



2020-2021 ANNUAL REPORT

DECATUR MORGAN CEO[®]

CREATING ENTREPRENEURIAL
OPPORTUNITIES

The mission of Decatur Morgan CEO 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 our community.



2020-2021 Student CEOs



Juliana Hudry

School: Decatur Heritage Christian Academy

CEO of: Scents & Sensibility (Homemade soaps)

Mentors: Ashley Ashwander and Jennifer Branch



Sidney Manasco

School: Hartselle High School

CEO of: Opal + Grace (Online clothing boutique)

Mentors: Crystal Brown & Ellen Didier

Winner of the 2021 CEO Scholarship



Jesús Martinez

School: Brewer High School

CEO of: Green Aconite (Lawn care)

Mentors: Ryan Hunt & Jeff Parker

Winner of the 2021 Pitch Competition



Ty Tyson

School: Decatur Heritage Christian Academy

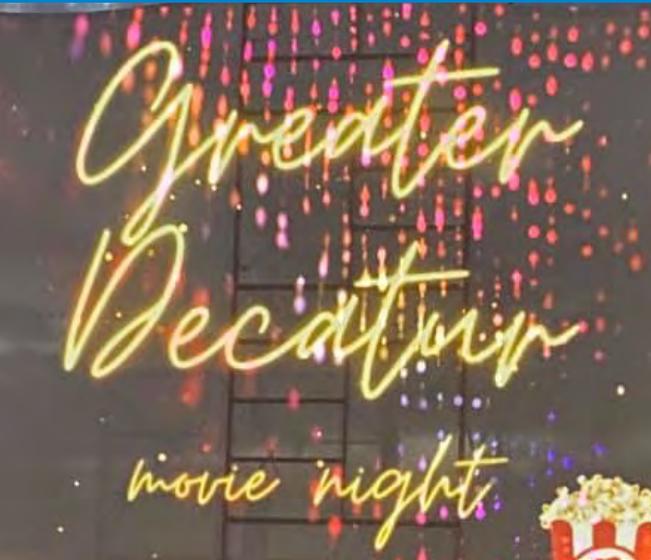
CEO of: Let's Talk Socks (Custom designed socks)

Mentors: Ronnie Hoff & Drei Marthaler





Class Business



Each year CEO students create a class business in the fall semester. The profits earned by the students help fund startup costs for their individual businesses as well as other priorities established by the students.

The challenges of starting a successful class business during COVID were significant. The CEO students came up with the perfect event – a socially distanced drive-in movie experience called The Greater Decatur Movie Night. The students developed a detailed business plan that included market research, financial projections, logistics plans, marketing strategy and more. Every aspect of the Movie Night was planned and executed by the students.

The event was a success and attracted a number of community members to both nights of the event. The net profit from the event was \$3,827.88. When combined with \$272.75 from the student’s badge business, a total of \$4,100.63 in funding was available. The students elected to split the revenue as shown in the table to the right.

Funds for Individual Businesses	35%	\$1,435
Donate to local charity (NCC)	30%	\$1,230
Scholarship for a current student	25%	\$1,025
Invest in CEO	10%	\$410

Scholarship criteria were established by the students and approved by the board. An essay was required. A group of board members reviewed the applications and selected Sidney Manasco to receive the scholarship funds.

Class Business Sponsors



Experiences & Activities

Mentor Matching

This year's mentor program included training for mentors and their protégés. The students have had wonderful support and guidance through this mentoring experience. A special thank you to all who participated in the mentoring program.



Business Plans

Over the course of the year, CEO students prepared multiple 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.



CEO Trade Show

Students held their Trade Show at Royalty Funnel Cakes. This annual event is the culmination of the CEO year and spotlights the businesses created by each student in the class. All students sold products and services at the event.



Business Visits

CEO students visited dozens of 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

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

Speakers and Visits

- Linda Haft, Magnolia River
- Ellis Chenault, Chenault Photography
- Austin Brooks, Midland Institute
- Ellen Didier, Red Sage Communications, Inc.
- Ronnie Hoff, Magnolia River
- Mark Waters, Valley Rubber
- Emily Roberts, Valley Rubber
- Terri Collins, State Representative
- Robbie Laney, Magnolia River
- John Joseph, The E-Center
- Jason Greene, UAH
- Yvette Rice, LLVE, Inc. LLC
- Mitch Claborn, Cornerstone Detention Products
- Heath Claborn, Cornerstone Detention Products
- Jason Loyd, Cornerstone Detention Products
- Kristi Hill, City Council/Mary Kay
- Brian Cook, Cook Museum of Natural Science
- Grace Davis, Social Graces Cafe
- Doug Bacchus, Nowlin, Bacchus, and Gray
- Stewart Smallwood, Cerro Wire
- John Edington, Alabama Credit Union
- Larry Wayne, Decatur Baptist Church
- Hilary Claybourne, Huntsville Small Business Administration
- Ashley McCurley, Red Sage Communications, Inc.
- Tim Lovelace, Renasant Bank
- Tom Counts, 3-GIS
- Blake McAnally, Pugh Wright McAnally
- Ryan Hunt, Next Move RE/The Collision Center
- Amy Tarr, Midland Institute
- Drei Marthaler, Tucker, Scott, Wates LLC
- Kenya Congress, Royalty Funnel Cakes
- Ivey MacKenzie, UAH College of Business
- Laura Ritch, Business Etiquette
- Mary Ila Ward, Horizon Point Consulting
- Gabe Ross, Circle Ranch
- Jeremy Childers, Morgan County Schools
- John Youngblood, JJ George
- Katie Osbourne, Peck Glasgow Insurance
- Molly Wey, Molly Suzanne
- Ashley Ashwander, The Paper Chase
- Tony Willis, Decatur City Schools
- Grant McKelvey, Plastic Recyclers Inc.
- Greg Roden, Strategic Systems Inc.
- Hayden Strickland, Magnolia River
- Jacob Ladner, Interstate Billing
- Tyler Jones, Whisk'd/The Railyard
- David Tutwiler, Secure in Knowing
- Jack Fite, Fite Building Company
- Rodney Ferguson, M & D Mechanical Contractors



THANK YOU, to our Investors!

CEO Investors

- 3-GIS
- Alabama Credit Union
- Alliance Source Testing
- Bank Independent
- Byrd, Smalley, & Adams PC
- CEO Class of 2019-2020
- Chenault Photography
- Cooks Pest Control
- Decatur Morgan County Chamber of Commerce
- Decatur-Morgan County Entrepreneurial Center
- Family Security Credit Union
- Fite Building Company
- GSE, Inc.
- Harris, Caddell, & Shanks
- Horizon Point Consulting
- Jason & Michelle Greene
- JJ George
- Kiwanis Club of Decatur
- M&D Mechanical Contractors
- Nowlin, Bacchus, & Gray Law Firm
- Parker Real Estate
- Plastic Recyclers
- Pugh Wright McAnally
- Red Sage Communications, Inc.
- Redstone Federal Credit Union
- Renasant Bank
- Robbie Laney
- Sexton Foundation
- Skip Thompson
- Smith Service Corp. / Environmental Comfort Systems
- Stewart Smallwood
- Temple Inc.
- The Body Shop Collision Center
- Valley Rubber, LLC
- Wade Weaver

Seed Money Investors

- Claborn Manufacturing
- Magnolia River
- Representative Terri Collins
- Sexton Foundation
- UAH College of Business

Class Facility Hosts

- The E-Center
- Morgan County Schools ERC
- Cook Museum of Natural Science
- Interstate Billing
- JW Steakhouse
- Magnolia River – Decatur
- Cerro Wire

Friends of CEO Investors

- Billy & Shannon Hopkins
- J&M Signs
- Lew B. Sample Orthodontist
- Noel King
- Patrick Johnson - State Farm Insurance
- Robbie Laney
- The Railyard
- Tucker Scott & Wates

2020-2021 Mentors

CEO mentors go through an interview process with the students and are paired based upon student request. Mentors meet with the students once per month and are available via phone and text to give additional support.



Ashley Ashwander
The Paper Chase



Jennifer Branch
Cerro Wire



Crystal Brown
*Decatur Morgan
County Chamber*



Ellen Didier
*Red Sage
Communications, Inc.*



Ronnie Hoff
Magnolia River



Ryan Hunt
*The Body Shop/Next
Move Real Estate*



Drei Marthaler
*Tucker, Scott, &
Wates LLC*



Jeff Parker
Parker Real Estate

Bankers

Bankers who volunteer for Banker's Day review business plans for every student, then meet with students individually to determine how much of the available class funds will be provided to help with business startup expenses.



John Edington
Alabama Credit Union



Charlotte Gregory
Renasant Bank



Ali Fincher Propst
Progress Bank

Judges

In the spring, students pitch their businesses in a "shark-tank-like" event. Judges review business plans, listen to pitches, and ask questions of each student to determine the strength of their business plans.



Kenya Congress
Royalty Funnel Cakes



Tom Counts
3-GIS



Robbie Laney
Magnolia River

Special Thanks to



For donating class shirts and journals to the students



For donating professional photography of student portraits

Thank you, Joy!

Joy Laney was hired as CEO's first class facilitator and served in our inaugural year in 2019 – 2020, and in 2020 – 2021 before retiring.



How can we possibly sum up how lucky we were to find Joy Laney? She took a chance on a program that had never existed in our community and worked with us, with the help of Midland Institute, to figure out how to make this program a success.

Joy was the perfect blend of coach and encourager to the students and wasn't afraid to challenge them to reach deeper within themselves to achieve great things. Her passion for Decatur Morgan CEO ran deep and it showed in her commitment to the program, including being available for the students at all hours of the day or night.

Best of luck in your retirement, Joy! Enjoy it – you've earned it!

2020 – 2021 CEO Advisory Board



Adriana Andrade
Decatur City Schools



Nestor Aviles
*Aviles Brothers
Landscaping*



Jeremy Childers
*Morgan County
Schools*



Ellen Didier
*Red Sage
Communications, Inc.*



Jason Greene
*UAH School of
Business*



Charlotte Gregory
Renasant Bank



John Joseph
The E-Center



Robbie Laney
Magnolia River



Scott Mayo
*Cook Museum of
Natural Science*



Yvette Rice
LLVE, LLC



Cory Wilbanks
Hartselle City Schools



John Youngblood
JJ George

2021 - 2022 Sneak Peak!

Class has already started this year!
Check it out!

2021-2022 CEOs

Luke Tuttle Frasher
Decatur Heritage Christian Academy

Alan Kevin Clara Moguel
Decatur High School

Camille Woodruff
Austin High School

Mac Hurst
Decatur Heritage Christian Academy

Bryley Bonner
Austin High School

Miel Ellison
Austin High School

Lleykan Wilson
Austin High School

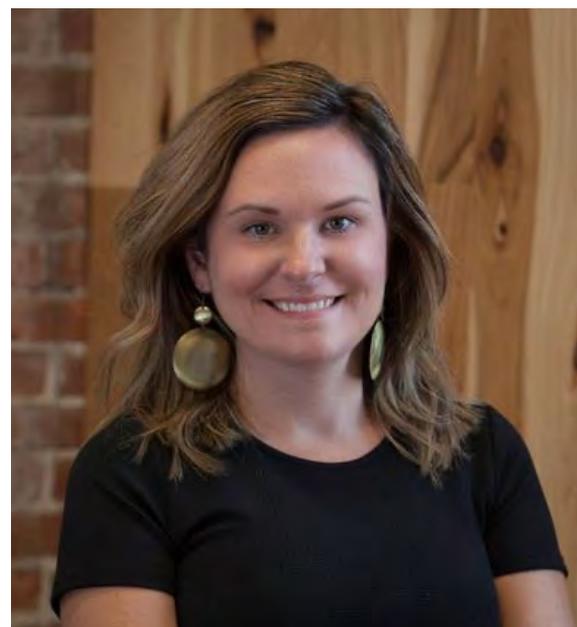


2019 – 2020 CEO alum, Stephen Ross, visited the class to share his memories, lessons learned, and advice.



Introducing our new facilitator: Maegan Schwindling!

We are delighted to welcome Maegan Schwindling as our new facilitator! In addition to serving as facilitator, Maegan also serves as the Chief of Staff for Meet Copper, Inc, a startup that is an online platform for book clubs bringing people together in meaningful communities. A social worker by trade, she has spent over a decade in various leadership roles and working with adoptive families and vulnerable children. She has previous experience in education, serving as an adjunct professor for Calhoun Community College for four years. Maegan finds enjoyment helping organizations, companies, and authors launch products or books they love to bring positive change to the world, making her a perfect fit for this position. She and her husband TC believe their most meaningful work is parenting their three children.



Interested in getting involved?

To become an investor, mentor, or to learn more about the program, contact Ellen Didier, board chair, at 256-466-5577 or edidier@redsageonline.com.

To become a speaker, class location host, or sponsor a class event, contact Maegan Schwindling, class facilitator, at 256-303-2046 or facilitator@decaturmorganceo.com.