



CREATING ENTREPRENEURIAL
OPPORTUNITIES

Macoupin County CEO

**PLEASE JOIN THE MACOUPIN COUNTY
CEO PROGRAM FOR LUNCH!**

WHEN: THURSDAY, OCTOBER 8TH, 2015 @ NOON

WHERE: GILLESPIE CIVIC CENTER

*"Small
Opportunities are
Often the
Beginning of
Great
Enterprises"*

- Demosthenes

Guest speaker, Elizabeth Roepke, of the Midland Institute for Entrepreneurship will discuss the 2016 CEO (Creating Entrepreneurial Opportunities) Class for Macoupin County High School Students.

This program prepares students to become entrepreneurs and future contributors to our County's economic development and sustainability. The Class is designed to utilize partnerships with local businesses that provide an overview of business development and processes.

LUNCH IS PROVIDED

DON'T MISS OUT ON THIS OPPORTUNITY!

To Learn More...

<http://www.midlandinstitute.com/What-Is-CEO>

Macoupin CEO Investors



Cross Church

Jim & Rebecca Salske



State Farm Insurance - Carlinville

J. Richard & Linda Schien



Karmak, Inc.



MJM Electric Cooperative



Carlinville Area Hospital



Lake Williamson/IL District Council



CNB Bank & Trust



Community Memorial Hospital

Jim & Janie Ashworth

Bank of Modesto



United Community Bank



Prairie Farms Dairy

Macoupin County CEO Class

CEO Course Description

Creating Entrepreneurial Opportunities (CEO) Description:

CEO is a year-long course designed to utilize partnerships that provide an overview of business development and processes. Our local business community partners with area schools to create project-based experiences for students by providing funding, expertise, meeting space, business tours and one-on-one mentoring. Students visit area businesses, learn from guest speakers, participate in a class business, write business plans, and start and operate their own businesses. Business concepts learned through the experiential CEO class are critical; the 21st skills of problem-solving, teamwork, self-motivation, responsibility, higher-order thinking, communication and inquiry are at the heart of a student's development throughout the course.

Macoupin County CEO Class

Learning Outcomes

At the end of the CEO course, students are expected to be able to:

- 1) **Create and Present** an effective business plan
- 2) **Demonstrate** effective communication and collaboration skills
- 3) **Demonstrate** their understanding of appropriate professional attire
- 4) **Compare and Contrast** a wide variety of businesses
- 5) **Interact** with business owners, community leaders, and class guests
- 6) **Execute** the creation of a small business

How will we know that we've achieved these outcomes?

- 1) Students will formulate, research, write, and present three business plans
- 2) Students will
 - write weekly journals
 - interact each week with local business and community leaders
 - observe local businesses in operation
 - actively participate in a class business
 - schedule, plan, and work together at various local events
 - communicate and interact with their business mentor
 - start their own business
 - present their business at the CEO trade show
- 3) Students will attend class each day dressed in appropriate professional attire
- 4) Students will visit 30-50 area businesses
- 5) Students will regularly interact and communicate with:
 - business owners
 - guest speakers
 - guests who visit the class
 - business mentors in a lunch or dinner setting
- 6) Each student will start their own small business and present it to the community at the CEO Trade Show



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Macoupin County CEO Class

Investing in the Program: What's the Money Used For?

Congratulations! You have the agreement signed and are ready to begin a CEO class in your community! However, you need to generate more investors to support the program and they want to know how their investment is going to be used. The information below should help you answer those questions!

The Teacher (20-40 investors)

The teacher is a half time position and the school district will be reimbursed for half the teacher's salary. The number of investors you need to support this position is dependent upon how much you decide to pay the teacher.

Program Expenses (5 investors)

- Annual report
- Trade show advertising
- Social gatherings (for students and investors)
- Student recruitment (materials, social gathering)
- Teacher travel to Effingham for training

The Second Year (3 investors)

- Annual renewal fee to Institute (for training, materials, mentoring, content)



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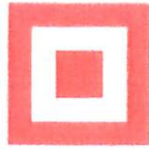
Macoupin County CEO Class

Target Start Date: Fall 2016

CEO (Creating Entrepreneurial Opportunities) is based on the successful program in Effingham, Illinois.

The Macoupin County CEO Class program will:

- be funded by business investors
- be open to high school seniors from the following schools:
 - Bunker Hill
 - Carlinville
 - Gillespie
 - Mt. Olive
 - Northwestern
 - Southwestern
 - Staunton
- select students through a rigorous application process
- serve students from public and private high schools
- meet for 90 minutes each day
- provide 2 high school credits
- utilize area businesses as classrooms
- visit dozens of area businesses each year
- host 50-60 guest speakers each year
- emphasize 21st century Learning skills
- provide the opportunity for each student to start their own business
- provide a mentor from the business community for each CEO student
- host an annual trade show to showcase student businesses



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Midland Institute (/) / About Us

About Us

Meet the **Midland Institute for Entrepreneurship** Team



Craig Lindvahl
Executive Director

Email: clindvahl@midlandinstitute.com

[More About Craig](#)



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Timeline for Macoupin County CEO Class

*Note: All dates are approximations for completing each step in developing a CEO program for your community.

February 15, 2015

- ☐ Institute executive director speaks with key leaders

April 1, 2015

- ☐ Fundraising in progress
- ☐ Schools on board

June 15, 2015

- ☐ Letter of agreement signed with Midland Institute
- ☐ Key leaders, core group in place (probably core of CEO board)
- ☐ First half of Institute fee paid (\$12.5k)
- ☐ Fund raising complete

October 1, 2015

- ☐ Application materials in hands of guidance counselors
- ☐ CEO Board in place
- ☐ Student recruitment underway

January 15, 2016

- ☐ Advertise for teacher

February 1, 2016

- ☐ CEO board training in Effingham

March 1, 2016

- ☐ Student applications due
- ☐ Teacher hired

April 1, 2016

- ☐ Second half of Institute fee paid (\$12.5k)

June 1, 2016

- ☐ New CEO teacher training

July 15, 2016

- ☐ New student orientation

August 15, 2016

- ☐ CEO class begins



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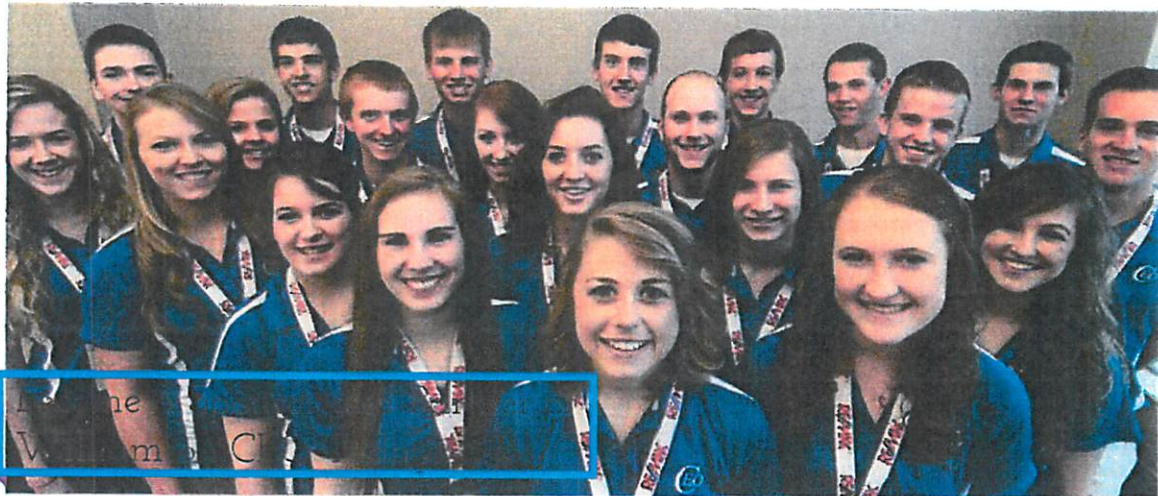
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WILLIAMSON CEO

M.I.E.

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Entrepreneurship Education

seeks to prepare people, especially youth, to be responsible, enterprising individuals who become entrepreneurs or entrepreneurial thinkers and contribute to economic development and sustainable communities. The CEO program is much more than a textbook course. Rather, students are immersed in real life learning experiences with the opportunity to take risks, manage the results, and learn from the outcomes.

Entrepreneurship education is not just about teaching someone to run a business. It is also about encouraging creative thinking and promoting a strong sense of self-worth and accountability. Through entrepreneurship education, students learn how to create a business, and much more.

The CEO class covers the basics of conceptualizing, starting and running a small business. Concepts such as supply and demand, cost/benefit analysis, competitive advantage, and opportunity recognition are covered. In addition, coursework includes: innovative thinking strategies, product development, business structure, marketing, financial strategies, record keeping, and preparing an income statement, balance sheet, income and cash flow statements.

Entrepreneurial thinking (outside-the-box problem solving) is utilized throughout the course. The course is built around the National Entrepreneurship Standards and is linked to the Illinois Learning Standards.

- The CEO class meets Monday through Friday, 7:30 AM—9:00AM and is a year-long
- The class meets in local businesses and changes location every nine weeks.
- In addition to providing a professional business setting for the class, the various locations help students from multiple school districts establish a common identity based on their CEO experience.
- The class is offered to high school juniors and seniors throughout Crawford County.
- A key part of the success enjoyed by the class is rooted in a teacher who challenges each individual student and can manage constant change in the classroom. In addition, encouraging the active participation of business and community leaders adds to the cultivation of learning opportunities, mentoring, and networking.
- Support from school administrators throughout the county is essential to the development and ongoing success of the class. That support is evident in the cooperation and scheduling of students from multiple school districts.
- Funding comes from Business Partners and student projects.
- The student selection process is a defined process beginning with the school recommendation. In addition to a written request for admission, a student applicant must submit letters of recommendation and complete an entrepreneurial profile. Grades are not the defining admission standard.
- It is a year long high school course

CEO 2014

Our CEO class began on August 20, 2014. Class time is 7:30 am-9 am, Monday-Friday. We are very excited to have 15 students representing the entire county. Students from Hutsonville, Oblong, Palestine, and Robinson will begin a opportunity in entrepreneurialship. This will lead the CEO students through many paths in growth. Some area's of growth will be communication, leadership, professionalism, business

Creating Entrepreneurial Opportunities



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Creating Entrepreneurial Opportunities

Working to prepare our local high school students to become entrepreneurs and thinkers who contribute to our economy through innovation, creativity, and sustainability.





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[APPLY HERE](#)

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The mission of the Sangamon Creating Entrepreneurial Opportunities (CEO) class is to give young people tools and encouragement to return to their hometowns to:



START BUSINESSES

Creating entrepreneurs today to be leaders tomorrow!



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Dick Adams Named First Christian County CEO Facilitator

by posted Jun 17 2015 5:54:19 PM



Posted June 17, 2015 Long-time Taylorville businessman Dick Adams has been hired by the Christian County C-E-O Board, to be the facilitator for the program's first year of operation. Adams was a long-time partner in a Taylorville real estate firm, as well as former mayor of the City of Taylorville. He also was a former board member and chairman...

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Christian County CEO Board Meets; Learns 15 Applications Received for Program

by posted Apr 21 2015 10:31:17 AM

Posted April 21, 2015 The Christian County C-E-O, or Creating Entrepreneurial Opportunities, Board met for their monthly meeting this (Tuesday) morning in the community room of U-S Bank. C-E-O board president Dee Krueger told Regional Radio News that the board learned in today's (Tuesday's) meeting, that 15 applications from high school juniors t...

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Christian County CEO Program Re-Opens Student Applications

by posted Mar 17 2015 10:27:16 AM

Posted March 17, 2015 The Christian County C-E-O Board met Tuesday, March 17, and announced it is re-opening student applications for the first-time program that will launch in the fall of 2015. The CEO program provides real world experience that increases the capacity for creative thinking and problem-solving through meeting the challenges of st...

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Christian County CEO Board Members Attend Training in Effingham

by posted Feb 5 2015 5:21:59 PM



Posted February 5, 2015 7 members of the newly-formed Christian County C-E-O Board, attended all-day training on Thursday, February 5th at the Keller Convention Center in Effingham. The effort is part of the start of the program in Christian County, to teach entrepreneurial skills to around 2 dozen Christian County high school seniors in the 2015-...

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Christian County CEO Facilitator Requirements

by posted Jan 27 2015 11:12:00 AM

[Click here to download requirements...](#)

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CEO Student Application 2015-2016

Effingham CEO (/) / Mentors

Effingham CEO Mentors



CEO Ambassador

The Ambassadors work as a mentoring group who assist the Class Facilitator to help with further developing and strengthening the CEO class with their experience and direction. This is just another strong way to provide networking opportunities for the students to prepare and receive feedback on their communication skills through group feedback on their upcoming class business and personal businesses.

Here are the following responsibilities and activities:

- Will serve as special guests to help develop the social skills and business etiquette among the students.
- Will be asked to attend the class on the weeks prior to the Class Business to develop the student's confidence in selling tickets about their event before they go out into the business community.
- Will be asked to attend class prior to the Trade Show to hear the student's elevator pitches.

CEO Mentor

A mentoring program provides an effective networking model for Effingham CEO students. Establishing effective one on one connections, that will strengthen the student's awareness of employment opportunities in Effingham County and develop greater social skills through this mentorship experience. Every CEO student, known as a protégé, is matched with a mentor from the business community. Ultimately, these relationships strengthen the CEO program's success and builds generational bridges between the proteges and the business community.

Here are the following responsibilities and activities:

Our Mentors

John Perles - CEO Ambassador
Momentum Builders, Inc.

Tom Purcell - CEO Ambassador
Retired Sales & Marketing Executive

Bob Schultz - CEO Ambassador
Schultz Investment Company

Karen Wolters - CEO Ambassador
Midland Institute

Nikki Blömer
The First National Bank of Dieterich

Noah Brandenburger
Loudon Machine, Inc.

Theresa Bushur
Prudential Insurance

Matt Cekander
Doehring, Winders & Co. LLP, CPA's

Kaye Dent
Frisse, & Brewster Law Offices

Lynn Deters
Edward Jones

Ann Deters
Vantage Outsourcing

Luke Doedtman
Hawickhorst and Associates

Jake Donsbach
Country Financial

Dwight Erskine
Raymond James Financial Services Inc.

Alli Habing
The First National Bank of Dieterich

Dr. Nanci Huels
Altamont Veterinary Clinic



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Macoupin County CEO

Pledge Card

Contact Name: _____

Business: _____

Address: _____

Phone: _____ Email: _____

I pledge to support the Macoupin County CEO program in the following ways:

(Please mark an "X" in the box next to each way you will support the program.)

☐ **Investor - \$1,000 a year for 3 years** ____ Paid annually ____ Paid in one sum

☐ **Mentor** – Be paired with a student for the course of the school year so that they may call on me with questions and I may offer advice or other support as needed.

☐ **Meeting Place** – Provide a meeting place for 30 people for up to 4 weeks at a time.

Please note the best months of year for class space:

☐ **Tour** – The class may tour my business at least one time in the course of the school year.

☐ **Guest Speaker** – Volunteer to speak to the class about certain business skills or life skills. Please note if there are particular skills you would like to speak on:

Signature

Date

Make checks payable to: Macoupin County Community Foundation FBO (for benefit of) Macoupin County CEO Program. Mail to: P.O. Box 45; Carlinville, IL 62626

Macoupin County Community Foundation is a 501(c)(3) organization. Donations are tax deductible to the extent allowed by law.