

2020-2021 ANNUAL REPORT

UNION COUNTY **CEO**[®]



WWW.UNIONCOUNTYCEO.COM

OUR MISSION

We will prepare our youth to be responsible, enterprising individuals who become entrepreneurs or entrepreneurial thinkers and contribute to the economic development and sustainability of Union County, Illinois. It is our hope that these young entrepreneurs will follow in the footsteps of our business and community leaders, and will reside, work, raise families, and continue to give back to our community.

WHAT IS



Creating Entrepreneurial Opportunities (CEO) provides Union County High School Students real life opportunities to develop their skills in problem solving, teamwork, self-motivation, responsibility, critical thinking, communication, and curiosity in this year long unique learning experience. Students visit area businesses, create and implement a class business, and develop business plans to start and operate their own small business as part of the CEO curriculum.

CEO is fully funded by individuals, organizations, and business investors allowing local high schools to give class credit for participation without impacting their budget. These investments allow us the opportunity to prepare the next generation to be future leaders who make a positive impact in their community and area of expertise.

CEO BY THE NUMBERS

1 school year

2 weighted class credits

90 minutes per day

50 programs in six states

6 years in Union County

61 total student participants

23 investors

3 classes are CEO investors

\$31,277 CEO Gives Back



A NOTE FROM OUR FACILITATOR MELANIE SMITH

My first year as the CEO facilitator has been simply amazing. The fact that we started the year in the same pandemic that the previous year ended in was a shock and disappointment to everyone. It was “The Year of the Mask”. Even though the pandemic and circumstances relating to it made this year more challenging, the schools, businesses and community came together to ensure that the UCCEO team had a great year! Many times, the 2021 team members expressed how grateful they were to have the CEO experience. CEO was the most consistent “normal” activity they could count on in a year of virtual learning and canceled sports seasons, concerts, dances, and the many other activities that could not be held.

I cannot fully express how much this community supports the UCCEO program. By investing in our program financially, providing space for us to meet; inviting us in for site visits; coming to us as guest speakers; purchasing ads to support our business ventures; donating time, materials, knowledge; and sharing our posts on social media, this community has our back and the benefits to the UCCEO team members are immeasurable!

In those team members, I saw tremendous growth, maturity, awareness, and gratitude on so many levels! Over and over in their journals, they wrote about the amazing support, encouragement and appreciation for the people and places we visited and learned about. Many times, they mentioned how they did not realize how many opportunities there are right here in their hometowns. I have lived and worked in Union County for the past 25 years and thought I knew much about the people and businesses that call Union County home, but there is more to Union County than I ever imagined. Don't EVER think that this program isn't life changing. It absolutely is, and the team members recognize it!

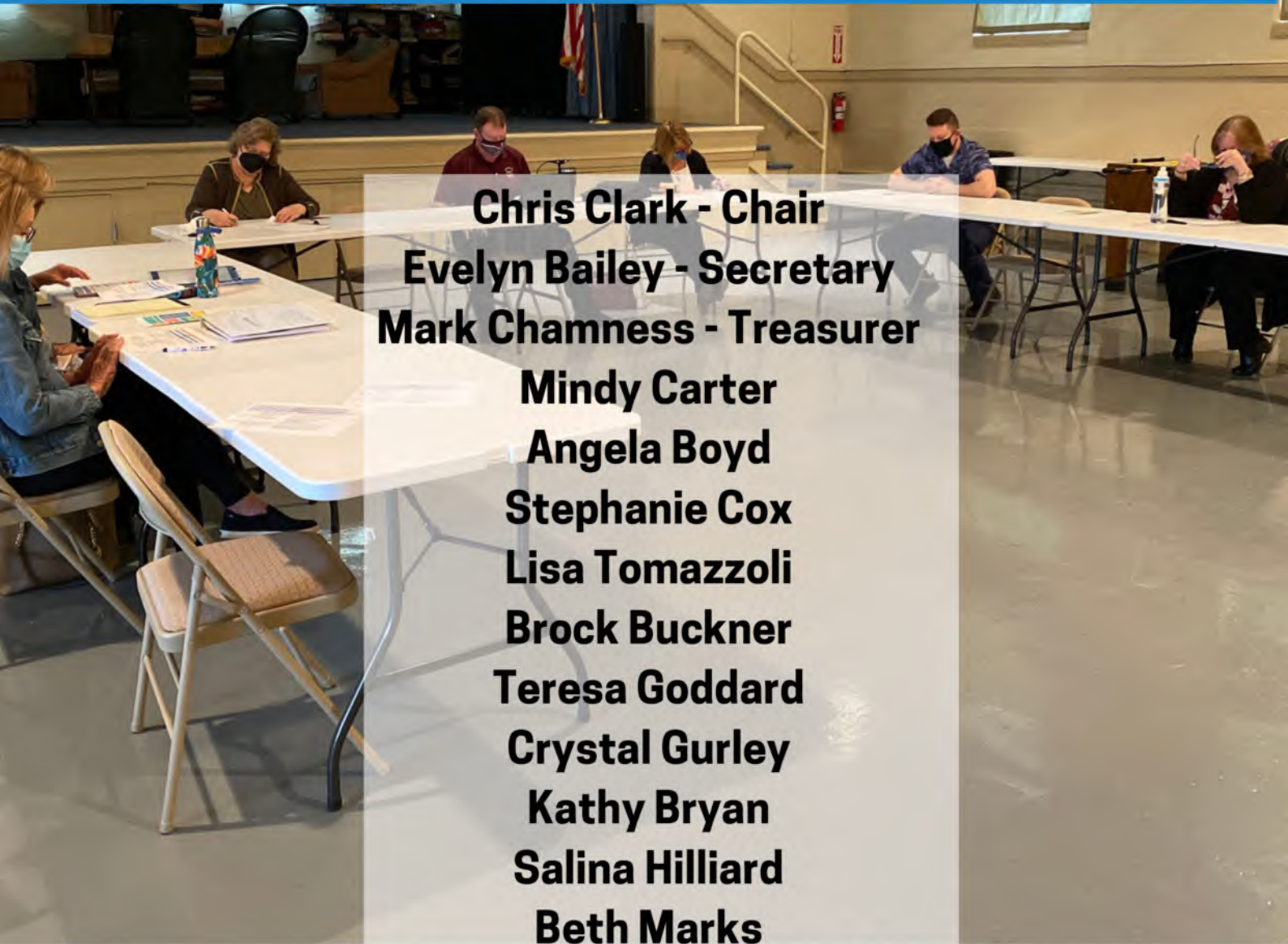
There are so many people I want to thank for their support, guidance, and encouragement: the Advisory Board that is committed to not just monthly meetings, but to pitch in wherever they are needed to help; the businesspeople and community leaders who welcomed us with open arms; and the many community members who heard of or saw a need and reached out to offer help. From the bottom of my heart, Thank You! You are all investing in the future of Union County.



Melanie Smith

Program Facilitator | Union County CEO
facilitator@unioncountyceo.org

BOARD MEMBERS



Chris Clark - Chair
Evelyn Bailey - Secretary
Mark Chamness - Treasurer
Mindy Carter
Angela Boyd
Stephanie Cox
Lisa Tomazzoli
Brock Buckner
Teresa Goddard
Crystal Gurley
Kathy Bryan
Salina Hilliard
Beth Marks



Natalie McLean-Miller
April Reiman

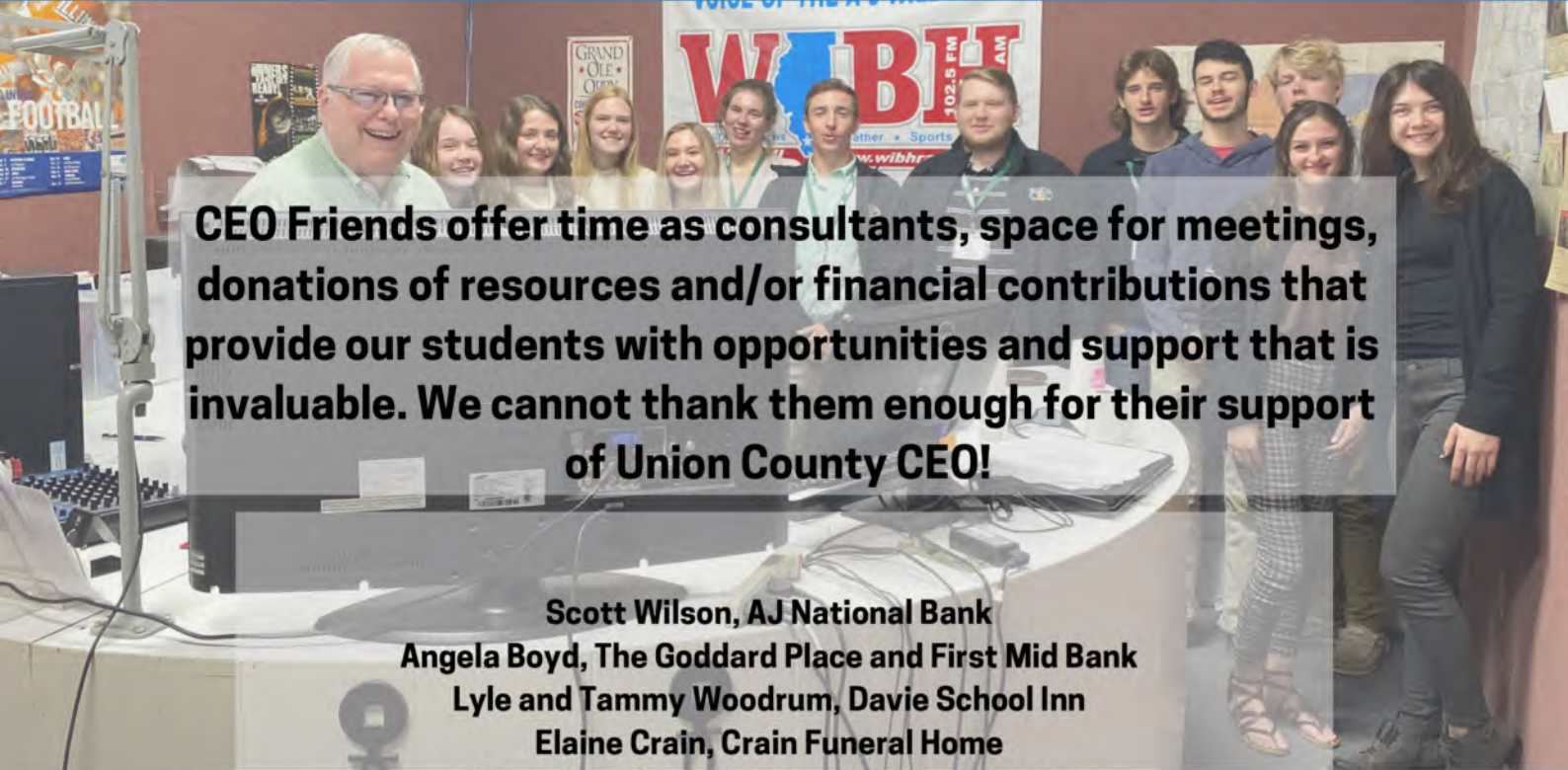


INVESTORS

Investors truly make the difference for us, and we are extremely grateful! Their generous support allows the mission and tradition of the CEO Program to continue in Union County. Thank you for the impact your support has on the students in our community.

Anna State Bank, Jon Vicenzi & Board
AJ National Bank, Scott Wilson & Board/Representatives
SIU Credit Union, Kim Babington
The Bailey Family, Bill & Evelyn Bailey, Darren & Lindsey Bailey
The City of Anna, Dori Bigler & the City Council
US Bank, Glenda Boone
Whitney Accounting, Mark Chamness
Country Financial, Charlotte Clover & Danielle Stevens
Union County Economic Development /Chamber of Commerce,
Stephanie Cox, President
Masters Choice, Lyn & Paula Crabtree
Union County Hospital, James Farris
Rusty's Home Center, Rusty & Toni Flamm
Wright Brothers/Rod's Towing, Crystal Gurley
Gurley & Son Heating & Air, BUMPER Gurley
Union County Technology Solutions, Robin & Rollie Hawk
SIH Anna Primary Care, Stephany Hoehner
Union County Government, Angela Johnson & Commissioners
Walmart, Alan Kimmel
Union County Women in Business, Leni Lambdin, President
Moreland Eyecare, Amber Moreland
E.T. Simonds Construction, Beck Simonds
Mike & Kathy Stegle
Cobden Civic and Industrial Foundation, Debbie Stroehlien & Members
CEO Class of 2019
CEO Class of 2021

FRIENDS



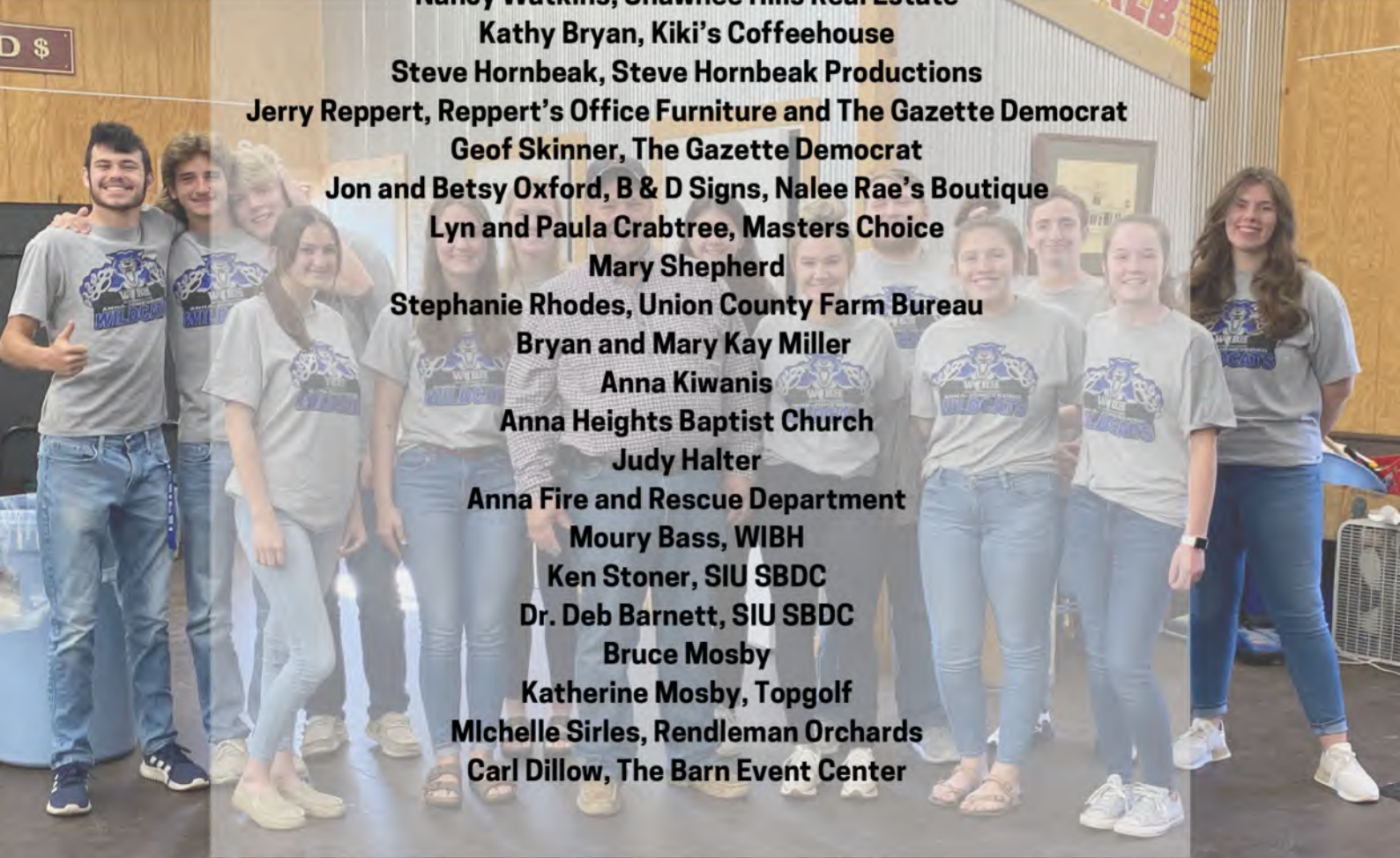
CEO Friends offer time as consultants, space for meetings, donations of resources and/or financial contributions that provide our students with opportunities and support that is invaluable. We cannot thank them enough for their support of Union County CEO!

**Scott Wilson, AJ National Bank
Angela Boyd, The Goddard Place and First Mid Bank
Lyle and Tammy Woodrum, Davie School Inn
Elaine Crain, Crain Funeral Home
Nancy Watkins, Shawnee Hills Real Estate**

**Kathy Bryan, Kiki's Coffeehouse
Steve Hornbeak, Steve Hornbeak Productions
Jerry Reppert, Reppert's Office Furniture and The Gazette Democrat
Geof Skinner, The Gazette Democrat
Jon and Betsy Oxford, B & D Signs, Nalee Rae's Boutique
Lyn and Paula Crabtree, Masters Choice
Mary Shepherd**

**Stephanie Rhodes, Union County Farm Bureau
Bryan and Mary Kay Miller
Anna Kiwanis
Anna Heights Baptist Church
Judy Halter**

**Anna Fire and Rescue Department
Moury Bass, WIBH
Ken Stoner, SIU SBDC
Dr. Deb Barnett, SIU SBDC
Bruce Mosby
Katherine Mosby, Topgolf
Michelle Sirles, Rendleman Orchards
Carl Dillow, The Barn Event Center**



HOME BASE

UNION COUNTY
C **E** 
MEETS HERE

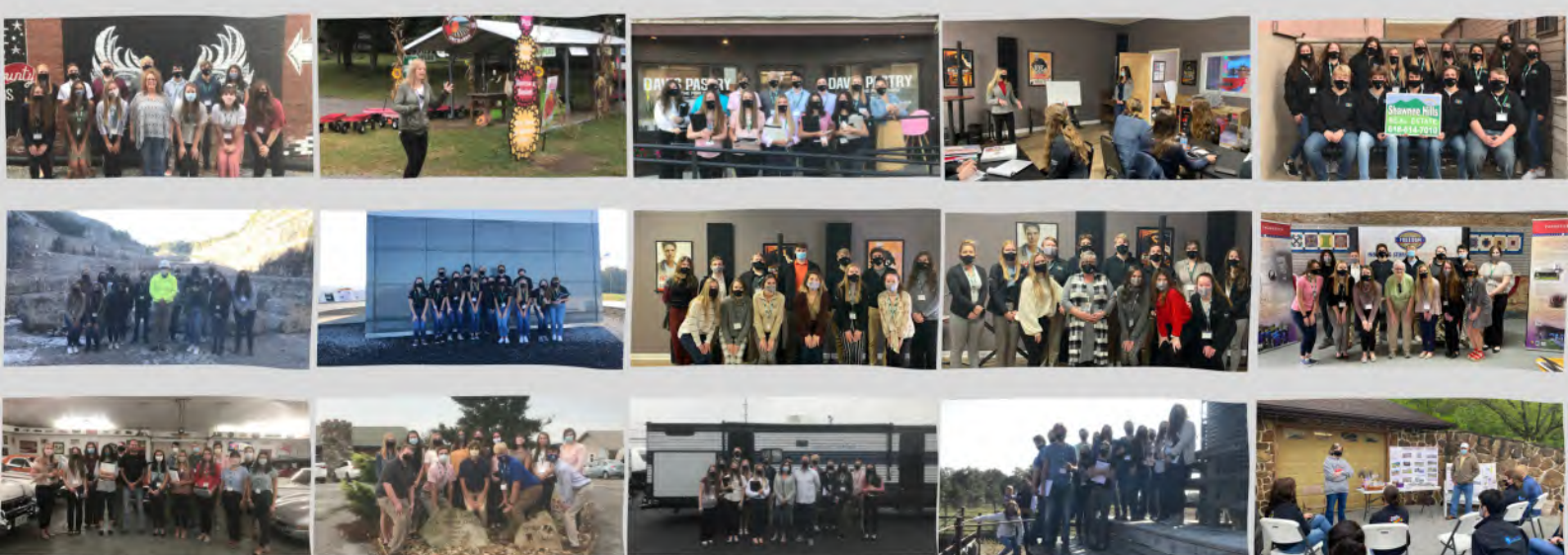
During a typical CEO week, our goal is to visit 2-3 businesses. The other days, we need a place for Team Meetings. In these meetings, we discuss our business visits, work on projects, do team building activities and more. We strive to give the students a variety of settings to offer them the opportunity to experience different business environments. The following businesses offered their facilities to us this past year, and we want to thank and recognize them for their generous hospitality!

**Grassy Lake Hunting Club
Shawnee Hills Real Estate
Steve Hornbeak Productions
Kiki's Coffeehouse
Anna Fire and Rescue Department
Masters Choice
Union County Farm Bureau**

BUSINESS VISITS & SPEAKERS

Kathy Bryan Kiki's Coffee House
 Curtis Walker Curt's Classics
 Bill Ecker Bill Ecker/State Farm
 Collin Cain Grassy Lake Hunting Club
 Jeff Flamm Flamm Orchards
 Randy Lambdin Lambdin Farms
 Evelyn Bailey UCCEO Board Member
 Brian Croft SIU Touch of Nature Environmental Center
 Tanya Loveless Annabelle Market
 Brooke O'Reilly Davis Pastry Shop
 Jay Boyd Shawnee Hills EBike Rentals
 Rusty Flamm Rusty's Home Center
 Rachel Richey SIU School of Business
 Carol Hoffman SouthernMost Illinois Tourism
 Ken Frick TriState RV
 Wayne & Michelle Sirls Rendleman Orchards
 Beck Simonds ET Simonds
 Will Pyatt Anna Quarry
 Jenny Schroeder Peachbarn Winery & Cafe
 Colton Penrod Schaefer Excavating
 Margaret Howell Bison Bluff Farms
 Bill Abernathy Shawnee Surveying
 Jennifer Wendt First Mid Bank & Trust
 Angela Boyd First Mid Bank & Trust
 John Nimmo Leadership Lived
 Teresa Gilbert Bald Knob Cross
 Tanya Loveless Doc's Lake Side Cabin
 Susan Odum U of I Extension
 Mark Chamness Whitney Accounting
 Stephanie Cox AJ National Bank
 Stan & Jim Fuller Jim & Dots
 Sam O'Neal Union County Market
 Ken Stoner SIU Small Business Development Center
 Dr. Deb Barnett SIU Small Business Development Center
 Kim Babington SIU Credit Union
 Drake Roach CEO Alum
 Alex Remsey CEO Alum
 Joe Brumleve CEO Alum
 Kelli Wood Edward Jones
 Kent Probst Midland Institute
 Amy Tarr Midland Institute
 Tom Harness Harness Digital Marketing

Dr. Pamela Hunter-Reach Union County Hospital
 Dr. Bj Reach Union County Hospital
 Brock Buckner Little Egypt Mosquito Co
 Lyn & Andrew Crabtree Masters Choice
 Chris Egelston Chris Egleston Entertainment
 Melanie Lasley AJ National Bank
 Sharon Laster First Class Cookies
 Theresa Goddard First Class Cookies
 Travis Holtkamp Country Financial
 Danielle Stevens Country Financial
 Stephanie Cox AJ National Bank
 Mindy Schultz AJ National Bank
 Stephanie Rhodes Union County Farm Bureau
 Leni Lambdin Parrish & Lambdin
 Mary Kay Miller H & R Block
 Brent Goforth SIEC
 David Carter Anna State Bank
 Greg George Anna State Bank
 Kati Denny AJ National Bank
 Charlotte Clover Country Financial
 Kelli Wood Edward Jones
 Mindy Carter UCCEO Board Member
 Rollie Hawk ArrowLeaf
 Larry Carter Retired Pharmaceutical Sales Representative
 Lee Hackney Anna Arts Center
 Casey Johnson AJ Water Commission
 Jim Farris Union County Hospital
 Sabrina Burkiewicz Illinois Farm Bureau
 Moury Bass WIBH
 Dori Bigler City of Anna
 Jon Vicenzi Anna State Bank
 Union County Women In Business
 Stephany Hoehner SIH Medical Group
 Amber Moreland Moreland Eyecare
 Bryan Crain Crain Funeral Home
 Lance Meisenheimer Union County Clerk
 Ginger Meyer Children's Medical/Mental Health Resource Network
 Doug & Charlotte Clover Shawnee Hills Lavender Farm
 Tara Davis The Iron Whisk





Olivia Capel

Olivia Capel graduated in the Class of 2021 at Anna-Jonesboro Community High School. At Anna-Jonesboro, Olivia was Senior Representative, the captain of the Lady Wildcat Basketball Team and the Treasurer for National Honor Society. She also participated in Beta Club, Student Council, The Blood Drive, ACES Team, Math Team, Mu Alpha Theta, Yearbook, FCA, Spanish Club, AJCHS Musicals, and Girl Scouts. Olivia plans to pursue a major in Accounting with a minor in Business Management at Southern Illinois University-Carbondale.

Olivia's business, Olivia Capel Creations, has shown a great amount of success and is a way for individuals to gift a card that was handmade with love. This card business supplies the customers with unique and high-quality cards for an affordable price. Additional information will be found on the "Olivia Capel Creations" facebookpage or "olivia.capel.creations" Instagram page.

"Not only were we able to use these site visits and pieces of advice to begin our individual businesses, but ultimately find who we wanted to be Without the CEO Program I would have missed out on the biggest opportunity of my life. I am so appreciative to all of the people who have supported my business and our CEO program."



Aubrey Fisher

Aubrey graduated from Cobden High School. She was the IL Sr. Beta Club State Secretary, class president, Student Council president, FCS president, a Fellowship of Christian Athletes leader, and a member of ACES/Math Team. She also served on Senator Dale Fowler's Youth Advisory Council and the National Beta Student Advisory Council. Aubrey will be attending Washington University in St. Louis to major in neuroscience and minor in political science. Her dream is to follow this up with medical school.

Aubrey has always felt passionately about addressing the educational and opportunity-based disparities between small, rural schools and larger ones. Her business, Fisher Admissions Consulting, helps bridge that gap by offering affordable, reliable, and simplistic guidance to those seeking admission to a two-year university, four-year university, or trade school. She offers general consultations, SAT prep, financial aid help, and essay writing assistance. For a consultation, visit her website, fisheradmissionsconsulting.wordpress.com.

"CEO is a fantastic program, and I highly recommend it, even if you don't plan to major in business or go to college. It connects you with the surrounding community in impactful ways, brings you into a circle of driven individuals, and pushes you to achieve far more than you ever thought possible."

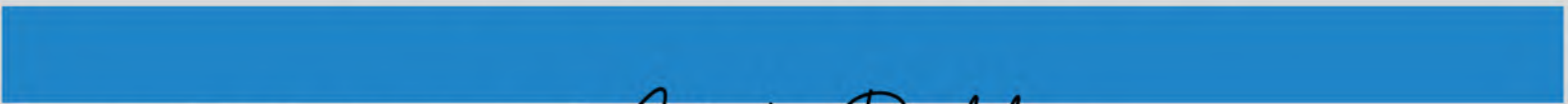


Nate Baggott

Nate Baggott is a 2021 graduate of Anna Jonesboro Community High School. Throughout high school, Nate participated in FBLA, FCA, and was Vice President of his senior class. He also played many sports including football, basketball, golf, and track. Nate was recently awarded team offensive MVP for football during the 2021 season. He works at the Integrity of Cobden watching the halls for them. In his free time, Nate enjoys spending time with his friends and doing things such as hiking and driving around. Nate has been accepted to lineman school in order to pursue a career as a lineman.

Nate's business is Grocery Grab and offers you the pleasure of relaxing at home while he goes to the store of your choice and grabs your groceries at a time saving pace for you. Grocery Grab is the best way a person can have groceries delivered to them without the hassle of getting out themselves.

"The Trade Show really showed how much our community supports CEO. Who would have guessed that we pack full a barn. I enjoyed talking to all the people and just sharing ideas of what they thought versus what I thought I should do. It was a good way to end out the year."



Nate Belcher

Nate Belcher is a graduate of Anna-Jonesboro Community High School class of 2021. He was the president of both his junior and senior class. He was involved in Beta Club, Spanish Club, FBLA, FCA, ACES, and Student Council. He was a four-year member and captain of the football team, a member of the basketball team, and the track team. He also completed a CNA class at Shawnee Community College. Nate enjoys spending his free time with friends and family and working on his Jeep. Nate plans to attend SEMO within the Pre-Med program, and eventually go to medical school to become a general physician.

Nate is the CEO of Belcher Lawn Care. It is a lawn care service based in Union County. He offers a high quality service for a price that's more affordable for all. He works with some other local businesses such as SI Pressure Washing. He wants to be someone his clients can rely on and trust and his focus is on creating a good relationship with his customers.

"I really truly appreciate all the things Melanie, the board, and anyone else who helped out, did for us to help us have an amazing year. CEO is by far, my favorite class I've taken. I appreciate everything I've gained and learned from this class and how it helped me develop as a person in just the span of a school year."

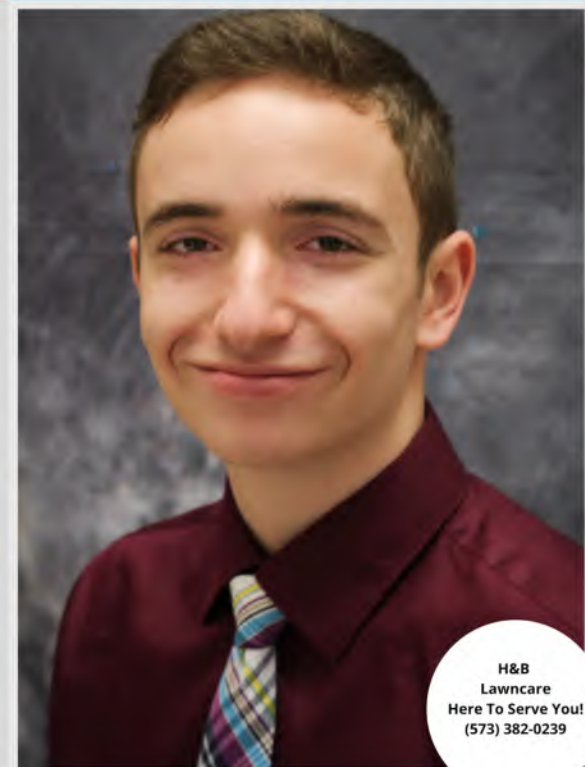


Julia Hall

Julia Hall is a member of the class of 2021 at Anna-Jonesboro High School where she participated in National Honor Society, Beta Club, Student Council, Spanish Club and was a leader of the FCA club. In addition, she was a member of the volleyball, cross country and track teams. In her spare time, she enjoys singing at local events, playing the piano, photographing friends and wedding showers, and spending time with friends and family. After high school she plans to attend Southeast Missouri University majoring in Business Administration.

Julia's Business, PBJ- photography by julia, is a business aimed at providing those high quality images for your event, family and more without the sacrifice of time and money so that those being photographed can live in their moment and enjoy it later through her photography. More in depth information on how to book your shoot today can be found on her Facebook and Instagram at PBJ- Photography by Julia.

"I would recommend the CEO class to other students because it will put them ahead in so many aspects of life by exposing them to the world of business, helping them network, and also by giving them that out of classroom experience that will prepare them for the future more than any typical class could. CEO is also a great tool to have when one is applying for colleges and taking on interviews because you will have already had so much experience with things of that nature."



Will Halter

Will Halter graduated in the Anna-Jonesboro Community High School class of 2021. At AJ, Will was a member of FCA and the soccer team. He was awarded with a gold semi-finalist placement at the Illinois Junior Academy of Science and won several contests in electric, metal, fine arts and crafts at the Union County Fair. Will is also very active in his church, Anna Heights Baptist Church. He's attended several mission trips nationally and internationally. Will Future plans are to enter the Air Force and then go to college to become an engineer.

H&B Lawncare is Will's business for CEO. Will has ran H&B Lawncare for the past four years and CEO has challenged him to officially add small tree removal and installing Christmas lights in the winter.

H&B Lawncare specializes in your typical services from mowing, weedeating, and mulching at an affordable price. The main thing that sets him apart from other Lawncare businesses is the time he takes to get to know his customers' everyday life and what they are passionate about.

"The Union County CEO program is a class that I would definitely recommend to future potential participants. The program has allowed me to make valuable connections with local business owners and people with experience in tons of different fields that I can contact anytime with any question. The connections and relationships you make in CEO can be used throughout your whole life."



Lexie Lingle

Lexie Lingle is in the graduating Class of 2021 at Anna-Jonesboro Community High School. At AJ, Lexie was the Blood Drive Coordinator for the American Red Cross, National Honor Society Vice-President, Class of 2021 Treasurer, and Student Council Treasurer. She was also in Beta Club, Mu Alpha Theta, ACES Team, Math Team, Spanish Club, the school musical, Yearbook, FCA, Varsity Cheerleading and Track & Field teams. Lexie plans to major in Accounting and minor in Business Management at Southern Illinois University Carbondale.

Lexie's individual business, Peace of Mind Home Services, is a while you're away service for when clients travel for vacation, work trips, or when they need someone to check on their homes. This service provides a schedule of visits to the home for a fee per day with services including bringing in mail, watering plants, and limited pet care. More information is available on Lexie's Facebook business page, Peace of Mind Home Services.

"When applying to be a part of the CEO program, I hoped to become more confident and have the ability to look someone in the eye when I was talking to them. After being in this program, I have grown out of my shell more than I ever thought I would."



Lilli Mason

Lilli Mason graduated from Cobden High School where she was involved in many extracurricular activities. She participated in cheerleading and clubs such as Beta Club, Art Club, yearbook staff, and FCCLA. Lilli started her business during her sophomore year and has been growing her customer base and developing new products since then. Lilli plans to continue running her small business after graduation. She will also study cosmetology while expanding her knowledge of business.

Luna Boutique provides effective bath and body products and unique handmade jewelry. These products make it easy for women to treat themselves to quality products without having to shop online. After perfecting the recipe for her top selling product of sugar scrub, she has made a quality product that allows an effective way for women to exfoliate their skin. Visit Annabelle Market in Anna, IL to try out these products for yourself!

"My favorite thing about this program is that it has empowered me to pursue my dreams and embrace my unique talents. It has taught me that I can do whatever I set my mind to and made me more motivated than ever."

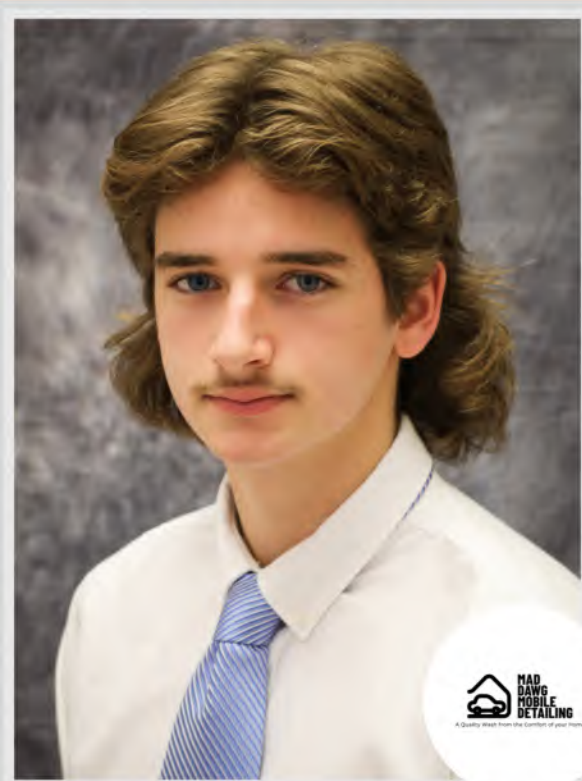


Darrian Quick

Darrian Quick graduated from Anna-Jonesboro Community High School. While in school, he was a member of FBLA and the bowling team. After high school, Darrian plans to attend Mckendree college for business or accounting. On the weekends he works at his family's skating rink in Anna and takes care of his many pets.

Quick's 3D prints are an affordable way to get custom made items, tools, and parts while also cutting out the shipping and the massive cost these things would normally cost.

"One of the best things about CEO is the freedom to learn about how the world outside of school is. It teaches you the background of how some of our local businesses came to be and how to start one for yourself."



Maddox Thorpe

Maddox Thorpe is a 2021 graduate of Anna Jonesboro High School. Maddox was a member of the Spanish Club, FCA, the soccer team and the basketball team. After graduation, Maddox plans to attend college. He is still unsure of what he would like to do with his life after high school but hopes that being in the Union County CEO Program this year, will open up ideas for him for his future.

Maddox's business, Mad Dawg Mobile Detailing, is a service that provides a quality wash for your car inside and out. His job is to insure customer satisfaction all while learning new business skills and techniques. Mad Dawg Mobile Detailing comes at an affordable price all while you sit at the comfort of your home. See more information on the Facebook page at Mad Dawg Mobile Detailing.

"I would recommend the CEO class to other students because it gives you real life lessons that you'll be able to use your whole life. It opens new opportunities for you in your local community and gives you business insights. The skills you will learn will be very helpful for future plans such as college interviews and job interviews. You learn good social skills all while learning to maintain and create your own business."



Madilyn Gawrych Turner

Madilyn Gawrych-Turner graduated Anna-Jonesboro Community High School. At A-J, Madilyn was on Honor Roll and participated in several clubs. She likes expository writing, and received first place in the District VFW Voice of Democracy Essay Contest in 2020. Madilyn has also won several public speaking awards in 4-H. Madilyn plans to pursue a degree in Public Relations at Southern Illinois University in Carbondale and become a pharmaceutical representative.



Having deep family roots in Southern Illinois, Madilyn knew that she wanted to start a business that would reflect her pride and appreciation for Union County. The Farmer's Granddaughter specializes in handmade lotions, soaps, and several spa products that feature scents from Union County. Madilyn has a booth at Annabelle Market in Anna and will soon have one at Country Roads Flowers and Gifts in Jonesboro. Email thefarmersgranddaughterscents@gmail.com or follow her business on facebook @farmersgranddaughterscents.

"CEO has brought me a new appreciation for our local businesses and Southern Illinois. Never before had I taken the time to acknowledge what all our area has to offer. By far, CEO has been the best experience of my high school career."



Jaley Watkins

Jaley Watkins graduated from Anna-Jonesboro Community High School and hopes to attend NYU. At AJCHS, she was involved in FCA, Math Team, Student Council, Spanish Club, FCCLA, Beta Club, Mu Alpha Theta, and was salutatorian of her class. Outside of school, Jaley also participated in Girl Scouts and a traveling basketball team in Cape Girardeau, TC Hoops, as well as school basketball and volleyball.



Southern Consignment is located in Anna Jonesboro Illinois. The business is looking for two main clients: buyers and sellers. Buyers have the opportunity to replace old clothes with stylish new ones. Sellers have the opportunity to make a little extra cash with no work, because Southern Consignment does it for you. This business offers professional photos, transportation, and easy means of payments including PayPal, Venmo, and CashApp. Southern Consignment also offers a 50/50 split.

"I am honored to be a part of a class that allows us to learn about the history of our local businesses and their success throughout the years. CEO has opened my eyes to a new perspective of the business world and the hard work and ambition that is required in order to be successful in life."



Emily White

Emily White graduated from Cobden High School. At Cobden, Emily was a member of Beta Club and FCCLA. She also participated in Math/WYSE Team, Fellowship of Christian Athletes, and the National Honor Society. She is a member of the Cobden High School softball team and in the past has volunteered as an assistant for the Jr. High softball team. Emily plans to attend Southern Illinois University after high school graduation and intends to major in Business Management.



Emily's business, Emily White Digital Marketing, aims to help small businesses manage their social media accounts and/or websites. Emily offers services packages to clients to best fit their needs in terms of social media or Web Design.

"One of the best things about the CEO program is the connections I have made throughout the program including my wonderful peers, facilitator, and mentor. These newly formed relationships have opened doors and will continue to do so in the future."

UCCEO TEAM



Orientation



MICRO BUSINESS



The purpose of the CEO class microbusiness is to allow the team members the opportunity to begin their relationships with the business community within the first few weeks of class, to earn seed money for the class business and to pay for professional logo apparel. We would like to thank the following businesses for participating in the 2021 Microbusiness: AJ National Bank, Crain Funeral Home, Flamm Orchards and Reppert's Office Supplies.



CLASS BUSINESS



Coming up with an idea for the class business during the pandemic was a bit of a challenge. An event was out of the question, and with all of the economic challenges, businesses and community members were facing, the team was challenged to come up with a profitable yet possible venture. As the team brainstormed and discussed possible ideas, the overwhelming tone became “How can we help these businesses and individuals who help us so much?”. From that, “Christmas Around the Community” was born.

The condensed version is that the team decided to do a “gift box” of samples of Union County products and services that would hopefully sell AND stimulate business for Union County businesses. It was an overwhelming success. Over 75 businesses participated, and the students were floored with the generosity and gratitude that the business community showed and the enthusiasm that the buyers displayed. The 200 boxes sold out within the first 2 weeks of selling!



It is hard to adequately express the sense of community, appreciation and excitement that this venture provided to the UCCEO team and to the Union County community. The team learned about compromise, team work, cooperation, budgeting, organization, and so much more during this experience! This was the most successful class business to date and allowed the 2021 UCCEO team to give back generously at the end of the year.



CHRISTMAS AROUND THE COMMUNITY

ALL STAR TRADE SHOW

The culmination of this amazing year was the All Star Trade Show and Celebration held at The Barn Event Center on May 5th. This event launched, showcased, and celebrated the individual businesses that the students developed through the CEO program.

Throughout the spring semester, the students developed their individual business ideas. They researched, wrote business plans, collected information, and prepared for several big events leading up to the Trade Show. They participated in Ask the Expert Day where they were able to meet with various business experts-- insurance agents, accountants, networking experts, marketing execs--to ask questions, troubleshoot, and fine tune their plans.

Next was Banker Day where they discussed their business plans with the bankers and learned whether their plans/ideas were "loan worthy". The final step was "Throw Your Pitch" Day where they faced a panel of business experts, pitched their businesses, and got the final stamp of approval to proceed. All three of these events are to give them the opportunity to proceed through this process step by step and gain the real-life experiences of starting a business.

We would also like to congratulate CEO Team Member, Aubrey Fisher, for entering Midland Institute's National Pitch Competition and being named one of the Top 18 Finalists! There were 161 entries from over 50 CEO teams nationwide. We are so proud of her!

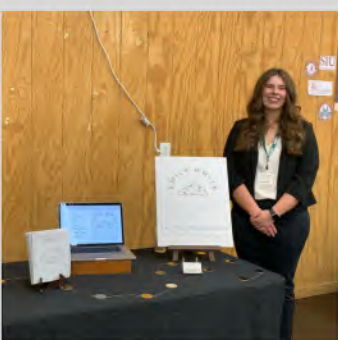
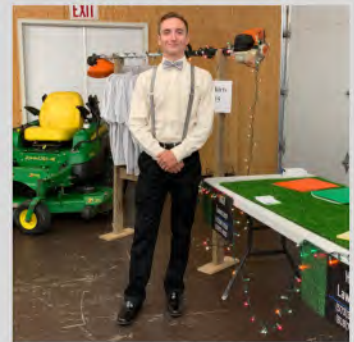
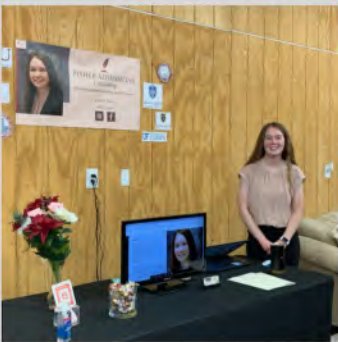
The All Star Trade Show and Celebration gives the team a chance to set up a professional booth and pitch their businesses to the attendees. They did a fabulous job with their booths and presentations! It also allows the stakeholders to celebrate the students' overall growth.

Newly added to the CEO Celebration this year were All Star CEO Awards. Thanks to the generosity and hard work of previous CEO classes who have "given back" by setting up a scholarship fund, six \$250 awards were given. These awards were not only to help with college expenses, but also for those receiving training in other ways or who wanted to further build their entrepreneurial experiences.

The winners included: Class of 21, Emily White and Aubrey Fisher; Class of 20, Addison Osman and Jayclynn Presutti; Class of 18, Grace Pitts; and Class of 17, Erin Dillow.



ALL STAR TRADE SHOW



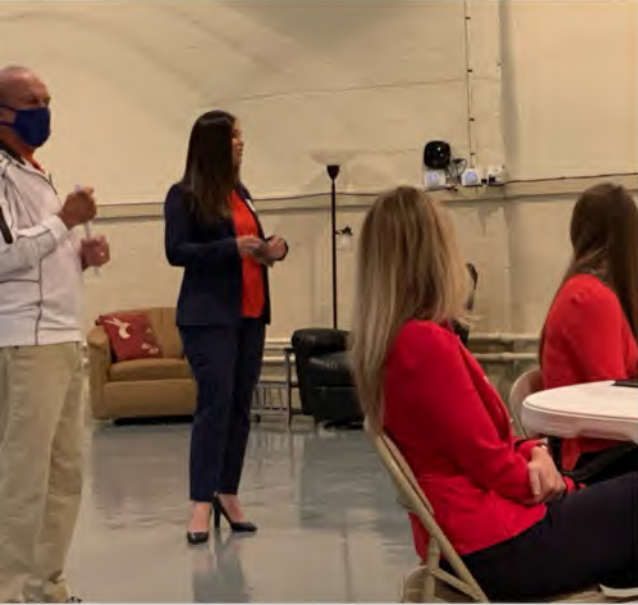
CEO GOES TO ST. LOUIS

The UCCEO team has an end of the year business outing, and this year the 2021 team chose to go to St. Louis. We had the opportunity to visit the City Museum and Topgolf to meet with Mr. Gregg Doyle, Operations Manager. He gave us a brief overview of the company and his role. Then we had 2 hours to “golf”. It was an awesome experience!!! We were also able to visit an outlet mall and really enjoy some quality time together as a team! Special thanks to Anna Heights Baptist Church for letting us use their church van and to Mrs. Judy Halter for driving it! Great memories and a wonderful way to end the year!!!



MENTORS

"A mentor is not someone who walks ahead of you to show you how they did it. A mentor walks alongside you to show you what you can do" ~Anonymous



Brent Goforth

Ivy Yana

Dori Bigler

Lisa Boget

Kelli Wood

Tim Denny

Samantha Smith

Tanya Loveless

Travis Holtkamp

Tiffany Tweedy

Larry Carter

Darren Bailey

Stephanie Cox

Special Thanks...



To Julia Hall, owner of PBJ-- photography by julia, for the professional headshots.

Any junior or senior who lives in or attends school in Union County is eligible to apply. Students are selected through a blind evaluation process after applying online. If you know of potential candidates, have them talk with their school counselor for information.

Class conflicts are the biggest obstacle, to CEO participation. Planning is advised. To follow our journey, "like" us on Facebook or go to unioncountyceo.org/news.

Union County CEO receives financial and other support ONLY from businesses, organizations, and individuals.



To CEO alum Samantha Smith and Traci Bushur, owners of On Brand Marketing, for the Annual Report design and creation.

UNION COUNTY [®]

I'd like to help Union County CEO as a (check all that apply)...

3-year investor of \$1000 per year

In-kind donor

One time donor of \$ _____

Host of a Class Visit

Please fill out your information below:

Contact Name _____

Email Address _____

Business Name _____

Phone number _____

Street Address _____

City _____

State _____

ZIP _____

Mail to: Union County CEO, c/o Whitney Accounting, 105 Transcraft Dr., Anna, IL 62906