



*2022-2023*  
**ANNUAL REPORT**

## WORDS FROM OUR FACILITATOR...

Dear Christian County CEO community,

As the eighth Christian County CEO class nears completion, I am honored to write to you once again as the Christian County CEO facilitator. As I complete my second year, one comment I frequently hear is how incredible of an opportunity it is for students to be a part of CEO; moreover, community members, business owners, leaders, and class presenters wish there would have been something similar for them when they were in high school. I'd like to add to that by saying that CEO is also a rewarding opportunity for me to facilitate these students during their CEO journey. I appreciate the trust of the board and parents that I will guide the class in the right direction as these students strive to be next generation leaders.

The entrepreneurial mindset instilled in our students through CEO equips them to adapt to new and unforeseen circumstances. As we continued to face various challenges and opportunities this year, students handled their business, expectations, and lessons with confidence and success. That mindset encourages seeking business opportunities daily...even in the mundane. The entrepreneurial mindset also mitigates risk through careful planning, realistic projections, and dedication to passionate work.

Throughout the year, our students participate in a variety of activities and events that provide them with opportunities to apply the lessons they have learned in the classroom. These experiences include creating their own businesses, participating in the Trade Show, and going on business tours throughout the county.

The Trade Show was held April 22nd at the Taylorville Christian Church Community Center. It was the culmination of the hard work and dedication from our students. At the Trade Show, students showcased their businesses and presented their products and services to the public. This event not only provides a platform for our students to promote their businesses and earn profit, but it also serves as an opportunity for the community to learn about the work being done by the CEO program.

In addition to the Trade Show, our students have the opportunity to hear from various guest speakers throughout the year. These speakers come from a variety of backgrounds and provide valuable insights and perspectives on the world of entrepreneurship. Through these speakers and tours, patterns of success emerge and students have the sagacity to take note and implement these patterns into their lives. Another unique aspect of the CEO program is the mentorship provided to our students. Each student is paired with a mentor who provides guidance and support throughout the year. These mentors are from different backgrounds and industries, and provide valuable knowledge and expertise to our students.

The CEO class of 2023 created two businesses. The class partnered with Car Wash City in October to create a Haunted Car Wash. In February, the class hosted a music trivia night at Pillars. Both businesses offered unique customer experiences. Ideas were brainstormed, business plans were developed, and students executed their plans to profitability.

As facilitator, I would like to extend my gratitude to our community for their continued support and dedication to the CEO program. Without the support of our parents, contributors, investors, mentors, and stakeholders, this program would not be possible.

Sincerely,  
Neil C. Hohenstein



### A FACILITATOR IS...

A facilitator guides and supports participants in their learning and development as they navigate the challenges and opportunities of leading a business. The facilitator's role is to create a safe and engaging learning environment where participants can share their experiences, exchange ideas, and gain insights from each other.

The facilitator designs and delivers the curriculum, which may include topics such as leadership, strategy, innovation, finance, marketing, and entrepreneurship. The facilitator may invite guest speakers, organize business tours, and facilitate group discussions and activities.

During class sessions, the facilitator encourages active participation, fosters constructive feedback, and facilitates peer-to-peer learning. They may also provide individual coaching and support to help participants apply the concepts and skills they learned to their businesses.

The facilitator of a CEO Program class plays a critical role in helping participants achieve their learning objectives, build their networks, and grow their businesses. They serve as a mentor, guide, and cheerleader, helping participants stay focused and motivated throughout the program.

# STUDENTS *class of 2023*

*mentored by Pam Moses* **ALAINA CALLOWAY**

Hello! My name is Alaina Calloway. I am a senior at EHS and am currently in the ceo program. I enjoy special effects makeup, and hair. I am currently about a year away from obtaining my cosmetology license. I joined the ceo program because I have always been interested in running my own business. I am very excited to see what ceo has in store this year!



## IVYFINE

IvyFine is a small business that specializes in making gifting simple and stress-free. With just a few clicks, you can answer a couple of questions, choose your budget, and receive a beautifully wrapped gift right at your doorstep. IvyFine takes the hassle out of gift-giving by providing a personalized experience that guarantees satisfaction. Whether it's for a birthday, anniversary, or any special occasion, IvyFine has got you covered. So why wait? Make your loved ones feel extra special today with IvyFine's seamless gifting service. Order now and experience the joy of hassle-free gifting! Find us at [IvyFine.com](http://IvyFine.com) or email [Alaina.calloway@ivyfine.com](mailto:Alaina.calloway@ivyfine.com) for more information!



*mentored by Cheryl Morman* **ALAINA DEAL**

My name is Alaina Deal and I am a Senior this year at THS. Throughout my years of high school I have been involved in Volleyball, Softball, Cheer, and FFA and I am currently involved in National Honors Society as the Secretary, Student Council, and the emcee of Purple Reign.

On top of all of my responsibilities within these clubs, I have worked diligently to obtain an above 4.0 grade point average, while attending Lincoln Land Community College and taking many dual credit classes as well, to become as close to my Associates degree as possible before graduation in May of 2023. I also enjoy spending time with my friends, especially during the summer on the boat. I absolutely adore my one year-old nephew, Oakley, and cherish every moment I get to spend with him as well! Following graduation, I plan to attend the University of Missouri to major in Health Leadership and Policy, as well as earning a certificate in Sales. I am eager to venture to Columbia, MO and gain experiences through academics and internships!



## BEADED.

My name is Alaina Deal, the owner of Beaded, which is a small business that offers consumers small accessories such as jewelry and keychains. I focus on my target market of high school and college age girls, wholesaling a range of products in order to appeal to a diverse group within those buyers. I focus on exceptional customer service and work diligently on building connections with my consumers in order to build trusted relationships between my customers and Beaded. Feel free to visit my Facebook or Instagram pages under the name "Beaded." I am excited to continue my business throughout the year and am thankful for CEO bringing the opportunity for me to flourish and gain the knowledge of being an entrepreneur!



# class of 2023 STUDENTS



## DARRIAN IPPOLITO *mentored by Billy Williams*

Hello! I am Darrian Ippolito, a senior at Taylorville High School. I have been involved in many clubs and activities throughout my highschool career. Some highlights of these activities are being the Student Council Treasurer, getting lead roles in our school's Spring Musical, and being inducted into National Honor Society. Along with graduating THS this spring, I will also be graduating from Lincoln Land Community College with my associates degree in Arts. My hobbies include reading, doing puzzles, and listening to music. I plan on attending college and double majoring in business and performing arts. CEO has brought me many amazing opportunities that I am and will be forever grateful for.



## DJI CANDLES

I am Darrian Ippolito and I run DJI Candles out of Taylorville. We have a wide variety of scents for you to choose from along with a few different sizes of candles. One of my personal beliefs is trying to create a more eco-friendly world, which my business strives to do by using fragrances that are not tested on animals. If you are interested in getting a candle, you can contact me at [DJICandles@gmail.com](mailto:DJICandles@gmail.com).



## GRACE JEFFREY *mentored by Katie White*

Hello, my name is Grace Jeffrey. I currently attend Faith Bible Christian Academy in Rosamond, IL. I play basketball, volleyball, and am apart of my student body government. My father and mother are Adam and Jean Ann Jeffrey. I have eight siblings: Gabriel, Addison, Aidan, Ayanna, Caedmon, Ian, Judah, and Timothy. I have learned many valuable lessons over the years about patience, kindness, and most importantly leadership. Leadership is something I find fascinating and desire to better myself in. For as long as I can remember, I have strived to learn more, to understand how the world revolves, and my place in it. The main thing I have learned during my life is that the world is run by strong leaders. Leaders who stand up for what they believe and challenge others to follow in their footsteps. I am blessed to have the opportunity to be in CEO and want to learn to become a strong leader, better my interaction and communication skills, and serve my local community . I can't wait to see where this opportunity will take me at the end of the year and throughout the rest of my life.



## DAISY FRESH CLEANING

Daisy Fresh Cleaning Services is dedicated to providing customized cleaning solutions for both residential and commercial clients. These cleaning services are founded with the mission of providing high-quality and reliable commercial and residential cleaning services. I am committed to delivering exceptional cleaning solutions that exceed my clients' expectations while maintaining a strong focus on sustainability and efficiency. All cleaning services are chosen to meet the unique needs of each of my clients. From regular housekeeping services to deep cleaning, move-in/move-out cleaning, and post-construction cleaning, I strive to exceed our clients' expectations every time. Trust Daisy Fresh Cleaning Services to keep your workspace clean and pristine, leaving you with time to focus on the things that matter most. Contact me at (217) 823-5848 for a free estimate.

# STUDENTS *class of 2023*

*mentored by Dan Raab* **JAYCE KOCUREK**

Hi there! My name is Jayce Kocurek and I am a senior at Edinburg High School. I wanted to join the CEO program to learn about entrepreneurship and the foundations of business. I have seen my family's business and that inspired me to want to learn more, and potentially create my own business in the future. I am most excited to learn about what local business owners go through on a day to day basis and the systems they have in place to ensure they are profitable. I am looking forward to an awesome year in the CEO program!



## STICK TO IT.

My name is Jayce Kocurek, and I am the owner of a business called "Stick to It." My business is dedicated to expanding school pride, spreading awareness, or just creating fun and creative stickers for anyone of all ages. My stickers can be customized and made to your liking, they can also be applied to cars, and any sort of case, or anywhere else you would like to apply stickers. So if you would like a custom made sticker get a hold of me at (217) 741-4782.



*mentored by Blake Davis* **LUCAS REXROAD**

Hello! My name is Lucas Rexroad. I am the graduating Class of 2023 at Taylorville High School. During my High School Career, I wrestled and played golf. I am a part of Purple Reign and, of course, the Christian County CEO program. My favorite hobbies are playing sports, working out, and doing outdoor activities. I joined CEO because of my interest in business and finance. After graduating, I intend on getting a business degree. I also plan on getting a real estate license. CEO has given me so many opportunities in the business realm, and for that I am very thankful for this program.



## L.R. EGGS

Are you tired of high egg prices at your local grocery store? Do you want quality Farm Fresh eggs from a local business? Well look no further than L.R. Eggs. At L.R. Eggs we pride ourselves in feeding our chickens quality feed to produce quality eggs. Our eggs are the perfect addition to your breakfast, lunch, dinner, or baking recipes. Why settle for average eggs when you can have L.R. Eggs? Give me a call at (217)-827-0233.



**L.R. Eggs**

# class of 2023 STUDENTS



## MACY RICHARDS *mentored by Lou Johnson*

My name is Macy Richards and I am a senior at Taylorville High School. Through my years at THS I have been involved in Student Council, Key Club, National Honor Society, TommyTV, Tommy Awards and recently joined tennis. Outside of school, I work at Lighthouse Learning Center as a teacher's assistant and babysit during the weekends. My leadership positions in both 4H and Key Club have shed light on my passion for all the different aspects of business. Following graduation, I plan to attend Illinois State University to work towards a degree in secondary math education.



## RUSTY NAIL REFURBISHING

Are you tired of your old, outdated furniture cluttering up your home? Let me help you transform it into something new and beautiful! Rusty Nail Refurbishing specializes in refinishing and repurposing furniture, giving it a fresh new look and purpose. Not only will you be saving money by not having to purchase new furniture, but you'll also be doing your part to reduce waste and promote sustainability. Contact me today to schedule a consultation and start the transformation process at (217) 565-2190.



## SOPHIA ROBINSON *mentored by Brent DeMichael*

My name is Sophia Robinson and I am a senior at Taylorville High School. Throughout my years at THS I have been involved in Student Council, Key Club, THS Golf Team, National Honor Society, and TommyTV. Outside of school, I enjoy working at Lakeshore Golf Course and spending time with friends. I spend most of my free time either playing golf or broadcasting all of our high school's live sporting events. I joined CEO because I want to improve my relationship-making skills and gain confidence in myself. I am excited for the 2022-2023 CEO class and can't wait to see what the future holds.



## MIRRORBALL MEDIA

I am Sophia Robinson and I am the CEO of Mirrorball Media. Our goal is to make promotional videos for local businesses in Christian County. Whether a business wants a 30 minute tour of their company or a 30-second commercial, Mirrorball Media can do it! Message me at on Facebook at Mirrorball Media.

# STUDENTS *class of 2023*

*mentored by David Brummer* **JOHNATHAN SCOTT**

Hello, I'm Johnathan Scott. I am a senior at Taylorville High School and I am in the Christian County CEO Program, my parents are Jeff and Tammy Scott. I was born in Springfield and raised in Taylorville, and I work and was raised on my family's fourth generation farm. When I was 14 years old in the depths of Covid-19 I wanted to start a side hobby to make extra money. I surfed the internet until I found wooden American flags. I started making flags in January 2020 and have grown it from a small hobby to a part time business. In March of 2022 I started getting into Agriculture Equipment detailing, and I hope to grow this into a side business also.

Thank you very much for checking out my biography and taking an interest into the 2022-2023 Christian County CEO Program.



## TOP NOTCH AG DETAILING

Are you tired of looking at dirty, grimy ag equipment and machinery? Do you want to improve the efficiency and longevity of your farm equipment? Look no further than Top Notch Ag Detailing. Investing in regular cleaning and maintenance not only extends the lifespan of your equipment but also improves its performance and efficiency, ultimately saving you time and money. So why wait? Give us a call at (217)-827-0202 today to schedule your next ag detailing service and experience the difference a clean machine can make!



*mentored by Amy Hagen* **BRIAN SHORT**

Hi, my name is Brian Short and I am a senior at Taylorville High School. Throughout my time at THS I have been involved in many things including Student Council, National Honor Society, Purple Reign, Key Club, and Golf, just to name a few. This year I have taken on new roles and opened myself to new opportunities such as being elected Student Council President and joining the CEO program. In addition to many activities and responsibilities, I have succeeded in maintaining above a 5.0-grade point average my entire high school career. Along with thriving in high school, I also flourished in my first year of Lincoln Land Community College during my Junior year. Through my endeavors with TommyTV during my Junior and Senior year, I have learned that I have a passion for broadcast media. After high school, I plan on attending a four-year university and majoring in Broadcast Media. I am excited to embark on this new chapter of my life.



## ABCUPS

At ABCups, our custom vinyl cup business provides personalized and unique designs for drinkware that are tailored to our customer's preferences. We use high-quality, durable vinyl materials that are suitable for both hot and cold beverages. Our team is passionate about providing exceptional customer service and works closely with clients to ensure their vision is executed to perfection. We cater to various occasions and offer customization options that include adding names, quotes, logos, graphics, etc. We are committed to delivering quality products that exceed our customers' expectations. If you can dream it, we can put it on a cup.



*ABCups*

# class of 2023 STUDENTS



## BRYESON TELLOR *mentored by Mike Assalley*

Hello, my name is Bryeson Tellor and I am a senior at Taylorville High School. I live in a small town of Owaneco, but I have also lived in Taylorville. I own a landscaping business, and I work another part time job. I learned about CEO through family members and a few friends. I joined CEO to learn even more skills and tactics to become a successful entrepreneur.

## TELLOR LAWN CARE

My name is Bryeson Tellor and I am part of the graduating class of 2023 at Taylorville High School. I started my lawn care business when I was 14 and I've been doing it ever since. I can be reached at (217)-823-4225.



## ADDISON VOCKS *mentored by Tyler Fump*

Hi, my name is Addison Vocks! I am a senior at Taylorville High School. At THS, I've been involved in Journalism all four years of high school, where I act as the editor-in-chief of our yearbook. Alongside Journalism, I participate in TommyTV, where my primary role involves helping underclassmen learn the basics of live streaming. Along with my additional extracurriculars, in my free time, I like to edit videos that the community needs, whether it's through TommyTV or not. I enjoy spending quality time with my friends and family as well. I feel like CEO will be a good fit for me to market myself. I am attending Missouri State University in the fall of 2023, and majoring in Business Administration.

## ABCUPS

At ABCups, our custom vinyl cup business provides personalized and unique designs for drinkware that are tailored to our customer's preferences. We use high-quality, durable vinyl materials that are suitable for both hot and cold beverages. Our team is passionate about providing exceptional customer service and works closely with clients to ensure their vision is executed to perfection. We cater to various occasions and offer customization options that include adding names, quotes, logos, graphics, etc. We are committed to delivering quality products that exceed our customers' expectations. If you can dream it, we can put it on a cup.



ABCups

## *the importance of tours...*

Business tours are an essential component for entrepreneurs looking to expand their businesses. These tours offer a unique opportunity to connect with other professionals in the same industry, learn about new trends and technologies, and identify potential partners or clients. By attending industry-specific conferences and exhibitions, entrepreneurs can stay updated on the latest developments in their field and gain valuable insights into their competitors' strategies. Business tours also provide an excellent opportunity to network and establish relationships with industry leaders, potential customers, and investors, which can help entrepreneurs gain a competitive advantage.

Moreover, business tours provide entrepreneurs with a chance to observe firsthand how successful businesses operate and learn from their strategies. Entrepreneurs can explore different business models, strategies, and practices used by successful companies and apply those learnings to their own business. By visiting manufacturing plants, service centers, and other business facilities, entrepreneurs can gain a better understanding of the processes and technologies used to achieve high levels of productivity and efficiency. These tours also allow entrepreneurs to get a glimpse of the cultural and social aspects of doing business in different parts of the community and state, helping them expand their horizons and develop a more global mindset. Overall, business tours are an essential tool for entrepreneurs to gain new knowledge, skills, and contacts that can help them succeed in their ventures.

# MEMORABLE DATES

## BUSINESS TOURS

9/7/2022 **CTI**

9/21/2022 - 9/22/2022 **MILLER MEDIA** *with Randy Miller*

9/26/2022 **UPROOTED** *with Jessica Kocurek*

10/12/2022 **DRAPER & KRAMER** *with Bill Barry*

10/12/2022 **ANTARES CAPITAL** *with Dan Barry*

12/2/2022 **MILLIKIN UNIVERSITY**

12/7/2022 **MCLANE** *with Lou Johnson*

1/18/2023 **BATTERY SPECIALISTS**

1/23/2023 **MCDONALDS**

1/26/2023 **AHLSTROM**

3/13/2023 **PANA COMMUNITY HOSPITAL** *with Trina Casner*

4/19/2023 **PIZZA MAN** *with Mike Foster*

4/26/2023 **BILL KENNEDY**

5/1/2023 **WASTE MANAGEMENT**

5/3/2023 **PS PRINTING** *with Kirby Hames*

5/9/2023 **COAL MINE MUSEUM** *with Chuck Martin*



**MCLANE**

**DRAPER & KRAMER**

# Business Tours and Class Speakers

## CLASS SPEAKERS

- JOHN PERLES 8/26/2022
- ADAM VOCKS 9/8/2022
- BILLY WILLIAMS 9/8/2022
- MEAH WAGAHOFT 9/20/2022
- RYAN FOLLIS 12/14/2022
- KODY WALTERS 1/11/2023
- COURTNEY SHARP 1/11/2023
- JT BOEHME 2/16/2023
- VICKI JACKSON 3/29/2023
- MONTGOMERY CEO CLASS 3/31/2023
- MIKE SPECHA 5/8/2023



# CLASS BUSINESSES

## HAUNTED CAR WASH

Our first class business was the Haunted Car Wash. For the last two weekends of October, we welcomed our customers into a world of spooks and scares as they took their car through our haunted car wash bay. Our team of spooky CEO students guided them through the eerie wash experience as you encounter creepy creatures and chilling surprises at Car Wash City in Taylorville. With special effects and hauntingly beautiful lighting, our car wash was sure to give goosebumps!

We spooked about 200 customers. Before the business plan was finalized we set goals and budgets. We held our business the last two weekends in October. Following the final night of our haunting experience, we added up our total incomes and grossed the amount we had planned.

The Haunted Car Wash was a great way to get started on making a sufficient amount of money, and it brought much-needed halloween spirit to the small town of Taylorville.

### MANAGEMENT STRUCTURE

**CEO:** *Macy Richards*

**CFO:** *Lucas Rexroad*

**CAR WASH SALES:** *Darrian Ippolito*

**SPONSORSHIPS:** *Alaina Deal*

**OTHER SALES:** *Jayce Kocurek*

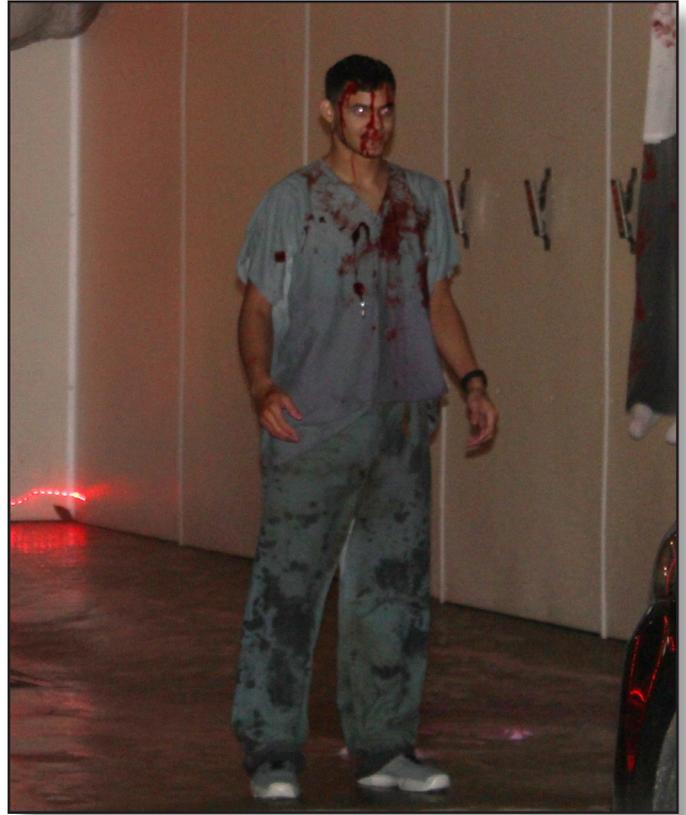
**CMO:** *Addison Vocks*

**CHIEF DECORATING OFFICER:** *Sophia Robinson*

**ACTOR RELATIONS MANAGER:** *Alaina Calloway*

**CAR WASH EXECUTIVES:** *Bryeson Tellor & Johnathan Scott*

**FIREFIGHTERS:** *Brian Short & Grace Jeffrey*



# CLASS BUSINESSES

## MANAGEMENT STRUCTURE

**CEO:** *Alaina Deal*

**CFO:** *Brian Short*

**TICKET SALES:** *Jayce Kocurek*

**SPONSORSHIPS:** *Alaina Calloway*

**OTHER SALES:** *Grace Jeffrey*

**CMO:** *Addison Vocks*

**CHIEF DECORATING OFFICER:** *Macy Ricahnds*

**FOOD MANAGEMENT:** *Sophia Robinson*

**AUCTIONEERS:** *Bryeson Teller & Johnathan Scott*

**FIREFIGHTER:** *Lucas Rexroad*

The CEO Music Trivia was held on February 25, 2023 and truly offered a memorable evening full of entertainment, good food, and raffle and auction baskets. From the moment guests arrived, they were greeted with the lively sounds of music and the aroma of delicious food. The ambiance was welcoming, and the energy was high. Attendees were eager to participate in the trivia game, which was the highlight of the night. The CEO Music Trivia had gone all out to make the trivia game challenging yet fun, with questions spanning different genres, eras, and musical cultures. There was something for everyone, and the participants were engaged in healthy competition, laughing and cheering each other on. Before the start of trivia, guests enjoyed the scrumptious food that was provided, with options to suit different dietary preferences. The raffle baskets were another exciting aspect of the evening, with attendees eagerly waiting to see if they were lucky enough to win one. The baskets were thoughtfully curated, with a variety of items that catered to different interests, ranging from car detailing to hair products. Overall, the CEO Music Trivia provided a fantastic opportunity for people to come together and enjoy a night of music, food, and entertainment. It was an experience that left a lasting impression on everyone who attended, and many were already looking forward to the next CEO event.

CEO Music Trivia



**FUNDS AVAILABLE**

**APRIL 2021: \$74,052**

**NEW PLEDGES: \$57,835**

**TOTAL INCOME: \$57,835**

**FACILITATOR SALARY: \$34,421**

**FRANCHISE FEE: \$3,000**

**INSURANCE: \$1,748**

**ADMINISTRATIVE: \$1,458**

**PROGRAM: \$1,937**

**TOTAL EXPENSES: \$42,564**

**FUNDS AVAILABLE**

**MARCH 2023: \$89,323**

# BOARD MEMBERS

**JOE CURVEY**

*President*

**BILL BEYERS**

*Vice-President*

**MARY DELVALLE**

*Secretary*

**LACY GLENN**

*Member*

**AMY HAGEN**

*Member*

**ADAM VOCKS**

*Member*

**MYAH MILES**

*Member*

**RANDY MILLER**

*Member*

**BEN ROBINSON**

*Member*

**MIKE FOSTER**

*Member*

**KEVIN MCDONALD**

*Member*

**ASHLEY FRANCIS**

*Member*

**CHRIS CLARK**

*Member*

**JENNY IPPOLITO**

*Member*

**KEN HART**

*Member*

## **HISTORY**

In October, 2013, Craig Lindvahl, from the Midland Institute for Entrepreneurship spoke to those in attendance at the Christian County Economic Development Corporation Annual Meeting about the CEO Program. After the meeting, eight community members joined together and said, "we must get this program in Christian County." A steering committee of Dee Krueger, Mary Renner, Mayor Greg Brotherton, Randy Miller, Amy Hagen, Ken Hart, Gary & Brenda Spurling. The first order of business was to see if local high schools were interested in the CEO Program. Superintendents and principals were all on board and ready to offer the program to their students. Next, a CEO Board of Directors was formed and the work began. Community members, businesses and organizations were solicited as Investors. Our list of investors, grew and grew. The Midland Institute for Entrepreneurship offered detailed information about what to do next. Through a year and a half of planning, student applications were taken for the 2015-2016 school year. Nine students were selected to participate. The Board of Directors continues to solicit investors and mentors. If you would like to be involved, please contact any Board Member.

## **MISSION**

To provide a comprehensive educational experience for the community's high school students, equipping them to be the enterprising individual and entrepreneurial thinkers who contribute to the economic development of Christian County.

## **VISION**

CEO Graduates demonstrate entrepreneurial thinking and a thirst for life-long learning. They are ready to compete in the global economy and are inspired to contribute to the economic development of Christian County.

## **CULTURE**

We have a very active and accountable Board of Directors with excellent communication. We are a working board continuously involved in our class and in our collaboration with our facilitator.