

# CEU<sup>®</sup> JACKSON

creating entrepreneurial opportunities

# 2022-23

# Annual Report

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**Prepared by**

Facilitator

Christopher E. Swims





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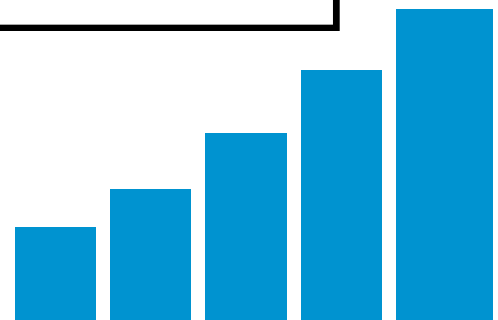
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# Vision And Mission

## 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 everyday through CEO.

## Mission

The mission of CEO is to provide a comprehensive educational experience, equipping our participants to become enterprising individuals and entrepreneurial thinkers who will contribute to the economic development and sustainability of our county.

# A Message from the Facilitator

## Christopher E. Swims



Dear Friends,

I am thrilled to present the Annual Report for 2022-23 Jackson CEO program year. It brings me immense pride to share the incredible journey we've embarked upon, the milestones we've achieved, and the young minds we've nurtured to become future business leaders and change-makers.

**My first year as Facilitator** was nothing short of remarkable, filled with inspiring stories of innovation, resilience, and a shared commitment to fostering entrepreneurial spirit among our students. As we reflect on our accomplishments, we see the tangible impact we've made, and it's a testament to the dedication of our students, faculty, and the unwavering support of our community.

As we look to the future, we remain committed to nurturing entrepreneurial talent, fostering creativity, and instilling the values of hard work, resilience, and community engagement. Our mission to provide a comprehensive educational experience, equipping our participants to become enterprising individuals and entrepreneurial thinkers who will contribute to the economic development and sustainability of our county.

I want to extend my heartfelt gratitude to our dedicated board, school administrators, investors, our students, their families, and the broader community for your ongoing support. Your contributions are essential in shaping the future of these young entrepreneurs.

Together, we are creating entrepreneurial opportunities.

Sincerely,  
Christopher E. Swims

Facilitator, Jackson CEO



**CEO<sup>®</sup> JACKSON**  
creating entrepreneurial opportunities



# | Investors

Jackson CEO Investors are the heart of Jackson CEO. Their annual investment of \$1,000 provides the necessary resources for current-year facilitator salary and other expenses, and ensures the sustainability of the Jackson CEO class for future students. Investor commitments of site tours, being guest speakers and developing positive mentor relationships are critical to the success of Jackson CEO.

## Thank You for Supporting Jackson CEO

Carbondale Chamber of Commerce

Matt Duffy – Country Financial

CCHS Education Foundation

Elverado Education Foundation

Jackson Growth Alliance

Legence Bank

First State Bank of Campbell Hill

Egyptian Electric Cooperative Association

Silkworm Inc.

Fager-McGee Commercial Construction


First Southern Bank

SIU Credit Union

SIU Research Park

Southern Illinois Healthcare

The First Bank & Trust Company of  
Murphysboro





# 2022-23 Financial Report

<b>September 1 - August 30</b>	<b>2021-22</b>	<b>2022-23</b>
Income	\$44,500	\$33,975
Expenses	\$35,031	\$34,335

# Mentoring

CEO mentors help students immerse themselves in real-life learning experiences with the opportunity to take risks, manage the results, and learn from the outcomes.

## Proud Mentors

**Dr. J. Timothy Burgin, Jr.**

Vice Chancellor of Student Affairs  
Southern Illinois University Carbondale

**Nicole Gray**

Program Assistant of Hospitality  
Touch of Nature SIUC

**Brooke Guthman**

Member Services Manager  
Egyptian Electric Cooperative Association

**Keesha Lo**

Owner of Bake Me Happy, Food Co.

**William Lo**

Executive Director  
Carbondale Chamber of Commerce

**Nic Skovgaard**

Owner of Alter Ego Marketing

**Susan Willis**

Owner Susan Willis Photography





## Student Profiles

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### **KARMELO ABERNATHY**

MURPHYSBORO HIGH SCHOOL

“I appreciate the CEO program, and all the knowledge and experience it provided me. Years from now I plan to sell real estate and own many businesses!”



### **JAKARYION BANKHEAD**

MURPHYSBORO HIGH SCHOOL

“I'm involved in Beta Club, Jackson CEO, and I'm a student-athlete with a 3.9 GPA. In the years to come, I plan to graduate high school and continue my education in college by majoring in business and finance and later becoming a real estate agent. I hope to open my own agency one day!”



### **ABIGAIL COOK**

MURPHYSBORO HIGH SCHOOL

“My plans for the future are to go to an art design school to study graphic design. I would like to become a successful package designer and graphic designer, owning an agency in the distant future. My plans for my senior year are to continue my CEO business and ensure it is well and thriving.”





## **BENJAMIN DESHAZO**

### TRICO HIGH SCHOOL

“I spend most of my free time reading, bowling, and hanging out with my dogs. When I graduate high school, I plan to attend John A. Logan College for my History Education Associate's and then transfer to SIU for my Bachelor's. I aspire to be a history teacher, business owner, and published author. One of my greatest dreams is to own my very own bookstore.”



## **NOAH CASTLEMAN**

### ELVERADO HIGH SCHOOL

“I am highly involved in Elverado High School's sports and extracurricular activities, serving as the Secretary of the Beta Club for the past three years, as well as holding the position of Secretary for the Student Council and Co-President of the Class of 2023. I was seeking to further my leadership, communication, and speaking skills, when I was accepted into Jackson CEO. Looking ahead, I plan to attend college and pursue a degree in Political Science.”



## **CARSON KNUPP**

### ELVERADO HIGH SCHOOL

“I originally grew up in Anna and then moved to Jonesboro until I graduated 8th grade. Following my dad's passing, my family moved up to Elkville. I've been going to Elkville since freshman year and I have made some good friends. When I'm not in school, I help my mom with her and my step-dad's business. I am hardworking and determined. I plan on going to college to major in psychology so I can become a therapist.”



## **CIARA FULMER**

**MURPHYSBORO HIGH SCHOOL**

“I want to go to college and play softball and get a degree in Criminology or Sports Sociology. I am interested in learning about the fails and successes it takes to run a successful business. To start something now, and to be able to grow it as I go through college, is the end goal.”



## **GARRETT FRANKLIN**

**TRICO HIGH SCHOOL**

“I joined CEO because I would like to learn about the ways our local business leaders have become successful. I plan to go into accounting, and I joined CEO to meet people in this area of expertise to learn from them.”



## **JADEN PERRYMAN**

**ELVAERADO SCHOOL**

I am my schools Beta Club Vice President, editor of the high school yearbook, and a member of the cheer leading team. I have also proudly been a High Honor Roll student since 2014, and have earned medals for my academic standing in several subjects including English and Social Studies. I am a committed student that takes classes not only at high school, but also at John A. Logan as well. These classes include psychology, business, criminal justice and more.”



## **SAMUEL HAN**

CARBOBDALE COMMUNITY HIGH SCHOOL

“I am a Football athlete! I also contribute to other sports for Carbondale Community High School. In my spare time I help run a Martial Arts Business with my family.”



## **TARYN RUSSELL**

CARBONDALE COMMUNITY HIGH SCHOOL

“I would love to start my own small business after high school and maybe even move out of the country to see the world experience new things.”



## **JASPER STANWOOD**

CARBONDALE COMMUNITY HIGH SCHOOL

“I am a young entrepreneur looking to build my communication skills and business knowledge to see my goals through. I plan on joining the military to develop structure, discipline, and a greater sense of urgency. Afterwards I will most likely end up in the nursing home and senior care industry since I want to make sure our elders are treated properly.”



## **AUNA MCCLURE**

ELVERADO HIGH SCHOOL

“I play softball, volleyball, and basketball. I’m also in some of the school clubs. I want to go to college, hopefully play softball, and become a sport psychologist.”



## **TRYSTON WYATT**

ELVERADO HIGH SCHOOL

“I play baseball, competitive Chess, and I’m on my school’s fishing team. My plans after high school are to go to JALC and then transfer to SIUC to major in forestry and business.”

# Business Visits and Speakers

## Businesses

- Silkworm
- SIUC College of Business & Analytics
- Egyptian Electric Cooperation Association
- Banterra Bank
- Burke Electric
- Cold Blooded Coffee & Roastery
- Southern Illinois Airport
- Dunn-Richmond Center
- Jackson County Farm Bureau
- General Cable
- Little Egypt Pediatrics
- Holliday Inn
- Spectrum Graphic Studios
- Alter Ego Marketing
- Murphy-Wall State Bank & Trust Co.
- Country Financial
- Boys & Girls Club of Southern, IL
- IPG
- Route 51 Brewery
- Faye
- E Claire Salon

## Speakers

- Elizabeth Struzs
- Roni LeForge-Croxell
- Wendell Williams
- Dr. Jeff Burgin
- Nic Skoovgard
- Chris Egelston
- Kim Babington
- Michael Jessup
- Matt Brook
- Bob Chambers
- Harold McGhee
- Chris Harris
- Brian Croft
- Shane Hermetz
- Brooke Guthman
- Shane Carsrud
- Will Stephens
- Kyle Burke
- Tom Harness
- Rachel Richey
- Gary Williams



# Class Business

Murder in the Air: A Murder Mystery Dinner was held on Saturday, January 14, at Route 51 Brewery in Elkhville, with over 200 people in attendance!



# Trade Show

Our annual trade show is an event where young professionals showcase their products or services. They set up booths and displays to showcase their products and services, and visitors to the trade show attend to patronize and learn more about their companies offerings. Over 100 attended last years trade show.



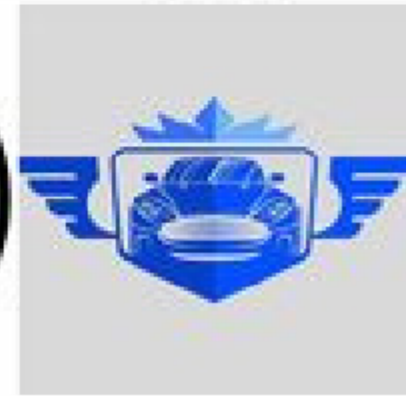
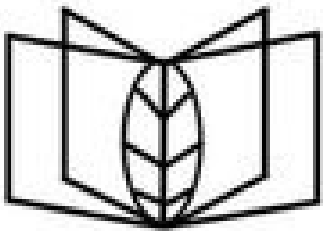
## JACKSON CEO TRADE SHOW

Thursday May 4th, 2023 | 4:30 pm - 7:00 p.m.  
Dunn-Richmond Economic Development Center  
1740 Innovation Drive  
Carbondale, IL

Come out and support our young entrepreneurs as they show off their new business ventures.

# Trade Show

A variety of businesses were created, from free-lance graphic designers to clothing, lawn care, grocery delivery, power washing, car detailing, historical books, and art.





# Board Members



**BRIAN CROFT, BOARD CHAIR**  
SIU CARBONDALE  
TOUCH OF NATURE OUTDOOR EDUCATION  
CENTER



**KIM BABINGTON**  
SIU CREDIT UNION,  
VP OF COMMUNITY OUTREACH



**MICHAEL JESSUP**  
ILLINOIS SMALL BUSINESS DEV CENTER, SIU,  
SMALL BUSINESS ADVISOR



**KEN STONER**  
JALC,  
MANAGER OF  
WORKFORCE  
EDUCATION



**RONI CROXELL**  
EGYPTIAN ELECTRIC COOPERATIVE,  
COMMUNICATIONS COORDINATOR



**MATT DUFFY**  
COUNTY FINANCIAL,  
FINANCIAL REPRESENTATIVE



**NICOLE GRAY**  
SIU CARBONDALE,  
TOUCH OF NATURE OUTDOOR  
EDUCATION CENTER



**KATIE HICKAM**  
MURPHYSBORO HIGH SCHOOL,  
COUNSELOR



**SHERRICA HUNT**  
SIU FOUNDATION,  
ASSISTANT VICE-CHANCELLOR FOR  
DIVERSITY, EQUITY, AND INCLUSION



**EMILY SPANN**  
SIU CARBONDALE,  
DEPUTY DIRECTOR SIUC  
STUDENT CENTER



**BYRAM FAGER**  
SOUTHERN ILLINOIS COMMUNITY  
FOUNDATION, CEO



# How You Can Help

**Mentoring** - A mentor is a business owner, entrepreneur or professional from the Jackson County/Southern Illinois area. A mentor is someone willing to share their time and expertise with a CEO young professional. They meet monthly with their mentee.

**Guest Speaker** - Speakers offer a unique experience by sharing their life stories, perspectives, entrepreneurial journeys, and lessons on a variety of business topics.

**Business Visit** - Host the young professionals for a behind the scenes look at how your business is ran. People drive by business daily without recognizing your contribution to the economic development in the area. The group walks away with a changed mindset, never viewing the business the same way again.

**Investor** - Investors are the heart of Jackson CEO. Their annual investment of \$1,000 provides the necessary resources for current-year facilitator salary and other expenses, and ensures the sustainability of the Jackson CEO class for future students. Investor commitments of site tours, being guest speakers and developing positive mentor relationships are critical to the success of Jackson CEO.

## Contact Us



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[www.jacksonceo.org](http://www.jacksonceo.org)