



# 2018 2019 | ANNUAL REPORT



**CLASS OF 2019** Back Row L-R: Wilson McWilliams-Conley, Reid Doll, Brent Hatten, Sutton Dunn, Seth Kocher, Dakotah Brown  
Front Row L-R: Viktoria Willis, Lauren Hill, Abigail Nealis, Macy Piercefield

## 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.

## HOW IT STARTED

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

After the second CEO class year, our excitement for this program continues to grow! Our Board has enjoyed watching these students find their niche and enhance their knowledge. Once again this year has been full of accomplishments. Our Investors and Grant partners have continued to step up as the level of financial support has been impressive. These investors took a leap of faith with this program from its inception in 2017 and believe they are making an investment in the future of Richland County. We are extremely thankful they have taken this journey with us and share our vision for the program.

Richland County has also been amazing in the 42 business tours provided, 54 local speakers, and 13 mentors that have dedicated their time and opened their doors to these students. The community and financial support is essential to maintaining this program, but the success is truly tied to a dynamic

facilitator. Sheri Gray has been instrumental in developing and maintaining a great program. Student feedback continues to identify Sheri as the key to their growth. We are all proud that our students have learned valuable lessons that will make their future even brighter. The objective of the program is to develop young leaders who are educated about our community and eager to give back. I can certainly say based on this goal, 2019 was another success.

The CEO program's focus is heavily placed on networking with business and community leaders through mentor relationships. Students are presented with an opportunity to discover various businesses and organizations in Richland County. It is with hope, students will develop strong hometown pride and a strong sense of community.

Observations throughout the year and interviews upon the students' exit from the program reveal significant professional growth amongst the students. It is with anticipation that our area will see the significant benefits of these entrepreneurs who are educated about our community and eager to give back.

We hope this annual report will give you insight into the exciting things which have developed this past year. We are extremely grateful and proud that you have been with us during this journey and look forward to all of the exciting things to come!



### Sheri Gray | Richland County CEO Facilitator

I am beyond impressed with how much the Richland County CEO program grew over the past two years. The Board of Directors, Investors, Mentors, Students, and Community continue to embrace the program and strive to make it bigger and better.

To the CEO Board, I firmly believe you are the hardest working and most loyal Board in Richland County. Your passion for the program radiates in everything you do. Thank you for trusting me to carry out your mission. The students and I appreciate your endless support.

To the CEO Investors, your generosity goes above and beyond your financial support. Thank you for believing in the CEO program, the future of our youth, and Richland County as a whole.

To the Mentors, your kindness is immeasurable. I am astonished by your patience and infinite wisdom.

You never fail to make time for the students, and you always assist them to your fullest capabilities. Thank you for helping the students recognize and reach their maximum potential.

To the Business Leaders, thank you for making time in your busy schedules to open your doors, offer your advice, and present the tremendous opportunities that are in Richland County. The students gained a fortitude of knowledge from your hospitality.

To the Students, thank you for embracing this journey. I know CEO was not an easy task, but you handled every challenge with grace, maturity, and respect. You surpassed all my expectations and left a profound impression on this community. I am extremely proud of all your accomplishments. I hope you always remember that the doors of Richland County have been opened for you, and I hope you bring your greatness back home with you someday.

To the CEO supporters of Richland County, I am still so humbled by your advocacy of the program, students, and me. Thank you for continuing to follow our Facebook posts, viewing the weekly newsletter, attending the events, and offering encouragement along the way. CEO is honored to have your support and will continue to strive for your approval.

As for me, I was fooling myself when I thought the second year as CEO Facilitator would be easier. I have quickly realized that each year will have to be treated as brand new. Yes, I will always learn lessons from the previous years, but with each new group of students, I have to start from scratch alongside them. As intimidating as that may seem, it is also highly exciting. As we transition another group of students to prestigious CEO Alumni, I look forward to restarting the CEO adventure with the new Class of 2020.





**Dakotah Brown**  
Kim's Eggrolls

Dakotah Brown is the son of Jeremiah and Mandy Brown of Olney. Dakotah received honors and high honors throughout high school. Dakotah was involved in several different athletics such as basketball, football, baseball, and track. Dakotah was a Little Illini All-Conference two years in basketball, two years in football, and one year in baseball. Dakotah will be attending Olney Central College, and then prepare to transfer to a four year university. He will major in accounting. When CEO became an option for his senior schedule, he thought that this would be a good opportunity to work with different business leaders within the community. The business tours and the guest speakers gave really good information for his future. CEO also gave Dakotah more experience and information than what he expected. With all the lessons that he learned from CEO, Dakotah came up with his business Kim's Eggrolls. Kim's Eggrolls was a business that made homemade Vietnamese egg rolls, from his own grandmother's family recipe. Dakotah appreciated all the opportunities CEO presented for him.



**Reid Doll**  
Eye Fly

Reid Doll is the son of Brad and Mischelle Doll of Olney. Reid had high honors throughout high school and was named a member of the Richland County Honor Society. He was on the high school baseball, basketball, football, and track team. He was a varsity letterman for 2 years in baseball, 3 years in basketball, and 1 year for football. Reid was accepted to Olney Central College to continue his education. He plans to major in civil engineering. Reid plans to finish his two years at OCC then transfer to a 4 year university. When CEO became available to him for his senior year, he saw an opportunity to converse with business leaders in the community and expand his public speaking skills. Reid's favorite part of CEO was touring local businesses in the community to learn about various work industries and meet with different business leaders to learn a variety of information about the business world. With that information, Reid created the business EyeFly. His business involved the sale of aerial drone photos to any land, home, or property owners in the community. He was very thankful for all of the hands-on experiences and advice he received during the class. Without a doubt, CEO had been a great experience for Reid in his senior year of high school.



**Sutton Dunn**  
Dunn Salsa

Sutton Dunn is the son of Martin and Melissa Dunn. Sutton was very active during high school by taking many dual credit courses and also playing basketball, football, and running track. He earned both athletic and academic recognition throughout his high school career. Some of his greatest accomplishments have been becoming an Illinois State Scholar, earning Summa Cum Laude, being a First Team All-Conference basketball player, being a First Team All-Conference Wide Receiver both his junior and senior year, and being named an All-State Wide Receiver. Sutton has now graduated from high school and is attending OCC, with plans to transfer to SIUE. He is majoring in Exercise Science and is planning on becoming a Physical Therapist. CEO taught Sutton important lessons such as how to produce the "WOW" factor. He also gained information about Richland County that he never knew before and appreciated being treated as an adult. This allowed him to make his own decisions throughout the entire class. CEO then gave Sutton the chance to create his individual business, Dunn Salsa. This was a business where Sutton made homemade salsa from his father's recipe and then sold the salsa out into the community. CEO prepared Sutton for the future, he felt it the first day he walked through the Chamber of Commerce doors.



**Brent Hatten**  
Birdbrains and More

Brent Hatten is the son of Alan and Maria Hatten of Olney. Throughout Brent's high school career, he has achieved high honors all 4 years, and a perfect 5.0 GPA. In athletics, he received Little Illini first team All-Conference twice for basketball and All-South honors his senior year. Brent was also involved with Spanish and Science club for his extracurricular activities. For college, Brent plans to attend Lincoln Trail college where he will play basketball and receive his transfer degree. He plans to attend University of Illinois after Lincoln Trail to receive a bachelor degree in environmental science. When CEO gave Brent an opportunity, he realized that the class could give him a chance to expand out of his comfort zone. Being in the class helped Brent with his soft skills such as improving communication and problem solving. Brent's favorite part about CEO was learning the different businesses in the community. With little to no knowledge on the businesses in Olney, visiting the businesses and talking to business leaders helped Brent know more about the community. Brent's business, Birdbrains and More, was a great experience for him as he learned many lessons such as the value of time management. He enjoyed every bit of running his own business. Brent was glad he took the opportunity with CEO; as it has helped him for his future.



**Lauren Hill**  
\$5 Flat

Lauren Hill is the daughter of Michael and Julie Hill. She has been the captain of the Lady Tiger Soccer team for two years as well as varsity goalie for 3 years. She was involved in several clubs throughout high school including Executive Student Council, Spanish Club, Fellowship of Christian Athletes, Christian Club, and Operation Teen Safe Driving. After high school, she plans to continue to a four-year university to major in Anthropology and minor in business. Her experience with CEO was amazing. Through the program, she was able to learn many basic life skills that would normally not be taught to a high schooler. The power of time management was a lesson learned throughout the entire process. Her individual business was \$5 Flat. \$5 Flat was a nonprofit in which ladies' lightly used or new shoes were donated, then sold back out into the community. Her proceeds went on to fund a local nonprofit, Cinderella's Threads. From this experience, she learned the power of being confident in your ideas and work. Overall, CEO left a lasting impression that she will never forget.



**Seth Kocher**  
SK Metal Products

Seth Kocher is the son of Thomas and Kathleen Kocher. During high school, Seth was actively involved in several clubs and organizations such as CEO, FFA, 4-H, Future Business Leaders of America and the boys' soccer team while maintaining high honors. Seth has obtained leadership positions during his time in these clubs. He has competed in many competitions through FFA and FBLA, competing on a handful of state teams and one national team. Seth saw an opportunity to grow even more as a person by entering the CEO program. His favorite part from the class is being able to meet new people from Richland County and expand his networking. He enjoyed being able to meet with business professionals and learn valuable skills and information from them. Seth used his skills to build up his business, SK Metal Products. Seth used metal sheets to create metal signs by using CAD design software and a plasma cutter. He created various designs using the software and would cut them out to meet each of the customers' accommodations. Seth plans on using the life lessons taught in class as he continues his education at Olney Central College before transferring to the University of Illinois. As the year came to a close, Seth knew he made the right decision at the beginning of his senior year by enrolling in the CEO program that made a positive impact on his last year in high school.



**Wilson McWilliams-Conley**  
Wilson's Wonder Detergent

Wilson McWilliams-Conley is the son of Audrey Grimes and Joshua Conley. Throughout high school, Wilson dedicated his time to school, looking after his younger siblings, playing basketball, and working. Wilson was on the high school basketball team for three years. Wilson did not know what to expect from the CEO program, but as he got into the flow of the program, he really enjoyed the experience. He loved being able to grow a network of business professionals and to learn from all of the different businesses. CEO provided him with many tools, life lessons and plenty more, as CEO taught him what he wanted to do for the rest of his life. His CEO business, Wilson's Wonder Detergent, was a success, and it confirmed his desire to be an Entrepreneur, so he is pursuing a degree in Business Administration. Wilson seeks to one day be able to give back to the CEO program. He greatly appreciates everyone who guided him throughout the school year and everything the CEO program has done for his life.



**Abigail Nealis**  
O' Happy Day Soap Co.

Abigail Nealis is the daughter of Curt and Krista Nealis of Olney. Throughout high school, Abigail was very involved in having leadership positions in organizations including Future Business Leaders of America and Interact Club. Additionally, she played golf all four years of high school. Abigail plans to attend University of Southern Indiana and major in Finance. Her individual business was called O'Happy Day Soap Co. and provided handcrafted bar soaps and other bath and body products. Her favorite part of owning her own business was having the opportunity to help customers find their perfect products. During her year in CEO, Abigail learned so much about her community and the opportunities in Richland County. She also learned skills from running the checking account, creating invoices, public speaking, and working in a group. These skills will help her greatly in her higher education and career. Overall, CEO was an unforgettable experience that Abigail considers to be one of the best decisions she has ever made.



**Macy Piercefield**  
Sincerely Yours

Macy Piercefield is the daughter of Brad and Mandy Piercefield. Macy had honors throughout her high school career and was recognized for being a part of the 2019 Honors Society. She was on the high school Lady Tigers tennis team, being a varsity letterman all four years. Macy plans to attend Olney Central College with the goal of taking classes related to business and law for her Associate's degree. She also plans to transfer to Murray State University to further her education. Making the choice to participate in the CEO program was out of Macy's comfort zone but nothing less than worthwhile. She gained the confidence to speak to others as well as began believing in herself to pursue a bright future ahead. She plans to apply her knowledge of constantly showing an attitude of gratitude through continuing to create thank you cards for her individual business, Sincerely Yours. Macy appreciated this valuable opportunity and those who were placed in her life as mentors that she now knows are one phone call away.



**Viktoria Willis**  
Four Paws to Love!

Viktoria Willis is the daughter of Sandra and John Davis of Olney. Viktoria received academic honors throughout high school. She was the Senior Class Secretary and the Vice President of the Interact Club. Viktoria's plans after high school are to attend Tallahassee Community College then transfer to Florida State University, majoring in Criminology. While juggling her business, Four Paws to Love, and working two jobs along with school work, she learned what it was like to maintain a busy schedule and manage time wisely. She also learned the concept of spending money to make money, following through with what you said you would do, and how to keep accurate financial records. CEO was definitely a huge benefit to her senior year in multiple ways.



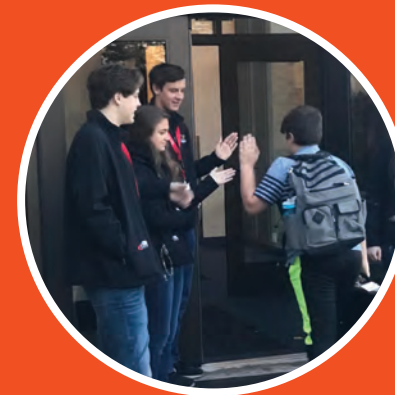
## GUEST SPEAKERS

Allyson Padilla  
Amy Bissey-Murphy  
Andrea Pampe  
Angel Padilla  
Bartley Zuber  
Bob Guinn  
Bruce Peters  
Bruce Sager  
Chad LeCrone  
Chris Foust  
Courtney Yockey  
Dan Eichelberger  
Darrell McDowell  
David Abell  
Deb Mitchell  
Deb O'Brien  
Doug Manely  
Emily Clark  
Gary Houchin  
Harry Brokus  
Heath Houchin  
Herman Zuber  
Jeff Wilson  
Jennifer Cummins-Zuber  
Jeremy Wilson  
John Joyce  
John Kermicle

Jon Racklin  
Julie Hearring  
Kent Probst  
Kierston Fulton  
Krista McLaren  
LaNae Mitchell  
Lauren McClain  
Leon Stallard  
Lori Uhl  
Micah Peavler  
Michael McKinney  
Mike David  
Mike Uhl  
Morgan Fehrenbacher  
Rick Runyon  
Rodney Ranes  
Ryan Hawkins  
Sara Buehnerkemper  
Seth Mitchell  
Sonja Music  
Sophia Colclasure  
Stephanie Sturm  
Steve Groner  
Tara Lemke  
Ted Marshall  
Victoria Sturm  
William Alexander

## MENTORS

Angel & Allyson Padilla  
Anthony & Debi O'Brien  
David Abell  
Deb Mitchell  
Doug Manley  
Heath Houchin  
Jason Doris  
Jennifer Cummins-Zuber  
Lauren McClain  
Michael McKinney  
Sonja Music



## BUSINESS TOURS

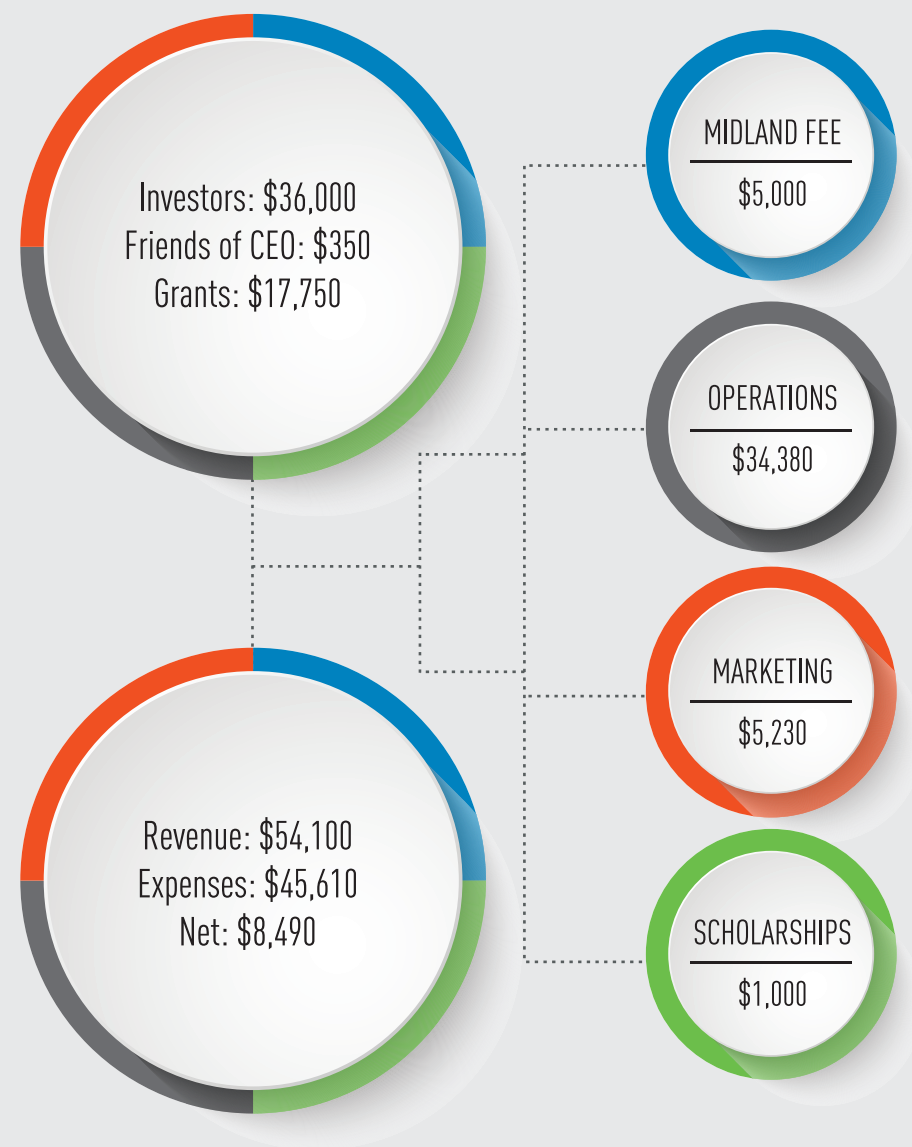
A.M. Transport  
Eagleson's Automotive  
Equine LEAD  
Market Street Offices  
Marks Farm  
Possum Patch Farms  
Wild Rose  
ASL Solutions, Inc.  
Carle RMH  
Claremont Community Center  
Color Your World  
Consolidated Grain & Barge  
Doll's Inc  
Escalade Sports & US Weight  
First National Bank  
Hancock Carriers  
Hartrich Meats Inc  
IL Gas Company  
Illini Wire Works Inc.  
MAC Plastics  
Master Halco  
Nature Creations  
Newton Power Station  
Olney Central College

Olney City Hall  
Olney CrossFit  
Olney Daily Mail  
Olney Public Library  
Ophelia's Cup  
Pacific Cycle  
Prairie Farms  
Printforce  
Richland County Chamber of Commerce  
Richland Country Club  
Richland County Courthouse  
Richland County Development Center  
Richland County High School  
Richland County Jail  
Rural King  
Southern IL. Scale & Construction  
Stringtown Community Club  
The Holiday Motel & Restaurant  
TrustBank  
Wal-Mart DC 6059  
Walther's Golf & Fun  
Wildwoods Gallery & Framing  
WSEI Freedom 92.9

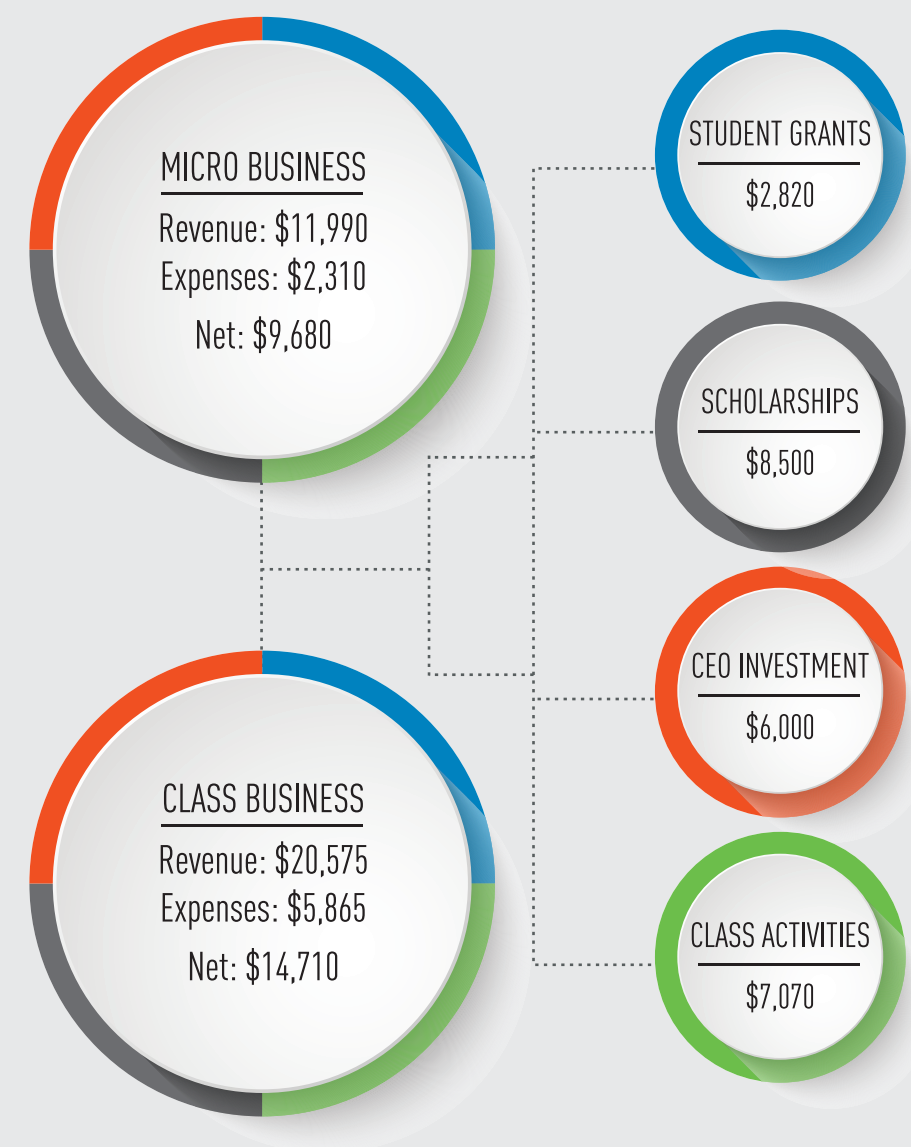
## HOST BUSINESSES

Richland County Chamber of Commerce | Amy Bissey-Murphy  
Olney Public Library | Brittany Bass

# CEO BOARD FINANCIALS



# CEO CLASS FINANCIALS



## RICHLAND COUNTY STUDENT AWARDS

### BANKER DAY

1st Place - \$100 - Seth Kocher  
2nd Place - Lauren Hill  
3rd Place - Abigail Nealis

### SHARK TANK DAY

1st Place - \$150 - Sutton Dunn  
2nd Place - Wilson McWilliams-Conley  
3rd Place - Lauren Hill

### TRADE SHOW WINNERS

1st Place - \$200 - Sutton Dunn  
2nd Place - Lauren Hill  
3rd Place - Abigail Nealis

## RICHLAND COUNTY SCHOLARSHIPS

ACHIEVEMENT AWARD  
\$2,000  
Sutton Dunn

ACHIEVEMENT AWARD  
\$2,000  
Seth Kocher

PERSONAL GROWTH AWARD  
\$1,000  
Viktoria Willis

ENTREPRENEUR OF THE YEAR AWARD  
\$4,500  
Macy Piercefield



# 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**  
*RCHS, Principal*  
**Courtney Yockey, Treasurer**  
*RCDC, Executive Director*  
**Bartley Zuber**  
*Bartley C. Zuber, Attorney at Law*  
**Bob Guinn**  
*US Weight, Director of Operations*  
**Bruce Peters**  
*First National Bank in Olney, President & CEO*  
**Gary Houchin**  
*Walmart DC 6059, Operations Manager*  
**Julie Hearring**  
*Blank's Insurance, Partner*  
**Kristy Ochs**  
*RCHS, Guidance Counselor*  
**Larry Bussard**  
*RCCU School District #1, Superintendent*  
**Rodney Ranes**  
*Olney Central College, President*  
**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  
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  
Walmart Distribution Center 6059

## CEO INVESTORS

AgriGold  
Avery and Mary Jo McKinney  
CEO Class of 2018  
City of Olney  
Color Your World  
Luminant, Newton Power Station  
Master Halco  
Mike and Janet David  
PrintForce  
Shuler Truck & Tractor Service, Inc.  
Wabash Valley Service Company