
SALINE COUNTY



21
22 **ANNUAL**
REPORT

CEO 

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Midland 
Institute for Entrepreneurship
AN ENTREPRENEURIAL
EDUCATION PARTNER

It is hard to believe that we have completed our seventh year of the Saline County CEO Program. I have been fortunate to be a part of the program since its inception. For the board, this year started out with a bang. During early summer, our facilitator Amy Mings resigned to pursue an MBA. Under Amy's leadership, the program had been growing and we felt that we were finally getting past many of the inevitable start up challenges any new program faces. The facilitator is a key element of the program's success, and we were stressed about finding the correct person to fill this vital role. As the days ticked by, we started to worry that we may not be able to fill the role in time for the start of the school year.



In what might be referred to as divine intervention, a stroke of luck or fate, I spotted Tina Norman in the parking lot of the local farmer's market. I had worked with Tina in the past and reached out to fellow board member, Ayn Bartok, to see if she agreed with me that Tina would make a great facilitator. We approached Tina and she expressed interest. The board was excited about Tina joining the Saline County CEO Program and worked quickly to obtain all the necessary approvals.

Tina jumped right in leading the students on their personal CEO journey. Her passion and experience as an entrepreneur invigorated the class and let the students shine. I am grateful to her for taking a leap of faith to lead a class that has no set curriculum. I want to thank the Saline County CEO investors. Without you this program would not be possible. Many of our investors have been with us since the start. All businesses receive numerous requests for money and you choose to support our program because of your belief in our students and their potential. This is so appreciated.

I also wish to thank the Saline County CEO Mentors. All of you have busy schedules and you block off time to meet personally with the students. The mentorship you provide our students is invaluable. You offer guidance based on real life experience that comes from a neutral and respected source.

Thank you to the members of our community who have shared their wisdom with our students. I am thankful that our community embraces the program and provides our young people with the chance to make connections, learn about career paths, and gain real world advice.

Thank you to the Saline County CEO Board for the opportunity to collaborate with you. You provide support, inspiration and information that helps make this an outstanding program. When people ask me why I participate in CEO, my answer is always the students. I love connecting with these great young people who will shape our community in the years to come. The skills they learn translate to any job they will have in the future. I am happy to report that for the first time in the seven- year history of our program, all but one of our students plan to continue their businesses beyond the program! Thank you students, for letting me be part of your journey. I enjoyed seeing you blossom and mature. I cannot wait to see what your future holds!

I was familiar with the purpose of the CEO program but, it was not until I began training with Midland back in August of 2021 that the excitement began to really build.

We began the school year with a group of highly ambitious students. The class decided to create not one but, two businesses! They felt strongly that the drive-in movie hosted by the 2020-2021 CEO class was a highly desired community event and something they should continue.



In order to create two businesses, the student team knew they would need financial support. They were able to secure eight sponsors for the events, All-in-One Real Estate Company, Jordan Hicks Country Financial, Legence Bank, WKI, Beck's Drugs, Eubanks & Daugherty, HMC, and David J. Lane Audiology.

The drive-in movie, "The Santa Clause" was a great success with an estimated over 250 people in attendance. The second class business was a vendor fair entitled "Frosty Fest". This event was held at Little Chapel Church and hosted 24 vendors. It was important to the team that we have a variety of vendors at our event. They sought out and succeeded in bringing in food vendors, clothing vendors, home goods vendors, and more. This event also offered the community free, fun activities for the kids such as a bouncy house, games, crafts, and even Santa! We had a lot more children attend than anticipated. Frosty Fest was another great success with over 500 people in attendance.

Second semester started strong as the class finalized and presented their business ideas to the board for approval. Once approval was given they worked with their mentors to create their business plans to present to local bankers for "Banker Day". Fantastic feedback was provided by the local bankers who participated and the board then delegated what sum of funds should be allotted to each student. In early March the students were given an investment from the board and they were then able to purchase the items needed to launch their businesses.

The Saline County CEO Trade Show was held on April 21, 2022 and was another great success. I was extremely proud of each student. Our goal was to ensure their business products and presentation looked professional and they did a great job ensuring just that!

What an honor it has been to be a part of this program. We currently have 14 students enrolled for the 2022-2023 school year and I look forward to it with great anticipation. Thank you all so much for your continued support.

Sincerely,
Tina Norman

2021-2022 Financial ReportRevenue:

One-to-one hundred:	\$ 1,456.00
Class business:	\$ 6,792.57
Investor Income:	\$22,000.00
Total	\$27,248.57

Expenses:

SICF Fund Admin Fees	\$ 237.00
Midland Fees (Program Expense)	\$ 3,000.00
Contracted Services	\$18,000.00
Student Businesses:	\$ 4,573.00
Program Expense:	\$ 6,651.75
Total	\$32,461.75

MISSION

CEO nurtures entrepreneurial thinkers who possess awareness of themselves and their communities.

VISION

**To be learners, owners,
creators communicators and
connectors**

The CEO class embodies everything that our country was built upon.

The core principles of hard work, innovative thinking, and entrepreneurship are values that we experience every day through CEO.

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. Hosting business visits, providing guest speakers and serving as mentors. All of these things are crucial to the success of Saline County CEO.

- All in One Real Estate
- Carrier Mills-Stonefort CUSD 2
- City of Eldorado
- City of Harrisburg
- Eldorado Community Unit School District
- Ferrell Hospital Community Foundation
- Fowler For Senate
- Galatia Community Unit SD1
- Harrisburg CUSD #3
- Harrisburg Medical Center
- Harrisburg Rotary Club
- Legence Bank
- Michael Stewart & Associates Financial Services
- Russell Oil Company
- Saline County Chamber of Commerce
- Saline County Industrial Development Co
- SIU Credit Union
- Southeastern Illinois College
- Southern Truss
- Michael Tison/Tison Wealth Management
- WLC Management Firm

MENTORS



- Kristin Kyle
- Holly Frymire
- Verlinda Henshaw
- Dana Hull
- TW Norman
- Tricia Overturf
- Kelly Phelps
- Gayla Titsworth
- Alex Watkins





Bailey Abraham

Bailey Abraham is the founder of **Spirit Works**. Spirit Works offers customizable spirit boxes for \$35. If you would like to order or have questions, you can email Spirit Works at baileyabraham@icloud.com. Bailey plans on continuing her education at USI to become a Dermatologist PA. Majoring in Biology.



MacKensie Avery

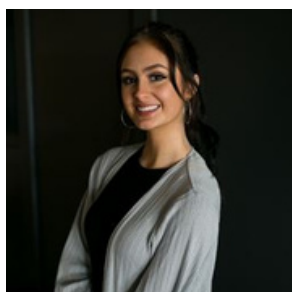
MacKensie Avery is the founder of **Reader's Aesthetic Candle Co.** Reader's Aesthetic Candle Co. is a small candle business that has wax melts, 10 oz candles, and 16 oz candles, all of which are aimed at those who love to read. The titles and scent descriptions are book quotes or book oriented. Mackensie plans to attend SIC this fall for nursing and is on the track to become a Pediatric Nurse Practitioner with a minor in Public Health.

READER'S
AESTHETIC CANDLE CO.



Hayden Emery

Hayden Emery is the founder of **HYDN Threads**. HYDN Threads is a locally made menswear clothing line that offers shirts for \$20 and hats for \$30. If you would like to order or have questions, you can email HYDN Threads at hemeryceo@gmail.com. Hayden plans to attend SIC this fall semester.



Mariah Fletcher

Mariah Fletcher is the founder of **Pat's Gallery**. Pat's Gallery offers original and hand made art by a small town, self taught artist. For more information, you can visit [@patssgallery](https://www.instagram.com/patssgallery) on Instagram. Mariah plans to attend John A Logan College and study Art Education.





Aryanna Guyton

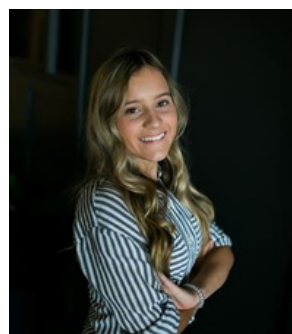
Aryanna Guyton is the owner of **The Sweet Tooth**. The Sweet Tooth is a food vendor for local craft fairs in the Southern Illinois area. This business also makes custom orders. These products are affordable and delicious. Ary is going to attend SIC in the Fall on a full ride speech scholarship and compete with the Forensic Falcons. Ary also plans to major in History.



Ashton Hall

Ashton Hall is the owner of **Rebel Boards**. Rebel Boards offers handmade cornhole sets with bags for \$150 a set. Please email, rebelboards22@gmail.com, or call, (618) 499-3318, if you have any questions.

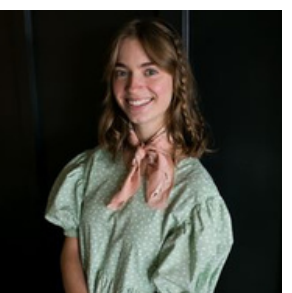
Ashton plans on attending SIC next year on a golf scholarship and major in Business Administration.



Chelsea Jaegers

Chelsea Jaegers is the founder of **Little Soy Candle Company**.

Little Soy Candle Co. offers homemade candles with soy wax and scented with essential oils! Chelsea plans to attend Murray State University and major in Biology.



Danielle Newman

Danielle Newman is the founder of **Beloved Daughter Boutique**.

Cultivate a closet filled with unique pieces that are true to your taste with Beloved Daughter Boutique. Every article of clothing sold is thrifted and repurposed with the intention of providing you with original pieces that glorify God each time you put them on.

Danielle plans to continue on with her business, eventually running Beloved Daughter Boutique full time.



Business Visits

An important piece of the CEO experience is visiting local businesses in Saline County. People drive by these locations daily without recognizing their contribution to the economic development of the area. The group walks away with a changed mindset, never viewing the business the same way again.



LEO'S PIZZA
GIRLS IN THE GARAGE
ALL IN ONE
LEGENCE-MARKETING
GLAMOUR & GRACE
SONUS
JORDAN HICKS-COUNTRY
FINANCIAL
BECK'S DRUGS
ROC 1
RABEN FARM
MINGS FARM
MICHAEL STEWART FINANCIAL
TISON WEALTH MANAGEMENT
SIU CREDIT UNION
CITY HALL
LEO'S FITNESS
HARRISBURG FIRE STATION
WILSON KITCHENS
SOUTHERN FS
LITTLE TRACTOR
SI WORKWEAR
THE APPLIANCE STORE
TEAL VETERINARY
POINT BRK NUTRITION
ANGIE HAMPTON
FERRELL HOSPITAL
CROWN BREW
HEATHER'S BAKESHOP
INTEGRATED HEALTH
SOUTHERN TRUSS
SWEET SOUTHERN LABRADORS
SALINE CO INDUSTRIAL DEV
DAIRY QUEEN

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.

MARILYN ELLIS
RYAN FOLLIS
KAILYN CASH
MORIAH SMITH
JESSI LONG
KENDRA MITCHELL
GAYLA TITSWORTH
AMY MINGS
BAILEY LEMKE
KEEGAN DENNIS
RUSSELL WILLIAMS
MELISSA BOGDANSKY
DON HUTSON
TW NORMAN
RACHEL RICHEY
ARLA MURPHEY
OLIVIA BRADLEY
MIKE PHALIN
KELLY PHELPS
BYRAM FAGER
VERLINDA HENSHAW
MELODY OSSI
ALLIE STRICKLIN
ANDREW ROLAND
ERIC WITGES
GLORIA TISON
MICHAEL TISON
BETHANY SHAW
CHELL WATKINS
AYN BARTOK
SUSAN ODUM
NANCY
KELSIE RODMAN
MICHAEL STEWART
JESSICA STEPHENS
JENNIFER DURHAM

Drive-In Movie "The Santa Claus"

It was important to the students to offer a family friendly event at no cost to the community. We accepted donations, worked hard to get sponsorships, and worked with the City of Harrisburg to create a fun event for the whole family.



Frosty Fest Vendor Fair

Frosty fest boasted 24 vendors at a cost of \$75 for a 10x10 booth space. We offered free activities for kids and even Santa! This event was held at Little Chapel church in November, 2021.



Class Businesses Sponsored by:

Eubanks & Daugherty
Jordan Hicks
All in One Real Estate Company
Wki

Legence Bank
David J. Lane Audiology
Beck's Drugs
Harrisburg Medical Center



BOARD MEMBERS



Gloria Tison
Board Chair
Vice President General
Counsel/Legence Bank



Ayn Bartok
Owner All in One Real
Estate Company



Scott Dewar
Principal
Harrisburg Community
Schools



Senator Dale Fowler
Illinois State Senator
59th District



Jessica Grinnell
Marketing and Public
Relations Manager
Legence Bank



Angie Hampton
Chief Executive Officer
Egyptian Health
Department



Ryan Hobbs
Superintendent
Eldorado Community
Schools



Don Hutson
Administrator/Vice
President
HMC



Bryce Jerrell
Superintendent
Carrier-Mills Stonefort
CUSD#2



Luke O'Neal
Mortgage Originator
People's National Bank



Martin Rowe
Chief Executive Officer
First Eldorado
Bancshares, Inc.



Eric Witges
Superintendent
Harrisburg Community
Schools



Scott Stout
Co-Founder
WLC Management
Firm



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

SALINE COUNTY 

CREATING ENTREPRENEURIAL
OPPORTUNITIES



Kelsie Woodson, a 2016 graduate of Saline County CEO Program, knew that the skills she would learn in CEO would be helpful for her, but she didn't know just how much.

"CEO really changed my perspective. Coming from a small town, there's that mentality of 'I want to leave...' But the community really took the time to listen to us and invest in us. They gave us tips to help us succeed...It really opened my eyes. Today, I see a lot of potential here in my community, so I stuck around."

After graduating from nursing school, Kelsie went to work for an employer she met in CEO saying, "It paved a path for me. The opportunities I have now, I don't know that I would have gotten that without the people around me helping me be a better nurse and a better person."

Today, Kelsie, just a few years out of nursing school, is already the Director of Nursing at an assisted living center in her hometown, managing over 50 people.

"CEO taught me so many things coming into adulthood. It taught me how to talk to people, to reason with them, and even marketing skills - having those skills has really helped me get to where I am today."

Of the importance of the CEO Program, Kelsie says, "Even if you don't want to do business, the skills you learn will follow you whatever you do. I didn't realize how big this world really is and sometimes it takes a community to lead young people and show them to open their minds. Young people just see what's in front of them...but if we can give them the tools and guidance to change, we can show them what's possible."

That's one of the key things Kelsie remembers a community member telling her during her time in the program, "It really stuck with me. They told us that things can't change unless we change them. I think that If we can give our young people the perspective that shows them that they are the key to change, that reflects directly on the community."