



ANNUAL REPORT
2021-2022

LETTER FROM CEO FACILITATOR

In CEO, we regularly talk about creating a WOW! From the stories we hear and businesses we visit, to the problems we solve, and the relationships created. My goal is to ignite that spark of creativity, curiosity, and confidence in my kids by exposing them to interesting people, places, and things. This year eighteen young adults from six area high schools completed an immersive experience in entrepreneurship and leadership.

CEO doesn't have a textbook nor do we have a classroom in the school. Our text comes from interactions with incredible entrepreneurs and business people in the community who act as our virtual textbook. Our lessons are taught by doers with decades of wisdom and by engaging in real-life experiences. The community is our classroom as we meet at local businesses, coworking spaces, and occasionally a coffee shop. Kokomo CEO provides young adults with a limitless amount of opportunities. It is the single greatest class supported by the community, business professionals, and educators alike.

The Class of 2022 is our eighth graduating class in Kokomo CEO. This team was not like the others, they chose something else. Typical would have been executing one class business but this group did two! Two businesses launched and executed in less than five months. We launched apparel before Christmas followed by The CEO Summit in February. Both ventures combined netted over \$12,000 in profit. The phrase on the apparel matched the internal mantra, "DO IT DIFFERENT." Mission Accomplished!

I am proud of the connections we made this year. The local entrepreneurs, business owners, and community members that poured into us week after week. They often would leave their cell phone number or email with an open invitation to provide help in both the short term and future.

Kokomo CEO is a well established brand. It's success does not ride on a single person or entity but by the energy of support working together: our board of directors, local business community, mentors, parents, local high schools and universities. CEO is complex and has many moving parts. I am grateful for all the people I interact with in all of those settings. Thank you for supporting the young adults in our community with this innovative opportunity.

In addition to all the operational facets of Kokomo CEO, it is incredibly fun! I start my mornings with these fascinating young people every weekday. I cannot begin to describe what being a CEO facilitator is like. It is a strange combination of a teacher, parent, and friend. I have thoroughly enjoyed watching these eighteen unique people navigate the CEO process, blossoming, struggling, maturing, and truly appreciating the opportunities Kokomo CEO has to offer.

Thank you, Kokomo CEO Class of 2022, and a sincere thanks to everyone who makes Kokomo CEO possible.



Brandon Bishop
Kokomo CEO Facilitator



The mission of Kokomo CEO is to prepare our youth to be responsible, enterprising individuals who become entrepreneurs or entrepreneurial thinkers and contribute to the economic development and sustainability of the Kokomo region.

KOKOMO **CEO**

2021-2022 CLASS MENTORS

MARY BAKER, KEVIN BOSTIC, AMY CONRAD, GINA CURL,
STEVE DELON, ALEC DOWNING, CARLY EADS,
ABIGAIL GERIG, BART IRWIN, KALENA JAMES, JONATHON
MALIN, RYAN MINICK, JOHANNA MOOS, NICK PATE,
SARA PITCHER, BRAD PRIDAY, JERRY SMITH,
DENISE STOVER, TY STOVER



MEET THE 2021-2022 CLASS



Cole Boruff

Cole is a senior at Kokomo High School and is undecided on his future college of choice, but plans to study business management. Cole has lettered in soccer and football. His business, Deep Roots, is a local entrepreneurship that grows and sells indoor plants which remove toxins and allergens in the air as well as multiply levels of oxygen.

Kokomo CEO has been a wonderful opportunity for me to learn more about an industry I have always been curious about. The hands-on learning approach that Brandon Bishop adheres to in the classroom, coupled with the in-person visits to local businesses has been very eye-opening and educational for me. Leadership, organization, and problem solving are the skills that I have sharpened the most due to being in CEO. I feel like I will have an upper hand to my peers next year due to opportunities I've had this year.



Brandon Cochran

Brandon is a senior at Western High School and plans to attend Indiana University Bloomington to study marketing. Brandon's business, Student Athlete Pressure Washing, provides premier quality outdoor services that will rejuvenate your home overnight.

Kokomo CEO has enabled me to grow in all aspects of my life. Not only has it pushed me to better myself as a professional young adult, but also forced me to get outside my comfort zone. One undeniable aspect of Kokomo CEO that is crucial for me and my peers' future is team building and solving real world problems. Along with the connections we have made in the community, solving real world problems has made all of us grow as leaders and listeners.



KorVyan Davis

KorVyan is a senior at Kokomo High School and plans to attend Sullivan University in Louisville, Kentucky. He will study culinary arts and possibly business. He will be starting a cafe called Kaffiend, and will be making his own coffee brand using skills learned in CEO.

I am a very outgoing, fun, entertaining person that loves to spend time with others. CEO has made me a deeper thinker and has completely changed the way I would handle certain situations in the real world. One of the skills that CEO has enhanced for me is working with others. Sometimes you have to work with lots of people at one time and it can be difficult, so it is good to say your opinion and then collectively all think about all the different ideas.



Caden Gaier

Caden is a senior at Northwestern High School and plans to attend Purdue University where he will major in mechanical engineering. Caden's business, Auto Refresh, is designed to provide a mobile automotive detailing service to people who want their car looking new.

Kokomo CEO has been incredibly beneficial for me and has helped me improve my ability to communicate and work as a team. These skills will help me grow as I pursue future careers, and I am very grateful for this amazing program.



Nadia Irvin

Nadia is a senior at Kokomo High School. She plans to attend Indiana University Bloomington to study marketing. Her business, Unfazed Art, takes people's memories and hand paints them onto canvas.

Kokomo CEO has helped me become much more confident in professional interaction and networking. My time in the program has completely changed my view of the business world and I am beyond thankful to have been able to be a part of this program.

MEET THE 2021-2022 CLASS



Sydney Jansen

Sydney is a senior at Western High School and plans to attend Indiana University Bloomington to study elementary education. Sydney's business, Authentic Aromas, provides the best quality homemade candles and candle wax melts that are affordable for everyone.

Kokomo CEO has given me the opportunity to get outside of the classroom and solve real world problems. CEO has challenged me to defy my comfort zone and learn to network with people not only my age, but also adults and business owners in the community. Most importantly, I have learned skills to be a leader which I will take with me into all of my future workplaces. I will always be grateful for the skills CEO has allowed me to develop throughout this year.



Karson Lechner

Karson is a senior at Western High School and plans to attend Indiana University Bloomington where she will major in elementary education. Her business, KL Kreations, provides quality handmade beaded jewelry designed to add a pop of color into your everyday wardrobe.

The Kokomo CEO program has allowed me to grow in all aspects of my life and I am beyond grateful to be a part of this team. I have developed my leadership and communication skills that will help guide me throughout my life beyond high school. CEO has prepared me to have a successful future and I will forever cherish the lessons I have learned in the program.



Noah Long

Noah is a senior at Eastern High School and plans to attend Purdue University where he will major in electrical engineering. Noah's business, Whatever Totes Your Boat, creates unique tote bag designs with an aim for environmental conservation as 10% of all profits will be donated to the National Parks Foundation.

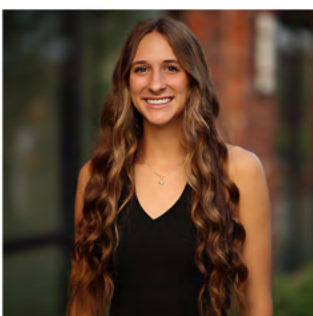
Kokomo CEO has really helped me come out of my shell. I feel more confident not only as a leader but as a person in general. It has pushed me to leave my comfort zone and grow in all aspects of my life. CEO has given me the resources to be a better leader and presents me with new obstacles to overcome every day. This class has been a truly beneficial experience!



Eliza Lutgen

Eliza is a senior at Western High School and plans to attend Purdue University where she will major in integrated business and engineering. Eliza's business, Polished, provides hand-painted press-on nails that are high quality, fashionable, and convenient for customers.

Kokomo CEO has pushed me to grow personally, improve my leadership skills, and build my networking abilities. I have learned to face challenges outside of my experience base and come out with excellent solutions. These valuable lessons will allow me to prosper in my future career. I am so grateful for the lifelong lessons and relationships that this amazing program has given me!



Audrey Rassel

Audrey is a senior at Western High School and plans to attend Indiana University Bloomington where she will major in speech pathology. Audrey's business, SafelyChic, provides stylish keychains with matching safety attachments for girls to be prepared in any situation.

Kokomo CEO has pushed me beyond my comfort zone to branch out and speak to multiple professional people. It has taught me valuable lessons about leadership, professionalism, and business that I will carry with me outside of high school. Along with that, I have learned the importance of working as a team and how to work around conflict in order to be successful. I am so grateful to have the opportunity to experience this class and everything I have learned has prepared me to go out into the world and be prosperous.

MEET THE 2021-2022 CLASS



Hunter Rood

Hunter is a senior at Kokomo High School and plans to attend IUPUI where he will major in business marketing. Hunter's business, Lift, is an aromatherapy nasal inhaler made with essential oils dedicated to benefit your well-being with natural sources, and instant relief through the accessibility of your own pocket.

Kokomo CEO has taught me valuable life lessons that I will carry with me throughout the course of my collegiate and professional career. The opportunity to be taught by local business leaders, learning both their successes and failures, has inspired me to pursue a motivating and task-driven future. I am beyond excited to see the accomplishments my team and I will achieve in future endeavors.



Luke Stage

Luke is a senior at Maconaquah High School. He is a photographer and will also complete his associates degree in liberal arts at Ivy Tech in December 2022. Luke plans to study studio arts following his degree completion. One of his passions is working creatively and he has goals to make this his full-time career! Luke's photography business is Visuals AholiC.

Kokomo CEO has taught me a great deal of communicative skills, knowledge of the business world, what it takes to become an entrepreneur, and the drive necessary to become a successful leader. This program is a once in a lifetime opportunity I recommend to anyone!



Michaela Stewart

Michaela is a senior at Western High School and plans to attend Indiana University Bloomington to study economic consulting and co-major in law and ethics decision-making. Michaela is owner of Remade for You, a greeting card company that strives to decrease the pollution levels in her community.

Kokomo CEO has improved my leadership skills and team player skills in a unique way. It has allowed me to go outside of my comfort zone and grow with guidance. My communication skills have increased tremendously through class discussions. The flexibility and communication skills learned from CEO will be shown and carried throughout my life!



Jacob Stoll

Jacob is a senior at Lewis Cass High school and plans to attend Indiana University Kokomo where he will major in business management and marketing. Jacob's business, The Red Accessory, is designed to sell real ruby jewelry at a low price.

CEO has taught me that I am capable of more than I think I am. It has taught me things usually will not work out exactly how I plan; but if I pivot and do things right, they will often turn out better than planned.



Savannah Strawmyer

Savannah is currently a senior at Northwestern High School and plans to attend Muskingum University to study zoo and wildlife biology and run track. She makes animal awareness t-shirts through her business called, Positive Wilderness.

CEO has helped me to get out of my comfort zone and expand my knowledge of the real world. It has also helped me make several friends and connections.

MEET THE 2021-2022 CLASS



Jaylen Stroman

Jaylen is a senior at Kokomo High School and plans to attend Indiana University Bloomington to study finance and business law. He operates Eden All-Natural Cleaning Solutions which offers a line of all natural cleaning products for shoes and accessories.

Kokomo CEO is by far the most useful and enjoyable class I have ever taken. The networking skills, the connections you make, and the lessons you learn are all a part of that "CEO Experience." Being able to be comfortable in a professional environment is my biggest take away! I can now walk into any room and spark a conversation with anyone!



Caleb Wallace

Caleb is a senior at Kokomo High School and he plans to attend Indiana University Bloomington and study Sports Marketing. His business, AnC Designs US, was made to allow people to express themselves through their clothing.

CEO has impacted my life in a major way. It has pushed me past my comfort zone and forced me to focus on being a better leader and communicator. The relationships I've built not only with my classmates but with the mentors have been very beneficial for the future for all of us.



Lauren Weber

Lauren is a senior at Northwestern High School and will attend Western Kentucky University where she plans to major in business management. Lauren's business, Lauren Elise Handmade Designs, provides custom drinkware with a personal touch. Each cup is handmade with the customer's unique design in mind. Perfect for the Starbucks and wine enthusiast and designed to last.

The CEO program has been the best choice I could have made for my high school career. It has provided me with the opportunity to learn and grow through real world experiences. The relationships I have built during this time will be forever cherished and I am forever grateful for the life lessons learned during this experience.

ALUMNI UPDATE



Jaimy LaLonde, Kokomo CEO Class of 2019

I am currently a senior at Indiana Wesleyan University graduating this April, 2022, with a Bachelor's degree in Christian Ministry. I have accepted a job to work full-time at Bridges Outreach where I will be a Middle School Director.

My business, Wise Choice Products, a hand poured and hand crafted soy wax candle and soap business, is still something I do as well. We have been able to be a part of the Kokomo Farmers Market, and currently sell in a variety of different salons and businesses. Over the past three years this business has truly grown and I am looking forward to seeing what's next for us.

CLASS ACTIVITIES

Mentor Matching

Students work with individual mentors during class and outside of class to network, build professional relationships and get advice on business plans.

CEO Summit (class business)

Students collaborated to plan, fund, and implement an afternoon business seminar with a working budget of over \$18,000.

Banker Day

CEO students presented their business plans to area bankers for guidance and input.

CEO Student Trade Show

Students held their trade show at Northview Church. Community members attended and enjoyed a wide variety of student businesses that were showcased.

25
speakers

Monty Henderson (Indiana Small Business Development Center), Dr. Alan Krabbenhoft (Indiana University Kokomo), Mark Canada (Indiana University Kokomo), Dean Hockney (Military and Entrepreneur), Nick Pate (State Farm Insurance and Financial), Patty Pavey (TTD Coaching), Drew Larison (Larison Media), Joel Tragesser (Quarles & Brady LLP), Kalena James (LCR Coaching), Alec Downing and Cary Mawbey (First Farmers Bank & Trust), Brad Priday (Shepherd Insurance), Lisa Pflueger (MarketVibes, Inc.), Bob Hickman (Community First Bank), Lilly Ragan (Beauty by L.A.), Greg Aaron (Community Foundation of Howard County), Travis Taflinger (Bridges Outreach), Aaron Smith (Smith Financial), Monty Henderson (Indiana SBDC), Mary Baker (AndyMark, Inc.), Paul Wyman (The Wyman Group), Morgan Young (Northview Church), Amy Pate (RACI), Evelyn Oglesby (Owner-Self Employed Entrepreneur), Doug Vaughn (Rite-Quality Office Supplies).



20 BUSINESS VISITS

MID-AMERICA BEVERAGE - ANDYMARK, INC. - WEBER SPEAKERS - FORTUNE COMPANIES, INC. -
COMMUNITY FIRST BANK - IVY TECH COMMUNITY COLLEGE - KOKOMO TOYS - MAYOR TYLER MOORE
(CITY OF KOKOMO) - BRUNO'S PIZZA - PLAYPROS - PURDUE POLYTECHNIC KOKOMO - BUTTON MOTORS -
COCA-COLA BOTTLING CO. - IU KELLY SCHOOL OF BUSINESS ECONOMIC OUTLOOK PANEL
- NATIONAL GUARD ARMORY - CROSS AMERICA - CARDWELL BUILT CONSTRUCTION
- UNITED WAY OF HOWARD COUNTY - YMCA

CLASS HOSTS:





CLASS INVESTORS

CEO Business Partners are the foundation of CEO. Each invest \$1,000 each year to support this program and the students involved. This investment goes toward our facilitator salary, class expenses, and program sustainability. These businesses, organizations, and individuals make up our list of investors.

FINANCIAL UPDATE

The CEO program operated with a \$54,000 budget funded by business investors and tuition payments from the Indiana state stipend. Without the financial support of business investors and the encouragement and business knowledge supplied by investors and speakers, CEO could never be such a life-changing experience.

CLASS CONTRIBUTORS:

ADVANCED MEDICAL IMAGING
 ALL SEASON GENERAL CONTRACTING
 BONA VISTA PROGRAMS
 BRUNO'S PIZZA
 CARDWELL BUILT CONSTRUCTION
 CATARACT & LASER INSTITUTE
 CITY OF KOKOMO
 COCA-COLA BOTTLING
 COMMUNITY FIRST BANK
 COMMUNITY FOUNDATION OF HOWARD COUNTY
 DUTCH CAFE
 ED FOSTER
 FIRST FARMERS BANK & TRUST
 INDIANA UNIVERSITY KOKOMO
 JANSEN'S TAX SERVICE
 KOKOMO BOBKATS
 MID-AMERICA BEVERAGE
 NICK PATE STATE FARM INSURANCE
 PLAYPROS
 QUARLES & BRADY LLP
 RITE QUALITY OFFICE SUPPLIES
 SONIC DRIVE-IN

AndyMark, Inc.
 Ascension St. Vincent Hospital
 Beck's Hybrids
 Brad Howell Ford
 Bucheri McCarty and Metz
 Button Chrysler Jeep Dodge Ram
 City of Kokomo
 Coca-Cola Bottling of Kokomo
 Comfort Home Health LLC
 Comfort Keepers
 Community First Bank of Indiana
 Community Foundation of Howard County
 Community Howard Regional Health
 Cone Palace
 Dr. Tim and Dana Davis
 Delphi Electronics and Safety
 Duke Energy
 Eastern Howard County School Corp.
 Eriks Chevrolet
 First Farmers Bank & Trust
 Fortune Companies
 General Motors Components Holdings
 H & R Industrials
 Hayes Advisory Group
 Haynes International
 Hearn Construction
 Horizon Bank
 Bob and Betsy Hoshaw
 Howard County Government
 Huston Electric
 Indiana American Water
 Indiana University Kokomo
 Ivy Tech Community College
 J & J Electric
 Jansen's Asphalt Sealing and Tax Service
 Kokomo Auto World
 Kokomo CEO Class of 2016
 Kokomo CEO Class of 2017
 Kokomo CEO Class of 2018
 Kokomo CEO Class of 2019
 Kokomo CEO Class of 2020
 Kokomo School Corporation
 Lewis Cass Schools
 Liberty Financial Group
 Lorentson Manufacturing
 Maconaquah School Corporation
 McGonigal Buick GMC Cadillac
 Merrell Brothers
 Mid-America Beverage
 Northwestern School Corporation
 Merrell Owen
 PASTArrific Ristorante Italiano
 Drs. Matthew and Kristen Pate
 Nick Pate State Farm Insurance
 PlayPros
 Purdue Polytechnic Institute, Kokomo
 Reed Contracting
 Regions Insurance
 Rite Quality Office Supplies
 Dr. and Mrs. Charles Simons
 Smith Financial
 Stephens Machine
 Stout & Son Funeral Home
 David and Sara Sullivan
 Taylor School Corporation
 Tri-Central Community Schools
 Western School Corporation
 The Wyman Group
 Zim's Auto Sales



2021-2022 ADVISORY BOARD

Brad Friday
Alec Downing
Amy Conrad
Greg Aaron
Andy Baker
Angela Blessing
Hilda Burns
Dr. Tim Garland
Christa Jordan
Kim LaFollette
Joseph Parker
Melissa Rarick
Dr. Mike Sargent
Jonathan Schuck
Aaron Smith
Charlie Sparks
Mike Stegall
Doug Vaughn
TA Weber

Board Chair - Shepherd Insurance
Board Vice Chair - First Farmers Bank & Trust
Treasurer - Greater Kokomo Economic Development Alliance
Past Chair - Community Foundation of Howard County
AndyMark, Inc.
Kokomo High School
Advisory/Emeritus Board Member - Community Foundation, retired
Lewis Cass School
Kokomo Area Career Center
Community First Bank
Mid-America Beverage
Northwestern School Corporation
Kokomo School Corporation
Ex-Officio, Kokomo Area Career Center
Smith Financial
Ex-Officio, Greater Kokomo Economic Development Alliance
Advisory/Emeritus Board Member - Community First Bank, retired
Rite Quality Office Supplies
Weber Speakers

KOKOMO CEO PLEDGE CARD

Thank you for your interest in becoming an Investor in CEO!

NAME _____ PHONE: _____ DATE: / /

COMPANY NAME: _____ EMAIL: _____

ADDRESS: _____ CITY: _____ STATE: _____ ZIP: _____

I wish to become an investor in the Kokomo CEO program

- \$3000 Total - 3 year pledge Paid \$1000 each year
- I'd like to be Invoiced
- I would like to support the Kokomo CEO Program with my gift of \$ _____

I'd like more information about:

- Becoming an investor
- Hosting the Class at my business
- Being a mentor
- Sharing my business knowledge with the class

Mailing Address:
Kokomo CEO
700 E. Firmin Street Ste. 200
Kokomo, IN 46902

KOKOMO **CEO** 

Creating Entrepreneurial Opportunities