

CUMBERLAND COUNTY **CEO**®

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ANNUAL REPORT



CHAIRMAN OF THE BOARD LETTER

Renia Holley
Cumberland County CEO Advisory Board Chairman



Dear Cumberland County CEO Investors,

As the Cumberland County CEO Advisory Board Chairman, I present to you the 2020 CEO Annual Report. We have completed our 1st year and though it may not have ended the way we had hoped due to COVID-19, we were still able to expose our students to all the wonderful businesses, people and ideas that Cumberland County has to offer. Being a first-year program has a lot of unknowns and obstacles to overcome, but I am proud of our Board, Facilitator and Students for working together and making Cumberland County CEO a SUCCESS!

CEO currently has 56 programs in 229 Schools throughout the United States and continues to grow each year. In 2020 our students were able to receive dual credit through Lake Land College for their CEO experience. It's an exciting time to be a part of CEO!

Included in the annual report are financial statements. Know that your investment stays in Cumberland County, funding the annual budget of the class. Monetary activity is held and monitored by the Southeastern Illinois Community Foundation.

On behalf of the Cumberland County CEO advisory board, I thank you for your continued support. Your investment into the future of these young adults is appreciated. If you'd like to be involved more, I invite you to attend a class, consider becoming a mentor, serve as a host site for class, or arrange a business visit.

Thank you for your investment. It's an Investment for our kids, our businesses, and our communities.

Sincerely,

Renia Holley
Cumberland County CEO Advisory Board Chairman





GET TO KNOW OUR NEW CEO FACILITATOR

Julie Williamson
Cumberland County CEO Facilitator



Julie lives on a farm in Neoga with her husband Brett. She was an elementary school teacher in Effingham for two years and in Neoga for ten years. Recently, she retired after working for fifteen years as a Drug Rep in the Vaccine Division at Wyeth, then Pfizer. Brett and Julie have two sons who live on farms in Shelbyville and Findlay and are grandparents to Braxton and Braelin. Julie currently teaches Adult Sunday School at the Presbyterian Church in Neoga and enjoys cooking, running, swimming and ballroom dancing. "I am a teacher and life long learner who is dedicated to helping people ... especially kids".





CEO[®] CLASS OF 2020



Back Row: Adriana Zike, Emily Carl, Olivia Prumer, Wyatt Wright, Nick Dill, Abbigail Kepp, Ellie Clark, Olivia Titus, Brook Rupel, Mackenzie Saunders, Sydney Fearday. Front Row: Julie Williamson, Micaela Bradley, Claire Cardinal, Jada Plummer, Shelby Cutright, Destiny Williams, Emily Carlen.

CUMBERLAND COUNTY CEO[®]

CREATING ENTREPRENEURIAL
OPPORTUNITIES

CEO VISION

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.

CEO MISSION

To provide a comprehensive educational experience for Cumberland County high school students, equipping them to be enterprising individuals and entrepreneurial thinkers who contribute to the economic development of Cumberland County.





CEO CLASS BUSINESS

CUMBERLAND COUNTY **CEO**[®]

TODAY IS THE DAY!

Dear Golfers,
We hope that you woke
up this morning ready
for a day of fun and
excitement!

Please take lots of pictures of
your team today and tag
Cumberland County CEO in
them on Facebook!

-Inaugural Class of CC CEO





2020 PERSONAL BUSINESS BIOS



LITTLE EXTRAS
-scrunchies-



Mackenzie Saunders

Little Extras mission is to provide accessories to women of all ages. Little Extras is a sole proprietorship owned by MacKenzie Saunders with a strength competency of having experience making all the products.



Ellie Clark

Your Story Jewelry wants to help customers share love and hope through accessories. We offer handmade, custom engraved necklaces, bracelets and key chains. Offering items in many colors, shapes and sizes allows us to meet each customer unique needs.



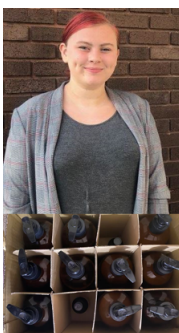
Jada Plummer

Plummer's Poppin Prints is an Exciting new business that allows customers to hand design personalized shirts or other products in any way that they would like! We look forward to creating custom materials for YOU!



Destiny Williams

Hello everyone, I'm Destiny Williams, and I'm proud to announce this is the startup of my CEO business, Custom Cut 'n Tie. I will be making cut and tie blankets and cushions.



Adriana Zike

Hi everyone! As you may know, my name is Adriana and I'm apart of the Cumberland County CEO. My purpose with Soapz & Sudz is to bring you the highest quality of soap for the best price. Although our trade show has been postponed, I will still be selling my soaps. Each bottle will be \$10 dollars with \$1.50 being donated back to the Cumberland High school Fine Arts. I have 2 scents available, Lavender, a very relaxing scent and Cedar Citrus, a more "manly" scent. I cannot wait for everyone to experience what Soapz & Sudz is all about!





2020 PERSONAL BUSINESS BIOS



Emily Carl

Hi everyone, I am Emily Carl with Cumberland County CEO. For my business, I am going to be selling gourmet breadstick bites! The mission of my business is to provide new and different food options to the people in our community. I will be selling my breadsticks at Carl's Pizza on Fridays from 11 am until 1 pm and Mondays from 5 pm until 7 pm in May. The options of breadstick flavors will change from week to week, starting with pepperoni/jalapeño and peanut butter and jelly. They will come in a container of 12 breadstick bites along with a sauce. The price per container will be \$5. Stop by on Monday, May 4, to be the first to try them! Thank you so much for your support!



Emily Carlen

THE COOLING RACK – The Cooling Rack was created to bring joy to others through the art of baking, specifically through macarons. Please message me on Facebook for orders.



Claire Cardinal

Hello! I'm in the CEO Class this year and I'm starting an individual business. My individual Business is selling crocheted hats and candles:) I will post updates as my business progresses and post available products to purchase! I'm very excited to start making my products and hope you stay updated:)



Micaela Bradley

The mission of Sweet Sayings—Pillows by Micaela is to provide home-style graphic design pillow cases that will brighten every home.



Brooke Rupel

Hi everyone! My name is Brooke Rupel and I'd like to welcome you to my official business page! This page will be used to share my music and keep you updated about my current project... my first ever CD! I am so excited for what is ahead and I hope this process brings you joy in one way or another. Thank you so much for your support! Stay tuned!





2020 PERSONAL BUSINESS BIOS



Olivia Pruemmer

I am Olivia Pruemmer, I'm with the Cumberland County CEO Program. Olivia's Outdoor Decor offers 3 different sized metal ribbons. Customize them up to 3 different colors or if you would like to paint your own there is a primed only option!



Olivia Titus

Hey everyone! I'm really excited to share my business LIV CLEAN with all of you. For my business, I will be selling silver infused microfiber towels. Now more than ever it is crucial that we have the right products to keep our homes and businesses as clean as possible! The LIV CLEAN towel is made with a silver -based agent that is placed in the fibers of the towel. The fibers collect dirt and bacteria, leaving you with a clean surface that is 99% bacteria free. The LIV CLEAN towel can be used wet or dry and is safe on all surfaces. The towels are selling for \$5 a piece or 3 for \$12.



Sydney Fearday

Hometown Florals' mission is to provide a sense of happiness and beauty into people's lives and homes. By arranging all different kinds of artificial flowers for different types of events and people, Hometown Florals will have something for everyone. From high school proms to Mother's Day, there will be an arrangement to satisfy any floral needs. Hometown Florals will have varying prices depending on the size of the arrangements.



Nick Dill

Dill's Softwashing is a service based in Greenup, Illinois. We clean your house, gutters, and windows so you don't have to. We use a soft wash technique to make sure we don't harm any siding or windows.





2020 PERSONAL BUSINESS BIOS



Wyatt Wright

Wright's Custom Woodworking is selling handmade cutting boards and pens. Cumberland County CEO Student Wyatt Wright has six sizes and styles of cutting boards. Pens are available in wood or acrylic. All proceeds from Wright's Custom Woodworking will go toward purchasing tools, so Wyatt can continue his CEO Business at home.



Abbigail Kepp

Through this book, readers will have the opportunity to read testimonials from agriculturalists, their family members, and anyone related to the agriculture industry about how it has affected their lives.



CUMBERLAND COUNTY 

CREATING ENTREPRENEURIAL
OPPORTUNITIES





2019/2020 MENTORS



Kyle Bergbower..... Bergbower Chiropractic
Cynthia Blade..... Fox Hollow Salon
Kole Butler..... Ervin Equipment
Jordan Deters Sigel Communtiy Bank
Bryce Fitch..... Edwards Jones
Carol Jo Fritts..... First Neighbor Bank
Gregory Boldt Toldeo Christian Church
Kevin Jansen..... First Neighbor Bank
Bradley Keck Country Financial
Perry Propst..... Ervin Equipment
Justin Roley Land of Lincoln Credit Union
Jeffrey Schrock..... Bench Worx
Pete Sweitzer..... Sweitzer Taxidermy
Roger Walk..... Walk Farms
Sarah Walk..... Cumberland County Farm Bureu
Lacy Wargel..... Lean New World
Katie O'Dell..... Regional Office of Education
Jamie Easton..... Sarah Bush Lincoln Health Center
Robert Flach..... Teutopolis State Bank

THANK YOU!





CEO INVESTORS

Barb Hall
Brighton Cabinetry Inc
Carol Jo Fritts
City of Neoga
Class of 2020
Cole Ervin
Country Financial
Coxs Body Shop
Cumberland CUSD
Dedicated Realty
Diamond Coach

Ervin Equipment
First Mid Bank & Trust
First Neighbor Bank
Flood Pork and Grain
Greg Ervin
Kathryn Hodges Charitable
Trust
KC Summers
Lean New World
Lorenz Supply Co
Lyndse Hall

Mary Ervin
Moore Family Stores
Neoga CUSD
Norris Electric Cooperative
Paul & Christine McKillip
Sarah Bush Lincoln Hospital
Schrock Custom Woodworking
Studio 165 Salon
Teutopolis State Bank
Versatech
Walk Stock Farm

BUSINESS VISITS





CUMBERLAND COUNTY CEO

Profit \$ Loss Statement

Class 2020
As of May 27, 2020

INCOME

Investor Income - Spendable	\$39,710.00
Class Business Income	\$63.88
Dividend & Interest Income	\$278.72
Raffle Income	\$1,170.00
Miscellaneous Income	\$3,242.50

Total Income	\$44,465.10
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EXPENSES

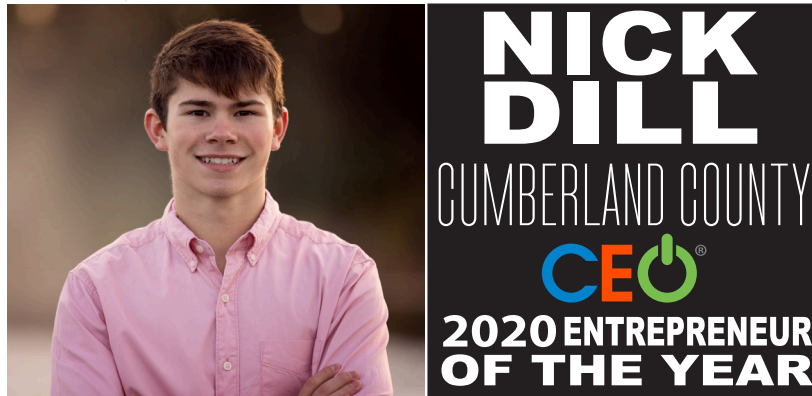
Fund Administrative Fee	\$1,803.92
Marketing	\$160.00
Program Expense	\$2,130.17
Office Supplies	\$553.88
Postage	\$75.70
Contracted Services	\$20,308.04
Meals/Entertainment/Gifts	\$2,468.15
Travel	\$137.02
Class Business Expense	\$8,528.41
Miscellaneous Expense	\$300.00

Total Expense	\$36,465.29
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Net Income	\$7,999.81
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Net Assets - Spendable	\$29,655.83
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CEO BOARD OF DIRECTORS



Renia Holley
Financial
Representative
Country Financial



Kevin Haarman
Neoga Jr/Sr High
Principal



Kelly Cox
Owner & Operator
Coxs Body Shop



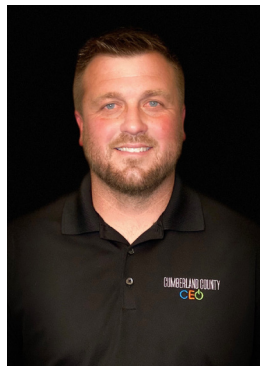
Chad Hill
Co-Founder
Versatech



Todd Butler
Superintendent
Cumberland Unit #77



Sheila Plummer
Guidance Counselor
Cumberland High
School



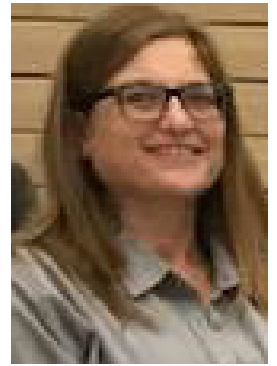
Marty Hartke
Mayor City Of Neoga
Owner Hartke Quail Farm



Barb Hall
Executive VP of
Finance
Ervin Equipment, Inc.



Kristi Ryan
Credit Administrator
First Neighbor Bank



Nikki Scales
CEO Board Ninja

