

2021 - 2022  
RICHLAND COUNTY CEO



RICHLAND COUNTY **CEO**  
**2021-2022**  
ANNUAL REPORT



Olney City Park | Richland Co, IL

## 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.

RICHLAND COUNTY 

Class of  
2021-2022



Back Row (L-R): Tyler Smashey • Garrett Cummins • Levi Egleston • Rachel Shilling  
Front Row (L-R): CEO Facilitator, Joe Morris • Isabella Kocher • Alyssa Bryant • Christopher Bower • Bentley Farris • Elizabeth Cook



## LETTER FROM THE PRESIDENT & FACILITATOR

“



### DAN EICHELBERGER | RICHLAND COUNTY CEO PRESIDENT

“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it’s the only thing that ever has.” - Margaret Mead

Within the Richland County CEO family, there are many small groups of thoughtful, committed citizens. First and foremost is the group of students who actually applied for the chance to face challenges, knowing that CEO takes work, determination, and creativity. We are proud of their accomplishments this year as they learned from both successes and failures. They learned about themselves, their community, and how to interact on a professional level. We also have the dedicated group of mentors, who see the value in spending their time to encourage, guide, and share their expertise. Thank you to those mentors who may never see the harvest of the seeds they have planted this year! Finally, our group of investors allow the program

to thrive and their continued support in these uncertain times shows their determination to see Richland County grow and our young people succeed. We are tremendously appreciative of their sacrifice.

We thank Joe Morris for his time as CEO facilitator for the past two years. Joe’s business acumen and entrepreneurial spirit fueled the program’s success, and we commend him for guiding the students in learning and leading through the continued Covid pandemic. We also wish to welcome back Sheri Gray as our new facilitator for the 2022-23 year. Coming into this position, she is equipped with a foundational knowledge of both the program and Richland County that will smoothly transition into another fantastic year for our students, the community, and the program.



### JOE MORRIS | RICHLAND COUNTY CEO FACILITATOR

It has been my pleasure to serve as the Richland County CEO Facilitator for the past two school years. I want to give my sincere appreciation to everyone who keeps the program moving forward from the CEO Board to the students who apply each year. This program is truly different from any other program out there and the number one thing I hear from people I talk to is, “I wish they had something like this when I was in high school”. The community really does see the value in the CEO program and I would argue we are yet to see the full fruit bearing because we are still a relatively young program. As previous years’ students return to our community from college we will see an exponential increase in quality employees and future businesses.

These past two years did not come without challenges for myself but especially for the students. The intent of the program is to have the students dive into the countless number of unknowns associated with the business world. Coupled with the pandemic, lock-downs, masks, indoor limitations, and others, these students rose to every challenge and impressed us all at every turn. These students are undoubtedly more prepared for life and the challenges they will face in the world. Good luck to the nine of you!

Again, I want to thank everyone I had a chance to work with over the past two years and I am very excited that Sheri Gray is returning to replace me. She is a consummate professional and the class of 2023 is in the best hands!

”

## STUDENTS AND TRADESHOW BUSINESS



Alyssa Bryant  
AA Auto Detailing

“

We know that you don’t have time to detail or even clean out your vehicle so we’re here to do it for you! Our service includes interior and exterior cleanings at all price levels. We are also mobile and Covid friendly. Let us come to you so you don’t have to worry about a clean car.

Facebook: AA Auto Detailing  
Email: aaaautodetailing21@gmail.com

”



Bentley Farris  
Bent’s Photography

“

We know that affordable photography is hard to find. We would love to update your family photos, take your child’s senior pictures and even attend sporting events so you don’t miss those action shots. Contact me today to cover all your photography needs.

Facebook: Bent’s Photography  
Email: bfarris2004@gmail.com

”



Christopher Bower  
Chris’ Candles

“

We know that your health is important to you and that’s why we make our candles the way we do. Our candles are 100% soy based so they burn cleaner and they don’t leave that black mark on your ceiling. We have an assortment of scents so contact us today and have your house smell amazing!

Facebook: Chris’ Candles  
Email: chris@candles@gmail.com

”





## STUDENTS AND TRADESHOW BUSINESS



We know how much you love your pet and that's why we've created an all natural healthy dog treat. We use only the best ingredients including peanut butter that your dog will love. Your treats are even safe for humans to try! Contact us today to get a healthy delicious treat for your furry friend.

Facebook: Elizabeth's Paw Treats  
Email: ecook050205@gmail.com



Elizabeth Cook  
Elizabeth's Paw Treats



Levi Egleston  
Fantastic Flips



We know you're tired of cheaply made furniture that you have to put together yourself. We find old pieces that you might think are past their prime but we make them shine again so you can have an amazing piece to round out any room in your house. Contact us today to see what we have in stock!

Facebook: Fantastic Flips  
Email: leviegleston0@gmail.com



In today's day and age most snacks are unhealthy, full of sugar, and over processed. Our beef jerky is a protein packed snack that you don't have to feel guilty about eating an entire bag. We have 3 amazing flavors: Original, Spicy, and Teriyaki that are smoked to perfection. Grab a bag today and beef up your snack time

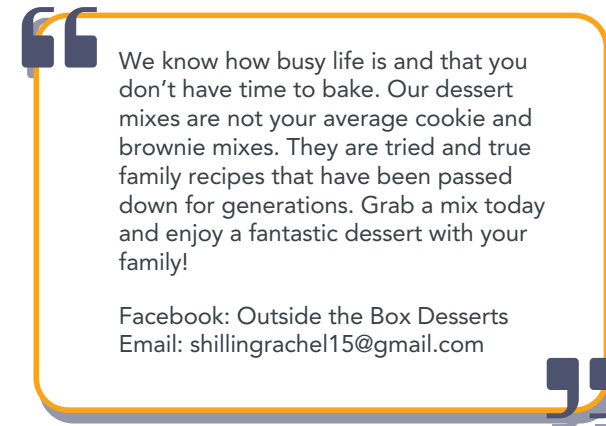
Facebook: Cummins Cuts Beef Jerky  
Email: garrett.i.cummins@gmail.com



Garrett Cummins  
Cummins Cuts Beef Jerky



Rachel Shilling  
Outside The Box Desserts



We know how busy life is and that you don't have time to bake. Our dessert mixes are not your average cookie and brownie mixes. They are tried and true family recipes that have been passed down for generations. Grab a mix today and enjoy a fantastic dessert with your family!

Facebook: Outside the Box Desserts  
Email: shillingrachel15@gmail.com



We know that you don't want your cosmetics to be full of harmful chemicals and to be tested on animals like so many products are today. We are proud to say that all of our products are vegan and cruelty free. We also donate a portion of our profit to the American Liver Association. Grab a tube or our lip gloss today!

Facebook: Lena Kate Cosmetics  
Email: isabellakocher02@gmail.com



Isabella Kocher  
Lena Kate Cosmetics



Tyler Smashey  
Layer By Layer



We know 3D printing is difficult and time consuming. We offer custom 3D printing to meet all of your needs. We offer a wide range of materials and colors to give your prints the look you desire. Contact us today to have your 3D printing needs taken care of!

Facebook: Layer By Layer Olney  
Email: tsmashey05@gmail.com



## STUDENTS AND TRADESHOW BUSINESS



## GUEST SPEAKERS, BUSINESS TOURS & MENTORS

## GUEST SPEAKERS, BUSINESS TOURS & MENTORS



### Guest Speakers

Stephen Germak • Tynan O'Neil • Audra Clodfelter • Lori Uhl • Gina Kocher • Jeff Wilson  
Mackenzie Schmucker • Victoria Sturm • Herman Zuber • Doug Cummins • Alisha Duenas  
Allyson Padilla • Rolling Thunder • Mike David • Ben Shilling • Marley Boyles & Leah Kuenstler  
Ashley Fryburger • Morgan Puckett • Mitchell Pflaum • Brady Clark • Jason Burckhart



### Business Tours

AM Transport • State Farm (Mitch Mammoser) • Rude Wealth Advisory • Fit By G  
TrustBank • Bobe's Pizza • Kistler-Patterson Funeral Home • MAC Plastics  
HOSS Active Sports Group • Kemper CPA Group • Rural King • Doll's • King's Furniture  
Star Studio • Full Armor Christian Academy • Olney Rotary • Gliks • SKS-USA • Terra Sage  
Olney Fire Station • Richland County Development Corporation • Bart Zuber • McDonald's  
Ophelia's Cup • Ginger Ale's • Richland County Courthouse • Energy Insurance



### Mentors

Darrell McDowell (TrustBank) • Heath Houchin (First National Bank in Olney)  
Amanda Brashear (Helia Healthcare) • Allyson Padilla (Blank's Insurance)  
Amy Kirby (Citizens National Bank of Albion) • Colby Shawver (AM Transport)  
Chelsea Rude (Rude Wealth Advisory)



## 2021 - 2022 CLASS & BOARD FINANCIALS

### CEO CLASS FINANCIALS

#### Micro Business

Revenue .....	\$3,375
Expenses .....	\$934
Net .....	\$2,441

#### Class Business

Revenue .....	\$1,838
Expenses .....	\$1,456
Net .....	\$382

#### Key Figures

Student Grants .....	\$719
Scholarships .....	\$200
CEO Investment .....	\$1,904

### CEO BOARD FINANCIALS

Revenue .....	\$41,000
Expenses .....	\$31,504
Net .....	\$9,496

#### Revenue

Investors .....	\$38,500
Grants ... ..	\$2,500

#### Expense

Midland Fee .....	\$5,000
Operations .....	\$23,397
Marketing .....	\$1,607
Scholarships .....	\$1,500

### STUDENT AWARDS

#### Banker Day

1st .....	Garrett Cummins
2nd .....	Christopher Bower
3rd .....	Rachel Schilling

#### Pitch Day

1st .....	Bentley Farris
2nd .....	Rachel Schilling
3rd .....	Garrett Cummins

#### Trade Show

1st .....	Bentley Farris
2nd .....	Garrett Cummins
3rd .....	Christopher Bower

### SCHOLARSHIPS

#### Entrepreneur Of The Year

Bentley Farris .....	\$200
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#### Personal Growth Award

Tyler Smashey .....	\$1,500
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## BOARD OF DIRECTORS & FOUNDATIONAL INVESTORS

### BOARD OF DIRECTORS

Dan Eichelberger, President  
TrustBank, President & CEO

Lori Uhl, Vice President  
Illinois Gas Co/USDI, Treasurer & CFO

Chad LeCrone, Secretary  
RCCU School District #1, Asst Superintendent

Tynan O'Neil, Treasurer  
Carle RMH, Director of Business Development

Rodney Ranes  
Olney Central College, President

Bartley Zuber  
Bartley C. Zuber, Attorney at Law

Sara Buehnerkemper  
Carle RMH, Director of Pharmacy

Gary Houchin  
Walmart DC 6059

Lauren McClain  
RCDC, Executive Director

Andy Julian  
RCHS, Principal

Jason Givens  
RCHS, Guidance Counselor

Heath Houchin  
First National Bank in Olney, Loan Officer

Brandon Snider-Michels  
MAC Plastics, Asst Plant Manager/HR Manager

### 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 • Escalade Sports • First National Bank in Olney • Illini  
Builders Company of Olney • Illini Wire Works, Inc. • Illinois Gas Company • Kemper CPA Group  
MAC Plastics Manufacturing, Inc. Olney Rotary Club • Pacific Cycle • Prairie Farms • Runyon  
Insurance Agency, Inc. • Rural King • TrustBank

### CEO Investors

ASL Solutions, Inc. • Avery and Mary Jo McKinney • Blake and Melissa Runyon  
CEO Class of 2019, 2020 and 2021 • City of Olney • Health Alliance • Joe's Pizza  
Master Halco • Micah Gray Construction • State Farm - Mitch Mammoser • PrintForce  
Shuler Truck & Tractor Service, Inc. • Spieth Photography • Wabash Valley Service Company

### Grant Partner

Walmart Distribution Center 6059

## 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.

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## 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.*