

# MACOUPIN COUNTY



## ANNUAL REPORT 2019-2020

Local high school students go above & beyond to set themselves up for success!



# 2019-2020 "A LOOK BACK!..."

Wow! What a ride!

The 4th year of Macoupin CEO has come to a close in the most unique way EVER.

Just as our team of high school Seniors were gearing up for Spring sports, school plays, Prom, Graduation, and...their CEO Trade Show!...Covid-19 crashed the party bigger than Owen Wilson and Vince Vaughn at a wedding!

Thursday, March 12th was the last time we were able to physically meet as a group. And as you can see in the picture below with the help of guest speaker Jim Allen it was a great day!



For the final month and a half of the academic year we continued to meet as a class and host guest speakers virtually through Zoom bringing as much future value to the students as possible given the situation.

One thing we all learned through this transition to remote learning is BIG changes in the world system create BIG opportunities for entrepreneurs!

When the shock passed and the dust settled our young entrepreneurs realized in terms of the business and career opportunities they have in front of them "different" does not mean "worse" it means "new."

Through it all because of the hard work and generosity of local businesses, community organizations, and educational leaders in Macoupin County our students were able to have an outstanding and unique educational experience.

This year's team participated in a variety of team building activities, worked together on group business initiatives, and individually planned the launch of their own individual businesses. In addition, an all-star lineup of successful business people visited to share their stories and offer professional advice.



Most importantly, each member of our student team transformed from typical high school Seniors into business professionals ready to take on the world in the next chapter of their lives!

Over the course of the school year not only did our students have the chance to visit many different businesses and hear from a wide variety of guest speakers, but they have also...

- Executed a sold out Krispy Kreme donut sale
- Designed, funded, and produced custom name badges
- Planned and executed a Country Music Concert called "The Ma'Country CEO'down"
- Wrote and successfully pitched a detailed business plan to a panel of local business people and CEO stakeholders.
- Vastly improved their written and verbal communication skills
- Developed a network of business professionals who are ready to help them succeed

The continued support of local businesses has enabled our students to receive a world-class business education before they graduate from our high schools.

We believe each student is leaving our program prepared to face the challenges of life ahead in the workplace, college, trade school, or the military.

Contributing to the CEO Program is one of the best investments we can make into the professional development of local young people. The success of this program is due entirely to the dedication and effort of our students, board of directors, investors, stakeholders, mentors, school counselors, and school districts as a whole. Together they have made CEO a remarkable example of hands-on learning.

Thank you for your investment into the professional development of our young people.

Pete Visintin  
Facilitator, Macoupin County CEO



# CEO Mission Statement

The mission of the Macoupin County CEO Program is to provide a hands-on entrepreneurial learning experience that accelerates the professional development of participating high school students.

## Advisory Board

J. Richard Schien	<i>Chairman/Founder - Karmak, Inc.</i>
Jim Salske	<i>Franchisee/Operator (Retired) McDonald's</i>
Scott Reichmann	<i>Industrial Broker - Barber Murphy Group</i>
Brett Allen	<i>Principal - Staunton School District</i>
Gary Graham	<i>Regional President - CNB Bank &amp; Trust</i>
Jennifer Enrietta	<i>Counselor - Carlinville School District</i>
Nancy Ruyle	<i>Partner/Attorney - Ruyle &amp; Sims Attorneys &amp; Counselors at Law</i>
Richard Walden	<i>CPA - Richard C. Walden</i>
Michelle Mueller	<i>Regional Superintendent of Schools for Regional Office of Education 40</i>
Joseph Tieman	<i>Superintendent (Retired) - Gillespie CUSD #7</i>
Jim Cherry	<i>Grocer (Retired)</i>
Dennis Pickrel	<i>Business Consultant</i>

## 2019-2020 Class Hosts



Throughout the year our CEO Class meets in different businesses that support our mission and program.

This year Lake Williamson Christian Center, Blackburn College, the Macoupin County Farm Bureau, Cross Church-Carlinville, and Carlinville Area Hospital provided professional conference rooms for our students to use for each classroom session.

Meeting in an established business environment sets the stage for professional learning and encourages students to visualize themselves beyond their school years.

## Macoupin CEO Class of 2020



Front (L-R): Hannah Colley, Haley Driggers, Frankie Barrett, Lillian Henke, Jordan Picklesimer, Demitry Lewis, Katie Vest

Back (L-R): Mackenzie Roeske, Kendra Hammann, Jack Kessinger, Kirstin Smay, Parker Fikes, Michael Byots, Josh Sitton, Reagan Kulenkamp, Lauryn Pool, Ali Harbaugh, Xavier Gosch

(Not Pictured: Dylan Semplowski)



# Class Business 2019-2020



Each year, CEO students must work together to plan and execute a business as a group to gain valuable professional experience and to generate seed money to launch their own individual businesses.

The goal of the 2019-2020 Class Business was to put on a large-scale country music concert and provide a night a fun entertainment for local residents. More than 200 people including business leaders, educational professionals, families, and students of all ages attended enabling this year's Macoupin CEO Students to meet their profit goal. Our student team worked hard to sell the tickets and to create a smooth, fun experience for their guests at the event.

CEO students performed everything involved with the class business including sales, marketing, logistics, accounting, negotiation, booking, customer service, and on-site execution of the event. The Ma'Country CEO'down was a great success and provided invaluable professional experience in a high-pressure environment that our CEO students will be able to carry with them far beyond graduation from this program.







“The Macoupin CEO Program is a 501c3 not-for-profit organization entirely funded by local businesses, civic & community organizations, and generous individuals.

Financial contributions from our investors have made and continue to make it possible for us to deliver an amazing hands-on entrepreneurial learning experience to all past, current, and future Macoupin CEO students.

Without our investors Macoupin CEO would not exist, and our high school students would not have a chance to take part in this once-in-a-lifetime opportunity!

From everyone involved with the Macoupin CEO Program we would like to say THANK YOU to our investors for believing in your local students and in what we do!

***-Macoupin CEO Students, Alumni, Advisory Board, & Facilitator***”

## Friends of CEO Investors

Carlinsville Lions Club  
Chesterfield State Bank  
Dennis & Judy Pickrel  
Draxxon Drones  
Gillespie Lions Club  
Kevin & Elaine Gray  
Mayor Deanna Demuzio  
Neal's N-Gauging Trains  
Tina Olroyd - Country Financial  
William Armstrong

## Macoupin CEO Investors

Associated Bank - Staunton  
Big Dog Design-n-Build Construction Company  
Carlinsville Truck Equipment Manufacturing Inc. (C.T.E.M.I.)  
Carlinsville Area Hospital  
Carlinsville Chamber of Commerce  
Carlinsville Eye Care  
Carlinsville Plaza Cafe  
Carlinsville Rotary Club  
City of Gillespie  
City of Staunton  
CNB Bank & Trust  
Community Hospital of Staunton  
Cross Church  
First National Bank of Raymond  
Goodman Agency Inc.  
JF Boente Sons Inc.  
Jim & Becky Salske  
Jim & Dawn Cherry  
Jim & Janie Ashworth  
JR Earley - Country Financial Agency Manager  
Karmak Technologies  
Kravanya Funeral Homes  
Lake Williamson Christian Center  
Larry & Virginia Ziglar  
Lindell Loveless Family  
Macoupin County Farm Bureau  
Madison Communications  
MJM Electric Cooperative  
North Mac Public Schools Foundation  
Oros & Busch Application Technologies Inc.  
Pete & Char Genta  
R.P. Lumber Company  
Richard & Linda Schien  
Richard & Linda Walden  
Sanvi Charitable Foundation  
State Farm Agent Linda Worlow  
State Farm Agent Richard Oswald  
Staunton Chamber of Commerce  
TDS Transport Inc.  
The Cubby Hole  
United Community Bank  
Village of Mt. Clare  
WarrenBoyton State Bank

# Professional Mentors

- *Dennis Pickrel*
- *Bill Armstrong*
- *Michelle Dyer*
- *MJ Rogers*
- *Shawn Davis*
- *Brian Ury*
- *TJ Allan*
- *Scott Reichmann*
- *Brian Zilm*
- *Dave Tucker*
- *Richard Schien*
- *Tina Olroyd*
- *Holly Crowe*
- *Chris Hartsook*
- *Chris Williams*
- *Maureen Oswald*
- *Katie Ashworth*



Each CEO student gets a professional mentor to assist in guiding them through the process of launching their own business and prepare them for success beyond graduation.



## Guest Speakers

Scott Reichmann  
Dr. Murray-Jensen  
Rich Dickerson  
Alex Schwartz  
Kent Probst  
Brody Walworth  
Dr. Chris McCurley  
Cheryl Mitchell  
Dan Fisher  
Madison Magee  
Haley Crider  
Noelia Martinez-Voigt  
Marcus Davis  
Gina Gucciardo  
JR Earley  
Rich Walden  
Avery Dillon  
John Zeidler  
Dennis Pickrel  
Chris Hartsook  
Brian Zilm  
Ryan Kleeman  
Jim Allen  
Chris Moore  
Sarah LoBue  
Drew Stiegemeier  
Carrie Bogini  
Victoria Tervasi  
Michelle Dyer  
Gence Hamby



## Business Visits

Lake Williamson Christian Center  
Ageless Fitness-Gillespie  
Madison Communications  
Cross Church-Carlinville  
Karmak Technologies  
Crowe Boot & Shoe Co.  
TDS Transport Inc.  
The Cubby Hole  
SIU-Edwardsville  
R & R Bindery  
Illinois Coal Museum  
County Market  
Southwestern Archery  
Macoupin County Courthouse  
Big Dog Design-n-Build...  
Construction Company  
Hawthorn Tree  
Macoupin Art Collective  
Dingers of Gillespie  
Uptown Tavern  
Tiburzi Chiropractic  
Carrie Harris Photography  
Heinz Furniture  
Carlinville Area Hospital  
Advanced Eye Care-Carlinville





## Class Activities

**Badge Business** Last fall, our students were challenged to design, fund, and create CEO branded identification badges and lanyards to be worn during all class activities.



### **Micro-Fundraiser: Krispy Kreme Donut Sale**

To generate funding for CEO branded dress shirts, our students chose to plan and execute a multi-site Krispy Kreme Donut sale.



### **Class Business: Ma'Country CEO-Down**

**Concert** Each year CEO students must select, plan, and execute a business as a group. This year they chose to host a country music concert featuring country music bands Brushville and Broseph. The class business was a great success and generated enough seed money to fund the launch of each student's individual business.



**Professional Mentors** Each CEO student was paired with a professional mentor who has a wealth of experience and expertise to help guide them through the process of launching their own individual businesses. Mentors and students met face-to-face one or more times per month.

**Business Visits & Guest Speakers** The CEO program offers the unique opportunity for students to hear from guest speakers who are experts in a wide range of professional fields as well as touring local businesses to see how they run from the inside out.



**Individual Business Pitches** Every CEO student individually is challenged to plan and execute the launch of a real business to the general public at a live trade show event. Because of the COVID-19 pandemic, we were unable to host a trade show this year. However, each student did successfully pitch their business plan to a panel of local business and educational leaders.



# Macoupin County CEO Class of 2020



**Frankie Barrett** I am a senior at Gillespie High School. I have played 4 years of baseball, basketball, and football and am a member of the National Honors Society. After high school I plan on playing college baseball but am undecided on my major.

*"CEO has helped me improve my communication skills and create a network with small businesses. I am glad to be a part of CEO because it gives me the opportunity to do things other Seniors cannot during high school."*



**Michael Byots** I am a senior at Carlinville High School where I have played basketball and football all four years. I am one of the captains on the football and basketball team. After high school I plan to attend Southeast Missouri State and earn a physical therapy degree with the intention of eventually becoming a physical therapist.

*"CEO is helping me build connections with people who can help me later on in life"*



**Hannah Colley** I am a senior at Staunton High School where I participate in basketball and am captain of the dance team. I am a member of the Bulldog Betterment Club and am employed at The Dawg House Creamery. I am very excited to attend school at Lewis and Clark to become a dental hygienist.

*"I am honored to be a part of the CEO program. I want to be able to get upon a stage and speak to a whole auditorium of people by the end of this year. I am very confident that this program will help me on every step to my goal."*



**Haley Driggers** I am a senior at Mt. Olive high school. I am involved in pep club, all class related tasks such as decorations prom, and the spring play. I enjoy babysitting both children and animals along with drawing. I plan to major in business and minor in accounting when I go to college. I plan to continue my business after completing the CEO program and using college to enhance it. I help with training and raising dogs along with drawing in spare time.

*"CEO is a hands on learning experience that allows students to get a feel of the world of business. It shows them that they can achieve any goal they set with the right tools and mind set. I am extremely proud to be a part of this program and appearance that it brings."*



**Parker Fikes** I am a senior at Carlinville High School where I have played basketball for all four years. I have also been a part of FFA, stage crew, and the Academic Challenge team. Outside of school I enjoy hanging out with friends, listening to music, and traveling. After high school I plan to pursue a degree in mechanical engineering as well as a business degree at a 4 year university.

*"I am honored to be a member of the CEO program which I believe will give me the professional skills and business knowledge needed to stand out from my peers, as well as prepare me for whatever career I choose."*



**Xavier Gosch** I am Xavier Gosch, of Gillespie High School. I am a hardworking individual who thinks of myself as a creative geek. My plans after high school are to attend Blackburn College for Computer Science and save money to start my own business. I'd like to open a table-top gaming shop and help make my community better.

*"I hope that the CEO program will give me the experience needed to start my own business."*



**Kendra Hammann** I am a senior from Mt. Olive High School aspiring to have a successful career in the art field after attending Blackburn College when I graduate. My professional experience includes volunteer and factory work. Some awards I have received are two 2nd place honorable mentions from my school art festival, and three 2nd place state fair art awards. My extracurricular activities include prom and homecoming committee. I'm an outgoing friendly person that always tries lifting other people's spirits when I have the chance!

*"I hope to gain first hand knowledge of proper business ethics, get a head start on my future career, and make new connections!"*



**Ali Harbaugh** I am a senior from Northwestern Jr/Sr High School in Palmyra. I am president of FCCLA (Family, Career and Community Leaders of America) and National Honors Society, and have been the Student Council secretary for two years. I am enrolled in an online public speaking class at Lincoln Land Community College for a semester. Currently, I work at the Otterlake Bait Shop in Girard, the Old No. 7 Saloon in Palmyra, and babysit on the weekends. After high school, I don't have any concrete plans, but I've been interested in pursuing a degree in Psychology and/or Business.

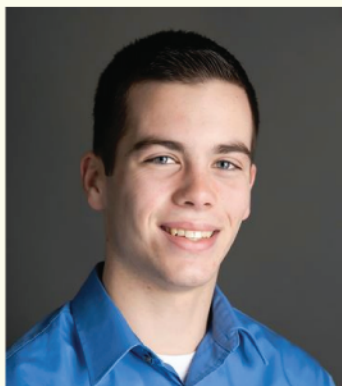
*"I hope to gain business experience and make connections through the CEO Program, and advise anyone to take it!"*





**Lillian Henke** I am a senior at North Mac High School. I live with my mom, dad, and three brothers. One of my brothers is my twin. I was named Little Miss Girard 2008. My brother and I were both selected to be in the People to People Student Ambassador Program and I am a member of National Honor Society. In 2015 I became a Sunday School helper in my church, Carlinville Calvary United Pentecostal Church. The next year I became the Sunday School teacher for kids twelve and younger. I am currently employed at McDonald's in Carlinville.

*"This year in CEO I hope to gain the knowledge and experience that will set me apart from my peers."*



**Jack Kessinger** I'm a Senior at Carlinville High School. Throughout my high school experience, I played football and basketball for 4 years and track my freshman year. I am actively involved in Student Council and National Honors Society as an officer and member, and I also participate on the Math Team and Academic Challenge team. In my free time I enjoy hanging out with friends and family and participating in extracurriculars I'm involved in. I hope to attend the University of Missouri to study business finance after high school.

*"I'm thrilled to be in the Macoupin County CEO class this year! The opportunity to improve my soft skills, learn from business professionals, and expand my knowledge on business and life is one I am very grateful for. I'm hoping CEO will allow me to dig deeper inside of myself to bring out a better me."*



**Reagan Kulenkamp** I am a senior at Carlinville High School where I am heavily involved in many activities such as FFA, National Honor Society, Stage Crew for all school musical, Golf, and Scholar Bowl. I am currently serving as the Section 15 Vice-President, Carlinville FFA Vice-President, and Secretary/Treasurer of the National Honor Society. I have received my Illinois FFA State Degree. In my free time I enjoy hunting and spending time with my friends. I plan on studying agribusiness at a four year university.

*"Through the CEO Program, I hope to better my understanding of the business world and gain skills that will help me with my future career in the agricultural industry."*



**Demitry Lewis** I am a senior at Carlinville High School. I am involved in Carlinville's wrestling team and I am currently involved in running my own family's company. In the company we do everything from demolition to roofing. After I graduate I plan on attending Quincy University majoring in criminal justice and political science and minoring in music. I like to spend my free time with my friends and family or playing guitar. After I graduate from college I plan to attend law school.

*"The one thing I want out of CEO is to be the best person I can possibly be."*



**Jordan Picklesimer** I'm a Senior at Gillespie High School where I participated in basketball for one year and currently participate in track for two years now. I was a junior volunteer at St. Francis Hospital in Litchfield for one summer where I earned my CPR certification. I consider myself both an extrovert and an introvert. I like to give ideas to people, but I also tend to be shy and quiet at times. After graduation I plan on going to Lewis and Clark Community College for two years, and another two years at Southern Illinois University Edwardsville where I plan to major in Psychology and minor in Business.

*"Being a member of the CEO class helped me with my communication skills. Not only did CEO improve my skills, but it helped me make new connections and pull me out of my comfort zone. CEO is a group of connections that I will never forget making."*



**Lauryn Pool** I am a senior at Carlinville High School where I am involved in various activities such as Carlinville's Cavallette Dance Team, National Honors Society, and all school musicals. In addition to school activities I have received my silver award in Girl Scouts, was awarded the Young Achievers Award, and crowned Lions Carnival Queen. In my free time I enjoy spending time with my family and friends, doing volunteerism throughout the community, and watching movies. I plan on continuing my academics to a four year university to major in biology and then later advance to Medical School.

*"I am honored to be selected to take part in the Macoupin County CEO program. I hope to improve on professional skills and communication to help me with my future endeavors. CEO is giving me the ability to experience more than the average high school student, so I can be more prepared in the future."*



**Mackenzie Robbins** I am a senior at Mt. Olive High School. My extracurricular activities include: the Spring play for 4 years, girl scouts (Freshman, Sophomore, and Junior year), pep club, prom committee Junior year, and homecoming committee Senior year. I'm a quiet and shy person until I'm comfortable in my environment, and I'm also friendly and open to meeting new people. I'm artistic and have done several different art projects throughout my high school career. I spend my free time hanging out with friends and helping them through tough times whenever they need me. I'm dedicated to my school work and my projects in CEO. My plans for the future are to go to college to major in psychology and minor in business.

*"I hope to gain communication and business skills from CEO."*



**Dylan Semplowski** I am a senior at Gillespie High School. Currently, I work as a cook at the Ariston in Litchfield and I sell custom woodworking projects at vendor shows. After high school I want to go to trade school for building systems engineering to work on HVAC units.

*"I want to obtain networking and communication skills within the CEO program."*





**Josh Sitton** I am a Senior at Northwestern High School. I am a member of the current clubs of National Honors Society, FCCLA, and FFA. I plan to enlist in the Navy and work toward a bachelor's degree in Nuclear in Engineering. After the Navy I am contemplating continuing my education with a double major at a 4-year university.

*"Without the effort nothing can be done, with the effort the hole will only keep getting bigger and bigger."*



**Kirstin Smay** I am a senior at Northwestern High School where I have participated in Volleyball for 4 years, Track Field for 4 years, Class President for 2 years, FFA for 4 years. In my free time I enjoy hanging out with family and friends, working with children, and focusing on my future goals. I am employed at Lake Williamson Retreat Center. I plan to continue my academic career at a 4-year university where I will be majoring in behavior science and minoring in pre-law with plans to continue on and be a child advocate.

*"I am very appreciative to be a part of the CEO program. It is an honor to learn new skills and networks that will be an advantage to any path that I choose to take next. CEO teaches skills that I never thought I needed and now I will use those skills for the rest of my life. I'm excited to see what the rest of the year brings and I hope to develop to the best I can be personally and professionally!"*



**Katie Vest** I am a senior at Carlinville High School. I enjoy volunteering in my community whenever possible, and taking part in the writing club and yearbook committee at my school. I work at McDonald's in Carlinville. In my free time, I like to hang out with my friends and play Dungeons and Dragons or paint. After high school, I hope to attend a two year college to earn an associates in culinary arts, and a certification in public safety. I wish to pursue my passion in volunteer work with a job through the Red Cross or Peace Corps.

*"From CEO, I hope to break out of my comfort zone and expand my network."*

# Alumni Words of Wisdom

My favorite memory from CEO was the day of our class business drawing, and seeing all of our hard work finally pay off. My advice to the incoming class would be get to know as many people as you can through the program, and stay in touch with them. It's true when they say, "it's not what you know it's who you know." The other thing would be take advantage of the opportunity to create a profitable business. It's never too early to start striving to be successful!

-Charles Helton IV, Class of 2018

My favorite memory was our class concert, it was very stressful and some of us were not excited and thought it would flop. But once the band practiced everyone brightened up everyone was in a great mood. When all the work was over we all got to stand in front of the band as a group as they played. No more arguing all of us just being a big family and dancing and cheering them on. It was an amazing fun experience never to forget. Incoming class, your classmates my fight and ceo maybe stressful but in the end you earn a family. Though it maybe stressful it teaches you how to manage very stressful situations (which is great for future job and college experiences). And lastly never take you ceo experience for granted. Appreciate the time and the experiences you have because you never know when that time may be up.

-Kendra Hammann,  
Class of 2020

My favorite memory was calling the winner of the side by side from our class business, he was extremely excited, and then taking him the side by side was great. It made the whole stressful time worth it.

My advice is never underestimate the power of a handshake. In college it has helped me a lot with seeming professional and confident. I've had professors and heads of my department comment how mature and professional it was for me to begin with a handshake. It can really set you apart from other kids your age.

-Grace Garner, Class of 2018

My favorite memory was the end of the year slideshow because it showed how all of us had changed throughout the year and see our progress. I would recommend getting to know your classmates as soon as possible because everyone is so unique and has a variety of view points to expand your horizons.

-Austin Parish,  
Class of 2017

My favorite memory was the car ride there with Alexis Cox and arguing with Lilly Booth every time we had a big decision to make. There are really too many to memories to choose from.

My advice would be to just show up every day and be in the moment. I know how the early mornings can get to you, but living in the present is the one of the most important things you can ever do. You never get the present back. You can only get the memories from the past and thoughts of what the future may hold. It is a very hard thing to do, but well worth it when the journey is over. Good luck to the incoming class!

-Brandon Delaney, Class of 2018



## **Class of 2017**

Jordon Boetta  
Avery Dillon  
Jacqueline Fox  
Nick Jarman  
Ryan Kleeman  
Joslyn Massey  
Jonathan Mcenery  
Austin Parish  
Jacob Pierson  
Hannah Pritchett  
Jaden Riley  
Jason Weller  
Payton Werner  
Mckenzie Whitworth  
Marissa Woolfolk

## **Class of 2019**

Julie Butler  
Jenna Carrigan  
Jared Dunnagan  
Cora Anne Gray  
Daniel Jarden  
Rylee Jarman  
Madelyn Legendre  
Tessa Mumper  
Ben Reno  
Garrett Smith  
Emma Smith  
Dakota Stagner  
Zane Thomson  
Steven Thyer  
Macy Walker  
Erin Wall  
Macy Wellhausen  
Aaron Williams  
Quintin Zillen  
Haiden Zumwalt

## **Class of 2018**

Lilly Booth  
Anna Brand  
Bryce Buzick  
Logan Cayce  
Mackinzie Colley  
Alexis Cox  
Brandon Delaney  
Melina Fagg  
Madison Frey  
Grace Garner  
Chelsey Gorsich  
Charles Helton IV  
Gabe Long  
Chris Magelitz  
Noah Pickerill  
Olivia Schellingburger

## **Class of 2020**

Frankie Barrett  
Michael Byots  
Hannah Colley  
Haley Driggers  
Parker Fikes  
Xavier Gosch  
Kendra Hammann  
Ali Harbaugh  
Lillian Henke  
Jack Kessinger  
Reagan Kulenkamp  
Demitry Lewis  
Jordan Picklesimer  
Lauren Pool  
Mackenzie Robbins  
Dylan Semplowski  
Josh Sitton  
Kirstin Smay  
Katie Vest