



2023 | 15TH CEO CLASS

ANNUAL REPORT

EFFINGHAM COUNTY **CEO**[®]



Real Life
EXPERIENCE

Entrepreneurship education seeks to prepare people, especially youth, to be responsible, enterprising individuals who become entrepreneurs or entrepreneurial thinkers and contribute to economic development and sustainable communities. The CEO program is much more than a textbook course. Rather, students are immersed in real life learning experiences with the opportunity to take risks, manage the results, and learn from the outcomes.

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.

LETTER TO OUR INVESTORS

Dear Effingham County CEO Investors,

As your Effingham County CEO Advisory Board Chairman, it is with great pleasure and gratitude I present our 2022-2023 Annual Report which celebrates the 15th year of the CEO program in Effingham County. It's hard to believe 15 years have passed since Craig Lindvahl and Jack Schultz introduced this amazing concept to our community. We have been able to watch this program grow into two classes, our admission requests have increased substantially and the program has been embraced and introduced into many other communities through the Midland Institute. The success of this program required the involvement of everyone. Without the financial support from our investors, the willingness of businesses in our community to share their successes and failures through tours and speaking presentations, to our mentors, our board members and the creative work of our facilitators, this program would not be what it is today. CEO is a true testament of what a community can accomplish when it works together for the benefit of our citizens.

The students have done an incredible job working through the many details of creating an extremely successful class business. The Magic of CEO was both a fun experience as well as a wonderful way to engage our community with the CEO program. The students were also able to share a portion of the profits with Community Support Systems. Community Support Systems was given the opportunity to share information about their program which will hopefully result in a greater awareness of their needs and volunteer opportunities available through their program. The personal businesses showcased at the tradeshow will be the pinnacle of the program for our dedicated students and I know we will have a huge attendance. I am always in awe of our students' accomplishments with the students' business, personal business and individual growth through the year. Our seniors walk away, confident in who they are and filled with a better understanding of what it takes to be an entrepreneur.

Our two Facilitators did an outstanding job coordinating the class and guiding our students through the CEO growth process. This is Molly Bushue's 5th year and Michelle Niebrugge's 3rd year as our CEO Facilitators. We have been so fortunate to benefit from the dedication and hard work Molly and Michelle have brought to the program. It is apparent from the increased applications and investor participation over the last few years that their involvement with the program has had a far-reaching impact. I would also like to congratulate Molly Bushue on being named Effingham's Citizen of the Year. What an accomplishment! Molly's award speaks to the quality of leadership she and Michelle are able to provide our students.

Our investor pool remains very strong with 79 committed and generous companies and individuals from our community. One of the big changes we made in the past year was rolling our investor renewals to an annual commitment, as opposed to an initial 3-year commitment. Many of you have hopefully noticed this change. It is easier for our program to manage and it also gives our investors a bit more flexibility. Additionally, we have shifted our annual investor breakfast to the end of the year, after the completion of the trade show and have also extended the invitation to student mentors. This was a great success last year and we found it was more beneficial to everyone as it was a great way to wrap up the school year. We thank each and everyone of you for your belief and support to this program.

We are so fortunate to be able to participate in the Cincinnati Reds Experience again this year. As many of you may know, Craig Lindvahl created a documentary for the Cincinnati Reds and through the relationships that he built through that process, Craig was able to take our CEO students to the Great American Ballpark in Cincinnati. They were not only able to see a Reds game but also got a behind the scenes glimpse into what it takes to run the stadium. Due to COVID restrictions, that trip has been canceled for the last few years. This year, it's Game On again!



This being my last year as CEO Chair, I would like to take this opportunity to thank you for your commitment to the Effingham County CEO program. I am really going to miss serving in this capacity. It's been one of the most gratifying experiences of my life. Your generosity has allowed us to create a strong foundation for our program and also to provide our students with one of the best programs available in our educational system. Your investment in this program has made a huge impact in our community as we are starting to see our student alumni return to Effingham as either entrepreneurs or strong contributors to our workforce. The CEO vision is now a reality.

Most Sincerely,

Karen Etter

Thank You

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 facilitators salaries and operating expenses and ensures the sustainability of the Effingham County CEO class for future students.



- Agracel, Inc.
- Akra Builders
- Al's Tire Mart & Electronics Center, Inc.
- Allied Capital Title
- Beth Lindvahl
- Bonutti Clinic/Research
- Brandenburger Family
- Brumleve Industries, Inc.
- Bushue Human Resources, Inc.
- City of Effingham
- Crossroads Bank
- Dan Hecht Chevrolet Toyota, Inc.
- Dean & Linda Samuel
- Delbert & Beverly Soltwedel
- Designs Unlimited
- Dieterich Bank
- Dust & Son Auto Supplies Inc.
- Dusty's Outdoor Media LLC
- Dwight & Karen Erskine
- EJ Water Cooperative Inc.
- Edward Jones
- 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, Inc.
- Heartland Dental, LLC
- J&R Collision Centers, LLC
- J&J Ventures Gaming, LLC
- Jerry & Madalaine McDaniel
- Joe's Pizza & Pasta
- John Boos & Co
- Kabbes Development Group LP
- Koboldt Charitable Trust
- 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.
- Meyer Oil
- Midland States Bank
- Milano & Grunloh Engineers, LLC
- Mike and Karen Etter
- Patterson Technology Center
- Prudential Financial Services
- Pyramid Marble & Granite
- RE/MAX Key Advantage
- Robert & Karen Wolters
- Roy Schmidt Honda
- Ryan & Mandy Eckhardt
- Sandschafer Electric
- Schultz Investment Co, Inc.
- Scott & Sue Kabbes
- 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
- Three Z Printing
- Tingley Insurance Agency, Inc.
- Tom & Lana Henderson
- Tuscan Hills Winery
- Vantage Surgical Solutions
- 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.





Kristie Campbell
Firefly Grill
Buckeye Friends School



Matt Cekander
Doehring, Winders & Co. LLP
CPA, Partner



Tracy Willenborg
Taylor Law Offices
Attorney, Partner



Kevin Hoene
Eli Lilly
Executive Sales Professional



Jennifer Patton
Effingham High School
Guidance Counselor



Stephanie Gobczynski Uebinger
State Farm
Agent, Owner



Joe Knabe
Al's Tire Mart & Electronics
Owner / President
NextGen Wireless
Owner / CEO



Christo Schultz
Midland States Bank
Senior Wealth Advisor



Riley Pruemer
firefly Grill
Director of Marketing



Don Bushue
Entrepreneur



Laura Sullivan
*EIFES Representative
Eastern Illinois Education for
Employment System #340





Molly Bushue | Michelle Niebrugge

TO THE CEO CLASS OF 2023

What a magical year! As the year comes to a close, we wanted to take a moment to congratulate you on your successful completion of the Effingham County CEO program. It has been an honor to watch you develop your communication, leadership, relationship, and business skills over the past year. We hope that the Effingham CEO program has provided you with the knowledge and experience you need to succeed in your future endeavors.

To kick off the year, you worked together as a team in the first ever "Trash to Cash" challenge to earn seed money for your class business. Everyone's unique and creative approach utilizing the three boxes of trash bags aided in the success of earning over \$2,000. The Magic of CEO started as an idea. You quickly dove in constructing the logistics, marketing plan, and sales strategy for the event. We understand that creating this class business was challenging, but you rose to the occasion and demonstrated resilience and determination by selling nearly 1,000 tickets to your event.

As you move onto the next chapter of your lives, we encourage you to continue to pursue your passions and to never stop learning from your experiences. We are excited to see all that you will accomplish and wish you nothing but the best in the future. Continue making a positive impact in your community wherever life leads you.

Molly Bushue and Michelle Niebrugge
Effingham County CEO Facilitators

Introducing

THE CEO CLASS OF 2023

ALONG WITH A SUMMARY OF THEIR CEO EXPERIENCE



JACK BLOEMER



Jonathon "Jack" Bloemer is currently a senior attending Dieterich High School. He competes in cross country and track. Jack is the president of The Dieterich Honor Society and is involved in Dieterich's business club. He is a soldier in the Army National Guard and will complete his basic training after high school. Jack plans to achieve a degree in marketing and attend law school.

Bear Bites

Bear Bites is a business offering a healthy and delicious snack option for people on the go. Currently our only product is a bite size protein packed ball. We are planning on having a wider variety of products in the future that will improve and grow over time.

Application Process

From Jack's Perspective

"The CEO application process is a comprehensive way to set the tone for the professionalism that is expected throughout the year. The application is set to mock a real job application and requires references to complete. It also asks for a small essay to be written about the applicant's motivation to become a CEO student."



PETE BRITTON

Pete Britton is a senior currently attending Dieterich High School. He is a 4 year high honor roll student and is involved in many extracurriculars like the basketball and baseball teams. He also participates in National Honor Society and Business Club. He plans on continuing to play baseball in college and attending a 4 year school to study finance and business. Outside of school, Pete enjoys being with friends and family, bowling, and golfing. Pete is also employed at Butler Supply in Effingham.

D&B Instruction

D&B Instruction is a service-based company that offers young baseball players the opportunity to learn from college athletes. We serve to help young baseball players in central Illinois develop their fundamental and cognitive skills. Clients have the option of taking a private class or a group exercise session that is a more camp-like experience. Players that join us can anticipate drills guided by Noah Dill (Lake Land College Baseball) and Pete Britton (Oakland City University Baseball) to help them develop their swing mechanics and fielding basics.



New Student Orientation

From Pete's Perspective

"The orientation process of CEO was very welcoming. We heard from former students and facilitators on what to expect from the year. One event that the new class really looked forward to was the personal business and seeing how everyone would use their skillset to come up with creative ideas."



MAD ELYN BROWN



As a senior at St. Anthony High School, Madelyn Brown is an active member of many clubs. She is involved in Art, History, and Pep Club and is currently running the school spirit Tik-Tok page. Along with the numerous clubs, she plays tennis, is a dancer on Bellettes and the LARA Dance Company, and has taken up a new role of being the choreographer for the school musical. In her spare time, she spends time with family and friends, listening to music, beating her brother in ping pong, painting, playing with her infamous dog, Butter, and spending time out at the lake. After high school she is excited to go off into the world for college, she has not decided on a school but intends on majoring in Business or Architecture and minoring in Art.

MadRags

MadRags is a stylized ink printing denim jacket company. Focusing on using repurposed denim to keep textile waste out of landfills and promoting sustainable statement pieces .

First Week of CEO

From Madelyn's Perspective

"Our very first week of CEO was a rush of new concepts, people and experiences, as Craig Lindval would say we were Riding the Rapids. From learning about the basics of manners and how to dress, to the art of conversation. Bob Schultz's guide to talk to anyone has been so rewardingly helpful. On the last day of the week we were given our first class project. The "Trash to Cash" project required us to start using our heads and our resources as a team."



NICK BUEHNERKEMPER

Nick Buehnerkemper goes to Teutopolis High School. He plans on continuing to grow his lawn care and landscaping business after highschool and eventually get a certification in welding and small engine mechanics. He is in the drama club in school and does not play any sports. In his free time he enjoys four wheeler riding and golfing with his brother and friends. He also has a wood lathe and is wanting to make another business within it. He currently runs a lawn care and landscaping business and has the entire winter free so he's decided to use that time to make and sell items with his lathe.

Bear Bites

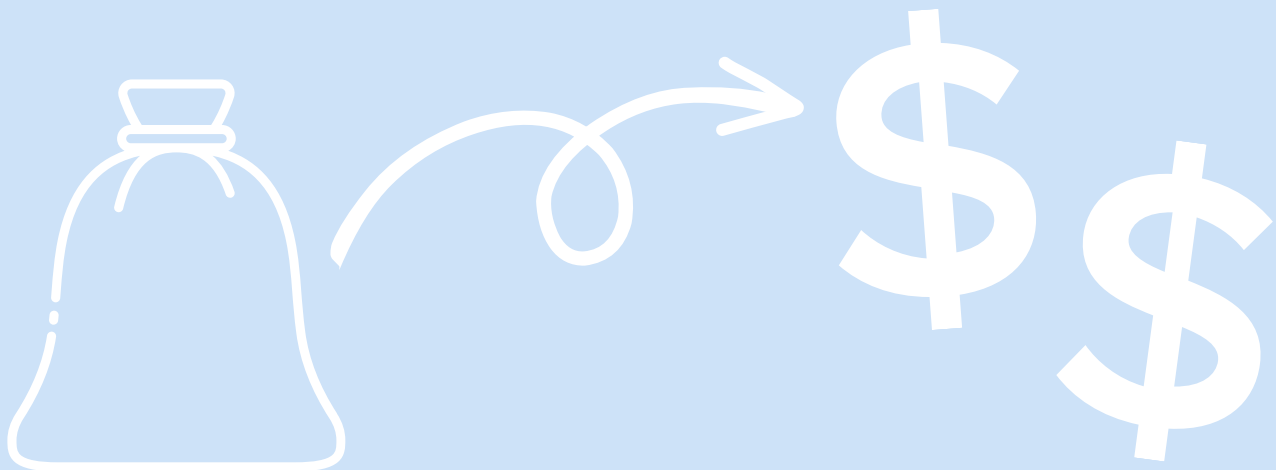
Bear Bites is a business offering a healthy and delicious snack option for people on the go. Currently our only product is a bite size protien packed ball. We are planning on having a wider variety of products in the future that will improve and grow over time.



Trash to Cash

From Nick's Perspective

"At the beginning of CEO we were given some tasks as a class. One of the tasks was to take three boxes of heavy duty trash bags and figure out how to turn them into \$2,000. Two people took two of the three boxes and sold them for whatever they could, then took that money to do something else. I took one of the boxes and used the bags themselves. Two other students and I took the bags and cleaned up someone's landscaping for them and used the bags to hold all the debris we cleaned up. By the end we had \$150. The people who had sold the whole box combined had less than \$50. We divided the money up between everybody so everyone had a little to start with. We ended up a little ways over our \$2,000 goal."



SHANNON COOPER



As a senior at Teutopolis High School, Shannon Cooper participates in several activities. She is a proud runner on her school's track and field team. Off the track, she's an active band member who has been promoted to band president. She is also a member of National Honor Society, In-Touch, and drama club. Apart from extracurricular activities, Shannon works as a filing clerk at Law Group Ltd. and enjoys spending quality time with friends and family. In her spare time, she loves to read, cook, watch movies, and play with her pets. After high school, she plans on attending a four year university to obtain a degree in marketing or communications.

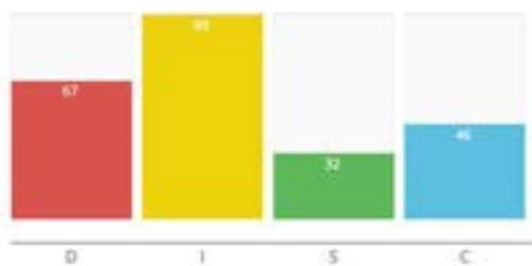
SaHAIRa

SaHAIRa is a hair care brand that specializes in personalized dry shampoo depending on the hue of your hair. With the recent recall on popular dry shampoo brands, our mission is to create a formula with nontoxic ingredients so you don't damage your luscious locks. SaHAIRa also carries trendy hair accessories, including headbands and claw clips, that will surely jazz up your hair care routine.

DISC Profile

From Shannon's Perspective

"Fortunately we were able to learn about our DISC profiles early on in CEO. Jennifer Wendt was gracious enough to join our class and elaborate on the basics of understanding a DISC profile. Throughout the course of CEO, these personality assessments have allowed us to understand and collaborate with each other much more efficiently."



DISC CHARACTERISTICS

- ✓ Decisive | Preference for problem solving and getting results
- ✓ Interactive | Preference for interacting with others and showing emotion
- ✓ Stability | Preference for pacing, persistence and steadiness
- ✓ Cautious | Preference for procedures, standards and protocols

DANE CURRY

Dane Curry is a senior attending Dieterich High School. He is involved in extracurricular activities at his school such as the basketball and baseball teams. Dane has been in the honor roll the past four years and participates in the business club frequently. Dane spends a lot of time working at Candle Art in Dieterich. Outside of school Dane likes to spend time with his friends and family doing things he loves such as playing pickup basketball, going bowling or golfing. Dane plans on going to college for finance and wants to attend a university outside of Illinois after graduation.



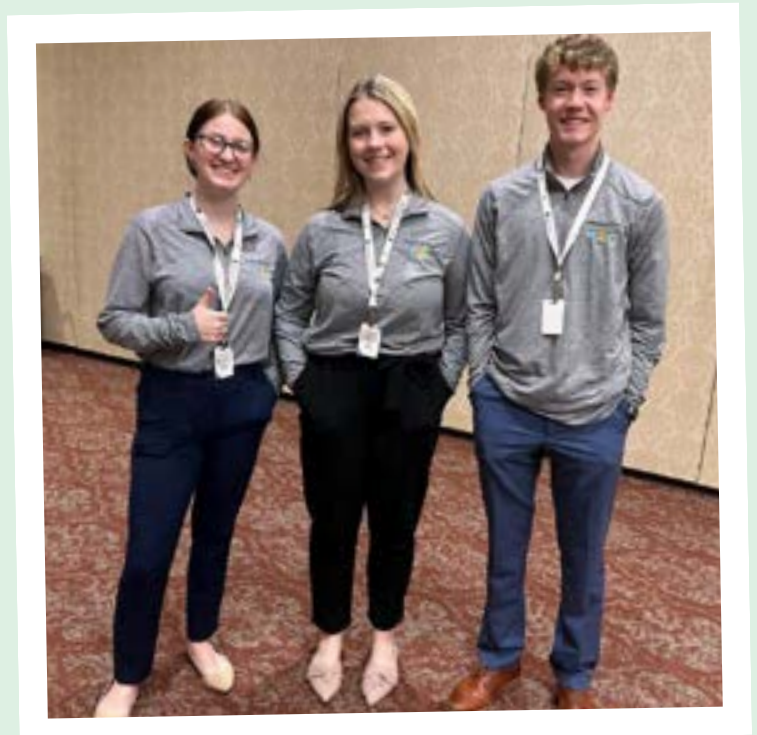
DC Lightz

DC Lightz is an on-site headlight restoration business. Headlights are made of plastic, which oxidize and turn a yellowish tint and become dull when exposed to UV light. When headlights are dull and cloudy, they can make it difficult to see while driving and make the vehicle look older than they actually are. DC Lightz can restore headlights to their former glory and bring life back to vehicles everywhere.

CEO Swag

From Dane's Perspective

"We were tasked the challenge of obtaining CEO swag. The CEO board allocated the funds to make the purchase, but first required us to put together a pitch of what we wanted to have. We were responsible for designing the product, getting bids, and placing the order. We eventually got our swag that we were able to wear throughout the year."



SAM DETERS



Sam Deters is a senior at St. Anthony High School. He is involved in the school musical, cross country, and ACES (Academic Challenge in Engineering and Science). During his junior year, Sam was inducted into the National Honor Society. He has also been honored by the Society of Academic Achievement for 2 years. Outside of school, Sam enjoys working at Panera, reading, listening to music, and spending time with his family. After graduating, Sam plans to attend a four-year university to study statistics and hopes to find a career in data science or in the actuarial field. He hopes his CEO experience will help him learn more about the business world and make connections that will last a lifetime.

Lazy Oats

Lazy Oats was created to provide a healthy breakfast alternative for those looking to find extra time in their mornings. By mixing dry ingredients into perfectly sized servings, Lazy Oats ensures that the only thing our customers must do to have a nutritious breakfast is add milk, stir, and place their oatmeal in the fridge. Lazy Oats is available in single servings or as a variety pack, in which customers can choose from our six different flavors, including classics like Strawberry and Blueberry, and more unique flavors like Turtle and Chocolate Covered Cherry. To place an order, contact Sam at samdeters@lazoats.com or on Instagram @lazoatss.

Badge Business

From Sam's Perspective

"One of the first challenges was the badge business. As a class, we were given the task of getting money and ordering name badges to be worn by the CEO students and facilitators. To achieve this, the class went to four area businesses for funding and in return put their business names on our lanyards. It was a great learning experience and it helped prepare us for our class business, The Magic of CEO."



NOAH DILL

Noah Dill is a senior attending Dieterich High School. He plays fall and spring baseball and looks to continue playing in college. Outside of baseball season Noah is a member of many academic extracurriculars such as National Honor Society and business club. He enjoys working out and bowling with his friends and family in his free time. Noah plans on attending a 4 year college to study finance and hopes to one day manage his own fund.

D&B Instruction

D&B Instruction is a service-based company that offers young baseball players the opportunity to learn from college athletes. We serve to help young baseball players in central Illinois develop their fundamental and cognitive skills. Clients have the option of taking a private class or a group exercise session that is a more camp-like experience. Players that join us can anticipate drills guided by Noah Dill (Lake Land College Baseball) and Pete Britton (Oakland City University Baseball) to help them develop their swing mechanics and fielding basics.



Life Lessons of Craig Lindvahl

From Noah's Perspective

"As soon as students are admitted into the CEO class they are introduced to Craig Lindvahl's book which explains many of the concepts of business and life they will be learning over the course of the next year. We are taught how to work together, professionally network, and the basics of how to create our own business. Students will each grow over the course of the year and learn to get out of their comfort zone to create successful relationships with one another."



GRIFFEN ELDER



Griffen Elder is a senior at St. Anthony High School. Griffen is the leading runner on his school's cross country team and is a state qualifier for track. When Griffen isn't running all over the place he keeps himself busy with many other extracurriculars, including choir, glee club, and the school musical. Griffen has also recently joined St. Anthony's religious youth groups. Griffen plans to run XC and track in college and would like to study engineering.

About Time

About Time is a business owned and operated by St. Anthony Senior, Griffen Elder. About Time aims to create the highest quality, handmade leather Apple Watch bands on the market. About time makes a variety of bands with different colors and designs. About Time offers standard leather and reclaimed leather bands. Griffen can be contacted with questions at eldergriffen606@gmail.com.

Class Excursion

From Griffen's Perspective

"The class took a trip to Champaign. While there, we met with the owner of the Champaign Chick-fil-A so that we can learn about how the restaurant business goes. After our time at Chick-fil-A, we visited the Urbana Country Club to hear from the founder of Campus Ink. He taught us about how he built his business from the ground up and took a space in a brand new niche that made the business very profitable. The day ended with a trip to an escape room for some team bonding."



TAYLOR GREENE

Taylor Greene is currently a senior at Effingham High School. In school, Taylor is a member of the Student Council, National Honors Society, Academic Hall of Fame, History Club, and Pep Club. She is a part of her school's basketball team; she also does track and field. Outside of school, Taylor works at Bent Key Escape in Effingham, Illinois and babysits for her friends and family. Taylor helps lead worship at Cornerstone Church and assists with their children's ministry. She enjoys being with her friends, getting involved in school activities, and being with her family and pets. After high school, Taylor plans to go to a four-year university to study Education and become a kindergarten teacher.



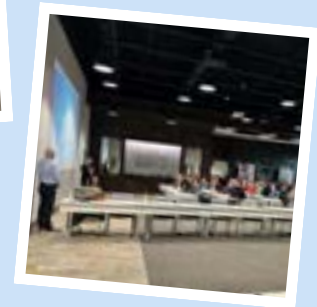
10:42 Cup Co.

10:42 Cup Co. is a Christian owned business that brings a creative side to Effingham County. 10:42 Cup Co. is a custom cup business. Taylor will be creating different designs by using permanent vinyl from the help of a Cricut, specializing in designing different mugs, coffee glasses, wine glasses, and water bottles. For more information, you can find this business on instagram. Just search 1042cupco_!

CEO Class Networking Days

From Taylor's Perspective

"We had three networking days where the surrounding CEO classes came to Effingham County. We were able to discuss what our ideas were for our main class businesses while also getting to know the current students of the other classes. We had the opportunity to get contact information and share our personal business ideas too!"



MATT HERZING



Matt Herzing is a senior at St. Anthony High School. He enjoys spending time with friends, creating and listening to music, and drawing. Matt can often be seen on the tennis courts or playing golf for his school. He is involved with several extracurriculars at his school, including choir, musical, ACES, and National Honor Society. Matt also has been invested in the religious study groups St. Anthony has lately started. Planning going into marketing at a university, Mr. Herzing is excited for college but is still considering multiple other options to major.

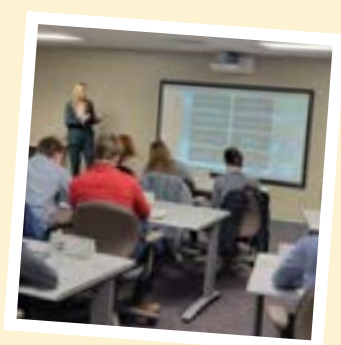
Greeting Charms

Greeting Charms aims to create cards that the recipient will always remember. This is accomplished by including a small metal charm on the greeting card, which can be removed and attached to any jewelry, like chain necklaces. This piece and a designed front cover will make the card feel more personal and heartfelt. The charm can be worn by the recipient, keeping the gift close to them at all times.

Guest Speakers

From Matt's Perspective

"A key component of CEO is the wide variety of guest speakers who come to present to us. CEOs and entrepreneurs from all around the county educate us with their wisdom of the business world. Along with this, we get the opportunity to tour their buildings. We are extremely grateful to hear from these generous speakers!"



SUSIE HOLLEY

Susie Holley is a senior at Effingham High school. She has been on the tennis team for 4 years and won the athletic achievement award for most supportive teammate. Outside of school she loves to bake and paint. She once sold a painting for \$800 and another for \$100. After graduating she plans to go to UOI for accounting, business, and management.

Susie Q Cookies

Susie Q Cookies' mission is to satisfy cutomers sweet tooth with good quality homemade cookies. The business owner, Susie Holley, provides her customers with five kinds of cookies including chocolate chip bar cookies, brownie bar cookies, sugar cookies, peanut butter blossom cookies and snickerdoodle cookies.



Business Tours

From Susie's Perspective

"We got to go to different businesses and see how they do things up close. That was very exciting and gave us lots of insight on how they worked. You never really never know how hard a business works until you see them working behind the scenes."



MORGAN LARSON



Morgan Larson is a senior at Dieterich High School. She is in a few extracurriculars, including business and art club. Morgan enjoys things such as hiking, golfing with friends, drawing, and being with friends and family. She is very excited for college and can't wait to get to experience life on her own. Morgan chose to do CEO to see if she could one day become her own boss and to see what it takes. Morgan does know that she doesn't want to graduate college to work in a 9 to 5. She would love to start her own business in the future and have it be her full time job, with her in charge of it.

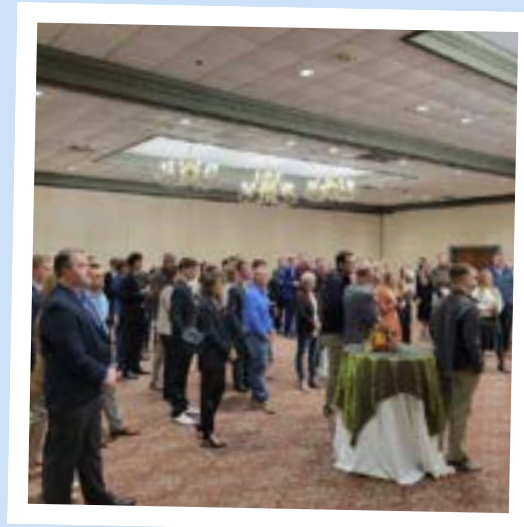
Mel Print CO.

Mel Print CO. is stationary and stickers all in one place. I offer four different yearly planners with different styles. In the planner, it includes a small sticker sheet and reusable binder rings. The stickers are hand drawn and home printed. Everything from Mel Print CO is cohesive but still different.

Thanksgiving Gathering *From Morgan's Perspective*



"The Thanksgiving Gathering involved all the local investors, student's parents, and any alumni. Everyone was networking and enjoying refreshments provided by the Thelma Keller Convention Center. It was a great way to meet past students and anyone involved with the class."



HALLEE LEWIS

Hallee Lewis is currently a senior at Effingham High School. She is involved in competitive basketball cheerleading, pep club, and history club. She is also apart of the Academic Hall Of Fame and Honor Roll. Outside of school, she spends her time working and is employed at RMC Cinemas. In her free time, Hallee enjoys going to the beach, hanging out with friends, and spending time with loved ones. She plans to attend Lake Land College for two years, then transfer to a university after. Hallee will major in Accounting and minor in Business and Management.

Sugared Bliss

Sugared Bliss is a small business that specializes in making handmade sugar scrubs with all natural ingredients to keep your skin soft, smooth & moisturized, all without feeling greasy. Hallee's scrubs exfoliate your skin for hydration purposes and leave a nourishing glow to your skin. Stay tuned for fabulous smelling scrubs! Follow @sugaredbliss.scrubs on Instagram and Facebook to learn more.



Christmas Cheer

From Hallee's Perspective

"The CEO class puts together a party for the students to celebrate before Christmas Break. This involves food, games, and good bonding between the classmates. It is a fun day to have before class business / personal business kicks off."



ROSIE MARKHAM



Rosie Markham is currently a senior at Effingham High School. After moving to Effingham her junior year, she is involved in her high school marching band as a part of the colorguard, and enjoys participating in school plays and musicals as part of the theater club. In her free time, she enjoys singing and decorating her room, as well as taking naps with her cats. Once she graduates, Rosie plans to attend a four year college on track to become a forensic pathologist.

Black Hole Mochi

Black Hole Mochi is a homemade mochi company that seeks to bring the experience of a traditional Japanese dessert with a unique twist to Effingham. Our take on the eastern treat consists of colorful, flavored white bean paste wrapped in soft mochi dough made with sweet glutinous rice flour, guaranteed to bring joy to consumers.

Community Involvement

From Rosie's Perspective

"Community Support Systems was kind enough to invite us to their Teutopolis location to learn about their work in the community and about being a nonprofit organization. When presented with the choice of picking a nonprofit business to collaborate with during our class business, and give 20% of our profit to, our class chose CSS due to our personal connection with them and the positive difference they make in Effingham County. We were also able to participate in other community events, such as the Community Breakfast and volunteer at the FISH & Catholic Charities Christmas Store."



ALLISON REPKING

Allison Repking is currently a senior at St. Anthony High School. At school, she is involved in volleyball, Pep Club, History Club, and the Doghouse Tribune, her school's newspaper. She is also involved in many religious small groups that have started up during this school year. Outside of school, she loves to play with her dogs, read, and spend time with her friends and family; she especially enjoys going to the lake and riding wave runners. After high school, Allison plans to attend a university in hopes to pursue a degree in Marketing and Communications at Illinois State University.

Dignitees

Dignitees is faith based apparel company. Dignitees sells you the best crewneck with unique and glorious designs. We provide you the opportunity to spread the Word, while doing it in style. Dignitees empowers people of all ages to stand firm in their faith. 10% of our profits will go back to SAHS Campus Ministry to provide for others to grow with the Lord. You can find us on Instagram @dignitees_ , Facebook @Dignitees, or email us with an questions at repkingallison@gmail.com.



CEO Alumni

From Allison's Perspective

"Getting to hear first hand from those who have experienced CEO is always a privilege. This year's alumni panel was made up of Sidney Brumleve, Elijah Doty, and Courtney Johnson. They were able to tell us about their trials and tribulations when they were in our shoes. It was crazy to see how far this class has come since Courtney was in these shoes the first year the class was put into action. The class has also been able to hear from a number of guest speakers who are also CEO alumni, such as Austin and Kelsey Johnson, who started Design No. 7 Interiors. "



GUS SIEMER



A current senior at Teutopolis High School, Gus Siemer is involved in a variety of activities, including Academic Challenge, Volunteens, Science club, and Spanish Club. He is also vice-president of the THS Student Council, president of the Class of 2023, and treasurer of the Teutopolis National Honors Society chapter. Gus is a member of the varsity soccer, tennis, and scholar bowl teams. In his free time, Gus enjoys learning German, trying to play the fiddle, spending time with friends, and reading. He has no concrete plans for his post-high school life, but he hopes to pursue a career in which he can travel often.

The Sour Kraut

The Sour Kraut is a mobile German restaurant that aims to bring flavors from the Old Country to delight even the dourest of Dutchmen. By providing a meal on wheels, the Sour Kraut can satisfy Teutonic cravings anywhere and anytime with a casual approach to German cuisine. Email thesourkrautcart@gmail.com to book us for events or lunches.

The CEO Board

From Gus's Perspective

"The CEO class could not happen without the support of our board! The 11 members on the board devote their time to monthly meetings, and they are always open to give guidance to the class. Community involvement is a core tenant of the CEO class, and the board gives students a great example to follow."



BRADEN SWEENEY

Braden Sweeney is currently a senior who attends Effingham High School. He enjoys spending time with his friends and family, bowling, and making money. You might see him at one of his many jobs such as Pro Lube, Pinky's, and McDevitt Landscaping. Braden is very driven to achieve goals he puts his mind to. He plans to go to Lake Land for 2 years and possibly transfer to SIUE to finish out his college experience.

Sweeney's Detailing

Sweeney's Detailing is an outgoing auto detailing service with great customer service with a passion and strive for exceeding customer's expectations.



Sales Days

From Braden's Perspective

"With hopes of meeting our sales goal for class business, we were given class days to sell tickets to the community. We had to create lists of prospective customers, develop a pitch, then execute the plan. Many classmates also took advantage of setting up a booth at different community events."



CONNOR THOMPSON



Connor Thompson is currently a senior at Effingham High School. At school he is involved in football and high school target shooting association. He is very honored to be captain of his football team, a 4 year high honor roll student, and a member of the academic hall of fame. Outside of school, Connor loves to hunt and hang out with friends and family. He also loves to buy and flip vehicles for profit. He works on his grandpa's farm as a part time job. After high school, Connor plans on attending a 4 year university where he will major in Ag business.

Custom Home Fabrications

Custom Home Fabrications is a three product based furniture company specializing in workbenches, coffee tables, and night stands. We also offer custom designed furniture pieces so if you can dream it, we can build it! Email us today for a free estimate! thompsonconnor2004@gmail.com.

Class Business

From Connor's Perspective

"For our class business we did a Magic Show. We hosted Canadian Entertainer of the Year, Mike D'Urzo, as our main act on February 4th at the Effingham Performance Center. As an opener we had Chris Egelston who also did a phenomenal job. He really did a great job involving CEO as a whole into his act. We had an amazing turnout of almost 1,000 tickets sold. We learned a lot of key points some of which include punctuality, teamwork, and most importantly, communication. We had a total of 6 sponsors for the event which included Tingley Insurance, St. Anthony's Memorial Hospital, Meyer Oil, Heartland Dental, Koerner Distributor, and Siemer Milling Company. As for our final part of our class business, we donated 20% of profits to Community Support Systems in Teutopolis, Illinois."



JENNIFER UTHELL

Jennifer Uthell is a senior at Teutopolis High School. She is involved in National Honors Society, Art Club, Volunteens, In-Touch, and on High Honor Roll. She is secretary for the senior class and Student Council. She also works as a waitress at Joe's in Effingham. In her free time, she enjoys spending time with friends and family, creating art, and being outdoors. Jennifer plans on going to Lake Land College for major undecided.

Resin Reimagined

Have you been searching for a personalized and extraordinary way to show off your keychain or decor? Resin Reimagined is a ready-to-buy and customizable resin business where passion and creativity collide to provide products unlike anyone else. With an array of choices for keychains, jewelry trays, and more, you are sure to find something your style, or let your imagination run wild and design something your own! Each piece is specially hand-made, so you are guaranteed to have a piece uniquely your own.



Banker Day

From Jennifer's Perspective

"Banker Day is when financial professionals from around the area come together to give financial and business advice to further the progress of our personal businesses. As students, we bring all of our business' financials, along with a business plan for the bankers to provide feedback and knowledge to help us succeed."



EMILIE VINCENT



Emilie Vincent is currently a senior attending Effingham High School. She is involved in the EHS girls golf team, history club, the Academic Hall of Fame, serves as the Vice President of her Student Council, and participates in competitive dance. Outside of school you can find Emilie working at Panera Bread or Homewood Grill. In her free time she enjoys shopping, going to concerts, and being with friends and family. After high school, Emilie hopes to go the Southern Illinois University Edwardsville to get her four year degree in Business, and hopefully after attend Law School.

Bloom's By Em

Bloom's By Em is a portable fresh flower shop where you are able to let your creative side out by picking the flowers you want and arrange them how you please. These bouquets are completely customizable to accommodate your flower taste. Everyone loves a fresh bouquet of flowers to brighten your day!

Think Tank

From Emilie's Perspective



"Shark Tank is a great way to get us out of our comfort zones and really get us thinking of the difficult things that may arise in our personal business. Shark Tank allows us to get great opinions and guidance from the professionals in our community."



GARRETT WAGONER

Garrett Wagoner is a senior attending Effingham high school. Throughout his high school career you can find him running around town with being on the cross country and track team. He is involved in National Honors Society and the academic hall of fame. In his free time he likes to hunt, fish, and be around friends and family. Garrett plans on going on collegiately for running at a 4-year university and doesn't quite know what he wants to major in.

G.W. Drone Services

G.W. Drone Services is there to provide value to your real estate photos with the ever changing world going online. G.W. Drone Services is owned and operated by Garrett Wagoner which will have the ability to add a new view to your family portrait, with also documenting events with an aerial view. Garrett will offer specialties for his drone services with the ability to do photogrammetry. In addition with the ability to estimate the volume of rock or stock piles. You can contact me at gwdroneservices@gmail.com



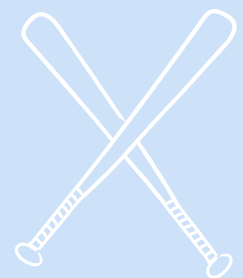
Cincinnati Reds

From Garrett's Perspective



"The architect of the program, the late Craig Lindvahl, created a documentary about the Cincinnati Reds in 2011, Let's Get Ready to Win: A Day at Great American Ball Park. As payment for the project, Craig asked that future Effingham CEO classes would be invited to spend a day at the ballpark and given the opportunity to learn about the innerworkings of the industry.

The class was able to visit the stadium, hear from key department leads, and had the opportunity to job shadow."



GRACE WALKER



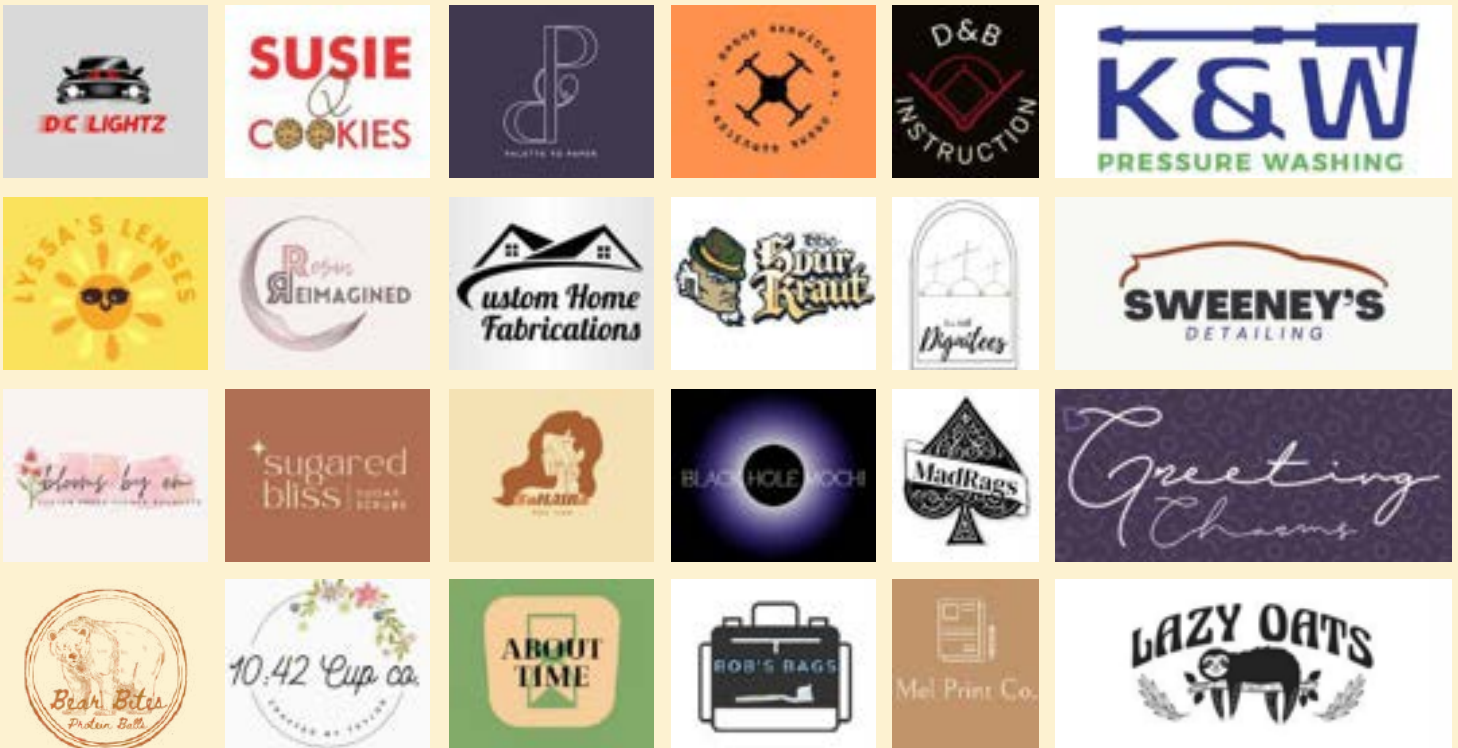
Grace Walker is a senior who is attending St. Anthony High School. She is a high honor roll student and a proud member of the National Honor Society (NHS). She is happily a part of her school's many clubs, including: Art Club, Glee Club, and Future Educators Club. Outside of school, Grace especially loves drawing portraits, playing with her dogs, and singing. She is involved in her school's choir and is the current student director and lead soprano of the Catholic a capella group Saint Hildegard von Bingen Schola. She has played several roles in her school's musicals since sixth grade; she can't wait to do more theatre in the future. Grace's future plans include pursuing Art Education at a university within or close to Illinois.

Palette to Paper

Palette to Paper is a small business centered on giving you the motivation you need to get your work done while being aesthetically pleasing and a perfect fit at your work, school, and home. With high quality stationery products such as journals, stickers, prints, and more, you can decorate your work and home with art that's both pleasing to the eye and inspirational. Palette to Paper's production of personalized stationery comes from the art of the owner, Grace Walker, a local artist who's been making and producing art for over seven years. With a variety of creative designs, you can expect to find a fit perfect for you and your workspace. Feel free to contact Grace at palette2paper@gmail.com for any inquiries!

Trade Show *From Grace's Perspective*

"Joining together once again with the community, the CEO Class was able to showcase the knowledge gained from the class of CEO in the form of the annual Trade Show. The Trade Show gives us students the opportunity to present our personal business and the products, services, and ideas we have worked to develop for months. It does this in the form of each student receiving a booth to promote and present their business to the community."



IVAN WERN SING

Ivan Wernsing is currently a senior at Teutopolis High School. Ivan is on the track team and runs sprints and pole vaults. He also enjoys football, whether if it's watching his favorite team on TV, managing his fantasy team or throwing the ball in the backyard. Mr. Wernsing also works a lot when he's not at school. Making money is one of Ivan's favorite hobbies. He loves hanging out family and friends when he's not at school or working also. After high school, Ivan plans to go to a four year college, although major is undecided.



K&W Pressure Washing

K&W Pressure Washing is a professional pressure washing company that provides top-notch exterior cleaning services to residential and commercial properties. Our mission is to provide high-quality, reliable and efficient services to meet the demands of our clients. Our experienced team uses state-of-the-art equipment and environmentally- friendly cleaning solutions to deliver exceptional results. We strive to exceed our client's expectations, and our goal is to establish long-lasting relationships with each of our customers. Contact us today to schedule an appointment and see the difference K&W Pressure Washing can make! Email us today at kwpressurewash@gmail.com!

Mentorship

From Ivan's Perspective

"We have all been assigned with a mentor to help us guide our way through our entrepreneurial journey. These mentors were mutually decided amongst the mentors and mentees. Mentors can be great help in any situation and provide useful knowledge as well as building life-long relationships. Our class is very grateful for the time and dedication these mentors give to us!"



JONATHAN WILLENBORG



Jonathan Willenborg is a senior at St. Anthony High School. He is a member of the varsity golf and basketball teams. Jonathan is involved in many extracurriculars including National Honors Society, Pep Club, and is the Senior Class President. In his free time, Jonathan enjoys playing golf with friends, watching movies, and competing in fantasy football. Jonathan plans on going to the University of Illinois and being a business major.

Bob's Bags

Bob's Bags provides its customers with high-quality toiletry bags. Along with a myriad of different pockets and sleeves, each bag boasts a hanger to keep counter space organized and decluttered. These bags also have a monogram option allowing customers to add a personal touch. If you are interested in purchasing a bag, please contact me directly at jwillenborg17@gmail.com, through Instagram @bobsbags_ceo, or Facebook at Bob's Bags.

Investor Relations

From Jonathan's Perspective

"We have been able to build a great relationship with many of our investors. Whether it was from meeting them on a business tour or having them speak to our class, it has been great to form relationships with the people that support our class. We are very thankful for their support and try to highlight them in many different ways, such as the investor slide show during our class business, The Magic of CEO. We know our class would not be possible without them, so we always try to show them our gratitude."



ALYSSA WOLFF

Alyssa Wolff is currently a senior at St. Anthony High School. She is one of her schools' cheerleading captians, involved in student council, pep club, many Catholic small groups, and is editor-in-chief of her school newspaper. After high school, Alyssa would like to attend an out of state four year university to continue her academic and cheerleading career, major in psychiatry, and also rush for a sorority. Outside of the classroom, she is eager to work her job at Cardinal Golf Course, because she loves her co-workers and the people that she has met there. Alyssa is an optimist and wakes up every day eager to see what she will learn and take away, especially in CEO.

Lyssa's Lenses

Our eyes are a vital part of health that are often overlooked. Many underestimate the importance of protecting the eyes from UV and HEV rays, and push aside the fact that the preservation of our vision is available at our fingertips. My lenses will not only safeguard the eyes from harmful rays, they will also have multiple different styles, frames, and colors to add a personal touch to protecting your retinal health. Let me introduce you to a stylish, affordable fix that you'll thank yourself for in the long run! Any further questions please reach out to lyssaslenses@gmail.com or [@lyssaslenses](https://www.instagram.com/lyssaslenses) on instagram!



Investor Breakfast

From Alyssa's Perspective

"The investor breakfast is an event that takes place on our last day of the CEO year! This event is held as a thank you to everyone involved in our class that has been generous enough to donate their time and expertise. Each student gives a summary of the year, and of what is to come with their future after the class is over."



Guest Speakers | Business Tours

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. Another 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.

- Aaron Niebrugge** WET Pools and Spas
Aaron Stortzum and Joe Moore Old Mac's
Alan Meyer Meyer Oil
Alex Pleasant Community Foundation
Alex Wright Wright's Furniture
Amanda Settle Nutrition Wise
Andrew Grunloh Grunloh Building
Andrew Johnson Effingham Unit 40
Andy Kistler Community Support Systems
Austin and Kelsey Johnson Design No. 7
Bev Soltwedel Introductions
Bill Zerrusen and Neil Zerrusen Three Z Printing
Bob Schultz Expanding Your Comfort Zone
Brenda Niebrugge J&J Ventures
Brittany Sunderman PAVE
Casey Walk Gate to Plate/Ginger Ales
CEO Alumni Panel
Chad Markham HSHS St. Anthony's Memorial Hospital
Chandra Niemerg Royal School of Cosmetology
Chris Debolt Culver's
Chris Egelston Community Engagement
Chris Farace Marketing (Fearless Founder Series)
Chuck Deters and Team Dieterich Bank
Clayton Hinton West & Company
Cody Hinterscher Hint's Laser Engraving
Dan Chancellor So iLL (Fearless Founder Series)
Dan Woods Leadership
Dean Samuel Dots and Life
Donnie Wilson Elastec/American Marine
Doug Villhard 30 Second Pitch (Fearless Founder Series)
Dustin Salmons 1st Class Wrecker
Dwight Erskine Business and Dining Ettiquette
Ed Baumgarten Head Shots
Effingham BNI
Erich Kollinger Heart Theatre
Chris Swing and Jason Carpenter Vantage Surgical Solutions
Jason Sandschafer Niemergs
Jeff Speer and Alex Steppe Real Estate
Jennifer Wendt DISC Profiles
Jim Hecht Dan Hecht Chevrolet Toyota
- Jodi Thoele** Effingham Tourism
Joe Knabe Al's Tire Mart & Electronics
John Perles Mission Vision Values
Jonathan LeBold Lake Land College Dual Credit
Jordan Koerner Koerners Distributor
Josh Awalt and Justin Henderson HA Security Solutions
Karen Whitt The Equity
Katie Koester, Riley Pruemmer, and Kristie Campbell Firefly
Kay Spruel and Shelby Dasenbrock Burkland's Flower Shop
Kelli Smith and Team Patterson Technology
Kelly Roepke Y-Yard
Kent Probst History of CEO
Kevin Hoene Gopher's Grill
Kim Jansen Effingham Performance Center
Kristie Campbell Buckeye Friends School
Lee Althoff Country Rhodes Catering
Maggie Meylor Level 10 Meetings
Meagan Zerrusen Potted Charm
Megan Brandt Pyramid Marble and Granite
Melissa Willenborg Personal Finances
Michael Nosbisch EJ Water
Nathan Wiedman and Kent Wiedman Wiedman's Cleaners
Navi Arora Prompt Care
Phil Niemerg Entrepreneurship
Rick Siemer Siemer Milling
Ryan Witges Agracel
Scott Kabbes 2C
Seth Wilson Fox Holler
Shelby Hinterscher Vayda Jane
Skyler Bilbo Wentz Plumbing & Fire Protection
Stacia Bloemer and Elizabeth Falconburg The Thomas Shop
Stephanie Gobczynski Uebinger State Farm Insurance
Steve Witges Leadership
Teresa McCloy The REAL Life Process
Tina Brumleve Designs Unlimited
Tom Purcell Sales
Tom Uthell Epic Ag Solutions
Tyler Repking Repking Media
Wanda Pitcher and Erin Hartke Tuscan Hills Winery

Mentorship Program

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 Facilitators, to help further develop and strengthen the CEO class with their experience and direction.



Ambassadors

Michael Wall
Karen Etter
Matt Cekander

Alan Meyer	<i>Paired with Jonathan Willenborg</i>
Alec Ring	<i>Paired with Braden Sweeney</i>
Amanda Settle	<i>Paired with Madelyn Brown</i>
Andrew Koester	<i>Paired with Rosie Markham</i>
Andy Kistler	<i>Paired with Griffen Elder</i>
Angie Hartke	<i>Paired with Alyssa Wolff</i>
Astrid Reyes	<i>Paired with Grace Walker</i>
Brennan Debenham	<i>Paired with Allison Repking</i>
Chase Green	<i>Paired with Pete Britton</i>
Derek Meinhart	<i>Paired with Connor Thompson</i>
Elaine Stock	<i>Paired with Jennifer Uthell</i>
Jake Pals	<i>Paired with Jonathon Bloemer</i>
Jill Schultz	<i>Paired with Morgan Larson</i>
Jill Wendling	<i>Paired with Emilie Vincent</i>
Joe Knabe	<i>Paired with Gus Siemer</i>
Justin Deters	<i>Paired with Noah Dill</i>
Kent Probst	<i>Paired with Garrett Wagoner</i>
Lee Althoff	<i>Paired with Dane Curry</i>
Maggie Meylor	<i>Paired with Susie Holley</i>
Megan Brandt	<i>Paired with Matt Herzing</i>
Olivia Koester	<i>Paired with Shannon Cooper</i>
Phil Webster	<i>Paired with Taylor Greene</i>
Riley Pruemer	<i>Paired with Sam Deters</i>
Skyler Bilbo	<i>Paired with Nick Buehnerkemper</i>
Sophie Kabbes	<i>Paired with Hallee Lewis</i>
Zach Scott	<i>Paired with Ivan Wernsing</i>



2023 Trade Show

April 18th
Keller Convention Center



The Craig Lindvahl

ENTREPRENEUR OF THE YEAR

The recipient is nominated for their personal growth and CEO performance throughout the year.



**SAM
DETERS**



GOING THE EXTRA MILE

The recipient is recognized for their continuous positive contributions to the class.



**JENNIFER
UTHELL**

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. The award was presented by CEO Alum Christo Schultz.



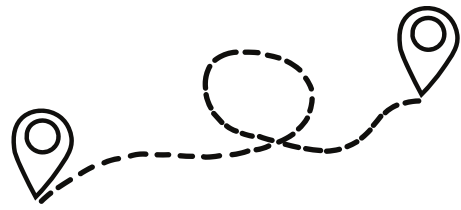
**GUS
SIEMER**



WHERE ARE WE?

CINCINNATI

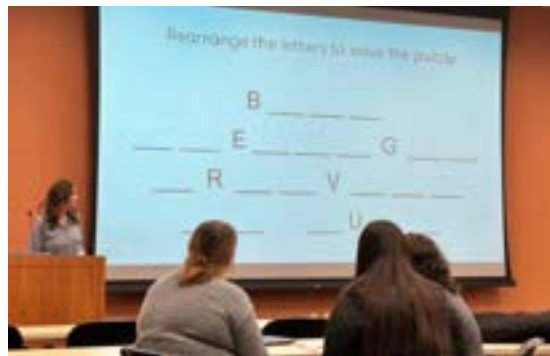
Fifth Third BankHead Quarters | Great American Ballpark

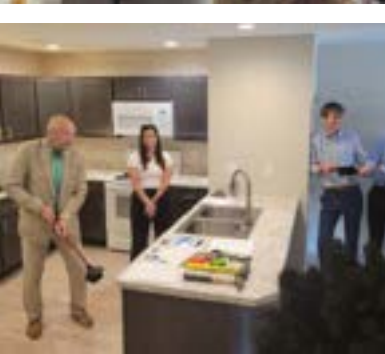












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EFFINGHAM COUNTY CEO

CREATING ENTREPRENEURIAL
OPPORTUNITIES

INITIAL INVOLVEMENT FORM

Community Stakeholder,

You are the heart of CEO! Your commitment of time, treasure, and energy is critical to the success of the CEO Program. As an Annual Investor or Friend of CEO, you are providing the needed resources for facilitator salaries and other expenses associated with the program, while also ensuring the sustainability of the CEO Class for future students. Thank you for supporting Effingham County CEO!

LETTER OF INTENT

I/We understand that our contributions will be used for the operating needs of the CEO Program in Effingham County. In consideration of the gifts of others for the same purpose, I/We hereby agree to contribute the following (please select all that apply):

ANNUAL INVESTOR \$1,000 per year commitment.

Please indicate your payment preference:

- I would like to be invoiced annually for a \$1,000 contribution.
- I would like to be invoiced every three years for a \$3,000 contribution.
- I would like to be invoiced every five years for a \$5,000 contribution.

FRIEND OF CEO Any contribution outside of an Annual Investor commitment. Amount \$ _____

MENTOR Be paired with a student for one class year to provide them with guidance both professionally and personally.

HOST SITE Provide a meeting place for the class for up to nine weeks at a time.

BUSINESS VISIT The class may tour my business at least one time during the class year.

GUEST SPEAKER Volunteer to speak to the class about your business or life skills.

Name: _____

Company Name: _____

Address: _____ City: _____ Zip: _____

Phone: _____ Email: _____

I/We wish to my/our name(s) to be listed among the Community Stakeholders as follows:

Signature: _____ Date: _____

Please make initial investment contribution checks payable to:

Effingham County CEO/Southeastern Illinois Community Foundation, PO Box 1211, Effingham, IL 62401. Please phone 217-342-4988 with any questions.

Effingham County CEO is a component fund of Southeastern Illinois Community Foundation and does not have a separate corporate existence. Southeastern Illinois Community Foundation is a 501 (c) (3) nonprofit organization managing permanent and non-permanent assets for the long-term benefit of communities in southeastern Illinois. All gifts are tax-deductible to the extent allowable by law.

Effingham County CEO Endowment

Effingham County CEO Endowment was established in fall 2018 with surplus profits from previous class businesses. Over the last 15 years, Effingham County CEO program has been made possible through equitable and widespread 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.

Karen Etter - Board Chair

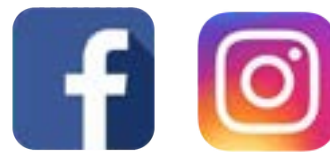
217.254.5593

Molly Bushue - Facilitator

217.254.0777

Michelle Niebrugge - Facilitator

217.994.1696



www.effinghamceo.com
effinghamceo@gmail.com

2022 / 2023 HOST LOCATIONS

