

LAWRENCE COUNTY CEO[®]

CREATING ENTREPRENEURIAL OPPORTUNITIES

ANNUAL REPORT 2021-22



2021 - 2022 CEO ANNUAL REPORT

LAWRENCE COUNTY ®

CREATING ENTREPRENEURIAL
OPPORTUNITIES

Can my first year as Facilitator be close to the end?? I am so happy to be part of this great program that provides an inside look at our wonderful County and the many businesses that call Lawrence County home. Watching this group of young entrepreneurs learn what it takes to develop a business model and get prepared to introduce their business at the Lawrence County CEO Trade Show has been an amazing experience for me. Each and every CEO student has grown beginning with our first week's team building, through the badge business, class business and individual business. They have become more confident in themselves and gained valuable life lessons they will use for many years to come.

We were able to tour 60 businesses and hear from 30 speakers. Their business expertise and real-life business advice will make each member of the 2021-22 class more successful at life's endeavors.

The 2021-22 Lawrence County CEO Program also participated in the following:

- Hosted a CEO Tent at the Lawrence County Fall Festival and sold 50/50 tickets.
- Hosted the Lawrence County CEO Trivia, Dinner and Silent Auction, a very successful class business venture.
- Were guests at the Lawrence County Board Meeting.
- Spoke to the Lawrenceville City Council about their businesses.
- Attended a Lawrence County Rotary meeting and presented their businesses to local business leaders.
- Attended a Lawrence County Chamber of Commerce luncheon and shared with the group information about their individual businesses.
- Developed a very unique badge business that provided many local businesses to advertise on student badges.
- Students completed a class business plan as well as a personal business plan.
- CEO students each started their own business.
- Developed connections with many local business professionals who are willing and eager to assist in student success.
- Have maintained the integrity of the CEO Program and raised the bar even higher for future CEO classes.

It has been great witnessing our students connect with our local business investors as they navigate their class business and individual businesses. The CEO Board has been available to help our students with business plans and individual businesses. I can not say enough about our Mentors. These local business men and women have met with their assigned students, provided valuable advice as they have developed their various businesses and been some of their biggest supporters in good and challenging times. I am proud to see how this group of students have grown from our first few weeks of being shy and unsure to enjoying speaking to a crowd.

Through the support of area businesses, our CEO board and our mentors, this CEO class has learned many important entrepreneurial skills. The positive impact these students will have on our community will be realized for many years. Lawrence County is a better place due to the investment many have made in our young entrepreneurs. This CEO Experience is one of the wisest investments made in our youth and budding entrepreneurs. The future of Lawrence County is bright!

Dawn Brewer

Lawrence County CEO Facilitator



CEO MISSION STATEMENT

The mission of the Lawrence County CEO is to provide a comprehensive educational experience for the community's high school students, equipping them to become enterprising individuals and entrepreneurial thinkers who contribute to the economic development and sustainability of our county.

2021-2022 CEO CLASS



Kendrick Wimberly, Cayden Jones, Dawn Brewer, Facilitator, HL Hager II, Connor Pargin

Gabby Przygocki, Karleigh Shick, Avery Sandlin, Sara Seitzinger, Kenzie Gray, Kayli Berry

LAWRENCE COUNTY DINNER, TRIVIA AND SILENT AUCTION

A very important part of the CEO experience is to create a business. As a class CEO is designed not only to teach the students the ins and outs of business through a hands-on experience, but also to generate enough money to support their personal businesses that they are required to create for CEO. The Class of 2021-22 earned a large amount of money through their badge business but wanted to develop a class business. After visiting the Lawrence County Historical Society, the class decided they wanted to do a Trivia event which featured all Lawrence County Trivia. Working with the Lawrence County Historical Society and the Lawrence County Chamber of Commerce, the class developed a trivia event. The class developed questions and structured the event with many categories. Along with the Trivia event the class also served a delicious dinner catered by Whittaker Beef. Last, students contacted many local businesses for items to be placed for silent auction. This event was very successful. Students learned how to determine pricing for tickets, worked with Whittaker Beef to determine a menu, researched pricing for items needed and worked with the community to secure items for their silent auction. It was impressive to watch this group work as a team and make this event one all enjoyed.

BUSINESS VISITS

Griffin's Pizza House
 Pargin Retirement Planning Group
 Citizens National Bank of Albion-
 Bridgeport Branch
 Rachel Michele's
 New Leaf Fitness and Spa, LLC.
 The Barn at New Leaf
 The Mandarin
 Coco's Cafe and Wine Bar
 Buttercream Bake Room
 Lawrence County Historical Society
 Beth Robinson State Farm
 Insurance
 Flying S, Inc
 Cannon's Furniture
 Meeks Insurance
 First Mid Bank & Trust
 Lawrenceville Moose Lodge
 Mid-America Air Center
 Lawrence County Clerk's Office
 Lawrence County Recorder's Office
 Lawrence County Clerk's Office
 Second Judicial Circuit Court Room
 Bowler Performance Transmissions
 Land Title and Abstract Co.
 Gray's Restaurant
 Wabash Energy
 Ambraw Asphalt
 The Pantheon
 Lawrence County Industrial
 Development Cooperation
 Bobe's Pizza
 Casey State Bank
 Lawrenceville City Hall
 Havoline Hall
 The Finishing Touch Gallery
 Farm Credit
 Cochran Insurance
 Ewing Printing
 Parrott Auction House
 Kelsey Wolfe Photography
 Cuttin' Up
 Yochum Chrysler-Dodge-Jeep-
 Ram-Fiat
 The Spa Face and Body
 Lawrenceville Water Department
 Growing Green Lawn Care LLC
 Vincennes Laundromat
 Gray Wholesale
 Cloud Nine Bed and Breakfast
 Weger Heating and Air
 Andrews Insurance/Burkhart
 Insurance
 Totyota Boshuku of Illinois
 Auntie Em's Day Care
 Dairy Dee
 The Phoenix Grill
 Tracy Electric
 Hoke's Endless Possibilities
 Agrigold
 Lawrence County Senior Center
 Lawrence County Memorial
 Hospital
 Rotary Club of Lawrenceville
 Lawrence County Board
 Lawrenceville City Council



SARA SEITZINGER

is the 18-year-old daughter of Larry and Alea Seitzinger. She is a senior at Lawrenceville High School. Throughout her high school journey, she has been involved in

band, color guard, choir, scholastic bowl, and Beta club. During her free time, she enjoys baking, playing and listening to music, and working at Walmart. Thanks to Lawrence County CEO, she now runs her own business, aWEARness. aWEARness is a bracelet company designed for people with mental illnesses.

Her bracelets use color therapy, aromatherapy, and you can add "daily task" charms to remind yourself to get certain things done. Sara plans to continue her business after CEO, with hopes to expand it as well. Sara is thankful to have had the opportunity to be involved in the Lawrence County CEO Program. Currently Sara is undecided on her post secondary plans.

Every day is a good day. There is something to learn, care and celebrate. - April Ray

CAYDEN JONES

is 16 years old and is a junior at Lawrenceville High School. He is the step-son of Zane Parrott and son of Jennifer Parrott and Coby Jones. For the past 2 years he has made auction signs for Parrott Real Estate. He is also very creative in the artistic field. He plans to attend Vincennes University for Dentistry after graduating high school in 2023.

Cayden's business is called Marvelous Ink. Marvelous Ink specializes in making high quality metal posters as well as wood signs and window clings. He decided to do this business because making signs for Parrott Real Estate made him see this a great opportunity to do something he loves to do. Through his CEO Experience, Cayden has come out of his shell and feels more confident when speaking to individuals or groups of people. It has helped him form new connections for his business.

Anything is possible when you have right people there to support you. - Misty Copeland



AVERY SANDLIN

is a junior at Lawrenceville High School. She is the 17-year-old daughter of William Sandlin. Throughout high school she has

participated in Scholastic bowl, Choir, and Color Guard. After graduation she plans to major in Wildlife and Fisheries Resources at West Virginia University, then become a Wildlife Rehabilitator.

During her free time she enjoys making 3-D art projects, baking, and reading. Thanks to the CEO program it has given her the opportunity to start her business, Paws and Claws Pet Sitting.

Paws and Claws is a pet sitting business in which she goes to customers' houses to watch their pets while owners are on vacation, or even just if they work long hours and their pets need a check up. CEO has vastly improved her communication skills and taught her many life lessons.

Always be yourself, express yourself, and have faith in yourself. Do not go out and look for a successful personality and duplicate it. - Bruce Lee

KENZIE GRAY

is the 16-year-old daughter of Mark and Beth Gray.

Kenzie is a junior at Lawrenceville High School. Throughout high school she has been involved in,

FFA, FCA, FCCLA, SADD, Beta Club, Interact Club, Pep Club, Spanish Club, Class Officers, Student Council, and is on the cheer team. Kenzie works at Lawrence County Tumbling where she helps teach tumbling classes.

During her time in CEO she has enjoyed visiting lots of local businesses and meeting many members of the community. Kenzie is excited to continue to grow from the skills she has learned from her CEO experience. In her free time she enjoys spending time with her friends and family. After high school she plans to attend Vincennes University with her major undecided. Kenzie is the owner of Meltz where she sells hand poured wax melts in unique shapes, scents, and colors. She uses soy wax to make the melts, since it is all natural and burns 30-50% longer than paraffin wax.

Choose Melts for all natural, high quality products that will make your home smell amazing!

We cannot become what we want by remaining what we are. - Miss Depree

KARLEIGH SHICK,

the seventeen-year-old daughter of

Chris and Ginger Shick, is a junior at Lawrenceville High School. Karleigh has been very involved throughout high school, including

cheer, softball, FFA, BETA, FCA, Interact Club, Pep Club, FCCLA, Spanish Club, Class



Officers, Student Council, and SADD. Karleigh has been an FFA officer for the past two years. FFA is one of her favorite clubs because it does not matter where you come from or what you want to be, FFA will prepare you for your future and bring you many opportunities. While Karleigh does not have a lot of free time, when she does she enjoys spending time with friends and family. In the future, Karleigh plans to attend a Big 10 school and become a loan officer. Karleigh has really enjoyed her time in CEO. Visiting local businesses and meeting many people in the community has helped her grow as an entrepreneur. Karleigh is the owner of Route 1 Designs, where she makes handmade wooden home decor and more. She makes wooden signs, cutting boards, keychains, and scrabble letters. All of her products are handmade with durable materials ensuring quality products you can't get anywhere else. Choose Route 1 Designs for all of your home decor, gifts, and more.

Life is not about being rich, popular, highly educated, or perfect. It is about being real, being humble, and being kind. -unknown

KENDRICK WIMBERLY is the 16-year-old son of Cody Wimberly and April Cogswell. Kendrick is a junior at Lawrenceville high school. He loves playing volleyball, hanging out with friends, playing with his dogs Kane and Zion, and doing anything out-doors. His year of CEO has consisted of failures and ideas. He had multiple business ideas, and he kept switching back and forth between them. Eventually, he landed on The Final Piece. The Final Piece makes custom coasters and trays from a wide variety of options. Kendrick plans on going to college for architecture, and he would like to attend a college in New York. CEO has taught Kendrick new life skills which he can use throughout his life.



If you can not do great things, do small things in a great way. -Napoleon Hill



activities including Math Team,

GABBY PRZYGOCKI is the daughter of Pete and Kelly Przygocki. She is a junior at Red Hill High School. She is involved in many extracurricular

Scholastic Bowl, Track, and Basketball. When she's not studying, she works for an elderly lady cleaning her home and getting her groceries. In her spare time, she likes to play volleyball, crochet, and hang out with her friends. After school Gabby plans to go to a 4-year university and then go to law school to become a lawyer. She is the owner of Gocki's Organizing Services, where she organizes rooms, pantries, closets, and everything in between. Like Gocki's Organizing Service on Facebook. CEO has taught Gabby valuable life and business skills that she can use after CEO. She is more confident speaking to individuals she meets and loves the many connections she has made through CEO.

Leverage long-term vision to endure short-term sacrifice. -Rory Vaden



KAYLI BERRY, a senior at Red Hill Jr/Sr High School, is the eighteen year old daughter of David and Traci Caldwell. She is currently employed

at Wal-Mart as she anticipates going to college for a degree in marketing, a decision she made because of CEO. Kayli takes delight in reading and writing poetry, listening to music for a better mindset, studying the psychology of dreams, and being a spontaneous entrepreneur. With these favorite pastimes in mind, Kayli has built a business from the ground up making customized coffee mugs for your favorite beverage. The Drinkware Gallery decorates coffee mugs through sublimation, which presses the image onto the mug through heat transfer, making it dishwasher and microwave safe as well as fade resistant. With individuals and businesses as her target market, Kayli has established partnerships and connections through her outstanding customer service. The Drinkware Gallery looks forward to a thriving and successful journey after many trials and tribulations, as does Kayli herself.

How what you don't do well. -Beth Robinson

HL HAGER II is the embodiment of lanky and clumsy all wrapped neatly within a 17 year old blanket of humanity. You



may know him as a subpar percussionist of the Red Hill Highschool Band or paint-hand of the charitable Art Club. Being concocted by the lovely Aisha Hager and HL Hager I, HL has grown an affinity for all things wacky, goofy, and bizarre. To tie in with this fondness for the insane, HL has given his bony hand in many art forms from traditional loose-leaf comics, digitally animated atrocities, 3-D modeled mockeries, and, what this CEO business is focused on, a musical myriad of monstrous magnitude. Enter Mister Multimedia's: Monstrously Musical Menagerie, a symphony of cacophony and circus peanuts for the ear aimed to produce original music compositions and voicework for projects ranging from advertising, short films, voice-acting, and narration. With the help of the digital music composition software FL "Fruity Loops" Studio, he's spent countless days and nights chipping away at works for friends, passion projects, and personal creative expression. With life-long longings for a gig as an animator or musical composer for a small team and/or self-development, this is precisely what he would prefer to chip away at after high-school and during his college career. With genres ranging from R&B funk to experimental MIDI, HL hopes you sit back and indulge in the pure chaos of his discordian dystopia of dissonant ding dongs.



CONNOR PARGIN, is 17 years old Senior from Lawrenceville High School, and the son of Ben Pargin. He is a State Officer

for Illinois DeMolay, traveling across the state to talk to youth males. Connor is the NHS Secretary and has also participated in many clubs and organizations during his High School days. He also works at McAlisters in Vincennes and is in a management position. Connor possesses a very creative mind and has been a great resource for many of his fellow students. He has wanted to further connect with the community and learn business skills to apply in future endeavors. This year, he started off with graphic design, but transferred that into personalized gift boxes. These boxes are custom to order for special occasions and holidays. Connor plans to attend VU and study in the Drafting department.

Oh, I'm sorry. Did I break your concentration? -Samuel L. Jackson

CEO CLASS ACTIVITIES

Mentor Matching

This Fall, CEO students and mentors participated in "Speed Mentoring". Each student spent 4 minutes with each mentor asking questions and being asked questions. After the "Speed Mentoring" each student and each mentor listed their choices for a match. The mentors were then paired with one or two CEO students. It was great for each student to spend some time with each mentor. This event launched their professional relationship. We scheduled Mentor Days once a month. Students also emailed and contacted their mentors with questions as they developed their individual businesses and for entrepreneurial advice.

CEO Student Trade Show

Students organize and plan for their trade show exhibits to be held at a Lawrence County venue. The trade show is the platform for each student to showcase their individual business. This spring the CEO Trade Show was held at The Barn at Coco's Cafe.



Bankers Day

After several meetings learning about business plans, the students then presented their own business plans to area commercial lenders on Bankers Day.

Business Visits

CEO students visited 60 area businesses, where they toured facilities and interviewed owners, managers and employees.

Professional Guest Speakers

More than 30 community business leaders spoke to CEO students on a variety of entrepreneurial and general business topics, including distribution, management strategies, finances, and marketing.

2021-22 CEO CLASS BUSINESS PARTNER INVESTORS

CEO Business Partner Investors are the heart of the CEO Program. Their annual investments of \$1,000 provides the necessary resources for current year facilitator salary and other expenses, and ensures the sustainability of the CEO class for future students. Business Partner Investor commitments of time and energy are also critical to the success of the CEO Program.

- Bowler Performance Transmissions
- Casey State Bank
- Citizens National Bank of Albion, Lawrenceville & Bridgeport
- City of Bridgeport
- City of Lawrenceville
- City of Sumner
- Cochran Insurance Agency
- Complete Farm Conservation Operation, Inc.
- Havoline Hall
- Kemper CPA Group LLP
- Lawrence County Chamber of Commerce
- Lawrence County Memorial Hospital
- Mrs. Jan Loeb
- Mrs. Pam Nolan
- Norris Electric
- Pargin Retirement Planning Group
- Parrott Real Estate and Auction
- Peoples State Bank
- Rachel Michelle's, LLC
- Rotary Club of Lawrenceville
- Rucker's Candy
- Tracy Electric
- United Healthcare
- Wabash General Hospital

*Thank you to the Investors and Friends of CEO
for your support!*

2021-2022 CLASS HOSTS

The CEO class meets in different locations throughout the year. Meeting in an established, professional / business environment sets the stage for learning and encourages students to picture themselves beyond their school years. The following have generously opened their doors to the CEO class meeting this year and for that we say, 'Thank You!'

City Hall of Lawrenceville, New Hope Christian Church, and Citizens National Bank of Albion, Bridgeport Branch.



CEO ADVISORY BOARD 2021-2022

The CEO advisory board composition and selection is an extremely important aspect to the success of the class and the program. It is worthy to note that this is a working board, requiring energy and dedication.

Paige Harvey, President
Blayze Miller, Vice President
McKenzie Wolfe, Treasurer
Danielle Stevens, Secretary
Heather Shultz
Paul Higginbotham
Clarence Gross
Mark Bowler
Zane Parrott
Barbara Large
Derek McCullough
Megan Black

Lawrence County Chamber of Commerce
Meeks Insurance
Casey State Bank
Wabash General Hospital
Lawrence County Memorial Hospital
Principal, Lawrenceville High School
Principal, Red Hill High School
Bowler Performance Transmission
Parrott Real Estate & Auction / SELLA FARM
Past CEO Facilitator
Gosnell, Borden, Enlow, Sloss & McCullough, Attorney at Law
Frontier Community College

CEO GUEST SPEAKERS

Brian Kramer - Tabco Business Forms
Jodi Finley - Stirrup Sweets and Slurps
Eric White - Whittaker Beef
Bob Christy - Cochran Insurance
Crystal Wimberly - Daily Record
Betty Brian - City of Sumner
Madison Bobe - Young Living
Allison Moyes - CEO Alumni
Madi Loudermilk - CEO Alumni
Todd Gray - Gray's Restaurant

Larry Whitmer - Wabash Energy
Connor Gray - CEO Alumni
Lia Cucinella-Wirth - Alfonso's
Mayor David Courtney - City of Lawrenceville
Heather Schultz - Lawrence Co Memorial Hosp
Shannon Routh - Kemper CPA
Kevin Strange - Peoples State Bank
Eric Seitzinger - Peoples State Bank
Tony Holtschlag - Red Hills State Park
Ryan Follis - Midland Institute

Lindsey Waldroup - Law Office of James D. Stout
Morgan Arnold - ELM Elevated Local Marketing
Alfonso Palazzolo - CEO Alumni
Blayze Miller - Meeks Insurance
Mark Bowler - Bowler Performance Transmissions
Jessica Weesner - Power Branding
Tom Robinson - State Farm
Zane Parrott - Parrott Real Estate and Auction
Paige Harvey - Lawrence County Chamber

CEO PLEDGE CARD

If you are interested in supporting the Lawrence County CEO Class by becoming a Business Partner Investor, please use the form below. Thank you!



LAWRENCE COUNTY 

Name _____ Company Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

I wish to make a contribution to the Lawrence County CEO

_____ \$3,000 total - paid \$1,000 per year over a three-year period

_____ \$3,000 paid in full

Please check here if you would like to be invoiced.

Signature _____

Please make checks payable to: Lawrence County CEO 813 12th Street Lawrenceville, IL 62439 - Phone 618-943-3516.

CEO PLEDGE CARD



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FOR MORE INFORMATION

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