



FAYETTE COUNTY



2022-23

ANNUAL REPORT





ERIN NIEBRUGGE

FACILITATOR

What a privilege this year has been to watch this group of kids transform into young adults. This group has floored me with constant support of one another, willingness to hold each other accountable and the level of respect that they treat each other with. This was a diverse group of students from Brownstown, St. Elmo, Vandalia, and Mid America Preparatory School. Watching this group go from being too shy to sit with a kid from another school to taking each other to the others' proms has been quite the experience. I am thrilled to say that I will have another group from various schools across Fayette County again next school year including: Vandalia, Ramsey, St. Elmo and Brownstown.

We had lots of big personalities and leaders in this group making planning our class business, the Chilly Festival, quite the challenge. These students pulled through to make a sizeable profit while providing the community with a meal, shopping, and fun activities for families. More importantly, these students learned some valuable lessons including: (1) The importance of perseverance (2) Do what you say you are going to do, when you say you are going to do it, to the best of your ability, and communicate along the way (3) In order to work with others, understand you will not always get your way. Compromise is crucial.

It had been an honor to watch these kids find their passions and focus them into developing their own personal businesses. They set goals every week and celebrate their victories with their team on class days. This team has taken an idea for their own businesses and actually executed their business into sales. Some of them have even begun to scale their businesses into what might be eventual careers. They have innovated. They have created business plans. The team has met with bankers to ensure that their businesses will be profitable. These young adults have pitched their businesses in front of business professionals and the community. While all of this is an impressive accomplishment for an eighteen year old, what is truly impressive is how they have grown in their soft skills and relationship building.

None of this would have been possible without the investors in this community pledging \$1,000 per year over the course of three years and the professionals in the community who host business visits, serve as guest speakers and mentors. We could not be more grateful for your support.

Erin Niebrugge

VISION AND MISSION STATEMENT

Vision Statement: Fayette County CEO will provide a pathway for entrepreneurial students to develop integrity, teamwork, excellence, responsibility, and sense of community for tomorrow's leaders.

Mission Statement: Our program is dedicated to investing in our students by:

- Establishing Connections
- Building Relationships
- Fostering Teamwork
- Teaching Life Lessons
- Building Confidence
- Developing Creativity
- Teaching Accountability
- Providing Experiences
- Teaching Communication Skills
- Valuing Community Awareness
- Growing Self Awareness
- Developing Work Ethic
- Cultivating Leadership Skills

Core Values: Do what you say you're going to do, when you say you're going to do it, to the best of your abilities, and communicate along the way.





Olivia Baker is the daughter of Calvin and Sherry Baker. Olivia is a senior at St. Elmo Jr./Sr. High School. She is involved in many things, such as, softball and volleyball for four years. Student council, NHS, Fellowship of Christian Athletes (FCA), FFA, Band, and Chorus are just some of the things she has done throughout her high school career. She has been Vice President of her class for two years. Olivia is a member of the First Church of God in St. Elmo. She enjoys music and reading. She aspires to be an example to others. Olivia wants to be a marine biologist and hopes to swim with sharks in the future.

Liv Variegated is owned and operated by Olivia Baker. Liv Variegated is a small business in Fayette County that strives to create something unique for women of all ages. This jewelry is made to help women and girls feel comfortable and add a variety of color to their life! Liv Variegated provides earrings, bracelets, and necklaces.

"CEO has helped me get out of my comfort zone in more ways than one. It's helped me become comfortable with public speaking, talking to business professionals, and learning new things about myself that I didn't know. My goal as the beginning of the year was to become a better version of myself. I have accomplished this because of this class."



Faith Budny Clymer is the daughter of Joy Clymer and Kevin Budny. She is currently a senior attending Vandalia Community High School. At school, she takes part in multiple extracurriculars such as Interact, National Honor Society, after-school Chorus, and Scholar Bowl. Faith is a four-year tennis player, and she participated in bowling for one year. In her spare time, she loves spending time with family and friends. After high school, Faith plans to attend a university to major on a Pre-Dental track.

Faithful Deeds provides convenient, punctual, and customizable services. I perform 24 hour house and pet-sitting as well as weekly or monthly dog walking and hourly errand-running.

"CEO has provided me with an abundance of opportunities that I would not have received otherwise. Being in an environment with people who want to see you grow has pushed me out of my comfort zone. Making lasting connections, networking, soft skills, and, of course, running a business are all something that I will remember. I loved working with the team and figuring out how to work as a team with so many different people in one room. Thanks to CEO and the people in it, I am a better person now than I was eight months ago."



Lilly Fender is the daughter of Aron and Colleen Fender. She is a senior at Mid-America Preparatory School in Herrick, Illinois. She is very involved with her church, Metro Community Church of Vandalia, where she holds various leadership positions and serves on several ministry teams. She has a passion for worship ministry, youth ministry, and photography. She is the owner of Lilly Isabella Photography and plans to either continue her photography career after graduation, or to pursue a position in ministry.

Lilly is the owner and photographer at Lilly Isabella Photography. She specializes in lifestyle photography such as weddings, couples, seniors, and family photography. She also offers commercial photography such as professional headshots, branding photos, and product shots. She is passionate about providing a uniquely personal experience for each and every one of her clients.

"In CEO this year, I have learned the importance of being committed to continuous improvement and growth in all areas of life. Through class business and building my own photography business, I have gained teamwork and leadership skills that I will keep forever. I have also had the opportunity to meet so many incredible people through all of the networking opportunities CEO presents us with. I will be forever grateful for the skills I have obtained in this program as well as all of the incredible people I have had the chance to connect and work with."



Alexandra Goldesberry is the daughter of Steve Goldesberry and Rachael Wingo, and the youngest daughter of 4. She is currently a senior at Vandalia Community High School and is involved in many extra-curricular activities. She serves as a member of the National Honor Society and Student Council. Alexandra is also a part of the Vandalia High school cheer team, yearbook committee, and Code Red. She frequently spends her time hanging with friends and family. One can always find Alexandra spending time in the gym as well. She is currently employed by the Family YMCA of Fayette county as a part of the member services team. Alexandra plans to attend a university to obtain a degree in Secondary Education.

Beautiful Chaos Charcuterie is a food based business where food is served in a visually appealing way. I offer a different sized standard board with an add-on option of a dessert board and/or a fruit & veggie tray. Through lots of research I have intensive knowledge in flavor pairings and design layout of boards. My mission is to create beautiful & delicious food for people to take to all events including weddings, birthday parties, date night, office lunches, and family holidays. My vision is to bring a new level of class through food presentation and quality wooden boards to Fayette county. As the sole owner my values are consistent use of quality products, execution of design, & dependability to my customers.

"Going into CEO, I expected to learn how to run a business. I soon realized how much more I would learn and experience. I developed connections with people I will never forget and my public speaking skills have grown to levels I never thought possible."





Emma Hamilton is the daughter of Todd and Ginger Hamilton. Emma is involved in multiple activities in and out of school. She is the Student Council Secretary and a member of the National Honor Society, Student Travel, and the Lady Vandals Bowling team. Outside of school, Emma is involved in the Fayette County CEO program. She also spends most of her time volunteering at local organizations and projects, such as 6:35 Food Pantry, Fresh Start, and Restoration in Progress (R.I.P). In her free time, she loves shopping, baking, and spending time with those she loves. Emma is a very active member of Saint James Lutheran Church in Vandalia. In the future, she plans to attend a university and major in Pre-Medicine or Biological Sciences. She will then transfer to medical school to become a Pediatrician.

Emma is the owner of Deserving Desserts. Her goal is to provide high-quality, delicious desserts for everyone in new ways. On top of having amazing desserts, there are also gluten-free and sugar-free options for people with dietary restrictions. Deserving Desserts ranges from cookie bar flavors to oatmeal creme pies.

"CEO has pushed me out of a comfort zone I didn't even know I had. I learned how to set boundaries for myself and keep myself and others accountable. Being that I was the leader of class business, I learned how to work as a team and that the leader doesn't get to sit back and watch others work like most people think. A team is just as good as their leader. I have appreciated everything that the CEO program has given me, from life long relationships and friends to skills I will use forever."



Collin Hannagan is the son of Sean and Jill Hannagan. He is a student at St. Elmo High School, an Officer of his local FFA chapter, a member of the high school band, and on the SEB trapshooting team. Collin works at his family owned auction business where he has learned from his grandfather, Gary Hannagan, the importance of good education and respect. He enjoys caring for his animals, riding his horse, and has a passion for aviation. He plans to become a pilot after graduation at Southern Illinois University at Carbondale to pursue an aviation career.

Hannagan Pen Company is a pen making business with the goal of making high quality, personal pens. In today's world, technology has become a primary source of archiving our information, but even with all the computers in today's society, people still find themselves using a pen. Our goal is to give everyone a personal pen that suits them and make sure they know that time and effort went into the pen they use for everything. My mission is that every pen has a story with the turning of the wood back to the roots it grew from. Providing such a large supply of pens will be time consuming but one thing that is not negotiable is that every pen has the same time and effort put into it no matter the cost.

"At the beginning of the year, I was not outgoing at all. If I had to, I could speak up or in front of a crowd but by no means was I good at it. CEO helped my find my potential and bring out my best self. I have learned invaluable communication skills. In fact, I even won overall top pitch at our local Pitch Day! I now understand that my journey never ends and I will constantly try to improve myself."





Addie McWhorter is the daughter of Jake and Tara McWhorter and the youngest of three kids. Addie is involved in many activities in and out of school. In school, Addie participates in student council, FFA, FCCLA, and NHS. In athletics, she has participated in 4 years of track and field and 3 years of cheer. Addie is also a server at Fujiyama in Effingham. Addie is a member of Connection Church in St. Elmo, where she helps students in Sunday School and goes to youth group on Wednesday nights. Addie enjoys shopping and spending time with friends and family. In the future, Addie plans to pursue her track and field career at a university and major in Education.

Gifts Made Simple is a new and easy way to give gifts. Addie's goal is to make people's busy lives a lot easier. Addie will create and deliver or ship these baskets so you don't have to do any of the work!! She offers a variety of baskets including: holiday baskets, birthday baskets, cozy baskets, movie baskets, self care baskets, bridesmaid baskets, and custom baskets.

"Throughout the year, I have learned so many things that will benefit my future. Networking is probably the biggest thing. Every person you meet can have an impact on your future - so always leave a good impression. I have learned you need to be the face of your business, meaning no matter where you go, you should always represent your business and act as if everyone is watching."



Autumn Payne is the daughter of Troy Payne and Christina Payne. Autumn is involved in multiple extracurricular activities in and outside of school. She's participates in Code Red and CEO, and is captain of the football, basketball, and competition Cheerleading squad. Outside of school she enjoys tumbling, shopping, riding horses, babysitting, cheering, and hanging out with friends and family. Autumn is currently an employee at Dairy Queen in Vandalia. After high school, she plans to continue her cheerleading career at Lakeland College in Mattoon, as well as study dental hygiene.

Diamond Detail is a Fayette County business located in Vandalia, Illinois. Autumn provides a cleaning service for car interiors. Not only does she get your car looking fresh and clean, but she strives to help her customers clear their minds and relax in their new car. Her mission is to help people feel confident in their cars and enjoy the ride. She sets herself apart by offering a variation of products and services no other detailing service offers. She enjoys making people's lives a little bit easier and enjoys getting to know her customers. Building a strong, trusting relationship with customers will always be the most important aspect of a successful business.

"CEO has taught me the value of networking and soft skills. Not only have I learned how to dress like a business professional, but I have also learned how to act like one. I feel confident in my speaking skills and cannot wait to see how I perform at a college level with these skills under my belt."





Lydia Smith is the daughter of Brad and Angela Smith. She is a senior at St. Elmo Jr./Sr. High School. Lydia is involved in numerous sports and activities inside and outside of school. In school, she has participated in varsity volleyball for 4 years, softball for 2 years, NHS, FCCLA, student council, and FFA. Outside of school she is involved with church functions and works part time at Fujiyama located in Effingham. She is unsure of her future plans as of right now but wants to strive for success and happiness in life.

Syles by Lydia is a fresh take on up-cycling, run by Lydia Smith. She believe in making the world a better place with fashion. Lydia will be thrifting clothes from local thrift stores and upcycling them to make them look and feel new. After the up-cycling process, she will style outfits to keep up with the latest fashion trends. She will also provide fashion and styling advice for those who want it.

"CEO is one of the best things that I have decided to do in high school. This has given me so many great opportunities and experiences that I wouldn't have had without it. One of the best things I have gotten from CEO is the lifelong friendships I have formed with our group. They are truly a blessing in my life. Another great thing is all the networking we have done throughout the year and all the contacts I have made. CEO was a great experience and I wouldn't have changed it for anything."



Jade Whitehead is the 17 year old daughter of Michael and Riana Whitehead. She is an attending Senior at Brownstown High School and is President of Student Council. She also participates in Yearbook and is the Bee Keeper for her schools Agriculture program. Outside of school Jade spends a majority of the time with her friends, or working at Happy Hallow Family Farms where she tends to a pumpkin patch all by hand. In her free time, she loves to explore, collect crystals, and do anything that is good for the mind and soul. After high school, Jade wants to live a minimum lifestyle traveling the world and improving the environment.

Down 222 Earth is an apparel design company owned by Jade Whitehead. Jade's mission is to spread peace, love, and environmentalism all through clothing and everyday accessories. With a variety of things to choose from, you can express your true self with these items, all delivered right to your door step!

"This year has taught me everything from soft skills to personal relationships with those around you. I know how to present myself professionally, along with dressing as a business professional. Being able to network with those in my community has made me want to dig down into the roots of our small county, which is filled with many businesses that I was so unaware of."





Our board hosted two socials this year. The first was held at The Vandalia Country Club. The new facilitator was able to meet and interact with the incoming class, alumni, investors, and the board members. The second social was held in January at the Blind Society. Many investors, mentors, board members joined us. We even had some alumni come catch up! The current class had the opportunity to talk about what they have been doing in class and about their personal businesses. Many of them used this as an opportunity to make some sales!



FAYETTE COUNTY CEO INVESTORS

Blind Society/The Copper Penny
Bryce and Casey Kistler
Charles and Linda Barenfanger
City of Vandalia
Deer Park Distributors
Dick and Ryan Eckhardt
Dorothy Jenkins
Doug and Theresa Knebel
Driftstone Pueblo
Dynamic Dental Group P.C.
Fayette County CEO Class of 2020
Fayette County CEO Class of 2021
Fayette County CEO Class of 2022
Fayette County Illinois
First National Bank of Brownstown
FNB Community Bank
Fulk Construction
Hohlt and File Funeral Home, LTD
Jack and Jan Johnston
James and Joyce Staff
Kaskaskia Supply Corporation
Walt Barenfanger

KJ Washburn Enterprises, Inc
Land of Lincoln
Lanracorp, Inc.
Longhorn Buildings, LLC
McKellar, Robertson, McCarty, & Click Insurance, Ltd.
Midland States Bank
Mike and Robin Radliff
OCF John and Sherry Burnside Scholarship
Octochem, Inc.
Peoples State Bank of Vandalia
Pine Ridge Homes
Rotary Club of Vandalia
RP Lumber
Sandy Michel
Sarah Bush Lincoln Fayette County Hospital
Sorooptimist International of Vandalia
Vanseal
Wilhour Farms
Willms and Associates
Witness Distillery
Wollerman Seed Sales
Zurcher Tire Distributors





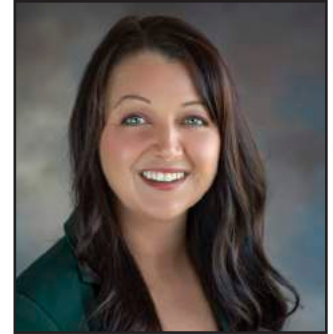
Board Chair
Sandy Michel
Re/Max Alliance



Vice Chair
Brent Oberlink
*Lanracorp, Inc
President*



Board Secretary
Mary Schulze
*Kaskaskia College
Retiree*



Treasurer
Sally Emerick
FNB Community Bank



Board Member
Laura Benhoff
*Regional Office of
Education #3 FOCUS &
New Approach High School*



Board Member
Patrick Click
*McKeller, Robertson,
McCarty & Click
Insurance*



Board Member
Macy Cripe
*Fayette County
Clerk's Office*



Board Member
Jennifer Garrison
*Vandalia Community
Unit School District
#203 - Superintendent*



Board Member
Doug Knebel
Midland States Bank

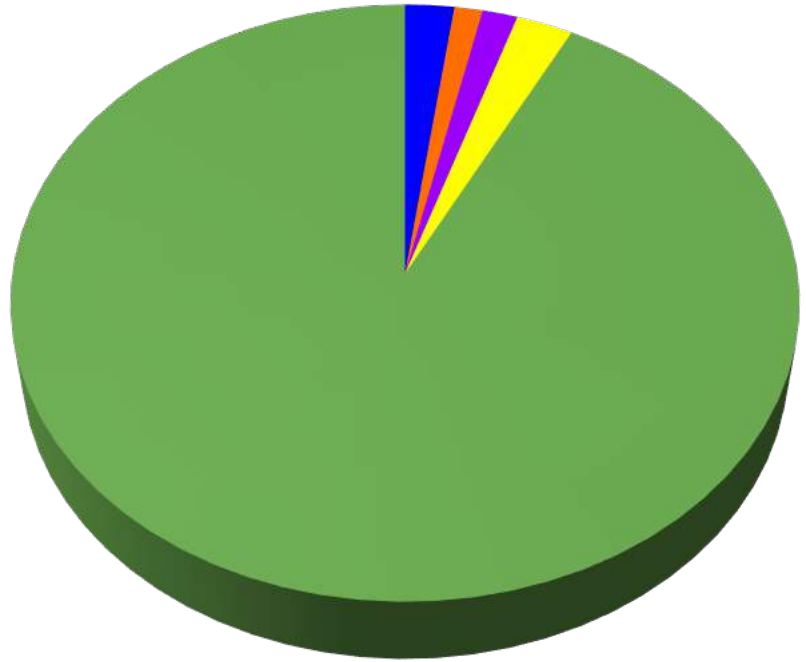


Board Member
Danny "Bo" Melton
*St. Elmo Community
Unit School District 202*



Board Member
Mike Radliff
*The FNB Community
Bank - President*

- Badge Business
- Fair Market Challenge (Donated)
- Fair Market Challenge (Invested to Student Businesses)
- Fayette County Chilly Festival
- Investor Funds



FOR MORE INFORMATION: www.fayettecountyceo.com

Sandy Michel CEO Chair sandym@swetland.com

Brent Oberlink CEO Vice Chair brent.oberlink@lanracorp.com

Erin Niebrugge Facilitator facilitator@fayettecountyceo.com



FAIR MARKET/\$1 TO \$100 CHALLENGE

The Challenge: Students were each given \$1 and 15 business days to make as much money as possible from the initial \$1 investment. The plan is to come up with a business strategy and continue investing and growing until \$100 is made. This year, each team member donated the first \$100 they made. The team members used any money made past the first \$100 as an investment in their individual businesses. The team donated to the following organizations:

Lighthouse Pregnancy: \$300
FreshStart: \$100
Debbie Fender Memorial Scholarship: \$100
Holly's Mountain Scholarship: \$300
The Joy in the Journey Scholarship: \$300

This year's top earner was Lilly Fender with a net profit of \$500. The class as a whole profited \$2,469.09. After the \$1,100 donation to the charity of their choice, they had a total of \$1369.09 to put towards their individual businesses.



SOMETHING NEW THIS YEAR

The class decided to do some volunteering this year! We felt it was a good way for the CEO program to give back to the community that very generously supports the CEO program. The team spent one of their class days at the St. James Lutheran Church putting together hygiene bags for the Fresh Start Program. Every month, the Fresh Start program donates bags of needed items for the youth in our community.



FEARLESS FOUNDERS

Fearless Founders is a monthly series provided by Midland Institute for CEO students. It is focused on highlighting entrepreneurs from around the country who have tenacity, perseverance, and drive in life and business. This season featured founders included:

Chris Farace: Marketer, Founder, & Investor
Joan Pacetti: Owner of The Cookie Dough Cafe
Ainsley Britain: Author, Podcaster, Enneagram Coach
Dan Miller: New York Times Best Selling Author and Podcast Host
The Sams: Co-Founders of Onomy
Lindsay Boccardo: Speaker, Coach, and Drummer
Dan Chancellor: Founder of So iLL
Alumni Panel: How to Leverage CEO

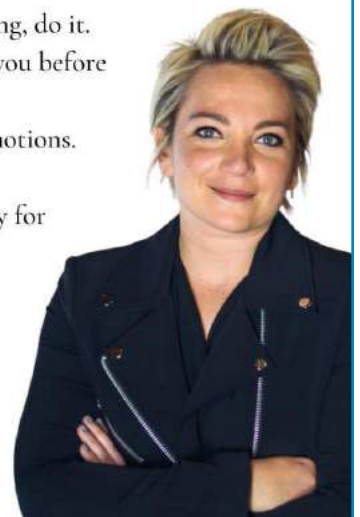
On the third Thursday of each month from 8 am - 9 am CDT, CEO communities across the country joined together to participate in a live virtual interview hosted via zoom.

LINDSAY BOCCARDO

SPEAKER | COACH | DRUMMER

Student Takeaways

- If you want to do something, do it.
- Figure out what interests you before choosing a career.
- Let yourself experience emotions.
- Put yourself out there.
- Don't dim your personality for others' comfort.
- Set large goals.
- Do what you want to do, not what others want you to do.



We began brainstorming ideas for our class business at the end of September. The team wanted to lean into the fall season and provide a family event for the community. The team ultimately decided on the Chilly Festival. We started brainstorming how we could provide something for everyone in the family. The team decided that they would provide a meal consisting of chili or potato soup, a hot dog or peanut butter sandwich, a choice of drink, and dessert from our very own Emma Hamilton, owner of Deserving Desserts. Along with the meal, the team provided entertainment for adults and children of all ages! For the adults, we provided shopping through local vendors as well as a cornhole tournament. For the children, we provided a variety of activities including: bowling, coloring, face painting, crafts, tic tac toe, and ring toss. Through this experience we learned the complexity of running a business from operations, to marketing, to finance. We also learned the importance of organization, doing what you say you are going to do, and how to run an effective meeting.



THANK YOU TO OUR SPONSORS

FNB Community Bank
Meal Sponsor

Deer Park Distributors
Cornhole Sponsor

Buff Trees
Children's Activity Sponsor



Throughout the course of the year, Fayette County CEO has attended three multi-county CEO networking events. This resulted in interactions with eight different CEO programs!

In the Fall, six CEO programs came together in Effingham, IL to network and to discuss pertinent events happening in CEO at the time. These communities included: Clay County CEO, Cumberland County CEO, Fayette County CEO, Effingham County CEO, Jasper County CEO, and Shelby County CEO.

During the Fall semester, we traveled in the other direction to Kaskaskia CEO Recognition Day. This day provided networking and an array of business knowledge to Bond County CEO, Clinton County CEO, Fayette County CEO, and Little Egypt CEO. We learned some valuable lesson in accounting for all of your finances and marketing your business effectively!

In the Spring semester, we met back up in Effingham, IL with the same six programs to discuss upcoming Tradeshows and Personal Businesses! It is always great to break out of our comfort zone and meet new people!



MENTOR MATCHING

Business professionals who volunteer to mentor our CEO students during the year are invaluable! They frequently give of their time for mentor meetings and to coach our students through individual business plans, financial statements, prepare them for their banker meeting and Pitch Day and provide weekly support through journal responses. During first semester, mentors met with their mentees once a month. Once we got into individual businesses second semester, mentors met with their mentees twice a month. The bonds and relationships that are established are lifelong. Our mentors are key for students establishing a successful individual business.

Thank you to: Tucker Willms, Noah Oberlink, Amy Gaffney, Dalton Buff, Rick Radliff, Kelly Washburn, Justin Rubin, Hannah Edwards, Brett Short, Chelsey Jolliff, and Joe Schaal

BUSINESS PLANS, BANKER DAY, AND PITCH DAY

Over the course of the year CEO students prepared three business plans. The first was for the Badge Business. Their second plan was for the class business, The Chilly Festival. The third were individual business plans that were presented during a private banker meeting where students defended their plan and financials in hopes of obtaining up to a \$599 grant to launch their businesses. Feedback from our bankers helped our students realize the cost of starting and maintaining a business as well as provided a first loan application experience. Thank you to our bankers: Ty McNary - The FNB, Joe Schaal - The FNB, Clinton Hood - The FNB, Doug Knebel - Midland States Bank, Cindy Doebling - Midland States Bank, Mel Stock - Midland States Bank, Justin Rubin - Peoples State Bank, Sam Stock - Dieterich Bank, Sue Barnes - United Fidelity, Kristen Bowling - Land of Lincoln Credit Union, and Kayla Sain - Bank of Hillsboro. The team also presented individual plans for review during Pitch day. Each entrepreneur was asked to defend his or her brand, marketing strategies, financials, etc. Although the activity is rather intense, much is learned through the experience. Our room winners this year were Lydia Smith and Lilly Fender. Our Overall Top Pitch was Collin Hannagan. Thank you to our judges: Scott Bingaman, Aney Bailor, Matt Murfee, Sarah Hill, Courtney Hilmes, and Dana Benigno.



TRADE SHOW

Our Trade Show was located at Kaskaskia College Vandalia Center on April 22, 2023. Booths were set up, products were displayed, and profits were made. Thank you to all our families, friends, and community members for coming to support the Fayette County CEO's grand finale.

Over the course of the year, students visited 40 area businesses, where they toured facilities and interviewed owners, managers, and employees. Business visits are an eye opening experience, as students are able to explore and learn about local companies they have leaved near all their lives. Business visits build a deep understanding of a strong connection between our present and future business leaders.

In addition to visiting 40 area businesses, the team also heard from guest speakers over 40 times this year. These guest speakers are professionals in the area that give of their time and expertise to come speak to the kids. These topics range from financials, to insurance needed for their businesses, to difference government regulations they should keep in mind when operating. Our program does not exist without the support of this community.

We would also like to extend a thank you to our host sites. Every quarter we rotate where the team meets for class days. Special shoutout to the Holiday Inn, The FNB, Deer Park Distributors, and Sarah Bush Lincoln Fayette County Hospital for allowing us to use your space.

August

Guest Speakers

Austin Brooks - Take It All In
Chris Farace - Entrepreneurship

Business Visit

Bent Key Escape Rooms - Effingham

Speaking Engagement

Investor Breakfast

Projects

DISC
Teambuilding
DISC Assessment
Individual Biographies
Badge Business

September

Guest Speakers

Bob Schultz - The Art of Conversation
Kent Probst - Craig Linvahl
Alumni Panel - Advice for the Year
Pat Click - Insurance
Ryan Follis - Return on Investment/Value Add

Business Visits

Pine Ridge Homes - Vandalia
St. Elmo Golf Club - St. Elmo
Diekemper Photography - Vandalia

Speaking Engagements

Mentor Match Up
Kaskaskia College Recognition Day
Rotary

Projects

Side Hustle
Badge Business

October

Guest Speakers

Bo Melton - Building Relationships
Doug Knebel - Class Business
Jennifer Garrison - SWOT Analysis
Penny Lewis - Marketing

Business Visits

The FNB - Vandalia
Happy Hollow Farms - St. Elmo
Agracel - Effingham
Firefly - Effingham
Effingham Railroad - Effingham

Speaking Engagements

Effingham Networking Event
Class Business

Projects

Class Business

November

Guest Speakers

Laura Benhoff - Overcoming Hardships
Mariah Farrae

Business Visit

DeMoulin Museum - Greenville

Speaking Engagements

Student Recruitment at:
St. Elmo High School
Brownstown High School
Vandalia High School
Ramsey High School
Mid America Preparatory School

Projects

Class Business

December

Guest Speakers

Maggie Meylor - Life Coach
Finding your Values

Business Visits

Fresh Start - Vandalia
Beauty Mark - Vandalia
Lanracorp - Brownstown

Speaking Engagement

Vandalia High School Assembly - Soft Skills

Projects

Volunteering
Fair Market Value Challenge / 1 to 100

January

Guest Speakers

Britani Beasley - Marketing (Finding Your Target Market, Market Research, and Appealing to the Target Market)
Mary Schultz - Core Values
Ty Bates - Insurance for Personal Businesses
Julie Lay - Creating Websites for Personal Businesses

Dana Whiteman - Government Regulations
Brent Oberlink - Fine Tuning Your Businesses
Jadie Keck - Fine Tuning Your Businesses
Leo Kruger - Fine Tuning Your Businesses
Aney Bailor - Fine Tuning Your Businesses

Business Visit

Octochem - Vandalia
Witness Distillery - Vandalia
Versatech - Effingham

Speaking Engagements

CEO Board Meeting
Investor Breakfast

Projects

Business Plans



February

Guest Speakers

Megan Diekemper - Logos
Penny Lewis - Social Media
Ryan Follis - Scaling Your Business

Business Visits

Deerpark Distributors - Brownstown
Willms and Associates - Vandalia
YMCA - Vandalia

Speaking Engagement

Soroptomist Event
Brownstown Junior High School - Raising Program Awareness
St. Elmo Jr. High School - Raising Program Awareness
St. Elmo City Council Meeting

Projects

Proposal
Financial Statements
Banker Day



March

Guest Speakers

Doug Villhard - 30 second Pitch
Tucker Willms - Perfecting your Pitch
Dalton Buff - Perfecting your Pitch
Ty Bates - Perfecting your Pitch
Kelly Washburn - Perfecting your Pitch
Brent Oberlink - National Pitch Competition
Aney Bailor - Speaking with Confidence
Mandy Totten - Fine Tuning Your Pitch
Jodi Smith - Required Permits (Health Department)
LaTisha Pasley - Required Permits (City)
Jessica Barker - Required Permits (County)
Sandy Michel - Local Economic Development

Business Visits

Zurcher Tire
NAPA - Vandalia

Speaking Engagement

Ramsey Village Council Meeting
Vandalia City Council Meeting
Brownstown Village Council Meeting
Rotary

Projects

Pitch Day
National Pitch Competition

April

Guest Speakers

Doug Knebel - Sales and Income Tax
Chris Egelston - Leveraging Your CEO Skills
Dustin Cade - Perseverance

Business Visits

Ryglan Gundogs - Brownstown,
Small Town Treats - St. Elmo
Arch Air Medical Service - Effingham

Speaking Engagements

Ramsey Jr. High School - Raising Program Awareness
Effingham Networking Event
Soroptomist Lunch
Vandalia Jr. High School - Raising Program Awareness

Projects

Tradeshow

May

Guest Speakers

Brent Oberlink & Aney Bailor
Overcoming Adversity

Business Visit

First Phorm - St. Louis
Vandalia Dental Associates - Vandalia
Busch Stadium - St. Louis
The Foundry - St. Louis



If you are interested in supporting the CEO Program by becoming an investor,
please use the form below. Thank you!

Pledge Form



CREATING ENTREPRENEURIAL
OPPORTUNITIES

Pledge Invoice

Donor Information (please print or type)

Name _____

Billing address _____

City, State, Zip Code _____

Phone Number/Cell Number _____

Fax/Email _____

Pledge Information

I (we) pledge a total of \$ _3,0000_ to be paid: ☐ now or \$1,000 ☐ yearly.

I (we) plan to make this contribution in the form of: ☐ cash ☐ check ☐ credit card ☐ other

Credit card type/Exp. Date _____

Credit card number _____

Authorized signature _____

Acknowledgement Information

Please use the following name(s) in all acknowledgements: _____

☐ I (we) wish to have our gift remain anonymous.

Signature(s)

Date

Please make checks, corporate matches,
Or other gifts payable to:

Fayette County CEO
311 Banker Blvd
Vandalia, IL 62471



LIFE LESSONS

"When speaking about what CEO has done for me, I could elaborate forever. This program has expanded my wisdom in a multitude of ways, not only in business, but in many other useful life skills. There is nothing comparable to the amount of exposure and real education this program has brought me. I feel a lot more comfortable with public speaking after CEO, and I just feel prepared in general for so much more in life due to the constant practice this program provides. I will forever be grateful for all the people and experiences that CEO brought into my senior year." - Leo Krueger Class of 2022

You didn't come this far only to come this far.

FAYETTE CEO ALUMNI





CREATING ENTREPRENEURIAL OPPORTUNITIES

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