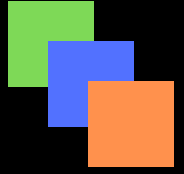


2021

EFFINGHAM  
COUNTY  
CEO

ANNUAL REPORT



# BOARD CHAIR



## *Letter from the Chairman of the Board*

Dear Effingham County CEO Investors,

As the Effingham County CEO Advisory Board Chairman, I present to you the 2021 CEO Annual report. Our 13th CEO Class is complete and what a year it has been. These students have experienced, first hand, what the word 'flexible' means in the business world. These young men and women will be taking their CEO tools with them on their next educational journey. On the following pages, you will gain a glimpse into the CEO experience of the past year. Which, thanks to all of our investors, speakers, mentors and hosts, likely included your own influence and mark. We truly appreciate all that you have done in support of the Effingham County CEO Program.

It has been an honor and my pleasure to serve on the CEO Board for these last six years. Being able to witness the growth of these students in such a short amount of time, continues to amaze me each year. Growth in confidence, growth in communication skills, and growth in creativity are just a few of the successes I get to see in each one of them. Facilitated learning can be accomplished in many different formats. On top of that, students learn in different ways and at different rates. CEO allows each student the guided freedom to learn at their pace, at their interest, and at their desire.

One final thought.... One of my favorite quotes from Craig Lindvahl is "Who will be better because of what I do today". It is with a grateful heart, that I know our CEO students are better because of what you have done for them today. For that, I thank you.

Sincerely,

Noah Brandenburger  
*Effingham County CEO  
Advisory Board Chairman*



# FACILITATORS



Wow, what a year. No one knew what to expect starting in the fall of 2020. As facilitators, we knew that we had thirty-four eager students excited to start their CEO journey, even with the added obstacles brought by the pandemic. From day one, this group started with the intention to persevere. There was a theme in everything accomplished by the class of 2021. That theme was community. From donations boxes, to trash pick-ups, to product boxes featuring local businesses, these students embraced Effingham County to the fullest.



We are so incredibly proud of the CEO class of 2021. They worked hard, adapted to the situations at hand, embraced Zoom, and shared many laughs along the way. We will never forget the “good vibes” brought by this class through such a unique time in the world. We congratulate these students on their accomplishments, wish them nothing but the best, and encourage them to always step out of their BOX.



**Molly Bushue and Michelle Niebrugge**  
*Effingham County CEO*  
*Facilitators*

EFFINGHAM COUNTY 

## 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.

# SPEAKERS AND TOURS



- Aaron Stortzum** *Old Macs*  
**Alex Wright** *Wright's Furniture*  
**Amanda Lessley** *Southeastern Community Foundation*  
**Amanda Settle** *Nutrition Wise*  
**Amy Tarr** *Midland Institute For Entrepreneurship*  
**Astrid Reyes** *Photography*  
**BAYER** *Crop Science Community Engagement Team*  
**Bev Soltwedel** *Introductions*  
**Bob Lakin** *Walmart*  
**Bob Schultz** *Destroying Your Comfort Zone*  
**Casey Walk** *Gate To Plate*  
**Chris Debolt** *Culvers*  
**Chris Egelston** *Corporate Entertainer, Infotainer, Magician*  
**Dan Remmenga** *Lessons of Life*  
**Dan Woods** *Leadership*  
**Dean Bingham** *Agracel*  
**Dean Samuel** *Lessons of Life*  
**Deana Nuxoll** *Imagine This! Marketing*  
**Doug Villhard** *MIE Pitch Competition*  
**Doug Wohltman** *K Wohltman Construction*  
**Dustin Salmons** *1st Class Wrecker Service*  
**Dustin Smith** *Concrete Evolutions*  
**Dwight Erskine** *Business Etiquette*  
**Ed Baumgarten** *Student Headshots*  
**Effingham CEO Board**  
**Emily Debenham** *Joe Sippers Cafe*  
**Erin Hartke** *Tuscan Hills Winery*  
**Gary Swearingen** *SC3F Weather Management*  
**Jamie Stang** *Stang Arts*  
**Jason Carpenter** *Vantage Outsourcing*  
**Jason Sandschafer** *Niermerg's*  
**Jeff Ludwig** *Midland States Bank*  
**Jeff Speer** *Apartment 101*  
**Jeffrey Harrison** *Rovertown USA*  
**Jennifer Wendt** *DISC Assessment*  
**Jerry McDaniel** *Entrepreneurship*  
**Jim Hecht** *Dan Hecht Chevrolet Toyota, Inc.*  
**Jim Zimmer** *Real Estate / Branding*  
**Jodi Thoele** *Effingham Tourism*  
**Joe Fearday** *SC3F Renovation*  
**Joe Knabe** *All's Tire Mart & Electronics Center, Inc*  
**John Perles** *Vision and Mission*  
**Jordan Koerner** *Koerner Distribution Inc.*  
**Josh Awalt and Justin Henderson** *HA Security Solutions*  
**Kaeya Majmundar** *SwayPay*  
**Karen Whitt** *The Equity*  
**Karen Wolters** *Entrepreneurship*  
**Kay Spruel** *Burklands Flower Shop*  
**Kelly Roepke** *Y-Yard Tour*  
**Kent Probst** *Midland Institute for Entrepreneurship*  
**Kevin Hoene** *Gopher's Grill*  
**Kim Jansen** *Effingham Performance Center*  
**Lee Althoff** *Country Rhodes Catering*  
**Lisa Strullmyer** *Start-ups*  
**Madalaine McDaniel** *Dining Etiquette*  
**Maggie Meylor** *Level 10 Meetings*  
**Melissa Willenborg** *Financial Planning*  
**Michael Brummer** *XCHNG*  
**Michael Nosbisch and Astrid Reyes** *EJ Water*  
**Mike Janis HSHS** *St. Anthony's Memorial Hospital*  
**Nathan Wiedman** *Wiedman's Cleaners*  
**Niall and Kristie Campbell** *Firefly*  
**Noah Brandenburger** *Entrepreneurship*  
**Pam Hemmen** *J & J Ventures*  
**Patterson Technology Crew** *PTC*  
**Patty Greene** *Keller Convention Center*  
**Phil Niemerg** *Candle Art*  
**Phil Webster** *BNI*  
**Rick Siemer** *Siemer Milling Company*  
**Riley Pruemmer and Sean Sandifer** *Vagabond Eatery*  
**Ron Mietzner** *Community Involvement*  
**Roy Wendte** *Wendte Farms Ltd*  
**Ryan Barbee** *Beck's Hybrids*  
**Ryan Schaefer** *Schaefer Pumpkin Patch*  
**Scott and Tina Brumleve** *Designs Unlimited*  
**Scott Kabbes** *Two Cents*  
**Senator Jason Plummer** *R.P. Lumber*  
**Seth Wilson** *Fox Holler*  
**Sharon Goeckner** *Goeckner Accounting, Inc.*  
**Shelby Hinterscher** *Vayda Jane Bridal*  
**Stephanie Uebinger** *State Farm Insurance*  
**Steve Witges** *Leadership*  
**Teresa McCloy** *REALIFE Process*  
**Tom Purcell** *Lessons of Life*  
**Tracy Pielemeier** *The Hive Butler*  
**Tyler Repking** *Repking Media*

## 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.

## Tours

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.

# SPEAKERS AND TOURS



# PROJECT 2020



The Class of 2021 kicked off the year with the Midland Institute's Project 2020. The students started hustling in order to generate start up money for their class business. They did a variety of projects, including a car wash and a raffle. They also searched for ways they could give back to their community.



**50/50 Raffle!**

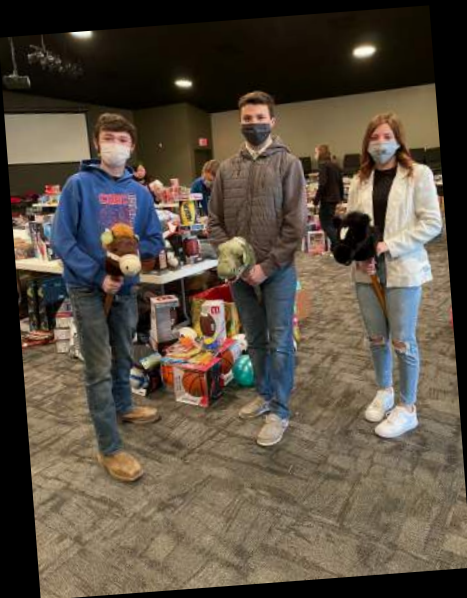
find your local CEO students and purchase your tickets!!

proceeds fund our class business

\$1 for 1 ticket, \$2 for 3 tickets, \$5 for 7 tickets, and \$10 for an arm length (14)



# CHRISTMAS SEASON



The students volunteered at the FISH and Catholic Charities Christmas Store. They spent the morning organizing toys.



# CLASS BUSINESS



After brainstorming a number of different class business ideas, the class of 2021 decided on "The Box". These product boxes were filled with a variety of items showcasing area businesses in Effingham County. The students sold over 1,600 boxes, including a special Christmas order to Midland States Bank.



**A BIG THANK YOU GOES OUT TO ANYONE WHO PURCHASED A BOX!**



# CLASS BUSINESS



Agracel purchased a number of boxes to be delivered to front line workers at both HSHS St. Anthony's Memorial Hospital and Sarah Bush.



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 2021 became investors for the next three years with a \$3,000 contribution.



**THE STUDENTS ALSO PRESENTED A \$6,000 CHECK TO CRISIS NURSERY.**

# PERSONAL BUSINESS



Consulting with professionals can play a huge factor in the success of a business. Leading up to the Trade Show, students are required to complete two milestone events, Banker Day and Think Tank.



## EFFINGHAM CEO **BANKER DAY**



**THANK YOU BANKERS AND "SHARKS"**

# NATIONAL PITCH COMPETITION



The Midland Institute For Entrepreneurship hosted their annual National Pitch Competition. Across the United States, 160 CEO students submitted pitch videos for their personal business. Effingham County CEO had two students finish in the Top 18. The class was excited to hear Maxine Clark, Founder of Build-A-Bear, announce that one of those students placed second overall.



## MEGAN KOENIG

*Sian Jewelry*



CEO  
2021 NATIONAL PITCH COMPETITION

**2ND PLACE**

PRESENTED BY  
MIDLAND INSTITUTE FOR ENTREPRENEURSHIP

## NOAH TEGELER

*Trash Works Cleaning*



CEO  
2021 NATIONAL PITCH COMPETITION

**TOP 18**

PRESENTED BY  
MIDLAND INSTITUTE FOR ENTREPRENEURSHIP



# TRADE SHOW



Trade Show!



**EACH YEAR EFFINGHAM CEO PRESENTS SEVERAL AWARDS AT THE ANNUAL TRADE SHOW.**

## ENTREPRENEUR OF THE YEAR



The recipient is nominated by their peers for their performance throughout the year.

**2021 Recipient:  
Reese Jones**

## GROWTH AND PROGRESS



This individual maintained steady growth all year, both personally and professionally.

**2021 Recipient:  
Noah Tegeler**

## 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 John Schultz.

**2021 Recipient: Elijah Doty**



# TRADE SHOW



**30 BOOTHS FROM THE CLASS OF 2021**  
**1 CONCERT      1 COFFEE TRAILER      1 SPORTS CAR**  
**3 BOOTHS FROM THE CLASS OF 2020**

# STUDENTS



**LANDON ADAMS**

## About Landon

Landon Adams is a senior at St. Anthony High School. He is a member of the soccer team and basketball team. In school, he is involved in Spanish club, history club, CAC, and pep club. Landon enjoys spending lots of time with his family and friends.

## About His Business

Landon Adams' CEO business is Lando's Lidz. It is a hat company that specializes in showcasing area schools along with a custom option. The hats are very high quality and very well designed. His hats truly are the best in town.



**FAITH AHERIN**

## About Faith

Faith Aherin is a senior at Dieterich High School. She is involved in basketball, cross country, and scholar bowl. She is also the 2021 class president, part of student council, art club, FFA, FCA, and National Honor Society. Faith is a member of Effingham County 4-H. In her free time, Faith enjoys reading, writing, running, and hanging out with friends. After high school she hopes to attend a four year university where she plans on studying psychology.

## About Her Business

Faith Aherin is the founder of Twisted Candle Co. The goal of the company is to create unique, quality candles for an affordable price. They will be creating candles that come in unconventional shapes, styles, sizes, colors, and scents appealing to all ages. The candles help bring a relaxing environment, while also bringing a touch of whimsy and fun. The founder hopes the originality of her pieces helps her customers truly make their spaces their own.



**TREVON BENAVIDES**

## About Trevon

Trevon Benavides is a senior at Effingham High School. He participates in football, track, Spanish club, history club, and math club. He is also a member of the Academic Hall of Fame, as well as honor roll. Out of school he enjoys hanging with his friends and family and increasing his knowledge in the business field with whatever opportunity he gets. He plans to attend a four year university and obtain a degree in business management. After college, Trevon plans to own his own company and become his own CEO.

## About His Business

Victory Grip provides custom griptape for skateboards so you can have some style with your game. They believe that when you look good you feel good. Along with griptape, they offer simple yet stylish hoodies and tees for anybody. Their main goal is to provide the local area with great griptape and get more people into the sport itself.



**AVA BOEHM**

## About Ava

Ava Boehm is a senior at Effingham High School. In school she is part of high honor roll, Academic Hall of Fame and various other school clubs. Outside of school she is the captain of the varsity women's golf team. She has been to the state qualifiers three years in a row and hopes to go again this year. Other than golf, she is an active watcher of her brother's baseball team and is employed at Chili's as a hostess where she meets lots of new and interesting people everyday. Her other activities outside of school include playing with her puppies, helping her parents around the house, going out to eat a lot, and spending time with her friends. After high school she plans to attend Rose-Hulman Institute of Technology and major in either design engineering or aerospace engineering. Beyond that is unknown but certainly exciting.

## About Her Business

Ava Boehm's business centers around your family pet and their comfort. She will be handcrafting wooden dog/cat beds. The beds will include a wooden frame with a bed inside and a hand painted name bone/fish. Although there will also be other ways of customizing the beds. The extra amenities will be, hand cut wooden bones or fish with a painted name on them or a painted name on the bed itself. She hopes to creatively make a bed for your loved dog or cat at home.



**AVERIE BUSHUE**

## About Averie

Averie Bushue is a senior at Teutopolis High School. She is involved in many activities including varsity club, science club, and is a part of the varsity golf team. Outside of school, Averie is employed at Joe's Pizza and Bushue Human Resources. Averie also enjoys spending quality time with friends and family. After high school, Averie's goal is to attend a university or a junior college to play golf. Averie plans to study human resources management and business administration. She really looks forward to learning and growing through the CEO program.

## About Her Business

Everlasting Legacy is owned by Averie Bushue. Everlasting Legacy is all about keeping the legacy of a passed loved one. What it consists of is a metal plate placed on the tombstone and will have a QR code engraved on it in which you will then scan it. Once scanning it will bring you to my website where it will tell the life story.

# STUDENTS



**DEREK DETERS**

## About Derek

Derek Deters is a senior at Teutopolis High School. He is involved in school activities such as soccer, baseball, varsity club, and National Honor Society. Outside of school, his hobbies are hunting, fishing, and hanging out with his friends and family. He is undecided on his major at the moment but plans to attend college to grow his knowledge in the business field.

## About His Business

DD Hunting Apparel, owned by Derek Deters, provides camo merchandise. His target audience will be people who like the outdoors or who are going to give camo products as a gift.



**SHARON DONG**

## About Sharon

Sharon Dong is a senior at St. Anthony High School. She participates in extracurricular activities such as tennis, musicals, and is the manager of the girl's volleyball team. She is also involved in art club, pep club, student council, National Honors Society, and the school's WYSE team. Outside of school, she has a passion for art, enjoys playing the piano, and works at her family's restaurant (China Buffet). Sharon hopes to attend a university after high school but has not decided on a major yet.

## About Her Business

Sharon Dong is a co-partner with Kaylynn Moeller on their business, Kiwi Kompany. Kiwi Kompany is a clothing retailer that will carry comfort-wear. Their first line of clothing will be exclusively sweatshirts (with the option to buy socks that match them), but they plan to advance with other items as our revenue increases and come out with more clothing lines. Their sole selling domain will be their website ([www.kiwikompany.com](http://www.kiwikompany.com)) and advertising on social media (@kiwikompany.) They also plan to include styling inspiration on our social media and website to keep their customers engaged and interested.



**ELIJAH DOTY**

## About Elijah

Elijah Doty is a senior at Beecher City Jr.-Sr. High School. He is involved with FCA, FFA, FBLA, drama club, and history club. Elijah is a member of the Illinois Oldtime Fiddlers Association. He enjoys playing various instruments and running sound in the music scene across the United States.

## About His Business

Elijah Doty, owner of Doty Sound Productions, provides live sound and stage lighting services for bands, small concerts and large festivals across the Midwest. The owner of Doty Sound Production brings much experience through his time spent with other companies, going on tour with multiple bands, and working on the sound crew at the EPC.



**TRISTIN DUNCAN**

## About Tristin

A senior at Effingham High School, Tristin is involved in football, track & field, National Honor Society, math club, and FCA. In his free time, he enjoys working out, running his small business, and learning/investing in the stock market. This past summer Tristin scaled his online business past the 6 figure mark in sales and hopes to continue to grow his business as well as dive into other income streams. Tristin plans to go on to play college football for 4 years and earn his degree, while continuing to scale his current business and starting others.

## About His Business

Vision Neon, founded in 2021 by Tristin Duncan, is a company that specializes in selling motivational & entrepreneurial neon signs! A Vision Neon sign is a great way to add character to your office, personal space, or living room while reminding you of your mission at the same time. Vision specializes in being an E-commerce store that is reachable to anyone throughout the US. Not concentrating themselves to a small area allows them to appeal to a much broader audience than what is in front of the, and gives them a better probability of success. These signs will be hand crafted by Tristin and shipped or delivered to customers directly through them.



**ANDREW DUST**

## About Andrew

Andrew Dust is a senior at St. Anthony High School. He enjoys participating in soccer and track and field. In his free time, he likes to wakeboard, surf, work at an automotive, marine, and aviation detail shop, and work for his dad occasionally. Andrew is excited to learn more about the business world, learn how other companies operate their business, become less shy, make new and valuable connections, and get out of his comfort zone. After high school, Andrew plans on attending Lake Land college followed by a move to a different school.

## About His Business

Scattered, created by Andrew Dust, is a clothing brand which supports those who have been affected with ADHD. Scattered conveys the message that ADHD can be seen as a gift rather than a disability. Their mission is to help bring awareness and make a difference in the community while also providing quality products, with outstanding customer service.

# STUDENTS



**OLIVIA ECKHARDT**

## About Olivia

Olivia Eckhardt is a senior at Altamont High School. She is involved in a wide variety of extracurricular activities. Olivia plays varsity volleyball, softball, golf, and is also a member of the scholastic bowl team. Aside from playing sports, Olivia is a member of the pep club and National Honors Society, as well as the president of both the Spanish club and the senior class. Outside of school she works as a lifeguard and teaches swim lessons. Olivia enjoys spending her free time with friends and family, traveling, and volunteering for Meals on Wheels. After high school Olivia hopes to attend Auburn University where she will pursue a degree in industrial organizational psychology.

## About Her Business

ACHS Industries was created to help students develop skilled trades in a learning environment where they could also be taught the importance of business and manufacturing with an entrepreneurial type setting. Olivia Eckhardt is partnering with ACHS Industries, the industrial technology class at Altamont Community High School, to develop the current program into a real, working business. She will be focused on creative design, sales, community outreach, management, and more.



**ABBY GOECKNER**

## About Abby

Abby Goeckner is a senior at Altamont High school. She participates in softball and volleyball. In school she is involved in National Honors Society, FCCLA, band, and other organizations. Abby is currently a catechism teacher for kindergarteners and first graders at her church. After high school, Abby plans to attend a four year university to major in psychology. She will then move on to get her doctorate in Occupational Therapy.

## About Her Business

Abby Goeckner has created a business to help dog owners feed their dogs the healthiest treats possible. She is dehydrating and selling dog treats. After a lot of research, Abby realized that dehydrated beef liver is the healthiest treat to give a dog. She plans to sell her dog treats at the Pet Wellness Center of Southern Illinois, in Effingham Illinois.



**REESE JONES**

## About Reese

Reese Jones is a senior at St. Anthony High School. She is involved in many extracurriculars such as varsity basketball and tennis. She is also involved in history club, CAC (Catholic Athletes of Christ), and is an officer for pep club. Outside of school, she works at Pizza Man and Party Worx. In her free time she enjoys hanging out with friends and family. She also plans on attending SIUE after high school majoring in marketing.

## About Her Business

Reese Jones has started a cafe on wheels called Belle Vie Specialty Coffee. She will be setting up around Effingham and the surrounding areas where people can come and enjoy her delicious coffee from her coffee truck. Reese will be selling lattes, cappuccinos, cold brew, and almost any coffee drink you like all from the convenience of trailer, which she will have a schedule for when she will be set up on social media. She hopes her customers value the time and care she puts into their order and leave feeling refreshed and energized for the day!



**MEGAN KOENIG**

## About Megan

Megan Koenig is a senior at St. Anthony High School. She has participated on the dance team for four years. She is involved in many clubs such as pep club, the school newspaper, and is the vice president of glee club. She is also involved in the school musicals and is very active in school activities. In her free time she likes to listen to music, hang with friends, go to sporting events, and enjoys working with kids. She plans on attending a university or college next year.

## About Her Business

Sian Jewelry is owned and created by Megan Koenig. It is the home of Zipher Up. Zipher Up fixes the daily struggle many women face, zipping up a dress. These handmade necklaces bring a stylish and helpful addition to your daily life. The necklace is functional jewelry by turning a necklace into a way to pull your zipper up. Sian Jewelry's mission is to make life a little more simple, while staying in style. Sian Jewelry plans to help everyone become fully independent when getting ready.



**HOLDEN LEWIS**

## About Holden

Holden Lewis is a senior at Effingham High School which is where he is involved in the Society for Academic Achievement, FCA huddle leadership team, and student council. He is also a part of varsity football and track teams, lettering in both. Outside of school, he is participating in a spiritual leadership internship at New Hope Church. In his free time he enjoys hanging out with his friends and family, going boating, and spending time with God. His future plans are to attend college at a 4-year university, studying entrepreneurship/biblical studies. He has hopes on being a missionary or pastor at some point in his life.

## About His Business

Having a strong online presence is key to the success of a business, included in that is a website. That's what Holden Lewis aims to do; to build businesses' key component of their online presence in the form of stunning, converting, and innovative web design. He also offers a plethora of other design services such as, graphics, social media management, running advertising campaigns, photography, and logo design. At HLew Design and Marketing, your business is his specialty.



# STUDENTS



**IVA LILLY**

## **About Iva**

Attending Dieterich High School, Iva Lilly is a senior. She plays varsity high school volleyball and plays for a travel club team as well. Iva is a member of the National Honor Society. She enjoys her work, hanging out, shopping, and grabbing coffee with her best friends. Her family time is important to her, and she is very close to her family. Iva is very excited for learning the skills she needs to not only become a virtuous and successful business woman but an exceptional person overall from her CEO experiences!

## **About Her Business**

Sewn by Lilly, created by Iva Lilly, offers quality sewn kitchen and household accessories. They will sell bowl koozies, coasters, and unique kitchen towels. The Sewn by Lilly company is based around skills and designs that have passed down by three generations of the Lilly family. Quality production is accomplished through the latest technology, precision cutting tools, sewing machines, and durable materials. Iva puts special care into every accessory produced. Sewn by Lilly will market to homeowners, decorators, and sports fans. Accessories can be custom ordered and personalized.



**MACY LUDWIG**

## **About Macy**

Macy Ludwig is a senior who attends St. Anthony High School. She is an excellent golfer and dancer who has a great passion for both sports. She has attended state golf and state dance a few times each, all while being successful in school. In her free time she enjoys spending time with friends and family, driving around, listening to music, and upcycling clothes to add to her closet. She plans on attending college and majoring in business after graduating high school.

## **About Her Business**

On the go snacks are convenient. Macy loves having her snack mixes in her purse or car for when she needs a snack. There is a flavor for every craving! She has made snacking easy and quick but also enjoyable and exciting. The best feeling is knowing you have a snack in the car after work, practice, the gym and any other daily activities. Macy wants to help be prepared with an affordable, nutritious snack for when you get hungry.



**SAM MATHESIUS**

## **About Sam**

Sam Mathesius is a senior at Altamont High School. Sam is involved in a few activities including being a referee at soccer games for elementary kids. Sam also helps coach the junior high travel team. Sam enjoys helping kids improve in track and field and also helps out at the local home junior high track meets. Sam is a varsity player in soccer, track and field, and golf. Sam plays a leadership role in soccer and track and always tries to help his teammates. Outside of school activities, Sam works at Pinky's and loves to spend time with his friends and family. Sam currently plans on attending University of North Florida or Flagler College and pursue a major in business.

## **About His Business**

Sam Mathesius is the CEO and Founder of Z-Hoodies. Z-Hoodies is a sweatshirt designing company directed towards dogs. Sam designs sweatshirts for dogs to give them a little sense of style and also provide them with some extra warmth during the cold times of the year. Sam is looking for dog owners or people who would like to buy a gift for someone with a dog. Sam is currently setting up social media pages to provide customers more information about his business. Sam's goal is to provide customers with a satisfying experience and also maintain good integrity throughout his business.



**LOGANN MAYFIELD**

## **About Logann**

Logann Mayfield is a senior at Effingham High School. She is involved in math club, history club, as well as being a high honors student throughout high school. She is also a part of the competitive cheer team, which was the first cheer team in Effingham history to go to IHSA state. Outside of school, she loves spending time with her loved ones, playing with her dogs, as well as racing four wheelers in a national series throughout the summer. Logann is employed at Gabby Goat. There she food runs and is a host. Her biggest goal is to touch as many lives, in a positive way, as she can. Her future plans still aren't set, but she knows she will be successful in whichever path life takes her down.

## **About Her Business**

Logann Mayfield is the owner of Modern Vintage. Modern Vintage is a business designated to customizing crewnecks and hoodies. Modern Vintage will provide a variety of different designs to give you an old "vintage", but still up to date look. The styles will range from motivational quotes, Jesus inspired, schools, and so much more. We also provide a custom order option where you can provide your own design, company logo, or something else! Modern Vintage will not only offer a product, but a service as well. Customers will be allowed to provide a product to have their own custom design on it!



**BRODY METTE**

## **About Brody**

Brody Mette is a senior at Teutopolis High School. He is a part of cross country, track and field, National Honors Society, student council, and is the class president. In his free time he enjoys spending time outside, being with family, and hanging out with friends. Brody plans on attending a university after high school, but is unsure about his major.

## **About His Business**

Mette Emergency Car Kits will sell a small package full of essential items for problems on the road. These items will include a flashlight, first aid kit, tire pressure gauge, and more. This product is for individuals who value their safety and/or the safety of their children. Brody Mette, founder, and CEO of Mette Emergency Car Kits chose each item with safety and affordability in mind. The compact size of the kits provides the possibility of easy access in the event of an emergency.

# STUDENTS



**ABIGAIL MEYER**

## **About Abi**

As a senior at Teutopolis High School, Abigail Meyer participates in many activities including National Honor Society, the school trap team, and the outdoor committee. She also spends quite a bit of time with her friends and family as well as practices several different musical instruments. When she is not busy with these activities she works part time in the food industry, creates custom paintings for her customers, writes, and studies psychology. She spends lots of time outside taking in nature and appreciating all it has to offer as well. Abigail hopes to utilize her CEO experience in getting a degree in psychology, business, or maybe even both.

## **About Her Business**

Ethereal Incense, created by Abi Meyer, is a one of a kind spiritual scent shop. With a variety of high quality scents features on slow burning incense sticks every customer is sure to be spiritually satisfied. Along with their aromatherapy collection, they hand make one of a kind holders for incense. With several collections that tune into every style, customers are sure to find at least a few pieces that fit their vibe. To learn more about the aroma therapy that incense offers and our unique collections check out Ethereal Incense on Instagram and Facebook! Customized holders can also be created.



**KAYLYNN MOELLER**

## **About Kaylynn**

A senior at Beecher City Jr.-Sr. High School, Kaylynn is involved in NHS, FFA, FBLA, history club, drama club, and her school's scholastic and volleyball teams. She enjoys public speaking, photography, fashion, and travel. She hopes to use those hobbies to explore a career in marketing when she grows up. Her job in food service has taught her a lot about people, and she encourages everyone to be kind to their restaurant workers.

## **About Her Business**

Kaylynn Moeller is a co-partner with Sharon Dong on their business Kiwi Kompany. Kiwi Kompany is a clothing retailer that will carry comfort-wear. Their first line of clothing will be exclusively sweatshirts (with the option to buy socks that match them), but they plan to advance with other items as their revenue increases and they come out with more clothing lines.



**TUCKER MOELLER**

## **About Tucker**

A senior at Effingham High School, Tucker is a proud member of the 2021 CEO program. He wakes up everyday ready to take on whatever adversity is thrown at him. At school he is on high honor roll, Academic Hall of Fame, a NHS member, and captain of the soccer team. Tucker also enjoys attending Spanish club, history club, where he is an officer, and is a member of the cross country team. During weeknights he can be found working at Joe's Pizza and Pasta. When there's free time, Tucker spends his time with his amazing family and friends usually going kayaking, jeeping, or running. After high school he plans on attending a four year university out of state.

## **About His Business**

Tucker's Untucked is an e-commerce store that sells a variety of clothing such as vintage t-shirts, original hats, originals, accessories, etc. He wanted to create a local-run shop that offers clothing for the youth of the Effingham area that they cannot access unless they go to a larger town with malls and shopping outlets. There is a lack of local stores that catch the eye of our youth's culture. He plans to fill one piece of clothing at a time.



**JAMES SCHUETTE**

## **About James**

James Schuette is a senior at St. Anthony High School. There he partakes in basketball and cross country. He is in history club, pep club, CAC (Catholic Athletes of Christ), and National Honor Society. In his free time, he washes cars, listens to music, and spends time with friends and family.

## **About His Business**

James Schuette is the owner and CEO of Noz wallets. They provide the best quality and durable leather wallets. These wallets are the most convenient and secure wallets. The Noz Wallet eliminates the time of putting cash or cards away in half.



**WYATT SPARKS**

## **About Wyatt**

Wyatt Sparks is a senior at Effingham High School where he is enrolled in Spanish club and on honor roll. During the winter sports, he is a captain of the Effingham wrestling team. This past summer he attended basic training for the Army at Fort Leonardwood, MO. For work, he mows and does yard work for You Grow Em, We Mow Em. In his free time, Wyatt likes to hunt, fish, and go to the gym. He plans on attending Lincoln College or Southern Illinois University Edwardsville.

## **About His Business**

An apparel brand for outdoor lovers and American patriots. A mix of hunting and America. 10% of each sale is donated to the Wounded Warrior Project. Field Warriors Apparel is owned by a service member, Wyatt Sparks. If you love looking good, the outdoors, and supporting our veterans this apparel would be great for you!

# STUDENTS



**CASSIDY STANFIELD**

## About Cassidy

Cassidy Stanfield is a senior at Effingham High School. She is part of the National Honor Society, high honor roll, Academic Hall of Fame, and an art club member. She is an employee at Effingham Dairy Queen. She enjoys being around her friends and family. She loves to paint and read on her free time. After high school, she is planning to attend Harding University to study business.

## About Her Business

CXS Creation, created by Cassidy Stanfield, is an online store that sells custom wall decor that adds life to your life. All of our products are custom designed and handcrafted with attention to detail. CXS was founded on this one principle: delivering customized products at an affordable price. The CXS mission is to bring our love of art and design into your home.



**KYRA SWEARINGEN**

## About Kyra

Kyra Swearingen is a senior at St. Anthony High School. She is involved in a few activities including volleyball, tennis, bass fishing, and band. Kyra also helps coach the Sigel Junior High School volleyball team, is a member of NHS, and on the Honor Roll. She enjoys traveling and playing volleyball. One day she hopes to travel to Rome to appreciate the history and artifacts that have been preserved for hundreds of years. After high school, Kyra plans to attend college, play volleyball in college, and get a business degree. After finishing college, she plans to join her father's business as a financial advisor.

"I hope to gain more confidence and courage to talk in front of others while learning more about business in CEO. I am very excited to improve my knowledge about the business world and hope to run my own business later on in life."

## About Her Business

Kyra's Kreation, created by Kyra Swearingen, will be creating resin as a way to offer people a product to preserve important memories forever. They can take wedding flowers, engagement rings, and basically any material they are willing to give and give people a way to keep the things most important to them forever while adding their own touch to it. Kyra hopes to allow people to keep the things special to them for the rest of their life instead of just having a digital copy or picture of it. She wants her customers to be able to have a physical copy of what they believe is special to them forever. Kyra will add her own touch to these products to make them look better and keep the products preserved.



**JOSIE TEDRICK**

## About Josie

Josie Tedrick is a senior at Altamont Community High School. Josie is involved in cheerleading, dance, band, and is a member of National Honor Society. She has had the privilege to hold the position of student council president for the past two years, as well as class president all four years of high school. In her free time, she enjoys spending time with family and friends, traveling, and shopping. She is also employed at Cracker Barrel as a hostess. Her future plans include attending to college to study dermatology.

## About Her Business

Simply Skin, created by Josie Tedrick, has created a handmade lotion made from all natural ingredients to heal skin and restore its natural barrier. The all natural ingredients are essentially healthier for the skin and promote a smooth, enhanced feeling.



**NOAH TEGELER**

## About Noah

Noah Tegeler is a senior at Saint Anthony High School. He is involved in school clubs such as history club and A club, which is a social activities club. Noah participates in cross country, tennis, and is also a state qualifier in track and field for the 4x800. Outside of school, Noah works at the Thelma Keller Convention Center and loves to enjoy time with his family and friends. Noah plans to attend a college in Illinois and hopes to own and operate his own business.

## About His Business

Noah Tegeler is the founder of Trash Works Cleaning. At Trash Works Cleaning, they provide a unique service to the local community. They will clean your dirty trash can and make it look brand new. They will be providing the service all around Effingham County.



**LOGAN WALLACE**

## About Logan

Logan Wallace is a senior at Saint Anthony High School. He is involved in activities such as history club, debate club, and student council. He has had the honor to be the Saint Anthony's Track and Field throwing captain and a member of student council for his entire high school career. Logan enjoys spending his free time golfing with friends on the weekend and flying to earn his private pilots license. He intends to use that license in college going into an aviation career and to start his own aviation company.

## About His Business

Logan Wallace is starting and operating a podcast that will focus around the entrepreneurs and business owners inside Effingham County to begin with, and plans to expand his horizons past Effingham County as he grows. The podcast will be based around the life stories (beginnings, initial interests, struggles, and successes) of the entrepreneurs he is interviewing for each podcast episode.

# STUDENTS



**KENNAN WALSH**

## **About Kennan**

Kennan Walsh is a senior at St. Anthony High School. He participates in basketball, baseball, and track. He is a proud member of history club and Catholic Athletes of Christ (CAC). In his free time, he enjoys hanging out with friends and spending time with his family. He plans on attending college and expand his knowledge in the business world.

## **About His Business**

Kennan Walsh is the founder and owner of Walsh's Wardrobe. His mission is to provide the best customer service and leave the customers satisfied. Walsh's Wardrobe can provide a T-shirts that's both simple yet unique. Many shirts lack creativity and don't have a good design.



**BRIANA WERNSING**

## **About Briana**

Briana Wernsing is a senior at Teutopolis High School. She is a member of the pomorettes, National Honor Society, volunteers, science club, and Spanish club. Outside of school, Briana works at Pizza Man, dances at Exclusively Dance, teaches at Exclusively Dance, and likes to hang out with her friends and family. After high school, Briana plans to go to college and major in business or entrepreneurship. Later on, she plans to own a dance studio.

## **About Her Business**

Bri Creative, owned by Briana Wernsing, is a custom decor business that specializes in wood signs. Each sign is handmade by Briana and comes in a variety of different colors and sizes. She will use her Cricut machine to create the design that each customer hopes for. She is excited to create signs that increase the style in any space.



**AIDEN YOUAKIM**

## **About Aiden**

Aiden Youakim is a senior at St. Anthony High School. Some of his hobbies include flying airplanes and helicopters, as well as surfing and wakeboarding. He is working on obtaining his private pilot license to help further his career in aviation. He works at an automotive, marine, and aviation detail shop located at Lake Sara.

## **About His Business**

Aiden Youakim, owner of Extreme Detail, stands by his mission statement: To protect and preserve one of the largest asset purchases for individuals and companies. Vision: To be the leader in coating technologies that preserve and protect individual's motorized assets. Core Values: DETAIL Dependable Enthusiasm Trust Accountability Integrity Learning



**ELLA ZUMBAHLEN**

## **About Ella**

Ella Zumbahlen is a senior at Teutopolis High school. She runs in cross country and participates in volunteers. She is employed at Cracker Barrel as a waitress and cashier. She also waitresses at a small diner in Teutopolis, Kountry Kitchen. In her free time she likes to hang out with friend and family. Ella's goal is to go into marketing as an occupation. She is planning on going to Lakeland for her first two years of college then going to Edwardsville for her final two years.

## **About Her Business**

Ella Rose Accessories, created by Ella Zumbahlen, sells fashionable jewelry to help glam up your wardrobe. Their mission is to empower women of all ages with their stylish jewelry. They have necklaces, bracelets, and earrings displayed.

# STUDENTS



# MENTORSHIP



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.

## MENTORS

Alec Ring  
Alex Wright  
Allison Carpenter  
Amanda Maag  
Angie Hartke  
Angie Thompson  
Brennan Debenham  
Dan Woods  
Dean Bingham  
Doug Wohltman  
Elaine Stock  
Jake Pals  
Jason Carpenter  
Jill Wendling  
Joe Knabe  
John Perles  
Justin Deters  
Karen Etter  
Katie Koester  
Katie Weber  
Kelly Willenborg  
Lee Althoff  
Maggie Meylor  
Matt Cekander  
Nikki Bloemer  
Noah Brandenburger  
Pam Hemmen  
Sherrie Busby  
Skyler Bilbo  
Steffen Harris  
Stephanie Uebinger  
Theresa Rutherford  
Zach Mette  
Zach Scott



## AMBASSADORS

Bev Soltwedel  
Jeff Speer  
Mike Etter  
Wanda Pitcher  
Michael Wall  
Dustin Smith

# INVESTORS



Agracel, Inc.  
Akra Builders  
Al's Tire Mart & Electronics Center, Inc  
Bonutti Clinic/Research  
Brandenburger Family  
Allied Capital Title  
Brumleve Industries, Inc  
Bushue Human Resources  
City of Effingham  
Beth Lindvahl - In Memory of Craig  
Crossroads Bank  
Dan Hecht Chevrolet Toyota, Inc.  
Dean and Linda Samuel  
Delbert & Beverly Soltwedel  
Designs Unlimited  
Dieterich Bank  
Dust & Son Auto Supplies Inc.  
Dusty's Outdoor Media  
Dwight & Karen Erskine  
E J 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  
Heartland Dental, LLC  
Higgs Welding  
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  
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  
Washington Savings Bank  
Weber's Clothing & Jewelry  
West & Company, LLC  
Wright Furniture, Inc  
Y-Yard Auto & Truck, Inc.

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.

## 2020 / 2021 HOST LOCATIONS

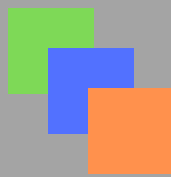


KOERNER  
DISTRIBUTOR, INC.



*Thelma Keller Convention Center*

# PROFIT AND LOSS STATEMENT



	<b>Class of 2018</b> August 1, 2017- July 31, 2018	<b>Class of 2019</b> August 1, 2018- July 31, 2019	<b>Class of 2020</b> August 1, 2019- July 31, 2020
<b>INCOME</b>			
Investor Income	\$99,650.00	<b>\$99,159.00</b>	<b>\$45,300.00</b>
Interfund Contribution	\$67,993.37	<b>\$2500.00</b>	<b>\$10,581.20</b>
Interest Income	\$993.42	<b>\$2,094.32</b>	<b>\$858.08</b>
Rental Income			
Miscellaneous Income	\$150.00		<b>\$4,234.66</b>
<b>Total Income</b>	<b>\$168,786.79</b>	<b>\$103,753.32</b>	<b>\$60,973.94</b>
<b>EXPENSES</b>			
Investment Expense	\$3,490.20	<b>\$3,729.06</b>	<b>\$3,690.07</b>
Marketing	\$9,356.41	<b>\$8,078.79</b>	<b>\$2,791.55</b>
Program Expense	\$10,987.61	<b>\$3,463.75</b>	<b>\$1,091.50</b>
Office Supplies	\$330.04		<b>\$83.82</b>
Postage	\$310.33	<b>\$105.58</b>	<b>\$55.45</b>
Payroll/Contracted	\$58,639.00	<b>\$51,484.28</b>	<b>\$62,481.04</b>
Meals/Entertainment/Gifts	\$4,265.68	<b>\$1,971.91</b>	<b>\$1,307.31</b>
Travel	\$1,974.60	<b>\$2,388.80</b>	
Miscellaneous Expense	\$1,803.31	<b>\$517.99</b>	<b>\$197.36</b>
Bank Service Charge			<b>\$5.00</b>
<b>Total Expense</b>	<b>\$91,157.18</b>	<b>\$71,740.16</b>	<b>\$71,703.10</b>
Net Income/(Loss)	\$77,629.61	<b>\$32,013.16</b>	<b>(\$10,729.16)</b>
Net Income/(Loss) w/o Interfund Contribution	\$9,636.24	<b>\$29,513.16</b>	<b>(\$21,310.36)</b>
<b>Net Assets (Spensible)</b>	<b>\$291,465.05</b>	<b>\$255,484.84</b>	<b>\$244,755.68</b>

## 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.



# BOARD OF DIRECTORS



**Noah Brandenburger**  
Lakeside Marina Owner  
*Board Chair*



**Karen Etter**  
ReMax Key Advantage



**Amanda Lessley**  
Southeastern Illinois Community Foundation



**Kristie Campbell**  
firefly grill &  
Buckeye Friends School



**Emmie Schultz**  
Effingham Express Care  
Nurse Practitioner  
*Effingham CEO Alum*



**Laura Sullivan**  
Eastern Illinois Education  
for Employment System



**Jennifer Wendt**  
First Mid  
Human Resources Manager



**Jennifer Patton**  
Guidance  
Effingham High  
School



**Kristy Sayers**  
Midland Institute for Entrepreneurship



**Matt Cekander**  
Doehring, Winders & Co. LLP

## EFFINGHAM COUNTY CEO

**Noah Brandenburger- Board Chair**

217.821.3441

**Molly Bushue- Facilitator**

217.254.0777

**Michelle Niebrugge- Facilitator**

217.994.1696

**Amanda Lessley- Fiduciary Representative**

217.342.4988



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[effinghamceo@gmail.com](mailto:effinghamceo@gmail.com)