

LYON AND MURRAY COUNTY

CREATING ENTREPRENEURIAL OPPORTUNITIES



Midland 
Institute for Entrepreneurship

2022-23
ANNUAL REPORT



FROM THE FACILITATOR

Wow! What an amazing first year we had with the Lyon and Murray County CEO Program. I feel so honored to have been a part of this first class and the launch of the program in Lyon and Murray Counties.

Throughout the year, 18 Young Professionals were able to learn about business from so many experts in our region. The Young Professionals collectively launched **Minnesotafied** as their class business, which was a resounding success.

Throughout the year they were able to connect with 125 new people through speakers, tours, mentors, and events.

Our first Tradeshow was a success with over 200 people in attendance and over \$1,000 raised for our Alumni Pipeline.

We look forward to another great year in 2023-2024!

Shanda



SHANDA WALKER

507.530.8848

facilitator@lyonandmurraycountyceo.com



INAUGURAL CLASS

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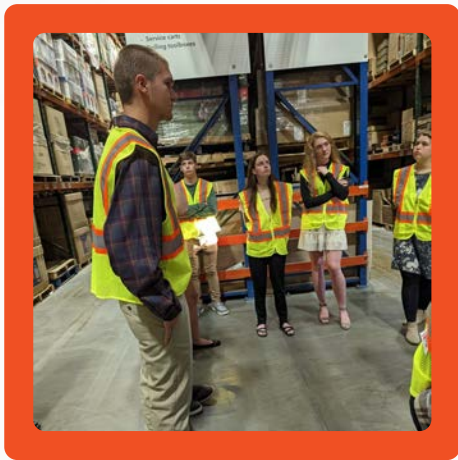


BY THE NUMBERS

18 YOUNG PROFESSIONALS



61 SPEAKERS



28 VISITS



47 INVESTORS

CEO MISSION STATEMENT

"Seeking opportunities. Inspiring change. Preparing for the future."

INVESTORS

Ace Home and Hardware
Ag-Plus
Avera Marshall
Bisbee Plumbing and Heating
Carlson & Stewart Refrigeration, Inc.
Carr Family Foundation
Christensen Broadcasting LLC
CHS
City of Marshall
Commodity Futures Brokerage
Currie State Bank
D & G Excavating
Evans Family Pet Care
Finley Engineering Co, Inc.
Fultz Farms Inc
Hoffman & Brobst PLLP
Investors Choice Financial Services Inc
Legal Estate Planning Solutions
Lockwood Motors
Lyon County
Maple Path Financial
Marshall Area Chamber of Commerce
Marshall Mini Storage
Marshall Municipal Utilities
Marshall Noon Rotary Club
Marshall Radio - Subarctic Media
Minnesota Business Finance Corporation
Minnwest Bank - Slayton
Minnwest Bank - Tracy
Monogram Meat Snacks
Murray Co. Economic Development Authority
Murray County Medical Center
Murray County Corn and Soybean Growers
Nobles Cooperative Electric

Northwestern Mutual
Prairie Lakes Family Dentistry
Ralco Nutrition
Runnings
Slayton Building Materials, Inc.
Slayton Kiwanis
Smile Designers - Dr Erik Hill & Dr Mike Thomas
Southwest Sanitation, Inc.
State Bank of Chandler
State Farm Insurance
Subway - Key Ventures
The tru Shrimp Company
Tracy EDA



Become an Investor

Investors are the heart of Lyon and Murray County CEO. Their annual investment of \$1,000 provides the necessary resources to ensure the sustainability of the Lyon and Murray County CEO program for future Young Professionals.

GRANTS

Archer Daniels Midland
US Bank
Southwest Initiative Foundation
LYFT Career Pathways

FRIENDS

Commodity Futures Brokerage
Darcy Carlson
KDL Insurance
Prairie Home Hospice and Community Care
Margaret Kluis and Glenn Kluis
The Archbold Team- Edina Realty
Marcia Johnson/Johnson Family Trust
Slayton Foods
Raymon and Janet Randall
Tracy Kiwanis



2022-23 YOUNG PROFESSIONALS



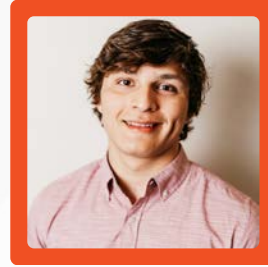
John Boerboom



Anna Bucher



Kaden Clark



Tate Condezo



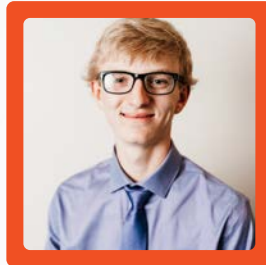
Paige Duthoy



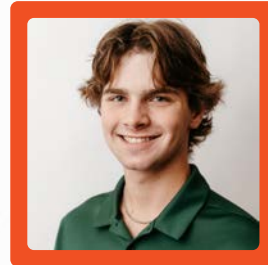
Mallory Evans



Brenna Foster



McKade Gillette



Jon Gruhot



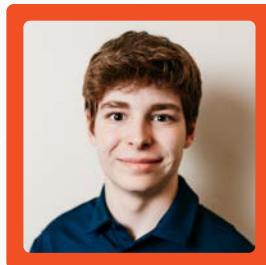
Bridgette Herrig



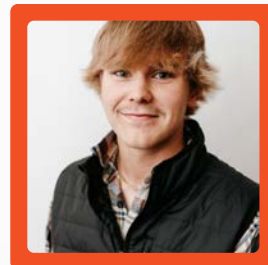
Regan Loft



Taylor Miller



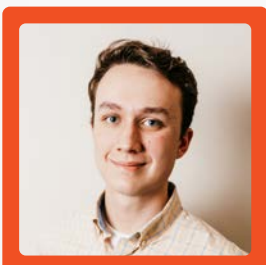
Spencer Scherr



Parker Schmitt



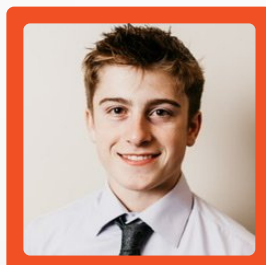
Emma Schuur



Braxton Seifert



Cloie Stevens



Jeff Wing





JHB Agriculture is owned by John Boerboom and currently offers lamb and chicken products to restaurants and various individuals.

John Boerboom | 507 - 530-4797
jhbagriculturellc@gmail.com



My name is John and I'm a Senior this year. I applied to try and grow my knowledge of the business world.

My other interests and hobbies include: Hunting, Fishing, Trapping and shooting sports.

I am most looking forward to trying a new class experience and learning about the different businesses in the area.



Hello, my name is Anna, I am a senior. I applied for a CEO because I have had a small business for three years, Anna Grace Art & Design! I knew that CEO would be a great opportunity to learn from business owners around the area. I am involved in Marshall Volleyball, Honors Society, FCA, link crew, and ACTS! Outside of school walls I am passionate about the gospel, my small business, being creative, working at Noble Woman Boutique, friends, and family! I am really excited to be mentored by some of the best in the area and to grow my small business this year!



Introducing the Daydream Collection by Anna Grace Art & Design. Anna Bucher's successful Art and Design business has expanded to include apparel, keychains and more.

<https://shopannagrace.art/>



Clark Freight, owned and operated by Kaden Clark, is a furniture and appliance moving, delivery and removal company serving Lyon and Murray Counties.

Kaden Clark | 507-828-3217
kadenclark322@icloud.com



My name is Kaden and I'm a Senior. I was interested in applying for CEO as I've grown up watching a small family business grow and I'm interested in eventually starting my own.

In my free time I enjoy Lifting, Basketball Intramurals, Dirt biking, and riding my Street bike.

I am most looking forward to meeting people around the community and learning important strategies that have helped them in their journey.



I joined CEO to learn more about real estate and to improve my public speaking skills.

I enjoy Wrestling, Football, Hunting and Fishing in my spare time.

I am most looking forward to all the people I will meet and the connections I will make.



Custom Winter Lights, owned and operated by Tate Condezo, is an all-inclusive Christmas Light business.

Tate Condezo- (507)-828-0793



Paige's Posies Flower Pressing offers various sizes of framed, pressed flowers for purchase, and also specializes in custom pressed flower arrangements to commemorate special occasions in your life.

Paige Duthoy | 605 - 681- 5291
paigeduthoyposies@gmail.com



My name is Paige and I'm a Senior. I applied for CEO because I believe it is a great opportunity that will not only teach me to be independent and prepare me for the real world, but also open the door for new relationships and connections within my community. My ambition is to gain confidence and the knowledge to successfully build my own business and achieve the goals I set for it and myself.

I enjoy the outdoors, reading, Track & Field, and refurbishing furniture.

This being my senior year, I am excited to make my last high school memories. Being a part of the first ever young professional group in the Lyon and Murray County CEO program is an opportunity I am eager to experience. It will give me the chance to visit multiple communities and network with local businesses.



Every student's (and parents) ultimate organizational tool for time management and keeping on top of needs for school, extracurriculars, work and life.

Mallory Evan



My name is Mallory and I'm a Junior. I applied for CEO so that I can develop my people skills and learn essential components of a business.

I participate in marching band, the FFA Meats Team, and I enjoy doing Olympic weightlifting, and working on the farm.

I'm looking forward to going to Indianapolis for FFA Nationals, competing, and having our team return as national champions.

My name is Brenna and I'm a Junior.

I applied for CEO to learn how to start and run a business.

I enjoy playing soccer, basketball, and being a part of marching band.

This year I'm excited to get to meet new people and learn from local businesses.



what's Poppin Popcorn sells high quality popcorn in lots of fun flavors.

Brenna Foster



McKade's General Maintenance - No job too big, no job too small, McKade's General Maintenance does 'em all!

**McKade Gillette | 507-626-5794
mckade.gillette@icloud.com**



I'm McKade and I am a Senior. I applied for CEO to get a better understanding of the business and entrepreneurship world.

I enjoy fishing, hunting, and traveling.

I'm most looking forward to getting to learn what it's like to be an entrepreneur and working with students from other schools.

I'm Jon and I'm a Senior.

I applied to CEO to try out a new class and try to get a profitable business going for myself.

I enjoy playing baseball, golfing, and hunting.

I am looking forward to learning the steps of starting my own business.



Gruhhot Transfers, owned and operated by Jon Gruhot of Marshall, offers curbside pick-up services, custom trash services and building clean out services.

**Jon Gruhot | 507-476-3050
jongruhhot1@gruhottransfers.com**



Bridgette's Bow-Wow Treats offers dog and cat treats. These treats are a healthier option for your loved pets with locally-sourced ingredients.

**Bridgette Herrig | 507-220-1586
BridgettesBowWowTreats@gmail.com**



I'm Bridgette and I'm a Senior.

I applied for CEO because I wanted to expand my learning experience.

In my spare time I have Sheep, enjoy reading, and doing fiber arts.

I'm looking forward to meeting other CEO's and making connections in my community.



**crafted
candles**

Natural and handmade
candles that use a
variety of molds to
create various shapes.



Regan Loft | 507-591-2766
regan.loft@icloud.com

My name is Regan and I am a Senior. I applied for CEO because I am interested in learning about how to become an entrepreneur and to learn about the businesses in my community.

I play hockey, softball, and tennis. I am also involved in ACTS, Honors Society, FCA, Link Crew, and Yellow Ribbon.

I'm excited for all the opportunities that CEO will bring me and cannot wait!

My name is Taylor and I'm a Senior. This year I look forward to my last year of high school, meeting new people, and growing relationships with others.

I'm currently playing tennis and golf and I love to do arts and crafts and hang out with my friends and family.

I applied for this class because I thought it would be a great opportunity to learn more about the local business and learn the process of becoming a business owner.




The Glimpse is a
branding and marketing
business that offers
high-quality, one-of-a-
kind designs that will fit
your business's image.

Taylor Miller | 507-828-3497
Theglimpse.marketing@gmail.com




Fine Finish Detailing,
owned and operated by
Spencer Scherr,
guarantees to have your
car looking like it came
off the showroom floor!

Spencer Scherr | 507-591-3335
s.scherr23@gmail.com

I'm Spencer and I'm a Senior.

I applied to CEO to learn how to start my own business and stay local to Marshall.

I enjoy Motorcycle rides and working on vehicles.

I'm looking forward to meeting the business owners and seeing businesses in our area.

My name is Parker and I'm a Senior.

I joined CEO because I felt it was going to be a great opportunity to learn things about businesses and meet new people.

I enjoy playing hockey and baseball.

I'm looking forward to getting the opportunity to create a small business from all the things I learned this year.




Schmitt Detailing works to
provide high quality
services at an affordable
cost.

Parker Schmitt | 507-829-5198
23pschmitt@gmail.com



YOUR CHOSEN
INVITATIONS

Creating and designing custom invitations for your next event.

Emma Schuur

My name is Emma and I'm a Senior. I chose to apply to CEO to get more of an inside on the secrets and tricks it takes to not only get a business started, but to keep it successful.

Some of my hobbies include playing volleyball for MCC and playing for SW Christian in Edgerton in the spring.

I love traveling and seeing new places especially with my family. I am mostly looking forward to being able to meet new people and expand my comfort zone to trying things I normally wouldn't be doing if it weren't for this class.

My name is Braxton and I'm a Senior.

I applied for CEO because I want to learn more about business, so I can start my own auction company.

My interests include Auctioneering, Trap Shooting, Rolle Bolle, FFA

I am looking forward to FFA Nationals.

THE SILVER DOLLAR AUCTION COMPANY

The Silver Dollar Auction Company provides a fun and high energy atmosphere, where we can guarantee the market rate for your products. We specialize in benefit auctions to raise money for non-profits.

Braxton Seifert | 507-828-1926
braxtonseifert@gmail.com

Gather

Created by the owner of Sugar & Spice Bakery, Gather Cookbook will feature 50+ recipes ranging from breakfast to dinner, and of course dessert!

Cloie Stevens | 507-829-6474
Stevenscloie@outlook.com

My name is Cloie, and I am a Senior.

I applied to be a part of CEO because I have spent most of my free time in high school running my bakery business, Sugar and Spice Bakery, and I was excited to have found an opportunity to learn more about the business world.

In school I am a part of honors society, student council, Business Professionals of America, the school musical, and the golf team. In my free time I enjoy spending time with my friends and family and trying out lots of recipes on them.

This year I am most excited to see behind the scenes of local businesses and learn directly from successful entrepreneurs.



My name is Jett and I'm a Senior

I applied for this program to become more connected to our community, to learn about the businesses in our community, and to give myself a head start in life.

Some of the activities that I'm in currently is football, and hockey. I also I enjoy hunting and fishing with family and friends.

I'm looking forward to my senior football season at MHS.

Wings Axe Company

Wings Axe Company is an axe throwing venue in downtown Marshall. Host a variety of experiences from family outings, date nights, corporate events, bachelor and bachelorette parties.

Opening November 2023 by CEO Alumni Jett Wing.



WING PRESSURE WASHING

Our mission at Wing Pressure Washing is to provide top quality pressure washing services that exceed customer expectations.

Jett Wing
wingpressurewash@hotmail.com

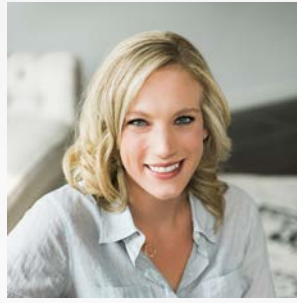
For parties over 15, contact Jett Wing : jettwing@wingsaxecompany.com

Indicates businesses that are still in operation

BOARD OF DIRECTORS



Carla Goedtke
Investors Choice
Board Chair



Lauren Deutz
Marshall EDA
Vice Chair



Neal Everson
Minnwest Bank
Treasurer



Beth Ritter
Marshall Public Schools
Secretary



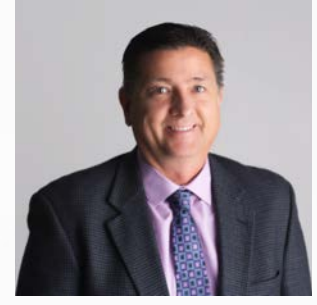
Andy Easley
The truShrimp
Company



Chad Anderson
Tracy Area Public
Schools



Jacob Scandrett
MCC Schools



Jeff Carpenter
Tracy EDA



Mary Squires
Minnwest Bank



Nick Klein
Klein Foods



Aaron Ziemer
Marshall Radio



Zoey Logan
Investors Choice

Dear Friends of CEO,

It has truly been an amazing two years of steering, and launching the Lyon and Murray County CEO Program. There are so many thanks for the individuals, organizations, schools and businesses that have put in time, effort, and enthusiasm to make this a reality. With our first year in the books, we have learned a lot, stumbled a few times and are moving forward, excited for the promise of the upcoming years.

If you have not met one of these fine young professionals, please reach out to them as they traversed many challenges this first year. As a board, we cheered on as Shanda coached each young professional, to be the best that they could be, and to find their own successes.

As we launch into our second year, we continually seek mentors, speakers and investors to be part of this growing program. We are excited for the future, and again appreciate everyone for how they helped develop this program.

Carla Goedtke



Desiree Petrich
Intentional Action

BUSINESS VISITS AND SPEAKERS

Business Visits

Ormat Technologies
 The truShrimp Company
 Ralco Distribution Center
 Runnings Distribution Center
 Marshall Fire Department
 North Memorial Ambulance
 Monogram Meat Snacks
 Bend-Rite Fabrication
 Greenwood Nursery
 The Plaid Moose
 Marshall Municipal Utilities
 Boerboom Farms
 The Mattress Barn
 Soul Acres
 AgPlus Agronomy Center
 Red Baron Arena
 Finley Engineering
 KJOE Radio
 Murray County Medical Center
 ADM
 The Dog House
 Restored Strength
 AP Design
 Key Largo
 Urban Appeal Salon
 Shooters Sporting Clays
 Balaton Bay Golf Course
 Lingen Dairy

Speakers

Michael Ziebell	Kristin Gruhot
Jeremy Gossen	Heather Willert
Brad Gruhot	Darren Gravely
Pete Beerman	David Gruhot
Todd Harmening	David Schelkoph
Justine Wettschreck	Tate Wheeler
Lauren Deutz	Tom Bolin
Jeff Carpenter	Dave Parsons
Trevor Humphrey	Tim Swenson
Tara Onken	George Taylor
Amy Wymer	Troy Wehrking
Perry McNeil	Tom Klein
Charlie Ehlers	Ron McDaniel
Gus Condezo	Joel Wiering
Mike Panka	Asa Nelson
Eric Eben	Doug Hansen
Bill Toulouse	Fran Korman
Jennifer VanKeulen	Kandy Noles-Stevens
Desiree Petrich	Ted Stamp
Carla Goedtke	Amber Sorensen
Jim Goedtke	Lauren Biegler
Dan Kippley	Chandra Carlson
Robin Weiss	Dayton Westra
Tom Webb	Doug Wing
John Drown	Chris Engelston
Marty Seifert	Sonya Kayser
Neal Everson	Debbie Schreier
Larry Gee	Aaron Ziemer
Steve Smart	Mary Squires
Julie Walker	Katie Chapman
Christine Fischer	



Host Sites

truShrimp	City Hall - Marshall
Lyon County Gov't Center	Red Baron Arena & Expo
Tracy VMC	KDL Insurance
SRDC	Shetek Lutheran Ministries
Prairieland EDC	Lynd Community Center
Slayton Community Center	Wooden Nickel
Plaid Moose - Tracy and Slayton	Bitton's Roadhouse



MINNESOTAFIED RECAP

PRICING



MINNESOTA NAVY BLUE HOODIE OR CREWNECK
\$45



SILLY GOOSE STICKER
\$5



MINNESOTAFIED BEANIE
\$25



MINNESOTAFIED STICKER
\$5

our Products

PRICING



MINNESOTAFIED LONG SLEEVE
\$35



MINNESOTAFIED 20 OZ TUMBLER
PRE-ORDER
\$35



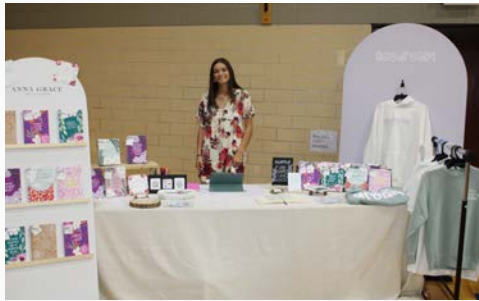
MINNESOTAFIED MUG
PRE-ORDER
\$15

Order at: 507designs.com

OVER ALL NUMBERS

P&L Minnesotafied	
Sticker Revenue	\$410
Crew neck Revenue	\$5,150
Long Sleeve T Revenue	\$2,310
Beanie Revenue	\$1,250
Mug Revenue	\$720
Tumbler Revenue	\$875
Hoodie Revenue	\$5,455
Total Net Revenue	\$16,170.00
Square Expense	\$160.00
Marketing Expense	\$43.00
Sticker Production Expense	\$145.60
Wooden Ornament Cost	\$45.00
Crew neck Production Expense	\$2,755.75
Long Sleeve T Production Expense	\$1,401.75
Beanie Production Expense	\$565.00
Mug Production Expense	\$586.00
Tumbler Production Expense	\$620.00
Hoodie Production Expense	\$3,417.75
Tax Expense	\$
Total Cash Expenses	9,739.85
Net Income	6,430.15

TRADE SHOW



FROM OUR YOUNG PROFESSIONALS



"(CEO) was just incredible. I wouldn't change it for the world. Keep doing big things & taking students places to learn more about the world!"



"Connecting us to leaders of the community - Opening our eyes to all that Lyon and Murray County has to offer - Showing us all the things we are capable of - Teaching us how to be in the real world - Bringing us closer to our peers that are striving for what we also want - Giving us the year to build core relationships - Giving us the freedom to not be treated as a student but as a Young Professional adult."



"Best experience of my life. I will tell everyone I meet about it."



ALUMNI PIPELINE

The most valuable asset to the CEO program is our alumni. Over the course of the year our Young Professionals have accomplished many feats and grown into entrepreneurs capable of shaping the future of our regional economy. Our goal is to support those future endeavors financially and provide network support to help make their dreams a reality.



FINANCIAL REPORT

Expenses

CEO Expenses

\$66,766.32

Facilitator Expenses (Salary, Mileage, Training, Tech)	\$35,315.38
Midland Fee	\$5,000.00
Admin Costs (Insurance, Events, Printing)	\$8,050.94
Funds to Class Business	\$8,000.00
Funds to Individual Businesses	\$10,400.00
Totals	\$66,766.32

Income

Class Business

Net Income: \$6,430.15

Investor Income	\$48,000.00
SWIF Grant (\$10,000/3yrs)	\$ 3,333.00
US Bank Grant (\$7500/3yrs)	\$2,500.00
Payback class project	\$8,000.00
Friends of CEO	\$5,220.00
Totals	\$67,053.00

Badge Business

Net Income: \$186.65

MENTORS

“I loved being able to answer their questions, and see how much they grew over the course of the year.”

Katie Beers

Wheel Herald

Todd Bock

Northwestern Mutual

Darcy Carlson

Minnwest Bank

Jeff Carpenter

Tracy EDA

Andy Easley

truShrimp Company

Eric Eben

Hoffman and Brobst

Jeremy Gossen

Carlson & Stewart Refrigeration

Jennifer Graven

truShrimp Company

Brad Gruhot

Marshall Chamber of Commerce

Cassi Weiss

Visit Marshall

Tracey Haberman

Nobles Cooperative Electric

Kim Holm

State Farm Insurance

Samantha Hurst

Lewis Drug

Mike LeTendre

AgPlus

Marv Nysetvold

Shetek Lutheran Ministries

Tara Onken

Edina Realty

Mike Panka

Panka Insurance Agency

Desiree Petrich

Marshall Chamber of Commerce

Tim Swenson

Action Manufacturing

Adam Tromblay

Nobles Cooperative Electric

Our CEO Young Professionals rely on the expertise and knowledge of local mentors to maximize their growth in this program. If you or someone you know has interest in becoming a mentor, please reach out to Shanda Walker at facilitator@lyonandmurraycountyceo.com. Mentors meet with our Young Professionals on the 2nd Friday of the month October - May.



CONTACT US



Phone Number

507.530.8848



Email Address

lyonmurrayceoprogram@gmail.com



Website

lyonandmurraycountyceo.com



Schedule

The CEO class meets for 90 minutes a day, Monday - Friday and is year long. Young Professionals receive 2 credits for their time in the program.

Facilitator

A key part of the success enjoyed by the class is rooted in a Facilitator who challenges each individual and can manage constant change in the classroom.

Funding

Funding comes from Investors, Friends of CEO, grants and the Young Professionals' projects.

Young Professionals

Is open to both Juniors and Seniors from public and private high school who are selected through a blind application process. Throughout the course Young Professionals are provided with the opportunity to start their own business and showcase their work at an annual trade show.

The Classroom

The class meets in local businesses and changes locations throughout the year with 30-40 guest speakers. This helps the Young Professionals from multiple school districts establish a common identity based on their CEO experience and a greater appreciation for their areas' professional work environments.

Mentors

CEO mentors help Young Professionals immerse themselves in real life learning experiences with the opportunity to take risks, manage the results, and learn from the outcomes.