MCDONOUGH COUNTY

ANNUAL REPORT



2025 | 2026

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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 2026 McDonough County CEO Annual Report. This report highlights the successes of our current students, investors, community partners, and board members while also showing continued promise in the eager 2026–2027 class. Having completed our seventh year, the McDonough County CEO program continues to provide opportunities to connect area high school students to all the wonderful businesses, people, and ideas that McDonough County 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 successful. 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 unlock the true potential of our future leaders.

CEO is a true testament to 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 2026!

Letter from the **Facilitator**



Alison Jefferson

Facilitator

Driven, determined, hard working. Capable, ambitious, and supportive. These are just a few of the ways we could describe the CEO Class of 2026.

Ten students started their entrepreneurship journeys in August. We began with the basics - learning the importance of professionalism and networking. We did some team building. We did some more team building (because they needed it!). We eased into business visits and learned from local business owners and entrepreneurs. They were challenged to get their nametags, and to turn $2 into $100 - all in the name of experiential learning.

This group of students had a lot of ideas for their class business. They brought four proposals to the CEO Board of Directors, and ultimately narrowed it down to two options. A winter holiday themed drive-in movie was the final choice, executed in the month of December. They leaned into local resources. They learned about the cost of movie licensing, and the importance of negotiation. Overall, they learned how time management and communication are crucial to any major project.

As we shifted to personal business development, these young entrepreneurs settled on their ideas and got to work. Many of them had started promoting their products or ideas early in the first semester, and fully implemented soon after. After benefitting from the team effort put into the class business, they lamented that it was a little harder to do it by themselves. The trade show featured hand-crafted products and personalized services that reflected each student's personality. We witnessed a lot of pride in the efforts, and we are pleased to present the CEO Class of 2026 to you in this report!

87.5% Participants wanting to stay in the community after CEO

69% Participants believe that their community invests in them and their potential

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.

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**

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

PARTICIPATING SCHOOLS	CURRENT STUDENTS	TOTAL ALUMNI	ACTIVE INVESTORS	BOARD MEMBERS	YEARS ACTIVE
4	10	62	40	12	7

Board Members

Steering the Future of Entrepreneurship



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



HOLLY SPANGLER
Editor, Prairie Farmer
Board Vice Chair



KIM PIERCE
President/CEO, MAEDCO
Board Treasurer



MATT LAWVER
Financial Advisor, Edward Jones
Board Secretary



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



KRISTEN CONRAD
Owner, Make Fit Happen
Board Member



JIMMY HEUER
Principal, Macomb High School
Board Member



SHAWNEE HUSTON
Former Guidance Counselor, Macomb High School
Board Member



CARISSA KINMAN
Serial Entrepreneur
Board Member



LAURA LEEZER
Senior Vice President, Clock Tower Community Bank
Board Member



JOHN MICHAEL NIXA
Owner, West Side Lumber
Board Member



HEATHER OVERSTREET
Director of Student Services, West Prairie High School
Board Member

Board Testimonial: Heather Overstreet



"Having been a business owner in McDonough County, I am aware of the benefits and challenges that are unique to our area. The CEO program does a great job of introducing students to the ups and downs of owning a business. This type of learning outside of the traditional classroom is invaluable. Because I believe in what the program can offer, I know my time on the CEO Board is time well spent." – *Heather Overstreet, West Prairie High School*

Income Statement Report

Class of 2026 | **August 1, 2025 - July 31, 2026**

ITEM	AMOUNT
REVENUE	
Investors	$38,000.00
Friends of CEO	$600.00
Interest Income	$31.15
TOTAL REVENUE	**$38,631.15**
EXPENSES	
Wages	$28,865.14
MIE Chapter Fee	$5,000.00
Insurance	$933.00
Marketing	$299.89
Events	$1,489.95
Investor Relations	$80.00
Miscellaneous	$492.35
Bank Charges	$14.10
Supplies/Postage	$624.39
TOTAL EXPENSES	**$37,798.82**
NET INCOME	**$832.33**

Investors

Powering the Next Generation

Our investors support our community-driven program. An annual investment of $1,000 provides the necessary resources for current-year facilitator salary and operating expenses, and ensures sustainability of for future students. Investors also contribute their time to the program by hosting class visits, providing guest speakers and serving as mentors.



2Dye4 Hair & Co.	All Pets Veterinary Clinic	Brian & Carissa Kinman
Century 21 - Amber Patrick	City of Bushnell	City of Macomb
Clock Tower Community Bank	Compeer Financial	Ed & Judy McMillan
Edward Jones - Seth Minter	F&C Water Solutions/Copy Pack Post	Farmers & Merchants State Bank of Bushnell
Garry & Margie Johnson	IPI Wealth Management	Jessica Buwick
Land of Lincoln Credit Union	Macomb Audiology & Hearing Aid Center	Macomb Park District
Make Fit Happen	McClure Small Animal House Call Service	McDonough District Hospital
McDonough Power Cooperative	MidAmerica National Bank	Midwest Control Products
Midwest Express & Hay Grinding	MTC Communications	Nelson's Clothing
Raritan State Bank	Runser Lawn & Construction	S & P Farms
Spangler Farms	State Farm Insurance - Tom Conklin	Toby & Marie Powell
Tracy Family Foundation	United Community Bank	WAC Farms
Welch Ag Service, Inc.	West Side Lumber	West State Title Company d/b/a Terrill Title Co., Inc.
	WURISH, LLC	

Investor Testimonial: Gloria Bamforth



"As an investor in the McDonough County CEO Program, McDonough District Hospital supports the development of future community and business leaders through entrepreneurship, mentorship, and real-world experiences. As a mentor, I have the privilege of guiding students as they explore leadership, innovation, and career opportunities, helping them build the confidence and skills needed to make a positive impact on our region." - *Gloria Bamforth, McDonough District Hospital*

Mentors
Guiding the Next Generation



A mentor is a business owner, entrepreneur, or intraprenuer from the McDonough County 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: Maya Hofmeister

SCOTT COKER
City Administrator, City of Macomb
Mentoring: Olin Runyan

JASON DAVIS
Associate Pastor & Technical Director, The Crossing Macomb
Mentoring: Luke McEwen

CAITLIN HARMON
Loan Officer, United Community Bank
Mentoring: Anna Dixon

SARAH MCCLEERY
Bank Manager and Loan Officer, Raritan State Bank
Mentoring: Ava Huston

SAVANNAH BALLARD
Marketing & Downtown Development Director, City of Macomb
Mentoring: Hailie Hendrix

ETHAN CROSS
Store Manager, TJX Companies
Mentoring: Aiden Reynolds

JUSTIN DERRY
Owner & Creative Director, LEGENDERRY™
Mentoring: Timothy Todd

ANNE INGERSOLL
Business Owner, Bloom Macomb
Mentoring: Carlee Jackson

RYAN RIGGINS
Senior Vice President - Wealth Mangement, MidAmerica National Bank
Mentoring: Reagan McKim

Mentor Testimonial: Justin Derry



"As an entrepreneur myself I loved getting to see the growth in my mentee during the McDonough County CEO Program. They started off with rough ideas and throughout the year refined those into actual scalable products and businesses all while learning valuable lessons about running small businesses and teamwork! It was truly one of the most rewarding experiences I committed to helping with last year!"

– Justin Derry, LEGENDERRY

Class of 2026

The Entrepreneurs of Tomorrow

Anna Dixon



A junior at Trinity Academy, Anna participates in band, choir, and theater programs. Outside of school she works for the park district as well as a local flower shop. Anna is an officer in her 4-H club and also serves on a county-wide 4-H leadership team. In her free time, she enjoys crafting and spending time with family. She plans to attend college, hoping that CEO helps her narrow down future career options.

Grandma's Homemade Ice Cream

Grandma's Homemade Ice Cream provides quality homemade ice cream for all to enjoy. The mission of Grandma's Homemade Ice Cream is to provide delicious ice cream products that can be right there with you to celebrate every moment.

Hailie Hendrix



A senior at West Prairie Jr/Sr High School, Hailie has participated in National Honor Society, Student Council, dual credit classes through Carl Sandburg College, volleyball, and basketball, choir and theatre. She participated in WIU's Summerstage productions the last two years, and was accepted in the ILMEA District Choir last year. Hailie is also a mentor with Big Brothers Big Sisters.

Peach State Treats

Peach State Treats brings comforting flavors of the South to the Midwest, to let people experience desserts and snacks that feel like home, whether they grew up with them or are trying them for the first time - because life's sweeter in the Peach State!

Maya Hofmeister



A junior at West Prairie High School, Maya participates in student council, FFA, and trap shooting. In her free time she likes to go shooting with her dad or her friends. She was excited for all of the learning opportunities this program provided her this year.

Pawsitive Pup Co.

Pawsitive Pup Co. specializes in creating delicious treats for your furry friends. In addition to homemade treats, they also offer treat jars that are perfect for storing your dog's favorite snacks while adding a cute touch to your home.

Avonlea (Ava) Huston



A junior at Trinity Academy, Avonlea is better known by the name Ava. During school, she participates in cross country and track. Ava is also involved in ag class and theater class. Outside of school, she enjoys all outdoor activities, including camping, hunting and fishing. Ava loves running, lifting weights, and being active but also loves to relax with a good book.

fields & flowers goat soaps

fields & flowers goat soap provides handmade goat soaps crafted from five natural ingredients. Their mission is to provide the community with a skin-loving soap that is made of less yet still provides more for your skin. And all with ingredients you can pronounce.

Class of 2026

The Entrepreneurs of Tomorrow

Carlee Jackson



A junior at West Prairie High School, Carlee is involved in FFA and served as chapter vice president. She is on the school's trap shooting team and is a competitive dancer with Project Dance Company. In her free time, she enjoys reading, baking, and spending time with her little cousins.

Golden Crust Bakery

Golden Crust Bakery is a small bakery that focuses on making homemade sourdough bread and other baked goods using simple, high-quality ingredients. The bakery sells sourdough loaves and other treats, often offering rotating flavors and seasonal specials.

Luke McEwen



A senior at Trinity Academy, Luke was involved in the theatre, chorus, and agriculture programs. Outside of school, he enjoys the outdoors and participating in rodeos across Illinois. Luke has enrolled in the National Guard, and will attend Spoon River College, majoring in applied diesel technology, while working on the family farm.

Triple M Meats

At Triple M Meats, we take pride in our product, ensuring that each customer gets the best quality beef cuts. We offer a wide array of beef cuts that will be delivered right to your doorstep.

Reagan McKim



A junior at Bushnell-Prairie City High School, Reagan is involved in student council as the FFA representative, student government as class secretary, National Honor Society, FFA Chapter vice president, and Section XI FFA Historian. She also throws shot put and discus in track and field. After high school she plans to attend college to study agricultural communications.

Canning Company

Canning Company uses simple, quality ingredients to make home canned goods like jam, pie filling, and lemonade concentrate. We create small, flavorful batches using quality fruit and simple ingredients, creating flavors for every table.

Aiden Reynolds



A junior at Macomb High school, Aiden is involved in multiple sports and enjoys hanging out with his friends. He is a social person, so in his free time he will workout and hangout with friends and family. When coming into the CEO program, Aiden wanted to learn how business owners in the McDonough County community conduct business, to learn if creating or running a business is for him.

Flame Factory

The Flame Factory sells firewood bundles to people in our community. They cut, bag, and deliver all firewood products in the McDonough County area.

Class of 2026

The Entrepreneurs of Tomorrow

Olin Runyan



Olin was a junior at Trinity Academy. When not in school, he enjoys working on his parents' farm, forging and wood working in the machine shop, or designing and 3D printing. He has worked at Midwest Control Products designing 3D-printed parts. Olin plans to pursue an engineering degree and would like to eventually either own his own business or return to Midwest Control Products as a designer.

Timothy Todd



A junior at West Prairie High School, Tim is involved in band, chorus, theatre, and Students Against Drunk Driving club. Outside of school, activities and sports, he works three part-time jobs. He is an IMEA All-State Musician as a vocalist. Performing is Tim's passion, and he dedicates his life to being the best he can be at everything he does.

Ironwood Designs

Ironwood Designs creates unique, high-quality cutting boards, resin boards, tables, and custom wood products built to last. Our focus is on making meaningful products locally and partnering with other local small businesses.

Next Act Studios

Next Act Studios is a theatre, vocal, and music theory coaching service for children ages 6-15, developing talent, knowledge, and confidence while discovering a genuine love for the arts in an environment that prioritizes joy over pressure.

Class Business: A December to Remember

Learning Meets Doing at a Drive-in Movie

Last fall, we came up with a surplus of ideas for our class business. We narrowed down our ideas to four options: cooking class, drive-in movie, escape room, and parent's night out. Once we decided on the drive-in movie, we had to work with efficiency. We named our business "A December To Remember," then we found a location, set dates, licensed movies and began advertising. We chose four classic movies: Elf, How the Grinch Stole Christmas, Polar Express, and It's a Wonderful Life. We sold tickets for 35 vehicles, and we showed the four movies over two nights on the same weekend. Eighteen local businesses and organizations agreed to become financial and in-kind sponsors. Most importantly, we made memories for all who joined us! *--Anna Dixon, A December to Remember CEO*

Revenue

$3,877.70

Expenses

$1,658.03

Income

$2,219.67





Collaboration

Joint CEO Events

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

NETWORKING PRACTICE
with Brown Schuyler CEO
Coordinated by Brown Schuyler CEO

CEO LEADERSHIP SUMMIT
with Adams County, Brown Schuyler, Cass County, Central Illinois, Hancock County, Knox County, Lee County (IA), Pike County, and Spoon River CEO Programs
Hosted by Western Illinois University

SPEAKER DAVID ZANOLLA -THE DISNEY WAY: Principles to Improve the Customer Experience
with Hancock County CEO
Coordinated by Hancock County CEO

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

UDDER HILL DAIRY BUSINESS VISIT
with Hancock County CEO
Coordinated by Hancock County CEO

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

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







Business Testimonial: Luke Niederhauser



"Dot Foods and Dot Transportation, Inc., are committed to making a meaningful difference in the communities we serve. Our CEO programs have a significant impact at the local level. We are proud to support these initiatives and value the opportunity to welcome participating students to our campus, providing them with firsthand insight into the operations and culture at Dot Foods and Dot Transportation, Inc."
-- Luke Niederhauser, Dot Foods

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
MIDWEST CONTROL PRODUCTS
BLOOM MACOMB
STEPH ZIMMERMAN PHOTOGRAPHY
ENGRAVING BY LIN
THE COW PATTY
MIDWEST EXPRESS & HAY GRINDING
SPANGLER FARMS
OLD DAIRY
MCDONOUGH DISTRICT HOSPITAL
DOUGH DELIGHTS
CLOCK TOWER COMMUNITY BANK
ALL PETS VET CLINIC
THE CRAFTY COOP
TJ MAXX
ROYAL PRINTING
DOT FOODS



Business Testimonial: Danielle Bice



"I host the CEO Program each year because I believe in the impact it has on students and the opportunities it creates for their future. The program gives students a behind-the-scenes look at local businesses, providing real world experiences they simply can't get in a traditional classroom. Beyond entrepreneurship, CEO teaches responsibility, professionalism, and the value of building meaningful relationships within our local community. The connections and the confidence they gain through this program are truly one of a kind." *–Danielle Bice, The Cow Patty*

Business Visits

Beyond the Classroom: Learning from Real Businesses







SCHULD/BUSHNELL
309 MARKETPLACE
UDDER HILL DAIRY
COLE STREET COFFEE HOUSE
MCDONOUGH TELEPHONE CO-OP
WESTERN IL NATURAL MEDICINE
MCDONOUGH POWER CO-OP
DODSWORTH PIPER WALLEN
CRAFTY COOP
KELSO & CO.
FARMERS & MERCHANTS STATE BANK
BUSHNELL VETERINARY SERVICE
MIDSTATE GRAPHICS
M & B FURNITURE
2DYE4 HAIR & CO.
MACOMB PARK DISTRICT
MAKE FIT HAPPEN

Business Testimonial: Holly Brint



"M & B Furniture believes in developing future leaders, and we recognize that leadership can't be taught only in a classroom. We set aside time to give CEO student tours because it's an investment in people, purpose and the future - both theirs and ours. The CEO program is important because it empowers students to think differently, act boldly, and understand that they can create value - not just follow a path laid out for them." – *Holly Brint, M & B Furniture*

Guest Speakers

Wisdom from Those Who've Been There

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







GUEST SPEAKERS

BRUCE WESTERN
CARISSA KINMAN
DR. JEREMY ROBINETT
DON O'BRIEN
PAYNE SCHOEN
BLAINE FUHS
SARAH GRANT
KETRA ROSELIEB
HONEY ZIMMERMAN
STACEY MACCHI
JOHN MEIXNER
CHRIS EGELSTON
DONNIE WILSON
DAN TEEFEY
JESSICA LAMBERT
KIM PIERCE
JOE ROSELIEB
JOCK HEDBLADE
TORI GAFFNEY
RACHEL KERNS
RYAN HUNT
ANGELA HANCE
TOM CONKLIN
TY HUSTON
DAVID ZANOLLA
JULIE-ANNE PICKETT
CALLIE NIEDERHAUSER

CEO ALUMNI:
JAKE HOBSON
ALYSSA SCHOCKENCY
KEALA STASEN
NATHAN SPANGLER

Speaker Testimonial: Jeremy Robinett

"There are few opportunities I look forward to more than speaking to the McDonough County CEO program. Watching these young entrepreneurs grow throughout the experience is inspiring, and having the opportunity to play a small role in that growth is especially rewarding. Investing time in these students is an investment in the future of our community, and I am grateful for the chance to be part of their journey." – *Jeremy Robinett, Western Illinois University*



Trade Show

Where It All Comes Together

Hands-on lessons in business development, banking, marketing and mentorship all came together on May 5, 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.


















Class of 2027

CEO New Student Orientation & Signing Day welcomes the next class of entrepreneurs

Dana Kane - Macomb **Charlee Kindhart** - West Prairie
Cameron Melvin - West Prairie **Kobin Stratton** - Bushnell Prairie City
Matthew Whitman - West Prairie





















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@mcdonoughcountyceo.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.

MCDONOUGH COUNTY

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