



ANNUAL REPORT EDITION 2023



MCDONOUGH
COUNTY

CEO®

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A Message from the Chair



It is my pleasure to present the 2023 McDonough County CEO Annual Report. Having completed our fourth year, McDonough County CEO continues to expose area high school students to all the wonderful businesses, people, and ideas that the McDonough County area has to offer.

The success of this program required the involvement of everyone. Without the financial support from our investors, the willingness of businesses in our community to share their successes and failures through tours and speaking presentations, to our mentors, our board members and the creative work of our facilitator, this program would not be what it is today. CEO is a true testament of what a community can accomplish when it works together for the benefit of our citizens.

Our team's transformation from high school students to our next generation of business individuals is evident in their appearance, outward behavior, inquisitiveness, problem solving, personal responsibility, trustworthiness, enhanced ability to interact with adults, optimism, hard work, and determination. McDonough County CEO is helping to unlock the true potential of our future leaders. It continues to be my honor and pleasure to serve on the CEO Board. Being able to witness the growth of these students in such a short amount of time amazes me each year. Growth in confidence, communication skills, and creativity are just a few of the successes I see in each one of them.

I will leave you with one of my favorite quotes from Craig Lindvahl, "Who will be better because of what I do today." It is with a grateful heart, that I know our CEO students are better because of what you have done for them today. For that, I thank you.

Congratulations to the CEO Class of 2023!

Rachel Lenz

Board Chair

MISSION

CEO nurtures entrepreneurial thinkers who possess awareness of themselves and their communities.

VISION

To be learners, owners, creators, communicators and connectors.
CEO embodies the values our country was founded on:
hard work, innovative thinking, and entrepreneurship.
CEO offers the chance to experience those values every day.

A Message from the Facilitator

It may be hard to believe this, but December of 2021 marked the beginning of the journey for the CEO Class of 2023. The largest class yet in McDonough County CEO history was selected and students were notified to plan it into their 2022-2023 class schedules. We were in the midst of last year's CEO Program (Class of 2022), while this year's students were mentally preparing for what lay ahead. It's hard to anticipate just how much this program can impact any one student in the course of a school year.



We always begin by breaking down walls and assumptions, preparing students to become a team. Get-to-know-you games and team building exercises, talks about personal responsibility, accountability and communication, brainstorming and consensus building are the keys that happen right at the start. The first project: the team has to come together and find a sponsor for their name badges, and coordinate the production of those name tags. This year, instead of one sponsor for all badges, each team member committed to getting their nametag sponsored individually. A first for the program!

The next challenge was the "Fair Market Value" challenge, also known as the 1 to 100 project. That tested their entrepreneurial mindset, challenging them to turn \$1 into \$100 by trading services or goods at fair market value. It's tough! What can you purchase for \$1 that you can turn around and sell at a slightly higher price? While not every student made it to the goal, they learned about commerce and about themselves.

Next up was the class business and they focused on providing value for families with kids during the winter months when everyone is stuck inside. The Polar Pop-Up came together nicely and had something for both kids and parents! We appreciated the community's support of their efforts.

Bringing together all the expertise from business visits, speakers and mentors, each team member began the process of writing business plans and marketing their personal businesses in the spring. This is always the most exciting part of the program for me, where we see personal passion and growth come together in entrepreneurial ideas. It is not easy, but it's what these students have been talking, thinking and asking about since submitting an application for the program! Nearly every speaker or business owner asks, "So, do you know what your business will be?" The trade show brings it all together, and I couldn't be more proud to see these high school juniors and seniors demonstrated their capacity for success.

We can't wait to see what the future holds for the CEO Class of 2023!

Alison Jefferson

Facilitator

Creating Entrepreneurial Opportunities (CEO) is a year-long course designed to partner with community members and provide an overview of business development and processes to high school juniors and seniors. CEO is not school; instead, students are immersed in real-life learning experiences to take risks, manage results and learn from outcomes.

Our local business community partners with schools in McDonough County to create project-based experiences for students by providing funding, expertise, meeting space, business tours, and one-on-one mentoring. Students:

- visit area businesses
- learn from guest speakers
- are paired with business mentors
- create a class business
- write individual business plans
- start and operate their own business

CEO students learn business concepts that are critical to developing 21st-century skills like problem-solving, teamwork, self-motivation, responsibility, higher-order thinking, communication, and inquiry.

To be selected for CEO, students must submit a written request for admission, letters of recommendation and complete an entrepreneurial profile.

CEO facilitator Alison Jefferson guides students, meeting for class each weekday throughout the school year from 7:30 to 9 a.m. They arrive at a local business dressed in business attire, ready to meet community members and learn life skills. The capstone event is a trade show where each student showcases their personal business to the public.



Thank You for Providing our Home Base

The CEO program is not meant to feel like school, therefore daily activities are held in board rooms and spaces provided to the CEO program by community members and investors. This year they split their time between McDonough Telephone Cooperative in Colchester, McDonough County Public Transportation (MCPT) and the Regional Office of Education in Macomb, and Tellers in Bushnell. These companies generously provided professional meeting places for months at a time that served as the home base for the class in between site visits and other activities.





Narí Bodiford

Apple Kingdom's Treat offers homemade cookies, pies, and cheesecakes from a cottage bakery. For more information, email ApplekingdomsTreat4@gmail.com. A junior at Macomb High School, Narí plans to attend college or a trade school. She is mentored by Steph Zimmerman, Stephanie Zimmerman Photography.



Ivy Chapla

Ivy Air is a custom car air freshener company specializing in clay and cotton bag fresheners, so you don't have to smell your leftover fast food from the night before. For more information, contact ivyair2023@gmail.com or visit Ivy Air on Facebook. A junior at Macomb High School, Ivy is mentored by Susan Creasey, Western Illinois University.



Jayden Chenoweth

Lucky Duck Baskets helps people find the perfect gift basket for their loved ones, with custom or pre-made baskets. Contact her at Luckyduckbaskets@gmail.com and visit Lucky Duck Baskets on Facebook. A senior at Bushnell-Prairie City High School, Jayden will attend Cornell College and study a pre-law track. She is mentored by Rachel Kerns, McDonough Telephone Cooperative.



Jacob Clemente

Outlook Edits offers video editing that specializes in helping creators, businesses, and organizations make videos to better promote themselves. For more information, email outlookedits@gmail.com, call (309) 259-9074, or visit Outlook Edits on Facebook. Jacob is a senior at Macomb High School and will attend Missouri State University to major in Electronic Arts: Computer Animation. He is mentored by Julie-Anne Pickett, IPI Wealth Management.





Dawson Davis

DDT - Dawson Davis Tech is a business with a passion for keeping computers looking and running at top condition, and Dawson will fix any problems while removing malware. Email him at dawsondavistech@gmail.com. A senior with Royals, Dawson would like to become a police officer while also maintaining his computer repair business. His mentor is Kristen Conrad, Make Fit Happen.



Ethan Harrison

Timberbeamz is a wood engraving business that laser engraves cutting boards, multi-tools, and coasters with a custom design from the customer. Timberbeamz strives to provide good service and excellent product. For more information, contact ethanharrison1007@gmail.com, (309)318-9414, or find Timberbeamz on Facebook. A junior at Macomb High School, Ethan is mentored by Seth Minter, Edward Jones.



Jake Hobson

Jake's Mowing is a high-quality lawn and landscaping service. Find him on Facebook or contact him at (309) 333-3210 or jakesmowing20@gmail.com. Jake is a junior at Macomb High School. Jake's mentor this year is Beau Ingledue, PGIB Insurance & Investments.



Claire Nelson

Stamped By Claire is the source of hand-stamped jewelry that provides unique and customizable jewelry. Contact her at StampedByClaire2023@gmail.com or find Stamped By Claire on Facebook. Claire is a junior at West Prairie. She is mentored by Megan Winters, Western Illinois Natural Medicine.





Carter Powell

Carter Detailing is a car detailing service based in Blandinsville that specializes in getting the small details that can be overlooked. For more information, contact Carter at carterdetailing23@gmail.com or at 309-209-0605 and check out Carter Detailing on Facebook. A senior at West Prairie, Carter will attend the University of Illinois, majoring in engineering. His mentor is Alan Thompson, State Farm Insurance.



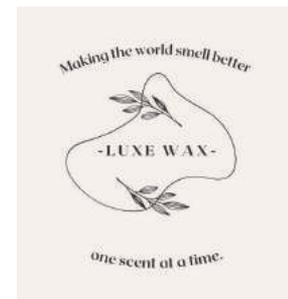
John Reynolds

Future Pro Baseball is a baseball company focused on providing lessons to young baseball players. For more information, contact John at futureprobaseball23@gmail.com or at 309-209-0347 and check out Future Pro Baseball on Facebook. A senior at West Prairie High School, John will attend Southern Illinois University and study business. John is mentored by John Armstrong, First Bankers Trust.



Claire Rhoads

Luxe Wax is creating handmade wax melts to make your space smell and feel perfect. Find them on Instagram and Facebook at luxe.waxco. Claire is a junior at Macomb High School, and plans to enlist in the armed forces and study nursing. Claire's mentor this year is Brae Huston, Citizens Bank.



Tyler Shannon

T. W. Photography offers art prints of local scenery and personal photoshoots. Contact him at TWPhotoSessions@gmail.com, TW_PhotoSession on Instagram and T.W. Photography on Facebook. Tyler is a junior at Macomb High School and plans to attend Black Hawk College East. He is mentored by Matt Lawver, United Community Bank.





Madelyn (Maddie) Skiles

Maddie's Mark is a cowhide product business that offers people the chance to flare up their style with cowhide accessories. Find her on Instagram and Facebook, or contact her at 309-333-7798 or madelynskiles@icloud.com. Maddie is a senior at Macomb High School, and will attend Spoon River College on her path to nursing school. She is mentored by Danielle Bice, The Cow Patty.



Emma Taylor

The Herb Garden is offering fresh herbs grown locally, and wants to help people add more flavor into their kitchen in a healthy manner. Contact theherbgarden2023@gmail.com or (309) 259-0276. A junior at Trinity Academy, Emma is mentored by Angela Hance, Dough Delights.



Benjamin Wrenn

Ben's Butters specializes in creating butters with different ingredients to make compound butters. For more information, check out Ben's Butters on Facebook or call 309-331-4999. Ben is a senior at his homeschool, while also attending classes at West Prairie. Ben plans to attend Concordia University Wisconsin. He is mentored by Ryan Riggins, MidAmerica National Bank.



Schools/Programs Represented



Bushnell-Prairie City
High School



WEST PRAIRIE
JR./SR. HIGH SCHOOL



TRINITY
ACADEMY
CLASSICAL CHRISTIAN SCHOOL

Class of 2023

August 1, 2022- July 31, 2023

REVENUE

Investors	\$ 39,000.00
Friends	\$250.00
Sponsorships	\$500.00
Total Revenue	\$39,750.00

EXPENSES

Administrative Agent Fee	\$0
Auto/Travel	\$421.00
Events	\$973.00
Fiscal Agent Fee	\$0
Insurance	\$838.00
Investor Relations (sponsored)	\$500.00
Marketing	\$50.00
Midland Institute Fee	\$5,000.00
Office Supplies	\$130.00
Salary	\$27,500.00
Total Expenses	\$35,412.00
Net Income/(Loss)	\$4,338.00

INVESTOR: \$1,000 donation per year for 3 years
 FRIEND: Donation of less than \$1,000

SPECIAL EVENTS



Mentor Mondays

Creating Entrepreneurship Opportunities



Regional Pitch Contest

INVESTORS: \$1,000 per year for 3 years



Investors are the heart of McDonough County CEO. An annual investment of \$1,000 provides the necessary resources for current-year facilitator salary and other expenses, and ensures the sustainability of the McDonough County CEO class for future students. Investor commitments of site tours, guest speakers and mentor relationships are critical to the success of our program. These investors and friends supported the program from August 1, 2021, to July 31, 2022.

Citizens Bank	MidAmerica National Bank
Citizens Insurance	Midwest Control Products/Steinjager
City of Bushnell	MTC Communications
City of Macomb	Nelson's Clothing
Community News & Market	Nature's Grace & Wellness
Compeer Financial	Pella Corporation - Macomb
Farms & Merchants State Bank	Toby & Marie Powell
First Banker's Trust	Raritan State Bank
Fortress Bank	Richard & Kerry Derry
Garry & Margie Johnson	Rosebud's Tees
Hoyle Law Office	Ruebush & Lambert Farms
IPI Wealth Management	Runser Lawn & Construction
Macomb Audiology & Hearing Aid Clinic	S&P Farms
Macomb Park District	Spangler Farms
Marine Bank	State Farm Insurance - Alan Thompson
McDonough County CEO Class of 2020	State Farm Insurance - Tom Conklin
McDonough Farm Bureau & West Central FS	United Community Bank
McDonough District Hospital	W.A.C. Farms
McDonough Power Cooperative	Western Illinois University
	WURISH, INC

FRIENDS: less than \$1,000



Kurt Kelso

Clugston-Tibbitts Funeral Home

Thank you to our investors & friends!

A mentor is someone willing to share their time and expertise with a CEO student. They can be a business leader or entrepreneur from the McDonough County CEO community.



*Thank you, mentors!
You've listened,
guided,
inspired, encouraged
and most of all -
cared.*



John Armstrong
First Bankers Trust Company
John Reynolds

Danielle Bice
The Cow Patty
Maddie Reynolds

Kristen Conrad
Make Fit Happen
Dawson Davis

Susan Creasey
Western Illinois University
Ivy Chapla

Angela Hance
Dough Delights
Emma Taylor

Brae Huston
Citizens Bank
Claire Rhoads

Beau Ingledue
Purdum Gray Ingledue Beck
Jake Hobson

Rachel Kerns
McDonough Telephone
Cooperative
Jayden Chenoweth

Matt Lawver
United Community Bank
Tyler Shannon

Seth Minter
Edward Jones
Ethan Harrison

Julie-Anne Pickett
IPI Wealth Management
Jacob Clemente

Tim Rice
TJR Designs
Seth Andrews

Ryan Riggins
MidAmerica National Bank
Ben Wrenn

Alan Thompson
State Farm
Carter Powell

Megan Winters
Western Illinois Natural Medicine
Claire Nelson

Stephanie Zimmerman
Steph Zimmerman Photography
Nari Bodiford



An important piece of the CEO experience is visiting local businesses throughout McDonough County. People often drive by these locations without realizing what they do or how it affects the community. Students walk away with a changed mindset, never viewing the business the same way again.

- Make Fit Happen (Kristen Conrad)
- Dodsworth-Piper-Wallen (Eric Jameson)
- Arnold Brothers (Brian Kinman)
- Community News Brief & Market (Lynne Campbell)
- Western Illinois Natural Medicine (Dr. Megan Winters)
- Engraving by Lin (Lin Stults)
- Pella Corporation (Nathan Erickson & Courtney Snider)
- Vaughan & Bushnell Manufacturing Co. (Jason Simmons)
- McDonough Telephone Cooperative (Jay Griswold & Rachel Kerns)
- Spangler Farms (John & Holly Spangler)
- Bushnell Locker Service (Brady Mason) - scheduled by Emma
- Macomb Municipal Airport (Toby Myers, Jet Air, Inc.) - scheduled by Nari'
- McDonough County Public Transportation (Miranda Lambert)
- University Union (Ashley Katz)
- MDH (Pat Osterman, Bill Murdock, Adrian MacGregor)
- City of Macomb (Mayor Inman) - scheduled by Claire R.
- Macomb Field House (Nicole Allensworth) - set up by Claire N.
- Hoge Livestock (Mark & Katie Hoge) - scheduled by Tyler
- Dough Delights (Angela & Alex Hance)
- Macomb Arts Center (Nan Crossman)
- Kyle Kelso Auctions (Kyle Kelso)
- Sullivan Taylor Coffee House (Brandon Thompson)
- Steph Zimmerman Photography (Steph Zimmerman)
- Royal Printing (Andrew Asbury)
- Nelson's Clothing (John & Ian Nelson)
- Wild Daisies Boutique (Emily Harding)
- WIU Ag Mech Show
- M & B Furniture (Holly Brint)
- Crafty Coop (Laci Todd)
- Wildest Dreams Boutique & Tellers (Christen Osborne)
- McDonough Power Cooperative (Mike Smith & Kelly Hamm)
- Schuld Bushnell (Dave & Kim Stuaan)
- Nostalgia Decor + Gifts (Lara Dively)
- Midwest Control Products (Mark Rauschert)
- Rosebud's Tees (Kari Jo Kelso)
- Cole Street Coffee (Kea Runyan)
- Bridgeway (Tammy Diefendorf & Debbie Moehler)
- JBees Designs (Jena Bredeman)
- Lincoln Tattoo Company (Colby Fayhee)
- Macomb Park District (Rachel Lenz)
- Car Care Center (Richard & Jeff Derry)



41 BUSINESS VISITS

CEO participants have a unique experience to learn from guest speakers serving as instructors for the program. Community leaders share lessons on a variety of business topics.

- Rachel Lenz - Personal motivation / "Timeliness & Communication"
- Dr. Jeremy Robinett - Etiquette, Behaviors, and Relationships
- Michelle Howe - Professional Email Communication; Resume Writing & LinkedIn
- Bruce Western - Personal Responsibility, Follow Through, Time Management & Confidentiality
- Dr. Honey Zimmerman - Conflict Resolution; Supply Chains
- Jim Boyd - Introduction to Small Business; Business Model Canvas
- Don O'Brien - Better Business Bureau
- CEO Alumni Panel: Peyton Maloney & Jordan Rouse (CEO 2020), Kayla Davis, Ava Kilburn & Aaron Taflinger (CEO 2022)
- Ryan Follis - Midland Institute for Entrepreneurship
- Kim Pierce - MAEDCO Overview; Business Franchising
- Brian Kinman - Company Culture & Fostering a Healthy Work Environment
- Rachel Kerns - Strategic Marketing: Building Your Story With Data
- Carissa Kinman - Professional Evolution
- Fearless Founders - Ainsley Britain
- Kristin Terry - Downtown Development in Macomb
- Fearless Founders - Dan Miller
- Lori Thompson, Autism Specialist at WCISEC - Autism Spectrum Disorders
- Fearless Founders - Sam Rowen & Sam Abrahamson - Onomy.co
- Tom Conklin - Business Insurance, State Farm Agency
- Sarah Grant - Polar Pop-Up Debrief
- Julie-Anne Pickett - IPI Wealth Management
- State Representative Norine Hammond - State Government & Impact on Business
- Jeff Mabrey - Domino's Franchising
- CEO Events Committee - Trade Show Expectations
- Jessica Lambert - Marketing & Branding 101
- Tim Rice - TJR Designs, Logo Development
- Ryan Riggins - Business Plan Intro
- Fearless Founders - Lindsay Boccoardo - Motivational Speaker & Millennial Coach
- Cheryl Westen - Business Plan Financials
- Doug Villhard - How to Craft Your 30-Second Pitch
- Lauren Merritt - Chamber of Commerce
- Danielle Bice - The Cow Patty - Booth Set-Up
- Todd Lester - Personal Finances - Credit & Debt (including a tour of the bank with Laura Leezer)
- Nigel Graham - Business & Law
- Austin Brooks & CEO Alums - Leveraging the CEO Experience
- Steph Zimmerman - Product Photography Workshop
- Stacey Macchi - LinkedIn Workshop



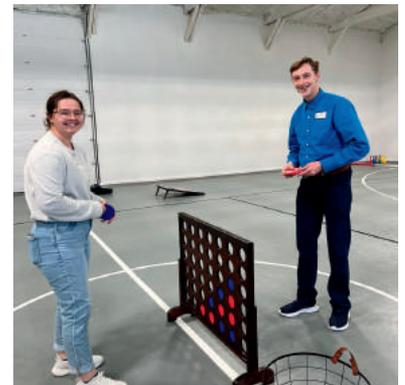
37 SPEAKERS

Polar Pop-Up

The McDonough County CEO Class business this year was the Polar Pop-Up, held on a Sunday in January at the Macomb Fieldhouse.

The goal of the event was two-fold: provide some fun mid-winter activities for young children, and a vendor fair for their parents (and the rest of the community). Many small business owners set up to showcase their products and goods, while kids had fun with the ball pit, bounce house, cookie decorating, and other games.

This class business is one of two culminating experiences in the CEO learning environment; the second is the students' individual businesses. Students learn to work together in a team environment, coming together to do their research, propose options to the board of directors, and decide how to proceed. They elect officers to run the business, and then get to work. Team members plan out all the logistics, marketing, and budget. It's a hands-on experience for everyone involved.



Special Thanks

to our Polar Pop-Up sponsors

Arnold Bros. Heating and Cooling

Macomb Hy-Vee

Western Illinois Natural Medicine

Participating Vendors

Avon - Bev Taylor

Colorstreet - Monica Keeney-Sutter

Ginny Lee Designs - Amanda Coggeshall

Linked by Leah - Leah O'Neill

Macie's Homemade Dog Toys & Treats - Macie Bartlow

Oh My Darlin' - Jill Cook & Courtney Rhoads

Pampered Chef - Lorri Kachinovas

Scentsy & Thirty-One - Emily Cramer

Tupperware - Daphne Thorman



To cement their hands-on lessons in entrepreneurship, each CEO student learned how to start their own business. They developed a business concept, met with bankers, worked with their mentors and participated in several other learning events as they developed their business. Finally, they launched their businesses on May 3 at the annual McDonough County CEO Trade Show.

The young entrepreneurs displayed their products/services, interacted with potential customers, and offered up their 30-second pitches on repeat. The trade show provides students the opportunity to put acquired skills into action as they introduce their business to the community. Board members, investors, educators, community leaders, alumni and families were impressed with the students' creative businesses and their ability to plan and present their work professionally.



We're excited to introduce the official McDonough County CEO Class of 2024! We visited each of the students at their schools for an official signing day. Thanks to Macomb 185 Schools, Bushnell-Prairie City Schools, West Prairie High School and Trinity Academy for partnering with us for another year!

Signing Day

- Kaden Little** - West Prairie
- Isabella Petty** - West Prairie
- Lindsey Dunn** - West Prairie
- Coye Bunnell** - West Prairie
- James Reynolds** - West Prairie
- Taylor Richardson** - West Prairie
- Addison Maloney** - Bushnell Prairie City
- Adrianna Swanson** - Bushnell Prairie City
- Audrey Hood** - Bushnell Prairie City

- Montanna Diephuis** - Bushnell Prairie City
- Wesley McEwen** - Trinity Academy
- Elijah Norton** - Trinity Academy
- Justice Keene** - Macomb
- Anika Clark** - Macomb
- Kate Killian-Johnson** - Macomb
- Alyssa Shockency** - Macomb
- Keala Stasen** - Macomb



BOARD MEMBERS



Rachel Lenz
Macomb Park District
Vice-Chairman
Chairman



Holly Spangler
Prairie Farmer
Vice-Chairman



Kim Pierce
MAEDCO
Treasurer



Jessica Lambert
The Art Barn
Secretary



Kristen Conrad
Make Fit Happen



Kathy Dinger
Bushnell-Prairie City
High School



Michelle Howe
Western Illinois
University



Shawnee Huston
Macomb High School



Laura Leezer
Citizens Bank



Jami Minter
West Prairie
High School



Ketra Roselieb
Western Illinois
University



Members of the CEO board are extremely important to the success of the class and the program. The CEO board is a working board, requiring energy and dedication. Thank you for your commitment to excellence!

Our McDonough County CEO alumni are paving their own way in the world, finding success in college and beyond.

Class of 2020

- Josh Bryan
- Makenzie Case
- Kassidy Carson
- Nate Clark
- Josh Lockhart
- Peyton Maloney
- Jenna Nelson
- Asia Pettigrew
- Jordan Rouse
- Jenna Spangler
- Karly Teel
- Hailey Walters



Class of 2021

- Jade Laverdiere
- Bryce Lester
- Gracie Murphy
- Devin Suggitt
- Laine Torrance

Class of 2022

- Thalia Adkins-Covert
- Trinity Christensen
- Emma Coursey
- Kayla Davis
- Braydon DeCounter
- Jake Hyde
- Ava Kilburn
- Sarah Riggins
- JD Runyan
- Nathan Spangler
- Aaron Taflinger



Our program is funded solely by our investors and we would greatly appreciate your contribution. To support the McDonough County CEO Program, please use the form below.

- I want to be a new investor for the 2023-2025 McDonough County CEO Program:**
\$3,000 total - Paid \$1,000/year over a 3-year period (invoiced annually)
- I want to re-invest for the 2023-2025 McDonough County CEO Program:**
An additional \$3,000 total - Paid \$1,000/year over a 3-year period (invoiced annually)

- Here is my gift in support of the McDonough County CEO Program: \$_____
- I would like to:
 - ___ Be a Mentor
 - ___ Host the Class at my Business
 - ___ Be a Guest Speaker
 - ___ Give a Business Tour

Name

Phone

Email

Company

Address

City

State

Zip

Signature

Date

Please return and make checks payable to:

McDonough County CEO • c/o MAEDCO • 1406 East Carroll Street • Macomb, IL 61455

MAEDCO is the fiscal agent for the McDonough County CEO Program. All contributions are tax deductible under its 501(c)(3) status.