THE MENTORSHIP PROGRAM

Through the mentor program each student was paired with a local business person. As a student-led program, professional relationships were formed that will extend past the CEO year. Mentors offered invaluable support on business plans, strategies of how to overcome current class business issues and encouragment for students to capitalize on the CEO experience. Being a mentor is a voluntary position and plays a major role in professional development.

Mentors Included:

George Obernagel - Obernagel Farms
Joe Koppeis - Admiral Parkway Development
Alan Wattles - Monroe County Electric Cooperative
Emily Fultz - City of Columbia
Dennis Bullock - Dennis Bullock Photography
Gary Schroeder - Klaris, Thomson & Schroeder, Inc.
Rick Roever - MAR Graphics
Eric Forguson - Midland States Bank
David Wittenauer - Wittenauer Properties
Tim Scheibe - Reliable Sanitation
Tammy Hines - Tammy Mitchell Hines & Co.
Rose Lehmann - Wm. Nobbe & Co., Inc.
Jennifer Rosenkranz - JR Photography
Adam Linnemann - Linnemann Lawn Care
Lisa Schorb Meyer - Life Care Centers of America
Matt Heck - LifeChurchX
Ryan Osterhage - Midland States Bank
Nancy Lux - Maverick Technologies
Blake Salger - Mix Shop Marketing

> "Every great achiever is inspired by a great mentor."
> *- Anonymous*

FOR MORE INFORMATION:

www.monroecountyceo.com

George Obernagel, Chairman
Monroe County CEO Board of Directors
obernagl@htc.net

Jamie Matthews, Facilitator
Monroe County CEO
618-410-5511
jmatthews@roe45.net

ANNUAL REPORT // 2016-2017

MONROE COUNTY CEO
- COLUMBIA HIGH SCHOOL
- GIBAULT CATHOLIC HIGH SCHOOL
- VALMEYER HIGH SCHOOL
- WATERLOO HIGH SCHOOL

FROM THE 2016-2017 CEO BOARD CHAIR

As we wrap up our first year of the Monroe County CEO program, I want to say thank you to the business community for all its generous support of our students. After more than two years of prep work to bring this program to our county, I am proud to say it was well worth the investment.

While serving as your local CEO Board chairman, I have spoken with many of you about the entrepreneurial experience our students have had. This annual report will give you a more detailed look at the program that has contributed to the economic future of our county.

Moving into our second year, we are in a great position to have an even stronger program for 2017-2018. With new nvestors joining the program, our pool of talent to be shared with the students is expanding. Program Facilitator Jamie Matthews will be returning to work with students on a day-to-day basis, managing the program culture and student development. Our board of directors continues to bring much knowledge and support of any resource needed to create the best experience possible for students.

As we reflect on the past year and kick off the 2017-2018 experience, we truly appreciate the collaboration from our four high schools, the team at the Regional Office of Education, The Maidez Center, and investors. This is a community program designed to strengthen our economic future and leaders of tomorrow.

Sincerely,
George Obernagel
CEO Board Chair

A LETTER FROM THE CEO FACILITATOR

"Everywhere you go, you take a little bit of everyone you have ever met with you." - *Anonymmous*

As our first year of CEO comes to a close, this quote speaks well to the experience shared among myself and our students. At times the entrepreneurial lifestyle often feels as if you are leading the pack by yourself. Wearing all the hats in your business, is like a one-person show. However, in the unique environment of CEO, a slightly different culture is established.

From day one it was clear to all involved that this would be a year of constantly being pushed outside one's comfort zone. No textbook was given with answers in the back and there was no study guide to test the knowledge needed before taking the next step in becoming a business owner. Nor were students going to be closely managed to ensure zero failure would occur.

I was honored each day to have the opportunity to facilitate our students on a journey of transformation, a journey that extends far past the memorization of business concepts or learning how to professionally shake hands. It was a journey of self-awareness, accountability and the act of absorbing as much information as possible, then knowing how to personalize and execute toward individual goals.

The Monroe County CEO culture allowed students to become their own leader. They learned to take the emotions that accompany stress and the unknown and turn them into their next plan of action and a life lesson. The 19 transformations witnessed this year were a reflection of everyone who has supported this program along the way. Students took something from every speaker, business tour, mentor, investor, board member and, most importantly, one another. This 'something' has brought them to the status of CEO alumni and some of the brightest future business leaders of Monroe County.

Thank you for allowing me to be a part of this amazing program!
Jamie Matthews
Monroe County CEO Facilitator

THANK YOU TO OUR 2016-2017 BOARD OF DIRECTORS

GEORGE OBERNAGEL
OBERNAGEL FARMS

KELTON DAVIS
MONROE-RANDOLPH REGIONAL OFFICE OF EDUCATION

JENNIFER BULLOCK
WATERLOO CHAMBER OF COMMERCE

ERIC FRANKFORD
VALMEYER CUSD #3

GARY HEMMER
1ST NATIONAL BANK OF WATERLOO

JOE KOPPEIS
ADMIRAL PARKWAY DEVELOPMENT

ANGIE WIRTH
WIRTH AGENCY

JILL LANDGRAF
WATERLOO CUSD #5

ROSE LEHMANN
WM. NOBBE & CO

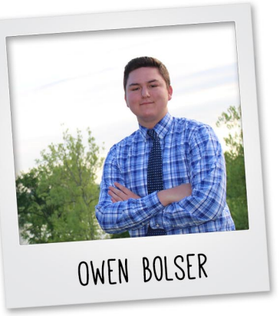
DAVID WITTENAUER
WITTENAUER PROPERTIES

JACKIE HAUSMANN
CITY OF COLUMBIA

ANGELA HUELS
COLUMBIA CUSD #4

DIAN KEIL
OKAW REGIONAL VOCATIONAL SYSTEMS

CEO STUDENT PROFILES


OWEN BOLSER

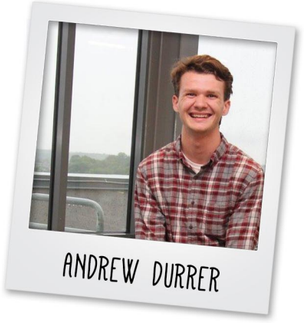
Owen Bolser is the owner of **OB Aerial Photography**, a business that offers aerial images of real estate property. "I am excited about starting my new business, seeing it grow and pushing it to new levels. The drone industry is evolving and is starting to become very popular upon the real estate and agricultural industries." Owen has a great passion toward the drone industry and is committed to learning how to best deliver his services in an ever changing field.

HALLIE DAWSON

"My most noteworthy skill is making people look/feel special. Due to this passion/skill I have started a full-service makeup business called **Makeup Mavens**." Hallie and her team at Makeup Mavens will come to any event (prom, homecomings,weddings, birthday parties, etc.) in order to help you look glam! Halie has partnered with Emma Zika to offer their customers the latest in makeup design.

JAKE DANIELS

Jake is CEO of **Improv-ment: Improvisational & Public Speaking Services**. Improv-ment is a company built to service other business entities by providing programs for the hiring entity's employee base. In these programs employees will learn the very basic principles of improvisation that are essential to a highly productive and cohesive team. Improv-ment also provides a public speaker for hire for times when attending an award banquet may not fit into ones schedule, or if a client would like a presentation on the benefits of improvisation in the workplace.


ANDREW DURRER

As the founder of **Community Roots**, a community garden initiative, Andrew is focused on bringing locally grown foods and a hands-on learning experience to the local schools and the community. "There is a lack of places for people to go where they can learn to be responsible for themselves while also benefiting themselves by their labor." Community Roots' first garden location is in Waterloo.

LUKE ESTES

With a specialization in the cryptocurrencies and the blockchain space, Luke is managing partner in **Off the Chain Capital, LLC**. "I love this space because I firmly believe that it is the future, and it will be bigger than the internet someday. Off the Chain Capital, LLC is the general partner for Off the Chain, LP, a cryptocurrency hedge fund. "I manage this fund in order to achieve maximum returns for my accredited investors. I look forward to working toward success with my fund!"

KAYLEE FISK

With a passion for photography and a keen eye for detail, **Kaylee Lynn Photography** was born. "It is dedicated to making sure the most special moments in your life are captured to be remembered for years to come. My company provides photography services in the form of sessions. However, these are not typical sessions. When hired for a job I will accompany you, your friends, and/or your family to your event or favorite location. While there you can enjoy your company and surroundings while I am taking photos in the background. If desired, photos can be staged, but the best photos will be the ones that are spur of the moment, capturing the real joy after laughing with a friend or the warm love of being surrounded by family." Kaylee Lynn Photography has just the unique touch to bring memories captured in a photo to life.

BLAKE GRISHAM

Vegetable Compulsion is a new start-up founded in March 2017. As CEO, Blake followed his passion of gardening to create vegetable-inspired products for his audience. Products include vegetable pun t-shirts, a cookbook and homegrown plants. All plants are home grown without added pesticides and produced by American hands. Vegetable Compulsion adds fun and variety to even the most avid gardener's work.

LEAH HILL

"I've always loved drawing and painting." With this as her foundation Leah has founded **Leah Peah Paints**. Her business offers paint parties for all ages that serve as great entertainment for kids' birthday parties or a girls' night out. "I will bring all supplies to the customer, so they don't have to worry about leaving the comfort of their own home's." Expanding from paint parties, Leah hopes to offer an art supply store front in the future. Until then she will be bringing fun to all ages.

JARETT HUEBNER

With over five years of experience in growing and selling pumpkins, Jarett has brought a new option to the market with a do-it-yourself approach. **BYO Pumpkins** offers pumpkin patch kits that contain all the supplies needed for customers to start their own patch at home. Kits are perfect for people of all ages and are a great hands-on learning activity for kids.

JARED LEVELING

With a computer repair business already in place, Jared has capitalized on his CEO experience to take it to the next level. **Equipped Tech Solutions** offers services for PC and laptops ranging from OS installation, hardware repair/installation, and virus/malware removal. "With computers becoming an essential part of daily life, it is crucial to keep them in keen operating condition." Jared plans to expand his business to a wider range of electronic devices in the near future.

CEO STUDENT PROFILES

MICHAELA LOOS

"Ever since I was little I have had a passion for trying new things, living in the moment, and helping myself and others to step out of their comfort zones." With this philosophy, Michaela has started a business called **AdventurePack**. AdventurePack is a backpack/bag that provides most things one would need to go on a spontaneous road trip. The bag supports small businesses and artisans both locally and from fair trade around the world by including natural, handmade products within the bag. Furthermore, this product is built to cover most of a person's needs for about two days. "My hope is that my product will give others the extra push they need to enjoy experiences like these, with less worry about forgetting anything. I am very excited and passionate about my business, and I hope others will be too!"

BRANDON PERJAK

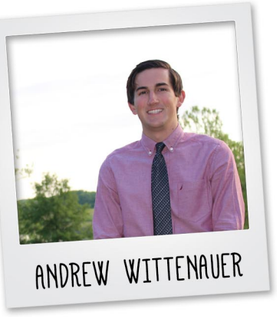
Brandon Perjak is owner and CEO of a cell phone accessory company called **HRDWD**. All products available are made from 100% real wood. Phone cases range from simple, natural wood styles to customizable, detailed designs to fit every person's personality. This company was first inspired by ineffective products that led to a cracked phone screen. After a personal incident Brandon had the idea for a higher quality product with a twist.

JESSICA RACHELL

"I have turned my passion for painting into a business called **The Lefty Painter**." Business services include refurbishing old wood furniture such as desks, tables, and chairs and giving them a new life through a fresh coat of paint and artistic design. "I aim to use my talents and provide the options for custom, handmade designs on furniture and give clients a unique piece of history and design in their home." To strengthen her business and options available to her audience, Jessica is actively involved in expanding her knowledge of art and painting through independent education and learning.

MAYA SPECKHARD

Maya is the CEO of **Pursuit of Positivity**, a Christ-centered, positivity-based organization complete with its own Facebook group, email prayer chain, mini-devotional books paired with devotional videos, and the soon-to-be published full-scale devotional book on growing in light, love, happiness, and positivity. "With a passion for all things church oriented, I owe all my spiritual growth to my home base of Christ Community Lutheran Church. I have decided to pursue a career in ministry and attend seminary, with the end goal of becoming ordained and pastoring my own church."


ANDREW WITTENAUER

As CEO of **RE Investment LLC**, Andrew purchases residential property looking to quickly flip the house for a profit or rent the property for a couple of years before selling. Along with purchasing houses his company will also purchase farmland for development in rural Monroe County. Andrew combines a great understanding of the real estate industry with an eye for potential investments. He looks forward to growing this business and meeting many new faces along the way!

J.D. STEIBEL

With the August 21, 2017 solar eclipse making headlines, J.D. Steibel has created a business called **Vidi**. Vidi sells solar eclipse glasses to keep you and your family's eyes safe during viewing. The business name, Vidi, was inspived by the Latin meaning of "I saw." Target audiences includes individuals, school organizations and small and large businesses.

CHASE TAAKE

Chase is CEO and founder of **Taake Marketing**, a business that will kickstart or takeover a business's social media account to generate a large amount of followers for the client. "My goal isn't just to give the client followers. It's to get the client loyal customers and a lot of them. I have a background of marketing classes, and I helped market Capes and Tiaras (CEO class business event) in Columbia, getting a video with over 2.4k views in less than a month, and getting over 500 people to show up at the event." Taake Marketing offers services on a variety of social media platforms.

HILLARY WESSEL

Hillary started a business named **U Name It**. This is an online business geared toward personalizing everyday items. U Name It uses a Cricut Explore Air to design and cut out adhesive letters that are personally designed online by customers. With these letters, customers are able to stick them to their everyday items such as cooler cups, iPad and phone cases, walls, mirrors, picture frames, wine glasses, indoor windows, plastic/metal chairs, interior windows, and cars to personalize their surroundings. U Name It offers a variety of colors and styles that fit any personality.

SAMMI WILLIAMS

Sammi owns a tutoring business called **Sammi's Studies**. "As a high school student I am able to identify with students and the academic problems they face. I have always loved to tutor, and I can now turn my passion into a business. I work one-on-one with students to find a way of learning that works best for them." Sammi offers tutoring knowledge in several subject areas for multiple grade levels.

CEO CLASS ACTIVITIES

BANKERS DAY

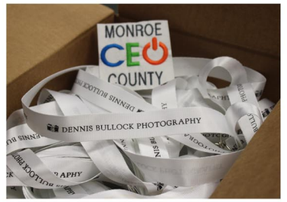
Seven local bankers gathered to support students through the experience known as Bankers Day. With their individual business plans in hand, each student had the opportunity to meet with two bankers to request money for their business's startup expenses. Funds were earned based on the professionalism of the student, knowledge of their chosen industry and the stability of their plan. Money distributed was revenue from Capes & Tiaras. Students gained valuable feedback from each banker, allowing them to take their business plans to the next level.

Our bankers included:
Gary Hemmer, First National Bank of Waterloo
Ryan Osterhage, Midland States Bank
Mike King, Midland States Bank
Eric Forguson, Midland States Bank
Brian Waldron, Scott Credit Union
Cole Stenzel, Buena Vista National Bank
George Obernagel, CEO Board Chairman

DRESS TO INVEST

Within the first two weeks of class students were given the task to acquire lanyards and CEO-branded shirts for each student. With a zero balance in the class account they worked together to create a revenue stream to cover expenses. Through contacting local businesses to sell advertising spots on both the name badges and lanyards, students were able to purchase desired items.

Advertisers included:
Dennis Bullock Photography
Rock City
Admiral Parkway Development
Scott Credit Union
Tammy Mitchell-Hines Reality
Waterloo Republic-Times
First National Bank of Waterloo
Gillan Graphics



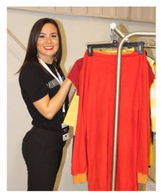
CAPES & TIARAS

Before venturing off as individual business owners, students came together to create and implement a class business. After many brainstorming sessions, the concept of Capes & Tiaras was born.

Capes & Tiaras was held on February 11, 2017 at Turner Hall in Columbia. With nearly 520 people in attendance and over $4,000 in profit, students exceeded the one requirement of the task, to turn a profit.

Attendees enjoyed a family fun environment of meeting Captain America, Elsa, Cinderella and Superman and playing at the many game areas. To top off the event, local entertainment-themed businesses participated in the trade show portion of the event. Customers were able to plan their next kid-centered celebration with vendors and purchase items on-site for their child's enjoyment. Students also expanded their business event by hosting a consignment sale on site. This portion of the event was in partnership with The Maidez Center.

With all the details, from managing the class checking account to booking vendors, students learned the importance of having an effective leadership team and working on a timeline. A portion of the profits from this event was used as seed money for students in the start of their individual businesses.



TRADE SHOW

April 26, 2017 was a date marked in students' minds from day one. On this day students introduced their individual businesses to the CEO community. From 4:00-7:00 pm on the 5th floor of 11 South in Columbia, 19 new businesses generated their first string of transactions by selling products and services to their customers.

SILICON VALLEY ENTREPRENEURSHIP TRIP

On June 18-23, students had the opportunity to travel to San Francisco and Silicon Valley, California. Throughout the week students had the opportunity to visit Apple and meet with Chris Espinosa and Eddy Cue, experience a private tour of the Walt Disney family museum, tour the Intel museum, participate in a yoga and mindfulness session in San Francisco Bay, visit Stanford University and meet with several venture capital firms and cryptocurrency investment firms.

GUEST SPEAKERS

Over the course of the year, students participated in business tours and listened to guest speakers that shaped their entrepreneurial thinking. With no textbook guiding the curriculum, all concepts are absorbed on-site and in person. Each week students have a Google Calendar scheduled with people and places that provided the knowledge to take them to the next step of business ownership. With each tour and speaker having his own area of expertise and style, diversity and adaptation was quickly learned.

Joe Koppeis - Admiral Parkway
Ashley Wetzler - U of I Extension
Gary Hemmer - 1st National Bank
Katie Canova - Maritz
Margaret DeBonis - Allegra Marketing
Tom Nobbe - Wm. Nobbe & Co., Inc.
Kelton Davis - Regional Office of Education
Alan Wattles - Monroe County Electric Coop.
Chris Diddlebock - Regional Office of Education
Brian Kish - Thoma & Associates
Dennis Bullock - Dennis Bullock Photography
David Wittenauer - NAI Desco
Ellen Otten - Wm. Nobbe & Co., Inc.
Gary Most - Marketicity
Keith Jones - Monroe County Electric Coop.
Jason Wagenknecht - PRI Enterprises
George Obernagel - Obernagel Farms
Kermit Constantine - Waterloo Republic-Times
Brian Estes - St. Louis Arch Angels
Ashlee Erlinger - Signed Sealed Delivered Events
Jeffry Harrison - RoverTown
Patty Rachell - BKD
Matt Heck - LifeChurchX
Rose Lehmann - Wm. Nobbe & Co. Inc.
Ryan Osterhage - Midland States Bank
Jack Croghan - Westminster College
Cassidy Beck - Scott Credit Union
Chad Goldschmidt - Local 520 Operators Union
John Hoagland - Thrivent Financial
Austin Brooks - Once Films
Bill Wirth - Wirth Agency
Jacob Childerson - Label Insight
Lisa Barker - GEO Drill, Inc.
Jim Maurer - AT&T
Tammy Mitchell-Hones - Tammy Mitchel-Hines & Co.

TOUR SITES

Monroe County Electric Coop.
Luhr Brothers, Inc.
Linnemann Lawn Care
Daytime Discoveries
Wm. Nobbe & Co., Inc.
Savannah's Southern Charm
Turner Hall
Maverick Technologies
Budnick Converting
City of Columbia
Trost Plastics, Inc.
11 South Building
Crowder & Scoggins
Midland States Bank
Waterloo Automotive
National Archives at Rock City
City of Waterloo City Hall
Walmart
Traube Tent
MAR Graphics
Historical Mainstreet of Columbia
Bountiful Blossoms

CEO INVESTORS

Factors that make CEO unique are limitless. However, the most prestigious detail comes from the fact that the Monroe County CEO program is completely funded by the local business community. Through the many gracious investors, students are selected to actively experience a culture like no other. Craig Lindvahl, the founder of CEO, once said, "CEO is a little bit about business, but a whole lot about life." Through learning the ability of self-awareness, rooted in an environment of professional mannerisms, students transform into young adults, capable of entering the business world with great strength.

All this was made possible through the financial investments of our local business community.

MONROE COUNTY PROGRAM INVESTORS

Admiral Parkway Development
Budnick Converting, Inc.
Monroe County Electric Coop.
1st National Bank of Waterloo
AT&T
Benjamin F. Edwards & Co.
Bob Brockland Buick GMC
Century 21 & Advantage
City of Columbia
City of Waterloo
Dennis Bullock Photography
Gary & Debbie Hency
Joe Boccardi's Ristorante
Klaris, Thomson & Schroeder, Inc.
MAR Graphics
Midland States Bank
Monroe County Economic Development Comm.
NAI Desco
George Obernagel
Reliable Sanitation
Sidebarr Technologies
Chuck Pittman State Farm Insurance Agency
Tammy Mitchell Hines & Co.
Trost Plastics, Inc.
Valentine Auto Body
Vogt Builders, Inc.
Waterloo Chamber of Commerce
Waterloo Lodge No. 27 IOOF
Waterloo Optimists
Wirth Agency
Wm. Nobbe & Co., Inc.
CEO Class of 2017
Columbia Rotary Club
JR Photography
NCERC @ SIUE
Beauty Network, Inc.
Waterloo Rotary Club
First Bank (Columbia, Waterloo & Valmeyer)

CEO HOST SITES

Another unique factor about CEO is the fact that students never meet in a traditional classroom. All class meetings are held at area businesses. This year's host sites included Wm. Nobbe & Co., Inc., Monroe County Electricl Cooperative, Columbia City Hall and Obernagel Farms. Each site provided professional space and wifi access to conduct the learning environment needed to shape successful business people.

SUPPORTER & PLEDGE CARD

MONROE COUNTY CEO

creating entrepreneurial opportunities

OUR MISSION

The mission of the CEO class is to prepare our youth to be responsible, enterprising individuals who become entrepreneurs or entrepreneurial thinkers and contribute to the economic development and sustainability of Monroe County. It is our hope that these young entrepreneurs will follow in the footsteps of many of the entrepreneurs in our community and will reside in or return to Monroe County to run their business, raise their families and give back to their community. Learn more at www.monroecountyceo.com.

Date _____

Name _____Company Name _____

Address _____City_____State_____Zip_____

Phone _____Email_____

I wish to support the Monroe County CEO program in the following ways (check all that apply):

___ Hosting CEO classes at my place of business
___ Making a Presentation to a CEO class
___ Mentoring Students
___ Join the CEO Supporter Email Group
___ Contact me for more information
___ Other_____

I wish to make a contribution to the Monroe County Entrepreneurship Fund. In consideration of the gifts of others for the same purpose, I/we hereby agree to contribute one or more of the following:

$_____ CEO Investor ($3,000 Payable Over Three Years)
$_____ CEO Investor ($3,000 Payment in Full)
$_____ CEO Developer ($5,000 Payment in Full)
$_____ CEO Supporter (Other Amount)

Choose a payment method:

___ My check for the entire pledge is attached.
___ I prefer a CEO Investor three-year pledge and my first pledge payment is attached.
___ Please bill me.

Signature_____

The Maidez Center

The Maidez Center
107 East Mill, Waterloo, IL 62298 | Ph 618-939-5650 | Fx 618-939-5332

The Maidez Center is a 501(c)(3) not-for-profit organization recognized by the Illinois Department of Revenue and Internal Revenue Service. Your contribution is tax deductible. The Monroe-Randolph Regional Office of Education serves as the fiscal agent for The Maidez Center.