
CENTRAL ILLINOIS



21 ANNUAL
22 REPORT

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AN ENTREPRENEURIAL
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CICEO (Central Illinois Creating Entrepreneurial Opportunities) is based on the successful program in Effingham, Illinois. The communities of Blue Ridge, Clinton, Maroa-Forsyth and Warrensburg-Latham School Districts have worked together to establish the CICEO program to serve students from their high schools, beginning in the fall of 2019.

The CICEO Program:

- Is funded by business investors, and organized by the CICEO Board which is not part of any school board or school district
- Is open to high school juniors and seniors from Blue Ridge, Clinton, Maroa-Forsyth, and Warrensburg-Latham High Schools
- Selects students through a rigorous application process
- Meets for 90 minutes each day and provides 2 high school credits
- Utilizes area businesses as classrooms; does not meet on a school campus
- Visits dozens of area businesses and hosts more than 50 guest speakers each year
- Provides an opportunity for each student to start their own business
- Provides a mentor from the business community for each CICEO student
- Hosts an annual Trade Show to showcase students businesses



To follow along with the CICEO program
go to our website & subscribe to our weekly newsletter.
<https://www.centralillinoisceo.com>

Today's small business has numerous challenges. Rising wages and a lack of qualified workers are at the top of a long list of issues businesses are facing today. When searching for new employees, business owners are less concerned with specific job experiences and more focused on leadership abilities, work ethic, team building and a basic understanding of business. This is where Central Illinois CEO comes in.



Our mission is to guide students to a better understanding of the business world and help them find a path to their future. The more students become aware of small business challenges, the more beneficial they become to our communities. The students in our program can take the knowledge and the experiences they gain and apply it to their own businesses or apply it to a local small business that needs their qualities to succeed.

This year's class has done an excellent job and they have shown the leadership and work ethic it takes to get things done. I would like to thank Melanie for her leadership as facilitator and her efforts to make this a successful program. I would also like to thank our board of directors for all their hard work and efforts towards building investor relations and keeping this program going.

Finally, I would like to thank the investors for believing in this program and supporting our students, they are our future!

Justin Fentress
President, DeWitt Savings Bank

It is hard to believe that we are only a week away from the Annual CICEO Trade Show. It seems like only yesterday that I was shaking each of the students' hands on the first day of class. They were nervous and hesitant, but there was an eagerness within them that was exciting.

Today we spent the morning at WHOW where each of the students spoke on the radio about their individual businesses. This is a great illustration of the confidence and knowledge they have gained in the past nine months.

This entire experience would not be possible without the 50+ business owners and community leaders who have spoke to us or invited us in to their business for a tour. Additionally, the Mentors and Board Members are great supporters of the program and have an enormous impact on the students as well.

It is an honor to serve the students and communities as the Facilitator to the CICEO program. CEO is an amazing journey that will impact their lives for years to come.

To the CICEO Class of 2022, you have all displayed discipline, motivation, hard work and dedication and I am beyond proud of each of you. Keep working hard & dont give up on your dreams!

Melanie Brown



MISSION

CEO nurtures entrepreneurial thinkers who possess awareness of themselves and their communities.

VISION

**To be learners,
owners, creators
communicators and
connectors.**

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.

Program investors provide support to our community driven program. An annual investment of \$1,000 provides the necessary resources for current-year facilitator salary and operating expenses, and ensures the sustainability of the Central Illinois CEO class for future students. Investors also contribute their time to the program by hosting business visits, providing guest speakers and serving as mentors. All are crucial to the success of Central Illinois CEO.

Baum Chevrolet Buick
Bayer Monsanto
BKD CPAs & Advisors
Brown, Hay & Stephens
Busey Bank
Chastain & Associates
Clinton Chiropractic Center
Clinton Community Education Foundation
Corn Belt Energy
Dan Caulkins - Outreach 101
David & Susan Willson
DeWitt Savings Bank
Exelon Corporation/Clinton Power Plant
Farm Credit IL
First Mid Insurance Group
First National Bank
Heartland Ag Group, Ltd.
Harbrand (Marco NPK)
Hickory Point Bank
Horve Builders
Jacksons Supermarket
Jake & Katherine Brodbeck

Maroa Forsyth Educational Foundation
Maxwell Counters
Moore and Warner
Mr. & Mrs. Kim Ekena
Mr. & Mrs. Curt Nettles
Northwestern Mutual
Nutrien Ag Solutions
Pioneer Hi-Bred International, Inc.
Regions
Risinger Bros. Transfer
Taylor & Lynch
Warrensburg Fireman's Association
Warrensburg Latham Educational
Foundation
WHOW Kaskaskia Broadcasting
Wilson Chrysler Jeep



A mentor is a business owner, entrepreneur, or intrapreneur from the Central Illinois CEO business community. A mentor is someone willing to share their time and expertise with a CEO student. This program would not be possible without the dedication & commitment of our mentors. Thank you to each of the individuals below who volunteered to be a part of our program this year! You are an invaluable part of the students' experience!



Blake Allison,
First Mid Insurance Group

Tom Kopeika,
Retired computer
programmer

Drew Moore,
Advance Trading Inc.



Matt Riley,
First National Bank &
Trust Company of Clinton

Camill Tedrick,
Remax

Wanda Timmons,
The Perfect Pair



Connie Unruh,
TS Institute

Karol Wilson,
Wilson Chrysler Jeep





Grace Coffey

Grace Coffey is a senior at Blue Ridge High School. In school, Grace participates in theatre and Student Council. She is also a member of the National Honor Society, and is ranked second in her class. Grace works at Arby's in Mahomet and this job has taught her how to multitask, connect with people, and to work hard. After school, Grace plans to go to college and major in business management. She joined the CEO program to learn how to manage a business, to observe how everything works behind the scenes, and how to be a better employee as well. Grace cannot wait to graduate, and really let her life begin! :)

Boston Hale

Hello, my name is Boston Hale, I'm a junior at Warrensburg-Latham High School. I play on the WLHS baseball team, and work in addition to school and sports. Where do I work you might ask? I am a CSR (Customer Service Representative) at Rainstorm Car Wash. At my job I get to manage the flow of cars coming in and out of the tunnel. I also get to learn about sales by selling fastpasses to customers and helping customers with their accounts. I joined CEO because I'm very interested in business and this program seemed like a great opportunity for me to learn more about what it takes to be a business owner. My favorite quote is "To be successful at anything, you don't have to be different. You simply have to be what most people aren't, consistent."



Morgan Jones

Hello, my name is Morgan Jones. I am a 16-year-old junior attending Warrensburg-Latham High School. I invest my time as an athlete, employee, and a volunteer. I play basketball, soccer, and volleyball. I also work at the local coffee shop 121 Coffee Run in Warrensburg. Academically I am a member of National Honor Society, Student Council, and yearbook staff. After high school, I plan to attend Samford University. I joined the Central Illinois CEO Program to further my interest in business. After working at a coffee shop I have developed a dream of owning my own coffee shop. In addition, I would sincerely like to thank the board and investors who have made this exceptional experience possible.

"You never change your life until you step out of your comfort zone; change begins at the end of your comfort zone."



Reanna Munjoy

Hi there, my name is Reanna Munjoy! I am a senior at Maroa-Forsyth High School. I play softball and volleyball, am a member of the yearbook club, and am Vice-President of the National Honor Society at my school. In my free time I enjoy hanging out with my friends and my dog! I love drinking coffee, listening to music, and true crime podcasts "Crime Junkie" and "Something Was Wrong". I also like to write and I read when I have time. My current favorite books are "White Tiger" by Aravind Adiga and "Behind Closed Doors" by B.A. Paris. I joined the CEO Program because it is a great way to improve my time management, leadership, multitasking, and communication skills. I also get to further my knowledge of businesses and learn more about my community! After high school, I plan to go to college and major in education, although I am very interested in psychology and political science. Thank you so much to everyone who makes the CEO Program possible!! "Your life is as good as your mindset"



Brooke Oakley

My name is Brooke Oakley and I am a senior at Warrensburg-Latham High School. I compete in basketball and track, and I plan to continue playing basketball at the collegiate level. I love being involved and I am a member of many clubs including Student Council, National Honor Society, FFA, Business Club, and Young Leaders in Action. Academically, I am extremely motivated and am currently working towards my goal of being valedictorian. I joined the Central Illinois CEO Program because I am interested in business and want to take every opportunity to better my understanding and improve my skills. After high school, I plan to major in marketing with aspirations to work in the sports industry. I'm so thankful and excited to be a part of this program and I want to give a huge thank you to everyone who makes it possible!



Rachel Wisner

Hello my name is Rachel Wisner. I am currently a senior at Maroa-Forsyth High School. I like to stay involved by participating in many extracurricular activities. You may find me performing on the football field with the dance team and color guard, giving suggestions as part of the Principal's Advisory Committee, painting the hallways with Art Club, or singing at a Choir concert. The list does not stop there because I love trying new activities and meeting new people. Community service is important to me, and I am a member of National Honors Society and Young Leaders in Action of Macon County, which gives me opportunities to help within my district and county. When I am not busy with all my other activities and commitments, I like to babysit or dogsit. After I graduate, I plan on attending a four year university to study accounting. Although my interest in business is what initially drew me to the CEO program, it is providing me with skills applicable in any field. CEO is teaching me how to network, lead, and problem solve. All the while, I'm learning more about my community and being exposed to different aspects and opportunities of business. Thank you for taking the time to read my biography! Furthermore, thank you to the investors, board, and everyone who makes this exceptional program possible!



An important piece of the CEO experience is visiting local businesses in all of the communities we represent. 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. This year the CICEO students had the honor of visiting more than 50 business owners in the Central Illinois area.

Shirley Stelbrink, Learning Alliances Co.
Farm Progress Show
Stephanie McLeese, Santos McLeese PR
Greg & Mariah Anderson, Triple M Farms
Karla Miller, Hickory Point Bank
George Streckfuss, Brass Horn
Wanda Timmons, Perfect Pair
Adam Brown, B&B Farms
Cameron Reynolds, CEO Alumni
Sue McLaughlin, Farmer City City Hall
Bruce Nims
David Tyrolt, Dunn Company
Connie Unruh, TS Institute
Anne Matalonis
Stephanie Brown, Chastain & Associates
Scott Clanin, Clanin Marketing
Kim & Ray Fields, Papa Murphy's Pizza
Chris Phillips, Solvr Group
First National Bank of Clinton
Matt Kaufman, Boy Scouts of America
Mckinley Water
Julie Schueler, Julie Scheuler Photography
Joan Pacetti, Cookie Dough Cafe
WHOW
First Light
Megan Myers
Kristin Moore, INSPYR
Marco NPK
Kim Ekena
Tom Kopieka

Tonya Kowa Morelli, Huston Patterson
Michelle Sawicki, Barclay Library
Camill Tedrick, Remax
Kara Huss, DCC Marketing
Jason Frantz, State Farm
Gretchen Murphy, Murphy & Co.
Andy Thomas, MCK CPA & Advisors
Bart Rose, Regions Bank
Lindsey Wise, Brown, Hay & Stephens
Howard Buffett
Andrew Taylor, EDC
Tim Sinclair
Angi Carter, Farm Credit
Kraig Ritter, BKD
Dale Colee, Colee's Corner Drug
Jessica Whitlock, Outrajess Impact
McDonalds
PrepZelz by Anzee
Steve Horve, Horve Builders
Busey Bank
Scott Baum, Baum Chevrolet
Maxwell Counters
Julie Shields, USASBE
Millikin University
Michelle Witzke, The Vault
Michelle Howe, Western IL University
Scott Likins, BLDD
Decatur Memorial Hospital
Steven Wilson, Wilson Chrysler Jeep





Chilly outside? Chili inside!

The goal of the CICEO Chili Cook-off was to host a friendly competition that promotes the Central Illinois CEO Program while spreading Christmas cheer!

The event was hosted at the Hickory Point Mall in Forsyth on December 5th from 1-4 PM.

We had 9 Chili Contestants who offered a wide variety of delicious chili! We sold tickets in advance and at the door and everyone was encouraged to vote for their favorite chili.

Additionally we had a silent auction which was made possible by donations from local business owners and supporters of the program.

Throughout the process we had to market the event, seek sponsorships (we had over \$4000 in sponsorships), collect items for the silent auction & construct the baskets and plan every detail.

Our event was a huge success and we had a net income of \$6,007. The monies raised in this project were used to supply each student with seed money for their individual businesses.



Thank you to the sponsors of the Chili Cook-off:

Brown's Truck Accessories
 WLHS, BRHS & MFHS Teachers
 Blake Allison
 Rod and Kathy Schanefelt
 Kim Ekena
 Taylor Abstract Company
 Peterson Insurance Services, Inc.
 Dewitt Savings Bank
 Warrensburg Cafe
 Floyd & Associates, CPAs
 Wilson Chrysler Jeep
 Calvert Funeral Homes
 Bradley at Ace Hardware



Save A Lot
 Alec Martin of Edward Jones
 Camill Tedrick of Remax
 Warner Hospital
 Homewood Inn & Suites
 First National Bank & Trust Company
 First Mid Bank & Trust
 Heartland Bank & Trust Co.
 Hickory Point Bank
 Land of Lincoln Credit Union
 Jason Frantz of State Farm
 Maxwell Counters
 Marco NPK

Banker Day

At the start of the second semester, the students determine what they want their individual business to be. They spend weeks writing a business plan and then have the opportunity to present their financials to 3 local bankers. This is an amazing experience for the CICEO students.

Upon completion of Banker Day, the students are presented by the CICEO Board with a grant or loan to help them launch their individual businesses.

We want to recognize & thank our 2022 Bankers:

Bart Rose, Regions Bank

Rhett Hillhard, First National Bank of Clinton

Kayla Marsh, Hickory Point Bank

Abigail Svoboda, Busey Bank



Shark Tank Event:

The students participate in a local pitch competition in front of a panel of "sharks." They are evaluated on overall presentation, originality and feasibility. The "sharks" select a winner that is awarded a cash prize provided by our sponsor of the event, Todd Parker of Northwestern Mutual. Congratulations to Rachel Wisner of Sendcerely who won the 2022 CICEO Shark Tank event!



2022 Sharks:

Bruce Nims

Matt Crawford, Crawford's Pizza

Sue McLaughlin, Farmer City City Hall

Kevin Maxwell, Maxwell Counters

Kylie Heckenkamp, Brass Horn Too

Steve Horve, Horve Builders





GC Marketing

Grace Coffey, CEO of GC Marketing started this business because she wants to help small, local businesses with their own marketing. This can be done by making/revamping websites, writing newsletters, or managing social media pages. Check her out on Facebook at GCM.Marketing!

Custom Made by Mo

Custom made by Mo was established in 2022 by Morgan Jones. It is a custom cup and clothing business that she started to allow others to express themselves and their creativity through her products. You can follow her journey at Instagram at [_custommadebymo](#) or facebook at [custommadebymo](#).



Boston's Auto Detailing

Boston Hale, CEO of Boston's Auto Detailing is an automotive cleaning service located in Warrensburg, Illinois. He offers a variety of different packages ranging from interior and exterior detailing. Boston prides himself on great customer service and excellent work. You can check him out on both Instagram and Facebook at Boston's Auto Detailing.



The best treats for your best buddy!

Buddy's Bakery

Buddy's Bakery was established in 2022 by Reanna Munjoy. She provides organic dog treats with five ingredients or less. Products include gluten free, chewy, and dried treats that will make your pup happy and give you peace of mind. Follow along with her business @buddysbakery22 on Facebook and @buddys_bakery_ on Instagram!

Sendcerely

Rachel Wisner, creator of the company Sendcerely, creates customized homemade greeting cards. After receiving a homemade card from a friend, Rachel started making cards for all of her friends. Now, she creates designs on an iPad and uploads them to Cricut Design Space to be cut out and drawn. She assembles each card by hand. You can purchase her cards on her Etsy shop, Sendcerely, and you can follow along with her journey on Sendcerely's Instagram and Facebook pages.



Tasty Traditions

Brooke Oakley, founder of Tasty Traditions, started Tasty Traditions to sell delicious, Swiss cookies called Bratzelles. Growing up, it was a tradition to make them with her Grandma. Brooke is excited to share the cookies that are based on a secret recipe handed down for 5 generations. Pick up some bratzelles at the Mosaic Cafe and be sure to like her facebook page @Tasty Traditions!

The students hosted a Networking Coffee and had the opportunity to meet investors, board members and community leaders.



The CICEO Class was featured in Decatur Magazine!



Community Service:

The students had the opportunity to volunteer to help with Toys for Tots and Bags of Hope. In addition, they donated extra food leftover from the Chili Cook-off to The Good Samaritan Inn.

Team Building:

Each quarter we took time to participate in team building activities.

We learned about communication at Little Galilee on the High Ropes Course and problem solving with the human knot activity.



Experiences beyond the classroom



BOARD MEMBERS



Justin Fentress

President, DeWitt Savings Bank
Board Chair



Kraig Ritter

Partner, BKD
Vice Chair



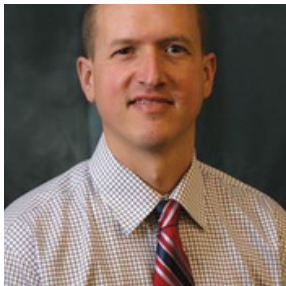
Angi Carter

Vice President Lending, Farm Credit IL
Treasurer



Katherine Brodbeck

Secretary



Ryan Aupperle

Farm Manager
Heartland Ag Group Ltd.



Gary Birschbach

Owner/Operator
G&L Foods Inc - McDonald's



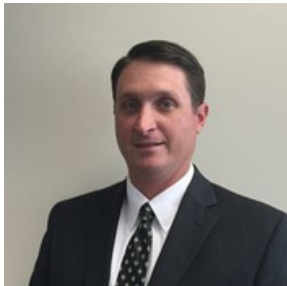
Tim Followell

Retired
City Manager of Clinton



Curt Nettles

Superintendent
Clinton Unit School District #15



Bart Rose

Marketing Executive
Regions Bank



Hillary Stanifer

Superintendent
Blue Ridge CUSD #18



Cheryl Warner

Superintendent
Warrensburg-Latham CUSD #11



Susan Wilson

Retired
School Administrator

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facilitator@centralillinoisceo.com

CICEO Class of 2021



CICEO Class of 2020



CICEO Financial Information:

Annual expenses for the program are approximately \$40,000-50,000 to cover costs of the facilitator and operating expenses. CICEO has created a fund within the Illinois Prairie Community Foundation. The Foundation serves as CICEO's fiscal agent. This allows donations to be tax exempt under 501(c) (3). Donation checks may be made out to **Illinois Prairie Community Foundation**, with CICEO noted in the memo line.

Business partners can be involved in several ways:

- Serve as a site for students to visit
- Visit the class as a guest speaker
- Serve as a mentor for a CICEO student
- Contribute to the ongoing annual expense of the program with a commitment of \$1,000 per year for 3 years

Investor Pledge Form

Business: _____

Contact Name: _____

Address: _____

Phone: _____

Email: _____

I pledge to support the Central Illinois CEO program in the following ways:

Investor: \$1,000/year for three years

Mentor: Be paired with a student to meet occasionally throughout the school year and be available to answer questions and offer advice or other support as needed.

Host Site: Provide a meeting place for up to 9 weeks at a time.

Business Visit: The class may tour my business at least one time.

Guest Speaker: Volunteer to speak to the class about business or life skills.

Please note if there are particular skills about which you would like to speak.