

CEO Program Facts

- Funded by business investors, community groups and individuals
No cost to students or school districts
- Open to Christian County high school juniors and seniors
Public and private high schools
- Students are selected through a rigorous application process
Applications are available in November of each year
- Class meets for ninety minutes each day
Monday-Friday—7:30-9:00 a.m.
- Provides two high school credits
- Area businesses are used as classrooms
- Dozens of area businesses are toured each year
- Guest speakers are hosted
- 21st century learning skills are emphasized
- Provides the opportunity for each student to start their own business
- Mentors from the business community are provided
- Annual Trade Show is held to showcase the student businesses

CEO is hard to explain...

It's much more than a textbook course. Students are immersed in real life learning experiences with the opportunity to take risks, manage the results, and learn from the outcomes. We believe that entrepreneurship is much more about a mindset than it is a body of business knowledge, much more about a new way to view the world than a collection of business concepts. When you create in your students a willingness to see the world around them as a series of opportunities, you'll create dynamic, energetic, excited young people who will be lifelong learners and achievers. When you successfully engage your business community, encouraging them to share their expertise with your next generation of business owners, incredible things happen. You'll create a community that will make your students want to come back to start businesses, work, and raise families.

More information...

CHRISTIAN COUNTY  www.christiancountyceo.com

 Christian County CEO Program

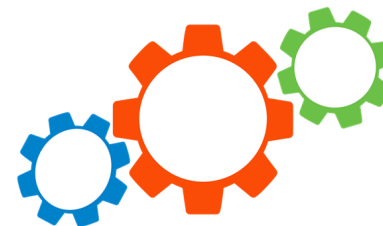
Midland  www.midlandinstitute.com
Institute for Entrepreneurship

CHRISTIAN COUNTY ®

CREATING ENTREPRENEURIAL
OPPORTUNITIES



Christian County CEO is a transformational educational experience using our community's best resource-its people-to connect with its best hope for a vibrant future-its young people.



Class Activities

48 business Investors and other contributors, funded a first year CEO operations budget of approximately **\$63,000.00**. There were no expenses to the four participating school districts or the students.

Four businesses served as our classroom sites during the school year: **Taylorville Memorial Hospital, Peoples Bank in Pana, Battery Specialists & Golf Cars and M.B.M.**

Students visited over **20** Christian County businesses.

Over **25** speakers, from the Christian County business community, came to our class and shared their business wisdom and experience with the students.

Students had the opportunity to speak publically about their CEO experience at **12** different community events or public speaking engagements.

There were approximately **20** guests and visitors to our classroom sites.

Students created and developed **three** separate business plans.



Students created and managed a T-shirt business, hosted a class business event and started their own personal business.

As a result of the above mentioned business related activities, students created gross revenues of approximately **\$14,000.00**.

They created from business related activities, net profits of approximately **\$9,200.00**.

Understanding the importance of "giving back" to their communities, students donated from their net profits, **\$841.30** to Relay for Life.

Each student received **\$1,000.00** to start their own businesses.

Students participated and sold T-shirts at the Taylorville Chillifest and at other events, during the school year.

Nine business people from Christian County donate their time and serve as mentors for our students.

Students have formed long lasting relationships with business leaders, those in education, and community leaders from throughout Christian County.

As a result of their business contacts and relationships, students have evolved into confident, capable business people, before they graduate from high school.

The class surprised me because it was the best decision I've ever made my entire high school career! I have learned more in this class than any other class I have ever taken! My one takeaway was the network I have created with business people in the community that I would have probably never come in contact with without CEO.

Kyle Kuntzman, CEO Alumni