

MCDONOUGH COUNTY



ANNUAL REPORT 2020-2021



FACILITATOR'S LETTER

If I could think of just three words to describe this year, they would be flexibility, grace and growth. In a year marked with uncertainty and upheaval, our Class of 2021 rallied to create an unparalleled experience for themselves.

We covered all the key components of learning how to start and operate a small business, but we took away so much more. Community engagement became a common theme, from our guest speakers to our tours to the projects we tackled. Finding those connections kept us focused and strong. Jade, Bryce, Gracie, Devin and Laine created an online Vendor fair to provide a new marketplace for many area businesses whose regular outlets had been disrupted. They also participated in Tri-States Public Radio's Gratitude Party, facilitated a focus group study on behalf of the Western Illinois Museum, and donated a portion of their class business proceeds to the McDonough County Humane Society.

With flexibility, grace and growth, each of the Entrepreneurs developed their own individual businesses, each designed to fill a real need in our area and launched them at the first McDonough County CEO Trade Show. 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.

My reflections are particularly bittersweet because this will be my last year as the Facilitator of this innovative and effective educational program. 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 this year to give so generously to our students all year long.

Finally, my deepest gratitude goes to the five amazing young people who, along with the Class of 2020, took this journey with me, and have worked so hard to accomplish great things for themselves and their communities. You will be an inspiration to subsequent classes of entrepreneurs in the program, because you met the challenges of this year with flexibility and grace, while growing into adults that will take the world by storm. Our county 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,



Christi Steelman, Facilitator
McDonough County CEO



WHAT IS CEO?

CEO is made up of juniors and seniors who attend one of our county High Schools that complete a blind application process to be selected for the program. The class is “home based” at a local business each quarter of the school year. The program is a year-long class designed to utilize the partnerships that provide an overview of business development and processes. Students get the opportunity to visit area businesses, learn from guest speakers, write business plans as well as start and operate their own business. The year ends with our capstone Trade Show where each student has a booth to showcase their personal business to the public. This year, COVID-19 gave the students a firsthand experience at what our local businesses know all too well, that adaptability and resilience are the name of the game.

The Board of Directors would like to thank the area businesses and individuals who so generously support the McDonough County CEO (Creating Entrepreneurial Opportunities) Program with their time as well as financial support. Your belief in the program has helped to make CEO grow and strengthen every year.

INVESTORS

- Arnold Brothers Heating & Cooling
- Bushnell Economic Development Corporation
- Century 21 Purdum-Epperson
- CEO Class of 2020
- 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 of Bushnell
- Farm King
- First Bankers Trust Company
- Fortress Bank
- Hollister Electrical, Plumbing & Heating
- Hy-Vee, Inc.
- Laverdiere Construction, Inc.
- 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-Bushnell Banking Center
- Runser Lawn & Construction
- Russell Grain, Inc.
- S & P Farms
- Tracy Family Foundation
- United Community Bank
- Western Illinois Natural Medicine
- William Seaton
- WUrish, LLC

FRIENDS

- Air RV Inc.
- Compeer Financial
- Macomb Kiwanis Club
- Seth & Jessica Lambert
- Eric & Honey Zimmerman



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.

THE STUDENTS



JADE LAVERDIERE 

I am a senior at Macomb High School where I am serving as the Vice President for Student Council and the Secretary for my class. I enjoy baking, watching comedy movies, organizing and listening to music. Through the CEO program I plan to gain knowledge and skills that will help me become a professional leader in the business world.

"The best part of my year has been developing my business and going on the field trip to Peoria. The most important lesson I have learned from CEO is you can make a career out of something you love doing. My future plan is to run my business through the summer and attend college in the fall and major in finance."



BRYCE LESTER 

I am a senior at Macomb High School. I'm involved in a variety of activities such as Theatre, Swimming, Tennis, and Art Club. My hobbies include skateboarding, playing PC Games, chess, and cubing. What I hope to take away from the CEO program is learning how to communicate effectively, establishing local business connections in the Macomb area, and to understand what makes a business run.

"The best part of my CEO year has been learning and growing as an adult and learning how to effectively collaborate with my peers. The best thing I can take away from the CEO class is the powerful network that I built that I can call upon whenever I need it. In the coming year I plan to further develop my business, enlist in the army, and study graphic design and theatre at WIU."



GRACIE MURPHY 

I am a senior at Macomb High School. Through school, I am involved in several activities including Speech Team, Math Team, Cheerleading, National Honors Society, and FFA, where I am serving as the Section 11 President for this year. I also work at Dairy Queen and HyVee. I enjoy being with my dogs, hiking, and spending time with friends and family. I look forward to getting to meet professionals in my community and learning what it takes to be a successful entrepreneur.

"My favorite part about my CEO experience has been working with my classmates to develop a class business and learned lessons throughout that experience. The biggest take away I've gotten from CEO is to not be afraid to do things that I love and find a passion in what I'm doing, even if it's not what everyone else around me is doing. After I graduate High School, I plan to attend Southern Illinois University Carbondale to study agriculture education as well as further developing my business."



DEVIN SUGGITT

Greetings. My name is Devin. I am a 17-year-old junior at Bushnell Prairie City High School. Some things I enjoy doing include reading, drawing, writing, running, and counselling. This summer, I am venturing to Romania on a mission trip. As a missionary, I talk a lot; especially in front of large crowds. The main problem I have is that I stumble on my words all the time. I am hoping CEO can help me with that.

"The best part about CEO is gaining all the knowledge and skills I have. I have gained so much more than I thought possible because of this program. The most important lesson I have learned is that the only thing stopping you in life is your mind. We can do so many things, we just have to try. After CEO, I am not 100% sure what I am going to do, but I know because of CEO I'll have all the knowledge and wisdom I need to do it successfully."



LAIN TORRANCE 

I am a senior at Macomb Senior High School. Through school I am involved in golf, track, student council, ecology club, and choir. I also am a member of the Illinois National Guard. Some of my hobbies include being active, reading, traveling, and more! Some of my goals for this upcoming year, through the CEO program, are to possess and effectively use skills vital to a successful future career in business. I also hope to found and co-found businesses with my peers and individually that are able to withstand our dynamic economy. Lastly, I hope to have fun and learn lots along the way!

"My favorite part of CEO this past year has been visiting businesses and learning more about my community. Overall I just feel more connected with community and have gained a lot of network and mentorships throughout the community that I didn't have before. The most important lesson I've learned throughout CEO is that it's really important to fail and that it's actually good for you, which I never knew before and that sometimes you have to dive in and not worry about what's going to happen. I am going to take that mentality to this summer where I am planning to begin my business, Sparkle Detailing, ship to basic training over the summer, and attend University of Illinois in Spring of 2022."

CLASS BUSINESS

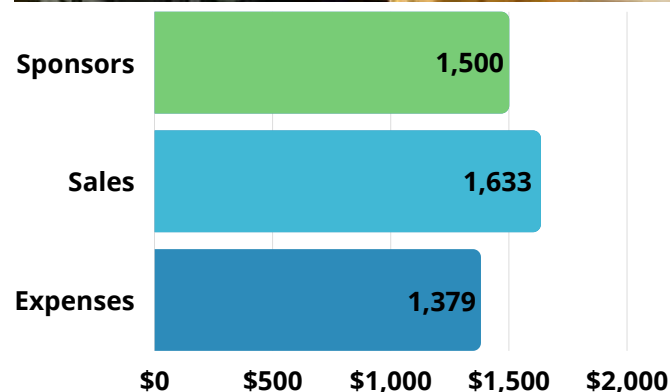
The Winter Rush Delivery Service brought winter fun back to homes during a challenging time. The entrepreneurs developed an e-commerce website and secured several area vendors who agreed to sell a variety of products through the site. Additionally, the group developed three unique winter fun activity boxes to sell: a snow day craft kit for kids, a spa day kit for adults, and a winter treat box.

In keeping with restrictions in place due to the COVID-19 pandemic, the group made arrangements for touch-free home delivery of products ordered through their site. The goal of the Class Business each year is to put valuable entrepreneurial concepts to work: the students brainstormed ideas to fill a local need, pitched them to the board of directors, then wrote a business plan that would guide their activities. They learned to secure business sponsors, write contracts, market their products, design a website, manage their finances and more.

At the conclusion of this pop-up business, 25% of their proceeds returned to the CEO Program to benefit the Class of 2022; 25% was donated to their chosen non-profit, the Humane Society of McDonough County; and 50% was returned to the students in the form of startup business grants administered by the CEO Board of Directors.

SPONSORS

- Car Care Center
- Creations by Erin
- Farmers and Merchants State Bank of Bushnell
- Gold Hills Golf Course
- IPI Wealth Management
- Laverdiere Construction, Inc.
- Macomb Area Chamber of Commerce
- Make Fit Happen
- Slater Construction
- Youth for Christ Western Illinois



STUDENT BUSINESSES

PROJECT ORGANIZED *JADE LAVERDIERE*

Provides home organization services for the Macomb area.

Website: projectorganizedse.wixsite.com/projectorganized

Instagram: @project.organized



SLAYER DECKS *BRYCE LESTER*

Customized skateboard deck art tailored to the customer's personality.

Website: www.boardpusher.com/slayerdecks



THE MARKETING BUZZ *GRACIE MURPHY*

The Marketing Buzz offers affordable digital marketing services for small businesses within McDonough County.

Instagram: @themarketingbuzz123



DEVIN'S DOGS *DEVIN SUGGITT*

Providing a range of services in the Bushnell region including walking, bathing, sitting, and waste removal.

Instagram: @devins.dogs



SPARKLE DETAILING *LAINIE TORRANCE*

Sparkle Detailing is a mobile car detailing service that will provide extreme convenience for clients' prized possessions.

Instagram: @sparkledetailing2021



TRADE SHOW

To cement their hands-on lessons in entrepreneurship, each CEO student learns how to start their own business. They developed a business concept, meet with bankers, worked with their mentors and participated in several other learning events as they worked to develop their business. Finally, they launched their businesses at the annual McDonough County CEO Trade Show, held for the first time on May 4, 2021 at the Spoon River College Community Outreach Center, Macomb.

The young entrepreneurs displayed their products/services, interacted with potential customers, enthusiastically discussed their displays and offered up their 30-second pitches—on repeat. As the capstone event for the program, the Trade Show is a culmination of the knowledge CEO students gained throughout the year, and it's the chance to put acquired skills into action as they introduced their business to the community. Board members, investors, educators, and parents were impressed with the students' creative businesses as well as their ability to plan and professionally present their work.



CLASS ACTIVITIES

MENTOR MATCHING

The CEO mentorship program establishes important connections between the students and local business leaders. Students meet with their mentors once a month and take part in activities that allow them to gain feedback and business expertise. Mentors commit to meeting with their student once a month as well as communicating with their student on a weekly basis. Mentors reinforce business concepts covered in previous tours and lessons. Ultimately, the mentorship program helps students develop even greater business savvy and professional social skills.

BUSINESS VISITS

CEO students visited more than 30 area business where they toured facilities and learned key business concepts from owners, managers, and employees.

SESSIONS IN BOARD ROOMS

Because the CEO Program is not meant to feel like school, daily activities were held in board rooms and spaces provided to the CEO Program by community members and Investors. This year, they split their time between Tellers Event Space in Bushnell and the board room at First Bankers Trust Company (Macomb). These companies generously provided professional meeting places for months at a time that served as our “home base” between site visits and other activities.

PROFESSIONAL GUEST SPEAKERS

Dozens of key entrepreneurial and personal development concepts were presented by more than 50 local, regional and national business professionals and community leaders. Topics ranged from personal responsibility, communication and wellness to finances, marketing, management, and so much more.

TRADE SHOW

All of the experiences of this year led directly to the establishment of 5 new individual businesses that were introduced to the community at the May 04 Trade Show at the Spoon River College Community Outreach Center.

COMMUNITY ENGAGEMENT

This year the students attended networking socials with the board and community leaders, assisted with recruitment for the CEO Class of 2022, served as panelists for the Gratitude project, developed a focus group project for teenagers on behalf of the Western Illinois Museum, and donated a portion of their class business funds to the Humane Society of McDonough County.





CLASS VISITS & TOURS



BUSHNELL

- Hart's Nursery
- Midstate Graphics
- Midwest Control Products/Steinjager
- Tellers Event Space
- Wildest Dreams Boutique

COLCHESTER

- Gold Hills Golf Course
- Hickory Grove Farm
- McDonough Telephone Cooperative
- Stephanie Zimmerman Photography Studio

MACOMB

- All Pets Veterinary Clinic
- Arnold Brothers Heating & Cooling
- Bridgeway
- Dodsworth-Piper-Wallen Funeral Home
- First Bankers Trust Company
- Forgottonia Brewing
- Horn Field Campus
- Humane Society of McDonough County
- Hy-Vee, Inc.
- Lakeview Nature Center
- Macomb Park District
- Macomb Area Economic Development Corporation
- Make Fit Happen
- McDonald's
- McDonough Power Cooperative
- Nostalgia Decor & Gifts
- Optometric Billing Consultants
- Rosebud's Tees
- Spoon River College Community Outreach Center
- The Crafty Coop
- The Old Dairy
- TJR Designs
- Western Illinois Museum

MARIETTA

- Spangler Farms

PEORIA

- Crafted DIY Studio
- Owens Ice Center
- Peoria Riverfront Association
- Smiley Graphix
- The Nest Co-Working Center

THE MENTORS



**JOHN ARMSTRONG,
FIRST BANKERS TRUST COMPANY**

LAINE TORRANCE



**KRISTEN CONRAD,
MAKE FIT HAPPEN**

DEVIN SUGGITT



**JILL COOK,
UNIVERSITY OF ILLINOIS EXTENSION OFFICE**

JADE LAVERDIERE



**RACHEL KERNS,
MCDONOUGH TELEPHONE COOPERATIVE**

GRACIE MURHPY



**BRIAN KINMAN,
ARNOLD BOTHERS HEATING & COOLING**

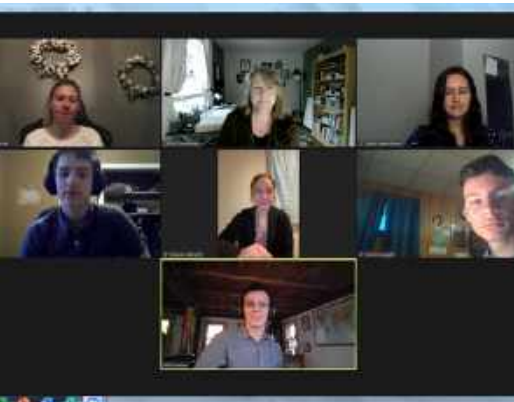
BRYCE LESTER





GUEST SPEAKERS

- Jim Boyd, WIU Small Business Development Center
- Austin Brooks, Midland Institute for Entrepreneurship
- Steven Burgess, Vertex Education Solutions
- Maxine Clark, Build-A-Bear Workshop
- Julie Coney, The Faux Wife
- Jody Cox, An Affair to Remember
- Gina Despain, Fortress Bank
- Mike Eddy, Citizens Insurance (An Unland Company)
- Sarah Grant, McDonough County Farm Bureau
- John Gruidl, WIU
- Norine Hammond, State Representative District #93
- Michelle Howe, WIU
- Beau Ingledue, Purdum-Gray-Ingledue-Beck, Inc.
- Mike Inman, City of Macomb Mayor
- Kari Jo Kelso, Rosebud's Tees
- Rachel Kerns, McDonough Telephone Cooperative
- Carissa & Brian Kinman, Fresh Roots Market
- Laura Leezer, Citizens Bank (A Division of Morton)
- Rachel Lenz, Macomb Park District
- Todd Lester, Citizens Bank (A Division of Morton)
- Kaeya Majmundar, SwayPay
- Lauren Merritt, Macomb Area Chamber of Commerce
- Jason & Deidre Mize, Greater Good Solutions
- Andrew Ngui, Greater Peoria Economic Development Corporation
- Julie-Anne Pickett, IPI Wealth Management, Inc.
- Kim Pierce, Macomb Area Economic Development Corporation
- Jodi Pospeschil, WIU
- Chris Pumo, Pumo Insurance
- Anne Raisor, Arrtful Creations
- Betsy Rench, Ramsey Financial Services
- Jeremy Robinett, WIU
- Mark Rodeffer, Raritan State Bank-Bushnell Banking Center
- Sue Scott, Western Illinois Museum
- Will Seaton, Bridgewater Associates
- Holly Spangler, Farm Progress
- Jenna Spangler, Jenna Lou's Homemade Ice Cream
- Racheal Sparagowski, Haven Designs
- Mike Steelman, Farmer and Merchants State Bank of Bushnell
- Don Swartzbaugh, Farmers and Merchants State Bank of Bushnell
- Kristen Terry, City of Macomb-Downtown Development
- Jil Tracy, State Senator District #47
- Zach & Kristen Uttich, BLVDier
- Ryan VanDolah, MidAmerica National Bank
- Leilany Velasquez, Wildly Capable Carpentry
- Doug Villhard, Villhard Growth Partners
- Bruce Western, WIU
- Matt Wilson, Under 30 Experiences
- Honey Zimmerman, WIU



2020-2021 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

KAREN HELMERS

Macomb High School CUSD# 185

ADMINISTRATIVE AGENT

Regional Office of Education #26

FISCAL AGENT

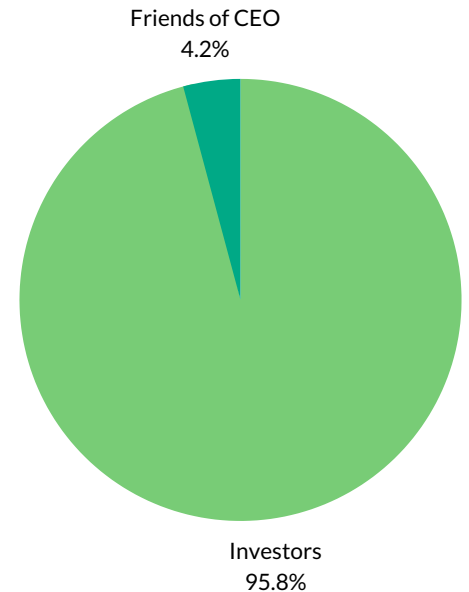
Macomb Area Economic Development Corporation



2020-2021 FINANCIALS

REVENUE (JANUARY-DECEMBER 2020)

Investors (39)	39,000.00
Friends of CEO (5)	<u>1,700.00</u>
TOTAL REVENUE	\$ 40,700.00



EXPENSES (AUGUST 01, 2020-JUNE 20, 2021)

Facilitator Salary + Withholding	30,789.09
Administrative Agent Fee (ROE)	900.00
Midland Institute Annual Fee	5,000.00
Support Materials + Marketing	263.36
Annual Report	375.00
Trade Show	1,641.87
Travel + Training (MIE)	0.00
Insurance (D&O + General Liability)	824.00
Alumni Events + Student Orientation + Investor Care/Socials	621.20
Fiscal Agent Fee (MAEDCO)	0.00
TOTAL EXPENSES	<u>\$ 40,414.52</u>
VARIANCE	\$ 285.48

SIGNING DAY CLASS OF 2022

FEBRUARY 27, 2021



Back (L to R): Justin Runyan, Aaron Taflinger, Sarah Riggins, Lauren Tyler, Braydon DeCounter
Middle: Nathan Spangler, Kayla Davis, Trinity Christensen, Ava Kilburn
Front: Griffin Skees-Kessler, Jake Hyde, Thalia Adkins-Covert, Emma Coursey



MACOMB
CUSD#185



WEST-PRAIRIE
CUSD#103



BUSHNELL PRAIRIE-CITY
CUSD#170




TRINITY ACADEMY




HOMESCHOOL


CREATING ENTREPRENEURIAL
OPPORTUNITIES

STAY IN TOUCH

 www.mcdonoughcountyceo.com

 www.facebook.com/mcdonoughcountyceo

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

 facilitator@mcdonoughcountyceo.com