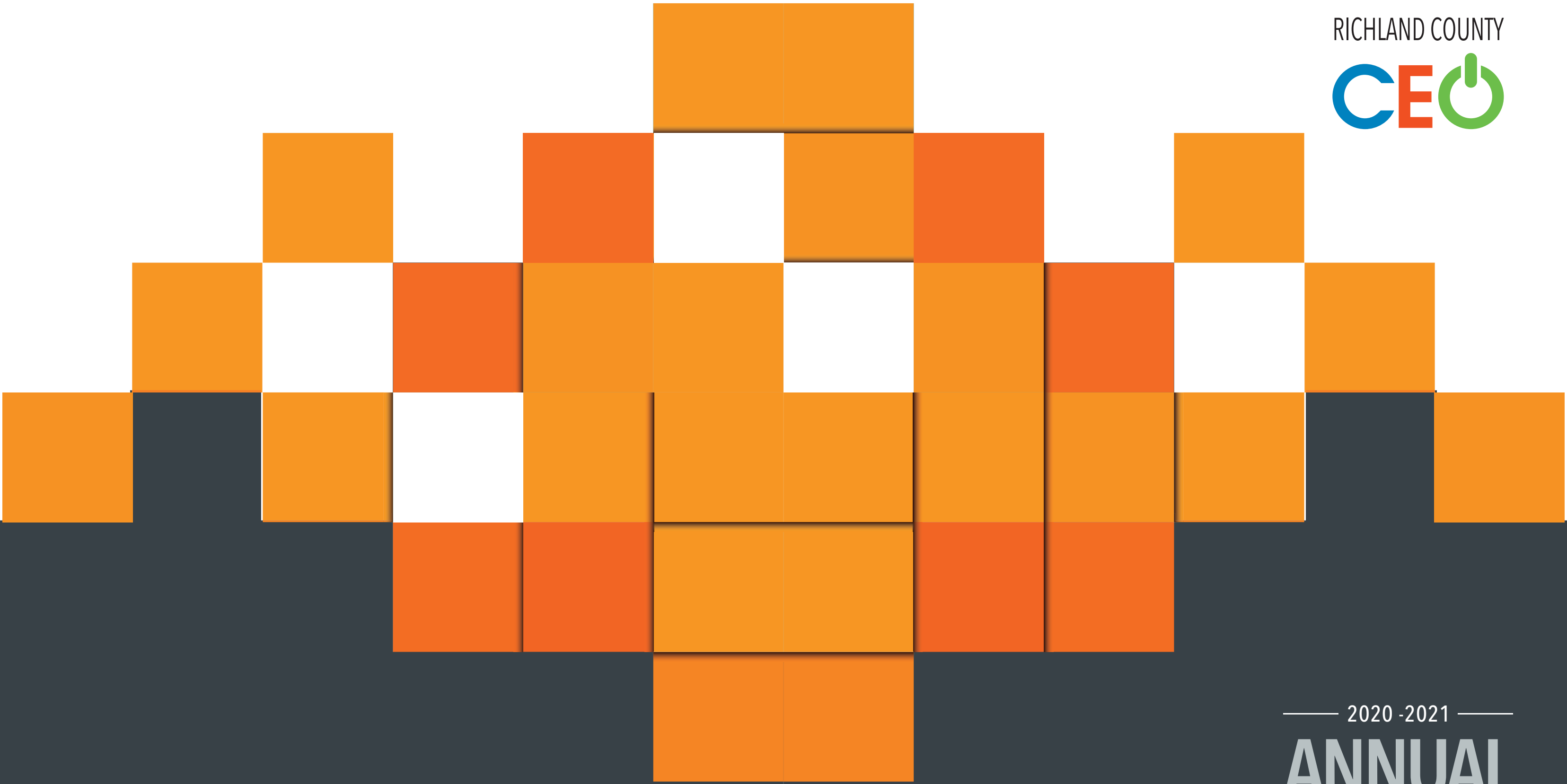


RICHLAND COUNTY



— 2020 -2021 —

ANNUAL REPORT

MISSION STATEMENT

To provide a comprehensive educational experience for the community's high school students, equipping them to be enterprising individuals and entrepreneurial thinkers who contribute to the economic development of our county.

CEO VISION

CEO graduates demonstrate entrepreneurial thinking and a thirst for life-long learning. They are ready to compete in the global economy and are inspired to contribute to the economic development of the county.

CEO CULTURE

We have a very active and accountable Board of Directors with excellent communication. We are a working board continuously involved in our class and in collaboration with our facilitator.

CEO CULTURE

The Richland County CEO Program is a member of the Midland Institute for Entrepreneurship. The Institute guides CEO communities through the process of establishing their local CEO Board, hiring their facilitator, implementing the student application process, as well as providing on-going training and support.



Dan Eichelberger | Richland County CEO President

'Pivot' was the word of the year for students in the Richland County CEO Class of 2021. They persevered and succeeded through the most surreal of situations with professionalism, while cultivating life-long traits that will serve them well in the future. Instead of dwelling on the chaotic nature of the experience, they focused on the opportunities available to them. Because of mandated restrictions, the traditional class business had to be reevaluated. Despite these challenges, our students were able to successfully execute our first-ever retail class business. We appreciate the guidance of first-year facilitator, Joe Morris, and the example he exhibited to students as they navigated this year. Joe's background as an entrepreneur enabled him to meet every difficulty with creativity and confidence.

On behalf of the Richland County CEO Board, we wish to thank our investors for seeing the value in a program of this level and continuing to support the CEO efforts to build the next generation of entrepreneurs. We appreciate the mentors for giving their valuable time to speak into the lives of the students, sparking creativity and inspiration. We also thank the community for creating an environment where entrepreneurship is strong. Shaping tomorrow's leaders takes the whole community and regardless of what the future holds, our ability to unite as a community and support local businesses is a strength of Richland County.



Joe Morris | Richland County CEO Facilitator

Coming off the heels of a tough 2020 year, the CEO participants had no idea what this school year would bring. With all the potential challenges of the upcoming school year they decided to commit to CEO and all the unknowns that come with it. To me, this shows a level of courage and resilience that most people their age do not possess. As a first year facilitator, I was in the same boat so I knew the participants and I would be learning at the same time. This year was definitely full of challenges and restrictions but I must say, the participants took everything in stride and were quick to adapt to anything that was thrown at them.

I sincerely want to thank the Richland County CEO Board for their support this year. I had a lot of questions at times and I know my way of doing things was a little different than years prior. The mentorship provided to me by the board was something that I haven't experienced since my time in the Marine Corps and for that, I am extremely grateful. This year would not have gone as smoothly without your support and guidance.

Without our investors, there would be no Richland County CEO program. Our community is better because of your time and financial commitment to this program. The CEO participants and I appreciate you all opening your businesses to us and giving us a behind the scenes look at your operations. What an amazing opportunity to visit so many different businesses and get so many different perspectives. If there's one thing I know that the participants learned this year, it's that there's not just one way to do business. It's an experiment that never ends and that's the exciting part of entrepreneurship. Again, thank you for making this program possible and opening the minds of these young people.

I also want to thank all of our guest speakers, business visits, mentors, and Amy Bissey-Murphy (Chamber of Commerce). Without your willingness to speak into these young men and women's lives the program would not be as effective. You should know that your words were heard and applied throughout the school year. Just know, you have affected the next generation!

Gloria, It has been a pleasure having you in class this year. Your ability to adjust and persevere will serve you well going into adulthood. You had some very difficult choices to make this year but you handled it like a pro. You are also one of the realest people I've ever met and the world needs more of that. Keep being yourself and making the people around you smile.

Mallory, you are a born leader and people respect you as soon as they meet you. You carry yourself as a true professional and never show the stress of a tough situation. You will succeed at anything you choose to do. Stay focused on your goals and make the change in the world that you want.

Gavin, something lacking in the world today is the stoic attitude you possess. In 9 months, I have never heard you complain about anything. You put your head down and do the work. I can promise you that these qualities will carry you wherever you choose to go. Keep being the quiet leader that everyone looks to when times are hard.

Lucas, I really appreciate your no nonsense attitude and sense of humor. You were the man with the right thing to say at the right time when the team was feeling stressed. Never underestimate the ability to make the team laugh when times are tough. People like you keep teams together and always growing closer.

Morgan, you have an amazing amount of bandwidth and I wish I could steal some from you. You have so much potential to accomplish a lot in this life. Your creativity and drive will push you to do great things. Stay focused and don't be distracted by unimportant things. You are meant to make an impact in this world.

Dylan, you could sell a ketchup popsicle to a lady in white gloves (Tommy Boy reference). I was seriously in awe of your ability to pick up a phone and get the person on the other end to do what you wanted them to. Selling is a superpower and my friend, you've got it! Keep chasing whatever it is you want in this world and never let off the gas.

Jonah, you are hands down, the nicest person I've ever met. You are also extremely authentic. Most people put on an act in different situations, but not you. With you, it's what you see is what you get and I think we could all learn from that. Keep being yourself and never march to the beat of anyone else's drum.

Thank you again to everyone who made this year possible and I look forward to seeing what next year brings!

RICHLAND COUNTY CLASS OF 2021



Dylan Reed
Chords and Keys Music Studio

Dylan has many years of experience acting, performing, singing, and piano performances, which aids his ability to perform and instruct in a way that students will understand. With the help of the CEO program, he is able to take utilize his skills and create a business where students can be themselves while learning fun and updated sheet music. Dyland can be contacted via email (thedylanreedmusic@gmail.com) or phone (618-843-8191). Always remember, music is the answer here at Chords and Keys Music Studio!



Gloria Beal
Confections by Gloria

Confections by Gloria is a candy company that sells a variety of confections and chocolates. Her chocolates are from an outsourcer who sends them to her and she sells them through her website. She wanted to start this business because she enjoys baking along with sweets in general. Gloria Beal can be reached through her Facebook page Confections by Gloria.



Mallory Benson
Rainbow Cases

Rainbow Cases sells a variety of phone case sizes and case designs. She designs and hand draws each case design herself. The cases are created using sublimation ink and an aluminum plate. These cases have a clear border with a design covering the back. In the future she plans to add custom designs in addition to her current base designs as well as phone accessories. Each case is handmade and can be purchased through her Facebook Page, Rainbow Cases.



Morgan Puckett
Simply and Wonderfully Made Candles

Simply and Wonderfully Made Candles is a soy waxed-based candle company that hand makes a wide variety of scented candles and wax melts. To add a little flare to the candles and wax melts, dried flowers can also be added! Candles or wax melts can be purchased on facebook at Simply and Wonderfully Made Candles.



Jonah Scherer
Scherer Fun & Games

Jonah produces and sells outdoor games including cornhole and washer sets. He has many years of woodworking experience by doing community projects with his father and in production tech classes in high school. You can place an order by contacting Jonah through the Scherer Fun & Games Facebook page.



Gavin Dorn
Engravision

Engravision is a business that provides personalized laser engraved items at an affordable price. His products help improve the look of your home while also being functional. Gavin began his business out of an interest in creating products using CAD programs. There isn't a logo or design that isn't able to be engraved on wood or any material! For more information, visit Engravision on Facebook or search EngravisionCreations on Etsy.



Lucas McVaigh
McVaigh Woodworking

McVaigh Woodworking sells a variety of home items that improve the look and functionality of people's homes. The most popular items were the serving trays and the cutting boards. The cutting boards were made with a variety of different wood types. The serving trays were made out of whiskey barrel heads. You can find his business at the McVaigh Woodworking Facebook page or by going to www.mcvaighwoodworking.com.



GUEST SPEAKERS

Chelsea Rude	Jason Burckhartt
Lauren McClain	Amy Kemp
Courtney Yockey	Jack Bettis
Andrea Pampe	Marley Boyles
Stephen Germak	Leah Kuenstler
Sonja Music	Matt Powell
Lori Uhl	Matt Johnson
Mike Kuykendall	Crystal Trout
Amy Murphy	Bart Zuber
Darrell McDowell	Tim Blackburn
Doug Manley	Kenzie Stubbe
Herman Zuber	Ashley Beard
Katie Fehrenbacher	Ken Snyder
Julie Herring	Sherri Brauer
Harvey Petry	Jane Cross
Amy Tarr	Drew Bunting
Sherman Merricks	Ashley Fryburger
Blake Ruff	



BUSINESS TOURS

MAC Plastics	Best Western Plus
Kistler-Patterson Funeral Home	Southern Illinois Scale
AM Transport	Olney City Hall
Rural King	Olney Fire Station
State Farm-Mitch Mammoser	Nature Creations
Equine Lead	Bobe's Pizza
Star Studio	RCDC
SKS-USA	HV's Food & Spirits
Love's Truck Stop	Gliks
Richland County Courthouse	St Joseph School
Richland County Sheriff	Chilly Willy's
Illini Wire Works	Daylight Donuts
Market St. Medical	Feddes Chiropractic
Ginger Ale's	Red Rooster
King's Furniture	



MENTORS

Darrell McDowell
 Heath Houchin
 Amanda Brashear
 Allyson Padilla
 Amy Kirby
 Colby Shawver
 Chelsea Rude



CEO BOARD FINANCIALS | NET: \$9,138

Investors	93%	\$42,250	Midland Fee	13%	\$5,000
Friends of CEO	1%	\$65	Operations	76%	\$27,456
Grants	6%	\$3,000	Marketing	8%	\$2,721
			Scholarships	3%	\$1,000

Revenue \$45,315

Expenses \$36,177

CEO CLASS FINANCIALS

Micro Business Revenue	\$8,200	Student Grants	20%	\$1,855
Micro Business Expenses	\$699	Scholarships	34%	\$3,000
Micro Business Net	\$7,501	CEO Investment	34%	\$3,000
		Student Bonuses	12%	\$1,079

Class Business Revenue \$8,207
 Class Business Expenses \$6,774
 Class Business Net \$1,433

Total Net \$8,934

WHY CEO?

- Program is offered to high school seniors
- Students will earn high school and college credit upon completion
- Students are selected through a blind application process
- Program teaches students to dress and conduct themselves professionally
- Program is funded by local businesses and personal investors
- Program utilizes area businesses for meeting locations
- Program emphasizes 21st Century Learning Skills
- Students will have weekly guest speakers and visits to area businesses
- Provides a mentor from the business community for each CEO student
- Students meet 90 minutes per school day for a "meeting" versus "class"
- Students create a Micro and Class Business
- Students showcase their individual businesses in an end-of-the-year public trade show

GET INVOLVED!

Business: _____

Contact: _____

Phone: _____

BE A MENTOR

Each student is paired with a mentor who they can call when they come across a problem. This may consist of a weekly or monthly meeting with a CEO student.

BE A GUEST SPEAKER

Impart some of the invaluable knowledge you have gained through your years of experience. This is where the real learning begins.

HOST A CLASS TOUR

When students are not meeting in their host businesses, they are touring dozens of businesses in the community. Invite the class to tour your business and share with them your business adventures.

BECOME AN INVESTOR

Our investors have given life to this amazing program. Investors make a 3-year commitment of \$1,000 per year. This ensures CEO will continue to change lives and our community.

Please complete the section below to become one of our investors.

Name: _____ Company Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Please indicate how you wish your name(s) to appear on our published list of donors:

Signature: _____ Date: _____

Please make checks payable to:
Richland County CEO
315 W Main St | Olney, IL 62450

Contributions are tax deductible as allowed by law.

THANK YOU FOR ALL THE SUPPORT!

BOARD OF DIRECTORS

Dan Eichelberger, President
TrustBank, President & CEO
Lori Uhl, Vice President
Illinois Gas Company, Treasurer/CFO
Chad LeCrone, Secretary
RCCU School District #1, Assistant Superintendent
Tynan O'Neil, Treasurer
Carle RMH - Director, Business Development & Operations
Lauren McClain
RCDC, Executive Director
Andy Thomann
RCHS, Principal
Gary Houchin
Walmart DC 6059, Implementation Manager
Heather Lee
RCHS, Guidance Counselor
Bruce Peters
First National Bank in Olney, President & CEO
Rodney Ranes
Olney Central College, President
Bartley Zuber
Bartley C. Zuber, Attorney at Law
Bob Guinn
US Weight, Director of Operations
Sara Buehnerkemper
Carle RMH, Director of Pharmacy

FOUNDATIONAL INVESTORS

A.M. Transport Services
Bartley C. Zuber, Attorney at Law
Blank's Insurance Agency
Carle Richland Memorial Hospital
Charleston Engineering
Citizens National Bank of Albion
Doll's Inc.
Eagleson Automotive Center
Edward Jones Offices of Olney, IL
Escalade Sports
First National Bank in Olney
Illini Builders Company of Olney
Illini Wire Works, Inc.
Illinois Gas Company
Kemper CPA Group
Lauren McClain
MAC Plastics Manufacturing, Inc.
Olney Rotary Club
Pacific Cycle
Prairie Farms
Runyon Insurance Agency, Inc.
Rural King
Schuetz Companies LLC
Southern IL Scale, Inc.
TrustBank

GRANT PARTNERS

Carrie Winter Trust
Catholic Campaign for Human Development (CCHD)
Community Grant Program
Volunteerism Always Pays
Johnsie Flock Fildes Foundation
Walmart Distribution Center 6059

CEO INVESTORS

ASL Solutions, Inc.
Avery and Mary Jo McKinney
Blake and Melissa Runyon
CEO Class of 2018, 2019 and 2020
City of Olney
Color Your World
Health Alliance
Joe's Pizza
Master Halco
Micah Gray Construction
Mike and Janet David
State Farm - Mitch Mammoser
PrintForce
Shuler Truck & Tractor Service, Inc.
Spieth Photography
Wabash Valley Service Company