this school year ranging from large factories to small businesses. We have also had 65 speakers come to speak with CEO students. Some include:

WTYE
 JD Mullins
 Silverthorne Ford
 Silverthorne Chevrolet
 Holiday World
 EH Baare
 Flying S
 Lincoln Land
 Marathon Petroleum Company
 Robinson Daily News
 Pump Repair Specialists
 Alluring Salon
 Robinson Sew and Vac
 Hutsonville Foods
 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 2016-17



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

Kevin Bogard - General Manager- Illinois Refining Division

Troy Hickey - Twin Rivers Coordinator, Retired Principal, President CEO board

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

Christina Ferrini - Strategic Consultant, Humana

Guy Rumler - Principal Hutsonville Schools

Rich Johnson - Retired, former Twin Rivers Coordinator



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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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

