



2024

ANNUAL REPORT



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OUR MISSION

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.

OUR VISION

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

LETTER FROM THE FACILITATOR

Being part of something as special as CEO is amazing. The 2023-24 CEO Year was a successful one filled with some very memorable moments. Having the opportunity to meet and hear from so many businesses has been one of the highlights of the year. The class learned about the many aspects of owning a business and the role each business plays in Lawrence County and the surrounding area. It was said more than once "I did not know we had this business in our County." I have enjoyed 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. The growth each student experienced goes far past learning to develop their own business. Learning how to shake hands and introduce themselves, communicate with others, work as a member of a team and making connections with the community will benefit these students for years and decades to come. From the first day as we participated in team building through their successful badge business, determining a class business and developing their individual businesses, the class learned the importance of teamwork and basic business principles. As we neared the end of the class the confidence each member of this class displayed and valuable life lessons they each learned could be seen daily as they approached projects with CEO, assignments at school and determining their life paths.

We were able to tour over 60 businesses and hear from over 25 speakers. Their business expertise and real-life business advise will provide each member of the 2023-24 class tools needed to succeed in their life's endeavors.



Dawn Brewer

**Lawrence County
CEO Facilitator**

Lawrence County CEO

The 2023-24 Lawrence County CEO Program also participated in the following:

- Hosted the Lawrence County CEO Trivia through the Decades, 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.
- Presented to the Bridgeport City Council about the program and their businesses.
- Spoke to the St. Francisville Women's Club about the CEO Program and 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 the opportunity to advertise on student badges.
- Completed a class business plan as well as a personal business plan.
- Started and presented their own business.
- Developed connections with many local business professionals who are willing and eager to assist in student success.
- Maintained the integrity of the CEO Program and raised the bar even higher for future CEO classes.

We are so thankful for our many business investors. Their commitment and belief in this program have provided an avenue for each student as they navigated their class business and individual businesses. The CEO Board has been available to help our students with business plans and individual businesses and always eager to answer questions. This year our Mentors have played a big part in the CEO Program. These local businessmen 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 getting up and speaking to a large 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. The Lawrence County CEO Program is one of the wisest investments made in our youth and budding entrepreneurs and Lawrence County is a better place due to the support of many in our community.

Thank you Lawrence County for your Support

Dawn Brewer

Lawrence County CEO Facilitator



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



INVESTOR LIST

- Ambraw Asphalt**
- Aperion Care Bridgeport**
- Bill Bower**
- Bowler Performance Transmissions**
- Casey State Bank**
- Citizens National Bank of Albion & Bridgeport**
- City of Bridgeport**
- City of Lawrenceville**
- City of Sumner**
- Cochran Insurance Agency**
- Complete Farm Conservation Operation, Inc.**
- Edwards Jones-Philip David**
- First Mid Bank and Trust**
- First Bank**
- Growing Green Lawncare**
- Havoline Hall**
- Kemper CPA Group LLP**
- Lawrence County Board**
- Lawrence County Industrial Development Council**
- Lawrence County Chamber of Commerce**
- Lawrence County Memorial Hospital**
- Mrs. Marva Green**
- Mrs. Jan Loeb**
- Mrs. Pam Nolan**
- Norris Electric**
- Pargin Retirement Planning Group**
- Parrott Marketing Group**
- Peoples State Bank**
- Rachel Michelle's, LLC**
- Rotary Club of Lawrenceville**
- Rucker's Candy**
- Tracy Electric**
- United Healthcare**
- Wabash General Hospital**



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



**MARK BOWLER
BOWLER
PERFORMANCE
TRANSMISSIONS**

**HEATHER SHULTZ
LAWRENCE COUNTY
MEMORIAL HOSPITAL**

**TYLER GRIFFIN
GRIFFINS PIZZA HOUSE**

**SHANA STRANGE
LAWRENCE COUNTY
MEMORIAL HOSPITAL**

**BRYAN CANNON
CANNON'S FURNITURE**

**LORI HAYNES
APERION**

**HEATHER SCOTT
APERION**

**KEVIN THACKER
SIP IT**

**ERIC WHITE
WHITTAKER BEEF**

**ZANE PARROTT
PARROTT MARKETING
GROUP**

**ALLISON MOYES
PEOPLES STATE
BANK/ALLISON MOYES
PHOTOGRAPHY**





Jack Patterson-Around the Horn

Jack Patterson is the 18 year old son of Brad and Mandy Patterson. He is a senior at Lawrenceville High School. During his time at Lawrenceville High School, Jack was the president of the Interact Club, secretary of National Honor Society, class officer/co-chair of Student Council, and was also a member of the varsity baseball team for four years. After high school, Jack will attend Vincennes University to receive degrees in legal studies and homeland security before going to law school. Jack is the owner of Around The Horn. Around The Horn is a service-based business whose mission is to provide quality baseball instruction to kids in the local areas. Jack decided to start this business because he wanted to give back to his community and be a valuable mentor to kids, much like the ones he had as a young ball player. Through CEO, Jack has made many valuable connections. Jack also learned that it is good to take risks, and that there is nothing wrong with stepping outside his comfort zone.

Jasmine Beasley-Sunflower Resin

Jasmine Beasley is the 18-year-old daughter of Gary and Machella Beasley. She is a senior at Lawrenceville High School. During High School, Jasmine participated in FACS Club, Art Club, and Yearbook Club. Wanting to pursue her future in Wildlife Biology and Zoology, and she will be starting at Vincennes University in the Fall of 2024. She spends most of her time school, or working at Subway.

During her time as CEO, she has loved meeting different people and seeing the different businesses. CEO has caused her to get out of her comfort zone and be more comfortable speaking in front of people. Jasmine is the proud owner of Sunflower Resin where she sells custom epoxy resin products. Her products are quality resin and toxic-free in a variety of choices. She wants to provide good customer service and high-quality products. Jasmine cherishes all the opportunities that she has received and the connections she has made while in CEO.



Jacob Hendricks-DOGGONE!!

Jacob Hendricks is the 18 year old son of Julie and Daniel Hendricks. He is a Senior at Lawrenceville High school and been involved in various activities. These activities include: Band, NHS, Beta, LCAC productions, and Scholastic Bowl. Jacob plans to go to the College of the Ozarks and study nursing and become a traveling nurse. Jacob is the owner of DOGGONE!, a business that specializes in making quality dog treats. Not only does he want quality, but also something healthy for your pet to snack on. His debut at the trade show was a massive success and he hopes to carry on with his business in the coming times. One thing that CEO has taught him is Discipline. Jacob says that getting up early in the morning was very difficult, but helped him stay proactive. It also helped him spend his time wisely to maintain a comfortable schedule.



Gracie Leighty-Relic Revolution

Gracie Leighty is the 17 year old daughter of Greg Leighty and step daughter of Kelly Leighty. She is a Senior at Red Hill High School. During her time at RHHS she has been involved in the Rotary Interact Club. She plans after high school to attend Lincoln Trail College and get her general studies done, help on her family farm, and work part time at Bowler Performance Transmissions. After her general studies at LTC are completed, she plans on attending Murray State University and getting a degree in Marketing and Supply Chain Management. In her free time you will find her out in the shop welding and growing her business, or riding and taking care of her horses. She has a big love for farming and always sees herself helping on the family farm. She is passionate about muscle cars and hopes to grow her knowledge at Bowler Performance Transmissions. She has learned many valuable lessons during her time in CEO, values and lessons that will stick with her throughout her business and personal life. She values all the mentors who have supplied the class with very important feedback and she greatly appreciates all who have supported and helped the CEO program. She has learned that Networking will be the most valuable asset when it comes to running your business or personal life. She is the proud owner of Relic Revolutions, a custom order metal art business, where scrap parts can turn into art through her welded art. She hopes to keep her business running part time in hopes to help grow it. She gives her family the credit for the young woman she has become, "I was blessed to have been raised up in a family that has always supported and helped me, I would not be the woman I am if it wasn't for my family". I am so thankful for being able to do the CEO program. It has taught me so many lessons that I will use in my everyday life!



Addison Dining-Cross Driven Creations

Addison Dining is the 17-year-old daughter of Jon and Alicia Dining of Bridgeport. She is a junior at Red Hill High School, and has been actively involved in basketball, volleyball, FCA, FFA, 4H, National Honor Society, Student Council, Pep Club and Interact Club throughout her high school career. Addison has worked at the Animal Clinic of Lawrenceville since June of 2023. After high school, she plans to earn her associate's degree in agribusiness then transfer to University of Illinois Urbana-Champaign to earn her certification in Orthopedic Veterinary Medicine and then become her own entrepreneur in a vet clinic down south. Addison is the proud owner of Cross-Driven Creations. It is a CNC-routing business that combines the art of woodworking and the faith of Christianity. Addison designs, personalizes, and carves wood signs and products, utilizing antique, characteristic materials. She prides her business in being detail-oriented and strong in customer service and satisfaction.

Throughout her CEO experience, Addison has become more outspoken and confident in public speaking. She appreciates the limitless opportunities this program has opened up to her including the valuable connections she's made. Addison has gained skills such as prioritization and financial and marketing skills. She has also improved her organizational, time management, and communication skills. Addison plans to continue her business after the program.





Grayson Blocher-Airborne Photography

Grayson Blocher is a senior at Lawrenceville High School. He is the 18 year old son of Ashley and Jeff Blocher. Throughout his high school career, he has participated in football, and FFA, along with CEO. After high school, Grayson plans to attend the electrical apprenticeship program. Grayson's business is Airborne Photography. Airborne Photography is a photography/drone photography business. He decided to start this business because he has a passion for Photography and Aviation. Grayson loves seeing the world from the highest views. Airborne Photography is not just an Aerial Photography business, but also a Drone business providing pictures/videos for marketing and advertising for businesses. Drones can capture some pretty impressive images from the sky, but they can also be used for mapping farm land, crop dusting, real estate, search and rescue, and in different branches of the Military. Throughout CEO, Grayson has grown as a person. He has gotten to know many people around the community through CEO. CEO has helped Grayson grow and mature a lot.

Mackenzey Newlin-GiftScentra

Mackenzey Newlin is the 17-year-old daughter of Danielle Littlejohn and Micheal Morehead. She is a junior at Lawrenceville High School. During her time in High School she has been involved in FCA, Beta Club, Art Club, Spanish Club, Yearbook Club, Science Club, and SADD. In her free time, she enjoys reading, poetry and listening to music. The CEO Program has given her the opportunity to create her business, GiftScentra, where she creates ribbon flower bouquets and candy baskets. Each of the flowers are hand crafted with satin ribbon. Her main priority is to spread kindness with her products. Mackenzey has learned better communication skills throughout her time in the CEO Program. She is very thankful for all the connections and opportunities this program has provided her. She plans to start another business after High School. She also plans to go to college and pursue a Bachelors degree in the Science of Aviation.



Jozie Stork-Sunny Spiritz

Jozie Stork is the 18-year-old daughter of Amy and Joe Stork. Jozie is a Senior at Lawrenceville High School and is involved in the National Honor Society. In her free time, she is passionate about her creative pursuits, particularly engaging in coloring activities and exploring new forms of her artistic expression. After high school, she plans to go to college at Olney Central College and continue her business. SunnySpiritz is a janitorial service that specializes in cleaning commercial and residential spaces. She goes above and beyond simply cleaning by creating a healthier environment for you. She is dedicated to continuing her business because she believes everyone desires a chance at a healthier lifestyle.

Through CEO, Jozie has learned how to have self-confidence. Anyone can make a difference, but it's those who take action that truly leave a lasting impact. She has the skills to speak to a variety of individuals without any stress, leaving her to be a strong entrepreneur in her community.





Tyson Lucas-Hover Horizon

Tyson Lucas is the 18-year-old son of Gina and Larry Lucas. He is a senior at Red Hill High School. During High School, Tyson participated in Wrestling and was a member of the National Honor Society. With the CEO program, Tyson has been able to start his business Hover Horizon, it is a drone photography business that specializes in Real estate photography, events and custom drone prints. Tyson plans to continue his business after high school but also has plans to go to Vincennes University to get a business degree. Throughout CEO, Tyson has become more confident in his public speaking and has learned how to properly network. He believes this program was a great way to prepare him for the future.

Isaac Foster-Rugs Realized

Isaac Foster is the 17 year old son of Margie and Kelly Foster, and is a Senior at Lawrenceville High School. Throughout High School Isaac has been involved with FCA, Wrestling, and Track and Field. Isaac plans on attending Olney Central College in the Fall of 2024, majoring in Welding.

After college he hopes to find a local union to join and work for.

Isaac's business is Rugs Realized, and he hand crafts tufted rugs. Each rug is highly customizable and can meet any desire that the consumer has.

Find him on Facebook or Instagram @Rugs Realized. During his time in CEO Isaac has learned how to get up in front of a crowd and speak. He has been pushed out of his comfort zone so many times, and he does not know if he even has one anymore. Learning the behind the scenes of businesses in and out of Lawrence County has played an important role in the views he has on every business. Isaac joined CEO to grow his knowledge in the business world. He has thoroughly enjoyed visiting small businesses within Lawrence County. As a person he has grown more mature and his public speaking skills have improved greatly as well. Joining CEO was one of the best decisions he has made in a long time!



Kenidee Boldt-KB Marketing

Kenidee Boldt is the 17 year old daughter of Lance and Brittany Boldt. She is a senior at Lawrenceville High School. During her time at Lawrenceville she was involved in many clubs and activities including National Honor Society, FCA, Interact Club, Pep Club, Spanish Club, Basketball, and Softball. Kenidee will be continuing her academic and athletic career at Kaskaskia College. She will be majoring in business and marketing, while also playing basketball! Kenidee is the owner of KB Marketing. KB Marketing is a digital marketing business that markets for small businesses and other businesses that do not have enough time on their hands and/or can't handle online marketing. Her business has been highly successful and Kenidee has created many good relationships with highly respected people in the community. The biggest takeaway Kenidee took from CEO was how important constructive criticism can be and how failing can be the best thing to get to where you want to be. "You can't be afraid of failure, you can only get better from there." Kenidee says. CEO has given Kenidee a good idea of what she wants to pursue in her career and this class has been the most important class she has taken in high school.



An important piece of the CEO experience is visiting local businesses in the Lawrence County CEO area. People drive by these locations daily without recognizing their contribution to economic development of the area. The group walks away with a changed mindset, never viewing the business the same way again. CEO students visited over 60 area businesses, where they toured facilities and interviewed owners, managers and employees.

- 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**
- Lawrence County Historical Society**
- Beth Robinson State Farm Insurance**
- Flying S, Inc**
- Cannon's Furniture**
- Cochran Insurance Agency**
- 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**
- Bowler Performance Transmissions**
- Land Title and Abstract Co.**
- Ambraw Asphalt**
- The Pantheon**
- Lawrence County Industrial Development Cooperation**
- Bobé's Pizza**
- Casey State Bank**
- Lawrenceville City Hall**
- Havoline Hall**
- The Finishing Touch Gallery**
- Farm Credit**
- Ewing Printing**
- Dorney Pumpkin Patch**
- Kelsey Wolfe Photography**
- Pioneer Oil**
- Lawrenceville Water Department**
- Growing Green Lawn Care LLC.**
- Vincennes Laundromat**
- Wabash General Hospital**
- Weger Heating and Air**
- Toyota Boshuku of Illinois**
- Dairy Dee**
- Off the Square**
- Hoke's Endless Possibilities**
- Agrigold**
- Lawrence County Memorial Hospital**
- Rotary Club of Lawrenceville**
- Lawrence County Board**
- Lawrenceville City Council**
- SIP IT**
- Wild Child Flower Farm**
- Emmons Macey Steffy Funeral Home**
- Route 50 Crossfit**
- Lawrence County Chamber of Commerce**
- Bridgeport Grain**
- Aperion**
- Seitzinger Seeds**
- Legacy Meals**
- Lawrence County Health Department**
- KB's Tanning and Wellness**
- Bridgeport City Council**
- St. Francisville Women's Club**
- Bridgeport Fire Department**
- JD Mullens Dressings**
- Niehaus Lumber**
- Auntie Em's Daycare**
- CFCO**

CEO participants have a unique experience with guest speakers serving as instructors for the program. Community Leaders present their life stories, entrepreneurial journeys and share lessons on a variety of business topics. More than 25 community business leaders spoke to CEO students on a variety of entrepreneurial and general business topics, including distribution, management strategies, finances, and marketing.

- Jodi Finley-Stirrup Sweets**
- Eric White-Whittaker Beef**
- Bob Christy- Cochran Insurance Agency**
- Karleigh Shick- CEO Alumni**
- Kenzie Gray- CEO Alumni**
- Gabby Przygocki-CEO Alumni**
- Mayor David Courtney- City of Lawrenceville**
- Heather Shultz-Lawrence County Memorial Hospital (LCMH)**
- Kevin Strange- Peoples State Bank**
- Eric Seitzinger- Peoples State Bank**
- Tony Holtschlag- Red Hills State Park**
- Morgan Arnold-Lawrence County Health Department**
- Mark Bowler- Bowler Performance Transmissions**
- Jessica Butcher-Power Branding**
- Tom Robinson- State Farm**
- Abbie Vaughn-CEO Alumni**
- Brandon Tully-Skills Electric**
- Marva Green-Lawrence County Industrial Council**
- Don Wagner-Lawrence County Industrial Council**
- Jim Brewer-Lawrence County Industrial Council**
- Logan Hamilton-SIP IT**
- Ryan Follis-Midland Institute**
- Alfonso Palazzolo-CEO Alumni**
- Amy Marie Seed-Lawrence County Chamber of Commerce**
- Amy Abel-Ginger Ale's Lawrenceville**



Lawrence County CEO Class Business

LAWRENCE COUNTY CEO DINNER, Trivia Through the Decades AND SILENT AUCTION

A very important part of the CEO experience is to create a class 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. After many hours of class discussion, the class developed a "Trivia through the Decades" event. The class decided they would have several categories of questions. Each category was a different area or topic. I enjoyed watching the class develop questions. Many from all different decades. The class also contacted many local businesses for items to be placed in the silent auction. This event was very successful. Along with the "Trivia across the Decades" event and silent auction event, the class also served a delicious meal catered by Whittaker Beef. The class worked together to determine pricing for tickets, worked with Whittaker Beef to determine a menu, and researched pricing for items needed. It was impressive to watch this group work as a team and make this event one all enjoyed.

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 "Speed Mentoring" each student and each mentor listed their choices for a match. The mentors were then paired with one 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 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 Lawrenceville High School.



Banker Day

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



Donation Day

Each year the class identifies a few organizations in the county to contribute part of their business profit to. This year the class identified LHS Fire Science Program, Chauncey Ball, Lawrence County Humane Society, Lawrence County Historical Society, Lawrence County Cancer Research Center and Wig Shoppe and Hayden Kissen. We were happy to have many of the organizations join us on our last day. The class was able to present them with a check.



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
Casey State Bank

Bryan Cannon, Vice President
Cannon's Furniture

Danielle Stevens, Secretary
Wabash General Hospital

Zane Crossen, Treasurer
MacAllister Cat/MacAllister
Rentals

Heather Shultz
Lawrence County Memorial
Hospital

Zane Parrott
Parrott Marketing Group

Mark Bowler
Bowler Performance Transmissions

Laura Hoke
Hoke's Endless Possibilities

Kacey Strange
Red Hill High School

Mandy Patterson
Lawrenceville High School





DISCOVER HOW TO TRANSFORM OUR COMMUNITY AND GET INVOLVED WITH CEO.



GUEST SPEAKER

Come join class as a guest speaker, this is such a critical part of CEO. We love for speakers to tell us stories about how their business started, personal philosophies about work and success, life topics or specific business topics. Guest speakers are really the true teachers in CEO.



BUSINESS VISIT

Students look forward to visiting the many different businesses that create our community. Consider inviting the class to tour and learn more about your business. Contact facilitator@yourprogramceo.com to learn more.

MENTOR

Become a mentor if you are ready to experience CEO right along with the students. Being a mentor is a rewarding way to get involved.



INVESTOR

CEO is free for students and schools. The program relies on local investors to support this transformative learning experience. By helping us connect our young people with local businesses and area leaders, you can make a direct impact on the workforce and leaders of tomorrow.

BOARD MEMBER

Becoming a board member for CEO offers a rewarding opportunity to shape the future of aspiring entrepreneurs. Serving on the board allows you to contribute to the growth of the next generation of innovators and make a lasting impact on our community.



To get involved with the Lawrence County CEO Program contact the Program at ceolawrencecounty@gmail.com