MCDONOUGH COUNTY



2025

MCDONOUGH COUNTY CEO

ANNUAL REPORT

creating entrepreneurial opportunities

McDonoughCountyCEO.com

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CEO® MCDONOUGH COUNTY

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LETTER FROM THE BOARD CHAIR



KETRA ROSELIEB

Board Chair

It is my pleasure to present the 2025 McDonough County CEO Annual Report. A report that highlights the successes of our current students, investors, community partners, and board members while also showing continued promise in the eager 2025 – 2026 class. Having completed our sixth year, the McDonough County CEO program continues to provide opportunities to connect area high school students to all the wonderful business, people and ideas that the McDonough County area has to offer.

The success of this program requires the involvement of many individuals. From the businesses and guest speakers who share their successes and failures through tours and presentations to the mentors who provide guidance in making community connections and individualized goals with the students; we are thankful for the daily experiences in which our CEO students are able to participate. Behind the day-to-day scenes, the program thrives because of the investors and board members who spend time investing in critical aspects that make this program run as successfully as it does. McDonough County is lucky to have such generous individuals who believe in the potential the CEO program can provide for area students.

Our team's transformation from high school students to our next generation of entrepreneurs is evident in their appearance, outward behavior, inquisitiveness, problem-solving skills, personal responsibility, trustworthiness, enhanced ability to interact with adults, optimism, hard work and determination. Their transformation over nine months of experiential learning amazes me year after year. The McDonough County CEO program is helping to unlock the true potential of our future leaders.

CEO is a true testament of what a community can accomplish when it works together for the benefit of our citizens, especially those with young entrepreneurial minds and aspirations. May the CEO program continue to develop these leaders into the inspirational, distinct and memorable leaders that we empower and educate them to be. Thank you for what you have done to contribute to this program today.

Congratulations to the CEO Class of 2025!

MCDONOUGH COUNTY

LETTER FROM THE FACILITATOR



ALISON JEFFERSON

Facilitator

Every day, we make choices. CEO is a choice. Students choose to apply. Students choose to get up early every morning for a 7:30am start. Students choose to dress a little differently from their peers. Our students make the choice to be present, to learn, and to take responsibility. They choose to be a part of a program that challenges them every single day.

Those challenges begin on day one. We bring these students out of their comfort zones. We push them together to become a team, and work together as a unit. It's not easy, and teamwork doesn't happen overnight. It never looks perfect. Their efforts and approach consistently change and evolve over the year.

We start small, with a couple of business ventures that challenge them to think creatively. These ventures inform the team dynamic, as leaders emerge and work ethic is demonstrated. They move on to the class business, planning and executing with minimal support. (If you didn't participate in Rock 'n' Roll Bingo this year, you really missed out!) Finally, they collect all the information they've gleaned from speakers, business owners, and mentors throughout the year to create and launch their personal businesses. Along the way, this team has shown us their sense of humor, the competitive edge amongst themselves, and their drive to be successful.

This group of students started the year with ideas and aspirations. Perhaps they were inspired by their peers in previous years, or a simple desire to change something in themselves. No matter what they brought to the table in the beginning, they are leaving with a bigger and better toolbox of skills, business concepts, and supportive people. It has been a privilege to walk alongside these students and support their development into young entrepreneurs. They made choices that have changed their trajectory, and we can't wait to show you what they've done!

MCDONOUGH COUNTY

PROGRAM OVERVIEW

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.





PARTICIPATING SCHOOLS

Bushnell Prairie-City High School
Macomb High School
Trinity Academy
West Prairie High School

VISION

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

MISSION

Being and developing life-long learners, owners, creators, communicators and connectors

CULTURE

Expecting the best of ourselves and others that reflects the spirit and accountability found in CEO.

PARTICIPATING SCHOOLS	CURRENT STUDENTS	TOTAL ALUMNI	ACTIVE INVESTORS	BOARD MEMBERS	YEARS ACTIVE
4	7	55	51	10	6

MCDONOUGH COUNTY

INCOME STATEMENT
REPORT

CLASS OF 2025 | **AUGUST 1, 2024 - JULY 31, 2025**

ITEM	AMOUNT
REVENUE	
Investors	$49,000
Friends of CEO	$2,500
Interest Income	$35
TOTAL REVENUE	**$51,535**
EXPENSES	
Wages	$27,179
MIE Chapter Fee	$5,000
Student Support	$75
Insurance	$906
Travel	$227
Marketing	$23
Events	$962
Investor Relations	$360
Miscellaneous	$315
Bank Charges	$12
Supplies/Postage	$167
TOTAL EXPENSES	**$35,226**
NET INCOME	**$16,309**

*Report reflects year-to-date revenues and expenses as of 6/15/2025

MCDONOUGH COUNTY

BOARD MEMBERS

STEERING THE FUTURE OF ENTREPRENEURSHIP



KETRA ROSELIEB
Vice President for Finance & Administration, WIU
Board Chair

KIM PIERCE
President/CEO, MAEDCO
Board Treasurer



HOLLY SPANGLER
Editor, Prairie Farmer
Board Secretary



JERRY BUTCHER
Principal, Bushnell-Prairie City High School
Board Member



KRISTEN CONRAD
Owner, Make Fit Happen
Board Member



JIMMY HEUER
Principal, West Prairie High School
Board Member



SHAWNEE HUSTON
Guidance Counselor, Macomb High School
Board Member



MATT LAWVER
Financial Advisor, Edward Jones
Board Member



LAURA LEEZER
Vice President, Clock Tower Community Bank
Board Member



RACHEL LENZ
Former Executive Director, Macomb Park District
Board Member

INVESTORS
POWERING THE NEXT GENERATION

Our investors are the backbone of our community-driven program. A three-year commitment of $1,000 annually supports current-year facilitator salary and operating expenses, and ensures the sustainability of McDonough County CEO for future students. Investors also host business visits, speak in class and mentor students.



All Pets Veterinary Clinic ◆ Century 21 - Amber Patrick ◆ City of Bushnell ◆ City of Macomb
Clock Tower Community Bank ◆ Community News & Market ◆ Compeer Financial
Edward Jones - Seth Minter ◆ F&C Water Solutions / Copy Pack & Post
Farmers & Merchants State Bank ◆ First Bankers Trust ◆ Fortress Bank ◆ Hoyle Law Office
IPI Wealth Management ◆ Kelso & Co. ◆ Land of Lincoln Credit Union
Macomb Audiology & Hearing Aid Center ◆ Macomb Park District ◆ Make Fit Happen
Marine Bank ◆ McDonough County Farm Bureau / West Central FS
McDonough District Hospital ◆ McDonough Power Cooperative ◆ MidAmerica National Bank
Midwest Control Products ◆ Midwest Express & Hay Grinding ◆ MTC Communications
Nelson's Clothing ◆ Pella Corporation - Macomb Operations ◆ Raritan State Bank
Ruebush/Lambert Farms ◆ Runser Lawn & Construction ◆ S & P Farms ◆ Spangler Farms
State Farm Insurance - Tom Conklin ◆ State Farm Insurance - Alan Thompson
Tracy Family Foundation ◆ United Community Bank ◆ W.A.C. Farms
Welch Ag Service ◆ West Side Lumber / West Side Lumber Kitchen & Bath Design Center
West State Title Company d/b/a Terrill Title Co., Inc ◆ Western Illinois University ◆ WURISH, LLC
Jessica Buwick ◆ Richard & Kay Derry ◆ Garry & Margie Johnson
Ed & Judy McMillan ◆ Tim & Claire O'Hern ◆ Toby & Marie Powell

FRIENDS: Those who contribute $1,000 or less, or who contribute additional investor funds
MTC Communications ◆ Jamie and Mick Cumbie ◆ Community News & Market ◆ SRC Foundation ◆ WURISH, LLC



INVESTOR **TESTIMONIAL**

"We are a proud investor in the CEO program to give back to our community and to encourage the next generation of entrepreneurs. Seeing the growth in these young CEOs and the passion they bring lends great faith in our collective futures."
– Dr. Christine Standard and Mitch Standard, Macomb Audiology

MENTORS
GUIDING THE NEXT GENERATION

A mentor is a business owner, entrepreneur, or intraprenuer from the McDonough County CEO business community who plays a vital role in shaping the next generation of leaders. By sharing their time, expertise, and real-world experiences, mentors provide invaluable guidance, encouragement, and insights that help CEO students develop confidence, critical thinking skills, and an entrepreneurial mindset.



GLORIA BAMFORTH
Vice President, McDonough District Hospital
Mentoring: Lillie Lowe

ROBERT JOHNSON
Vice President, Bridgeway Inc.
Mentoring: Jinx Hundley

RYAN RIGGINS
Sr. Vice President, MidAmerica National Bank
Mentoring: Cooper Hobson

STEPH ZIMMERMAN
Owner, Steph Zimmerman Photography
Mentoring: Jonny Castro

SCOTT COKER
City Administrator, City of Macomb
Mentoring: Aimee Howerter

CHRIS PUMO
President, Pumo Insurance Agency
Mentoring: Jun Yoshimura

TIM RICE
Owner, TJR Designs
Mentoring: Blaine Eddington



MENTOR **TESTIMONIAL**

"I feel lucky to be a mentor for the CEO program, as I am glad that I can share my life experiences with the future leaders of McDonough County. The future is bright with these students."
- Scott Coker, City Administrator, City of Macomb

MCDONOUGH COUNTY

CLASS OF 2025

THE ENTREPRENEURS OF TOMORROW

Jonny Castro



I am in my junior year at Macomb High School. I'm excited to be part of this program and see how businesses do the things they do and to further increase my understanding about business and especially in marketing. I like to lift and hang out with my friends in my free time. I'm interested in making a drink bsiness where I make a handful of different drinks and smoothies.

JC THRIFTS

JC Thrifts is a thrift and resell clothing business. It provides high branded name clothing for an affordable price. For more information about anything regarding the business contact jcthrifts.co@gmail.com. Check out jcthrifts.co on instagram and JC Thrifts on facebook to see the clothing.

Blaine Eddington



I am a junior at Macomb High School. I play baseball and help out with Labor Day celebration in Colchester. I am trying to figure out how to drive a manual Jeep. I enjoy going on vacation with my family. This past year we were finally able to adopt my sister after 7 long years. I am really excited about this year with the CEO program and what I get out of it.

IRON WOOD SCENTS

Blaine handcrafts candles, wax melts, and car diffusers that bring warmth, bold aromas, and rustic charm into your space. Using high-quality ingredients, each piece is made with care and intention. IronWood Scents reflects a love for craftsmanship, character, and unforgettable scents.

Cooper Hobson



I am currently attending Macomb High School as a Junior. I love to play basketball and this year will be my second on the MHS varsity team. I am also a part of MYLO (Macomb Youth Leadership Organization). I have a job doing lawn and landscaping mantainance. I really enjoy nature, and I just love spending time with my close friends and family. I hope to learn the most from CEO this coming year.

JAKE'S MOWING

Cooper Hobson is an owner operator of Jake's Mowing. Jake's Mowing Does lawn maintenance, landscaping, and property care to take care of people's homes the way they need it done. Contact Cooper at jakesmowing20@gmail.com or check out www.jakesmowing.co to schedule a free quote today.

Aimee Howerter



I am a current junior at Trinity Academy. I am involved in track and field, cross country, and my school band. I also enjoy being outside and active, whether it's swimming, running, or hiking with my dog. I am involved in my local church and have self-produced art and sold locally for about four years. I love new opportunities, so I am very excited for what the CEO program has in store.

AIMEE KATHLEEN ARTWORK

Aimee Kathleen Artwork specializes in watercolor cards, bookmarks and pieces, as well as oil paintings and prints located in Smithfield, Illinois. She focuses on beauty and variety to make each piece unique. For more information, check out her social media @aimeekathleenart, for weekly updates.

MCDONOUGH COUNTY

CLASS OF 2025

THE ENTREPRENEURS OF TOMORROW

Noah Jinx/ Hundley



I am Noah, also known by the name Jinx, and I am a senior at Macomb High School. I started and help run the poetry club. I work part time at the Western Illinois Musem conducting interviews to record local history. I love drawing, writing, mythology, mycology, and hanging with friends.

LUCKY SHUFFLE DESIGNS

Jinx Hundley is the founder of Lucky Shuffle Designs. Lucky Shuffle Designs is a custom poker card making business. Email njhworkemail@gmail.com for more information.

Lillie Lowe



My name is Lillie, but I also go by the name Juels. I am a junior at Macomb High School. I participate in many activities, such as band, Student Council, FFA, Theatre, and Golf. I am the primary drum major for the marching band. Outside of school, enjoy spending time with my friends and family, golfing, and listening to music. I also participate in McDonough County Teen Court program.

JEWELED BY JUELS

Jeweled is a fully customizable jewelry shop based in Macomb, Ill., specializing in bracelets, necklaces, and earrings made from beads, clay, leather, and metal stamping. Check out Jeweled on Instagram and Facebook at jeweledbyjuels.

Jun Yoshimura



I am a Senior at Macomb High School. I am involved in many school activities, including track, tennis, student council, soccer, band, and being a member of the Macomb Youth Leadership Organization. I also love to take trips with my family or my Boy Scout Troop. I plan to major in business in college, and CEO has given me a great opportunity to prepare for the world of business.

LOCAL LEAD MACHINE

Local Lead Machine is a digital marketing agency located in Macomb, IL, which helps local business grow online. For more information, contact Jun at localleadmachine.org or yoshimurajun11@gmail.com and check out @local.leadmachine on Instagram.

MCDONOUGH COUNTY

BUSINESS VISITS

BEYOND THE CLASSROOM: LEARNING FROM REAL BUSINESSES

A key part of the CEO experience is visiting local businesses in McDonough County. Every day, people pass these businesses without realizing their impact on the local economy. Through these visits, students gain a new perspective—walking away with a deeper appreciation and never seeing these businesses the same way again.









BUSINESS VISITS

Tri-States Public Radio
McDonough Telephone Cooperative
The Cow Patty
Dodsworth-Piper-Wallen Funeral Home
The Old Dairy
Purple Prairie Lavender Company
Engraving by Lin
All Pets & Macomb Dry Cleaners 2.0
Arnold Bros. Heating & Cooling
Spangler Farms
Steph Zimmerman Photography
Dot Foods
TJR Designs
McDonough District Hospital
University Union
Dough Delights
Crafty Coop
Eras Vintage
Community News Brief & Market
Royal Printing



BUSINESS **TESTIMONIAL**

"I wish I had had some guidance from business owners in our community 47 years ago when I was starting my own business. I was lucky to have good communication and partnerships along the way, just like CEO students." - Lin Stults, owner, Engraving by Lin

MCDONOUGH COUNTY

BUSINESS VISITS

BEYOND THE CLASSROOM: LEARNING FROM REAL BUSINESSES









BUSINESS VISITS

JBee Designs
Kelso & Co. and The Small Towner
Clock Tower Community Bank
Bloom Macomb
Schuld Bushnell
Bridgeway, Inc.
M & B Furniture
Midwest Control Products
Midstate Graphics
Western Illinois Museum
Lincoln Tattoo Company
Edward Jones Financial Advisors
Cole Street Coffee House
Bushnell Market
Pella Corporation
West Side Lumber
Hart's Nursery
Farmers & Merchants State Bank of Bushnell
Rosy's Pizza
McDonough Power Cooperative
TJ Maxx
Macomb Park District
MAEDCO

BUSINESS **TESTIMONIAL**

"I'm grateful for the opportunity to share the business of agriculture with the CEO class, and it's important for them to see how much ag impacts McDonough County. Seeing young people interested in learning and growing always gives me hope for the future."
- John Spangler, Spangler Farms



CEO® MCDONOUGH COUNTY

GUEST SPEAKERS

WISDOM FROM THOSE WHO'VE BEEN THERE

CEO participants gain a unique experience from guest speakers who serve as instructors for the program. Community leaders share their life stories, entrepreneurial journeys, and valuable lessons on various business topics.

GUEST SPEAKERS

Rachel Lenz
Dr. Megan Owens
Dr. Jeremy Robinett
Bruce Western
Stacey Macchi
Savannah Ballard
Justin Schuch
Ketra Roselieb
Jessica Lambert
Rachel Kerns
Kim Pierce
Mike Inman
Jock Hedblade
Sarah Grant
John Meixner
Joe Roselieb
Julie-Anne Pickett
Clare Thompson
Jamie Cumbie
Ryan Hunt
Angela Hance
Cheryl Westen
Doug Villhard
Tom Conklin
Dr. Honey Zimmerman
Steph Zimmerman
Dan Teefey

CEO Alumni:
Kayla Davis
Jake Hobson
Jake Hyde
Justice Keene
Josh Lockhart
Wesley McEwen
Keala Stasen
Gracie Murphy
Asia Pettigrew
Alyssa Schockency











GUEST SPEAKER **TESTIMONIAL**

"I gave my time as a speaker because investing in young leaders matters. Real-word conversations spark confidence, creativity, and purpose – and that's where transformation begins: with voices that challenge them and believe in them." - Rachel Lenz, Executive Director, Macomb Park District

MCDONOUGH COUNTY

COLLABORATION

JOINT CEO EVENTS ACROSS REGION



Meeting participants in local CEO Programs provides opportunity to practice networking, learn from peers, and expand our resources.

MTC COMMUNICATIONS BUSINESS VISIT
with Hancock County CEO
Coordinated by McDonough County CEO



NETWORKING PRACTICE
with Brown-Schuyler CEO
Hosted by Carolyn Wright - State Farm in Rushville



DOT FOODS BUSINESS VISIT
with Adams County, Brown-Schuyler and Hancock County CEO Programs
Coordinated by Brown-Schuyler CEO



CEO LEADERSHIP SUMMIT
with Brown-Schuyler, Central Illinois, Hancock County, Sangamon Valley, Knox County and Pike County CEO Programs
Hosted by Western Illinois University



REGIONAL PITCH COMPETITION
with Adams County, Brown-Schuyler, Hancock County, Lee County (IA) & Pike County CEO Programs
Hosted by Hancock County CEO

MCDONOUGH COUNTY

ROCK 'N' ROLL BINGO

WHERE LEARNING MEETS DOING

Brought to you by Aimee Howerter, Class Business CEO

OPERATION

The beginning of the class business was full of uncertainty and conversation among the classmates. We discussed a drive-in-movie, rage rooms, and Rock 'N' Roll Bingo. Soon enough we made the decision: ***Rock 'N' Roll Bingo*** would be our 2025 class business. Class workdays became vital to our success, and we all grew excited about bringing something unique to Macomb, even if for just one night. Our plans came together, and we were ready for our event. We spent the day decorating, spending time together, and listening to rock music. I watched Ticket-Tailor closely, excited that we had sold 128 tickets and brought in over $2,000 online. I was amazed when I saw so many people walk in. Friends, family and community members enjoyed the night, and everyone had a good time.

FINANCIALS

Our sponsors included Make Fit Happen, Howerter Bulldozing, Bushnell Vet Service, Free Range Yoga, Elbe Auto Sales, Larry A's Pizza, McDonough District Hospital, and the City of Macomb. Our total expenses were $1,268.97, with a net profit of $2,662.83.

















MCDONOUGH COUNTY

TRADE SHOW

WHERE IT ALL COMES TOGETHER

Hands-on lessons in business development, banking, marketing and mentorship all came together on May 6, as each CEO student presented their business at the McDonough County Trade Show. They displayed their business, interacted with customers and offered their 30-second pitches on repeat. And the community? Wowed. Board members, investors, educators, community leaders, alumni and families alike were impressed.









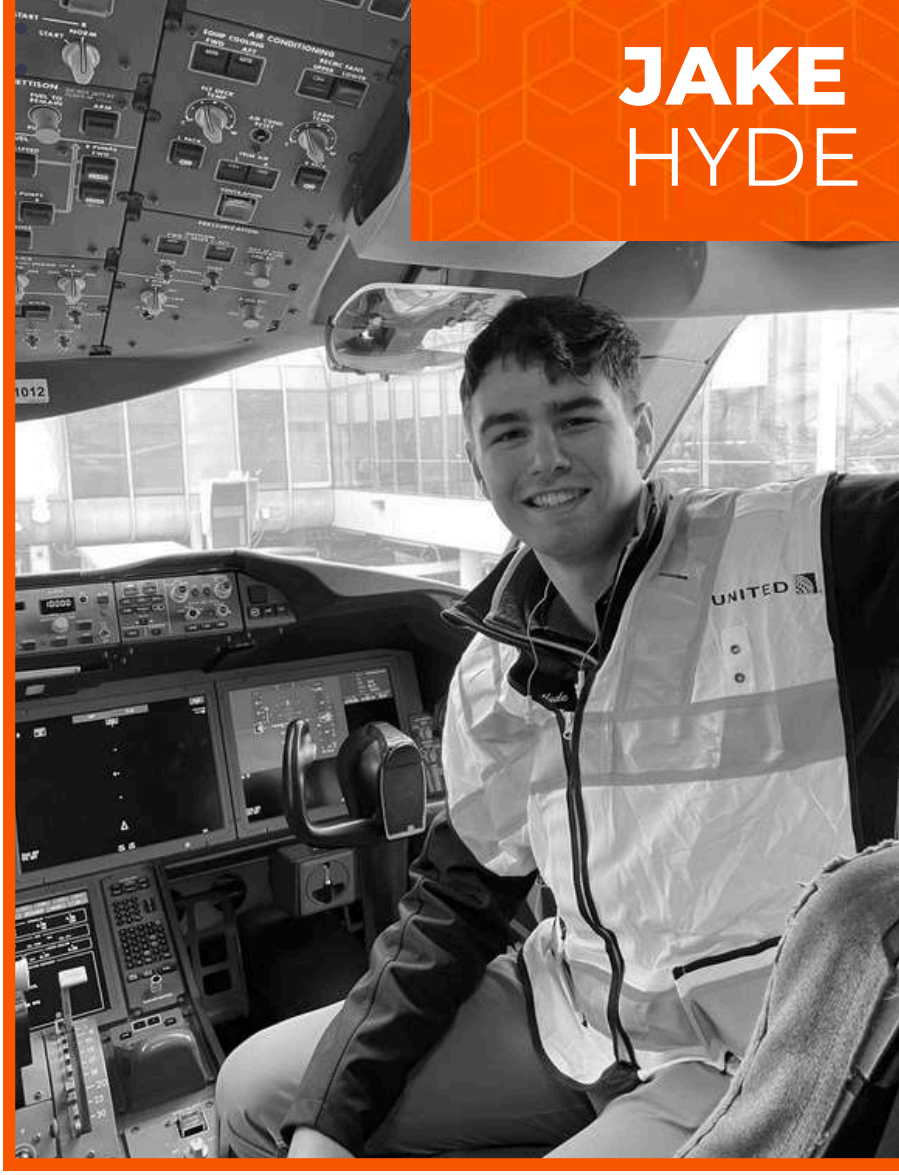






Alumni SPOTLIGHT

JAKE HYDE



Jake Hyde, Class of 2022 alumni, has long known he wanted a career in aviation, and his business was Plane & Simple Detailing. So it's no surprise that after graduation from Macomb High School in 2022, he went on to the University of Dubuque and graduated in December 2024 with a bachelor's degree in flight operations and a minor in aviation management. He's also completed his instrument rating, commercial pilot certificate, commercial multi-engine rating and flight instructor certificate.

Today, he's working as a Certified Flight Instructor and Line Service Technician for Jet Air, Inc., Macomb, and working some contract flights for King Air, based in Quincy.

His next goal? To move up into Jet Air's charter department and fly their new Kodiak 900.

"This time and experience building stage I am in right now gives me a good path to upgrading here in the next year or so," Jake explains. "Until I am eligible to fly the Kodiak, I will keep flight instructing and hopefully become a multi-engine instructor to further expand my knowledge and skills."

Believe it or not, Jake still has free time, and he uses it to keep his business going, detailing a couple planes a month and networking with pilots.

Jake still believes in small businesses and says CEO taught him the long game. "Small businesses are a very long-term thing with little reward for the first large chunk of time," he says.

"Playing the long game and running your business to the greatest level possible will allow you to reap greater benefits."

HOW CEO PREPARED HIM

"The name of the game in aviation is networking and constant learning. That's where CEO gave me a leg up. The business people we met in CEO always preached that communication was key. In college, I worked in a high-end mom and pop clothing store, where all my CEO knowledge came together. We got to know our customers personally through conversation. Without CEO, I wouldn't be nearly as good at networking and getting to know new people."

CEO LESSONS AT WORK

"I preach this CEO lesson to my student pilots: fail fast and learn faster. There are times when we fall short of our goals. That failure gives us the knowledge to try again for a better result. You'll have bad landings when you're learning to fly. Focus on the mistakes that led to the bad landing to make sure you nail the next one."

CEO MCDONOUGH COUNTY

CLASS OF 2026

CEO SIGNING DAY WELCOMES THE NEXT CLASS OF ENTREPRENEURS

Signing Day

Cole Cunneff - West Prairie
Hailie Hendrix - West Prairie
Maya Hofmeister - West Prairie
Carlee Jackson - West Prairie
Timothy Todd - West Prairie
Aiden Reynolds - Macomb
Reagan McKim - Bushnell Prairie City
Harper Hess - Bushnell Prairie City
Anna Dixon - Trinity Academy
Ava Huston - Trinity Academy
Luke McEwen - Trinity Academy
Olin Runyan - Trinity Academy















MCDONOUGH COUNTY

TRANSFORM OUR COMMUNITY

GET INVOLVED



GUEST SPEAKER

Come join class as a guest speaker, this is such a critical part of CEO. We love for speakers to tell us stories about how their business started, personal philosophies about work and success, life topics or specific business topics. Guest speakers are really the true teachers in CEO.

BUSINESS VISIT

Students look forward to visiting the many different businesses that create our community. Consider inviting the class to tour and learn more about your business. Contact [facilitator@yourprogramceo.com] to learn more.

MENTOR

Become a mentor if you are ready to experience CEO right along with the students. Being a mentor is a rewarding way to get involved.

INVESTOR

CEO is free for students and schools. The program relies on local investors to support this transformative learning experience. By helping us connect our young people with local businesses and area leaders, you can make a direct impact on the workforce and leaders of tomorrow.

BOARD MEMBER

Becoming a board member for CEO offers a rewarding opportunity to shape the future of aspiring entrepreneurs. Serving on the board allows you to contribute to the growth of the next generation of innovators and make a lasting impact on our community.

follow us

Special thanks to Royal Printing for printing this annual report

McDonoughCountyCEO.com
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