

*"The best time to plant a tree is
20 years ago.
The second best time is now."*



What is CEO?

CEO (Creating Entrepreneurial Opportunities) is an entrepreneurship education program that prepares 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, capitalize on opportunities and analyze results.

The CEO Program teaches:

Creativity. Leadership. Entrepreneurship.

Montgomery CEO Program Goals:

- Provide opportunities for students to be engaged, curious and ready to learn
- Cultivate empowered students who succeed in college and in life
- Create lifelong learners and community leaders
- Build a peer-advisor community of creative and enterprising problem-solvers
- Develop a powerful mentoring network of local business leaders
- Provide real-life experience for students
- Inspire and encourage young people to return to their community to live, work, raise families and start businesses

Montgomery CEO Program:

- Is based on a successful program in Effingham, IL
- Is funded entirely by local investors
- Is open to high school seniors
- Uses a rigorous application and selection process, grades are not the defining admission standard
- Meets for 90 minutes each day
- Provides two high school credits
- Visits dozens of area businesses and hosts 50 to 60 guest speakers each year
- Emphasizes 21st century learning skills
- Provides the opportunity for each student to start a business during the school year
- Provides a mentor from the business community for each CEO student
- Hosts an annual trade show to showcase student businesses
- Utilizes businesses as classrooms which allows students from multiple school districts to establish a common identity based on their CEO experience and a greater appreciation for our area's professional work environments



The first Montgomery CEO class will start in fall 2015.

Please join us in Creating Entrepreneurial Opportunities in Montgomery County to create jobs and seed an enterprising culture of economic and social prosperity!

Where You Come In:

Be an Investor

The Montgomery CEO program will be run in partnership with-but independently from Montgomery schools. All program expenses, including the instructor, class materials and transportation, will be paid by private donors. We are seeking 60 investors to commit \$1,000 a year for a minimum of three years.

Be a Friend of CEO

Friends of CEO direct their donations of any amount and at any time to support student needs.

Be a Tour Stop

You know that the ins and outs of running a business cannot be taught from a textbook. Invite the CEO class into your organization to see what it is really like to take risks, capitalize on opportunities and analyze results.

Be a Host Site

For periods of two to four weeks. During that time the CEO students and their instructor will meet at your site on each school day that they do not have a tour scheduled. Hosting requires a conference room with space to accommodate 20-30 people with internet access.

Be a Guest Speakers

We are looking for practitioners to share real-life stories about the concepts of running a business, from strategic thinking and product development to marketing and cash flow management.

Be a Mentor

We need business and community leaders who can connect with the next generation and provide inspiration, motivation and advice.

Be All the Above

You need not limit yourself to one role listed above. These opportunities are best combined for the greatest rewards to participants.



Marchelle Kassebaum with Christian-Montgomery ROE meets with Effingham CEO student, Landon Oder, to discuss the CEO program's benefit to students.

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Partner Organizations:

Montgomery County Economic Development Corporation, Regional Office of Education, City of Litchfield Economic Development Office & Midland Institute for Entrepreneurship.