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# MCDONOUGH COUNTY



**21** ANNUAL  
**22** REPORT

**CEO**®

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**Midland**   
Institute for Entrepreneurship  
AN ENTREPRENEURIAL  
EDUCATION PARTNER



## *A Message from the Chair*

As I reflect on this past year, I can hardly believe that the program has finished its third year! Each year is entirely unique, and this year was no different. The students who started this program in August 2021 are not the same students that finished the program in May 2022. They have stretched their learning muscles in ways I don't think they anticipated. It has been a true pleasure to watch them learn and grow individually, as well as collectively.

This annual report is intended to provide a snapshot of the 2021/2022 CEO Program. I think you'll see just how vast the experience of CEO is and you might even wish YOU could have participated in CEO! I know that I do! If you ever come across a CEO alumnus in the wild, please take a moment to engage with them. Ask about their personal business, ask them about their favorite tour - but most of all, ask them how CEO changed their perspective on their home county. I bet they'll tell you that their eyes were opened to all that's right in their backyard!

Congratulations to the CEO Class of 2022. I can't wait to see what adventures life has in store for you!

*Sarah Grant*

Board Chair

### **MISSION**

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

### **VISION**

To be learners, owners, creators, communicators and connectors.  
CEO embodies the values our country was founded on:  
hard work, innovative thinking, and entrepreneurship.  
CEO offers the chance to experience those values every day.



## *A Message from the Facilitator*

Last August, we brought together a group of students to embark on their journey through the CEO Program. These individuals were excited and anxious for the year ahead, yet seemingly reserved and reluctant to step out of their comfort zones. By the end of the school year, all that had changed.

We started out by focusing on personal and professional growth. Our students worked through team-building exercises to get to know each other and trust one another better, and had opportunities to practice social networking skills. They also learned much more about professional communication and conflict. We heard common themes from our speakers and business owners:

- word of mouth is vitally important to any business
- your reputation is your brand
- make things right with a customer

The team created an opportunity for local musicians to showcase their talent through the Battle of the Bands. Throughout the process they learned to adapt to new circumstances and to pivot - a lesson from many "Fearless Founders" speakers. They also learned to value successful teamwork.

These talented young entrepreneurs diligently developed business plans, adjusted and adapted to challenges, and sharpened marketing skills. They turned to their mentors for guidance and support. Each of them submitted a 30-second pitch video into a national competition, and two of them were named finalists! Students offered a variety of businesses to the community, including both services and hand-crafted products. Each student demonstrated great pride in their work.

The capstone of the program is the McDonough County CEO Trade Show. This year, team members supported each other as they prepared their display booths. They met and exceeded expectations, displaying their products and services with professionalism and personality. We were thrilled with the attendance and response from the community!

It has been a pleasure to usher our young entrepreneurs through this program. Their growth, development and self-awareness will lead them to success far beyond this year. To our investors, business partners, education partners, and mentors: thank you for your support!

Cheers to the McDonough County CEO Class of 2022!

*Alison Jefferson*

Facilitator

**Creating Entrepreneurial Opportunities (CEO)** is a year-long course designed to utilize community partnerships and provide an overview of business development and processes to high school juniors and seniors. CEO is not school; instead, students are immersed in real-life learning experiences to take risks, manage results and learn from outcomes.

Our local business community partners with schools in McDonough County to create project-based experiences for students by providing funding, expertise, meeting space, business tours, and one-on-one mentoring. Students:

- visit area businesses
- learn from guest speakers
- are paired with business mentors
- create a class business
- write individual business plans
- start and operate their own business

CEO students learn business concepts that are critical to developing 21st-century skills like problem-solving, teamwork, self-motivation, responsibility, higher-order thinking, communication, and inquiry.



To be selected for CEO, students must submit a written request for admission, letters of recommendation and complete an entrepreneurial profile.

CEO facilitator Alison Jefferson guides students, meeting for class each weekday throughout the school year from 7:30 to 9 a.m. They arrive at a local business dressed in business attire, ready to meet community members and learn life skills. The capstone event is a trade show where each student showcases their personal business to the public.

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## *Thank You for Providing our Home Base*

The CEO program is not meant to feel like school, therefore daily activities are held in board rooms and spaces provided to the CEO program by community members and investors. This year they split their time between McDonough Telephone Cooperative in Colchester, McDonough County Public Transportation (MCPT) in Macomb, and Schuld/Bushnell in Bushnell. These companies generously provided professional meeting places for months at a time that served as the home base for the class in between site visits and other activities.





## Trinity Christensen

**Trinity's Edible Treats** are homemade fruit and non-fruit bouquets and platters. The goal of her business is to provide customers with a quick yet high-quality gift for their loved one. For more information, email [trinitysedibletreats@yahoo.com](mailto:trinitysedibletreats@yahoo.com) or call (309)255-9221. A junior at Macomb High School, Trinity plans to attend college and study physical therapy. She was mentored by Ryan Riggins, MidAmerica National Bank.



## Emma Coursey

**Tailored Tutoring** is a tutoring service tailored towards success. The goal of her business is to allow students to have better access to academic assistance in their area that better fits their schedule. For more information, contact [tailoredtutoring2022@gmail.com](mailto:tailoredtutoring2022@gmail.com). A senior at Bushnell High School, Emma will attend Iowa State University, studying animal science and Spanish. Emma is mentored by Susan Creasey, Western Illinois University.



## Thalia Adkins-Covert

**Everything Under the Sun** is an e-commerce service dedicated to creating products that suit your liking. Contact her at [eus.adkinscovert@gmail.com](mailto:eus.adkinscovert@gmail.com) or call (309) 232-8765 and visit Everything Under the Sun on Facebook and Instagram. A senior at Macomb High School, Thalia will attend Northern Illinois University and explore various majors. She is mentored by Kristen Conrad, Make Fit Happen.



## Kayla Davis

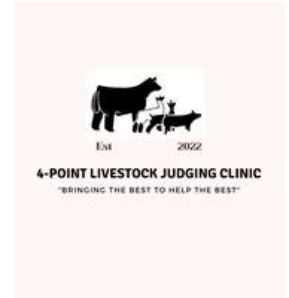
**Farmhouse Flowers** specializes in custom floral arrangement and design. The goal is to utilize local fresh cut flowers to bring color to all of life's celebrations or just a simple gift for a loved one. For more information, email [farmhouseflowers2022@gmail.com](mailto:farmhouseflowers2022@gmail.com). Kayla is a junior at Macomb High School and plans to continue 4-H, FFA and livestock showing. She is mentored by Rachel Kerns, McDonough Telephone Cooperative.





## Braydon DeCounter

**4-Point Livestock Judging Clinic** is a clinic to help 8-18 year olds learn to give a set of reasons and become confident in placing livestock. Find them on Instagram or email [pointjudgingclinic@gmail.com](mailto:pointjudgingclinic@gmail.com). A junior at West Prairie, Braydon plans to attend a junior college and judge livestock, majoring in animal nutrition with a minor in education. His mentor is John Armstrong, First Bankers Trust.



## Jake Hyde

**Plane and Simple Detailing** is an aircraft detailing company based at Macomb Municipal Airport, focused on keeping aircraft beautiful and airworthy. For more information, contact Jake at [planeandsimpledetail@gmail.com](mailto:planeandsimpledetail@gmail.com) or at 309-331-0606 and check out [plane.and.simple.detailing](https://www.instagram.com/planeandsimpledetailing) on Instagram. A senior at Macomb High School, Jake plans to study flight operations at University of Dubuque. Jake is mentored by Megan Crook, IMEG Corp.



## Ava Kilburn

**The Biscuit Boutique** is a homemade dog treat business with the goal of providing your dogs with the best treats in the area. All of our treats are made fresh and preservative free. For more information or to order, email [thebiscuitboutiqueco@gmail.com](mailto:thebiscuitboutiqueco@gmail.com) or check out The Biscuit Boutique on Facebook or Instagram. Ava is a junior at West Prairie. Ava's mentor this year is Danielle Bice, The Cow Patty.



## Sarah Riggins

**Handcrafted Comfort** is the source of chunky knit blankets that are handmade and always high quality, and color customized to you. The goal is to provide a cozy blanket that is locally made. Contact us at [hccomfort12@gmail.com](mailto:hccomfort12@gmail.com). Sarah is a senior at Macomb High School and will attend the University of Missouri studying agricultural education, communication and leadership. She is mentored by Brae Huston, Citizens Bank.





*Justin (JD) Runyan*

**Judd's Garage** is a repair shop for classic cars and trucks as well as small engine vehicles. JD has worked in the shop on various things since he was a little kid and really enjoys it. For more information find JD on Facebook at Judds Garage. JD is a junior at Trinity Academy. He is mentored by Robert Johnson, Bridgeway.



*Nathan Spangler*

**Custom Cornhole Creations** offers high-quality cornhole boards customized with your favorite team, business, lights and more. Contact [customcornhole22@gmail.com](mailto:customcornhole22@gmail.com) for more information or to place an order. A junior at Bushnell-Prairie City High School, Nathan plans to attend college in crop sciences. He is mentored by Matt Lawver, United Community Bank.



*Aaron Taflinger*

**Aaron Lee** is a musician who brings the joy of good music to the community by playing at local restaurants and for private events. His goal is to inspire other musicians to play and promote small town music. Contact him at [AaronLeeMusic55@gmail.com](mailto:AaronLeeMusic55@gmail.com), or on Instagram @aaron.Lee.music. Aaron is a junior at his homeschool and plans to attend college in audio engineering and production. He is mentored by Ketra Roselieb, Western Illinois University.



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## *Schools/Programs Represented*



**Bushnell-Prairie City High School**



**WEST PRAIRIE JR./SR. HIGH SCHOOL**



**TRINITY ACADEMY**  
CLASSICAL CHRISTIAN SCHOOL

**Class of 2022**

August 1, 2021- July 31, 2022

**REVENUE**

Investors	\$ 40,000.00
Friends	\$ 1,000.00
<b>Total Revenue</b>	<b>\$41,000.00</b>

**EXPENSES**

Salaries	\$27,592.45
Administrative Agent Fee	\$1,168.00
Midland Institute Fee	\$5,000.00
Marketing	\$1,820.72
Equipment/Office Supplies	\$265.34
Trade Show	\$742.39
Insurance	\$831.00
<b>Total Expenses</b>	<b>\$37,419.90</b>
<b>Net Income/(Loss)</b>	<b>\$3,580.10</b>

INVESTOR: \$1,000 donation per year for 3 years

FRIEND: Donation of less than \$1,000

## SPECIAL EVENTS

*CEO+Cider**Etiquette Dinner**Team Building*



# INVESTORS: \$1,000 per year for 3 years



Investors are the heart of McDonough County CEO. An annual investment of \$1,000 provides the necessary resources for current-year facilitator salary and other expenses, and ensures the sustainability of the McDonough County CEO class for future students. Investor commitments of site tours, guest speakers and mentor relationships are critical to the success of our program. These investors and friends supported the program from August 1, 2021, to July 31, 2022.

<b>Arnold Brothers Heating &amp; Cooling</b>	<b>Marine Bank</b>
<b>Bushnell Development Corporation</b>	<b>McDonough County CEO Class of 2020</b>
<b>Century 21 Purdum - Epperson</b>	<b>McDonough Co. Farm Bureau/West Central FS</b>
<b>Citizens Bank</b>	<b>McDonough District Hospital</b>
<b>Citizens Insurance (an Unland Company)</b>	<b>McDonough Power Cooperative</b>
<b>City of Bushnell</b>	<b>McDonough Telephone Cooperative</b>
<b>City of Macomb</b>	<b>MidAmerica National Bank</b>
<b>Compeer Financial</b>	<b>Midwest Control Products/Steinjager</b>
<b>Dave &amp; Jackie Thompson</b>	<b>MTC Communications</b>
<b>David &amp; Connie Garner</b>	<b>Nelson's Clothing</b>
<b>Ed &amp; Judy McMillan</b>	<b>Pella Corporation - Macomb Operations</b>
<b>Farm King</b>	<b>Raritan State Bank</b>
<b>Farmers &amp; Merchants State Bank</b>	<b>Runser Lawn &amp; Construction</b>
<b>First Bankers Trust</b>	<b>Russell Grain</b>
<b>Fortress Bank</b>	<b>S &amp; P Farms</b>
<b>Hollister Electric Heating &amp; Plumbing</b>	<b>Spangler Farms</b>
<b>Hy-Vee</b>	<b>Tracy Family Foundation</b>
<b>Laverdiere Construction</b>	<b>United Community Bank</b>
<b>Macomb Park District</b>	<b>Western Illinois Natural Medicine</b>
<b>Make Fit Happen</b>	<b>WUrish, LLC</b>

# FRIENDS: less than \$1,000



<b>Macomb Kiwanis Club</b>	<b>Tracy Family Foundation</b>	<b>Seth &amp; Jessica Lambert</b>	<b>Eric &amp; Honey Zimmerman</b>
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*Thank you to our investors & friends!*

A mentor is someone willing to share their time and expertise with a CEO student. They can be a business leader or entrepreneur from the McDonough County CEO community.



**John Armstrong**  
First Bankers Trust Company  
*Braydon DeCounter*

**Brae Huston**  
Citizens Bank  
*Sarah Riggins*

**Danielle Bice**  
The Cow Patty  
*Ava Kilburn*

**Robert Johnson**  
Bridgeway, Inc.  
*JD Runyan*

**Kristen Conrad**  
Make Fit Happen  
*Thalia Adkins-Covert*

**Ketra Roselieb**  
Western Illinois University  
*Aaron Taflinger*



**Susan Creasey**  
Western Illinois University  
*Emma Coursey*

**Matt Lawver**  
United Community Bank  
*Nathan Spangler*

**Megan Crook**  
IMEG Corp.  
*Jake Hyde*

**Ryan Riggins**  
MidAmerica National Bank  
*Trinity Christensen*



**Rachel Kerns**  
McDonough Telephone  
Cooperative  
*Kayla Davis*

**Stephanie Zimmerman**  
Steph Zimmerman  
Photography  
*Griffin Skees-Kessler*

*Thank you, mentors!  
You've listened, guided,  
inspired, encouraged  
and most of all - cared.*

An important piece of the CEO experience is visiting local businesses throughout McDonough County. People often drive by these locations without realizing what they do or how it affects the community. Students walk away with a changed mindset, never viewing the business the same way again.

- Stephanie Zimmerman Photography
- Wildest Dreams Boutique & Tellers
- The Full Scoop
- Colchester State Bank
- Hunt Farms
- Dough Delights
- M & B Furniture
- Schuld/Bushnell
- Vaughan & Bushnell Mfg.
- Make Fit Happen
- Arnold Brothers Heating & Cooling
- Dodsworth-Piper-Wallen Funeral Home
- McDonough Power Cooperative
- McDonough County Public Transit
- Western Illinois University Union
- Macomb Square Music Company
- Engraving by Lin
- Citizens Bank
- Nostalgia Decor + Gifts
- Free Range Yoga
- TJR Designs
- The Crafty Coop
- Nelson's Clothing
- Royal Printing
- Wild Daisies Boutique
- Car Care Center
- Western Illinois Natural Medicine
- Bridgeway, Inc.
- Community News & Market
- All Pets Veterinary Clinic
- Pella Corporation - Macomb Operations
- TriOak Foods



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business tours.

Industry . Blandinsville .

Colchester . Bushnell . Macomb .

CEO participants have a unique experience to learn from guest speakers serving as instructors for the program. Community leaders share lessons on a variety of business topics.

- Rachel Lenz - Timeliness & Communication
- Rachel Kerns - Strategic Marketing
- Will Urish - Cold Calling
- Dr. Jeremy Robinett - Etiquette, Behaviors, and Relationships
- Michelle Howe - Written Communication
- Bruce Western - Personal Responsibility, Time Management & Confidentiality
- Sarah Grant - SWOT Analysis - Badge Business
- Honey Zimmerman - Conflict Resolution
- Jim Boyd - Intro to Small Business
- Carissa Kinman - Start-Up to Sold: Fresh Roots Market
- Michelle Howe - Verbal Communication
- Ryan Follis - The CEO Experience From 40,000 Feet
- Kelly Hamm - Time Management & Organization
- Britney Brown - Imperfect Inspiration
- Carissa Kinman & Christie Reynolds - Sleep & Stress Workshop
- Brett Powell & Maddie Gronewold - Insurance: Personal & Business Coverage
- Cathy Early - Making & Taking Opportunities
- Seth Minter - Investing & Growing Your Money
- Kristin Terry - Macomb Downtown Development
- Lauren Merritt - Macomb Area Chamber of Commerce
- Kim Pierce - Macomb Area Economic Development Corporation (MAEDCO)
- Jim Boyd - Business Plan Development
- Ryan Hunt - Legal Issues Facing Entrepreneurs
- Mary Jane Clark - Illinois Area Health Education
- Amy Ford - Business Accounting
- Doug Villhard - How to Craft Your 30-Second Pitch
- Norine Hammond - Government Impact on Business
- Dave Stuaan - Schuld Bushnell
- Danielle Bice - The Cow Patty; Setting Up a Successful Booth
- Jessica Lambert - Digital Design & Creative Branding
- Honey Zimmerman - Supply Chain Management
- Kim Pierce - MAEDCO: Franchises
- Mayor Mike Inman - City of Macomb



## Battle of the Bands

The McDonough County CEO Class business this year was Battle of the Bands, a musical competition for local talent, held March 5 at the Western Illinois University Union. The contest featured categories for bands and solo acts.

The goal of the event was two-fold: let contestants showcase their talent to the community, and help local businesses find high-quality local talent. Many local restaurants and coffeehouses feature musical acts, and this event was a time to help match them up.

The winning band, Just Us, took home a \$250 prize, and the winning solo act, Maddie MacGregor, received \$100.

The event also featured celebrity judges including Macomb Mayor Mike Inman, Macomb native recording artist Ashley Hart, and local businessman and musician Tim Rice.

This class business is one of two culminating experiences in the CEO learning environment; the second is the students' individual businesses.



### Special Thanks to our Battle of the Bands sponsors

- All Pets Veterinary Clinic
- Macomb Dry Cleaners
- Sweetwater Music Instruments & Pro Audio
- Kunes Auto Group of Macomb
- Magnolia's
- Raritan State Bank
- Woodrum Automotive, Inc.
- Macomb Square Music Co.

*Just Us*



*Maddie MacGregor*



To cement their hands-on lessons in entrepreneurship, each CEO student learned how to start their own business. They developed a business concept, met with bankers, worked with their mentors and participated in several other learning events as they developed their business. Finally, they launched their businesses on May 3 at the annual McDonough County CEO Trade Show.

The young entrepreneurs displayed their products/services, interacted with potential customers, and offered up their 30-second pitches on repeat. The trade show provides students the opportunity to put acquired skills into action as they introduce their business to the community. Board members, investors, educators, community leaders, alumni and families were impressed with the students' creative businesses and their ability to plan and present their work professionally.



The class of 2023 will be our largest class to date, with students representing Bushnell-Prairie City High, Macomb High, Trinity Academy, West Prairie High and home school. Welcome, Class of 2023!

## Signing Day

**Jayden Chenoweth** - Bushnell-Prairie City

**Benjamin Wrenn** - Home School

**Clarissa Rhoads** - Macomb

**Dawson Davis** - Macomb

**Ethan Harrison** - Macomb

**Ivy Chapla** - Macomb

**Jacob Clemente** - Macomb

**Jake Hobson** - Macomb

**Madelyn Skiles** - Macomb

**Nari' Bodiford** - Macomb

**Seth Andrews** - Macomb

**Tyler Shannon** - Macomb

**Emma Taylor** - Trinity Academy

**Carter Powell** - West Prairie

**Claire Nelson** - West Prairie

**John Reynolds** - West Prairie





Sarah Grant  
Galesburg Community  
Foundation  
Chairman



Rachel Lenz  
Macomb Park District  
Vice-Chairman



Kim Pierce  
MAEDCO  
Treasurer



Kelly Hamm  
McDonough Power  
Secretary



Kathy Dinger  
Bushnell-Prairie City  
High School



Shawnee Huston  
Macomb High School



Todd Lester  
Citizens Bank



Jami Minter  
West Prairie  
High School



Holly Spangler  
Prairie Farmer



Will Urish  
Business Owner



Honey Zimmerman  
Western Illinois  
University



Members of the CEO board are extremely important to the success of the class and the program. The CEO board is a working board, requiring energy and dedication. Thank you for your commitment to excellence!



Our McDonough County CEO alumni are paving their own way in the world, finding success in college and beyond.

## *Class of 2020*

- Josh Bryan
- Makenzie Case
- Kassidy Carson
- Nate Clark
- Josh Lockhart
- Peyton Maloney
- Jenna Nelson
- Asia Pettigrew
- Jordan Rouse
- Jenna Spangler
- Karly Teel
- Hailey Walters



## *Class of 2021*

- Jade Laverdiere
- Bryce Lester
- Gracie Murphy
- Devin Suggitt
- Laine Torrance



## *Class of 2022*

- Thalia Adkins-Covert
- Trinity Christensen
- Emma Coursey
- Kayla Davis
- Braydon DeCounter
- Jake Hyde
- Ava Kilburn
- Sarah Riggins
- JD Runyan
- Nathan Spangler
- Aaron Taflinger







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# CEO®



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[@mcdonoughcoceo](https://www.instagram.com/mcdonoughcoceo)



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