

FOR IMMEDIATE RELEASE

Midland Institute to launch first CEO Network Trade Show

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-The CEO (Creating Entrepreneurial Opportunities) program, which began in Effingham, has now expanded to dozens of communities in four states. CEO programs now serve communities in Illinois, Indiana, Minnesota, and Missouri.

On June 15, from 4:00-6:30, the first CEO Network Trade Show will take place at the Keller Convention Center in Effingham. Students from around the CEO network will bring their businesses to Effingham for the showcase.

Craig Lindvahl, executive director of the Midland Institute for Entrepreneurship, which oversees the CEO program, says it's time to take the next step. "We're going to host the first CEO Network Trade Show," Lindvahl said, "where the best businesses from CEO classes come to Effingham to show off their products and services. It will be a great opportunity to see what young people from around the network are working on."

While in CEO, students visit dozens of area businesses, meet with dozens of area business professionals, and start their own businesses. CEO, students take responsibility for their own work and behavior, and the entire curriculum is designed to provide real world experiences.

Students also launch their own businesses while in CEO. Businesses run the gamut of products and services, and reflect the passion of the students who start them. "CEO gives students the opportunity to explore an incredible array of businesses," says Susan Hanfland, who oversees CEO facilitators in the network, "and through those experiences they build a network of people who can help them professionally and personally. It's one of the best things about CEO."

About the Midland Institute for Entrepreneurship

The Midland Institute for Entrepreneurship is an investment in the future, established by Midland States Bank. The Institute provides training, materials, content, mentoring, and guidance for CEO (Creating Entrepreneurial Opportunities) programs.

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