



# 2019 2020 | ANNUAL REPORT



**CLASS OF 2020** Back Row L-R: Shane Seessengood, Jace Greenwood, Lance Mitchell, Travis Wilke, Langston Richardson, Jack Bettis, Isaac Bradley Front Row L-R: Taralyn Taylor, Haven Doll, Drew Walters, Cadin Ackman, Emma Weidner, Grace Masterson

## 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

As any reader of this annual report can attest, 2020 has been quite the journey. That was certainly the case for the Richland County CEO Class of 2020. The year started off very strong with the students achieving record results in both their micro and class business. As the class year progressed, the reality of the COVID-19 pandemic and the impact of the Governor's mandated Shelter in Place order provided a real challenge for the program. In true CEO fashion, our facilitator, mentors, and students were able to adapt and finish the year strong! As disruptive as the pandemic was, it provided a real life opportunity for the students to adjust to adversity and respond with amazing outcomes. The virtual tradeshow was a perfect example of this.

We thank Sheri Gray for her work in getting this program off the ground and finishing this year very strong. The CEO Program would not be what it is today without her outstanding efforts. As we wish Sheri well in her future endeavors, we are very excited to welcome Joseph Morris as the new Richland County CEO Facilitator. Joe's business knowledge and entrepreneurial spirit will be a great benefit for future classes.

On behalf of the Richland County Board of Directors, we want to thank the community and local businesses who continue to sustain this program. With your support, this program is highly impactful and is changing the lives of young entrepreneurs. Together we are shaping the future leaders who will continue to build on the strength of Richland County.



### Sheri Gray | Richland County CEO Facilitator

Writing this letter is bitter-sweet. This is my final letter as the Richland County CEO Facilitator. This journey has been one of the most influential learning experiences of my life. The Board of Directors, Investors, Mentors, Students, Site Hostess, and Community have taught me so much over the past three years. I am overwhelmed with pride as I reflect back on my final year as the Facilitator.

To the CEO Board, I have said it before, and I will continue to say that you are some of the hardest working people in Richland County. You have taught me the value of loving and supporting our community. I admire each of you for what you do when no one is looking. Your tireless efforts are appreciated and respected. It has been an honor working with you.

To the CEO Investors, thanks to your financial support this program was able to begin, but thanks to your endless giving of your time, advice, and appreciation this program was able to thrive. You are the backbone of this program and your support is immeasurable.

To the Mentors, you have been my right hand through all of this. You were always going above and beyond to ensure the needs of the students were being met. You became such a valuable resource for the students and me. The young entrepreneurs that you have molded will never forget what you have done for them.

To our site host, Amy Bissey-Murphy, you have been my rock. Thank you for allowing CEO to utilize the space at the Olney & the Greater Richland County Chamber of Commerce. You made us feel welcomed and wanted. You were referenced as the "CEO Mom" because you showed the students unconditional love and support. You became one of my best friends who I will always love and admire.

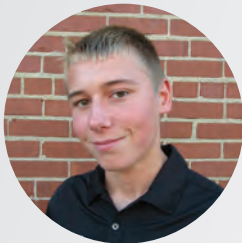
To the Students, I know 2020 was a wild ride for you. I felt so sorry for you and all that you had lost through the end of your Senior year due to the pandemic. In the midst of my pity, you made me realize that you did not lose, but gained a whole perspective to life that many struggle to know. You taught me to focus on what can be controlled. You brought light to so many as you focused on the positives that surrounded you. You encouraged me to keep challenging you. You made me better in so many ways. Knowing that the future is in your hands, gives me peace. I know you can handle anything life throws your way.

To the CEO supporters of Richland County, you are a blessing. Thank you for opening your businesses for tours, providing guest speakers, attending CEO events, following us on FaceBook, and celebrating our successes. This list could continue because the outpouring of support in this community for Richland County CEO is unlike any other.

As for me, I am ending a journey that I will cherish for the rest of my life. When I first accepted this position, I said I viewed it as a way of repaying the community that has supported me for so long. I now realize that debt could never be repaid. I am so proud of Richland County and forever grateful for your love and support.

To the new CEO Facilitator and Class of 2021, take a deep breath, trust the Board of Directors, lean on Amy Bissey-Murphy, have an attitude of gratitude for the Investors, appreciate your community, embrace the challenges, make memories, and enjoy the ride.





### Cadin Ackman – Ack’s Snacks

Ack’s Snacks is owned and operated by 2020 Richland County CEO Student, Cadin Ackman. His business is a product-based business that will sell a variety of puppy chow and trail mix. He has three varieties that will be available for purchase: Tiger Chow, Wildcat Chow, and Sweet and Salty. The reason he chose to start this type of business is because it really corresponds well with his personality. He enjoys cooking, so he found this type of business a perfect fit for him. Cadin also doesn’t like to overprice people and wants to make sure his product is affordable, which is why each bag is only \$2. Cadin’s number one priority is always making sure his product is of the highest quality. That is why each bag is made with the utmost care, to ensure each and every bag is the best quality it can be. Cadin’s product is available for purchase on his Facebook Page – Ack’s Snacks or in person if you ever see him around town.



### Jack Bettis – JB Systems

JB Systems is owned and operated by 2020 Richland County CEO Student, Jack Bettis. JB Systems was created to help its customers better understand their computers, have their broken machines repaired, and to leave the customer with a fixed problem and a smile on their face. Jack has always had a passion for any form of technology and has been working on it ever since he could get his hands on it. From his first iPad to his more recent full computer builds, Jack’s passion for technology can be seen very clearly. Jack also believes that friendliness and “service with a smile” is just as important as the technical knowledge needed when a job arises.



### Isaac Bradley – Bradley Construction

Bradley Construction is owned and operated by 2020 Richland County CEO student, Isaac Bradley. He has over two years of construction experience and is an experienced woodworker. This aids Isaac’s ability to perform renovations, installations, and produce woodwork products. Construction has always been a passion for Isaac and with this program, he was able to turn a hobby into a profitable business. Thus far into the business, the most popular purchased item is his burnt American flag. His flags originally started at \$70 a piece but he has recently raised the price to \$100. He has another exciting summer time product that is about to be up for sale! He is in the process of the development of cornhole boards. Isaac does not yet have a set price yet but will be announcing details as soon as possible.



### Haven Doll – Grandma B’s Pies

Grandma B’s Pies is owned and operated by 2020 Richland County CEO Student, Haven Doll. Grandma B’s Pies is a family orientated pie business. Her business entails making homemade pies with her grandma’s recipes. She offers seven different flavors that are considered to be her most popular. These flavors are: cherry, blackberry, apple, coconut cream, lemon, pumpkin, and pumpkin/pecan. She was inspired by her Grandma Blank to start this business. She has been helping her grandma make pies when time allowed, ever since she was about 10 years old. Her Grandma Blank has always made pies for holidays, family gatherings, St. Joseph School events, and church functions. She wants to keep continuing the family tradition and making her grandma proud. All of her pies will cost \$15. You can make orders on her Facebook page when she has availability. You can also make purchases through personal contact with her.



### Jace Greenwood – Jace B-Poppin’

Jace B-Poppin’ is owned and operated by 2020 Richland County CEO Student, Jace Greenwood. Jace B-Poppin’ is a flavored popcorn business that specializes in unique, tasty offerings. Jace uses mushroom popcorn in the kernel form because it pops into large, round, puffy shapes. Mushroom popcorn is also ideal for holding toppings, glazes and chocolate. The popcorn is currently available in 5 uniquely delicious flavors: cool ranch, chili lime, chocolate covered with a white chocolate drizzle, green apple, and frosted. The business concept was created out of the Greenwood family’s love for popcorn. Jace chose a specialty popcorn business because he has a passion for being creative and providing a quality product that people enjoy. Jace enjoys making the popcorn with his Grandma Loleta Yonaka. Jace B-Poppin’ has 2 sizes of bags that can be purchased: 6 oz for \$5 and 12 oz for \$10. Jace Greenwood can be reached through his business email: jacegreenwood14@gmail.com.



### Grace Masterson – Graceful Tea Co.

Graceful Tea Co. is owned and operated by 2020 Richland County CEO Student, Grace Masterson. Graceful Tea Co. is a resale company that specializes in selling 15 different flavors of tea in various types such as, black, green, oolong, and herbal teas. They also sell Honey Sticks in 20 different flavors as well as tea infusers and tea bags. This business was chosen because of the owner’s passion for tea. Tea has given her a sense of peace in times of chaos and she wants to give that opportunity to others. Each 2 oz bag of loose-leaf tea is \$8.00. The Honey Sticks can be purchased in bundles of 5 for \$3.00. Tea infusers are \$5.00 a piece and empty tea bags come in bundles of 10 for \$1.00. For more information, Grace Masterson can be reached at gmastersongtc@gmail.com or on Facebook at Graceful Tea Co.



### Langston Richardson – The Last Crumb Cookie Company

The Last Crumb Cookie Company is owned and operated by 2020 Richland County CEO Student, Langston Richardson. Last Crumb Cookie Co. is an on-the-go bakery that sells three different types of cookies: chocolate chip, snickerdoodle, and sugar. The snickerdoodles are the most popular of the three, with them appearing at multiple high school functions, including Richland County Marching Tiger fundraisers. The recipe Langston Richardson uses comes from his grandmother, and he has practiced this recipe multiple times with her throughout multiple years. Armed with this tried and true recipe, Langston’s cookies are sure to be “Good ‘til the last crumb!” Langston chose this business to best represent his passion for brightening the days of people who need it through something sweet. Last Crumb Cookie Co. cookies can be purchased on-the-go from Langston in quantities of three, or larger quantities can be ordered through the Last Crumb Cookie Co. Facebook page.



### Shane Seessengood – Timber Trail Creations

Timber Trail Creations is owned and operated by 2020 Richland County CEO Student, Shane Seessengood. Timber Trail Creations is a woodworking business that includes products such as squirrel and bird feeders, picture frames, and business card holders. Prices for these products range from \$10-\$25 and are offered in a variety of colors, sayings on cherry, oak and cedar. Shane began this business because he always had a liking for woodworking after helping with his grandfather’s booth selling woodcrafted items at the fall festival. You can make purchases or place an order by contacting Shane through the Timber Trail Creations Facebook page.



### Drew Walters – Memory Scan

Memory Scan is owned and operated by 2020 Richland County CEO Student, Drew Walters. This business provides accurate 3D printed figurines of people that make perfect keepsakes for any occasion! Memory Scan was created to provide a unique and timeless way to preserve life’s special moments. So much personal history is lost with the absence of keepsakes and other images. Memory Scan is dedicated to preserving the legacy of every person and family that it impacts. Drew wanted to offer something to the community that will last a lifetime. This business has evolved greatly from a basic 3D printing service to become what it is today. He is very passionate about his business and is excited to serve the community. The price to obtain a figurine is approximately \$100 depending on the size.



### Emma Weidner – Daisies and Denim Boutique

Daisies and Denim Boutique is owned and operated by 2020 Richland County CEO Student, Emma Weidner. Daisies and Denim Boutique is a women’s clothing boutique started by Emma in June of 2018. Out of a growing love for fashion, she started her boutique after working at another local boutique that shut down. She loves to help people feel comfortable and beautiful in their clothing. She enjoys attending markets in Atlanta and shopping online to bring her customers trendy, comfortable, and unique clothing. Emma stocks a wide range of clothing, accessories, and shoes in her shop. In addition, she attends many different shows with her mobile boutique and provides her customers with the opportunity to host shopping parties with her mobile. Most items in her inventory range from \$14-\$50. Customers can shop Emma’s boutique on her Facebook page: Daisies & Denim Boutique, on her website: daisiesanddenim.com, and in her mobile unit. Mobile boutique hours can be found on her Facebook page.



### Travis Wilke – Richland Outdoor Furnishings

Richland Outdoor Furnishings is owned and operated by 2020 Richland County CEO Student, Travis Wilke. In the business, Travis produces and sells outdoor furniture including Adirondack chairs, porch swings, and patio chair/table sets. After enjoying woodworking during his childhood, Travis is using the skills he gained through producing woodworking projects in 4-H. Richland Outdoor Furnishings allows Travis to use his passion for woodworking to produce long-lasting, comfortable furniture. While Travis does not focus on custom orders, consumers can choose from a wide array of finish options. Through this, Travis can meet the demands of people wanting ready-to-use products and the DIY homeowners who would like to paint the furniture themselves. Travis offers installation, delivery, and pick-up. When taking orders, Travis announces the product for sale on Facebook to limit the large sets of orders. Through social media, Travis posts pictures of finished products and any potential ideas for other customers. Travis has a passion for making these projects out of hard work and local materials. He is excited to see the possibilities in working with Richland County homeowners.



## BUSINESS TOURS

A.M. Transport  
 Chilly Willy's  
 Carle RMH  
 Daisies & Denim  
 Enriched Stitches - Seams & Things  
 Equine LEAD  
 Daylight Donuts  
 Feddess Chiropractic  
 HV's Food & Spirits  
 IL Gas Company  
 Illini Wire Works  
 Indy Home Show  
 King's Furniture  
 Lawrence County Sheriff's Dept  
 Department  
 MAC Plastics  
 Magura-USA-Corp  
 Mass Mutual  
 Natures Creation  
 Luminant, Newton Power Station  
 Olney City Hall  
 Olney Water Plant  
 Olney-Noble Airport  
 Ophelia's Cup  
 Pacific Cycle  
 Pools Hidden Treasure  
 Possum Patch Farms  
 Prairie Farms  
 RCDC  
 Richland Country Club  
 Southern IL Scale  
 The Shelter  
 Threads of Hope  
 TrustBank  
 USDA Farm Services Agency  
 Wal-Mart DC 6059  
 WSEI Freedom 92.9

## HOST BUSINESS

Richland County  
 Chamber of Commerce  
 - Amy Bissey-Murphy

## GUEST SPEAKERS

Amy Bissey-Murphy  
 Andrea Pampe  
 Bartley Zuber  
 Chelsea Rude  
 Courtney Yockey  
 Dakotah Brown  
 David Abell  
 Donald Watson  
 Jeff Wilson  
 Jeremy Wilson  
 Lauren McClain  
 Leon Stallard  
 Lori Uhl  
 Micah Peavler  
 Michael McKinney  
 Mike David  
 Reid Doll  
 Ryan Hawkins  
 Seth Kocher  
 Sonja Music  
 Steve Groner  
 Sutton Dunn  
 Tara Lemke  
 Viktoria Willis  
 Wilson McWilliams-Conley

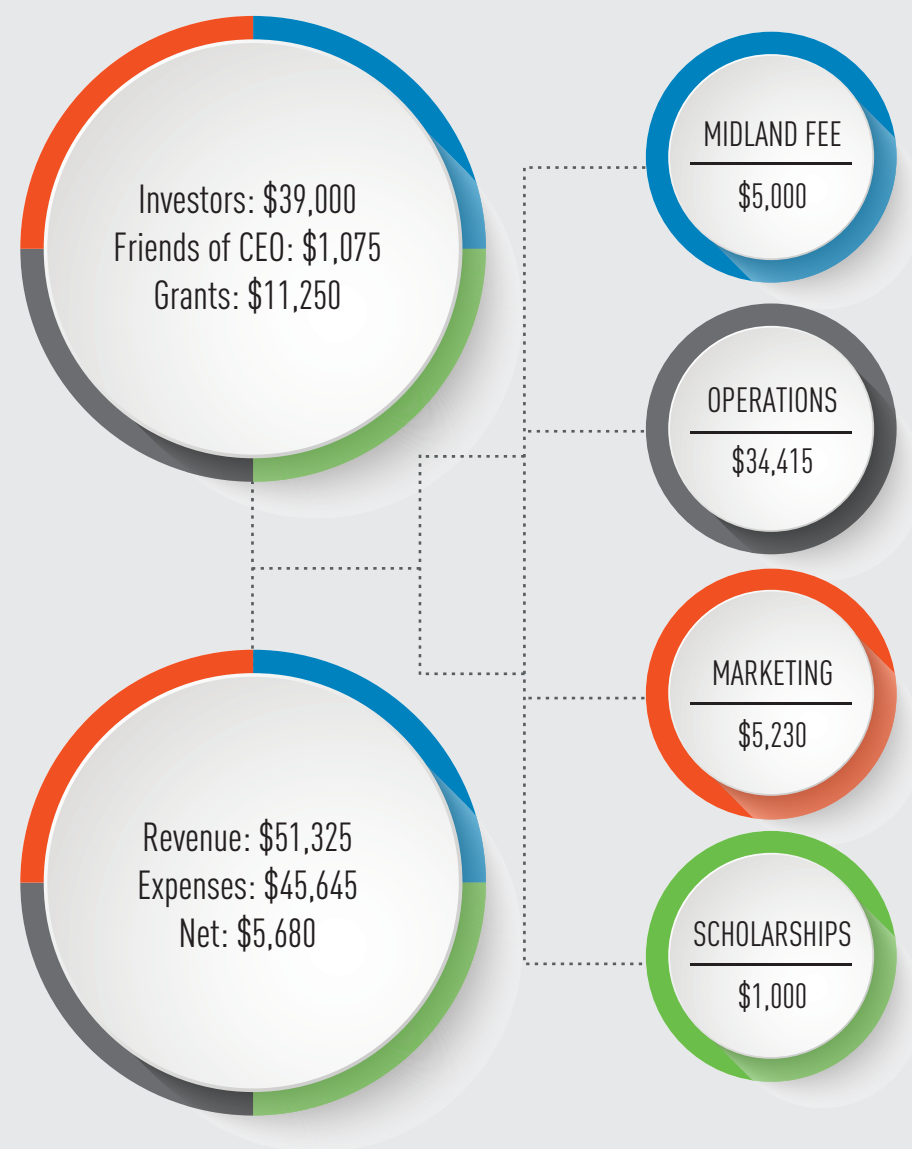
## MENTORS

Angel & Allyson Padilla  
 Andrea Pampe  
 Clark DeShon  
 Colby Shawver  
 Connor Dixon  
 David Abell  
 Doug Manley  
 Heath Houchin  
 Jennifer Cummins-Zuber  
 Leon Stallard  
 Ryan Hawkins  
 Sonja Music  
 Tara Lemke

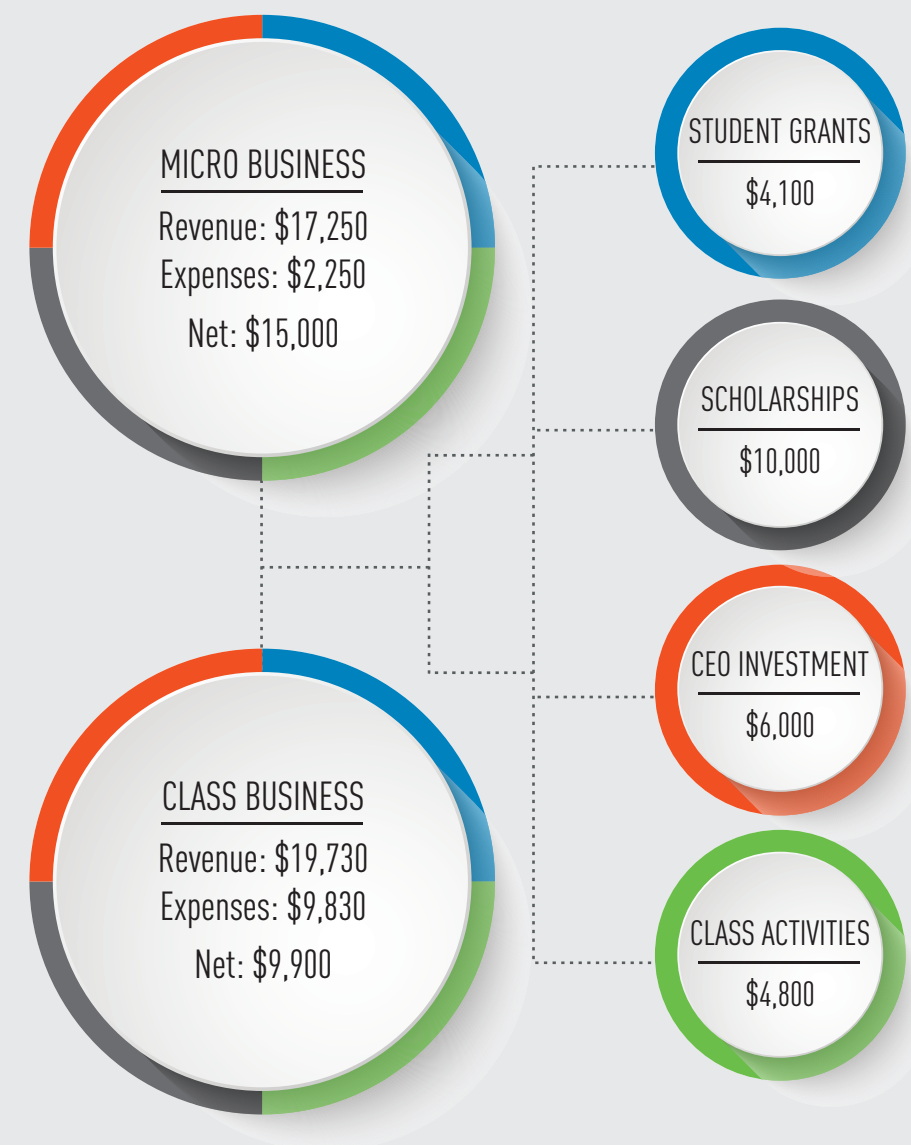


Thank You  
 to all those  
 who supported  
 us this year!

# CEO BOARD FINANCIALS



# CEO CLASS FINANCIALS



## RICHLAND COUNTY STUDENT AWARDS

### BANKER DAY

1st Place - \$100 - Travis Wilke  
2nd Place - Haven Doll  
3rd Place - Grace Masterson

### SHARK TANK DAY

1st Place - \$150 - Travis Wilke  
2nd Place - Jack Bettis  
3rd Place - Grace Masterson

### TRADE SHOW WINNERS

1st Place - \$200 - Emma Weidner  
2nd Place - Drew Walters  
3rd Place - Grace Masterson

## RICHLAND COUNTY SCHOLARSHIPS

ACHIEVEMENT AWARD  
\$2,500  
Travis Wilke

ACHIEVEMENT AWARD  
\$2,500  
Emma Weidner

PERSONAL GROWTH AWARD  
\$1,000  
Drew Walters

ENTREPRENEUR OF THE YEAR AWARD  
\$5,000  
Grace Masterson



# 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 #1, Assistant Superintendent*  
**Courtney Yockey, Treasurer**  
*RCDC, Executive Director*  
**Gary Houchin**  
*Walmart DC 6059, Operations Manager*  
**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*  
**Andy Thomann**  
*RGHS, Principal*  
**Heather Lee**  
*RGHS, Guidance Counselor*

## 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  
Johnsie Flock Fildes Foundation  
Walmart Distribution Center 6059

## CEO INVESTORS

AgriGold  
ASL Solutions  
Avery & Mary Jo McKinney  
CEO Class of 2018 & 2019  
City of Olney  
Color Your World  
Luminant, Newton Power Station  
Master Halco  
Mike and Janet David  
PrintForce, Inc.  
Shuler Truck & Tractor Service, Inc.  
Wabash Valley Service Company