
CREATING ENTREPRENEURIAL
OPPORTUNITIES

ANNUAL REPORT 2019-2020



FACILITATOR'S LETTER

What a year this has been! The inaugural session of the McDonough County CEO program has now come to an end. We first met this class of thirteen young people more than 9 months ago, and it has truly been a pleasure to watch them develop their personalities, their work ethic, their skill set and their relationships with each other and the community.

They learned to communicate professionally, to negotiate, to network, to strike deals and to brainstorm. They benefitted from meaningful interactions with business leaders in our area who served as teachers, mentors, investors, and friends. We visited dozens of area businesses and learned to pivot when the unexpected happened. We developed unique bonds across three different school districts and learned to work as a team to accomplish unbelievable goals.

We found time to laugh and cry, to play hilarious skill-building games, and even to enjoy a memorable full-day trip to Peoria to meet with outstanding business contacts and to “research” an Escape Room for ourselves. This helpful research resulted in an incredible class business during the month of February: the Return to the Roaring 20s pop-up Escape Room in Macomb.

Even though COVID-19 derailed the students’ plans to successfully launch individual businesses at a Trade Show, all of them completed detailed business plans and several innovative businesses are already off the ground. I hope that you are following their stories and progress on social media (@mcdonoughcountyceo) to see what amazing things this energetic group of young people has accomplished.

This has been an unusual year for many reasons, and our first group of alumni will have many memories from this time. It has been an overwhelming joy for me to work with these students every single day. They came into the program as interesting, driven and creative teenagers, and are leaving it as polished, accomplished adults. We have all benefitted from the amazing support our community has shown to us. My heartfelt thanks to the Board of Directors, the Investors and Friends, our mentors, speakers, tour hosts, school districts, and community leaders who have made it a point to give so generously to our students all year, and to pivot so graciously with us as we moved to a virtual format in March.

Finally, my deepest gratitude goes to the thirteen amazing young entrepreneurs who took this journey with me, who have worked so hard to accomplish great things, who will be an inspiration to subsequent classes of Entrepreneurs in our program, and who met the challenges of this year with grace, creativity and purpose. Our community is better because you are in it, and we are so excited to see where your journeys lead.

Thank you all for a fantastic year,



A handwritten signature in black ink that reads "Christina Helman". The signature is written in a cursive, flowing style.

McDonough County CEO Facilitator

THE STUDENTS



JOSH BRYAN

I am a junior at Macomb High School. I play soccer and basketball. I also work at Hy-Vee and enjoy spending time with my friends. I am excited to be a part of CEO and learning what it takes to run a business.



KASSIDY CARSON

I am a junior at West Prairie High School in Sciota. In my school, I am involved in Drama club and have hopes of being in Scholastic bowl. In my free time I enjoy photography and art. This year through the CEO program I hope to become more comfortable with public speaking. I also want to get a better understanding of how businesses work as well as how to run a full functioning business. One day I hope to run my own business and believe that through the CEO program, I will be able to get an inside look on how a successful business runs and thrives.



MAKENZIE CASE 

I am a senior at Macomb High School. I enjoy reading, writing, baking, hiking, acting, and listening to classic rock. I am a part of the MHS Thespians troupe as well as the MHS Swim team. I am taking the CEO program to learn more about what life will be like running a business.



NATE CLARK

I am a junior at Macomb High School who is eager to learn about entrepreneurship and investing. This past summer I started a lawn care business which has helped me to learn the value of hard work. During the school year I am involved in many sports including soccer, wrestling, and track and I also enjoy playing ice hockey with my dad. I plan to establish many business connections through CEO and learn the necessary skills to eventually run a successful large-scale business.

THE STUDENTS



JOSHUA LOCKHART 

I am a senior at Macomb High School. I am an extrovert who is always away from home. I keep busy by hanging out with friends, playing baseball and football, and leading the student section for the Bombers. I hope to learn throughout the year how to better myself in business and in life.



PEYTON MALONEY

I am a junior at Bushnell-Prairie City High School. Some of my hobbies include theater, going on mission trips, watching Marvel movies, attending and junior-counseling at Faith Bible Camp. By being part of the CEO program I hope to gain knowledge and understanding of how the business/adult world really is.



JENNA NELSON

I am a junior at West Prairie High School. I'm very active in FFA, Scholastic Bowl, and my school's Drama Club. I also play the saxophone for my high school band. I really enjoy listening to music as well as playing several instruments like the piano, guitar, and saxophone. At home, I have three dogs that I love with all my heart. I also like to spend time with my family doing things like going bowling and going to the movies. I'm really excited about the CEO program and looking forward to learning how the business world works. I'm also eager to learn professionalism and other mannerisms that should be used in a professional setting. I can't wait to learn all of the things the CEO program has in store.



ASIA PETTIGREW 

I am a senior at Macomb High school. I like to travel all over the world. I love to sing, listen to music, and practice different vocal techniques. After graduation I want to pursue a career in the medical field and then go on to be an opera singer. The biggest thing I hope to take away from the CEO program is a way to develop skills. I love any form of a challenge; in every profession challenges and obstacles will be included. Being a leader entails being able to listen to others, hear new ideas, and problem-solve. I feel that the CEO program will be very beneficial to my overall growth and development as a student and a professional. I also really enjoy the outside-of-the-classroom setting that each session takes place in. It is like learning outside of the box.

THE STUDENTS



JORDAN ROUSE 

I am a Senior at Macomb High School. I am in a variety of extracurriculars including theatre, Rotary Interact, Ecology Club, Scholastic Bowl, Speech Team, and various singing groups. In my free time, I like to read, watch movies, swim, and spend time with my family and friends. I came into this course unsure of what to expect, but I am excited for the friendships I will form, the lessons I will learn, and for what will come throughout the following year.



JENNA SPANGLER

I'm a junior at B-PC High School where I'm active in music and FFA, serving as a chapter officer. I enjoy showing cattle, playing piano, singing, youth group and spending time with friends and family. During my time in CEO, I look forward to building business and communication skills, while forging long-lasting relationships with community members.



KARLY TEEL

I am a junior at West Prairie High School. Some things that I am involved in are FFA, chorus, Scholastic Bowl, and Drama Club. Some hobbies that I am into are swimming, riding horses, playing piano, trying to play guitar, and most of all I love to sing. One thing that I hope to get out of this year is to be able to develop skills that I need to be a functioning professional woman so that I can do more things than I can right now. I also hope to be more confident to become a great leader in life.



HAILEY WALTERS 

I am 17 years old and a senior at Bushnell Prairie City High School this year. I am involved in many different extracurricular activities such as: competitive dance, FFA, cheer, 4-H, and shooting sports. Some of my hobbies include, but are not limited to, dancing, baking, and helping out on the family farm. What I plan on taking away from this class is a better understanding of how the business industry works, so I can apply it to my own business one day. My plans after high school are to continue schooling at Oklahoma State University and major in Agricultural Business: Farm and Ranch Management with a minor in Dance Management.

STUDENT BUSINESSES

BELLE & BROTHERS HOME & LAWN SERVICES

Josh Bryan + Nate Clark

SVECHA CANDLES

Kassidy Carson

PURELY BODY BATH & BODY PRODUCTS

Makenzie Case

JOSHWASH POWER WASHING

Josh Lockhart

PRESTO PASTA!

Jenna Nelson

MALONEY SPECIALTY FLOOR CLEANING

Peyton Maloney

SERENITY BOUTIQUE

Asia Pettigrew

STRAIGHT TO THE STARS TUTORING

Jordan Rouse

JENNA LOU'S HOMEMADE ICE CREAM

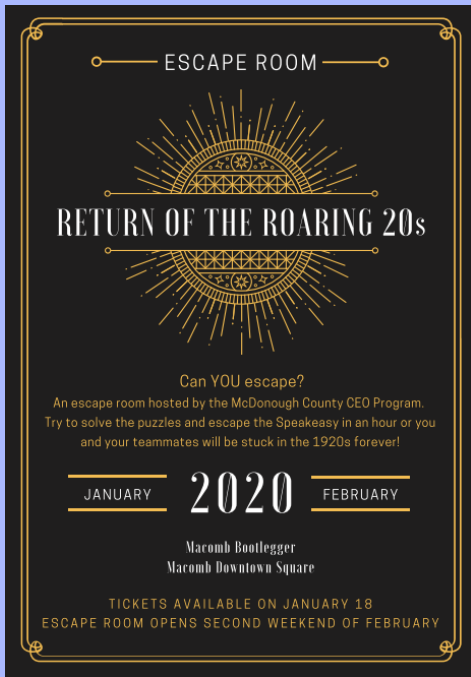
Jenna Spangler

COZY COMFORT ACTIVITY BLANKETS

Karly Teel

EATS & TREATS BAKERY

Hailey Walters



CLASS BUSINESS

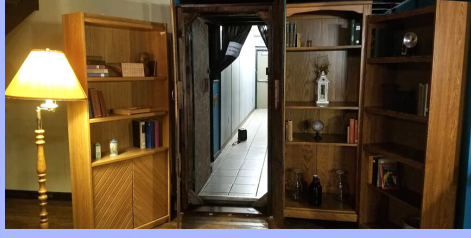
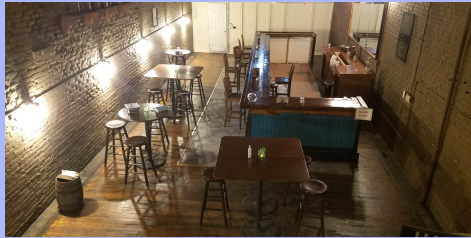
Who doesn't like a good puzzle?

In February the students opened a highly successful pop-up Escape Room on the Macomb Square. An escape room is a game in which a team of players cooperatively discover clues, solve puzzles, and accomplish tasks in one or more rooms in order to progress and accomplish a specific goal in a limited amount of time. The goal of the "Return of the Roaring 20's" escape room was to escape from a 1920's speakeasy after a time machine malfunction stranded guests there.

This unique business was open Friday, Saturday, and Sunday through the month of February. Teams comprised of 2-10 players worked together to "escape" and nearly 600 adventurers managed to make it back from the past within the allotted one-hour time frame.

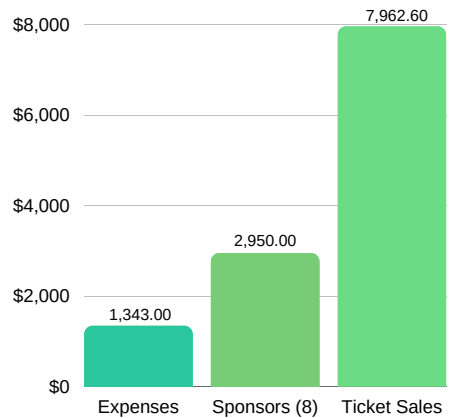
They planned, they wrote the story, they researched. They secured financial backing, they rented a building, they built walls and props. They built a website, they bought insurance, they advertised. They fought and reconciled. They chafed under leadership and leaned into it.

They worked. And worked. And worked. And ultimately made enough money to become official Investors in the CEO program that helped them build this dream, as well as provide funding for a grant program that gives funds back to these Entrepreneurs to start their own individual businesses.



SPONSORS

- All Pets Veterinary Clinic
- Arnold Brothers Heating & Cooling
- Cheryl + Lawson Barclay
- Dodsworth-Piper-Wallen Funeral Home
- Farmers & Merchants State Bank
- IMEG Corporation
- Macomb Park District
- Make Fit Happen
- Tim & Matt Kipling



CLASS ACTIVITIES

MENTOR MATCHING

CEO students and mentors spent a morning team building and networking as they began their professional relationships.

CEO TRADE SHOW / CEO CONVO

The capstone of our year was meant to be the launch of the Entrepreneurs' individual businesses at a county-wide Trade Show in May. The closures resulting from COVID-19 derailed those plans, but several students have been able to push forward and start the businesses that they worked so hard to achieve, and others are keeping their detailed business plans updated for a future launch. The CEO Convo, an online showcase of the entrepreneurs' businesses, was held on June 17th via Facebook and Zoom.

CLASSES IN BOARD ROOMS

Because the CEO Program is not meant to feel like school, daily activities were held in board rooms and spaces located in three area businesses: McDonough Telephone Cooperative in Colchester, Citizens Bank in Macomb, and Teller's Event Space in Bushnell. These companies generously offered us professional meeting places for months at a time that served as our "home base" between site visits and other activities.

BUSINESS VISITS

CEO students visited more than 40 area business where they toured facilities and learned key business concepts from owners, managers, and employees.

PROFESSIONAL GUEST SPEAKERS

Local business leaders and business owners spoke to the CEO students on a variety of entrepreneurial and general business topics including: customer service, marketing, finance, franchising, and management.

STUDENTS AS INVESTORS

With the overwhelming success of their pop-up escape room, our young entrepreneurs worked with the board of directors to decide what to do with the profit they earned. Some of it was placed into a grant program to help launch their individual businesses, but the students felt compelled to give back to the program which had served them so well. With their contribution of \$3,000, the Class of 2020 became official investors in the program, benefitting three years of future entrepreneurs who will come after them.



2019-2020 MENTORS



JOHN ARMSTRONG

First Bankers Trust Company



KRISTEN CONRAD

Make Fit Happen



JILL COOK

McDonough District Hospital

SUSAN CREASEY

Western Illinois University



SARAH GRANT

McDonough County Farm Bureau

COLBY HUNT

Hunt Farm

ROBERT JOHNSON

Bridgeway

RACHEL KERNS

McDonough Telephone Cooperative



BRIAN KINMAN

Arnold Brothers Heating & Cooling

TODD LESTER

Citizens Bank

ERIC MOE

IMEG Corporation

ABRAM OLSEN

Country Financial



CHRISTEN OSBORNE

Wildest Dreams Boutique

CLASS VISITS & TOURS

AVON

CL Anderson & Associates, PC
Push & Pray Hideaway
Storm Shelter Pub

BUSHNELL

Bubba Hub Trading Post
Bushnell Family Dentistry
Bushnell Recreation Center
Chelsea Teel Yoga & Naturals
MidState Graphics
Midwest Control Products/Steinjager
Promisson Automotive Services Center
Raritan State Bank Bushnell Banking Center
Teller's Event Space
Vaughn & Bushnell Manufacturing Co.
Wildest Dreams Boutique

COLCHESTER

Hickory Grove Farm
McDonough Telephone Cooperative
Monk River Bicycle

MACOMB

Arnold Brothers Heating & Cooling
Citizens Bank
Dodsworth Piper Wallen Funeral Home
Forgottonia Brewing
Horn Field Campus
Hy-Vee, Inc.
Lakeview Nature Center
Trademark, Copyright & Patent Resource Center/Leslie F. Malpass Library

MACOMB *cont'd*

Macomb Area Economic Development Corporation
Macomb Municipal Airport
Make Fit Happen
McDonald's West
McDonough District Hospital
McDonough Power Cooperative
Old Dairy
Spoon River College Community Outreach Center
Taylor's Hall
The Crafty Coop
Western Illinois Museum

PEORIA

Altorfer CAT
Escape 60
The Nest Coworking

ROSEVILLE

Camp's Orchard



GUEST SPEAKERS

Abram Olson, Country Financial

Alicia McCabe, Mosaic

Andrew Nqui, Greater Peoria Economic Development Council

Anne Raisor, Artful Creations

Beau Ingledue, Purdum, Gray, Ingledue, Beck

Bruce Western, Western Illinois University

Chris Setti, Greater Peoria Economic Development Council

Darcie Shinberger, Western Illinois University

Devin Kozicki, Mosaic

Hannah Spangler, University of Illinois Student

Honey Zimmerman, Western Illinois University

Jake Hamann, Peoria Innovation Alliance

Jennifer Dailey, Mosaic

Jill Tracy, State Senator District #47

Jim Boyd, Western Illinois University Small Business Development Center

Julie-Anne Pickett, IPI Wealth Management

Kari Jo Kelso, Rosebud's Tees

Kaitly Spangler, Illinois Farm Bureau

Kim Pierce, Macomb Area Economic Development Corporation

Laura Leezer, Citizens Bank

Lauren Merritt, Macomb Area Chamber of Commerce

Michelle Howe, Western Illinois University

Mike Eddy, Citizens Insurance (an Unland Company)

Norine Hammond, State Representative District #94

Rachel Lenz, Macomb Park District

Reuben Cummings, Nerevu Analytics

Dr. Richard Iverson, McDonough District Hospital

Ryan Hunt, Western Illinois University

Sarah Grant, McDonough County Farm Bureau

Sean Park, Western Illinois University Illinois Institute for Rural Affairs

Stephanie Zimmerman, Stephanie Zimmerman Photography

Taylor Hanneman, Altorfer CAT

Todd Lester, Citizens Bank

Will Seaton, Bridgewater Associates

2019-2020 DIRECTORS

RACHEL LENZ, CHAIRMAN

Macomb Park District

KIM PIERCE, VICE-CHAIRMAN

Macomb Area Economic Development Corporation

TODD LESTER, TREASURER

Citizens Bank (A Division of Morton)

KELLY HAMM, SECRETARY

McDonough Power Cooperative

SARAH GRANT

McDonough County Farm Bureau

HONEY ZIMMERMAN

WIU Assistant Professor

WILL URISH

Business Owner

CHAD COX

West-Prairie High School CUSD# 103

SHAWNEE HUSTON

Macomb High School CUSD# 185

KATHY DINGER

Bushnell-Prairie City High School CUSD# 170

HOLLY SPANGLER

Prairie Farmer

ADMINISTRATIVE AGENT

Regional Office of Education #26

FISCAL AGENT

Macomb Area Economic Development Corporation



INVESTORS FRIENDS

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

Bushnell Chamber of Commerce
Chris Merrett
City of Colchester
Compeer Financial
Colchester State Bank
Country Financial
Cory Clem - Edward Jones Financial Advisor
Joe Rives
Macomb Kiwanis Club
Macomb/Bushnell Enterprise Zone
Macomb Area Economic Development Corporation
Macomb Morning Rotary
Macomb Noon Rotary
McDonough County
State Bank of Industry
Tracy Family Foundation
Wyffels Hybrids
Yetter Manufacturing, Inc
Seth & Jessica Lambert
Eric & Honey Zimmerman

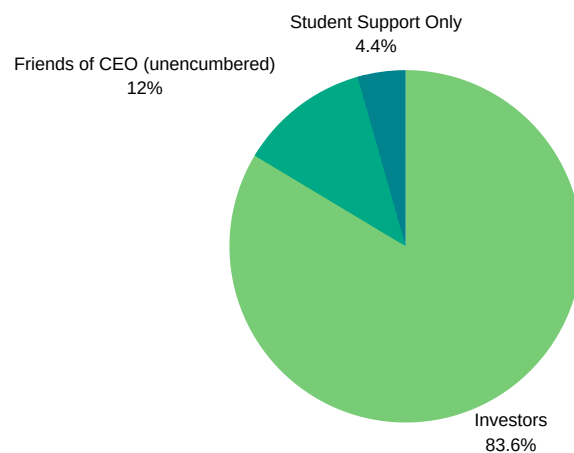
thank
you

*Investor: A \$1000 donation per year for three years
Friend: A single donation of \$1000 or less for one year
OR a donation less than \$1000 per year for 3 years.*

2019-2020 FINANCIALS

REVENUE

Investors (38)	38,000.00
Friends of CEO (<i>unencumbered</i>)	5,450.00
Friends of CEO (<i>student support only</i>)	<u>2,000.00</u>
TOTAL REVENUE	\$ 45,450.00



EXPENSES

Facilitator Salary + Withholding	26,998.04
Midland Institute Annual Fee	5,000.00
Support Materials/Office Supplies	188.86
Annual Report	150.00
Trade Show	0.00
Travel + Training (MIE)	440.52
Insurance (D&O + General Liability)	816.00
Alumni Events + Student Orientation + Investor Care/Socials	589.12
Fiscal Agent Fee (MAEDCO)	0.00
Administrative Agent Fee (ROE)	807.24
Student Business Dress	0.00
Student Transportation (Gas Cards)	400.00
TOTAL EXPENSES	<u>\$ 35,389.78</u>
VARIANCE	\$ 10,060.22

MCDONOUGH COUNTY PLEDGE CARD



If you are interested in supporting the McDonough County CEO Program, please use the form below.

I want to be an investor in the 2021-2023 McDonough County CEO Program:
\$3,000 total - Paid \$1,000 per year over a 3-Year Period (you will be invoiced annually).

Here is my gift in support of the McDonough County CEO Program: \$ _____

I would like to: _____ Be a Mentor _____ Host the Class at My Business
 _____ Be a Guest Speaker _____ Give a Business Tour

Name

Phone

Email

Company

Address

City

State

Zip

Signature

Date

Please Return and Make Checks Payable To:

McDonough County CEO

c/o MAEDCO

1406 East Carroll Street,

Macomb, Illinois 61455

MAEDCO is the fiscal agent for the McDonough County CEO Program. All contributions are tax deductible under its 501(c)3 status.

CREATING ENTREPRENEURIAL
OPPORTUNITIES

STAY IN TOUCH



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



facilitator@mcdonoughcountyceo.com

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MAGUIRE AREA ECONOMIC DEVELOPMENT CORPORATION