

ceo[®] RICHLAND
COUNTY
creating entrepreneurial opportunities

2022 ANNUAL REPORT 2023



ABOUT CEO

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

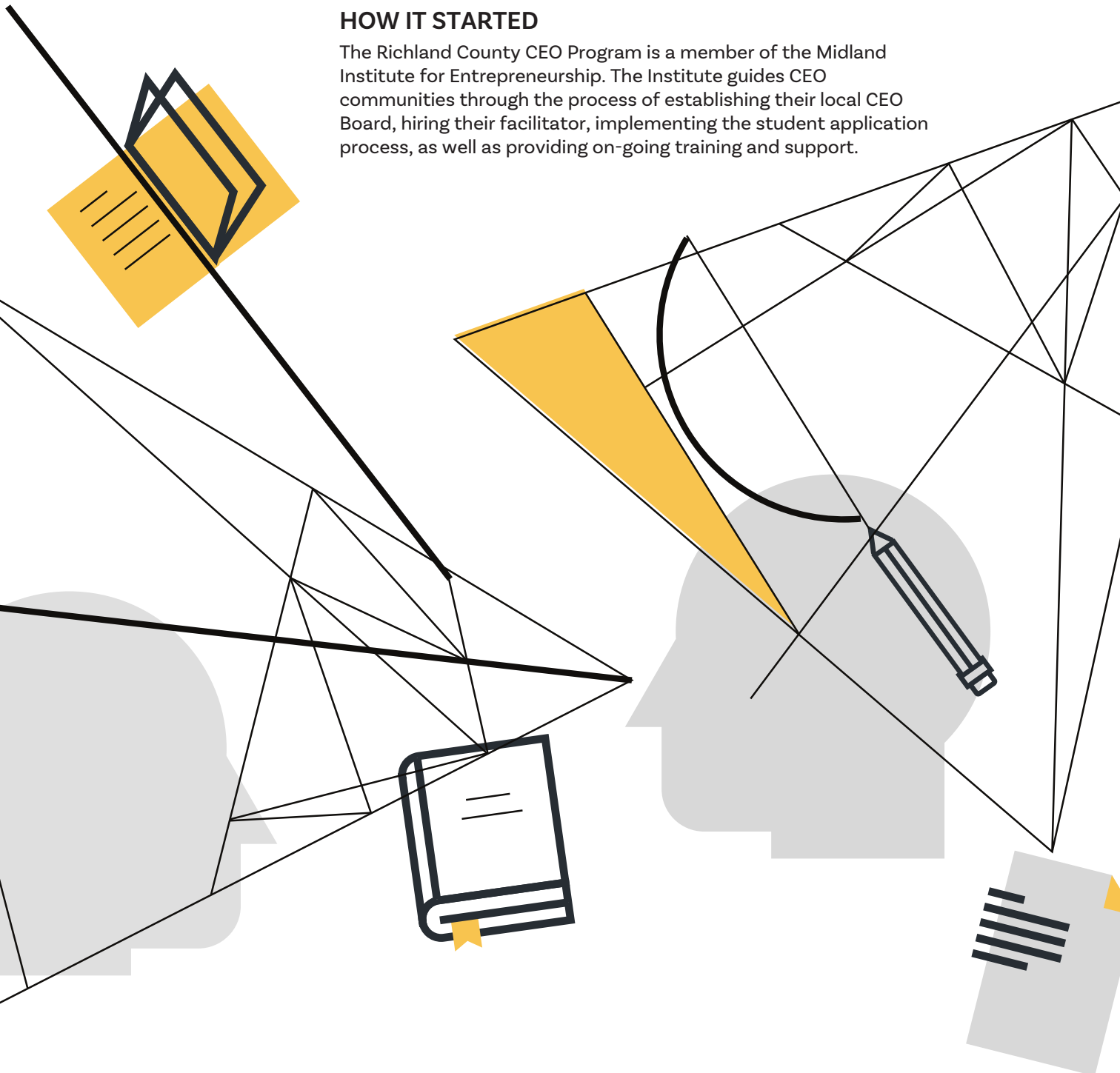
CEO graduates demonstrate entrepreneurial thinking and a thirst for life-long learning. They are ready to compete in the global economy and are inspired to contribute to the economic development of the county.

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.



SARA BUEHNERKEMPER PRESIDENT

As we complete our sixth year the program, it is with great pleasure and gratitude that I present the 2022-2023 Richland County CEO Annual Report. CEO is a true testament of what a community can accomplish when all the moving parts synchronize for the benefit of our youth. The board members, facilitator, and entrepreneurs thank you for your continued support of the program. We are immensely grateful for the financial support of our investors, willingness of our business community to open their doors for tours, and for the time our mentors dedicate to providing the entrepreneurs with real life business guidance and advice. The program grows stronger every year because of each one of you.



The entrepreneurs selected for this program never cease to amaze me and the class of 2023 was no exception. This group was eager, collaborative, and results oriented. The Richland County CEO Board and community are extremely proud of their accomplishments. They kicked off the year with the most successful class business in our program's history. They learned what it meant to work as a team and successfully delivered a community event that rebranded the CEO program and stretched the limits of what was possible. The class continued on the path of excellence at the Tradeshow where they raised the bar even higher with their individual businesses. It has been incredibly rewarding to watch this class grow from eager students to confident entrepreneurs.

The accomplishments outlined above would not be possible without the unwavering support and dedication of the class facilitator, Sheri Gray. The program was very excited to welcome Sheri back into this role for the 2022-2023 academic year. Her foundational knowledge of the program and of our community made for a very smooth transition. With Sheri's guidance, the entrepreneurs were able to cultivate long lasting relationships and exceed expectations. We look forward to seeing what is in store for the class of 2024!

SHERI GRAY FACILITATOR

As the facilitator of the Richland County CEO program for the 2022-2023 year, I wanted to reflect on the journey and express my gratitude for the incredible experiences shared throughout the sixth year of the program. It has been an honor to guide and witness the growth of each individual in the program, and I am immensely proud of what they accomplished.

This year, CEO embarked on a mission to empower eleven aspiring entrepreneurs and equip them with the skills and mindset necessary to thrive. Throughout the program, they explored various aspects of entrepreneurship, including ideation, business planning, marketing, finance, and leadership. I was thrilled to witness their enthusiasm and dedication as they embraced these challenges head-on and pushed the boundaries of their capabilities.

One of the most remarkable aspects of this year's program was the strong sense of community that developed among the entrepreneurs. From the initial icebreaker activities to the collaborative Micro and Class Businesses, I witnessed genuine connections formed, and a supportive environment that took shape.

The success of our CEO entrepreneurs would not be what it is without the unwavering support and mentorship provided by our local community. Your insights, guidance, and commitment to nurturing the next generation of entrepreneurs is instrumental in shaping the CEO experience. CEO is blessed by the best Board of Directors, Investors, and Mentors. Thank you for all you do to support the program.

To the Richland County CEO Class of 2023, I encourage you all to remain connected, to continue supporting one another, and never to stop pursuing your dreams. Remember that entrepreneurship is a lifelong journey filled with learning opportunities, and I am confident that you have the resilience and determination to overcome any obstacles that come your way. Thank you once again for allowing me to be a part of your entrepreneurial journey.



LUKE COLWELL

Luke Colwell is the son of Dallas and Cheryl Colwell. Luke was a high honor student throughout high school and participated in football for four years and track for three years. Additionally, Luke was a football team captain for two years, a varsity club member, and will graduate with Magna Cum Laude honors. Luke plans to attend Olney Central College for business, then transfer to a university.

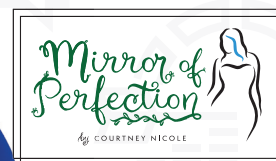
Luke's business, *Colwell's Auto Detailing*, included thoroughly cleaning and enhancing a vehicle's exterior and interior surfaces. It was a very successful business; he also learned how to better communicate with customers and dissect their needs. CEO built a foundation for Luke's future and propelled him into the community with knowledge and experience he otherwise would not have had.



COURTNEY CRAWFORD

Courtney Crawford is the daughter of Kristi Crawford and Tony Crawford. She has been involved in The Olney Yearbook, The RCHS Interact Club, Future Business Leaders of America, and Student Council throughout high school. She has received honors and high honors throughout high school. She will attend Olney Central College and Eastern Illinois University.

CEO made Courtney's dreams come alive. She created her own plus-size boutique, *Mirror of Perfection*, that offered clothing and accessories for plus-size women and teens in her local community. She believes everyone should have the opportunity to be confident in their own skin and experience the thrill of shopping for stylish and affordable clothing locally. Courtney will be forever grateful for her memories and accomplishments through the CEO Program.



MADDOX DORN

Maddox Dorn is the son of DeAnn and Lawrence Dorn. Throughout high school, Maddox was involved in football, track, and the sports ambassador. Maddox maintained a position in the High Honors Society, along with a 4.8 GPA. He has plans to attend Olney Central College, followed by university.

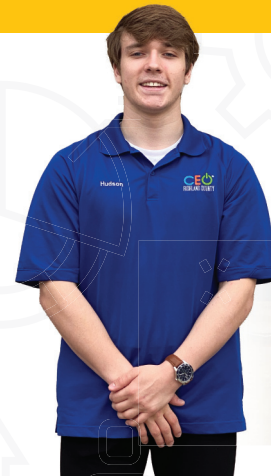
Maddox started a barbecue sauce business called "Dorn BBQ," which was a great experience, and he applied the lessons he had learned throughout CEO. Maddox appreciates all of the life-long lessons and connections he gained from being a member of the CEO class. CEO prepared Maddox to live confidently and humbly in every aspect of life.



HUDSON LATHROP

Hudson Lathrop is the son of Dan and Bobbie Lathrop. Throughout high school, he was an honors student and involved in football and track. The football team advanced to playoffs 3 of 4 years and the track team also won the conference title twice. Hudson was accepted to OCC and plans to get a degree in business.

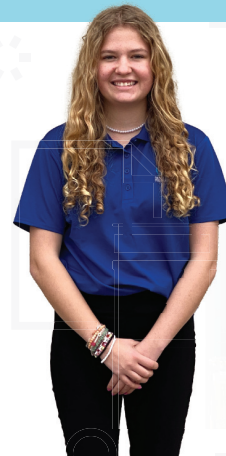
CEO gave Hudson many great experiences that he may have never had otherwise. He learned what it takes to run a business, met amazing people in the community, saw how much our community has to offer. Hudson's business, *TemberPak Fire Starters*, allowed Hudson to gain knowledge by running a business that he will use for the rest of his life. It helped bring him out of his shell and made him a much better person.



CHLOE MCKINNEY

Chloe McKinney is the daughter of Michael and Brandy McKinney. Chloe participated in cross country, tennis, and track and was a part of the Travel Club, Pep Club, and Student Council during high school. She had high honors and was named one of the 2023 Illinois State Scholars. Chloe plans to attend a four-year university to pursue a business management or marketing career.

Chloe felt that CEO helped her grow to become a more confident, hard-working person. She is grateful for what she was taught in CEO, including organizing finances, good public speaking skills, and speaking with business professionals. While running *Charcuterie by Chloe*, she learned to manage her time and workload. Chloe is happy that she decided to take CEO and believes that choosing to do CEO was her best decision during high school.



ALEX NEALIS

Alex Nealis is the son of Curt and Krista Nealis. During high school, he was on the high honor roll, the DAR recipient, on the golf and basketball team, FCA Club, and an athletic ambassador. As a member of the RCHS Golf Team, he was LIC All-Conference, LIC Champion and qualified for the state tournament. Alex will continue his golf career at Vincennes University, where he will get his bachelor's degree in Surveying Technology Management.

CEO taught Alex what authentic leadership looks like and gave him an appreciation for all his community offers. His business, *Tee It Up Golf Shop*, sold used or recycled golf balls and provided golf lessons. His business taught him patience, persistence, and responsibility. CEO helped him realize his potential and the skills he did not know he already possessed.



SOPHIA RANES

Sophia Ranes is the daughter of Rodney and Erin Ranes. She maintained high academic honors throughout high school and was named a 2023 Illinois State Scholar. She was also active within the RCHS Marching Tigers and the RCHS Drama Department. Sophia attends the University of Illinois Urbana-Champaign for a degree in Natural Resources and Environmental Sciences.

When entering CEO, Sophia wanted to build a business focused on environmentally sustainable ideals. These ideas led to the creation and success of *Sol Haircare*. CEO taught her professional communication, working with others, and how to track and maintain financial information outside the individual business. Undoubtedly, CEO left a lasting, positive impact on Sophia.



BRODY RUNYON

Brody Runyon is the son of Jennifer and Jonathan Runyon. Brody was involved in the Athletic Ambassadors group and participated in football and track for the past three years. After high school, he plans to attend a four-year university and gain a bachelor's degree in business or finance.

While in CEO, Brody learned the importance of deadlines and working together as a team. He grew his network and expanded his communication skills immensely. Since he was young, Brody has always loved to go fast and take risks. His business, *Full Throttle Co.*, turned his passion for adrenaline into a clothing brand. Brody was grateful for the experiences and opportunities offered by CEO and the way those things have prepared him for his future classes and career.



TAYLOR RUNYON

Taylor Runyon is the daughter of Lucas and Leslie Runyon. Throughout high school, she was on the golf team, a student council member, president of the Future Business Leaders of America, and president of the Interact Club. Taylor will attend the University of Southern Indiana, obtaining a degree in Biochemistry, hoping to pursue a forensics career.

For Taylor, CEO taught her about professionalism and how to be prepared. She learned how to compete in competitions and be a team player. Taylor started her business, *TaylorMaid Cleaning Services*, with plans to continue throughout the summer of 2023. Taylor's CEO career was complete after being awarded Entrepreneur of the Year. Taylor learned so much from the CEO program and values that time.



SYDNEY SCHERER

Sydney Scherer is the daughter of Richard and Misty Scherer. During high school, she was involved in volleyball, basketball, and soccer and was a member of FFA, Student Council, and FCA. She was an Illinois State Scholar and a National Honor Society member. She will attend Olney Central College, then transfer to the University of Illinois Urbana-Champaign to obtain an Architectural Degree.

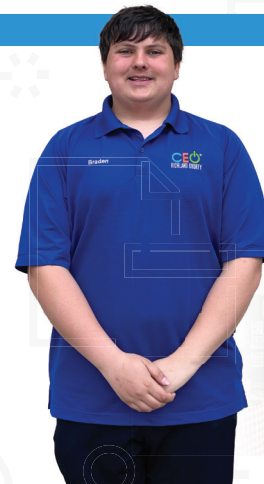
While in CEO, Sydney was able to network with many individuals within the community and learn about the business within Olney. Through her individual business, *Chick N' Noodles*, she learned that owning a business is very rewarding. She believes that being involved in CEO is worth the time and effort in high school as it will benefit you.



BRADEN SCHNEIDER

Braden Schneider is the son of Doug Schneider and Jodi Schneider. Throughout high school, Braden was involved in FFA, serving as The Points Chairperson and Treasurer. After high school, he plans to attend OCC for Industrial Maintenance and have an HVAC career.

Throughout his year involved in CEO, he learned many different lifelong skills. Braden's business, *Braden's Mellow Mustard*, utilizes a unique family recipe. CEO taught him how to properly run a business and what it takes to be successful. Braden learned many things in CEO that no other class taught him, and he "mustard- mit" it was fun!



MENTORS

Allyson Padilla • Angel Padilla • Chelsea Rude • Lyttia O'Neil • Sara Peavler • Colby Shawver • Connor Dixon • David Abell
Kelsie Sterchi • Tiffany Trupiano • Ryan Hawkins • Sonja Music • Tara Lemke

SPEAKERS & TOURS

Jason Givens • Sonja Music • Gina Kocher • Gary Houchin • Lauren Hill • Mike David • Emily Clark • Tony Gibson • Cati Lambird
Jim Mowrey • Rick Runyon • Kierstin Fulton • Jeremy Wilson • David Abell • Bartley C. Zuber • First National Bank in Olney • Terra
Sage Salon • IL Gas Company / USDI • MAC Plastics Manufacturing Inc • City of Olney • Runyon Insurance Agency, Inc. • Glik's
Joe's Pizza & Pasta • Another Wild Hair Salon • Big R Farm Store • BOSS Services • Carle Richland Memorial Hospital
Charleston Engineering, Inc. • Citizen's National Bank • Consolidated Grain & Barge • Doll's Inc. • Eagleson's Automotive Center
Edward Jones • Escalade Sports • Illini Wire Works, Inc. • Kemper CPA Group • Kistler-Patterson Funeral Home • State Farm
Nature's Creations • Olney Fire Department • Pacific Cycle • Prairie Farms • Richland County Sheriff Dept. • Runyon Oil Tools
SKS, USA • TrustBank, Parkside • WSEI Freedom 92.9 FM • AM Transport Services, Inc. • Bartley C. Zuber, Attorney at Law

"CEO changed my outlook as a person in my community. It helped me gain new friendships and grow my network. It also taught me lifelong skills!"

-Courtney Crawford

"It's an amazing opportunity for hands-on learning within your local community."

-Sophia Ranes



"This program gives you a gift that you truly cannot gain from any other class that is offered at the high school. You will feel much more comfortable and prepared with starting your career."

-Alex Nealis

"CEO was such a great opportunity, and I learned so much."

-Taylor Runyon



RICHLAND COUNTY 

**Class of
2022-2023**



“CEO has completely changed my perspective on owning a small business and how much work goes in behind the scenes to make the business what it is.”
-Braden Schneider

“This is a once-in-a-lifetime experience. I have grown so much, and I feel like my school day was more productive with CEO in my schedule.”
-Chloe McKinney



“CEO has helped me step out of my comfort zone and learn to find problems within something and solve them.”
-Sydney Scherer



“CEO has made me a more confident person and showed me a whole new perspective on the way our world works.”
-Hudson Lathrop



“CEO changed the way that I look at local businesses and business professionals. Local businesses make Olney what it is, and the business professionals that I have been introduced to through CEO are the most respectful and supportive individuals that I have ever met.”
-Maddox Dorn

“I think CEO has changed the way I will be involved and interact with my community for the rest of my life. It has shown me how gracious and generous our town is, and I want to be a part of that in a bigger way.”
- Luke Colwell

“CEO really helped open my eyes to what goes on in my community, and taught me accountability.”
-Brody Runyon





CEO CLASS FINANCIALS

Micro Business

Revenue	\$24,100
Expenses	\$1,645.96
Net	\$22,454.04

Class Business

Revenue	\$14,158.55
Expenses	\$13,177.63
Net	\$980.92

Key Figures

Grants	\$3,300
Scholarships	\$15,000
CEO Investment	\$6,000

CEO BOARD FINANCIALS

Revenue	\$48,500
Investors	\$38,500
Grants	\$2,500
Expenses	\$31,504
Midland Fee	\$5,000
Operations	\$23,397
Marketing	\$1,607
Scholarships	\$1,500
Net	\$9,496
Entrepreneur Loans ...	\$3,000

ENTREPRENEUR AWARDS

Entrepreneur Of The Year

Taylor Runyon	\$3,000
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Personal Growth Award

Courtney Crawford	\$1,500
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Leadership Award

Alex Nealis	\$2,000
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Banker Achievement Award

Chloe McKinney	\$2,000
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Pitch Achievement Award

Sophia Ranes	\$2,000
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Trade Show Achievement Award

Maddox Dorn	\$2,000
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BOARD OF DIRECTORS

Sara Buehnerkemper, President
CRMH, Director of Ancillary Services

Lauren McClain, Vice President
Runyon Insurance, Agent

Brandan Michels, Secretary
MAC Plastics, Asst Plant Manager/HR Manager

Tynan O'Neil, Treasurer
Vizient, Corporate Strategy Senior Consultant

Taryn Bunting
OCC, Coordinator of Financial Aid

Shelly Herman
RCDC, Executive Director

Darrell Houchin
RCHS, Principal

Gary Houchin
Walmart DC 6059

Heath Houchin
First National Bank in Olney,
Loan Officer

Maddy Jones
Big R Farm and Home, Accounting Specialist

Gina Kocher
TrustBank, Director of Marketing and
Business Development Officer

Chad LeCrone
RCCU School District #1, Asst Superintendent

Jaclyn Shan
Kemper CPA Group LLP, Senior Accountant

Sherry Slankard
RCHS, Guidance Counselor

BECOME AN INVESTOR

Our investors have given life to this amazing program. \$1,000 from each investor per year ensures CEO will continue to change lives and our community.

Scan to see a
full list of
investors or
become one
yourself!



