

# ANNUAL REPORT





## **ABOUT US**

The Central Illinios CEO program was launched in 2019. This program serves the following communities and school disticts: Blue Ridge, Clinton, Maroa-Forsyth and Warrensburg-Latham.

### **CONTACT US**

facilitator@centralillinoisceo.com

### **OUR MISSION**

Being and developing life-long learners, owners, creators, communicators and connectors.

## **OUR VISION**

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



# LETTER FROM THE BOARD CHAIR



Dear Investors,

I am delighted to present our annual report for 2024, highlighting the impactful work and achievements of the Central Illinois CEO program. As I reflect on the past year, I am filled with gratitude for your unwavering support, which has enabled us to empower aspiring entrepreneurs and drive positive change in our community. CICEO has continued to thrive, offering a wide range of resources, mentorship, and educational opportunities to our budding entrepreneurs. We have seen remarkable growth in the program and have seen the incredible potential and talent within our communities.

None of this would have been possible without the generous support of our donors. Your contributions have directly impacted the lives of numerous students, providing them with the tools and resources needed to pursue their entrepreneurial dreams.

Looking ahead, we are excited about the opportunities and challenges that 2025 will bring. We remain committed to expanding our reach, enhancing our programs, and fostering a culture of innovation and entrepreneurship in our communities. As we embark on this journey, we invite you to continue your support and partnership with CICEO. Together, we can create a brighter future for aspiring entrepreneurs and make a lasting impact on our community. Thank you once again for your belief in our mission and your dedication to supporting entrepreneurship. We look forward to a successful year ahead.



# LETTER FROM THE FACILITATOR

The CICEO program celebrates five years since we launched. It is such an honor to serve as the Facilitator and work alongside amazing board members. SO many investors, mentors, community leaders and business owners. One of the goals of the program is to help our students gain an appreciation for the community in which they were born and raised, as well as see the numerous industry and career opportunities right here in Central Illinois, with the hopes that they may consider staying or returning to the area one day. As a native of this area, I can attest that I too have gained an enormous appreciation for so many businesses and the entrepreneurs, communities which we represent.



In addition, another goal is to teach the students about entrepreneurship, the world of business, and equip them with important life skills such as public speaking, effective communication, problem solving, and teamwork. The CICEO Class of 2024 is a dedicated, hard working group of students who showed up everyday of the school year, curious to learn, and grow. The most rewarding part of being the Facilitator is observing the growth of each student. From day one, when they come in eager, yet unsure of what lies ahead, to watching them grow as a team, gain confidence, and accomplish more in one semester as they launch their own business is truly remarkable. At the beginning of the year I shared with the students a quote by Craig Lindvahl, the Founder of the CEO program,

"As a teacher I told my students that excellence was our minimum standard.

They knew that we would do excellent work."

To the Class of 2024..."Mission accomplished. I am so proud of each of you and honored to have had a front row seat."

To our investors..."Thank you! Your generosity is making a difference in the lives of these students and generations to come!"



### Thank you to the CICEO 2023-24 Investors!

Our 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 through hosting business visits, providing guest speakers, and serving as mentors. All crucial to the success of the CIECO Program.

121 Coffee Run

Baum Chevrolet Buick

Bayer Monsanto

Brown, Hay & Stephens

Busey Bank

Central Illinois Title Company

Chastain & Associates LLC

Clinton Chiropractic Center

Clinton Community Education Foundation

Constellation

Dan Caulkins - Outreach 101

Dave and Susan Wilson

**Decatur Memorial Foundation** 

DeWitt Savings Bank

**Drew & Kristin Moore** 

**Edward Jones** 

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Farm Credit IL

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Hickory Point Bank Horve Builders

Jake & Katherine Brodbeck

James & Melissa Livasy

John & Cindy Oakley

Marco Chemical

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Maxwell Counters

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Mr. & Mrs. Kim Ekena

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Papa Murphy's

Pioneer Seed

Radford's Run Wind Farm

Regions

Risinger

Taylor and Lynch

Warrensburg Fireman's Association

Warrensburg Latham Educational Foundation

Warrensburg Latham Lions Club

WHOW

Wilson Brother Properties









A Mentor is a business owner, entrepreneur, or intraprenuer from the Central Illinois CEO business community. A mentor is someone willing to share their time and expertise with a CEO student.









Grace Clark

Dewitt County Farm Bureau

Kim Ekena Mentor Ambassador Retired ADM VP

Jeanna Griffiths
Ray's Chili & Red Door Spice Company

**Curt Homann**Dewitt County Development Council

Tom Kopeika
Retired Software Developer

Alec Martin
Edward Jones

John Oakley
Retired Business Director

Stefanie Runyen
Dewitt Savings Bank

Abby Svoboda

Busey Bank

Camill Tedrick
Re/MAX Choice

Brian Waddell
HarBrand Inc/Marco NPK

Nathan Wentworth
Wentworth Farms

Lance White
First National Bank & Trust Co in Clinton

Karol Wilson

Mentor Ambassador

Wilson Brothers Property

















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CEO Board Chair
President
Dewitt Savings Bank



KRAIG RITTER
CEO Board Vice Chair
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ANGI CARTER CEO Board Treasurer Vice President Lending Farm Credit IL



KEVIN MAXWELL
CEO Board Secretary
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Superintendent
Warrensburg-Latham
CUSD #11



HILLARY STANIFER
Superintendent
Blue Ridge CUSD #18



CURT NETTLES
Superintendent
Clinton Unit School
District #15



KATHERINE BRODBECK
CEO Investor Care Chair
Owner



**RYAN AUPPERLE**Farm Manager
Heartland Ag Group Ltd.



**BART ROSE**Marketing Executive
Regions Bank



Retired
ADM



KAROL WILSON

Human Resources / Education
Development Specialist

Heritage Behavioral Services



CAMERON REYNOLDS

CEO Alumni

Class of 2020



# Carri Lawson - C. & C. Digital Warketing

Hello, My name is Camryn Lawson. I am a 16-year-old Junior at Maroa-Forsyth High School. I work at Crawford's Pizza and Pub and I am also involved with cheerleading. If I'm not cheering or working I enjoy spending time with my friends and family. After High School I plan to attend college near home and study business. I joined the CEO program to experience the opportunities outside of the classroom and learn more about the business Industry. I would like to thank our Board Members, Investors, and Our Facilitator, Melanie for making this awesome experience possible.

C and C Digital Marketing was established in 2024 by Camryn Lawson. Inspired by her older brother's business C and C Custom Finishes, she wanted to follow in his footsteps modeling her business name after his. The goal for this business is to help business owners create quality social media posts to compete with their competitors, and help them with keeping their social media up to date. Check out both Facebook and Instagram @Candcdigitalmarketing

# Derek Troike - DT Fabrication

Hi my name is Derek Troike, I am a 16-year-old junior at Warrensburg-Latham High School. I play soccer, baseball, basketball, and golf for my school. I also really enjoy welding and worked at Performance Welding over the summer. I joined CICEO so I can get a better understanding of what it is like to create your own business. After high school I hope to attend a trade school for welding and after that create my own welding business. For my individual business within the class I have chosen to do a welding art business called DT Fabrication. At DT Fabrication, I create quality artwork out of metal hardware. I would like to thank Melanie, our facilitator, and all of the investors for helping our program out because without you we would be nowhere!





## Wikee Wonternar - Atzii hild Doodles

Hello there! My name is Mikee Montemar, I am a junior from Warrensburg-Latham High School, and I'm that one art kid with a passionate interest in all things related to art and can never keep my hands off of anything creative. I like to stay busy with school activities and my extracurriculars such as Art Club. When I'm not busy, you can usually find me at home at my desk drawing away to music or coming up with ideas for my next art project. I joined the CEO program with the desire to learn how to start my own art business, and this amazing program has helped me do just that! I launched ArtziiChild Doodles, an Etsy art shop where I sell my original & colorful artwork that sparks your inner child. You can discover my original artwork at etsy.com/shop/ArtziiChildDoodles or follow my Instagram at @artziichild\_doodles to support a young artist turned entrepreneur today! CEO has taught me so much about how to be a leader, how to get comfortable being uncomfortable, and stretching yourself to new limits. Thank you to everyone who has supported this amazing programand for offering young future entrepreneurs the opportunities to pursue their ambitions.





# Sarah Wills - Clean Swing

Hello! My name is Sarah Mills and I am a senior at Clinton Community High School. When not in CEO I am a three sport athlete playing golf, basketball and softball. At school I am part of the FFA chapter, National Honor Society, German-American Exchange Program, and Fellowship of Christian Athletes. I also enjoy giving back to my community by serving as a Sunday School teacher to 1st graders at St. John Catholic Church in Clinton. Throughout my summers I show pigs through DeWitt County 4-H and work at Clinton Country Club as a chef and waitress. I have committed to Joliet Junior College to continue my golf career and work toward obtaining my Agriculture Education degree. One day I hope to play golf professionally, which is why I founded Clean Swing Golf Club Restoration and Customization. Clean Swing fully operates out of Clinton Country Club and I offer club cleaning, polishing, regripping, paint customization, and groove sharpening. I can help anyone not only improve their physical game, but their mental game as well. You can find me on Facebook @Cleanswing, or Instagram @Cleanswingco. I believe that the CEO program will set me up with the right tools to succeed as I progress into the next chapter of my life.

## Danjien Penny - Diamond Clear Details

Hey, my name is Damjien Penny. I am a senior at Blue Ridge High School. I'm currently employed at Walmart but after graduating I plan to go to Georgia State University or go to Parkland for 2 years then transfer to GSU. I am interested in cars, basketball, and track. One of the most important things to me is keeping a good mindset because at the end of the day that could help you with other important things. I enjoy learning about business things and what makes up a business, that's why I chose to join the CEO. The business I decided to start with the help of the CICEO program is an automotive detailing business called "Diamond Clear Details". Check out some of my work on my instagram or

Facebook @diamondcleardetails. Thank you to everyone that makes this program possible!





# Ogracie Rigg - Ograceful Jewels

Hello, I'm Gracie Rigg, a soon-to-be graduate from Warrensburg-Latham High School. As I step into the next chapter of my academic journey, I anticipate enrolling at Richland Community College to pursue an associate's degree, followed by the University of Illinois Springfield for a business degree. The CEO program has been an incredible experience, deepening my understanding of entrepreneurship and preparing me for my future. Beyond academics, I find myself busy with church activities, school clubs, work, long boarding, and finding joy in embarking on adventures traveling. Through my venture, Graceful Jewels Permanent Jewelry, I offer enduring style and confidence to my clients. Heartfelt appreciation goes to the board members and investors who have made my business journey possible.



# Karla Ravisez - The Humanity love Project

My name is Karla Ramirez Rodriguez, and I am a senior attending Clinton High School. I am a very involved student in both extracurriculars and sports. In the fall I am involved in Cross Country, Cheerleading for Football, and in the winter Cheerleading for Basketball. My list of extracurriculars includes, but is not limited to; FFA, Rotary Interact, Theater, Scholastic Bowl, Student Council, National Honors Society, and Band. I am the President of the Student Council, the Special Events Coordinator for NHS, and the President for the Rotary Interact Club. I want to pursue a career in medicine in the future, and I've been granted the vision to own a Godcentered revolutionary business one day. To prepare myself I have been the most active with community service and have explored as many fields of knowledge as I possibly can when opportunities are presented. Academically I have taken and am taking science based classes, such as Human Anatomy and Environmental science, and have pursued dual credit college classes, like Chemistry and Sociology. After high school I will be attending Monmouth College to pursue Health & Human Movement with an interest in Neuroscience. One day I hope to be able to provide medical aid for people dealing with neurological disorders. I joined the CEO program to absorb knowledge and to learn more about being a good and successful leader and CEO. Not only that, but the CEO program has allowed me the opportunity to meet many new people with so many different and amazing ideas that blow my mind. This program has so much to offer, and I want to thank each and every person that it took to raise this program up, and that it takes to keep it running. You have created so many opportunities, and have changed lives for the better. I should know, you have helped me to start The Humanity Love Project Interview & Devotional Podcast, and I intend to keep it running long term!

Listen to my podcast on Spotify, Apple Podcast, and Amazon Music by searching The Humanity Love Project & Interact with me on Instagram and Facebook @TheHumanityLoveProject.

"But as for me and my house, we shall serve the Lord." Joshua 24: 2-15

# Conley Schick - Dirre Piece Dezignz

Hello! My name is Conley Schick. I am currently a 17-year-old junior at Clinton High School. Through school, I am a part of the volleyball team and the Vice President of our FFA chapter. My life outside of school primarily consists of working with and showing cattle nationwide. My two younger sisters and I work countless hours in the barn and have learned so many life lessons through the livestock industry. I am the President of the Illinois Junior Simmental Association and have future goals of running for the American Junior Simmental Association's Board of Trustees. After high school, I hope to continue my education and compete on a collegiate livestock judging team. The CEO program has been a phenomenal opportunity and I'll forever be grateful for the experiences and connections I've made through this class. Thank you to those who make this incredible program possible.

The business I have created is Dime Piece Designs, a sustainable and sentimental sublimation company. I specialize in crafting custom car freshies and coasters, made to make your space uniquely yours. Shop my products by going to my Etsy store, DimePieceDesignsCo, or follow my socials @dimepiecedesignsco!







# Ben Sellneyer - Prime Cut Kits

Hi, my name is Ben Sellmeyer. I am currently a Junior at Warrensburg-Latham High School. I enjoy leading my FFA chapter as president and showing cattle. I have recently decided not to play sports and focus on showing cattle and working more on my family farm. I am not employed at a full time job but I work part time on different operations like Express Ranches and ES Meats. When I am not showing cattle or working I enjoy hanging out with my friends and swimming with my brothers. I also enjoy going to cattle shows like NAILE and Cattleman's Congress. I will probably be studying Animal Science and business at Oklahoma State University.

The business I have created this year is called Prime Cut Kits. Prime Cut Kits is a meat subscription service that looks to provide quality meat with ease. With a few easy clicks you can go to <a href="mailto:primecutkits.com">primecutkits.com</a> and order your first box of prime grade, locally sourced, and farm fresh meat. Prime Cut Kits makes it possible to spend more time with family and less time in the grocery store trying to find quality meat to feed them. I want to say thank you to the sponsors and thank you to all the people who make this possible. This would not be possible without you.

Go follow us on Instagram & Facebook @PrimeCutKits

# Ty Meeker - Sun & Sand Apparel Co.

Hello! Hope all is well with whomever may be reading this! My name is Ty Meeker, and I am currently an 18-year-old Senior at Blue Ridge High School in Farmer City, Illinois. During school hours I am a member of the soccer team, football team, basketball team, Class President, Vice-President of Student Council, and Key Club member. Outside of school I am a competitive water skier, avid pickle ball player, golfer, and a valuable employee for the business my father runs. After I graduate this year, I plan on attending Florida Southern College, where I will major in business administration, and be a part of their D1 waterski program. I joined the Central Illinois CEO program due to the admirable people who have exited and been through the class. I've heard only positive things out of everyone who has been involved. I wanted to jump into all the action and get a taste of what the real world of business was like. I feel as though I made an amazing decision to be a part of this team, and I am striving off the excitement CICEO brings me every single day! Through Central Illinois CEO I was able to start my own business, "Sun and Sand Apparel Co." an apparel company that models the feelings and lifestyles of the summertime lovers. Wearing my merchandise makes you feel like it's summer no matter the time of year! As I like to say, shop Sun and Sand, and WEAR YOUR SUMMER!



### **BUSINESS VISITS & SPEAKERS**



Over the course of the school year, the CICEO students had the opportunity to engage with more than 60 community leaders & business owners through learning from guest speakers or from touring local businesses.

Touring facilities offers them the opportunity to get a "behind the scenes" view of a business. Many people drive by these locations daily without recognizing their contribution to the economic development of the area. The students walk away with a changed mindset, never viewing the business the same way again.

In addition, the CEO students have a unique experience with guest speakers who serve as instructors for the program teaching them important business concepts. These business owners and community leaders present their life stories, entrepreneurial journeys and share lessons on a variety of business topics. The connections and networking opportunities that these students are given is invaluable.



















### **BUSINESS VISITS & SPEAKERS**



Tom Kopieka Stephanie McLeese, Santos McLeese PR Karla Miller, Hickory Point Bank Sara Probst Miller, AgCreate Solutions George Streckfuss, Brass Horn Adam Brown, B&B Farms Cameron Reynolds, CEO Alumni **Bruce Nims David Tyrolt, Dunn Company Connie Unruh, TS Institute Stephanie Brown, Chastain & Associates** Kim & Ray Fields, Papa Murphy's Pizza **First National Bank of Clinton** Julie Scheuler Photography Randy Miller, WHOW **First Light Brian Waddell, Marco NPK** Kim Ekena Eric Benting, Chick-Fil-A Sunset Hills, MO Chris Cuddy, ADM **Curt Nettles Drew Moore, ATI** Mark Mestemacher, Ceres Barges Michelle Sawicki, Barclay Library **Bart Rose, Regions Bank** Lindsey Wise, Brown, Hay & Stephens **Tim Sinclair Angi Carter, Farm Credit** Jessica Whitlock, OutraJess Impact **Busev Bank** Scott Baum, Baum Chevrolet Millikin University, Tabor School of Business Michelle Witzke, The Vault Honey Zimmerman, Western IL University

Crawford's Pizza, Matt & Hilary Crawford

Mark Denzler, IL Manufacturing Association

Adam Swigart, Swigart Cattle Photography

Scott Clanin, Clanin Marketing

Shannon O'Connor, Briggs Republic

Chad Larson, Mel-O-Cream Donuts Karalee Misner, Solvr Group Marketing

Gretchen Murphy, Murphy & Co

Jena Garrett, JumpStart Nutrition

**Carpet Weavers** 

Angi Lay, Plume **Bayer, Farmer City** 















#### **CLASS DAYS**

The CICEO Students started & ended each week with a class day. Each quarter we had a different "home base" for our classroom days as CEO never meets on a school campus. Thank you to Homewood Inn & Suites, The Farmer City City Hall, Heartland Bank of Farmer City, The Vespasian Warner Public Library, Dewitt County Farm Bureau, Hickory Point Township and First National Bank of Clinton for allowing us to use your space for our Class Days!

















#### **BADGE BUSINESS**

Badge Business was the 1st project of the year & was introduced to the students on the 1st day of class. They were tasked with getting name badges to wear everyday, all year, and had no money. They had 6 weeks to develop a plan & execute it.



They worked hard to design the badges, secure sponsors and successfully completed their 1st project on time.

Thank you to

**C&C Custom Finishes** and

**UtterBack Real Estate** for your sponsorship!



# TEAM BUILDING & COMMUNITY SERVICE CEU®

Henry Ford once said "Coming together is a beginning. Keeping together is progress."

Working together is success."

The CICEO Class came together in August and began their entrepreneurial journey. Over the course of the year they worked hard, grew as individuals and became a great team. They learned the importance of communicating & building relationships through daily activities and team building. In addition, they learned the importance of giving back to their community.



























The CICEO Students 1st semester project is to determine a group business, write a business plan, present it to the CICEO Board, then execute the plan. This year's class pitched 2 businesses, a Christmas Light Decoration Contest & a CEO Swag Store. The CEO Board gave the student's their blessing to pursue both!

They worked hard, learned a lot and made a profit of over \$2500. The students gave 10% of their profits to Kloe's Giving Heart and Helping Hands.









### Thank you to our sponsors:

ES Meats Schick Trucking Parke Warehouses TLC Coffee House Dunn Company Crawford's Pizza Advanced Trading Corporation
The Brass Horn
Performance Welding
C & P Custom Printing

### Merch the students designed & sold in the CICEO Swag Store:









#### **BANKER DAY:**

In March, the CICEO students participated in the Annual CEO Banker Day. After weeks of working on writing a business plan, the students presented their business plan to two bankers. They were to give an overview of their business, explain their pricing, expenses and request a grant; money that was made in the group business is recirculated to the students individual businesses through grants. Thank you to First National Bank of Clinton for hosting the event.

# We especially want to thank our volunteer bankers:

Veronica Logan, Busey Bank Lance White, First National Bank of Clinton William Thomas, Heartland Bank of Farmer City Rachel Warnick, Hickory Point Bank







### **SHARK TANK:**

The CICEO Program hosted our annual Shark Tank event for the CICEO Students in April. Each student gave a 5+ minute pitch to a panel of "sharks." The event was sponsored by Heartland Ag. Conley Schick of Dime Piece Designs was the winner and recieved a \$250 cash prize.

#### Thank you to our Sharks:

Wanda Timmons, The Perfect Pair Bruce Nims Matt Crawford, Crawford's Pizza Zack Stroud, The Brass Horn







Class of 2023



Class of 2022



Class of 2021



Class of 2020





# DISCOVER HOW TO TRANSFORM OUR COMMUNITY AND GET INVOLVED WITH CEO.



### **GUEST SPEAKER**

Come join class as a guest speaker, this is such a critical part of CEO. We love for speakers to tell us stories about how their business started, personal philosophies about work and success, life topics or specific business topics. Guest speakers are really the true teachers in CEO.





### **BUSINESS VISIT**

Students look forward to visiting the many different businesses that create our community. Consider inviting the class to tour and learn more about your business. Contact facilitator@centralillinoisceo.com to learn more.

### **MENTOR**

Become a mentor if you are ready to experience CEO right along with the students. Being a mentor is a rewarding way to get invloved.





### **INVESTOR**

CEO is free for students and schools. The program relies on local investors to support this transformative learning experience. By helping us connect our young people with local businesses and area leaders, you can make a direct impact on the workforce and leaders of tomorrow.

### **BOARD MEMBER**

Becoming a board member for CEO offers a rewarding opportunity to shape the future of aspiring entrepreneurs. Serving on the board allows you to contribute to the growth of the next generation of innovators and make a lasting impact on our community.





# WE NEED COMMUNITY-MINDED INDIVIDUALS LIKE YOU.

CEO is free for students and schools. The program relies on local investors to support this transformative learning experience.



#### INVEST IN TOMORROW, TODAY.

By helping us connect our young people with local businesses and area leaders, you are making a direct impact on the workforce and leaders of tomorrow.

#### AS AN INVESTOR, YOU RECEIVE:

- · Name/Logo Recognition on CEO Website
- Social Media Acknowledgement
- First Rights to host/visit the class



"The CEO experience has been life changing for me. I learned a lot of skills I wouldn't have been able to gather otherwise and I feel more prepared for my future. CEO opened up more doors for me than any other opportunity ever has."



"CEO is so much more than how to run a business. It is teaching students the life skills and all of the things that go into being successful in any career path you choose. It exposes all of our students to what endless opportunities are right here in our backyard."



"In 20+ years in economic development, the chamber of commerce and the economic development corporation, CEO has been the most beneficial most gratifying program I have been involved with. "