



EFFINGHAM COUNTY **CEO**[®]

CREATING ENTREPRENEURIAL
OPPORTUNITIES

2016 Annual Report

Letter from the Board Chairman

Dear CEO Investors,

In January of 2014, the CEO Board of Directors began the process of expanding the CEO Class in Effingham County. Due to the continuing increase in applications to the program, the board made two critical decisions. The first was to significantly increase the class size. The second was to hire a Network Developer to handle the extra work load that would be anticipated with such a large class.

It became clear that the larger class size was not the most effective response to the increased number of exceptional applicants. The board made the decision to expand the class into two classes and hire an additional facilitator. The first CEO class of 2015-16 school year started on August 20 and Kristy Sayers was hired as the second facilitator. The selected 40 students were randomly split into two classes of 20 students each.

We now have two CEO class sections in Effingham County, facilitated by Kent Probst and Kristy Sayers. Lisa Teichmiller was retained as the Network Developer, a critical position that ensures the two sections work smoothly and collaboratively. The expansion of CEO into two sections has led the board to create job descriptions for the facilitators and network developer. The job descriptions have further defined roles and created goals to accomplish.

The CEO board continues to carefully manage the investment made by Effingham County through the CEO program, and is excited about this new growth.

The impact CEO will have on Effingham County will be measured for years to come. It is the belief of the CEO board, CEO investors, CEO mentors and everyone connected with the program that we will see a new generation of entrepreneurs returning to Effingham County to start businesses and raise their families.

Effingham County has chosen to grow its business community from within, helping and encouraging companies that have a connection to the county. Research shows that homegrown businesses are much less likely to leave when challenges occur, and that means long term prosperity for Effingham County. The future looks bright!

Thank you to all CEO Business Investors and all who have invested their time and efforts to build and grow CEO into the success it has become.

Sincerely,

Dick Rhodes

CEO Chairman - 2014-2016

Effingham County CEO

Owner of Dusty's Outdoor Media



Dick Rhodes

Year of Growth for Effingham County CEO

CEO is possible because of the commitment from our business community. When you create an opportunity for business people to participate in the program as investors, presenters, visitors, mentors, ambassadors, and host sites, the experience is transformational. The process creates an investment in the future of Effingham County that leaves a lasting impression with the students.

Since last year, our students have visited nearly sixty businesses and accomplished the following:

- CEO students hosted a tent at the Mid-America Motorworks Corvette Funfest
- Spent the day with the Management Team of Holiday World/Splashin Safari
- Completed Business Plans for the class business and personal businesses
- Experienced success with their class business “The CEO Experience” with close to 900 in attendance
- The leadership team of the Cincinnati Reds hosted Effingham CEO for a day of job shadowing and learning about the business of Major League Baseball
- Hosted Google Hangouts with National Companies
- Developed a network of business professionals who are eager to help them succeed
- CEO students welcomed visitors from around the country to teach them about CEO

On behalf of the 40 members from the Effingham County CEO, we thank you for your investment.



Kristy Sayers



Kent Probst

The Network Developer collaborates with the facilitators and serves the CEO board to generate energy behind the scenes with mentoring, summer internships, managing investors and maintaining the CEO website. This enables the success and broadens the scope of bridging the Effingham County business community with the CEO class. If you would like to become a CEO investor, a CEO mentor, or want to know more about this inspiring educational program that encourages an entrepreneurial spirit within our county, please contact our Network Developer, Lisa Teichmiller, at mlisateichmiller@gmail.com.



Lisa Teichmiller

CEO Experience

The event broke CEO records with almost 900 people in attendance. Our special guests were given the chance to hear affirmation about the CEO program directly from the students. Our initial keynote speaker was Jon Acuff, and he did not disappoint. Mr. Acuff brought humor and enthusiasm to topics that are mentioned everyday in the CEO classes. Habeeb Habeeb, our second keynote, allowed our guests to feel pride for our country and gave them insight into the value of showing empathy to coworkers and peers. Last but not least, our final keynote speakers were the godparents of CEO, Karen Wolters and Craig Lindvahl. Each of them explained why CEO has been such a success and left our guests with a look into the future of education and the CEO Program.



The Keller Convention Center Ballroom was filled to capacity. Attendees were not only inspired by the speaker line up, but they were also impressed with the overall professionalism from the students showed in organizing an event to this magnitude.

On top of the astounding keynote speakers, guests had the choice to attend breakout sessions:

- **Jamie Stang** “Discovering “The Masterpiece”
- **Scott Kabbes** “Making the Connection”
- **Alumni Panel** “Students of Yesterday, Leading Today” Alumni representation from each previous CEO class
- **Midland Institute** “How they plan to be the key in spreading CEO across the nation”
- **Greg Sapp** “The Voice of Effingham”
- **Alexis Teichmiller** “CEO Alumni, Ins and Outs of Marketing Oneself and your Business”
- **Jennifer Westendorf** “Habits of a Lifetime”
- **Momentum Builders** “Building Life Momentum”
- **Dan Remmenga** “Working for Your Individual Growth”



Jon Acuff inspired the audience with his latest book, “Do Over” and how important this is when building your career.



Breakout Sessions encouraged entrepreneurs to pursue their dreams.



Scott Kabbes and Jennifer Westendorf take a quick break between their breakout sessions.



“What You Do Matters, Because You Matter” - Craig Lindvahl. Thanks to Jamie Stang Ellis for creating this Masterpiece of Mr. L.



The CEO students were grateful for the support from Effingham County at their CEO Experience!

Sponsors for the CEO Experience Conference

At the end of the day, the Effingham County CEO class could not have organized this amazing event without the help from their generous sponsors:

- Midland States Bank
- Leisure Times
- Weis Insurance
- Siemer Milling Company
- Heartland Dental
- Arrow Pest Control
- Tuscan Hills Winery
- Central Illinois Oral & Maxillofacial Surgery
- Country Financial
- Premier Broadcasting
- Martin’s IGA Plus
- Edward Jones - Lynn Deters
- Jansen’s Heating and Air
- Agracel Inc.
- Dieterich Bank
- Vantage Outsourcing
- Anderson’s Jewelry
- Patterson Companies
- Steven’s Industries
- Re/Max Key Advantage Realtors
- The Effingham New Car Dealers Association
- Hawickhorst & Associates

Thank you so much for your contribution to the CEO Class of 2016, the cutting edge of education!



Registering over 850 people was a challenge, but the process demonstrated the students confidence in managing such a huge event.

2016 Effingham County CEO



Parker Anderson is the owner and creator of *Sculpting Grace*, a makeup-brush boutique offering women designer-quality brushes for a fraction of the usual cost. Women will feel beautiful, and look beautiful, using Sculpting Grace's simple tools that are essential for their best everyday appearance. Parker may be contacted at parkerhanderson2020@gmail.com or on her Facebook page, Sculpting Grace. She plans to continue sharing her passion for makeup while she attends the University of Alabama, majoring in chemical engineering.



Lance Arnold has written *Creating Extra Ordinary*. His book provides a unique glimpse into the Creating Entrepreneurial Opportunities program. *Creating Extra Ordinary* outlines how the program shaped him and his classmates throughout the year. Grab a copy of this important memoir - and great read - from larnold84@gmail.com. Lance says, "CEO has opened my eyes to what our community truly offers; so many businesses, so many opportunities. CEO made me want to come back to our area and add to that list of businesses." Lance will be attending a four year university majoring in engineering.



Noah Blievernicht has fired up *Noah's Neckwork*, focusing on a line of crewneck sweatshirts. His shirts are hand-dyed in a multitude of different colors and patterns. Noah's Neckwork offers buyers a fresh new style, with a stand-out-from-the-crowd look. Contact Noah at n.neckwork@gmail.com. Noah says CEO expanded his thinking about Effingham County, and has given him new opportunities to network in his community. Noah will be attending Kent State University, studying fashion design.



Anni Borries has built *AK Softball* with her twin sister Kadi Borries. With help from college-level players, participants in AK Softball will improve their physical and mental approach to the game through practice and help from the instructors. AK's players will expand their knowledge of the game, improve their skills, and be able to succeed through the recruiting process. One-on-one instruction, as well as multiple-player and team practices. Anni can be contacted at borriesanni@gmail.com. Anni will play softball for Illinois State University while pursuing a degree in finance.

2016 Effingham County CEO

Samantha Brandenburger wants to you proudly display your *Sign of Life*. Through creative paintings, matching shirts and notecards, a Sign of Life theme will show off your unique spirit and your “flavor.” Customize, or choose from Samantha’s existing catchy designs, such as “be-YOU-tiful,” or perhaps “I grew up AT THE HOP,” if you are from that generation. No matter your age or personality, Samantha has your “Sign of Life!” Samantha will be attending Parkland College this fall, pursuing a degree in Hotel Management & Event Planning. If you’d like to know more about your “Sign of Life,” please contact Samantha at signsoflife18@gmail.com



Logan Deadmond has spent several months creating *LionVoting*. LionVoting wants public officials to compare their ideas, goals, plans, etc. with those of constituents in an unbiased, fact-based format. LionVoting provides user-friendly ways to find specific information about public officials in simple platforms through brochures, a data-tracking website, and public-speaking engagements. “I’ve seen a big push lately with new, especially younger voters, getting involved in the political process, and I want to provide easy, accurate information for them. The CEO program has given me countless networking contacts that make all this possible.” Logan can be contacted at logandeadmond12@gmail.com for questions, comments, or new ideas.



Kyle Deters is the owner/operator of *Preserving Memories*. Kyle takes now obsolete VHS home videos, and transfers them to DVD’s, to ensure those loving memories live on. You can contact Kyle by emailing him at pmconverting@gmail.com. He says the value of the information he absorbed from CEO business leaders and professionals is priceless. Kyle said: “I am so thankful for all the connections. It’s all a big head start for my future endeavors.” Kyle will attend Indiana State University in the fall, majoring in accounting.



Kaitlin Deters is starting *Mascot Blankets*, providing custom, knitted blankets for schools, businesses, and organizations. The knitted, acrylic-yarn blankets are machine washable, in a large 53” x 63” size. With a minimum order of twelve, your school’s mascot or your business logo will be woven directly into your special blanket. Single blanket orders are available for Teutopolis, St. Anthony, Dieterich, and Effingham high schools. “The intimidation I felt about starting a business has now transformed into the excitement of seeing my idea become reality,” Kaitlin offered. Kaitlin will be a business major at Southern Illinois University in Carbondale. For more about Mascot Blankets, contact Kaitlin at mascotblankets@gmail.com



2016 Effingham County CEO



Elizabeth Falconburg is starting *Elle's Retail Therapy*, an online and traveling boutique filled with specially-priced ladies clothing and accessories. Each and every Elle's customer will feel new and beautiful. "I have always dreamed of owning my own business and now that dream is becoming a reality. I am so thankful to be a part of CEO's life-changing experience." You can contact Elizabeth at ellesretailtherapy@gmail.com. In the fall, Elizabeth will get a head start on a nursing degree at Lake Land College.



Carson Fonner is the founder of *Bee Positive Tee's*. Her company encourages positive thinking through the simplicity of a very basic fashion item, the T-shirt. The brand offers customers various designs of T-shirts, each portraying a different, preppy, upbeat message. Bee Positive Tee's expects to "promote positive attitudes and messages in a unique and fashionable manner." Get hold of Carson at beepositivetees1@gmail.com for more information, or to place an order. On graduating from high school, Carson plans to attend Maryville University of St. Louis, anticipating a Doctorate of Physical Therapy degree.



Julia Greuel has formed a business called *A Poet's Art*. A Poet's Art will create unique paintings for customer's homes and offices, and within every painting will be a poem urging others to think outside their regular lives. Each painting will take inspiration from the poem featured in it. Julia believes each piece is worth at least a thousand words. CEO has been one of the biggest blessings in Julia's life, and the class has helped Julia grow into the woman she has always wanted to be. She is grateful for all of the amazing people this program has given her. Following an English degree/secondary-education minor, Julia hopes to one day return as a CEO facilitator.



Collin Hecht owns *SUBTL Leathers*, a shop focusing on high-quality, custom-designed leather accessories. The company's slogan, "Subtly different. Just like you" sets SBUTL Leathers apart from other less-imaginative brands. Accessories are designed by Collin, and his leather is sourced from Napa, California, with final manufacturing in Lewiston, Maine. Initial products include wallets and companion key fobs. More information through Twitter @SUBTL_Leathers, and Facebook SUBTL Leather, as well as email at subtlleathers@gmail.com. After his senior year, Collin will attend Indiana University to major in marketing.

2016 Effingham County CEO

<http://mywellnesstree.org>, created by **Erica Higgs**, is a preventive-care health website that gives its users advice about which lifestyle choices to follow in order to prevent certain diseases that tend to run in that user's family. Information will be based on the family tree that each user will customize. Erica says CEO has given her the tools to make her own decisions, and to be an independent thinker. She plans to attend SIUE to study biological sciences, and will participate in Reserve Officers' Training Corps. She also has plans to become a leader in the Army Reserves.



Drake Hill and his partner, Jared Minor, have formed **SCAPE**, a producer, marketer, and seller of premium bath bombs. **SCAPE** capitalizes on the rapidly-growing bath-bomb market by offering a unique twist. Like most bath bombs, they fizz, spin, and release their ingredients into the water. However, **SCAPE's** bath bombs are engineered to release a harmonious assortment of sights and smells that conjure thoughts of specific landmarks. Each product comes with a photograph and a description of its respective location. Contact scapebathbombs@gmail.com, or visit our Facebook page to order. Drake plans to attend the University of Illinois to pursue a degree in finance or economics.



Austin Johnson's athletic background has led him to **AJ Baseball**, a private-lessons business catering to athletes of all ages. Each session will be 30 minutes long. Austin wants to help improve players' skills, but also to keep the fun in the game of baseball. Lessons are scheduled to fit customers' schedules. To sign up, contact him at ajbaseball1997@gmail.com. "CEO has opened my eyes to things that I once just glazed over. You must focus on finding the positives in people if you want to be successful." Austin will either be attending Southern Illinois University Edwardsville or playing baseball at Franklin College next fall. He will be pursuing a degree in mechanical engineering.



Dalton Kemper has started a website business, **DK Sports Blog**. Through the website, he voices his opinion on a variety of sports topics, on and off the field. He believes too often people just believe what others say, rather than thinking for themselves. Everyone gets to voice their opinions on his website, through polls and forums. Guest writers are welcome, to add further diversification. Go to www.dksportsblog.com, or you can contact him directly at dksportsblog@gmail.com. Dalton says, "There are tons of influential people and great opportunities around this community I have never seen before." After graduating from high school, Dalton will attend Lake Land College and then transfer to Illinois State University.



2016 Effingham County CEO



Hannah Kingery started *Queeny Cosmetics*, providing “best-value” makeup to women in the Effingham area; professional-quality makeup at a reasonable price. Use the tutorials on Queeny Cosmetic’s Facebook and Instagram to learn how to apply makeup with confidence. Customers may contact Hannah at hkingery97@gmail.com with any questions about Queeny Cosmetics makeup or application. Hannah is grateful to the CEO program for instilling confidence to excel beyond her comfort zone and to chase her dreams. Hannah will attend Auburn University in the fall to study finance.



Kayla Kroeger’s crafting and sewing projects have inspired her to start *Kayla’s Krafts*. Kayla has created lighted burlap bags and slogan boards that add a simple and unique decorative touch to homes and businesses. The bags and boards are personalized with initials, inspirational sayings, and local sports team logos. Kayla’s Krafts’ eye-catching home decorations tell personal stories and provide a warm, cozy feeling to any interior. Place your orders via email at kaylak_22@live.com. About her year in CEO: “I have never taken a class so different... no books, no tests, just real-life situations.” After high school, Kayla is off to college, pursuing a degree in exercise science, while playing volleyball.



Emma Kull, founder of *EB Designs*, designs, produces and sells headbands, key chains, hair ties, bracelets, and hair bows. Her designer headbands can be found in various retail locations throughout Effingham. These handmade, high-quality, yet affordable headbands come in a variety of colors and sizes. Each band has a unique non-slip underside, perfect for today’s active woman. She’s also got a Little Miss line of headbands for young girls. Contact Emma Kull through Facebook or at ebdesigns15@gmail.com. Emma will attend Lake Land College in the fall to major in marketing, while completing a cosmetology degree.



Trevor Lee has always been passionate about his favorite sport, tennis. This led him to *Trevor’s Tennis Training*. Trevor is providing group and individual tennis lessons to people of all ages. Group lessons will be geared toward the younger generation, whereas individual lessons will be tailored for people of all ages. Each session is based around what the students want to learn and what they need to improve on. For more information, contact Trevor at trevormlee10@gmail.com. Trevor said, “Because of CEO, I have the confidence to be successful.” Trevor will attend Lake Land College in the fall, before transferring to Southern Illinois University Edwardsville to pursue a degree in finance or economics.

2016 Effingham County CEO

Chandler Martelli is the owner of *VarsiTees*, a unique high-school spirit-wear clothing line. This collection brings exciting, new designs to five of our area high schools: Effingham, St. Anthony, Teutopolis, Altamont, and Dieterich. Collegiate team apparel was kept in mind throughout the design process, resulting in a brand-new look for area schools. A quarter-zip, T-shirt, or crewneck from VarsiTees is a great purchase for team-loving people of any age. To place an order or find out more, contact Chandler at VarsiTees.Apparel@gmail.com. Throughout his CEO journey, Chandler has taken away numerous life lessons. He is excited about learning through the process of creating and operating his own small business. Chandler plans to study business at Quincy University next year.



Andy Mersman is the founder of *Casual Cannikins*, a retailer of ceramic coffee mugs. Casual Cannikins offers sleek, modern mugs honoring the accomplishments of two prominent Effingham area figures, Craig Lindvahl and Father Ed Shea. Featuring enlightening phrases from Mr. Lindvahl and Father Ed, the mugs call up the journey of life and finding happiness. Perfect gifts to encourage living life to its fullest! For more information, get hold of Andy at casual.cannikins@gmail.com. Andy says, "CEO has given me confidence and belief in myself I never thought existed." After high school, Andy plans to attend Indiana State University to pursue a degree in finance.



Jared Minor has teamed up with Drake Hill to create *SCAPE*. SCAPE manufactures, markets, and sells bath bombs inspired by various natural landmarks. Placed in a warm bath, each bath bomb releases a harmonious assortment of sights and smells that are characteristic of specially-chosen American landmarks. Pick up a bath bomb and escape today! Send an email to scapebathbombs@gmail.com to find out more. CEO has provided Jared with valuable connections that he never would have made otherwise. After high school, Jared will be attending the University of Illinois to earn a degree in finance and accounting, with a minor in Spanish.



Mindy Myers is the founder of *Strings Attached*. Her business focuses on the personalization of aprons, towels, chef hats and other kitchen prep items. Strings Attached's intention is to get people together with friends and family, getting their hands messy without getting their clothes dirty! Whether cooking, painting, gardening, and more, Strings Attached provides cute and practical accessories to keep you clean. Mindy is thankful CEO provided her with skills that will guide her through the rest of her life. "The people I met and the opportunities that I experienced have reshaped me." She will be attending Southern Illinois University Edwardsville next year. For more information on her business email stringsattachedaprons@gmail.com



2016 Effingham County CEO



Matt Niebrugge has started a video production company, *In Focus Productions*. In Focus Productions creates videos for use as marketing tools. Depending on the customer, he can produce a commercial or a backstory video chronicling where a business started, why it started, how it has progressed, and what the future might hold. Also, positive-themed videos will be posted on social media, giving viewers something positive to watch in a negative world. Matt says, “CEO has opened my eyes about the world around me and it helped me realize Effingham is one of the best places to live and start a business; it’s such a supportive community.” He’ll attend Lake Land College, then transfer to Southern Illinois University at Carbondale to pursue a degree in business management. Matt can be contacted at matt@infocus-films.com



Shelby Nunamaker has been passionate and driven through her CEO experience. *Vita* – a “resume” or “biography” – is her journal for future CEO classes. Vita will provide tangible memories after the CEO year is finished: who the students were, where they came from, and – most importantly – where they’re going. Vita will also hold notable quotes from CEO presenters; reminders to remain humble and to be adventurous. Shelby is reaching out to other CEO communities, and is working with the Midland Institute to help CEO students become the best version of themselves. For more information about Vita, please contact: thevita.ceo@gmail.com



Chanel Pals has started *Cuello*, a producer of handmade, copper necklaces. Each piece is simple enough for everyday wear, yet nice enough to accessorize a dressier outfit. The CEO class has not only given Chanel the opportunity to start her own business, it has helped her grow in all aspects as a person. It has sharpened her communication skills, increased her attention to detail, and has taught her to ask questions. Through the people she has met and the experiences she has been part of in the past year, Chanel is now able to confidently run her own business. Chanel will be furthering her business education at Southern Illinois University Carbondale, and then, on to law school. Contact Chanel at chanel.pals16@gmail.com.



Grant Piggush has created *The Perfect Shine*, a quality shoe-shining kit with all the gear necessary for the perfect shine, each and every time. Each kit includes a horse-hair buffing brush, a polishing cloth, two applicator sponges, a black and a brown cream polish. Grant’s kit will make your shoes and boots look good as new. You can email Grant at theperfectshine@gmail.com. Through CEO, Grant has been pushed outside his comfort zone, and he continues to grow day after day. Grant plans on attending Lake Land College in the fall, majoring in business administration.

2016 Effingham County CEO

Bryce Pruemer runs *Doodle Studios*, a children's book production company. Bryce exercises his passion for writing as the author and illustrator of his own children's books. The mission of Doodle Studios is to give beginning readers the kind of picture books they'll find hard to put down. Doodle Studios will offer its stories in both paperback and hardback. For available titles and purchasing information, please contact Bryce on Facebook.com/DoodleStudios or email DoodleStudiosProducts@gmail.com. "Without this class, I never would have realized what opportunities are available for those that are willing to work for them." Bryce is on his way to the Rose-Hulman Institute of Technology to major in mechanical engineering.



Reed Schafer has started *Name Frames*, custom-cut mat boards to display your favorite school, vacation, personal, or sport photos. With Name Frames you can also display sports and trading cards. A perfect gift for a birthdays, anniversaries, or graduation. Hint: Name Frames would also be a nice addition to any man-cave. "You name it, we'll make a mat to frame it!" If you have any questions about Name Frames you can email Reed at nameframeceo@gmail.com. You can also check out his Social Media pages, Twitter: @CustomNameFrame; and Facebook: www.facebook.com/customnameframes. Reed plans to attend the University of Southern Indiana in Evansville to seek a degree in accountancy. Reed will continue to use the skills he has gained through CEO, applying them in college and in his everyday life.



Chippy Productions is a video production business by **Chipman Schmidt** providing personalized services to individuals and organizations looking to promote themselves in a "new light". Chipman hopes to help his community expand and become more interactive, using his service to connect a growing audience. Chipman can be contacted via email at chipman@chippyvideo.com. Chipman says, "CEO has taught me that opportunity is everywhere; you must choose to find and use it." After CEO he'll be attending Lake Land College studying computer applications, along with digital-media specialist.



Emma Speers has created *Whimsical We Coloring Books*, encouraging adults to spend some time coloring with a special little one in their lives. Side-by-side coloring is a unique concept that was inspired by Emma's time coloring with her grandma when she was little. Creativity, and inspiration from beautiful pictures and ideas are the things Whimsical We can bring to your life! Whimsical We Coloring Books is on Facebook, or you can email us at whimsicalwecoloring@gmail.com. After high school and CEO's amazing journey, Emma plans to attend college, focusing on dance, and either classics or art history.



2016 Effingham County CEO



Margeaux Stuckemeyer is the force behind *Stuck on Rustic Designs*. Stuck on Rustic Designs takes old windows and transforms them into great decorations for your home. Along with her windows, she's offering painted mason jars to give your home that laid-back rustic feeling. The mason jars can also be made into soap dispensers and toothbrush holders for the bath! You can contact her at stuckonrusticdesigns@gmail.com, and at [facebook.com/stuckonrusticdesigns](https://www.facebook.com/stuckonrusticdesigns). Margeaux is off to Lake Land College in the fall, and then Illinois State University, with a major in interior design.



Kaylee Tonn wanted to provide a product with sentimental value so she built *Time to Chime*. From personal experience, she knew wind chimes were not only beautiful decorations, they're often a symbol of remembrance when a loved one passes away. Time to Chime sells regular Corinthian Bell wind chimes, but also customizes chimes with symbols such as cancer bows, hearts, and more. Anyone who is interested should contact Kaylee at kaylee_tonn98@yahoo.com. To learn more, follow @timetochime1 on Twitter and/or Instagram. CEO has taught Kaylee that there are so many opportunities in life, and you never know which one can lead you in the perfect direction. This fall, Kaylee will be at Southeastern Illinois College, to continue playing softball, and to pursue a degree in criminal justice.



Bailey Weishaar is intrigued with the service side of business. She combined that interest and her experience with fitness, and came up with *Body By Bailey*. Bailey has been certified through ISSA, and she has started a one-on-one personal training service. Body By Bailey teaches a combination of aerobic and anaerobic exercises designed to meet the client's fitness goals, while offering insights on adopting a healthier lifestyle. Potential clients interested in getting a consultation, or simply wanting to learn more about training, can contact Bailey at baileyjo2020@gmail.com, or through Facebook at Bailey Weishaar. CEO has transformed Bailey into an excited and avid learner, and she'll soon be attending Illinois State University, where the skills learned in CEO will help her earn a degree in nursing.



CEO opened **Kelsey Wermert's** eyes to the wide variety of charity organizations in our area, and she saw a need for an event to guide youngsters to understand the importance of giving back. *Time for Tea with Mom and Me* is a tea-party fundraising event for the Blessings in a Backpack organization. It will be a fun afternoon, held on Saturday, May 21, 2016, at the Austin Mansion in Effingham. Moms and daughters will be rotating through a variety of stations, including painting with StangART's Jamie Stang; dancing with Jansen's Dance Center's, Rachel Geving; and much more. Additional information can be found on Facebook or by contacting Kelsey at kelsey.wermert@gmail.com. Kelsey will attend Indiana State University in the fall, majoring in interior design, with an ultimate goal of one day owning an interior design firm.

2016 Effingham County CEO

Blake White has started the business *Uncorked*. Uncorked provides decorative wine bottles, with designs ranging from school logos to personal monograms. Each bottle is painted to custom specifications and, as a final touch, will have twine wound around the neck of the bottle. Whether it's your home or office these bottles will spice up the room. If you are interested in uncorked you can find out more by emailing uncorked@gmail.com. You can also reach Blake on Facebook at <https://www.facebook.com/uncorked2016/>, or on Instagram at <https://www.instagram.com/uncorked2016/>. Blake feels CEO has broadened his horizons and made him a more complete person. He'll attend Southern Illinois University Edwardsville, while majoring in business.



Travis Whitt has launched an online political blog, *ACivilOpinion.com*. In today's hyper-partisan atmosphere, ACivilOpinion will highlight a more moderate viewpoint. "Opinions are often meant to be changed," says Travis. ACivilOpinion will encourage this reshaping, again by highlighting the center of the political spectrum. If you are interested in advertising on ACivilOpinion, email Travis at travis@acivilopinion.com. You can also follow him on Facebook and Twitter. He is very thankful for all the doors CEO has opened for him. Travis plans on majoring in finance at The Ohio State University in the fall.



Mikayla Winters is the proud owner of *Darling Dudi*, a shop that handcrafts jewelry with a purpose. Each piece is personalized special for you, allowing you to select specific charms and hand-stamped initials that tell your story. A portion of Darling Dudi's proceeds will be reinvested into supplies to be donated to the NICU of St. Louis Children's Hospital. Mikayla was moved to name Darling Dudi in memory of her nephew, David. Her family's journey with David inspired her to "give some love" to grieving NICU mothers. Darling Dudi can be found on Facebook and Instagram, reached at darlingdudi@gmail.com, and will soon be on Etsy. Mikayla is thankful for CEO. "This program has grown my confidence beyond measure; I believe in myself now." After Mikayla graduates, she will attend Fontbonne University to major in strategic communication and minor in religious studies.



Eric Wolff has started his first business, *TimberWolff Off-Road Lighting*, that can help anyone who enjoys getting off the beaten path. From tractors to Jeeps and 4-wheelers, TimberWolff Lighting has the high-quality, American-made lights that will keep you out of the dark. Not only are LED lights brighter, they also last longer and use less electricity, advises Eric. Find out more about LED lights and other TimberWolff innovative vehicle lighting by emailing timberwolfflighting@gmail.com. CEO has shown Eric there is opportunity everywhere you look, you just have to see it. Eric will attend Lake Land College and then transfer to a four-year university to study animal science.



Class Activities

Mentor/Protégé Matching

This year's Mentor Program included training for mentors and their protégés. Each completed a survey to help with the matching process. The mentors also presented why they wished to be a mentor and provided additional background information for the protégés. The protégés have had some wonderful support and guidance through this mentoring experience. A special thank you to all who participated in this year's mentoring program.



Shark Tank, Banker Day & Business Plans

Over a course of a year, CEO students prepared two to three business plans and presented them to bankers and investors. The feedback from these experienced professionals helped the students realize the cost of starting a business. Shark Tank Day is where the students pitch their business idea and exhibit their products and services to gain insight into where they need to perfect their business before the Trade Show.

CEO Trade Show

Students held their Trade Show at the Thelma Keller Convention Center. This annual event is the culmination of the CEO year and spotlights the businesses created by each student in the class.

Business Visits

CEO students visited more than 60 area businesses, where they toured facilities and interviewed owners, managers, and employees. Business visits are an eye opening experience, as students are able to explore and learn about local companies they have passed by all their lives. Business visits build a deep understanding and strong connection between our present and future business leaders.

Guest Speakers

More than 100 community business leaders spoke to CEO students on a variety of entrepreneurial and general business topics, including distribution, management strategies, finances, and marketing.



Cincinnati Reds

The Cincinnati Reds are great friends of the CEO program. This Spring, CEO continued the tradition of spending a day with the senior leadership of the Reds, job-shadowing and learning about the business of Major League Baseball.





Business Tours

- Anderson's Jewelry
- Artisan Depot
- Baseball Card Connection
- Bike-n-Hike
- Burkland's Flower Shop
- CandleArt
- Carriage House Event Center
- Catholic Charities
- Cincinnati Reds
- Community Support Systems
- Dan Hecht Chevrolet-Toyota, Inc.
- Design's Unlimited
- Effingham County FISH
- Effingham Culver's
- Effingham Performance Center
- Effingham Public Library
- EJ Water Cooperative, Inc.
- Evergreen Terrace and Apts
- Fast Stop General Store
- Heartland Dental
- Heartland Greenhouses
- Hodgson Mill, Inc.
- Holiday World and Splashin Safari
- J & J Ventures
- Jimmy John's
- John Boos
- John Thomas Inc.
- Loudon Machine, Inc.
- Martin's IGA
- Mette's Cabinet Corner, Inc.



- Mid-America Motorworks
- Niemerg's Steakhouse
- Old Mac's
- Patterson Technologies
- Prairie Training Centre
- Probst Auto Body
- Pyramid Marble & Granite
- Richard E. Workman Sports and Wellness Complex
- Roy Schmidt Honda
- Siemer Milling Company
- Siemer Milling- West Harrison
- South Central FS/ Total Grain Marketing
- Stang Arts
- Steven's Industries
- The Equity
- The Thomas Shop
- Thelma Keller Convention Center
- Thomas Shop
- Three Z Printing
- Tuscan Hills Winery
- Vantage Outsourcing
- Versatech, LLC
- Vision 2020 Community Breakfasts
- Wendte Farm
- Wiedman Cleaners
- Wolf Dairy
- Wright's Furniture and Flooring
- Y-Yard Auto & Truck, Inc.



CEO Mentors & Ambassadors

This business mentoring relationship provides another community network for students from which to gain confidence and direction with their personal businesses. The Ambassadors work as team mentors who attend class to share best practices with the class and work with them on their personal business pitches. They also offer another great source to tap into Effingham County's experienced business community.

Dean Bingham
Agracel

Jean Cornell
Hodgson Mills, Inc.

Brent Emmerich
ewebdesign

Noah Brandenburger
CEO Ambassador
Loudon Machine Inc

Mike Defend
Crossroads Bank

Dwight Erskine
Raymond James Financial

Tina Brumleve
Designs Unlimited, Inc.

Kaye Dent
CEO Ambassador
Frisse & Brewster Law Offices

Angie Hartke
Hartke Financial

Karen Buckels
National Bank

Edward Deters
McDevitt, Osteen, Chojnicki & Deters

Pam Hemmen
Patterson Companies

Dawn Burrows
Promark Advertising

Ann Deters
Vantage Outsourcing

Brad Koester
First State Bank of Beecher City

Theresa Bushur
Prudential Insurance

Luke Doedtman
Prudential Insurance

Katie Koester
Thelma Keller Convention Center

Matt Cekander
*Doehring, Winders, & Co. LLP,
CPA's*

Jake Donsbach
Country Financial

Norma Lansing
*Effingham County Chamber of
Commerce*

Rusty Connor
Irwin Telescopic Seating Co.

Christi Donsbach
Midland Institute

Ron Mietzer
CEO Ambassador
Martin's IGA Plus





Lori Ohnesorge
Artisan Depot



Dean Samuel
CEO Ambassador
Samuel Family Foundation



Chris Swing
Vantage Outsourcing

John Perles
Momentum Builders

Bob Schultz
CEO Ambassador
Schultz Investments

Bill Teichmiller
EJ Water Cooperative, Inc.

Wanda Pitcher
Tuscan Hills Winery

Julie Shamhart
Smith Moore

Chris Tingley
CEO Ambassador
Tingely Insurance Agency

Mark Probst
Probst Autobody

Rick Siemer
Siemer Milling Company

Jeff Traub
CEO Ambassador
Down Stream Energy

Tom Purcell
Retired Executive

Jeff Speer
Re/Max Key Advantage Realtors

Jennifer Vahling
Midland States Bank

Matt Repking
Versatech, Inc

Jamie Stang
CEO Ambassador
Stang Arts

Lucas Wenthe
Bonutti Technologies

Kelly Roepke
Y-Yard Auto & Truck, Inc.

Elaine Stock
Heartland Dental

Ryan Witges
Agracel, Inc.

Theresa Rutherford
HSHS St. Anthony Memorial Hospital

Steve Witges
Farm Credit Illinois



CEO Investors

- Agracel, Inc.
- AKRA Builders, Inc.
- Al's Tire Mart & Electronics Center
- B&B Homes
- B&L Machine & Design
- Balda Dental
- Beck's Hybrids
- Bonutti Clinic
- Boyajian, Dr. Ruben
- Bray Title Services
- Brumleve Industries, Inc.
- Bushue Human Resources
- Center for Jaw & Facial Surgery, PC
- CEO Class 2010
- CEO Class 2011
- CEO Class 2012
- CEO Class 2013
- CEO Class 2014
- CEO Class 2015
- City of Altamont
- City of Effingham
- Country Financial, Jake & Christina Donsbach
- Crossroads Bank
- Dan Hecht Chevrolet-Toyota, Inc.
- Dieterich Bank
- Dust & Son
- Dusty's Outdoor Media
- Edward Jones, Lynn Deters
- Effingham County
- Effingham Ophthalmology Associates
- EJ Water Cooperative, Inc.
- Erskine, Dwight & Karen/Raymond James Financial
- Farm Credit Illinois
- Fifth Third Bank
- Firefly Grill
- First Mid-Illinois Bank & Trust
- First State Bank of Beecher City
- Grunloh Construction
- Heartland Dental
- Henderson, Tom & Lana
- Heritage Builders of Effingham
- Higgs Welding
- Hodgson Mill, Inc.
- HSHS St. Anthony's Memorial Hospital
- Huels Veterinary Services
- Illinois Power Generating Co.
- J&J Ventures Gaming, LLC.
- J&R Collision Centers
- Jackflash
- Jansen Cable Construction, Inc.
- John Boos & Company
- Kabbes, Scott & Sue
- Kemper CPA Group
- Koboldt Charitable Trust
- Koerner Distributor, Inc.
- Lake Land College
- Linders, LTD LLC/McDonalds
- Lindvahl, Craig & Beth
- Loudon Machine, Inc
- Martin's IGA Plus
- McHugh Hospitality Group
- McDevitt, Osteen, Chojnicki & Deters
- Mette's Cabinet Corner, Inc
- Midland States Bancorp, Inc.
- Milano & Grunloh Engineers
- Momentum Builders, Inc.
- Patterson Companies
- Probst Auto Body
- Prudential Financial/Rich & Angie Hartke
- Pyramid Marble & Granite
- Re/Max Key Advantage Realtors
- Respond Communications /Montrose Mutual
- Roy Schmidt Honda
- Samuel Family Foundation
- Sandschafer Electric
- SCH Consulting
- Schultz Investment Co.
- SERVPRO of Effingham
- Siemer, Austin & Fuhr
- Siemer Milling Company
- Signature Home Styles
- Snap-on-Tools
- South Central FS
- Stanfield Chiropractic
- Stevens Industries, Inc.
- Superior Fuels, Inc.
- Sutterfield Law Offices, P.C.
- Taylor Law Offices, P.C.
- Teutopolis Community for Progress
- The Equity
- Thelma Keller Convention Center

CEO Investors (cont.)

- Three Z Printing Company
- Tingley Insurance Agency, Inc
- Tuscan Hills Winery
- Vantage Outsourcing
- Versatech, LLC
- Village of Beecher City
- Village of Dieterich
- Village of Teutopolis
- Washington Savings Bank
- West & Company, LLC.
- Wolters, Bob & Karen
- Wright's Furniture
- Y-Yard Auto & Truck, Inc.

CEO Alumni Investors

The following CEO Alumni Investors have taken the opportunity to move from being a recipient to an investor in the class.

2011

Matt Huels
Christopher Schultz
Alexis Teichmiller

2012

Scott Deters
Nic Koester
Alex Linders
Austin Speer
Devin Wright

2013

Vince Higgs
Emmie Schultz
Katie Whightsel

2015

Landon Oder

Keeping in Touch with CEO Alumni

These Effingham County CEO Alumni have returned to the area to pursue employment following their college graduations. We are thrilled that they chose to return to their roots to contribute to the success of the county. The alumni are listed with their place of employment.

Vince Higgs
Higgs Welding

Keith Sutterfield
Sutterfield Media, Inc.

Bailey Kroeger
Great Clips

Brock Swingler
Donnewald Distributing

Riley Pruemmer and
Sean Sandifer
Country Carved

Jessica Keller
The Equity

Michael Nosbisch
Heartland Dental

Courtney Koester
Premier Broadcasting

Brad Reedy
Koerner Distributor, Inc.

Allison Donsbach
Heartland Dental

Megan Zumbahlen
Siemer Milling Company

Riley Westendorf
SouthTown Car Wash

Faith Wendte
Wendte Farms, Ltd.

Janae Holtz
MBS Communications

Alyssa Long
Effingham Teutopolis News
Report

Russell Higgs
Higgs Welding

Daniel Lechman
Heartland Dental

Nickolas Koester
Midland States Bank

Valerie Deters
Heartland Dental

Many other of our CEO Alumni are currently pursuing higher education and several still continue their CEO business pursuits.

2015 Open Prairie CEO Scholarship

The partners of Open Prairie, a venture capital investment firm, have created an annual scholarship for one graduate of the Effingham County CEO Program in Effingham, Illinois. The scholarship amount is \$4,000 (1,000 per year for four years).

Joedy Hightower representing Open Prairie presented the award to Maria Kuhns



2015 Entrepreneur of the Year

Landon Oder was named "Entrepreneur of the Year" by his fellow CEO students.

Dick Rhodes, Chairman of the Effingham County CEO Board presented the award to Landon Oder.



2015 John H. Schultz Scholarship

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

Audra Schultz presented the John H. Schultz Scholarship to Zach Mette.

Class Hosts

The CEO class meets in a different local business each month. Meeting in an established, professional business environment sets the stage for learning and encourages students to picture themselves beyond their school years. The following businesses have generously opened their doors to the CEO class this year.



CEO Advisory Board



Dick Rhodes, Chairman
Dusty's Outdoor Media/
Country Rhodes



**Steve Witges,
Co-Chairman,**
Farm Credit Illinois



Dennis Deters
Vantage Outsourcing



Robin Elam
Altamont High School
Guidance Counselor



Dwight Erskine
Raymond James
Financial



Kevin Haarman
Principal,
Dieterich High School



Vince Higgs
Alumni Representative,
Higgs Welding



Joedy Hightower
Southeastern Illinois
Community Foundation



Joe Forbes
Veratech, Inc.



Bill Fritcher
Superintendent, Unit 50
School District



Noah Brandenburger
Loudon Machines, Inc.



Tom Purcell
Sales and Marketing
Executive

Pledge Card - If you are interested in supporting the Effingham County CEO Class by becoming a Business Partner Investor, please use the form below. Thank you!

EFFINGHAM COUNTY 

CREATING ENTREPRENEURIAL
OPPORTUNITIES

Date: _____

Name: _____

Company Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

I wish to make a contribution to the Effingham County Entrepreneurship Fund.

_____ \$3,000 total—paid \$1,000 per year over a three-year period

_____ \$3,000 paid in full (I understand I will not be contacted for a renewal during the next 3 years).

Please check here if you wish to be invoiced.

Signature _____

Please make checks payable to the Effingham County Entrepreneurship Fund.

PO Box 1211- Effingham, IL 62401 Phone 217-342-4988

The Effingham County Community Foundation is an affiliate of the Southeastern Illinois Community Foundation, a 501(c)(3) organization. Your donations are tax deductible to the extent allowed by law.

PLEDGE CARD

CEO Mission Statement

The mission of the Effingham County CEO Class is to provide a comprehensive educational experience, equipping our students to become enterprising individuals and entrepreneurial thinkers who will contribute to the economic development and sustainability of Effingham County.

2016 Effingham County CEO Class



For More Information:
www.effinghamceo.com

Dick Rhodes, CEO Chairman
Effingham County CEO Board
Dusty's Outdoor Media
217.259.8715

Steve Witges, Incoming CEO Chairman
Effingham County CEO Board
Farm Credit Illinois
217.259.6640

Kent Probst, Facilitator
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