



SERVE *with*
EXCELLENCE!

2024

ANNUAL REPORT

LETTER FROM THE BOARD CHAIR



Gloria Tison
Board Chair

Dear Friends,

The CEO class is unlike any other offered in high school. It is designed as an interactive class focused on providing students with the skills they need to thrive in life after school. It is further aimed at exposing students to the myriad of opportunities in their community. It is only through the generosity of our investors, mentors, class speakers, business owners, and board members that this is possible.

At the end of each year, each student completes a post-impact survey. One hundred percent of the students stated that the program exposed them to potential careers and 62.5% felt the class helped them narrow down their career choices. At the start of the year 20% of the students planned to return to Saline County after college. The post impact survey revealed that 37.5% of the students plan to return after college. Everyone involved in the program has given the students the gift of possibilities such as a career they never considered, the realization that Southern Illinois is a great place to live, or the confidence to pursue a dream.

Additionally, 62.4% stated that they became a customer of a business they learned about through CEO, 50% referred a parent/friend to a business, and 62.5% gained a new perspective on the contributions businesses make to our community. What a wonderful symbiotic relationship!

Each group of students is unique. However, they are all at a pivotal point in their lives where important decisions are being made about their future. The reason I invest in CEO is because each year I see the impact the class has on these students. I love to learn about them and to see them grow in ways that will be instrumental to their success. Having been involved with the program since its inception, I can honestly say it is transformational. Not only does it change the lives of the students, but it transforms those who invest their time or money in the program by allowing them to ignite a fire in those who are our future. Again, thank you to everyone who participates in the Saline County CEO Program. By giving your time, expertise, and money, you support the people who will shape our community in the years ahead.

Gloria Tison

Saline County CEO Board Chair

LETTER FROM THE FACILITATOR

Dear Investors, Community Leaders,
and Supporters,

As we wrap up another remarkable year in our CEO program, I am thrilled to share our achievements and express my gratitude for your support. This has been an exceptional year, marked by the outstanding accomplishments of our students and the contributions of our community. Our students have truly excelled, surpassing all expectations and achieving an incredible 150% of their profit goal for their student business. Their dedication, creativity, and entrepreneurial spirit have been nothing short of inspiring.

At our annual **Trade Show**, they launched their individual businesses with great success, showcasing the skills and knowledge they have gained throughout the program. None of this would have been possible without the support of our Board of Directors, investors, and community leaders. Your investment in our program and your commitment to nurturing the next generation of entrepreneurs is deeply appreciated. We are particularly grateful to the community businesses and leaders who volunteered their time to provide tours of their facilities, share their expertise, and inspire our students. Your willingness to engage with our program has had a lasting impact. Additionally, our mentors have played a crucial role in the success of our students. Their monthly contributions, guidance, and encouragement have been instrumental in helping each student achieve their goals. The dedication and passion of our mentors are a big reason for our success, and we are immensely grateful for their involvement. As I complete my third year as the program facilitator, I am continually amazed by the growth and achievements of our students. It is an honor to work with such talented individuals and to be part of a program that makes a significant difference in their lives. Thank you once again for your continued support and belief in our mission. Together, we are building a brighter future for our students and our community.

With gratitude,
Tina Norman



Tina Norman
Facilitator

| | |
|-------------------------------|--------------------|
| Program Expenses | \$4,694.69 |
| Students Businesses | \$4,265.02 |
| Midland Institute | \$3,000.00 |
| Contracted Services | \$21,700.00 |
| SICF Fund Admin Fees | \$584.31 |
| <u>Revenue:</u> | |
| One-to-One Hundred | \$960.00 |
| Class Business | \$9,303.76 |
| Badge Income | \$200.00 |
| Investor Income | \$26,000.00 |
| Internal Contributions | \$1,489.48 |



Our Program Investors provide support to our community driven program. An annual investment of \$1,000 provides the necessary resources for current-year facilitator salary and operating expenses, and ensures the sustainability of the Saline County CEO class for future students. Investors also contribute their time to the program by hosting business visits, providing guest speakers, and serving as mentors.

All are crucial to the success of Saline County CEO.

All in One Real Estate
Beck's Drugs
Carrier Mills-Stonefort CUSD 2
City of Eldorado
City of Harrisburg
D & D Electric-Solar, LLC
Eldorado Community Unit School District
Farmers State Bank
Ferrell Hospital Community Foundation
Fowler For Senate
Galatia Community Unit SD1
H.E. Mitchell
Harrisburg CUSD #3
Harrisburg Rotary Club
Jim Hayes, Inc.
Kemper CPA
Legence Bank
Little Tractor
Medicine Shoppe
Align Wealth Management/Michael Tison
Michael Stewart & Associates Financial Services
Nancy Braddock
Peoples National Bank
Russell Oil Company
Saline County Chamber of Commerce
Saline County Industrial Development Co
SIU Credit Union
Southeastern Illinois College
Southern Illinois Healthcare
Southern Truss
WLC Management Firm

A Mentor is a business owner, entrepreneur, or intraprenuer from the SALINE COUNTY business community.
A mentor is someone willing to share their time and expertise with a CEO student.

2023-2024 MENTORS

OLIVIA BRADLEY
JUSTIN ROBERTS
BRYAN QUESTELLE
AARON PHELPS
KELLY PHELPS

ANDY BIGGERSTAFF
MIKE PHALIN
HOLLY KOTNER
TAYLOR SHANKS
CAMDEN SCHIFF



2024 STUDENT BUSINESSES!



Carson Carmickle is the founder of Cookielicious. Cookielicious is focused on creating cookie jar mixes. It offers chocolate and sugar cookie options. For more information, contact Carson at Ccarmick00@gmail.com or reach him by Facebook (Carson Carmickle).

★ **Mentored by Kelly Phelps.**



Jenna Jiang is the founder of Jenna's Creations. Jenna's Creations focuses on the interconnection between artistic mediums and emphasizes creativity. From homemade items such as ceramic spoon rests to stuffed animals and crocheted coasters, there's something for everyone. To learn more about the business, please contact

jennas_creations1 on Instagram or follow Jenna's Creations on Facebook!

Mentored by Taylor Shanks.



Carter Miles is the founder of Prismworks. Prismworks is a homemade-accessory shop offering the most out-of-this-world designs! Using 3D printing and inkjet technology, Prismworks delivers the highest quality items at the lowest prices. You never know what to expect! From stickers to keychains, Prismworks has it all.

Mentored by Aaron Phelps.



Sydney Farmer is the founder of Lavish Lettering. Lavish Lettering offers a variety of products including hand-painted Bibles, decor signs, and cards. It is their mission to create products that inspire their customers to walk with intentionality and own their beliefs with style.

For more information, contact Sydney on Instagram ([@lavish.lettering.co](https://www.instagram.com/lavish.lettering.co)) or Facebook (Lavish Lettering).

Mentored by Holly Kotner.



2024 STUDENT BUSINESSES!



Dillon Wiggins and **Caden Lenkaitis** are the founding partners of WL Woodworking. WL Woodworking creates high quality decorative and useful items including wooden trees, cutting board, coasters, and magnets.

Dillon and Caden have both worked in the woodshop at their high school for all four years of their high school career. Their mission is to make top grade items that the public will enjoy.

WL Woodworking is Saline County CEO's first ever partnership.

Dillon was mentored by Bryan Questelle.

Caden was mentored by Camden Schiff.



Ian Irvin is the owner of Double Strike, where precision and performance converge to redefine the art of fishing. As a premier provider of top-tier fishing lures, Double Strike prides itself on crafting innovative products that elevate the angling experience. Our lures are expertly engineered to mimic natural prey, enticing even the most discerning fish with unparalleled realism and action. **Mentored by Justin Roberts.**



Laney Rister is the owner of Comfort on the Corner. Comfort on the Corner was created on the basis of bringing homelike comfort to everyone. Laney says, "Growing up, every house I lived in was on a corner, and like most people, I found my comfort at home. I plan to bring the same comfort I found at home to everyone who chooses to use my business." **Mentored by Olivia Bradley.**



BUSINESS VISITS

An important piece of the CEO experience is visiting local businesses. People drive by these locations daily without recognizing their contribution to economic development of the area.

D&D ELECTRIC
STEWART CHIROPRACTIC
SI WORKWEAR
LITTLE TRACTOR & EQUIPMENT
DAVID MORSE-COUNTRY FINANCIAL
SHAWNEE PERFORMANCE & REHAB
CITY OF HARRISBURG
HARRISBURG FIRE STATION
FSB INSURANCE
BECK'S DRUGS
WKI, INC
CRU SOCKS
FERRELL HOSPITAL
JESS MOORE FARM
EGYPTIAN HEALTH DEPARTMENT
NATURE'S NEST
MAGNOLIA WOODS
SMALL BUSINESS DEVELOPMENT CENTER
BIGGS & MOORE HEATING & AC
SOUTHERN TRUSS
FORTRESS COMMUNITY
WALMART
DEER SHED TAP ROOM
ROC ONE STOP
FLIP FLOPS & FITNESS
GLAMOUR & GRACE
KEMPER CPA
STATE'S ATTORNEY MOLLY WILSON
SALINE COUNTY SHERIFF'S OFFICE
TEAL VETERINARY CLINIC
HOPE PROGRAM-ELDORADO
NEW HOPE CHRISTIAN ACADEMY
FARMER'S STATE BANK
DAIRY BARN
SONUS NICK OLDHAM
JIM HAYES
BEAUTY AND HER BUMP
VILLAGE PIZZA & GRILL
MICHAEL STEWART & ASSOCIATES
KASEY JO THERAPEUTIC MASSAGE
HARLEY DAVIDSON
GOOD LIFE NUTRITION
ETHOS
CROWN BREW
MAISON DE MINGS



SPEAKERS

CEO participants have a unique experience with guest speakers serving as instructors for the program. Community Leaders present their life stories, entrepreneurial journeys and share lessons on a variety of business topics

TW NORMAN
GLORIA TISON
MIKE PHALIN
CHRIS EGLESTON
AYN BARTOK
AUSTIN LEWIS
CEO ALUMNI GROUP
MICHAEL TISON
OLIVIA BRADLEY
BRAD MCCORMICK
JUSTIN ROBERTS
RACHEL RICHEY
KIM BABINGTON
KARA DOAN
KELLY PHELPS
BEAU NORMAN
JERRY KING
BRYAN QUESTELLE
AL LENKAITIS
ANGELA ROWE
TRICIA OVERTURF
MARILYN ELLIS
SENATOR DALE FOWLER
KENDRA MITCHELL
MORIAH SMITH
SUSAN ODUM
NANCY LAMBERT
RUSSELL WILLIAMS
KIM BARR
KEEGAN DENNIS
ELIZABETH CANFARELLI
BYRAM FAGER
JACK SMOTHERS
MAT MINGS
KYLE HAMMERS
JENNIFER VINYARD
DR. BRENT JONES
CAMDEN SCHIFF
CHILL WATKINS
LUKE O'NEAL
MELODY OSSI
BEN VINYARD
ROB LANDES
NANCY BRADDOCK

FALL & FURIOUS

This year's class business was held on
November 11, 2023.

The students hosted a free community event which
included a vendor fair and car/tractor show.

Over 500 people were in attendance!



**VENDOR FAIR /
CAR & TRACTOR SHOW**
WHEN: NOVEMBER 11TH
12 - 4 PM
WHERE: LITTLE CHAPEL CHURCH
FREE ADMISSION !

BEST IN SHOW
AWARDED BY: 

ALSO SPONSORED BY:



FERRELL HOSPITAL, LITTLE TRACTOR & EQUIPMENT CO.,
BIGGS AND MOORE HEATING & AIR, JIM HAYES, ROBB'S RESTORATION GARAGE



BOARD MEMBERS



Gloria Tison

Board Chair
Legence Bank & Kotner Title
EVP/ General Counsel



Ayn Bartok

Board Member
All in One Real Estate Company
Owner/Entrepreneur



Dale Fowler

Board Member
State of Illinois/People's National Bank
Illinois State Senator 59th District



Natalie Fry

Board Member
Harrisburg Community Schools
Curriculum Coordinator



Tina Gibbs

Board Member
Ameren Illinois Community
Relations Strategic
Initiatives Manager



Jessica Grinnell

Board Member
Legence Bank
Director of
Community Relations



Angie Hampton

Board Member
Egyptian Health Department
Chief Executive Officer



Ryan Hobbs

Board Member
Eldorado Community Schools
Superintendent



Luke O'Neal

Board Member
People's National Bank
Mortgage Originator



Martin Rowe

Board Member
First Eldorado Bancshares, Inc.
Chief Executive Officer



Scott Stout

Board Member
WLC Management Firm, LLC
Chief Executive Officer



Ben Vinyard

Board Member
Carrier-Mills Stonefort CUSD#2
Assistant Principal



Alex Watkins

Board Member
PLD Rentals
Accountant



Jennifer Vinyard

Board Member
Hospice of Southern Illinois
Development Administrator



Eric Witges

Board Member
FSB Insurance Agency
Chief Operating Officer

SALINE COUNTY 



salinecountyceo.com
@salinecountyceo
Email facilitator@salinecountyceo.com
for more information

Gracie Marshoff, Class of 2021



Gracie is a **2021** CEO program alumna who founded Kendyl Kosmetics, specializing in the production and sale of lip oils. Her business quickly grew in success, necessitating the formation of a dedicated team. After graduating high school, Gracie focused on expanding her makeup business and venturing into the service industry. In high school, she had already built a clientele through events like prom and homecoming. Gracie's mission was to travel, meet people, and explore new places.

Little did she know, she would play a crucial role in making individuals feel beautiful on some of the most sentimental days of their lives. Today, Gracie travels throughout the Midwest, providing makeup services for weddings, photography sessions, bodybuilding competitions, and more. Her business, Beauty by Gracie, can be found on Facebook. Gracie hopes to reintroduce her popular lip oils in the near future. She continues to credit the CEO program for instilling professionalism and equipping her with the skills necessary to run a business at a young age.

Follow Gracie on Social Media



/KendylKosmetics1



@graciekendylmua



DISCOVER HOW TO TRANSFORM OUR COMMUNITY AND GET INVOLVED WITH CEO.



GUEST SPEAKER

Come join class as a guest speaker, this is such a critical part of CEO. We love for speakers to tell us stories about how their business started, personal philosophies about work and success, life topics or specific business topics. Guest speakers are really the true teachers in CEO.



BUSINESS VISIT

Students look forward to visiting the many different businesses that create our community. Consider inviting the class to tour and learn more about your business. Contact facilitator@salinecountyceo.com to learn more.

MENTOR

Become a mentor if you are ready to experience CEO right along with the students. Being a mentor is a rewarding way to get involved.



INVESTOR

CEO is free for students and schools. The program relies on local investors to support this transformative learning experience. By helping us connect our young people with local businesses and area leaders, you can make a direct impact on the workforce and leaders of tomorrow.

BOARD MEMBER

Becoming a board member for CEO offers a rewarding opportunity to shape the future of aspiring entrepreneurs. Serving on the board allows you to contribute to the growth of the next generation of innovators and make a lasting impact on our community.



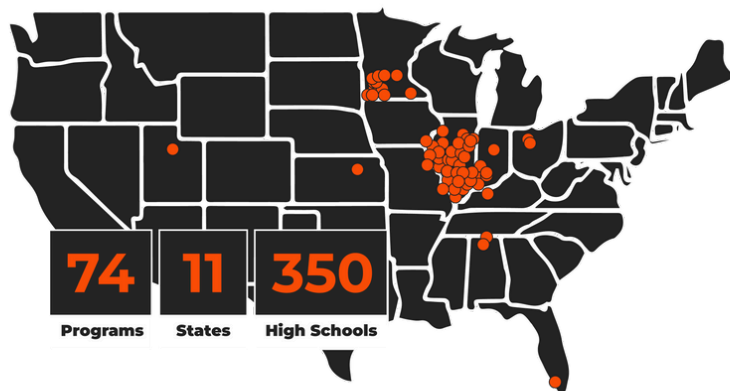


WE NEED COMMUNITY-MINDED INDIVIDUALS LIKE YOU.

CEO is free for students and schools. The program relies on local investors to support this transformative learning experience.

INVEST IN TOMORROW, TODAY.

By helping us connect our young people with local businesses and area leaders, you are making a direct impact on the workforce and leaders of tomorrow.



AS AN INVESTOR, YOU RECEIVE:

- Name/Logo Recognition on CEO Website
- Social Media Acknowledgement
- First Rights to host/visit the class



"The CEO experience has been life changing for me. I learned a lot of skills I wouldn't have been able to gather otherwise and I feel more prepared for my future. CEO opened up more doors for me than any other opportunity ever has."



"CEO is so much more than how to run a business. It is teaching students the life skills and all of the things that go into being successful in any career path you choose. It exposes all of our students to what endless opportunities are right here in our backyard."



"In 20+ years in economic development, the chamber of commerce and the economic development corporation, CEO has been the most beneficial most gratifying program I have been involved with."