Dear Effingham County CEO Investors,

As the Effingham County CEO Advisory Board Chairman, I present to you the 2018 CEO Annual Report. This is a milestone year celebrating the 10th year of this unique and exciting educational program.

As I reflected on the content of my message this year I found myself thinking about the impact our CEO program will have on our future. The Effingham County community is blessed with so many kind, generous, and successful individuals who make CEO possible and allows it to continue generating impact on our youth today. Many of these individuals I’m referring to are YOU…..our investors. And to think each of you were able to create this success without the benefit of a CEO program. Now stop and think what potential the 322 students who have participated in our program over the past 10 years will have to offer 20, 30, and 40 years from now? The promising outcome will be exciting to see!

Another aspect of the creation and continued success of our CEO program extends well beyond Effingham County borders. Today 39 communities, including 168 schools, covering 4 states (Illinois, Indiana, Minnesota, and Colorado) have active CEO programs. I think we should all take great pride in knowing the community of Effingham County, with its vision of CEO, is making an impact well beyond originally imagined. They say one person can make a difference in this world, I say so can one community!!

On behalf of our entire Effingham County Advisory Board I would like to express our most sincere gratitude for your continued support. We fully respect the many demands of your hard-earned dollars and we take seriously the commitment to provide you maximum return on your investment. I would like to close this year’s address with the following: CEO brings promise for a bountiful harvest in the years to come by planting seeds of promise in the lives of our youth today.

Respectfully,
Steven A. Witges
Effingham County CEO Advisory Board Chairman
**Kristy Sayers**

One of my favorite quotes is “If I have seen a little farther, it's by standing on the shoulders of giants- Issac Newton”. If I could add one additional line to this quote it would be “and remembering to thank them for the view”. As we mark the 10th year of CEO in Effingham County, I can't help but consider the contribution that each participant, mentor, investor, board member and facilitator made in building the incredible view we enjoy today. Effingham CEO continues to build on the experiences of previous classes, providing additional opportunities for growth.

CEO is always evolving, changing and adapting. Change is inevitable but one thing that remains constant is the student driven approach of Effingham CEO and the tremendous support provided by Effingham County. As a facilitator, the development of each participant from August until the end of the year will always be a favorite aspect. It is a privilege to be involved with a student development opportunity that provides an excellent launch towards their future success. CEO is the best example of educational change and represents an investment in future economic development of Effingham County. Expecting Great Things!

---

**Lisa Teichmiller**

It was an honor to be your CEO Facilitator this past year. Even though actively engaged in CEO as a parent, board member, and Network Developer, there is nothing as rewarding as a front row seat in the journey of a CEO student. Seeing the day to day awareness that a student discovers about their community is the catalyst of why this program excels and brings opportunity to a young person's life. Who at 18 can share a financial statement with local bankers or be engaged with a mentor from their business community who guides them through the highs and lows of starting up their own business? CEO is the engine in making these opportunities possible.

This program allows our community to be the revolving classroom with our weekly tours and guest speakers. And our students inspire us with their challenging questions, their strong pursuit towards seeking knowledge and strong character to do the right thing when nobody's watching. I found reading their journals each week as a window into the perspective and daily discoveries of our community. There is no doubt that we look forward to seeing where and what the Class of 2018 brings to the world. We envision greatness!
New opportunities for the Class of 2018 included:

- Stronger emphasis on understanding personality and team building by spending a day at American Obstacle.

- Learning how to write introductions and providing an introduction for every business visit and speaker, which in turn added to their network.

- Developing personal business research skills by completing a feasibility study prior to Shark Tank.

- Participating in personal development by reflecting on their own participation and contribution to CEO with 30 and 90-day reviews.

- Spent time job shadowing businesses within Effingham County to help them with better career knowledge in planning their future.

- Created a business conference for their class business that promoted the entrepreneurial spirit of our community by having speakers who had roots in Effingham County.

- Developed 37 business start-ups that were shared with our community at the CEO Trade Show.
ENTREPRENEURIAL JOURNEY

Being an entrepreneur is a high-risk, high-reward position. It’s full of stressful situations, sure, but it’s also chock full of rewards and a sense of accomplishment. If a student has the willingness to take in and process all the speakers, business tours and gains confidence to network with the Effingham County business community, they will graduate the CEO Program with a better understanding of what it takes to start and run a business. Special CEO days like planning the CEO Experience, preparing financials for Banker Day and presenting the perfect pitch for Shark Tank provides the pathway to success not only at the CEO Trade Show, but builds momentum to a bright future.

Guest Speakers
More than 100 community business leaders spoke to Effingham County CEO students on a variety of topics. Numerous discussions and presentations were explored on distribution, management strategies, finances, marketing, presentation skills, and many life lessons to walk into their adult life with confidence.

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. These business visits build a deep understanding and strong connection between our present and future business leaders.

Banker Day, Shark Tank & Business Plans
Over a course of a year, students write two business plans they present to the bankers and investors where they have professionals critique and provide sound advice on how to move forward with starting their business. The feedback from Banker Day then leads into presenting at Shark Tank Day where students pitch their business ideas and exhibit their products and services to gain insight to perfect their business before the Trade Show.
MENTORSHIP PROGRAM
Each student is matched with a mentor from the business community. The mentors present to the class their personal career story and why they wish to be a CEO mentor. The students select their mentor by providing their top 10 choices after hearing the mentor presentations. Both mentors and proteges provide a detailed survey of their backgrounds, interests, expectations and future career goals that are referenced when making the final selections for the mentor match. It is stressed that the protege leads the mentoring relationship.

CEO TRADE SHOW
This is where all the culmination of what was experienced in CEO comes to reality. It is a big day for CEO young entrepreneurs who have been planning for months. The Trade Show is held at the Thelma Keller Convention Center and it spotlights the businesses created by each student in the class. This is also a great event for the area where many families bring their younger children to introduce them to the CEO Program.

CINCINNATI REDS
The Cincinnati Reds are great friends of the Effingham County CEO program. This spring, Effingham County CEO continues its tradition of spending a day with the senior leadership of the Reds, job shadowing, and learning about the business of Major League Baseball. Appreciation goes out to Craig Lindvahl for his connections with the Reds.
PERSONALITY TRAITS / TEAMWORK

Students take a personality profile assessment Professional DynaMetric Programs (PDP) to determine their dominant personality traits. Having this awareness of one’s strengths and personal communication styles allows them to work better as a team with the knowledge that understanding different personality types enhances their outcomes. The class of 2018 put their PDP’s in action at the American Obstacle Course on how to work through critical thinking pathways and exercises.
Mentoring is a key contributor to a student’s CEO success. It is an effective networking model that establishes connections, strengthens social skills and provides a greater understanding of complex career paths.

Ultimately, these relationships strengthen our CEO Program and builds generational bridges between student’s and the business community. We send out a huge thank you to all our mentors for their investment of time into their protégé’s journey of starting their own business.

THANK YOU!

2018 MENTORS

Rachel Anderson ........................................ Jansen’s Dance Center
Terri Beal ........................................ People’s Bank & Trust of Altamont
Skyler Bilbo.................................................. Wente Plumbing
Jake Buhnerkempe...................................... J&R Collision Centers
Sherrie Busby ......................................... Heartland Dental
Don Bushue.................................................... Retired
Matt Cekander .............................................. Doehringer,Winders & Co. LLP
Roy Dent............................................................ Dent Law Offices
Jake Donsbach ......................................................... Country Companies
Dave Dorris ........................................ Tumkey Computers Systems
Tim Ellis .............................................................. Heartland Dental
Dwight Erskine ........................................ Raymond James Financial
Karen Etter ..................................................... Re/Max Key Advantage
Mike Etter ....................................................... Kwik Wall
Julie Everett ...................................................... Smith Moore
Jill Feldhake ..................................................... Dieterich Bank
Debra Frailey ..................................................... Century 21 Realtor
Ted Gardewine .................................................. Bray Title Services
Ali Habing ...................................................... Dieterich Bank
Angie Hartke ..................................................... Prudential Insurance
Dr. Nanci Wood-Huels .................................. Huel’s Veterinary Services
Amanda Kemme ............................................. Taylor Law Offices, LLC
Brad Koester ................................................. First State Bank of Beecher City
Katie Koester .................................................... Firefly Grill, LLC
Tara McAllaster ................................................ Network Marketer
Theresa McCloy ............................................. Personal Life Coach
Toby McMahon ............................................. Probst Auto Body
Jake Pals .............................................................. John Boos & Company Inc.
John Perles ..................................................... Momentum Builders
Tom Purcell ..................................................... Retired
Alec Ring .......................................................... Ring Financial Inc.
Justin Roley ........................................................ Crossroads Bank
Theresa Rutherford ........................................ HSHS St. Anthony Hospital
Joe Schumacher ........................................... Stevens Industries
Jodi Siebert ..................................................... Heartland Dental
Chris Swing ..................................................... Vantage Outsourcing
Brad Waldhoff .................................................. Jack Henry and Associates
Kelly Willenborg .......................................... My Memory Worx
Tracy Willenborg ........................................... Taylor Law Offices
Melissa Willenborg ......................................... Firefly Grill, LLC
The Ambassadors work as team mentors who share best practices with the class as they work on developing the CEO Experience. They also offer another great source to tap into the Effingham County’s experienced business community. It is with great appreciation that we thank this team of seasoned mentors in assisting the CEO Class of 2018 in making great decisions with their class business this year.

2018 AMBASSADORS

- Noah Brandenburger
  Smoothie King Franchise

- Tina Brumleve
  Designs Unlimited, Inc.

- Jean Cornell
  Business Educator

- Mike Defend
  Crossroads Bank

- Dave Doedtman
  Washington Savings Bank

- Jamie Stang Ellis
  Stang Arts

- Ron Mietzner
  Martin’s IGA Plus and Relay for Life

- Wanda Pitcher
  Tuscan Hills Winery

- Bev Soltwedel
  Retired

- Jeff Speer
  Re/Max Key Advantage

- Aaron Stortzum
  Old Mac’s Drive Thru
OUR INVESTORS

Agracel, Inc.
AKRA Builders, Inc.
Al's Tire Mart and Electonics Center
B & B Homes, LLC
Balda Dental Office
Beck's Hybrids
Bonutti Clinic
Boyajian, Dr. Ruben
Bray Title Services
Brumleve Industries, Inc.
Bushue Human Resources, Inc.
Center For Jaw & Facial Surgery, PC
City of Altamont
City of Effingham
Country Financial/Jacob & Christina Donsbach
Crossroads Bank
Dan Hecht Chevrolet Toyota, Inc.
Dieterich Bank
Dust and Son Auto Supplies
Dusty’s Outdoor Media
Edward Jones, Lynn Deters
Effingham County
E J Water Cooperative, Inc.
Erskine, Dwight & Karen/Raymond James Financial
Farm Credit Illinois
Firefly Grill, LLC
First Mid-Illinois Bank & Trust
First National Bank of Waterloo
First State Bank of Beecher City
GOSS Loudon, LLC
Grunloh Construction, Inc.
Heartland Dental, LLC

Tom & Lana Henderson/State Farm Insurance
Higgins Welding
Hodgson Mill, Inc
HSHS St. Anthony's Memorial Hospital
Huels Veterinary Services
Illinois Power Generating Company
J&R Collision Centers, LLC
J&J Ventures Gaming, LLC
Jack Flash
Jansen Cable Construction, Inc.
Joe's Pizza & Pasta
John Boos & Company
Kabbes, Scott & Sue
Kemper CPA Group, LLP
Koboldt Charitable Trust
Koerner Distributor, Inc
Lake Land College
Linders Ltd LLC/McDonald’s
Lindvahl, Craig & Beth
MBS Communications
Malone Travel Center
Martin’s IGA Plus
McDevitt, Osteen, Chojnicki, & Deters, LLC
McHugh Hospitality Group, Inc.
Mette’s Cabinet Corner, Inc.
Midland States Bancorp, Inc.
Milano & Grunloh Engineers
Momentum Builders Inc.
Patterson Companies, Inc
Probst Auto Body, Inc
Prudential Financial Services/Rich & Angie Hartke
Pyramid Marble & Granite
RE/MAX Key Advantage Realtors
Respond Communications, Inc
Roy Schmidt Honda
Samuel Family Foundation
Sandschafer Electric
Save-A-Lot
Schultz Investment Company, Inc
Servpro of Effingham
Siemer Milling Company
Signature HomeStyles
Smith Moore
Snap-on Tools
Soltwedel, Delbert & Bev
South Central FS
State Farm Insurance
Stevens Industries, Inc
Superior Fuels, Inc.
Sutterfield Law Offices, P.C.
Taylor Law Offices, P.C.
Teutopolis Community For Progress
The Equity
The Kabbes Development Group
Tingley Insurance Agency, Inc.
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
Wolters, Bob & Karen
Wright’s Furniture & Flooring
Y-Yard Auto & Truck, Inc.
The following list supports the mission of CEO by equipping enterprising individuals and entrepreneurial thinkers who will contribute to the economic development and sustainability of Effingham County. Over the ten year of classes, the first five classes would have graduated from college. A statistic you will find promising is that 33% of our graduates currently work in Effingham County contributing to our economic growth.

2009  Courtney Koester - Premier Broadcasting & Socialite Event Planning  
2009  Dr. Joe Balda - Balda Dental  
2009  Allison Donsbach - Washington Savings Bank  
2009  Jessica Keller - Heartland Dental  
2009  Jennifer Niebrugge Brooks - BW Leadership Institute  
2009  Janae Wolf - MBS Communications  
2009  Kelsey Meyers - Beecher City Jr/Sr High School  
2009  Tyler Yocum - New Hope Communication Director  

2009  Courtney Koester - Premier Broadcasting & Socialite Event Planning  
2009  Dr. Joe Balda - Balda Dental  
2009  Allison Donsbach - Washington Savings Bank  
2009  Jessica Keller - Heartland Dental  
2009  Jennifer Niebrugge Brooks - BW Leadership Institute  
2009  Janae Wolf - MBS Communications  
2009  Kelsey Meyers - Beecher City Jr/Sr High School  
2009  Tyler Yocum - New Hope Communication Director  

2010  Keith Sutterfield - Sutterfield Media  
2010  Michael Brummer - The Dog  
2010  Devin Walk - Walk Marketing  
2010  Dylan Meadows - DM Designs Construction Company  
2010  Vince Higgs - Higgs Welding  
2010  Russell Higgs - Higgs Welding  
2010  Brad Reedy - Koerner Distributor, Inc.  
2010  Alyssa Long - Tourism Tech at City of Effingham  

2010  Keith Sutterfield - Sutterfield Media  
2010  Michael Brummer - The Dog  
2010  Devin Walk - Walk Marketing  
2010  Dylan Meadows - DM Designs Construction Company  
2010  Vince Higgs - Higgs Welding  
2010  Russell Higgs - Higgs Welding  
2010  Brad Reedy - Koerner Distributor, Inc.  
2010  Alyssa Long - Tourism Tech at City of Effingham  

2011  Christopher Schultz - Midland States Bank  
2011  Michael Nosbisch - E J Water Cooperative  
2011  Megan Zumbahlen - Siemer Milling  
2011  Riley Westendorf - Southtown Car Wash  
2011  Daniel Lechman - Heartland Dental  

2011  Christopher Schultz - Midland States Bank  
2011  Michael Nosbisch - E J Water Cooperative  
2011  Megan Zumbahlen - Siemer Milling  
2011  Riley Westendorf - Southtown Car Wash  
2011  Daniel Lechman - Heartland Dental  

2012  Faith Wendt - Wendt Farms  
2012  Valerie Deters - Heartland Dental  
2012  Brock Swingler - Donnewald Distributing  

2012  Faith Wendt - Wendt Farms  
2012  Valerie Deters - Heartland Dental  
2012  Brock Swingler - Donnewald Distributing  

2013  Patrick Martelli - Heartland Dental  
2013  Celeste Deters - J & J Ventures Gaming  
2013  Shelby Flach - Precious Blessings Children’s Boutique  

2013  Patrick Martelli - Heartland Dental  
2013  Celeste Deters - J & J Ventures Gaming  
2013  Shelby Flach - Precious Blessings Children’s Boutique  

2014  Adam Doty - Firefly Grill  
2014  Sean Sandifer - Country Carved  

2014  Adam Doty - Firefly Grill  
2014  Sean Sandifer - Country Carved  

2015  Riley Pruemer - Country Carved  
2015  Zack Mette - Mette’s Distinctive Lighting  
2015  Devin Aherin - Aherin Seeds  

2015  Riley Pruemer - Country Carved  
2015  Zack Mette - Mette’s Distinctive Lighting  
2015  Devin Aherin - Aherin Seeds  

2016  Braydan Bushue - Everlasting Legacy & Joe’s Pizza & Pasta  

2016  Braydan Bushue - Everlasting Legacy & Joe’s Pizza & Pasta  

2017  Kelsey Wermert - Design No. 7 Interiors  

2017  Kelsey Wermert - Design No. 7 Interiors  

*Based on our records this is the list of CEO alumni who work in Effingham County.
THROUGH THE YEARS


“CEO has given me invaluable skills and experiences that I use every day in college. I plan to use what I learned while in the class during my upcoming internship, for the rest of my college career, and for the rest of my life.”

Collin Hecht 2016 - Indiana University

The 2017 Annual Trade Show at the Keller Convention Center received huge support from the community. All the preparation and energy the students created for their personal business came to life as each student greeted potential customers who were interested in their products and services.

Dustin Gurley won the 2017 John H. Schultz Scholarship. This was created in memory of John H. Schultz and his wife Fran, an Effingham area entrepreneur and businessman. It was presented by their son Bob Schultz to Dustin as a $1,000 annual scholarship.

Sidney Webster and Alex Denoyer were voted on by their CEO peers as “Entrepreneurs of the Year”. Congratulations to Dustin, Sidney, and Alex. They each had an entrepreneurial attitude throughout their journey alongside their peers. Each week in CEO, they were asking questions, eager to meet guests who visited the class, and when given an expectation would exceed what was expected.
“I ran the American Cancer Society’s event Bark for Life which occurs annually in May. The event had previously been disbanded, but I brought it back as an annual event and it continues to raise about $5,000 a year for the ACS. The event this year is happening on May 6, 2018”

Rachel Bierman - Alumni 2014 - University of Louisville

“I am currently working as a contractor for Monsanto Company and also working on my family’s grain farm. In the future, I hope to become a full-time employee on my family’s farm and help adopt new technology, increase profitability, and expand the operation.”

Faith Wendte - Alumni 2012 - University of Illinois/Wendte Farms

"Before CEO class, running my own business was never on my mind. But CEO showed me that entrepreneurship could foster my strengths especially creativity. I've since started my own marketing business, Walk Marketing. Many of the concepts I learned in CEO continue to dominate my business philosophy and have given me much needed structure, which can be difficult as a solo entrepreneur. Plus, the connections I've made in CEO class have been invaluable. It was a no brainer starting my business in Effingham County."

Devin Walk Alumni 2010 Walk Marketing

“CEO gave a new lens to look at my hometown through - it truly shed a new light on businesses and leaders in my community. This lens helped me understand the importance of community, support, and hard work which propelled me to step beyond my comfort zone throughout my time in college and beyond. This program truly put me ahead of my peers.”

“I believe that the CEO class offers much more than great tools/resources to give young adults a head start on the entrepreneurial path, but it also creates a mindset of professional and successful practices for nearly every aspect of life.”

Blake Grinestaff Alumni 2011 - SIU - Edwardsville
INVESTOR PLEDGE

CREATING ENTREPRENEURIAL OPPORTUNITIES

Name ________________________________ Date: ____________

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.

LIFE LESSON

“Just because they don’t call you out, doesn’t mean they don’t notice”

Although I understood it at the time, it wasn’t until working within my University’s theatre department that I fully grasped the impact; all of your actions culminate to your personal brand - the email you took a week to respond to, the meeting you were five minutes late to, the way you accept criticism - good or bad, all of those things are noticed and it’s your responsibility to make sure it’s positive. Because of my actions, I’ve been invited to join University committees, join productions last minute, and much more because I’ve established myself as someone reliable, but I know others who have missed incredible opportunities for just the opposite.”

Sidney Ladendecker 2015 - Missouri State University

FOR MORE INFORMATION:
www.effinghamceo.com

Steve Witges  
CEO Chairman  
Effingham County CEO  
217.259.6640

Noah Brandenburger  
Chair-Elect  
217.821.3441  
If interested in becoming an Investor

Kristy Sayers  
Facilitator  
217.994.1696  
aksayers1@hotmail.com

Lisa Teichmiller  
Facilitator  
217.254.5755  
mlisateichmiller@gmail.com

Cover design by Claire Gardner, CEO Class of 2018
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.

CEO Vision Statement

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.

Celebrating 10 years of CEO in Effingham County.

www.effinghamceo.com