

# ANNUAL REPORT EDITION 2023



CEO®

## Board Chair Letter



As a community and as a CEO group we have steered the new normal to outstanding heights in year three due to the constant support of our local Streator Area community for our CEO group. Although CEO still has a different feel and look from its beginning to 2023 it has allowed for a fantastic portrayal of what CEO will look like in a “pandemic-less” world. Students have continued to showcase their exceptional skills in being flexible and showing perseverance as they weathered a variety of learning storms this year to accommodate a variety of personal and community needs. We appreciate local businesses’ efforts in providing in person demonstrations and visits to allow the CEO way to continue teaching their best business practices for our future business leaders.

In our third year, Streator Area CEO again showed growth in each student as a young professional with an exceptional future ahead of them. Through the course of the year students were able to meet more regularly with their professional mentor, host over 60 guest speakers and site visits, execute class and individual businesses, pitch their business ideas to the board, and participate in worthwhile events such as banker day and shark tank. We are sincerely grateful to our investors, board, mentors, site visit hosts, and guest speakers for all they have done for our CEO and community. We know without a doubt that without each piece our Streator Area CEO would not thrive!

To our student leaders I commend you for your efforts this year and we wish each of you the best in your future endeavors!

Dr. Ryan McGuckin  
Streator Area CEO Board Chairman  
Superintendent Woodland CUSD #5

## Facilitator Message



I would like to thank all CEO investors, board members, community partners, and our participants. It has been my pleasure to facilitate the Streator Area CEO program. It has been exciting to hear from the professionals of our area, to see the many opportunities we have locally, and to witness the knowledge that our students have gained in this experience. I hope the Streator Area CEO program is here and available for many years to come. Thank you for your support!

Kirk Melody, Facilitator

## **MISSION**

CEO nurtures entrepreneurial thinkers who possess awareness of themselves and their communities.

## **VISION**

**To be learners, owners, creators communicators and connectors**

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.

**STREATOR TOWNSHIP HIGH SCHOOL FOUNDATION NFP**  
**Balance Sheet**  
**CEO**

As of March 31, 2023

**ASSETS**

Current Assets

Checking/Savings

MIDLAND STATES BANK

\$ 44,544.32

Total Checking/Savings

\$ 44,544.32

Total Current Assets

\$ 44,544.32

**TOTAL ASSETS**

**\$ 44,544.32**

**LIABILITIES**

Current Liabilities

Payable to Streator High School

\$ 7,500.00

Total Current Liabilities

\$ 7,500.00

**TOTAL LIABILITIES**

**\$ 7,500.00**

**FUND BALANCE**

Restricted

Current Year Net Inflows

\$ (4,000.00)

Prior Year Net Inflows

41,044.32

Total Restricted Fund Balance

\$ 37,044.32

**TOTAL LIABILITIES AND FUND BALANCE**

**\$ 44,544.32**

Our Program Investors provide support to our community driven program. An annual investment of \$1,000 provides the necessary resources for current-year facilitator salary and operating expenses, and ensures the sustainability of the CEO class for future students. Investors also contribute their time to the program. Hosting host business visits, provide guest speakers and serve as mentors. All crucial to the success of the Streator Area CEO program.

Accounting, Tax & Business Services

Anderson Investment Services

Baker Farms

Bernardi Securities

Bill Walsh Automotive Group

Bob Dieken - Deke Trucking

Brendon Graham, DMD

Broadus Oil Corporation of Illinois

Chad Lucas State Farm

Chamlin & Associates

City of Streator

ComEd

Country Financial, Kevin Derossett

Countryside Animal Clinic

Creditor's Discount & Audit

Designs & Signs by Anderson

Dieken Family Foundation

Dr. Brian Hughes

Dr. Earl Woeltje, DDS

Excelon

Greater Livingston County Economic Development Council

Green & Associates



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Heritage Operations Group

Heritage Health

Jack & Angie Dzuris

Lilja Corp.

Luckey Trucking

Lukach Seed

M G Gulo & Associates

Midland States Bank

OSF Healthcare

Rotary Club of Streator

Ruff Grain

SACCI

SACCI Industrial Development

Solon-Telford Funeral Home

Stertil ALM

Streator Family Dental

Streator Home Savings Bank

Streator Kiwanis

Streator Onized Credit Union

Teleweld

The Bullpen

Theresa Solon State Farm

Vactor Manufacturing



A Mentor is a business owner, entrepreneur, or intraprenuer from the Streator Area business community.  
A mentor is someone willing to share their time and expertise with a CEO student.



**Jeremy Adams, US Foods  
Territory Manager**



**Jordan Harcharik, SOCU  
Training Supervisor**



**Courtney Jonsson, Maiden Resistance  
Owner**

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A mentor is someone willing to share their time and expertise with a CEO student.



**Amy Lambert, SBDC at the Starved Rock Country Alliance  
Executive Director**



**Ryan McGuckin, Woodland School CUSD#5  
Superintendent**



**Matt Seaton, IL State Board of Education  
CFO**



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**Theresa Solon-Wargo, State Farm Agency  
Owner/Agent**

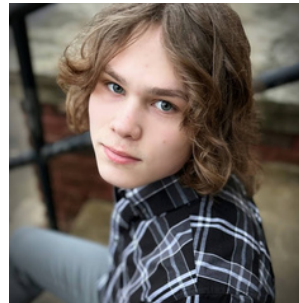


**Dr. Earl Woeltje, D.D.S., Streator Smiles  
Owner**



## Alex Austin

Alexandra Austin is a senior at Streator Township High School. She is an active member of the FFA as well as a member on the Streator girls track and basketball teams. Most of her time is spent working at Starbucks. However, in her free time she partakes in spending time with friends, going to the gym, and listening to music. Alexandra plans on going to college and becoming a dietitian.



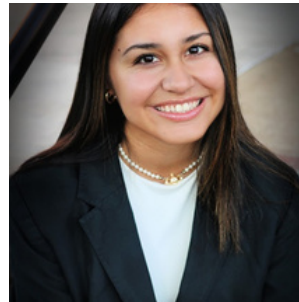
## Steven Goplin

Steven Goplin is a junior at Streator Township High School. He is also a member of the Streator High soccer and wrestling teams. Steven joined the CEO program to learn more about business and possible career choices available in his future. Steven is planning on joining the United States Marine Corps after high school. In his free time he likes to lift weights, listen to music, and play video games.



## Haley Barrett

Haley Barrett is a senior at Streator Township High School. She is a member of both the Streator girls tennis and girls bowling teams. Most of Haley's free time is her time is spent with her family and friends, and she also likes listening to music. Haley plans to go to college to become a cosmetologist and sometime in the future she wants to run her own business.



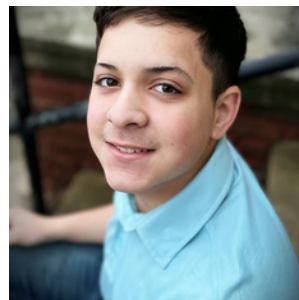
## Mia Granados

This is Mia Granados. She is a senior at Streator High School and is involved in the department of agriculture along with the girls track team. Mia has been involved in many different sports throughout the years and she enjoys being active. She is interested in learning about starting a business and learning about businesses within the community. Mia currently works at Streator's Jimmy Johns.



## Christian Cerda

Christian Cerda is a junior at Streator Township High School. He is also a member of the Streator High soccer team. Christian joined the CEO program to see if it could open some ideas for what he wants to do after high school. In his free time he likes to listen to music and play soccer. He also likes to hang out with friends and family.



## Landen Mascote

Landen Mascote is a Junior at Streator High School. He is a member of the Streator High School soccer team and also works at Joe's Station House Pizzeria. He spends most of his free time working out and spending time with his friends. Landen plans on going to college to study finance and hopes to someday run his own business.



## Sara Dye

Sara Dye is a junior at Streator Township High School. Outside of school, she works at the Streator YMCA. In her free time, she enjoys relaxing, shopping, hanging out with her friends, family, and dogs, and going to the gym. She plans to attend IVCC and a university to major in business. After college, Sara plans to own her own business and become her own CEO.



## Jett Mehalic

Jett Mehalic is a Junior at Streator High School and is very active in Streator's FFA program. Outside of school, he spends many hours working for FS Grain in both Streator and in Ransom. Jett plans to go to college to earn a degree in AG Business and wants to eventually become a Grain Consultant. Jett joined the CEO program to gain knowledge on how to successfully run a business.



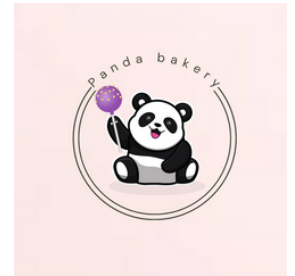
## *Alex Austin*

Coastline T-shirts, owned and operated by Alexandra Austin, was created to give a positive and beachy vibe to T-shirts. The T-shirts are customizable and offer a variety of different sizes, colors, and fun designs. These T-shirts are not only great for the summer time, but for any time you want to wear a cute and trendy T-shirt. Contact Alexandra at [alexandra.austin230@gmail.com](mailto:alexandra.austin230@gmail.com) to place an order.



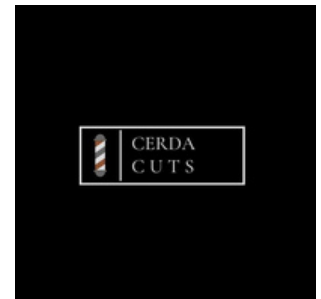
## *Haley Barrett*

Panda Bakery, owned by Haley Barrett, was developed to make everyone's lives less stressful and to put a smile on their face. The cake pops and other delicious treats are customizable and can fit anyone and everyone's tastes. All sweet products are for any occasion and would be a wonderful gift for anyone special in your life. To place an order please contact Haley Barrett at [pandabakery2023@gmail.com](mailto:pandabakery2023@gmail.com)



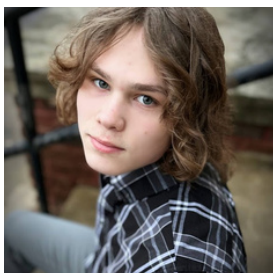
## *Christian Cerda*

Cerda Cuts, created by Christian Cerda, is a service business that provides haircuts. If you or someone you know is in need of a haircut, my service will provide that. My service will offer haircuts, line ups, and trims. My service was created to set me up for a future in the barber industry. To book with me, message me on Instagram (@christian\_cerda), Snapchat (@christian\_c3rda), or message me at 815-992-2687. (Not yet Licensed)



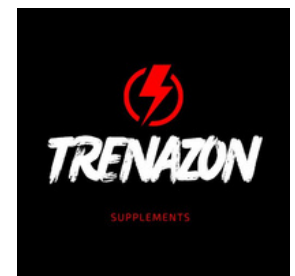
## *Sara Dye*

Second Hand Stories is owned and operated by Sara Dye. Second Hand Stories focuses on giving people the opportunity to buy lightly loved books. Buying lightly loved books prevents you from breaking the bank for a book you are going to read once. There is a book for everyone with a wide variety of books and genres to choose from. You can contact Sara at 815-992-2899 or [dyesara06@gmail.com](mailto:dyesara06@gmail.com).



## *Steven Goplin*

Trenazon, operated by Landen Mascote and Steven Goplin, was created to help people build muscle and to maintain a healthier lifestyle. The unique aspect about our protein powder and mass gainer is that we have unique flavors, options, and it is handmade by both of us. Contact Landen at [Landenmascote1506@gmail.com](mailto:Landenmascote1506@gmail.com) to place your order.





*Mia Granados*

The Boba Center is owned and operated by Mia Granados. Boba is a trendy, healthy, popular drink with tapioca balls inside and originated from Taiwan in the 1980's. The Boba Center is making milk tea boba and customers will be given a variety of milk tea flavors to choose from. Contact [mia.granados711@gmail.com](mailto:mia.granados711@gmail.com) to place an order. Call 815-674-9912 for more information.



*Landen Mascote*

Trenazon, operated by Landen Mascote and Steven Goplin, was created to help people build muscle and to maintain a healthier lifestyle. The unique aspect about our protein powder and mass gainer is that we have unique flavors, options, and it is handmade by both of us. Contact Landen at [Landenmascote1506@gmail.com](mailto:Landenmascote1506@gmail.com) to place your order.



*Jett Mehalic*

"Garden In A Pot", owned and operated by Jett Mehalic, was created to eliminate the time needed in shopping for gardening supplies. Each starter kit includes a high quality plant pot, potting soil, a variety of seeds, and miscellaneous gardening supplies. Customers may choose a kit which includes garden plants or beautiful flower plants. Local delivery is also available. Order your kit today by emailing Jett at [jettmehalic@outlook.com](mailto:jettmehalic@outlook.com), or by calling 815-513-4791.



*Kevin Rodriguez*

CleanCutzLawncare is a business whose mission statement is to provide our clients with top tier, affordable lawn care, bush trimming, and power washing driveways. We take care of yard maintenance regularly and make sure we never leave any lawn clippings or twigs behind. To learn more contact Kevin [kevinrodriguez3115@gmail.com](mailto:kevinrodriguez3115@gmail.com).



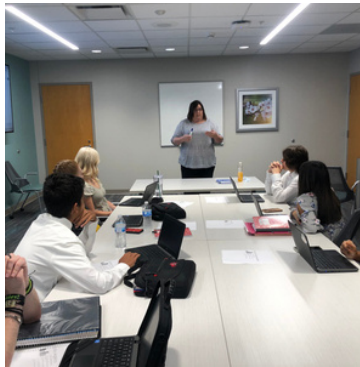


## Business Visits

An important piece of the CEO experience is visiting local businesses in the Streator Area. People drive by these locations daily without recognizing their contribution to economic development of the area.

The group walks away with a changed mindset, never viewing the business the same way again.

Alloy Specialites  
Balanced Spirit Wellness Center  
Bizzy Bee  
Caterpillar-Pontiac  
Chad Lucas State Farm  
Chamlin & Associates  
Countryside Animal Clinic  
Danchris Nursery  
Designs & Signs  
Don's Furniture  
Flowers Plus  
Hometown Shoppes  
Joe's Station House Pizzeria-Pontiac  
Lake Wildwood Association  
Lilja Corporation  
Maiden Resistance  
More on Main



## Speakers

CEO participants have a unique experience with guest speakers serving as instructors for the program. Community Leaders present their life stories, entrepreneurial journeys and share lessons on a variety of business topics

Hayden Barichello  
Derek Barichello  
Mark Blakemore  
Scott Cameron  
Patrick Chismarick  
Kelly Coons  
Cheryl Davis  
Adam Dontz  
Mike & Tom Gulo  
Shannon Harback  
Jordan Harcharik  
Ben Hiltabrand  
Brandon Huff  
Courtney Jonsson  
Amy Lambert  
Courtney Levy  
Amy Jo Mascal  
Ryan McGuckin  
Nick McGurk  
Dave Meiners  
Susan Monroe  
Theresa Muntz  
Tony Muscato



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Owens Illinois  
SOCU  
Solon-Telford Funeral Home  
South End Bait & Tackle  
Squeakers Sweet Shop  
Steril ALM  
Streator Collision  
Streator Fire Station  
Streator Police Department  
Streatorland Historical Society Museum  
The Place 2 Be  
The Silver Fox  
Three Wishes  
US Foods  
US Truck Body  
Vactor Manufacturing



## Speakers

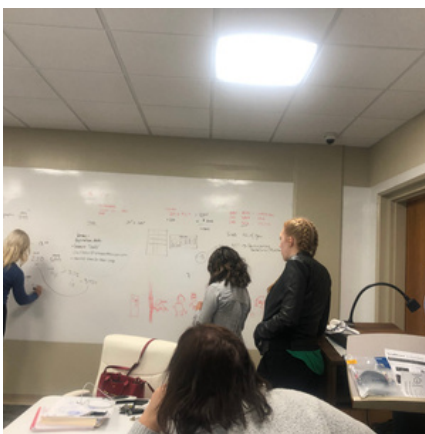
CEO participants have a unique experience with guest speakers serving as instructors for the program. Community Leaders present their life stories, entrepreneurial journeys and share lessons on a variety of business topics

Max & Jessica O'Brien  
Alea Ogle  
Tiffany Park  
Bryan Park  
Doug Patterson  
Lyle Peterson  
Michell Proska  
Danny Rodriguez  
Chuck & Nikki Ruberstall  
Ron Sauers  
Jill Seaton  
Matt Seaton  
Everett Solon  
Theresa Solon-Wargo  
Joe Starkey  
Jerry Stiles  
Kevin Sullivan  
Muff Travelstead  
Dawn Trompeter  
Kylee Wilkinson  
Tom Yanek  
Mark Yanek

## Streator Area CEO Value Card



## Thank you to our sponsors!



# 2022-2023 BOARD MEMBERS



Ryan McGuckin  
Superintendent  
Woodland School



Matt Seaton  
CFO, IL State Board  
of Education



Tony Muscato  
Partner, Creditors'  
Discount & Audit Co.



Theresa Muntz  
CPA, Accounting, Tax  
& Business Services



Muff Travelstead  
Former Partner of  
The Eastwood



Ken Beutke  
Retired President, OSF



Jeremy Adams  
Territory Mgr.  
US Foods



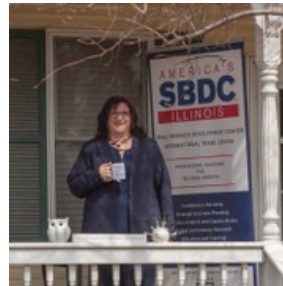
Dr. Earl Woeltje, D.D.S.  
Owner,  
Streator Smiles



Brad Brittin  
Coordinator of  
Student Services.  
Streator High School



Everett Solon  
Retired Market  
President, Midland  
States Bank



Amy Lambert  
Executive Director, IL  
SBDC at Starved Rock  
County Alliance



David Plyman  
City Manager,  
The City of Streator



Scott Cameron  
Superintendent  
Streator High School

STREATOR AREA



<https://www.facebook.com/StreatorAreaCEO>  
<https://www.streatorareaceo.com/>





Tom Yanek  
Yaneko Central  
815-992-1634  
[tom.yanekceo@gmail.com](mailto:tom.yanekceo@gmail.com)

Currently Tom is attending Joliet Junior College and pursuing his Culinary Management degree. So far he has learned the fundamentals of savory cooking and baking, and he is truly enjoying his time. He is planning on moving out of state for the summer months to pursue a kitchen position. Last June he had to unfortunately stop promoting Yaneko Central due to scheduling, but he plans to reopen in the future with even more products.

## Tom Yanek-Class of 2022

# DISCOVER HOW TO TRANSFORM YOUR COMMUNITY THROUGH CEO®



## CEO Immerses Students in the Community.

CEO is never held in a classroom. Instead, students visit area businesses and hear from guest speakers from their community. They develop a network of local leaders and are exposed to the opportunities that exist in their hometowns.



## CEO Instills an Entrepreneurial Mindset.

Each student is guided through the creation of two real businesses. Every CEO participant leaves the class with an operating business. These aren't classroom exercises - they are real products, real services being exchanged for real money.



## CEO Inspires the Next Generation

It challenges young people to own their work, innovate creative solutions, and consider the possibilities available to them. CEO creates students who are invested in your community and grows your entrepreneurial ecosystem of new business owners and future workforce.

I think it's imperative for our local communities through CEO to set up experiences where young people can fail safely prior to getting out into the real world. If a student knows they have the backing of their boards and their communities, they can do amazing things.

*Maegan Schwindling  
Decatur Morgan AL CEO,  
CEO Facilitator*

I never really knew what I was doing after high school. I had an 'anywhere but here' attitude. I thought college was the only thing to do. But CEO changed that...There was so much happening in this town that I had no idea about...it changed my mind on the community.

*Billy Trindle,  
Granite City CEO,  
CEO Alum &  
Business Owner*

My future is brighter than I ever thought possible because of the way the CEO program ingrained within my mind the desire to dream, think, and live... bigger."

*Aubrey Fisher, Union  
County CEO Alum*

CEO really allows kids to thrive who like to challenge the norms of traditional school, but also who have a lot of creativity to really put themselves out there and shine in a team player in traditional school doesn't always allow that.

*Angela Blessing,  
Principal, Kokomo  
High School*



# INVEST IN TOMORROW, TODAY.

**CEO TRANSFORMS** your high school students into creative problem solvers & entrepreneurial thinkers.

**CEO INGRAINS** essential employability skills in your future workforce.

**CEO IMPACTS** economic development through the cultivation of future business owners and the launch of 15-20 new businesses every year like clockwork.

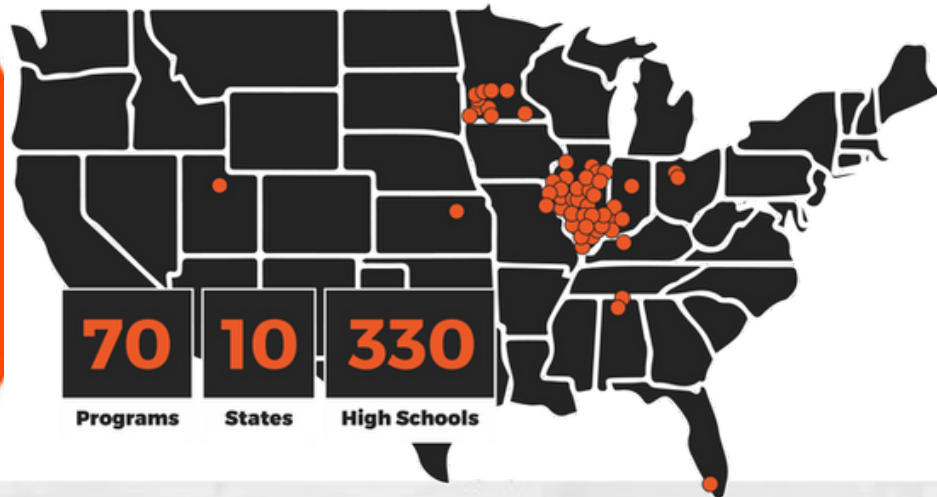
**CEO GROWS** your entrepreneurial ecosystem, connecting students to their community, and showing them the opportunity that exists in their hometowns.



In 20+ years in economic development, the chamber of commerce and the economic development corporation, CEO has been the most beneficial, most gratifying program I have been involved with.

*Ron Arnold  
Retired Executive Director  
Daviess County Economic  
Development Corporation  
Daviess County IN CEO Board  
Member*

## CEO IS A GROWING NATIONAL MOVEMENT.



## A LONG-TERM INVESTMENT IN YOUR COMMUNITY'S FUTURE.

**70%** In pre-impact surveys, only 30% of CEO students report that they plan to stay in their community after high school or return after college. In post-impact surveys, that number jumps to 70%.

**60%** of CEO Students report that they can see themselves working for a business they encountered during CEO.



Our future is tied to innovation and entrepreneurship. If you want your community to be vibrant and available and an attractive option for tomorrow's young...they are going to expect you to be promoting a culture of entrepreneurship.

*John Joseph IV, Executive  
Director, The E-Center &  
Decatur-Morgan AL CEO  
Board Member*

VIDEOS & MORE AT [DISCOVERCEO.COM](http://DISCOVERCEO.COM)

Midland Institute for Entrepreneurship is the provider of CEO® and your community's partner.