
SANGAMON VALLEY **CEO**[®]



21 ANNUAL
22 REPORT

CEO[®]

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Midland 
Institute for Entrepreneurship
AN ENTREPRENEURIAL
EDUCATION PARTNER

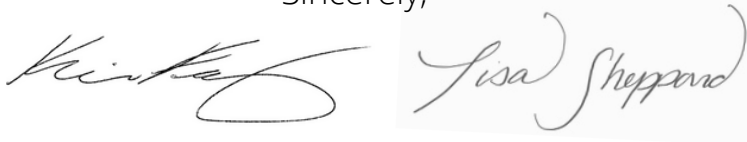
A word from SVCEO Board Chair and Facilitator:

In our 3rd year of the Sangamon Valley CEO program, we continue to see a beautiful partnership between students and local business leaders. Each year students grow in their confidence, business acumen and access to a local business network.

The backbone of CEO is the community of local businesses. Each year, as the CEO session draws to a close, students are complimented on their professionalism and presentation skills. Local business leaders play a valuable part in their growth as mentors, investors, site hosts, site visits, guest speakers and panel judges. Local businesses have the opportunity to train the next generation. These are partnerships that lead to retaining local talent and opportunities for internships and future employment.

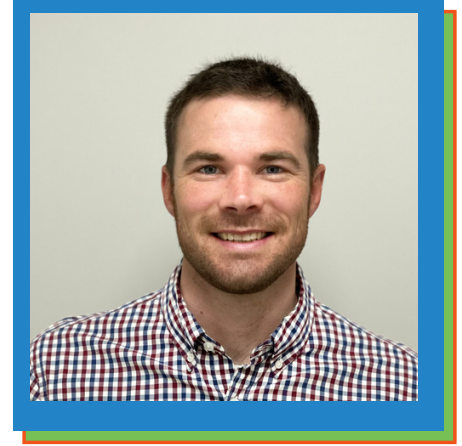
We are continuously grateful for the investment of our local businesses in the growth of future business leaders!

Sincerely,



Kevin Feeney
Board Chair

& Lisa Sheppard
Facilitator



Kevin Feeney, Bord Chair



Lisa Sheppard, Facilitator

MISSION

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

VISION

To be learners, owners, creators communicators and connectors

The CEO class embodies everything that our country was built upon.

The core principles of hard work, innovative thinking, and entrepreneurship are values that we experience every day through CEO.

Our Program Investors provide support to our community-driven program. An annual investment of \$1,000 provides the necessary resources for the current-year facilitator salary and operating expenses and ensures the sustainability of the Sangamon Valley CEO class for future students. Investors also contribute their time to the program.; hosting business visits, providing guest speakers and serving as mentors. All crucial to the success of Sangamon Valley CEO.

- 4MC Corporation
- AgCreate Solutions
Sarah Probst Miller, DMV
- AHW
- Argenta in Motion
- Bement Bancshares, Inc.
- Bement Foundation
- Brandon J. Hissong DMD
- Brinkoetter Realtors Key Team
- Bruce Wintersteen DDS
- Burgess & Cline INC
- CIM-TEK
- City of Monticello
- EdgeGuard
- First State Bank of Monticello
- Friends of Argenta
- Friends Creek Township
- Hedge to Edge Inc.
- John Schaefer
- John & Trixy Corley
- Karen & Dennis Freese
- Kelly's Accounting
- Kirby Medical Center
- Koester Homes
- Loman Ray Insurance Group
- MAEF
- MCK CPA's & Advisors
- Mike & Brittany Atwood
- Monticello Mercantile
- Monticello Rotary Club
- Outreach 101
- Petry-Kuhne
- Sav-Mor Pharmacy
- State Bank of Bement
- Steve & Marilyn Ayers
- Steve & Pam Tenhouse
- Steve & Roberta Sparenberg
- Subway
- The Gerber State Bank
- Top-Flight Grain
- Wells & Grabarczyk Attorneys

FRIENDS OF CEO

Friends of CEO give financial or in-kind gifts to the program in other amounts than the investor level:

- Ed & Sharon Williams
- First Light USA
- Hourglass Medical LLC
- Jeff Clodfelter
- Mike Heiniger
- Miller Tracy Braun Funk Miller
- Todd Henricks



WHAT IS CEO

Mentor Matching

Each student is paired with a professional mentor that meets with them once per month at our mentor meetings.

Business Visits & Guest speakers

CEO students interact with more than 70 area businesses. They tour facilities, interview business professionals and learn best business practices. Business visits and professional guest speakers provide an eye-opening experience, as students are able to explore and learn about local companies they have passed by all their lives. These interactions develop strong connections between our present and future business leaders.

Banker Day

Each student creates a business and financial plan for their individual business venture. Banker day affords students the opportunity to review their plan with several local bankers.

Shark Tank

Students pitch their individual business venture to a panel of local business sharks. Students gain valuable insight to improve and sustain their business.

CEO Trade Show

This annual event is the culmination of the CEO year, spotlighting the businesses created by each student.



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

A mentor is not someone who walks ahead of us and tells us how they did it.

A mentor is someone who walks alongside us to guide us on what we can do.

ED WILLIAMS
ROVING MENTOR

TIFFANY KOESTER
KOESTER HOMES

SCOTT BURNSMIER
SHIELD ILLINOIS

KELLEY LAWHORN
TOPFLIGHT GRAIN

MIKE HEINIGER
MIKE HEINIGER PHOTOGRAPHY



An important piece of the CEO experience is visiting local businesses. People drive by these locations daily without recognizing their contribution to the economic development of the area.

The group walks away with a changed mindset, never viewing the business the same way again.

- 4MC Corp
- AgCreate
- AHW
- Alexis Techmiller
- Andrew Buffenbarger
- Anne Matalonis
- Ayers Farms
- Baley Milton
- Bespoke Gift Co.
- BLDD
- Brand U LLC
- Brandon Wynn
- Briggs Fultz
- Brinkotter Key Team
- Burgess & Cline
- Callie McFarland
- Chris Rigsby
- Clanin Marketing
- Clarkson Grain
- Cookie Dough Cafe
- Doug Vilhard
- Edge Guard
- Edward Jones
- Ella Bailey
- Ethan Brakke
- First Light LLC
- Fultz Forge
- Hartfield Books
- Hedgerow Pottery
- Holly's Country Kitchen
- Howard Buffet
- Hourglass Medical



- Illini Grad Sales
- Julienne Shields
- Kelly's Accounting
- Ken Wright
- Kirby Medical Center
- Koester Homes
- Koss Family Farms
- Lamplight Stables
- Little Galilee-
Team Building- High Ropes
- Matt Kaufman
- Marc Sheppard
- Michelle Howe
- Mike Heiniger Photography
- Millikin Tabor School of Business
- Monticello Chamber of
Commerce
- Monticello Mercantile
- Nick Smith
- Outrajess Impact
- Piatt County Health
- Pies by Inge
- PreGame Sports
- Rory Vaden
- Santos McLeese
- Shannon Daugherty
- State Bank of Bement
- Sarah Miller
- Sarah Petty
- Sherry Waldrep
- Steve Tenhouse
- Tami Leischner
- Tim Sinclair
- Tara Grabarczyk
- Tony Pomonis
- Top Flight Grain
- Village of Argenta
- Vari-Fit
- Wells & Grabarczyk
Attorneys at Law
- WHOW





Rosa Baker

The Fudge Bar, created by Rosa Baker, is a bakery business that offers four delicious flavors of fudge. Our portions include individual pieces, half-pound, and full-pound options. Unlike other ordinary brands, The Fudge Bar's treats contain only five ingredients or less and list the contents included with each product. You can feel good about treating yourself with our simple ingredients! You can find us on FaceBook and Instagram @TheFudgeBarSVCEO.

the
fudge
bar



Abby Lambert

Paramania creates handmade products that help you express your true colors. These products consist of four different sizes of bracelets along with keychains, both of which can either be a single color or two colors. All of their products are made from 550 type paracord that has 7 inner core strands for extra durability. You can find out more about these products on Facebook and Instagram @Paramania.rose or contact them via email paramania.rose22@gmail.com .



Ethan Robson

BTD Graphics, created by Ethan Robson, is a graphic design company that provides high-quality graphics to clients in all different industries. Founded in 2016, BTDgraphics has continued to pride itself on delivering high-quality graphics and logos to help elevate the client's brand. Follow them on Instagram @BTDgraphics.



Jaxon Trent

With the new era of marketing moving to places like Tik Tok, Instagram, and Facebook reels, it can be hard for businesses to keep up with the change. This is where 2 Camera Dudes comes into play. Founded by Jaxon Trent and Trevor Fox, 2 Camera Dudes provides videos that highlight the best qualities and attributes of your business and offers a different type of advertising. Connect with us at 2 Camera Dudes on Instagram or at jaxontrent217@gmail.com.





Kevin Feeney
Board Chair
Burgess & Cline Ins.



Sean German
Vice Chair
Argenta Oreana
Principal



Heather Lawhead
Treasurer
First State Bank
VP of Retail Banking



Callie McFarland
Secretary
City of Monticello, Dir of
Community Development



Shelley Beery
Monticello High School
Guidance Counselor



Adam Clapp
Monticello High School
Principal



Karen Freese
Lamplight Stables
Owner



Doug Kepley
Bement High School
Principal



Cindy Luedke
Village of Argenta
Mayor



Jeremy Rodebaugh
Cerro Gordo High School
Principal



Steve Tenhouse
Kirby Medical Center
CEO



Ken Wright
State Bank of Bement
President

We are grateful for a board that serves to provide direction for the CEO program. Each member invests their time and wealth of knowledge to make the program a success. This year the board worked to gain 501 (c)(3) status for the program, were the review panel for the board pitch and distributing individual business grants, as well as secured investors for the health and continuation of SVCEO.

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www.sangamonvalleyceo.com
facilitator@sangamonvalleyceo.com
Email for more information

Group Business Venture Mini Swingz

On January 2, 2022, Students planned, funded & executed their group business venture Mini Swingz. Students are responsible for every aspect of the venture. Mini Swingz was an indoor mini-golf event designed to bring the community & families together. Proceeds from the class business venture become seed money for the individual businesses later in the semester. Students did an excellent job putting on an event enjoyed by many!



Presenting Sponsors:



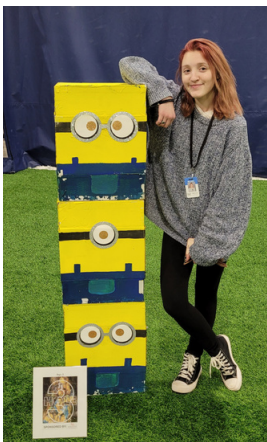
Sponsors:



PREGAME SPORTS



Tomorrow's Solutions Today



"While coming into this class as a senior might look intimidating, you quickly realize it is not. CEO is a top ranked national organization that helps prepare high school students for life outside of the classroom and into the real world. This program does a great job of getting you outside your comfort zone and having you try new activities that will help prepare you for a successful year. Being able to communicate with local business owners for potential sponsorships, monitoring and managing finances, running your own business, and being mentored by local business professionals are a few of the activities that students will do throughout the year. The CEO program does a fantastic job inspiring and teaching young entrepreneurs about the entrepreneurial journey which therefore promotes the students to the next level."

-Ethan Robson Class Business Venture CEO



Class of 2021



Class of 2020



I want to make a contribution to the Sangamon Valley CEO Program!

I/we hereby agree to contribute the following (Please select all that apply):

- INVESTOR: \$1,000 a year for 3 years
- INVESTOR: \$3,000 one-time payment in full
- FRIEND OF CEO: Amount \$ _____
- MENTOR: Be paired with a student for the course of the class year so that they may call on me with questions and I may offer advice or other support as needed.
- HOST SITE: Provide a meeting place for 12 people for up to 9 weeks at a time.
- BUSINESS VISIT: The class may tour my business at least one time in the course of the class year. From 7:30-9:00 am
- GUEST SPEAKER: Volunteer to speak to the class about business skills or life skills

Please note if there are particular skills about which you would like to speak: _____

Name: _____

Business: _____

Address: _____

Email & Phone: _____

SANGAMON VALLEY

CREATING ENTREPRENEURIAL
OPPORTUNITIES

**Sangamon Valley CEO is a Non-Profit 501 (c)(3)
checks can be made payable to Sangamon Valley CEO**

**Return to: Heather Lawhead c/o First State Bank
201 W. Main St, Monticello, IL 61856 OR
hlawhead@fsbcorp.com**