



# 2017 2018 | ANNUAL REPORT



**CLASS OF 2018** Back Row L-R: Donnie Watson, Cole Simpson, Seth Mitchell, Pierce Jones, Austin Worrell, Dawson Ryker  
Front Row L-R: Stephanie Sturm, Sophia Colclasure, Facilitator: Sheri Gray, Kierstin Fulton, Victoria Sturm

## 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

With the first CEO class now completed, we can honestly say what an amazing year it has been. From the conception of CEO in Richland County to executing the first school year, there have been many accomplishments. When Midland first approached our community about having a CEO Program of our own, there were several individuals who knew this was a perfect fit for Richland County. Those individuals teamed up to establish our board and everything took off from there.

We began with twenty-five investors whom we call our "Foundational Investors." These businesses saw the future of our program and invested into a 4-year commitment. Without these twenty-five investors, our program would not have been born, and we are extremely thankful they took a leap of faith with us and saw the winning future this program would have.

Since that time, we have been able to secure a few more investors, and we hope this list will be ever-growing. Additionally, the board hired a dynamic facilitator. As a board, we knew from the very beginning the facilitator role would be instrumental in developing and maintaining a great program. Sheri Gray has welcomed that challenge, learned the Midland processes, and developed vital relationships with our first class of students.

The year has definitely been an exciting one, full of learning and growth—for our students, Sheri, and our board. These students have learned valuable lessons that will make their future even brighter. We hope this annual report will give you a great peek into the exciting things which have developed through the year. We are extremely thankful 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 cannot believe we have the first year of Richland County CEO in the books. I consider myself blessed to have experienced this journey alongside the ten elite seniors of Richland County High School.

This year was nothing short of a leap of faith for all those involved in the CEO program: Board, Investors, Mentors, Students and even me.

To the CEO Board, thank you for believing in this program and making it your passion to bring it to Richland County. The students who successfully complete this program from this day forward will be forever in your debt because of the doors you open for them, and I can only hope one day they will repay the favor by returning to Richland County to further develop our community.

To the CEO Investors, thank you for your generous contributions and continued support. I am simply amazed at your endless hospitality through donations, hosting business tours, providing guest speakers, and attending the Class Event and Trade Show. The outpouring of your support is beyond appreciated.

To the Mentors, thank you for making room in your busy schedules for the CEO students. You displayed the utmost patience and kindness through your visits, emails, and phone conversations with the students. I am positive you have left a mark on these students that they will never forget. The lessons you taught them and the relationships you formed will be with them forever.

To the Business Leaders, thank you for instructing and molding the students through your guest speaking engagements and guiding the students on business tours. The lessons the students learned from your expertise will never be forgotten. More importantly, they will always remember and appreciate your kindness and support. Thank you for drawing their attention to the tremendous opportunities in our community.

To the Students, thank you for your commitment to the program. You have created a legacy as the inaugural class of Richland County CEO, and you have created a spot in my heart that I will always cherish. I have big dreams for each of you. I look forward to seeing the successes and achievements in your life unfold. I encourage you to embrace the gifts you have been given through the CEO program and more importantly remember to pass them on.

As for me, it is difficult to accurately capture the experience of a facilitator in words. It was one of the most challenging tasks I have ever endured, but the rewards were immeasurable. Every lesson the students learned, every success and failure they encountered, every deadline they met, every frustration they felt, and every smile they shared, was my moment as well.

My final thanks is to the citizens of Richland County. I am so humbled by your support of the program, students, and me. Thank you for viewing the newsletter each week, offering casual encouragement to us around town, attending our events, and cheering us on from the sidelines. I am thankful that Richland County is committed to improving our community, and I can ensure you Richland County CEO is a step in the right direction.





**Sophia Colclasure**  
Sophia Kay Instruction

Sophia is the daughter of Steve and Vonda Colclasure. Sophia has had high honors all throughout high school and was named one the the 2018 Illinois State Scholars. She is on the high school softball team and has been a varsity letterman all four years. She has also been Little Illini ALL-Conference for the past three years. Sophia will be attending Asbury University to be a student-athlete. She will be majoring in accounting and minoring in finance while playing softball. Sophia plans to gain her M.B.A. during her four years at Asbury. CEO has given Sophia more experience than she had bargained. Between creating invoices, running the checking account, and learning from community leaders she will be way ahead of her peers in future endeavors. She will be applying her knowledge, experience, and passion for softball to operate "Sophia Kay Instruction." She is grateful for the hands on experiences and business leaders' help/advice. CEO has not only prepared her for her future classes, but for her future career.



**Kierstin Fulton**  
Canine Essentials

Kierstin is the daughter of Kelly Fulton and John Strong. She participates in the Olney FFA chapter and is a member of the National Honors Society. Kierstin has also received the Renaissance Character Award for responsibility, Student of the Month, and is on the honor roll. After graduation, she plans on attending Olney Central College for two years. She will then transfer to a four year university and study Dentistry. Since CEO, Kierstin has gained many great communication skills and has obtained even more amazing relationships and community networks. She also gained a greater appreciation of her hometown by getting a first hand glance at local businesses. With the many things she has learned, Kierstin will start her individual business called "Canine Essentials" where she will create and sell dog care products using essential oils. Kierstin plans on expanding her products into veterinary offices and groomers. Once her business has more exposure, Kierstin hopes to transition her products to more canine companies. With Kierstin's hard work and ambition, her company and future endeavors are destined for success.



**Pierce Jones**  
Pitching With Jones

Pierce is the son of Scott and Stacie Jones. Pierce is involved with baseball and has been a part of the Boys Varsity "O" Club for four years. Pierce was very excited about getting to be in CEO as it was the first year of the program in Richland County. He was also excited about the opportunity the class had to be able to set the groundwork for the future classes. Pierce believes that CEO has been a great experience because he has been able to communicate with many new people that are involved in the business world. Along with that, he also believes that being able to get out in the community and see all the businesses our community has to offer is amazing. For his individual business, Pierce will be offering baseball pitching instruction under the name "Pitching with Jones." With instruction from Pierce, his clients will be receiving the same instruction that many professional and collegiate programs offer. This is beneficial for any individual looking to better themselves in this area. After high school, Pierce will be attending Olney Central College and play baseball under Dennis Conley.



**Seth Mitchell**  
Mitchell Family Show Pigs

Seth is the son of Aaron and Deb Mitchell. Throughout high school, Seth has been very involved in several organizations such as FFA, 4-H, and Future Business Leaders of America. In all of his activities, Seth seeks leadership positions in order to grow as an individual while making a positive impact on his peers. When CEO became an option for his senior schedule, he recognized an opportunity to network with business leaders and expand his soft skills that can be used in all facets of his future. Seth's favorite part of CEO is touring local businesses to learn about various industries and meet with experienced business leaders to gain their advice on personal and business success. Using this knowledge, Seth has worked to expand and improve his business, "Mitchell Family Show Pigs." This business involves the marketing and sale of show pigs to junior exhibitors at the county and state levels. Seth has been breeding pigs for several years but wants to make his operation more of a business using the skills he has gained through CEO. Without a doubt, CEO has been a positive experience for Seth in his senior year.



**Dawson Ryker**  
3 Seven Productions

Dawson is the son of Randall and Melanie Ryker. He has been racing motocross at an amateur level nationally for eleven years, which includes competing the last six years at Loretta Lynn's Ranch for the Rocky Mountain ATV/MC Amateur National. He also really likes photography and videography. He currently owns and operates "3 Seven Productions" a videography company. He has produced many Motocross videos and is currently working on multiple videos for businesses in the area. Dawson was excited to be a part of CEO and is happy with his experience. He has learned a lot from the area businesses which he is thankful for because it has furthered his own business. One thing that he appreciates from this program is his mentor and the other helpful business leaders. After high school, he will attend Olney Central College and then transfer to a university.

Cole is the son of Chris and Michelle Simpson. Along with participating in CEO, Cole was involved in cross country, track and field, and a member of Spanish Club. He was also named an Illinois State Scholar. Along with the leadership skills taught through CEO, Cole was also a team captain for the cross country and track teams, which gave him a chance to use what he had learned. He believes that CEO has given him an opportunity to learn more about the business world while also allowing him to grow as an individual. Cole's individual business is called "TB Vintage Clothing." This business buys and sells vintage clothing items, including t-shirts, jerseys, and more. He believes that his business will be something that is exciting for teenagers and young adults. Cole has learned many important skills and lessons that will benefit him in both his individual business and later in life.



**Cole Simpson**  
TB Vintage Clothing

Stephanie is the daughter of Phillip and Chrissy Sturm. She is involved in the Spanish Club, FCA, a local church youth group, and also in her fourth year of Lady Tiger soccer. Stephanie loves to help at the local Good Samaritan and Master's Hands, along with volunteering at the First Assembly of God in Olney, IL. After high school, she plans to attend OCC to get an Associate Degree in nursing, then transfer to Vincennes University to continue her studies. CEO has helped tremendously with improving her communication and leadership skills. She has learned to write business plans, talk to business leaders, and how to work well with a team of fellow leaders. For her CEO business, Stephanie will be doing a social media marketing business for small businesses in Richland County called "Small Town Girl Media." She feels this would be a great opportunity for her to use her skills to help promote the local businesses in Olney and also learn more about marketing and social media.



**Stephanie Sturm**  
Small Town Girl Media

Victoria is the daughter of Phillip and Chrissy Sturm. She is involved in soccer, FFA, FCA, YAC, and spanish club at the high school. In addition to all the clubs and teams in the high school, she is involved in her church youth group and praise team along with bible studies and leads girl groups. CEO has been a great class to help her further her leadership skills and help her have a new outlook on local businesses and the business profession. After graduation, she is planning on attending OCC and taking classes online to get her Associates in a pastoral degree. In addition to attending college she is hoping to continue her CEO business of "Tori's Groceries-To-Go" and hopefully expanding it to create more jobs for students. She is very excited about the new opportunities CEO has now offered and shown her. She has an even greater appreciation for the small businesses and big businesses in town. She cannot wait to see how her little business will go in her small town.



**Victoria Sturm**  
Tori's Groceries-To-Go

Donnie is the son of Gary and Peggy Watson. His experience with the CEO program this year has been great. He enjoys the CEO program because of its hands-on approach to business education. CEO has been able to further his understanding of how businesses work and operate on a day-to-day basis. One of his favorite parts of the program is the business tours because of the opportunity to see how the real world works. The program has opened his eyes to the huge variety of businesses that operate in Richland County. His business is "Watson Lawn Care" which will provide lawn care service to homes in and around Olney. He will be able to provide affordable lawn care because of my low overhead costs. Since he is not on a strict schedule like his large competitors, he will be able to spend more time attending to the needs of the yard. He plans on running it for the next couple of summers while attending Olney Central College.



**Donnie Watson**  
Watson Lawn Care

Austin is the son of James Worrell and Alisha Hollinsworth. He is originally from West Richland High School in Noble. He has a love for fitness and nutrition. He is proud of all the skills he has learned from CEO this year, such as how to use his resources and how to reach out to people when needed. He is a member at Infinity Health and Fitness where he trains and learns from others. This is where he discovered his interest in fitness and living a healthy lifestyle. In the CEO program, he has met many business leaders in Richland County. One of those people he has met was David Abel who introduced him to Joe Morris the owner of Olney Crossfit. One day Austin hopes to work for Joe. In the meantime, Austin plans to operate "AW's Healthy Lifestyle Consulting" a service business providing workouts and meal planning for his clients. After high school, he is going to go to Olney Central College to get his Associate Degree, then transfer to a four year university to get his degree in Kinesiology.



**Austin Worrell**  
AW's Healthy Lifestyle Consulting



GUEST SPEAKERS

Allyson Padilla  
Amy Tarr  
Angel Padilla  
Andi Pampe  
Andy Mersman  
Bartley Zuber  
Dan Eichelberger  
Darrell McDowell  
Dave Blecha  
David Abell  
Deb Mitchell  
Deb O'Brien  
Jeff Wilson  
Jeremy Wilson  
Jim Phelps  
John Kermicle  
Jon Racklin  
Jordan Kull  
Julie Herring  
Julie Hill  
Justin Deters  
Kevin Shan  
Judge Kim Harrell  
Kristen Hadeed  
LaNae Mitchell  
Larry Volk  
Lauren McClain  
Rick Runyon  
Ryan Hawkins  
Sonja Music  
Steve Groner  
Ted Marshall

MENTORS

Allyson Padilla  
Angel Padilla  
Anthony & Debi O'Brien  
Cynthia Given  
David Abell  
Doug Manley  
Jason Doris  
Jennifer Cummins-Zuber  
Leon Stallard  
Mark Lambird  
Michelle Kauble



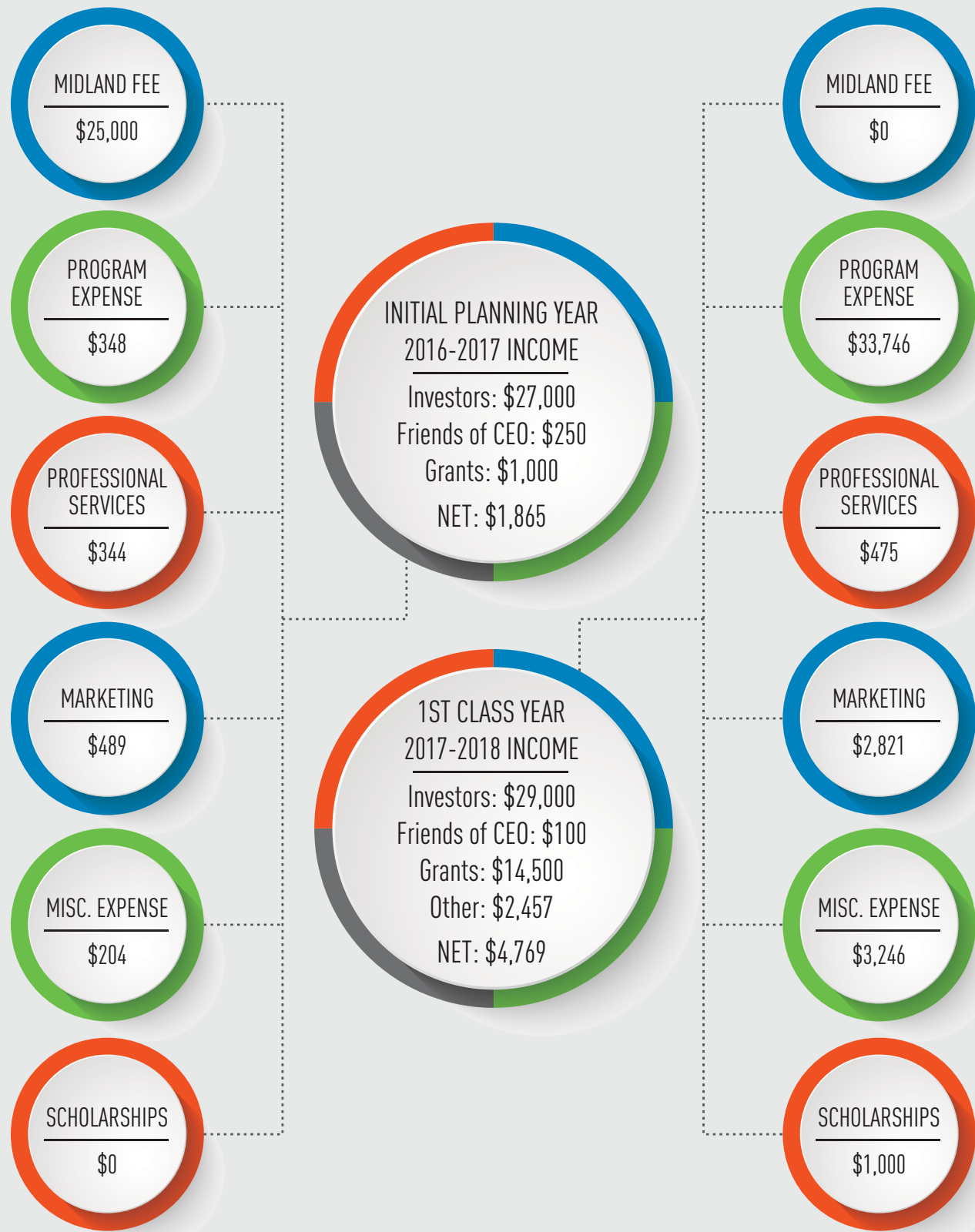
BUSINESS TOURS

A.M. Transport  
Aperion Care  
Bartley Zuber, Attorney at Law  
Britton's Bullpen  
Carle RMH  
Citizen's National Bank of Albion  
Clark Real Estate Group  
Color Your World  
Consolidated Grain & Barge  
Doll's Inc.  
Dynegy, Newton Power Station  
Eagleson Automotive Center  
Edward Jones  
Edwards/Wabash County CEO  
Equine LEAD  
Escalade Sports  
First National Bank in Olney  
Glamour Farms Boutique  
Hartrich Meats  
Illini Wire Works  
Illinois Gas Company  
Jabat  
Market Street Offices  
Master Halco  
Midland Institute for Entrepreneurship  
Nature's Creation  
Olney Central College  
Olney CrossFit  
Olney Daily Mail  
Ophelia's Cup  
Pacific Cycle  
PAWSitive Pet Perfection  
Prairie Farms  
Richland Country Club  
Richland County Courthouse  
Rural King  
Southern IL Scale  
TrustBank  
Walmart DC 6059  
WVLN-WSEI-WIKK-WOWA

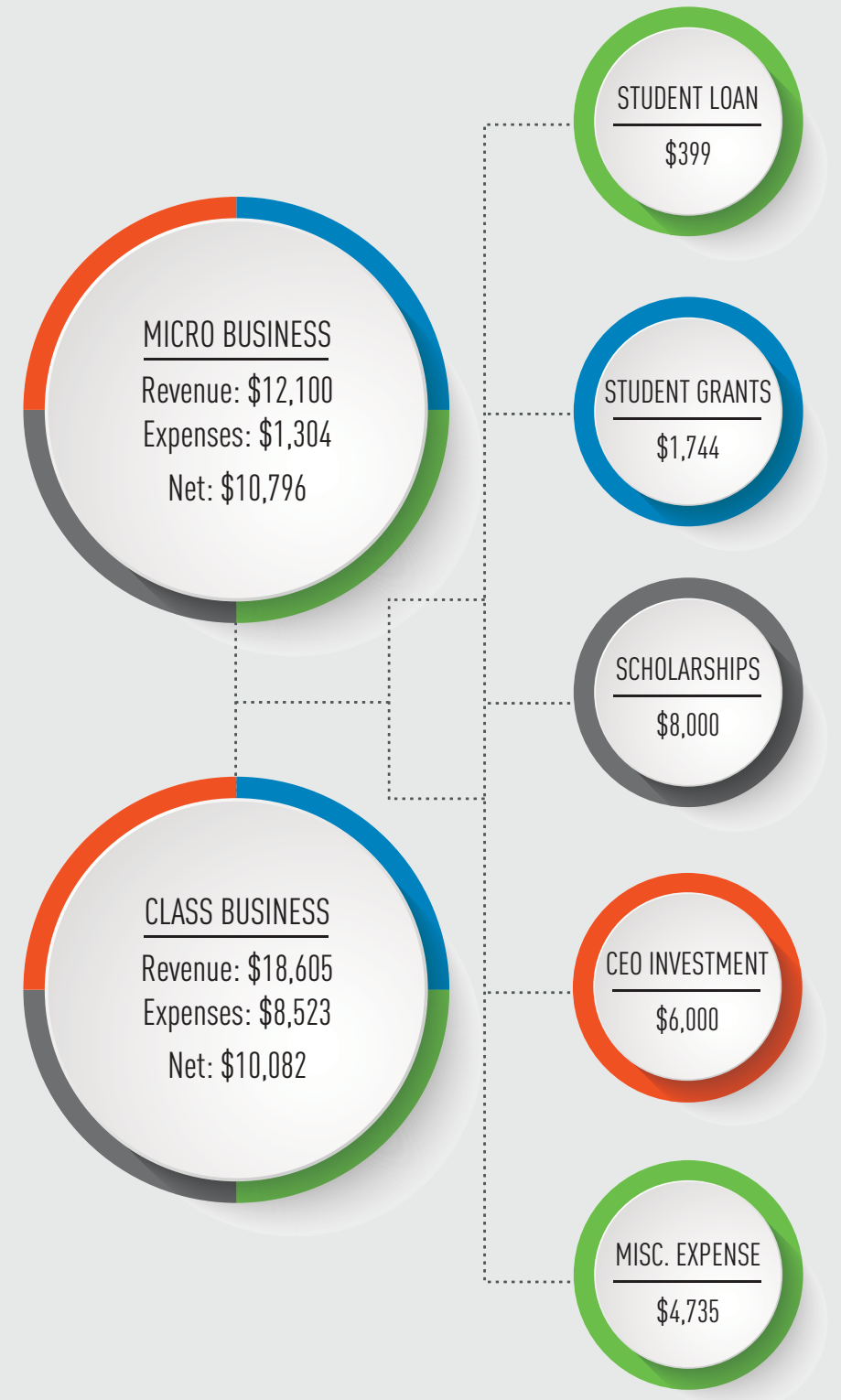
HOST BUSINESSES

Richland County Chamber of Commerce  
Amy Bissey-Murphy  
Olney Public Library  
Judy Whitaker  
Fox River Assisted Living  
Sarah House





# CEO CLASS FINANCIALS



RICHLAND COUNTY **CEO**

## STUDENT AWARDS

**SETH MITCHELL**  
SHARK TANK AWARD  
\$100  
ACHIEVEMENT AWARD SCHOLARSHIP  
\$2,000

**VICTORIA STURM**  
ENTREPRENEUR OF THE YEAR  
SCHOLARSHIP  
\$4,000

**AUSTIN WORRELL**  
PERSONAL GROWTH  
AWARD SCHOLARSHIP  
\$1,000

**KIERSTIN FULTON**  
BEST TRADE SHOW PRESENTATION  
\$100  
ACHIEVEMENT AWARD SCHOLARSHIP  
\$2,000

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.  
Contributions are tax deductible as allowed by law.

THANK YOU  
FOR ALL THE SUPPORT!

BOARD OF DIRECTORS

**Dan Eichelberger, President**  
*TrustBank, President & CEO*  
**Lauren McClain, Vice President**  
*TrustBank, Business Development Specialist*  
**Chad LeCrone, Secretary**  
*RCHS, Principal*  
**Courtney Yockey, Treasurer**  
*RCDC, Executive Director*  
**Larry Bussard**  
*RCCU School District #1, Superintendent*  
**Julie Hearring**  
*Blank's Insurance, Partner*  
**Michael McKinney**  
*A.M. Transport Services, Inc, President*  
**Gary Houchin**  
*Walmart DC 6059, Operations Manager*  
**Kristy Ochs**  
*RCHS, Guidance Counselor*  
**Bruce Peters**  
*First National Bank in Olney, President & CEO*  
**Lori Uhl**  
*Illinois Gas Company, Controller/Treasurer*  
**Rodney Ranes**  
*Olney Central College, President*  
**Bartley Zuber**  
*Bartley C. Zuber, Attorney at Law*  
**Tim Musser**  
*TALA Properties, LLC*

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  
Jabat Inc.  
Kemper CPA Group  
Lauren McClain  
Olney Rotary Club  
Pacific Cycle  
Prairie Farms  
Runyon Insurance Agency, Inc.  
Rural King  
Schuetz Companies LLC  
Southern IL Scale, Inc.  
TALA Properties LLC  
TrustBank

GRANT PARTNERS

Carrie Winter Trust  
Walmart Distribution Center 6059

CEO INVESTORS

AgriGold  
Avery & Mary Jo McKinney  
CEO Class of 2018  
Color Your World  
Dynegy, Newton Power Station  
Master Halco  
Wabash Valley Service Company