



Effingham County

2020

ANNUAL REPORT



Letter from the Chairman of the Board

Dear CEO Investors,

As we complete our 12th year of Effingham County CEO excellence, our Board members, our facilitators, and our students thank you for your continued support. Included in this annual report are financial statements, Student business profiles, Class business reviews, and an overall synopsis of the 2019-2020 class.

Unfortunately, The 2019-2020 academic year will be remembered for the second semester more than the first. All of the momentum that the class built from August until March was quickly derailed when the State shifted our Schools to on-line learning in response to the Coronavirus outbreak. Our students experienced a valuable business lesson first hand, one that could typically only be explained by using examples. The lesson learned is about handling situations that are sometimes, completely out of our control. As business owners and leaders, we have to be able to analyze events and quickly adapt to changes. No one includes a State-mandated shut down in their business plans.

Many events had to be canceled, including the annual Trade Show which highlights each student business. Much like the rest of the business world, our students had to adapt, change, and move forward. Up to the challenge, A virtual tradeshow was held so the personal businesses could be showcased online!

On behalf of the Effingham County CEO advisory board, I thank you for your continued support. Your investment in the future of these young adults is appreciated. There are many ways investors can be involved and have an impact on these students. Please consider attending a class, becoming a mentor, hosting a class/tour, or joining our Board of Advisors.

Thank you, from all of us.

Sincerely,

Noah Brandenburger
Effingham County CEO
Advisory Board Chairman





Sarah Petty Photography

Who will be better?

That is the mantra that has guided my entire adult life. When you get up in the morning, you're given the gift of this day. You've never been given this exact gift, with it's a unique set of circumstances and opportunities, and you'll never get it again. The question that guides me is, "Who will be better because of what I do today?" As I evaluate every decision and action through the day, that's the theme. Today, because I understand so much more about the limited time each of us is given, the question pings in the back of my mind much more strongly. You know what else that question does? It moves me beyond just thinking about the parts of my life that aren't what I want them to be. It compels me to take action, to do rather than just think about good intentions. Have you identified the guiding question in your life? It doesn't have to be this one, but you absolutely must have one. It's your north star. While you think about it, feel free to use mine. When you wake up in the morning, ask yourself, "Who will be better because of what I do today?" Do it every day, and you'll live a life beyond yourself, a life richer and more satisfying than you could possibly dream.

-Craig Lindvahl, November 23, 2015

Remembering Craig Lindvahl

November 22, 1957 - January 02, 2020



Craig Lindvahl was the architect and first facilitator for Effingham County CEO. Craig was, by his own definition "a people magnet" creating a lasting impact on those he interacted with. After his pancreatic cancer diagnosis in fall of 2015, Craig continued to build National CEO serving as Executive Director. His greatest legacy will be the people he influenced by living his mantra "Who will be better because of what I do today?"



Scholarships 2019

Each year Effingham CEO presents several awards and recognition at the annual Trade Show. Below are the recipients of the 2019 Awards.

Class Investment

A tradition has been established with the Effingham CEO classes. Each year the class invests profits from their class business into the future of the CEO Program. The Class of 2019 became investors for the next three years with their \$3,000 contribution.



Entrepreneurs of the Year

Each year the CEO participants submit nominations for Entrepreneur of the Year. Nominees must exhibit the core values of CEO. Additionally, their involvement in the class business and personal business development is considered. The class of 2019 selected Nicole Deters and Abby Stock as recipients of Entrepreneur of the Year.



Effingham CEO executive team members present their investment check to board chair Noah Brandenburger. Pictured (l to r): Sophie Moore, Caralee Hayes, Abby Stock, Noah Brandenburger and Bryson Wall.



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 scholarship presented annually. Bryson Wall was the recipient of the 2019 award which was presented by CEO Alum '13 Emmie Schultz.

CEO Journey

Facilitators Letter



The journey CEO students experience is unlike any course they've taken before. Participants arrive early at 7:15 am each morning. There is no homework or busy work but a lot of "stuff" that gets done. The group develops a class business and personal business to learn about entrepreneurship. Business professionals are their teachers and life lessons are the centerpiece of this experience. We consider it a privilege to watch the group embrace a program that exposes them to businesses in their community and creates a learning environment provided by talented professionals. The Class of 2020 was a unique group that bonded throughout the year. We never imagined our business visit to Walmart on March 13, 2020 would be the last time the group met together. The coronavirus pandemic may have taken away their Shark Tank experience, Trade Show, and the annual trip to the Cincinnati Reds but the group made the most of the time they had in CEO. We are proud of those who participated in the virtual trade show, recorded messages to next year's class, and the ones who plan to exhibit their personal business alongside the class of 2021. All of these experiences add tools to their toolbox that they can use in their future endeavors. Congratulations Class of 2020 on a successful CEO year!

Kristy Sayers & Molly Bushue
Facilitators

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.

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.



Business Visits

An important piece of the CEO experience is visiting local businesses in Effingham County. People drive by these locations daily without recognizing their contribution to economic development of the area. The group walks away with a changed mindset, never viewing the business the same way again.



- Accuracy Firearms*
- Agracel
- Balda Dental
- Buckeye Friends School*
- Burkland's Florist & Gifts
- Candle Art
- Cincinnati Reds*
- Country Rhodes Catering
- Culver's
- Dan Hecht Chevrolet-Toyota
- Designs Unlimited
- Effingham Performance Center
- EJ Water Corporate Visit*
- EJ Water Treatment Plant*
- Fast Stop*
- Firefly Grill*
- Fish and Catholic Charities
- Christmas Store
- Fresh Digs
- Gophers's Grill
- Heartland Dental
- HSHS St. Anthony Memorial Hospital*
- J&R Collision Center
- John Boos Wood Plant
- John Boos Metal Plant
- K Wohltman Construction Inc.*
- Koerner Distributors
- Kohl's*
- KT Boutique*
- MBS Communications*
- Mika Yoga
- MyMemoryWorx and Parkinson's Institute
- Niemerg's Steakhouse
- Old Macs
- Patterson Technologies
- Pet Wellness Center of Southern Illinois
- Re/Max Key Advantage*
- Schaefer Pumpkin Patch
- Siemer Milling Company
- Smoothie King
- South Central FS*
- Southeastern Illinois Community Foundation
- Stang Arts*
- Stevens Industries
- The Equity
- The Y-Yard
- Total Grain Marketing*
- Tuscan Hills*
- Vantage Outsourcing
- Walmart
- Wendte Farms Ltd.
- Wiedman's Cleaners
- Wright's Furniture

***Business Visits that were scheduled but were unable to attend due to IL Stay at Home orders.**

Speakers

CEO participants have a unique experience with guest speakers serving as instructors for the program. Community Leaders present their life stories, entrepreneurial journeys and share lessons on a variety of business topics.

Alli Etter (Marketing)
Allie Weber (Modern Family Dinners)
Amy Tarr (Lake Land College Dual Enrollment)
Ann Deters (Financial Reporting)
Bev Soltwedel (Introductions)
Bob Schultz (Expanding Your Comfort Zone)
CEO Alumni Panel
CEO Board
Chris Egelston (Midland Institute of Entrepreneurship)
Cindy Deters (Effingham Health Department)
Courtney Johnson (Imagine This! Marketing)
Dan Remmenga (Life Lessons)
Dean Samuel (Entrepreneurial Journey)
Donnie Wilson (Entrepreneurial Journey)
Dustin Salmons (First Class Wrecker)
Dwight Erskine (Business and Dining Etiquette)
Jennifer Vahling (DISC Profiles)
Jerry McDaniel (Entrepreneurial Journey)
Jodi Thoele (Effingham Tourism)
John Perles (Action Plans)
Josh Awalt (HA Security Solutions)
Karen Wolters (Entrepreneurial Journey)
Kaye Kibler (Willowbrook Memory Support Residences)
Kent Probst (Midland Institute for Entrepreneurship)
Kelly Willenborg (My Memory Worx)
Madalaine McDaniel (Online Presence)
Maggie Meylor (Level 10 Meetings)
Matt Cekander (Tax Liability for Small Business)
Miss Illinois 2019 Ariel Beverly
Navi Arora (Effingham Prompt Care)
Patty Greene (Trade Show Booths)
Russ Runde (YBNext)
Scott Kabbes (Entrepreneurial Journey)
Steve Witges (Leadership Impact and Life Lessons)
Teresa McCloy (REALIFE Process)
Todd Wegman (Personal Journey)
Tom Deters (Branding and Value)
Tom Purcell (The Value of Time)





APPRENTICE

BLUE 2020

For a second year, Effingham CEO used an Apprentice approach in determining the class business. Three teams were formed based on personality styles and challenged to develop a proposal for the class business in two weeks. The teams were challenged to develop a plan that met these goals:

- *Original
- *Partner with a Charity, Donate 20% of profits to this Charity. Highlight the charity and why you partnered with them.
- *Highlights CEO Investors
- *Promotes the CEO Brand

The teams presented to a panel of judges that brought a variety of professional experiences. A reveal was held with the panel providing feedback on each team's idea. Team Blue 2020's proposal was selected and their project idea continued to evolve and develop. After pivoting multiple times, the entire group decided to host a comedy show called Funny Business.



Special Thanks to **Apprentice Judges**

Tina Brumleve (Designs Unlimited)
Karen Etter (ReMax/ Key Advantage)
Pam Hemmen (J&J Ventures)



Special Thanks to **Financial Advisors**

Grant Busue (5/3 Bank)
Matt Cekander
(Doehring, Winders & Co. LLP, CPA's)
Alec Ring (Ring Financial Inc.)



FUNNY BUSINESS

PLANNING UNDERWAY



Executive Team (l to r): Sam Thompson- CEO, Audra Doedtman- CFO, Karlee Roepke- COO.

Mission: To provide a unique and interactive experience, give back to the community, and offer insight to what Effingham County CEO is all about.

Vision: To inspire our family, community, and ourselves by providing a unique, interactive experience

Class Values: Respect. Teamwork, Determination, Creativity, Communication

To move forward with the planning process, all three apprentice teams were dissolved and a new team structure was established. To guide this process the group enlisted the help of **John Perles- Momentum Builders** and **Kelly Roepke-Y-Yard**. Perles helped develop the mission and vision of the business and guided the establishment of teams. Roepke provided examples of how the Y-Yard uses an action plan in their business.

Nominations for CEO, CFO, COO occurred and the executive team was established. Katherine Slaughter- led the Sales/Finance, Camryn Crowell led Marketing and Claire Schidemantel led Production.

The comedy show concept evolved from Blue 2020's original idea. Limitations from Blue 2020's proposed budget presented the biggest challenge but the group continued to pursue alternatives, eventually deciding on Funny Business!

EFFINGHAM CEO PRESENTS FUNNY BUSINESS

February 22, 2020

Doors Open
5:30 pm VIP
6:00 pm GA

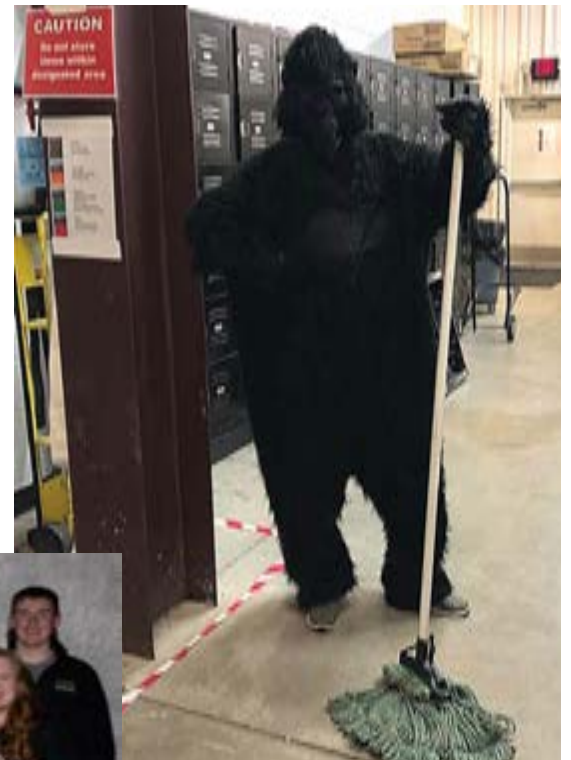
Show Begins
7:00 PM



Opening Act



Featured Comedian





Investors

Effingham County CEO Investors are the heart of our community driven program. An annual investment of \$1,000 provides the necessary resources for current-year facilitator salary and operating expenses, and ensures the sustainability of the Effingham County CEO class for future students. In addition investors host business visits, provide guest speakers and serve as mentors. All crucial to the success of Effingham County CEO.

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.
Dean and Linda Samuel
Delbert & Beverly Soltwedel
Designs Unlimited
Dieterich Bank
Drs. Stan and 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
Goeckner Accounting & Financial Services
Heartland Dental, LLC
Higgs Welding
Illinois Power Generating Co
J & R Collision Centers, LLC
J&J Ventures Gaming, LLC
Jerry and Madalaine McDaniel
Joe's Pizza & Pasta
John Boos & Co
Kabbes Development Group LP
Kemper CPA Group
Kirby Foods Inc.
Koboldt Charitable Trust
Koerner Distributor, Inc
Lake Land College
Lee's Tool Sales, Inc. - Snap-on
Linders Ltd LLC/McDonald's
Madolyn Johnson
MBS Communications
McDevitt, Osteen, Chojnicki, Deters
Mette's Cabinet Corner, Inc.
Midland States Bank
Milano & Grunloh Engineers, LLC
Patterson Technology Center
Prudential Financial Services
Pyramid Marble & Granite

RE/MAX Key Advantage
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.
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
Wabash Communication
Washington Savings Bank
Weber's Clothing & Jewelry
West & Company, LLC
Wright Furniture, Inc
Y-Yard Auto & Truck, Inc.

Host Locations



Mentors & Ambassadors

A Mentor/Ambassador is a business owner, entrepreneur, or intreprenuer from the Effingham County business community. A mentor is someone willing to share his or her time and expertise with a CEO student. Ambassadors work as a mentoring group assisting the Class Facilitator to help further develop and strengthen the CEO class with their experience and direction.

Mentors 2020

Noah Brandenburger

Smoothie King Franchise Owner

Skyler Bilbo

Wente Plumbing

Dean Bingham

Agracel, Inc.

Nikki Bloemer

Dieterich Bank

Jake Buhnerkempe

J & R Collision

Sherrie Busby

Heartland Dental

Don Bushue

Retired/Life Long Learner

Jason Carpenter

Vantage Outsourcing

Kristie Campbell

firefly grill & Buckeye Friends School

Matt Cekander

Doehring, Winders & Co. LLP, CPA's

Allison Donsbach

Washington Savings Bank
CEO Alumni Class of 2009

David Dorris

Turnkey Computer Systems

Dwight Erskine

Raymond James Financial Services Inc.

Julie Everett

Smith Moore

Steffen Harris

Steffen Harris Photography

Angie Hartke

Prudential Financial Services

Pam Hemmen

J&J Ventures

Rebecca Kelly

Massage Therapist

Amanda Maag

HSHS St. Anthonys Memorial Hospital

Toby McMahon

Probst Autobody

Deanna McWilliams

Servpro

Maggie Meylor

Southeastern Community Foundation

Jake Pals

John Boos & Company

John Perles

Momentum Builders

Alec Ring

Ring Financial, Inc.

Emmie Schultz

Effingham Express Care
CEO Alumni

Zach Scott

Heartland Dental

Lisa Strullmyer

Leopard Love

Katelyn Weber

Elite Hair Studio

Kelly Willenborg

MyMemoryWorx



Ambassadors 2020

Ali Etter

Dieterich Bank

Jason Hanson

Treign

Amanda Lessley

Southeastern Illinois Community
Foundation

Ron Mietzner

Kirby Foods

Michael Wall

HSHS St. Anthony Memorial Hospital

Personal Business Bios



Renae Bingman

Twice the Spice is a prepackaged dip company created and founded by Renae Bingman. Her mission is to create a quick and easy appetizer by developing dry dip mixes that will simply be blended with sour cream, mayonnaise, or cream cheese. Twice the Spice offers five different dips, Chipotle, BLT, Garlic Parmesan, Pizza, and Salsa. For more information, contact Renae at renaebingman00@gmail.com and check out Twice the Spice on Facebook. Renae will be attending the University of Missouri, and majoring in business finance.



Emma Budde

Emma Budde is the owner of **Charmed Life**. Charmed Life makes 18" silver chained necklaces with a variety of 12 different colored charms to choose from. The goal of Charmed Life is to make a necklace women of all ages will love! To make a purchase or if you have any questions, you can contact Emma at emmambudde@gmail.com and on Instagram at [charmed.life_emma](https://www.instagram.com/charmed.life_emma). Emma will be attending Lakeland Community College to study business in the fall. After, she plans to continue her education at Eastern Illinois University.



Carsyn Bushue

Love is in the Hair, owned and operated by Carsyn Bushue, was designed to give women a product to help them feel confident and beautiful. These lovely hair scarves come in six different colors and are perfect for all personalities! The unique aspect of hair scarves is the many ways you can style them. You can tie the hair scarf as a headband, use it as ribbon in a ponytail or bun, or you can even use a hair scarf as an accessory to a bag or purse. Contact Carsyn at carsynbushue@gmail.com to purchase your hair scarf! Love is in the Hair can be found on Facebook and Instagram. Next year Carsyn plans to attend the University of Illinois majoring in Speech and Hearing Science. Mentored by Katie Weber from Elite Hair Studio.



Camryn Crowell

Signed, Cam is the personal business started by Camryn Crowell. Signed, Cam prides itself on providing handmade, unique cards and stationary. The goal of Signed, Cam is to inspire people to take time away from texting and social media, and write to the people that they care about. You can check out [@signed.cam](https://www.instagram.com/signed.cam) on Instagram, or send Camryn a message via email at ccrowell46@gmail.com. Camryn will be attending the University of Illinois in the fall and major in Media and Cinema Studies.



Personal Business Bios



Caroline Peters

Sweet Caroline's Pecans is an all natural locally-made product. It has two different flavors: a sweet pecan and a seasoned pecan, that is offered in a snack size (4 oz) and a family size (7 oz). The pecans are grown in Sigel, IL and made with a special secret recipe. This business was made for one goal, to showcase the good roots of the Effingham community.



Alex Peters

Alex Peters is the owner and operator of his business, **SockStop**. He created SockStop to learn more about business and bring something fun to the community. SockStop offers a variety of socks including Trump, Dress, Fun, and Christmas socks. Next year, Alex will be attending LakeLand College planning on majoring in accounting. After his first two years, he is still undecided on where to attend school next. You can contact him on Instagram @Sockstop_ or email him at alexdeters01@gmail.com.



Audra Doedtman

Audra Doedtman is the founder of **Simple Succulents**. Simple Succulents provides easy-to-care-for plants in handcrafted holders. There are a variety of cacti, succulents, and air plants that come in handcrafted pots and holders. For more information, please contact Audra at audradoedtman@gmail.com or check out Simple Succulents on Facebook and Instagram (@simplesucculents.audra). Audra plans to attend Indiana State University in the fall to major in Financial Services.



Ben Donsbach

Ben Donsbach is the founder of **Legacy Wallets**. These wallets come in brown and black, and can be engraved. Ben's goal is to make every wallet personal to it's owner. These wallets come in an ultra thin design with a money clip. Ben will be attending the University of Missouri in the fall, and plans to major in business with a minor in communication.





Mykaela Dye

Wick's by Mick is an inspirational handmade candle business founded by Mykaela Dye. Wick's by Mick offers a variety of scents and colors that come in a candle or wax melt form. The candles come with a inspirational quote on the candle, to spread inspiration to customers. If you would like to learn more check out Wick's by Mick on Facebook. Mykaela plans to attend Bradley University in the fall to major in Marketing.



John Elder

Jack Elder is the founder of **lazy E leather**. His business was created to offer fine leather goods that will last a lifetime. His products include handcrafted, hand stitched and hand polished leather wallets. Each wallet is crafted by myself with attention to detail. If you are looking for the perfect graduation present, Lazy E leather has you covered. Jack is available for any questions at jdf2020@gmail.com. Jack will be attending Butler University in the fall and plans to major in business. He looks forward to applying all the knowledge he has gained from CEO in college and in the future.



Blake Fitzgerald

Blake Fitzgerald is the owner and operator of **Fitzgerald Detailing**. A company that offers high quality car detailing. At Fitzgerald Detailing we pride ourself on putting customer care first. We make it convenient and affordable to have your car detailed. You can contact Blake at blakefitzgeraldceo@gmail.com with any inquiries.



William Fonner

2020 is a business owned and ran by William Fonner. His business is an All-American t-shirt company that sells Trump Merchandise for the upcoming Election. My mission is to provide t-shirts that promote patriotism and encourage the support of President Trump in the upcoming election. For further information about 2020, William can be reached at williamfonner2121@gmail.com. Starting in June, William will be attending Parkland College and will be studying Aviation in hopes to become a commercial pilot.





Avereer Greene

Avereer Greene is the founder of **Sip Sip Hooray**. Sip Sip Hooray is a cup customizing business that specializes in the application of vinyl cutouts and glitter accents to coffee mugs, wine glasses, reusable water bottles, and sippy cups. With the help of her handy-dandy Cricut maker, mounds of glitter, and a dash of creativity, Avereer is able to transform simple drinks into anything but ordinary. You can contact Avereer for more information at avereergreene@gmail.com or checkout Sip Sip Hooray on Instagram ([sip.sip.hooray_aveer](https://www.instagram.com/sip.sip.hooray_aveer)). Avereer plans to attend the University of Missouri in the fall to major in Psychology.



Makenna Grubb

"A brighter day is only a cup away!" Founded by Makenna Grubb, **Solaris Coffee Company** is a custom coffee blend that allows for the everyday coffee drinker to get more out of their daily cup of joe. With a rich, flavorful taste and a smooth finish, the goal of Solaris is to appeal to coffee drinkers of a broad spectrum, and introduce them to the world of craft coffee. For more information about Solaris, you can contact Makenna at solariscoffee@gmail.com. After graduating, Makenna plans to take the skills she has learned from CEO to Maryville University, where she will major in Business Administration. After college, she plans to pursue a career in Marketing.



Sam Kingery

The Good, the Bad, and the Ugly is a newsletter/podcast dedicated to reporting fact based news. The Good, the Bad, and the Ugly is owned by Teutopolis High School Senior, Samuel Kingery. If anyone is interested in being a reader/listener, he can be contacted on his Instagram or Facebook [@thegoodthebadandtheuglynews](https://www.instagram.com/thegoodthebadandtheuglynews). Samuel is attending the University of Missouri this fall, where he plans on double majoring in journalism and political science.



Maggie Koester

Maggie Koester is the founder and operator for **Keksteig**. Keksteig is an edible cookie dough business with the mission to provide cookie dough at an affordable price. Keksteig offers three delicious flavors: snickerdoodle, monster, and chocolate chip. Contact Maggie for any inquiries at koesterm02@gmail.com or on our social media [@keksteig.ecd](https://www.facebook.com/keksteig.ecd) on Facebook and Instagram! Maggie will be attending Southern Illinois University Edwardsville in the fall and plans to double major in international business and accounting with a minor in German.





Allison McDevitt

Allison McDevitt is the co-founder of **A & M Designs**. Allison and her partner, Madilynn Stortzum have partnered up to create handcrafted home decor. Each sign is made completely from scratch, and includes a phrase that fits the consumer's unique lifestyle. They offer two sizes of signs, a 10x30 in. and a 16x16 in. and also have three different shades of stain to offer for the frames. Their vision is to create affordable and trendy home decor pieces perfect for any home. In the fall, Allison plans to attend Lake Land College to study business administration. She then plans to transfer to a university to further her education.



Bryonna Meskimen

Bryonna Meskimen is the owner and operator of **Instant Glam**, a business that offers "press on eyeshadow in under 3 minutes." The press on eyeshadow has revolutionary application technology which is actual eye shadow that has been pre designed with color schemes that are water resistant, all day lasting, and crease proof. All the user has to do is simply press, peel, and blend for a full eyeshadow look in under three minutes! No more spending hours in the morning doing makeup or feeling helpless not knowing how to do eyeshadow. When purchasing "The Everyday Kit" from Instant Glam, you will have everything you need to feel confident in your makeup! Does it still seem too good to be true? Go to @instantglameyeshadow on Facebook and Instagram to see just how easy it is to use! Bryonna will attend Lakeland College in the fall for business and marketing. She plans to pursue her life long dream of being a professional all-star cheer choreographer!



Claire Niebrugge

Wooden Spoon Soups is a business solely owned and operated by Claire Niebrugge. Through her business, she sells pre-packaged soup mixes that are easy to prepare. The mission of her business is to provide quick and easy meals for anyone with a busy lifestyle. Her soup mixes will be available for purchase at the CEO trade show. Claire can be contacted at 20niebruggeclaire@gmail.com for business inquiries. She will be attending the University of Mississippi in the fall with plans to study Accounting through the Patterson School of Accountancy.



Ashley Rhodes

Ashley Rhodes is the owner of **Bomb Diggity**, a bath bomb business. Bomb Diggity creates several different varieties of bath bombs, including different scents and colors. Bomb Diggity's mission is to offer happiness in a long, hot bath while also softening skin and emitting nice smells and colors. After graduation, Ashley plans to continue Bomb Diggity while also pursuing a career in cosmetology at LakeLand College.





Karlee Roepke

Karlee Roepke is the founder of **Scents the Positivity**. Scents the Positivity is a canvas product combined with a positive, motivational statement and an uplifting aromatherapy scent. The goal of her business is to replace the negativity in the world with positivity as well as reminding people their worth. For more information, contact Karlee at Karlee.roepke1@gmail.com and check out Scents the Positivity on Facebook and Instagram. Karlee plans to attend the University of Alabama where she will major in business. Mentored by Amanda Maag.



Claire Scheidemantel

Claire Scheidemantel is the artist behind the shoe customization service **Claire's Customs**. Her business is focused on creating high quality, wearable art unique to each customer. For more information, she can be reached through clairepaintsshoes@gmail.com and she can be found on Facebook (Claire's Customs) and Instagram (@clairescustoms). After high school, Claire plans to continue running her business and attend Murray State University in Kentucky.



Eli Seaman

Elite Ties is a business that was founded by Eli Seaman. His goal was for people to live by one of his life mottos and feel as though they, "Dress Above the Rest". This business offers sophisticated, unique, and one of a kind long neck ties that include a pocket on the backside that can be used for cards, cash, or whatever else may comfortably fit. For additional information, contact Eli at eliseaman20@gmail.com, @elite_ties on Instagram, or ELITE ties on Facebook!



Katherine Slaughter

Katherine Slaughter is the sole owner and operator of **Mika Style**. Mika Style is a clothing line for the local yoga studio, Mika Yoga Studio. She is selling yoga clothing, including leggings, sweatshirts, tank tops and short-sleeve tops. Mika Style brands each piece of clothing with the Mika Yoga logo. Through Mika Style, Katherine hopes to encourage people to exercise in a mindful way, while feeling empowered by the way they look. Contact Katherine with any inquiries at katherine.slaughter1@gmail.com or check out Mika Style on Instagram for ways to buy your yoga wear!



Personal Business Bios



Madilyn Stortzum

Madilynn Stortzum is the co-founder of **A & M Designs**. Madilynn and her partner, Allison McDevitt have partnered up to create handcrafted home decor. Each sign is made completely from scratch, and includes a phrase that fits the consumer's unique lifestyle. We offer two sizes of signs, a 10x30 in. and a 16x16 in. and we also have three different shades of stain that we offer for the frames. Our vision is to create affordable and trendy home decor pieces perfect for any home. In the fall, Madilynn plans to attend Paul Mitchell The School, in Bloomington Normal, where she plans to study in their cosmetology program.



Will Thoele

Morning Flour is a bakery that specializes in french bread, naan, and banana bread. At Morning Flour, they know that fresh, healthy ingredients are important when feeding your family. They also know that you don't have time to do it all. That's why owner and baker, Will Thoele, is passionate about baking each loaf with fresh ingredients, and with the great care and patience required to bake quality bread. Will hopes that, in some small way, Morning Flour can bring health and joy to your family. In the coming years, Will plans to attend Lake Land College, then study History and Theology at a four-year university. He will, of course, continue to bake delicious bread for his friends and family along the way.



Sam Thompson

Sam Thompson is the owner and operator of his sole proprietorship, **Flip Clips**. Flip Clips is a business which sells personalized money clips for a competitive price. Customers can choose from three different colors along with almost any type of design, symbol, or wording they can think of. Sam plans to attend LakeLand College in the fall to study Business Administration and Management. Sam can be contacted at sambothomp@gmail.com with any inquiries.



Catherine Willenborg

Catherine Willenborg is the founder of **Keep it Clean**. Keep it Clean creates customizable laundry bags ideal for college students or anyone in need of a storage solution. If you are looking for the perfect graduation gift, Keep it Clean has you covered! Catherine is available for any questions at catherinewillenborg@gmail.com or check out Keep it Clean on Facebook and Instagram. Catherine will be attending the University of Illinois in the fall and plans to major in Advertising. She looks forward to applying all the knowledge she has gained from CEO in college and in her future career.



Profit and Loss Statement

	Class of 2017 August 1, 2016- July 31, 2017	Class of 2018 August 1, 2017- July 31, 2018	Class of 2019 August 1, 2018- July 31, 2019
INCOME			
Investor Income	\$75,900.00	\$99,650.00	\$99,159.00
Interfund Contribution	\$535.00	\$67,993.37	\$2500.00
Interest Income	\$221.52	\$993.42	\$2,094.32
Rental Income	\$50.00		
Miscellaneous Income	\$400.00	\$150.00	
Total Income	\$77,106.52	\$168,786.79	\$103,753.32
EXPENSES			
Investment Expense	\$3,126.02	\$3,490.20	\$3,729.06
Marketing	\$3889.23	\$9,356.41	\$8,078.79
Program Expense	\$715.02	\$10,987.61	\$3,463.75
Office Supplies	\$149.33	\$330.04	
Postage	\$94.00	\$310.33	\$105.58
Payroll/Contracted	\$76,674.34	\$58,639.00	\$51,484.28
Meals/Entertainment/Gifts	\$703.98	\$4,265.68	\$1,971.91
Travel		\$1,974.60	\$2,388.80
Miscellaneous Expense	\$1549.98	\$1,803.31	\$517.99
Total Expense	\$86,901.90	\$91,157.18	\$71,740.16
Net Income/(Loss)	(\$9,795.38)	\$77,629.61	\$32,013.16
Net Income/(Loss) w/o Interfund Contribution	(\$10,330.38)	\$9,636.24	\$29,513.16
Net Assets (Spensible)	\$213,885.44	\$291,465.05	\$255,484.84

Effingham County CEO Endowment

Effingham County CEO Endowment was established 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.

Effingham CEO Board of Directors



Noah Brandenburger
Smoothie King Franchise
Owner



Kristie Campbell
firefly grill &
Buckeye Friends School



Dwight Erskine
Raymond James Financial



Karen Etter
ReMax Key Advantage



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Imagine This
Marketing Group



Amanda Oldfield
South Central FS



Brad Koester
First State Bank of
Beecher City



Amanda Lessley
Southeastern Illinois
Community
Foundation



Steve Mayerhofer
Superintendent,
Altamont CUSD #10



Jennifer Patton
Guidance, Effingham
High School



Laura Sullivan
Eastern Illinois
Education for
Employment System



Jennifer Vahling
First Mid

Effingham County CEO

Noah Brandenburger- Board Chair

217.821.3441

Molly Bushue- Facilitator

217.254.0777

Kristy Sayers- Facilitator

217.994.1696

Amanda Lessley- Fiduciary Representative

217.342.4988



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