

EFFINGHAM COUNTY CEO

2019

Annual Report



CHAIRMAN OF THE BOARD LETTER

Dear Effingham County CEO Investors,

As the Effingham County CEO Advisory Board Chairman, I present to you the 2019 CEO Annual Report. As we complete our 11th year, Effingham County CEO continues to expose area high school students to all the wonderful businesses, people and ideas that Effingham County has to offer.



I have a very unique perspective of the program. I started as an investor and was instantly impressed after attending my first class as an observer. This is 'real' learning. Next, I began giving a tour of our business, discussing my path and the dynamics of a family business. Quickly following, was the opportunity to mentor, which I did for three years and really enjoyed the one on one with a student. Then, as most things, if you hang around long enough, you'll get put to work... I was invited to join the CEO Board. Through these experiences, I have been able to witness the benefits of CEO to our students and for our community. It's my last connection to CEO, that is most personal. Two of my children are Effingham County CEO Alum (2016 & 2019). To have the opportunity to share this experience with them, has been very rewarding. Image the conversations at our dinner table the day after touring John Boos, or Stevens Industries, or Wendte Farms. Image this proud parent observing our children, greet and introduce an adult in public. Imagine, the warmth we feel as parents, when our children realize that their dreams, can actually take place right here in Effingham County.

As CEO spreads throughout the country, we thank you, our Investors, for helping light the fire. CEO currently has 51 programs in 5 states! And it all started right here in Effingham. Eleven MORE programs will begin their classes fall of 2019 with an estimate of 8 to 12 more in 2020. It certainly is an exciting time for CEO!

Included in the annual report are financial statements. Know that your investment stays in Effingham County, funding the annual budget of the class. Monetary activity is held and monitored by the Southeastern Illinois Community Foundation.

On behalf of the Effingham County CEO advisory board, I thank you for your continued support. Your investment into the future of these young adults is appreciated. If you'd like to be involved more, I invite you to attend a class, consider becoming a mentor, serve as a host site for class, or arrange a business visit.

Thank you for your investment. It's an Investment for our kids, our businesses, and our Community.

Sincerely,

Noah Brandenburger
Effingham County CEO Advisory Board Chairman





CEO[®] CLASS OF 2019



FRONT: Sophia Moore, Abby Stock, Donovan Kitten, Keira Hirtzel, Kaitlyn Bloemer, Andres Trevino, Anthony Zaccari, Liam Hammer **SECOND:** Madison Westendorf, Becca Webster, Abby Hartke, Elizabeth Kelly, Jenelle Vogt, Julia Schmid, Caralee Hayes, Mikayla Blankenship. **THIRD:** Colby Heaton, Megan Bushue, Jacob Blanchette, Dylan Guy, Nicole Deters, Rachel Higgs, Nathan Schultz. **FOURTH:** Elizabeth Will, Ethan McWhorter, Allie Niebrugge, Joseph Siemer, Grant Schmidt, Colin Koester. **BACK:** Ansh Dogra, August Laatsch, Nathan Budde, Bryson Wall, Luke Ludwig, Alex Brandenburger, Hayden Voelker.

CEO VISION

The CEO class embodies everything that our country was built upon. The core principles of hard work, innovative thinking, and entrepreneurship are values that we experience every day through CEO.

CEO MISSION

To provide a comprehensive educational experience for Effingham County high school students, equipping them to be enterprising individuals and entrepreneurial thinkers who contribute to the economic development of Effingham County

FACILITATOR LETTER

The CEO students are frequently reminded by community leaders how special of an opportunity it is to be part of the Effingham County CEO program. Most presenters even include that they wish there had been a similar class available to them during their high school years. What does not frequently cross the minds of individuals, is how rewarding the opportunity is to facilitate the students during their CEO experience. Community leaders are not only sharing their journeys with the students, but with us as well. The community trusts us to guide these students in the right direction as they prepare to be the next generation of leaders.



L to R: Molly Bushue, Kristy Sayers.

We also have the unique opportunity to watch the students transform into young adults with a deeper appreciation of the community that they were raised in. The students are gaining the tools they need to be successful in any path they choose to pursue after high school. Our hope is that one day they will return to this community to share their knowledge and help guide the future CEO students that will follow in their footsteps. Each class of CEO students welcomes new opportunities that come with new challenges and obstacles. Effingham County is lucky to have such wonderful community leaders, mentors, investors, and board members that help guide them through these hurdles.





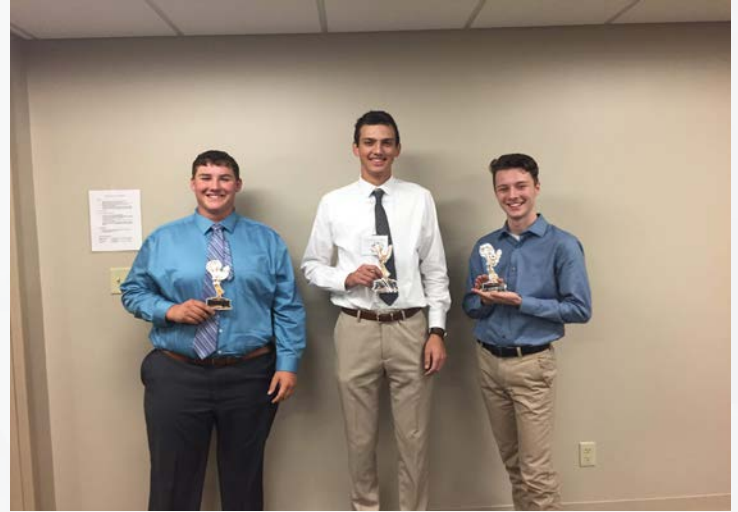
TEAM BUILDING

As Seen On TV

The As Seen on TV: Infomercials created were more than just an exercise in team building. The students participated in a live auction that was filled with miscellaneous items. The sales teams were then challenged to create a product and prepare an infomercial to sell it. A breakdown of each of the products developed was conducted. Each team was evaluated on Product Originality, Product Pricing, Creativity in Marketing Approach. The teams also analyzed how DISC personality traits played a role in the team's success. After analyzing the data the Green Team was declared the winner! Additional "Emmy's" were given for the creativity in the production.



Best Group Performance: Orange Team for creating a house backdrop complete with trees, a bush and dog.



Best Actor Honors: Grant Schmidt, Bryson Wall, Anthony Zaccari.

CEO Elf Challenge

The group enjoyed breakfast with their mentors, a visit from Santa and participated in team building with the cEoLF Challenge. Teams completed a Goose Chase Challenge where they acted out various scenes from the movie Elf. Winning teams won gift certificates to Joe Sippers.





CEO CLASS BUSINESS

CEO Apprentice



Board Member, Brad Koester, kicked off the CEO Apprentice Challenge by portraying the shows creator "The Donald".

Effingham CEO pursued a new approach for the CEO Experience this year. The class was grouped in teams according to personality styles and participated in The CEO Apprentice. They were then challenged using a format similar to the show The Apprentice to develop a business pitch. The proposal had to meet the following goals:

- *Original
- *Partners with a local non-profit
- *Highlights CEO Investors
- *Promotes the CEO Brand

After teams pitched to a panel of judges a review of each proposal was conducted. Each team did an excellent job of preparing an original, creative proposal. Team Totally Radical Incorporated's proposal was selected, and Suits to Boots: A NEW CEO Experience was developed.



The class elected CEO's and CFO's to help manage the operations of the class business. Sophia Moore-CFO, Caralee Hayes-CEO, Abby Stock-CEO, Bryson Wall-CFO.



Team .01
L to R: Grant Schmidt, Bryson Wall, Colby Heaton, Madison Westendorf, Julia Schmid, Abby Stock, Keira Hirtzel, Nathan Schultz, Ethan McWhorter.



Big Time Rush
L to R: Nicole Deters, Sophia Moore, Becca Webster, Ansh Dogra, Andres Trevino, Luke Ludwig, Nathan Budde, Liam Hammer, Elizabeth Kelly.



Hometown Honies
L to R: Mikayla Blankenship, Elizabeth Will, Kaitlyn Bloemer, Megan Bushue, Jacob Blanchette, Abby Hartke, Alex Brandenburger, Donovan Kitten, August Laatsch.



Totally Radical Incorporated
L to R: Rachel Higgs, Hayden Voelker, Anthony Zaccari, Jenelle Vogt, Joseph Siemer, Caralee Hayes, Allie Niebrugge, Colin Koester, Dylan Guy.





CEO EXPERIENCE

SUITS to BOOTS

Suits to Boots was held March 30, 2019, at the Effingham Performance Center. The country concert featured three performers with local ties. Effingham native, Matt Poss, and Dakota Danielle, a Teutopolis native, opened the show with a special appearance from local artist Jamie Stang-Ellis, who painted a portrait of iconic country artist, Johnny Cash. The headliner, Easton Corbin is a country music star who boasts a repertoire featuring many chart topping songs. His drummer, Gregg Lohman, is also a Teutopolis native and former student of Mr. Craig Lindvahl.

One of the objectives of the class business this year was to give back to the community, since the community supports us through many different avenues. Twenty percent of all profits from Suits to Boots was donated back to the Fine Arts programs of each Effingham County High School.



Gregg Lohman created a custom drum head for the Suits to Boots concert to honor Mr. L. Lohman considers Lindvahl to be the biggest influence in his life both musically and professionally.





2019 PERSONAL BUSINESS BIOS



Jacob Blanchette

Jacob Blanchette's personal business is named No Worries. He is selling car gappers, they are a leather fabric that fills in the gap between the car seat and the console of the car. It helps drivers to drive with less stress instead of reaching down for lost items underneath the car seat. If interested in No Worries contact Jacob at j.t.blanchette19@gmail.com. Jacob will be attending Parkland College in Champaign, IL, studying Theatre Performance. He plans to transfer after two years to Illinois State University.



Mikayla Blankenship

Mikayla Blankenship is the founder of Ensensibles. Ensensibles are handmade sachets made from grounded base and essential oils that can nurture the soul by placing them in drawers, automobiles, gym bags, and more. Ensensibles will also be donating a portion of the profit to Heartland Human Services. Contact Mikayla with any inquires at nship2000mb@gmail.com and check out Ensensibles on Facebook and Instagram! Mikayla will attend Southern Illinois University Edwardsville in the fall, and plans to major in psychology and business.



Kaitlyn Bloemer

Bloemer Photography is run by Kaitlyn Bloemer. It is a photography studio committed to providing quality images at a fair price, complete with stunning online galleries. Bloemer Photography offers family and senior packages, to capture your most precious moments. It also offers product and facility shoots for businesses to promote and market their company with. For more information, you can email Kaitlyn at bloemerphotography@gmail.com or you can check out her Facebook and Instagram pages, both under Bloemer Photography. After CEO, Kaitlyn plans to attend Lake Land College and pursue a degree in Criminal Justice. Mentored by Ron Mietzner and Stephanie from Posh Photography.



Alex Brandenburger

PNUTBUTTER_CO is a solely owned and operated business by Alex Brandenburger. PNUTBUTTER's mission is to promote a healthy lifestyle of an individual by just one food choice! PNUTBUTTER offers five different flavors of peanut butter. These include: Crunchy, Pumpkin Spice, Cinnamon Raisin, Dark Chocolate, and White Chocolate. These products are non GMO Project verified and have simple pronounceable ingredients. The peanut butter is in 16oz jars, which makes it very portable and quick easy access. For more information, contact alexbrandenburger13@gmail.com. Alex plans to major in exercise science/athletic training to continue his passion for health and fitness, and is undecided yet where he is attending.



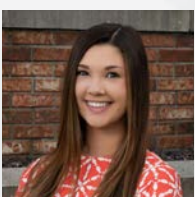
Nathan Budde

Nathan Budde has taken his passion for candles and his dislike of paying for candles and created Heaven Scent, a business purely built on the ideas of a quality, affordable candle. Initially featuring 10 different scents, many more will be available for order in the future. Learn more about Heaven Scent by emailing Nathan at nbudde56@gmail.com. He plans on attending Lake Land College in the fall before transferring to a 4-year university studying Health Science.



Megan Bushue

DownHome Dips is the dip mix company created and founded by Megan Bushue. The goal of her business is to create tasty appetizers by developing dry dip mixes that will simply be blended with sour cream, mayonnaise, or cream cheese. DownHome Dips offers four delicious recipes including bacon, veggie & herb, fiesta, and cheesecake. For more information, contact Megan at meganbushue@gmail.com and check out DownHome Dips on Facebook! Megan plans to attend Saint Louis University majoring in Pre-Medicine. Mentored by Teresa McCloy from The REALIFE Process.



Nicole Deters

Main Course Meals is solely owned and operated by Nicole Deters. Her business specializes in family freezer meals for busy families on the go. Main Course Meals offers an assortment of five different entrées including lasagna, enchiladas, mac and cheese casserole, ham and potato casserole, and meatloaf. These delicious dinner meals are kid-friendly and guaranteed to please the entire family. The goal of Main Course Meals is to provide an affordable, fast, and healthier option for families on the move. Nicole plans to major in Economics at Miami University of Ohio next year, where she will be attending the Farmers r's School of Business.





2019 PERSONAL BUSINESS BIOS



Ansh Dogra

SUGR is the latest venture of Ansh Dogra! SUGR specializes in novelty, sweet snacks. Ansh used his passion for cooking and serving the people to bring his product to the world. Products include Chocolate-Covered Almonds and Chocolate-Covered Raisins. We also offer Cinnamon-Crusted Almonds and Pecans. After CEO, Ansh will attend Lake Land College for an undecided major then transfer to the University of Illinois.



Dylan Guy

Dylan Guy is the owner and operator of LitNoks, a company that sells high quality, affordable lighted arrow nocks. The nocks are easily installed, and offer a big advantage to any bow hunter by allowing them to easily find their arrow after a shot, which can lead to a quicker harvest of the animal. You can contact Dylan at dylanmguy3@gmail.com with any inquiries.



Liam Hammer

Liam Hammer is the owner and operator of Custom Auto Home Decor. His business takes the passion and focus he has on the automotive industry and incorporates it into home decor for the consumer. Liam likes to share his passion and spread it with those around him. Liam plans to attend Lake Land College in the fall and then transfer to SUIC to study automotive technology.



Abby Hartke

Abby Hartke's business is called Stuck. It is a design company and at the moment she is making stickers and buttons for people to individualize their laptop, backpack and etc. She has a variety of designs ranging from a unique take on school logos to geometric vegetables in an attempt to bring new and creative designs to the community. Stay updated on Stuck by following [@stuck.designs](https://www.instagram.com/stuck.designs) on Instagram. Abby will be attending Lake Land in the fall with the Presidential Scholarship and studying marketing and graphic design. After, she plans to further her education at either Northern Illinois University or University of Illinois in Chicago.



Caralee Hayes

Caralee Hayes is a senior at Effingham High School. Her personal business is called DistInked. She sells customizable notebooks, along with other small stationery items. She hopes to help inspire people to write by offering unique and creative notebooks. After high school, she plans to go to Lake Land College, then transfer to a university to study business.



Colby Heaton

Colby Heaton is the founder of The Battery Backpack, a company that strives to sell high quality, business savvy, technology. Currently, the Battery Backpack is available. The Battery Backpack is handmade leather pouch that comes with a portable battery bank and wireless earbuds. Every Battery Backpack is hand sewn and put together with care. You can reach Colby at his business email, thebatterybackpack@gmail.com or his personal email, heatoncolby88@gmail.com.



Rachel Higgs

SOS 4:7 lip balms, founded by Rachel Higgs, strives to provide an all natural option for lip balms. Each lip balm is made with all natural, organic ingredients. The two scents, sweet orange vanilla and vanilla peppermint, are made with essential oils. They are homemade with a special recipe. SOS 4:7 lip balms aid in restoring moisture to the lips and keeping them soft and supple. In a pinch, these lip balms can also be used as cuticle moisturizers. For more information about the SOS 4:7 lip balms or information about purchasing, email higgsrachel1@gmail.com. Also, check out SOS 4:7 lip balms on Instagram and Facebook.



Keira Hirtzel

Keira Hirtzel is the founder of Pet Pacs. Pet Pacs are pet boxes for cats and dogs and are filled with two different kinds of organic homemade treats, 3-5 different toys, and tips and healthy advice for your loving companion! For more information or if you are interested in purchasing a Pet Pac, contact Keira at keirahirtzel@gmail.com. Also check out her Facebook and Instagram pages [@PetPacs](https://www.instagram.com/PetPacs)! Keira is planning on attending Lake Land college to obtain her associates degree in business, then transfer to the University of Tennessee to finish her bachelor's degree in business. Then she plans on going to graduate school to become an optometrist.





2019 PERSONAL BUSINESS BIOS



Elizabeth Kelly

Elizabeth Kelly is the founder of Popping for Potential: Popcorn with a Purpose. She makes homemade kettle corn with a goal of starting an FFA organizational jacket scholarship for the Section 20 Illinois FFA. For more information, contact Elizabeth at ebkelly01@gmail.com. Elizabeth is currently planning to attend Lake Land Community College in the fall to major in Nursing. Mentored by Sherrie Busby of Heartland Dental.



Donovan Kitten

DKInnovation is solely owned and operated by Donovan Kitten. He makes Speakers that have an LED display to play with music playing from the speakers. The goal of DKInnovation is to bring new and innovative products to consumers. In the future, he plans on opening new products such as bigger speakers of different sizes and shapes. All speakers will have a full LED panel display to animate with the music. DKInnovation plans on going into other markets such as 3D design and printing for customers. Donovan plans on going to Lake Land College and study software engineering, then go into a 4 year college. Any questions or concerns, feel free to email Donovan at donovankitten@gmail.com.



Colin Koester

Bullpen Bulk Up was founded by Colin Koester provides the male youth of the Effingham area with quality pitching lessons and safe and trustworthy weight and meal programs. Bullpen Bulk Up wishes to further spread the success of athletes in this area by helping those reach their goals. Colin plans on continuing his education at Lincoln Land Community College, he will be playing baseball there and studying in political science. He can be contacted to set up appointments or learn more about anything he offers at ckoester01@gmail.com.



August Laatsch

One of the biggest challenges businesses face in the ever-changing market today is getting attention. Some of the most popular ways to get a business the advertisement it needs to succeed can be extraordinarily expensive or complicated. SkyHigh provides a creative solution to this problem; they provide customers with the opportunity to rent out large inflatable marketing tools that are sure to catch the eye of any passerby. SkyHigh was founded by August Laatsch, and he can be reached at augustlaatsch@gmail.com. SkyHigh's product line, which includes 20 feet tall tube men, can be rented by the hour, day, weekend, or even an entire week. August plans to attend Lake Land College for two years, and then transfer to a four-year university.



Luke Ludwig

Eagle Shoe Products was founded by Luke Ludwig. He is offering shoe bags that have many practical uses for traveling and athletes, especially golfers. They can also double as a toiletry bag for your next trip. Along with his shoe bags, he is also selling shoe deodorizer pills to keep your bag and shoes smelling great. If you would like to contact Luke, you can reach him at ludluk01@gmail.com and his Facebook and Instagram pages under the name Eagle Shoe Products.



Ethan McWhorter

Advanced Electronic Repairs is a business for repairing computers and phones. It is run by Andres Trevino and Ethan McWhorter who plan to continue the business through college. Their main focus is personal computers and phones. They also have support for custom computer builds and part picking advice. They also offer electronic recycling for any old or unused electronics.



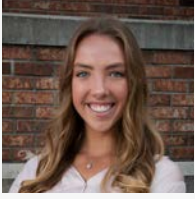
Sophia Moore

Sophia Moore is the owner and operator of her start up business, Cure by SGM. Sophia has created skin care products for varying skin types. Cure by SGM is more than just a natural skin care line, Sophia wanted to give back. Cure by SGM will give 10% of her final profits to an Alzheimer's foundation, and all products come with a brochure including information to raise Alzheimer's awareness. The current line offers face masks, and she plans to add skin scrubs soon. All of these products are currently named after her grandma Patsy Jared, who suffers from Alzheimer's. Next year, Sophia plans to study kinesiology and continue her education to obtain a PhD in physical therapy. If you would like to help be the CURE contact Sophia for your skin care needs. To make a purchase contact Sophia through email at curebysgm@gmail.com, on Facebook, or on Instagram @curebysgm.





2019 PERSONAL BUSINESS BIOS



Allie Niebrugge

PositiviTees is a start up business, owned and operated by Allie Niebrugge, that retails custom printed tees. Positivitees merchandise focuses on Christian-based, messaged tees used to spread positivity. PositiviTees clientele will be offered array of trending designs on three different canvases: a baseball tee, ringer tee, and crewneck. Allie is very involved in her faith community and saw this as a perfect opportunity to fill the niche retail tailored to the large Christian population in the area. Allie plans to major in international business before attending law school. To purchase a piece, contact Allie by email at allieniebrugge@gmail.com or by Facebook and Instagram @positiviteesofficial.



Julia Schmid

Julia Schmid is the owner and operator of her business, TossUps. She created TossUps to learn business and serve others with high quality products. TossUps offers prepackaged dip, bread, and oil mixes, along with several flavors of each. Each product is quick and easy to make because of the few ingredients required. We also offer gluten free, salt free, and sugar free products. All the products are also MSG and GMO free. Next year, Julia will be attending Frontier Community College to play softball, and then plans to continue her education at the University of Illinois. You can contact her on Facebook (@TossUpsCEO) and email (tossupsceo@gmail.com).



Grant Schmidt

Low Land Custom Baits is a fishing lure business owned through the partnership of Hayden Voelker and Grant Schmidt. Low Land offers quality baits at a quality price for their consumers. They have multiple starting lure designs and colors to choose from but also personalize fishing lures to specific customers if requested. Every lure is hand painted to give people what they really want. Any questions or information you're wondering about? Email Low Land at lowlandcb@gmail.com or find them on Instagram @lowlandcb. Grant Schmidt wants to continue his education further at either the University of Kansas or University of Illinois, majoring in nursing.



Nathan Schultz

Nathan Schultz is the founder of Holy Cow Beef Snacks. Holy Cow specializes in high quality beef jerky and beef snack sticks that come in various sizes and flavors including Original, Honey Spicy, Spicy, Teriyaki, and many more! The Mission of Holy Cow is to provide our customers with high quality, delicious tasting, and healthy snack options. For more information, contact Nathan through email at holycowjerky@gmail.com or visit Facebook and Instagram under "holycowbeefsnacks." After High School, Nathan plans on moving forward with his education and attending McKendree University where he will study Business and also to play on the Men's Golf Team. Holy cow Beef Snacks is the perfect precursor to his future endeavors.



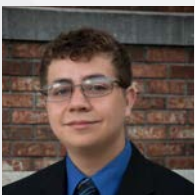
Joseph Siemer

The Grand Conspiracy is a fun and educational podcast about different conspiracy theories. The Grand Conspiracy is owned by Teutopolis High School Senior, Joseph Siemer, and his friend/co-host, Will Wortman. If interested in contacting The Grand Conspiracy, they can be reached at siemerjoe@thegrandconspiracy.com, or at their website, thegrandconspiracy.com. Joseph is attending Quincy University in the fall, where he plans to dual-major in history and philosophy and theology. Will is attending Indiana State University in the fall, where he plans to major in English teaching.



Abby Stock

Abby Stock is the founder of In Motion, "Where Art Comes to Life". In Motion is a lenticular art company that will feature photos of familiar places around Effingham County that, when viewed from different angles, appear to "flip" back and forth between two scenes. All of the art produced is handmade and undergoes a meticulous design and printing process. You can contact Abby for more information at inmotion.ceo1@gmail.com or checkout In Motion on Facebook (@InMotionCEO) and Instagram (@inmotion_1). Abby plans to attend Butler University in the fall to major in International Business and Marketing at the Andre B. Lacy School of Business.



Andres Trevino

Advanced Electronic Repairs is a business for repairing computers and phones. It is run by Andres Trevino and Ethan McWhorter who plan to continue the business through college. Their main focus is personal computers and phones. They also have support for custom computer builds and part picking advice. They also offer electronic recycling for any old or unused electronics. You can contact us at (advancedelectronicrepairs@gmail.com) or checkout our Facebook and Instagram (@ae_repairs). Andres plans to major in computer programming at Lake Land Community College in the fall.





2019 PERSONAL BUSINESS BIOS



Hayden Voelker

Low Land Custom Baits, owned by Hayden Voelker and Grant Schmidt, is a fishing lure company that produces hand painted lures. Low Land offers six different stock bait colors, as well as offering a custom option. The customer can send whatever design they create and Low Land will make it. Low Land offers Squarebill Crankbaits, Medium Diving Crankbaits, Suspending Jerkbait, and Topwater Poppers. Co-owner Hayden Voelker will be studying Business Administration at Lake Land Community College in the fall. To contact Low Land Custom Baits, email them at lowlandcb@gmail.com or add them on Instagram @lowlandcb.



Jenelle Vogt

A Teutopolis High School student, Jenelle Vogt is the founder of Russell's. Russell's bakes fresh, homemade cookies allowing you to enjoy a delicious snack without the kitchen mess. They offer four original cookies and two holiday/season flavors. With a passion to help others, 10% of monthly sales are donated to local charities. Russell's is named after a family friend with Down syndrome that hold a special place in Jenelle's heart. Her business can be found on Facebook. For questions and orders, you can contact Jenelle by email at vogt.jenelle@gmail.com. With plans on attending the University of Nebraska, Jenelle will major in psychology and continue helping people in need.



Bryson Wall

Are you tired of reading through hundreds of messages in your group texts? Do you wish you could just see the important information all in one place? Keep InTouch is perfect for you! Keep InTouch is an iOS App that was brought to life by Bryson Wall to help busy families and friends stay close. With this app, you can communicate with your loved ones and let them know what is going on in your life. Through Keep InTouch, you are a part of a group text, but instead of receiving hundreds of messages throughout a couple days, each group member sends one message recapping their week. To learn more, look up, Keep InTouch on the Apple App Store and download it today! You can contact Bryson with any comments or questions at bwall2631@gmail.com. Bryson plans to attend either the University of Illinois or Purdue University to study Engineering.



Becca Webster

"Making healthy treats simple and sweet" is what Blissful Bites, owned and operated by Becca Webster, strives to do. The business was created upon a pure passion for pure food. Becca is proud to offer healthy alternatives to sweet treats, and aims to put an emphasis on the importance of using simplistic ingredients. The vision of Blissful Bites is to enlighten lives in a natural way, and it does just that by providing wholesome, nutritious food products to customers at their convenience. Following her passion to Peoria, Becca is attending Bradley University this fall to major in Dietetics.



Madison Westendorf

Madison Westendorf was inspired to create Magnificents because many people she knows and loves suffer from anxiety. Giving back to her community is important to her, so she is donating a portion of her profits to Heartland Human Resources to help people dealing with mental illness. Madison can be contacted through her email, magnificentsbymadison@gmail.com, or through her Facebook page, Magnificents by Madison. Thank you so much for supporting Magnificents!



Elizabeth Will

Elizabeth Will solely owns and operates the business Sucré. Through this business, she makes homemade, moisturizing sugar scrubs in various scents. The mission of her business is to create an effective, high-quality product that will be great for the consumer's skin. Her sugar scrubs will be available for purchase at the CEO trade show in April. Elizabeth can be contacted at elizwill19@gmail.com with any business inquiries. She will be attending the University of Illinois in the fall with plans to study Accountancy through the Gies College of Business.



Anthony Zaccari

Anthony Zaccari is the sole owner of Cozy Connexion Effingham. Cozy's mission is to connect their members within a private virtual community, where they can comfortably share their unique needs and solutions with one another. Anthony is partnering with an up and coming business to bring the concept to Effingham. Next year, although undecided, Anthony will be attending Pace University. You can check out Cozy, more about it at, and even contact them at; www.cozyconnexionxchange.com or on Facebook (Cozy Connexion Effingham)





HOST SITES



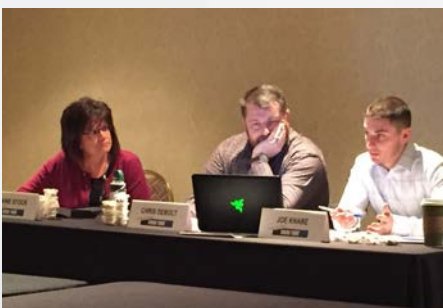
Roy Schmidt Honda

Thelma Keller Convention Center



2018/2019 AMBASSADORS

Ambassadors are a group of professionals that are called upon to assist with CEO events throughout the year. The group provides additional support on Mentor Hustle Days, serves as a focus group when needed, and may participate in Banker Day and Shark Tank Day.



Bev Soltwedel.....	Retired Banker
Jamie Stang.....	Stang Arts
Wanda Pitcher	Tuscan Hills Winery
Noah Brandenburger.....	Smoothie King
Chris Debolt.....	Culver's of Effingham
Karen Etter	RE/MAX Key Advantage
Jodi Siebert.....	Heartland Dental
Jennifer Westendorf	Patterson Technology Inc.
Elaine Stock.....	Heartland Dental





2018/2019 MENTORS



- Amber Benson..... Dieterich Bank
- Skyler Bilbo..... Wente Plumbing and Fire Protection
- Dean Bingham.....Agracel, Inc.
- Nikki Bloemer Dieterich Bank & Independent HR Consultant
- Jake Buhnerkempe.....J&R Collision Centers
- Sherrie BusbyHeartland Dental
- Don Bushue.....Entrepreneur
- Jason Carpenter Vantage Outsourcing-Cataract Division
- Matt Cekander Doehring, Winders & Co. CPA's
- Roy Dent..... Dent Law Offices, Ltd.
- Ashley Dillingham HSHS St. Anthony's Memorial Hospital
- Jacob Donsbach.....Country Financial
- David Dorris..... Turnkey Computer Systems, Inc.
- Dwight Erskine.....Raymond James Financial Services Inc.
- Michael Etter..... Kwik-Wall
- Julie Everett..... Smith Moore
- Ted Gardewine Bray Title Services
- Steffen Harris..... Steffen Harris Photography
- Angie Hartke..... Prudential - Rich Hartke
- Rebecca Kelly.....Self-Employed, Rebecca Kelly Massage Therapist
- Amanda Kemme..... Taylor Law Offices, P.C.
- Katie Koester Firefly Grill
- Brad Koester..... First State Bank of Beecher City
- Norma LansingEffingham County Chamber of Commerce
- Amanda Lessley..... Southeastern Illinois Community Foundation
- Tara McAllaster..... Achievious Living
- Teresa McCloy..... The REALIFE Process™
- DeAnna McWilliams Artcraft Press, Inc.
- Ron MietznerMartins IGA Plus
- Justin Niebrugge..... Stevens Industries, Inc.
- Jacob PalsJohn Boos & Co.
- Alec Ring Ring Financial Inc.
- Zach ScottHeartland Dental
- Brad Waldhoff..... First Financial Bank, NA
- Denise Walk Patterson Companies
- Kelly Willenborg.....MyMemoryWorx

THANK YOU!





CEO INVESTORS



Agracel, Inc.
Akra Builders
Al's Tire Mart &
Electronics Center, Inc

Beck's Hybrids
Bonutti Clinic/Research
Brandenburger Family
Bray Title Services
Brumleve Industries, Inc
Bushue Human Resources

Center For Jaw & Facial Surgery, PC
City of Effingham
Craig & Beth Lindvahl
Crossroads Bank

Dan Hecht Chevrolet Toyota, Inc.
Delbert & Beverly Soltwedel
Dieterich Bank
Drs. Stan & Nanci Huels
Dust & Son Auto Supplies Inc.
Dusty's Outdoor Media
Dwight & Karen Erskine

E J Water Cooperative Inc
Edward Jones
Effingham County

Farm Credit Illinois
Firefly Grill LLC
First Mid Bank & Trust
First National Bank of Waterloo
First State Bank of Beecher City

Heartland Dental, LLC
Higgs Welding
Hodgson Mill, Inc

Illinois Power Generating Co

J & R Collision Centers, LLC
J&J Ventures Gaming, LLC
Jansen Cable Construction, Inc.
Joe's Pizza & Pasta
John Boos & Co

Kabbes Development Group LP
Kemper CPA Group
Kirby Foods Inc.
Koboldt Charitable Trust
/ Fifth Third Bank
Koerner Distributor, Inc

Lake Land College
Lee's Tool Sales, Inc. - Snap-on
Linders Ltd LLC/McDonald's

MBS Communications
McDevitt, Osteen, Chojnicki, Deters
Mette's Cabinet Corner, Inc.
Midland States Bank
Milano & Grunloh Engineers, LLC

Patterson Companies, Inc
Prudential Financial Services
Pyramid Marble & Granite

RE/MAX Key Advantage

Respond Communications, Inc
/ Wabash Communications
Robert & Karen Wolters
Roy Schmidt Honda
Russell & Janet Ramsey

Sandschafer Electric
Schultz Investment Co, Inc
Servpro
Siemer Milling Company
Smith Moore & Co
South Central FS
Stevens Industries, Inc.
Superior Fuels, Inc.
Sutterfield Law Offices, P.C.

Taylor Law Offices, P.C.
The City of Altamont
The Equity
Tingley Insurance Agency, Inc.
Tom & Lana Henderson
Tuscan Hills Winery

Vantage Outsourcing
Village of Beecher City
Village of Dieterich
Village of Teutopolis

Washington Savings Bank
Weber's Clothing & Jewelry
West & Company, LLC
Wright Furniture, Inc

Y-Yard Auto & Truck, Inc.





BUSINESS VISITS

CEO toured more than 40 area businesses facilities where they had the opportunity to speak with owners, managers, and employees. Business visits are an eye-opening experience leaving many amazed at the reach of Effingham County.

Accuracy Firearms
 Agracel, Inc.
 Al's Tire Mart
 Baseball Card Connection
 Beck's Hybrids
 Burklands Florist
 Candle Art
 Cinncinatti Reds
 Culver's
 Dan Hecht Chevrolet-Toyota, Inc.
 Designs Unlimited
 Effingham Performance Center
 EJ Water Cooperative, Inc.
 Fast Stop
 Firefly Grill

FISH / Catholic Charities
 Christmas Store
 Fresh Digs
 Gopher's Grill
 J & J Ventures
 Joe Sippers
 John Boos
 J&R Collision
 K Wohltman Construction, Inc.
 Koerner's Distributor Inc.
 KT Boutique
 MBS Communications
 Patterson Technology Center
 Schmid Auction
 Siemer Milling Company
 Smoothie King

South Central FS /
 Total Grain Marketing
 Southeastern Illinois
 Community Foundation
 HSHS St. Anthony Hospital
 Stang Arts
 Stevens Industries
 The Equity
 Thelma Keller Convention Center
 Tuscan Hills Winery
 Vantage Outsourcing
 Walmart
 Wendte Farms
 Wiedman Cleaners
 Wright's Furniture and Flooring
 Y-Yard





GUEST SPEAKERS

More than 40 community business leaders spoke to CEO students on a variety of entrepreneurial and general business topics, including distribution, management strategies, sales, finances, and marketing.

Ali Habing (Marketing)
Amy Tarr (Midland Institute for Entrepreneurship)
Ann Deters (Financial Reporting)
Austin Brooks (Networking)
Bev Soltwedel (Introductions)
Bob Schultz (The Art of Conversation)
CEO Board
Claire Gardner (CEO Alumni Panel)
Colin Hecht (CEO Alumni Panel)
Connie Houlihan
Craig Lindvahl (The Start of CEO)
Craig Nielsen (Community Development)
Dan Remmenga (Business Ethics)
Dalton Kemper (CEO Alumni Panel)
Dean Samuel (Entrepreneurial Journey)
Deanna Nuxoll (Marketing)
Dick Bladow (Entrepreneurial Journey)
Donnie Wilson (Entrepreneurial Journey)
Downtown Business Association
Dr. Bill Minnis (Business Plans)
Dustin Salmons (First Class Wrecker)
Dwight Erskine (Business Etiquette)
Jeff Speer (Apartment 101)

Jennifer Vahling (Emotional Intelligence)
Jerry McDaniel (Entrepreneurial Journey)
Jodi Tholele (Effingham Tourism)
John Perles (Action Plans)
Karen Etter (Protege Training)
Karen Wolters (Entrepreneurial Journey)
Kaye Dent (Business Partnerships)
Kaye Kibler (Willow Brook Memory Support)
Kelly Willenborg (MyMemoryWorx)
Kent Probst (Midland Institute for Entrepreneurship)
Lisa Strullmeyer (Leopard Love)
Michael Abrashoff (It's Your Ship)
Midland Institute for Entrepreneurship
Patty Greene (Trade Show)
Patrick Tkachuk (CEO Alumni Panel)
Rick Siemer (Siemer Milling Company)
Roy Dent (Tort Law)
Scott Kabbes (Entrepreneurial Journey)
Sean Sandifer (Life of a CEO Alumni)
Steve Bushue (Human Resources)
Steve Witges (Leadership)
Theresa McCloy (REALIFE Process)
Tiffany Gates (ISU Networks Program)





CEO GIVES BACK



Christmas Store

Each year the FISH & Catholic Charities Christmas Store helps to ensure that every child and parent has a special Christmas morning. The Christmas Store serves over 250 families in Effingham County by providing a shopping experience for participants. Effingham County CEO spent the morning assisting with the setup of the store. It was an amazing experience to see the generosity of the Effingham community.



Downtown Business Hometown Christmas

The goal of the Downtown Effingham Business Group is to promote the central business district and it is responsible for cooperative promotions and activities. This year Effingham CEO partnered with the Downtown Business Association Hometown Christmas to provide volunteers. The downtown was transformed into a winter wonderland with several new attractions including an ice skating rink.





PERSONAL BUSINESS JOURNEY

As part of learning about entrepreneurship, each participant is provided the opportunity to start their own business. The students develop a business concept then completed a feasibility study while writing a business plan. The entrepreneurs participate in Banker Day where financials are reviewed by those familiar with financials. Additionally, a Shark Tank Day is held where students pitch their businesses to a panel of business owners seeking advice and input. This year the best pitch in each tank received the first choice of their booth selection for the CEO Trade Show. The Trade Show was held at Thelma Keller Convention Center on Wednesday, April 24. This annual event is the culmination of the CEO year and spotlights the businesses created by each student.

SCHOLARSHIP WINNERS 2018



John H. Schultz Scholarship

The John H. Schultz CEO Scholarship was created in memory of John H. Schultz, an Effingham area entrepreneur, and businessman. It was created by the children of John and Fran Schultz and is a \$1,000 annual Scholarship.

Emmie Schultz, CEO Class of 2012 presents Patrick Tkachuk with the John H. Schultz Scholarship.

2018 Entrepreneurs of the Year
Steve Witges, Chairman of the Effingham County CEO Board presented Avery Elder & Truman Rhodes with “Entrepreneurs of the Year” awarded by their fellow CEO students.





Effingham County CEO Profit & Loss Statement

	Class of 2016	Class of 2017	Class of 2018
	Aug 1, 2015 to July 31, 2016	Aug 1, 2016 to July 31, 2017	Aug 1, 2017 to July 31, 2018
INCOME			
Investor Income	\$102,683.80	\$75,900.00	\$99,650.00
Interest Income	\$144.46	\$221.52	\$993.42
Rental Income		\$50.00	
Miscellaneous Income	\$670.00	\$400.00	\$150.00
Total Income	\$103,498.26	\$76,571.52	\$100,793.42
EXPENSES			
Investment Expense	\$3,440.84	\$3,126.02	\$3,490.20
Marketing	\$2,979.39	\$3,889.23	\$9,356.41
Program Expense	\$1,273.50	\$715.02	\$10,987.61
Office Supplies		\$149.33	\$330.04
Postage	\$341.50	\$94.00	\$310.33
Payroll/Contracted	\$74,018.28	\$76,674.34	\$58,639.00
Meals/Entertainment/Gifts	\$2,923.22	\$703.98	\$4,265.68
Travel			\$1,974.60
Miscellaneous Expense	\$1,000.00	\$1,549.98	\$1,803.31
Total Expense	\$85,976.73	\$86,901.90	\$91,157.18
Total Income	\$17,521.53	-\$10,330.38	\$9,636.24
Net Assets (Spendable)	\$223,680.82	\$213,835.44	\$223,471.68

Effingham County CEO Endowment

The Effingham County CEO Advisory Board established the Effingham County CEO Endowment in fall 2018 with surplus profits from previous class businesses. Over the last 10 years, Effingham County CEO program has been made possible through equitable and wide-spread support of donors in our community. We plan to continue the “investor model”, but the endowment provides an opportunity for donors to give above and beyond investor support to help us ensure the sustainability and future of Effingham County CEO. The charitable fund is being managed by Southeastern Illinois Community Foundation. Contact Amanda Lessley at 217-342-5409 for more information about making a donation or bequest to the Effingham County CEO Endowment!





CEO BOARD OF DIRECTORS



Noah Brandenburger
Chairman
Smoothie King Franchise



Brad Koester
First State Bank of
Beecher City



Karen Etter
RE/MAX
Key Advantage



Dwight Erskine
Raymond James
Financial



Jennifer Vahling
Midland States Bank



Bill Fritcher
Superintendent
Teutopolis Unit 50
School District



Jennifer Patton
Guidance Counselor
Effingham High School



Amanda Lessley
Southeastern Community
Foundation



Tom Purcell
Retired Sales &
Marketing Executive



Courtney Johnson
CEO Alumni Coordinator
CEO Class of 2009
Imagine This!
Marketing Group

For More Information
www.effinghamceo.com

Noah Brandenburger
CEO Chairman
217.821.3441

Kristy Sayers
Facilitator
217.994.1696

Molly Bushue
Facilitator
217.254.0777

Amanda Lessley
CEO Board Member
Southeastern Community Foundation
217.342.4988

Cover designed by Abby Hartke

