

# 2024

# ANNUAL REPORT

[www.lyonandmurraycountyceo.com](http://www.lyonandmurraycountyceo.com)





## ABOUT US

Lyon and Murray County CEO was established in 2023 with the help of numerous business investors and a solid steering committee from our counties. As we enter in to our third year we are excited to add another school district to the program.

## CONTACT US

[facilitator@lyonandmurraycountyceo.com](mailto:facilitator@lyonandmurraycountyceo.com)

## OUR MISSION

Being and developing life-long learners, owners, creators, communicators and connectors

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## OUR VISION

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

# LETTER FROM THE BOARD CHAIR



**Carla Goedtke**  
*Board Chair*

Our second group of young professionals has successfully completed their year of “out of the book and out of the classroom” experiences through the Lyon and Murray County CEO Program. As you browse through the annual report, you will see the numerous interactions with community members offered throughout the year of involvement across three different communities. We are deeply grateful to the individuals, organizations, schools, and businesses that have dedicated their time, energy, and passion to make this possible. Each year, we anticipate a fresh and unique experience. Our facilitator, Shanda Walker, has skillfully guided the young professionals through the badge business, class business, and ultimately their individual business ventures.

Rather than directing them, she provides the tools and resources they need to find success. As a board, we have embraced the challenge of incorporating RTR Schools into our program for the third class. This expansion enhances opportunities for young people to engage with leaders and business owners in Marshall, RTR, Slayton, and Tracy areas.

Please consider visiting our Class Trade Show in May of 2025 which showcases the young professionals’ individual businesses. You can also follow the young professionals’ journey on our Facebook page. If you are interested in getting involved as a mentor, speaker, committee member, or board member, please contact us at [facilitator@lyonandmurraycountyceo.com](mailto:facilitator@lyonandmurraycountyceo.com).

Thank you for supporting this program, which is significantly enriching youth education experiences in Southwest Minnesota

## LETTER FROM THE FACILITATOR

Our second year has come and gone in the blink of an eye. We had the opportunity to have a smaller cohort of young professionals this year which allowed us to further explore some of the smaller businesses in our area. This year also brought us wonderful winter weather for traveling which allowed us to spend more time visiting businesses and doing team building activities and less time meeting via video call.

Our annual Tradeshow was again held at Iterro (formerly truShrimp) in Balaton and we had a steady stream of customers, Investors, parents and supporters in attendance. Many of our young professionals with products on hand sold out of inventory and took in future orders.



**Shanda Walker**  
Facilitator

As we begin to look forward to the 2024-2025 program year, I would like to extend heartfelt gratitude to the Board of Directors, committee members, mentors and investors for their support of the program. CEO is a wonderfully unique program that is so successful because of the community involvement. We would not be able to run the program without all of you, so thank you!

*-Shanda Walker*

[facilitator@lyonandmurraycountyceo.com](mailto:facilitator@lyonandmurraycountyceo.com)



*I'm so grateful for the opportunity to be the Facilitator of the Lyon and Murray County CEO Program. Opportunities like this are rare in high school and we are so fortunate to live in communities that support our students and want them to be successful after high school.*

*Whether your plan is to go to college, a tech school, or right into the workforce, CEO teaches you valuable skills that will help you for years to come.*

Shanda Walker  
Facilitator  
Lyon and Murray County CEO Program

## EXPENSES

### CEO EXPENSES

\$57,400.56

Facilitator Expenses (Salary, Mileage, Training, Tech)	\$34,695.40
Midland Fee	\$5,000.00
Admin Costs (Insurance, Events, Printing)	\$4,057.16
Funds to Class Business	\$9,000.00
Funds to Individual Businesses	\$4,648.00
Totals	\$57,400.56

## INCOME

### CLASS BUSINESS

Gross Income: \$12,913.00

### BADGE BUSINESS

Gross Income: \$965.00

Investor Income	\$55,000.00
SWIF Grant (\$10,000/3yrs)	\$ 3,333.00
US Bank Grant (\$7500/3yrs)	\$5,000.00
Payback class project	\$9,000.00
Friends of CEO	\$1,100.00
Totals	\$76,766.00

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 [PROGRAM NAME] class for future students. Investors also contribute their time to the program. Hosting host business visits, provide guest speakers and serving as mentors.

All crucial to the success of Lyon and Murray County CEO.

- A & C Excavating
- Ace Home and Hardware
- ADM
- Ag-Plus Cooperative
- Apollo Water
- Avera Marshall
- Avera Tyler
- Bisbee Plumbing and Heating
- Buffalo Ridge Concrete
- Carlson & Stewart Refrigeration
- Carr Family Foundation
- CHS
- City of Marshall
- Commodity Futures Brokerage
- Currie State Bank
- D&G Excavating
- Evans Family Pet Care
- Finley Engineering Co Inc
- Fultz Farms Inc
- Hoffman & Brobst
- Investors Choice Financial Svcs
- Kibble Equipment
- Legal Estate Planning Solutions
- Lockwood Motors
- LYFT Career Pathways
- Lyon County
- Lyon Lincoln Electric
- Maple Path Financial
- Marshall Area Chamber
- Marshall Mini Storage
- Marshall Noon Rotary
- Marshall Radio
- MN Business Finance Corp
- Minnwest Bank- Slayton
- Minnwest Bank - Tracy
- Monogram Meats
- Murray County EDA
- Murray County Medical
- Murray Co Corn and Soybean Growers
- Noble Cooperative Electric
- Northwestern Mutual
- Prairie Lakes Family Dentistry
- Ralco Nutrition
- Runnings
- Slayton Building Materials
- Slayton Kiwanis
- Smile Designers
- Southwest Sanitation
- Southwest Initiative Foundation
- State Bank of Chandler
- State Farm Insurance - Kim Hom
- Subway-Key Ventures
- The truShrimp Company
- Tracy EDA
- Tyler Bus Services
- Tyler Lumber Inc
- Woodstock Communications



A Mentor is a business owner, entrepreneur, or intrapreneur from the Lyon and Murray County CEO business community. A mentor is someone willing to share their time and expertise with a CEO student.



**Desiree Petrich**  
*Intentional Action, LLC*



**Charlie Ehlers**  
*US Bank*



**Brad Gruhot**  
*Marshall Area Chamber*



**Darcy Carlson**  
*Minnwest Bank*



**Braxton Seifert**  
*Silver Dollar Auction Co.*



**Jett Wing**  
*Wings Axe Company*



**Pete Beerman**  
*Plaid Moose Coffee*



**Jeremy Gossen**  
*Carlson & Stewart Refrigeration*



**Tracey Haberman**  
*Nobles Cooperative Electric*



**Adam Tromblay**  
*Nobles Cooperative Electric*

## CHRIS DELANGEL - KC KICKS



Chris is a senior at Tracy High School. During the pandemic, Chris started a shoe-reselling business as a way to make money (and clean out his closet). Chris also works for entrepreneurs in real estate and his father is a contractor, so entrepreneurship seemed like a good fit. Chris chose to take CEO to try new things and meet more people. Chris and his classmate KaNa decided to work together to open K.C. Kicks, a show reselling venture with a bigger footprint. Chris came in with the knowledge of the industry and sales experience, while KaNa brought the branding and marketing to life.



KaNa is a Junior at Tracy High School.

KaNa chose to take CEO to try new things and meet more people. KaNa and her classmate Chris decided to work together to open K.C. Kicks, a show reselling venture with a bigger footprint. Chris came in with the knowledge of the industry and sales experience, while KaNa brought the branding and marketing to life.

**Owners: Chris DeAngel and KaNa Thao**  
**Instagram- kc.kicks24**

## KANA THAO - KC KICKS

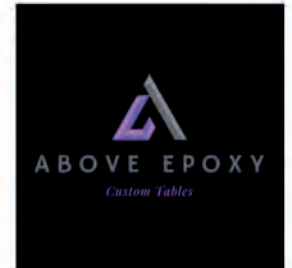


## OWEN GILLETTE - ABOVE EPOXY



Owen Gillette is a Senior at Murray County Central High School. Owen is active in basketball and baseball, and in his free time enjoys racing and Frolf. Owen joined CEO to get out of his comfort zone and learn some new skills about running a business. Owen started Above Epoxy custom tables after seeing multiple videos on Youtube and he thought the process looked interesting and enjoying being creative. Above Epoxy offers 3 different size tables, custom poured to fit your color scheme.

**Owner: Owen Gillette**  
**(507) 920-5172**  
**www.aboveepoxy.weebly.com**



## DANIEL GROEN - G7 INSTALLATIONS



Daniel Groen is a Junior at Murray County Central Schools. Daniel enjoys farming with his dad and grandpa and playing soccer in his free time. Daniel joined CEO to meet people from different backgrounds and learn how to run his own business. Daniel started G7 Installations when he recognized the need for increased cameras and lighting on industrial an ag equipment. Older models often don't have the same safety measures or easy of visibility to make work more efficient and safe.





## AJ HAAS - EPOXY BRO'S PREMIER FLOORING



AJ Haas is a senior at Marshall High School. AJ joined CEO as a way to learn more about business and have a chance to try something different.

Epoxy Bro's offers epoxy solutions for your garage or shed, as well as countertops, shower walls and concrete overlays.

**Owner: AJ Haas**  
507-828-3005  
epoxybroflooring@gmail.com



## KRISTINA LACROIX - KMJ'S LLC



Kristina Lacroix is a Senior at Marshall High School. Kristina is involved in ACTS and Student Council, and enjoys being artistic in her free time. Kristina had started her own business prior to joining CEO and wanted to see how CEO could help her learn more about growing a business and how to run it effectively.

KMJ's is passionate about capturing life's moments through photography, creation one-of-a-kind handmade bracelets, and whipping up delicious cupcakes and cookies that are sure to sweeten anyone's day.



KMJ'S LLC mypixiesllc.com  
KMJ LLC @outlook.com  
Marshall MN



## JENNA NEMETH - JENNA NEMETH'S COTTAGE CONFECTIONERY



Jenna Nemeth is a Senior at Marshall High School. Her hobbies are video editing, gaming, and gardening. Jenna joined CEO to learn how to run her own business. Jenna started Jenna Nemeth's Cottage Confectionery that bakes cookies, treats and homemade candies that strives to give you the feeling and comfort of home.

**Owner: Jenna Nemeth**  
Facebook - Cottage Confectionery  
Instagram - @cottageconfectionerymn  
TikTok - @cottageconfectionerymn  
YouTube - @CottageConfectioneryMN



## MARK RABAEY - MARK RABAEY LIVE MUSIC AND LESSONS



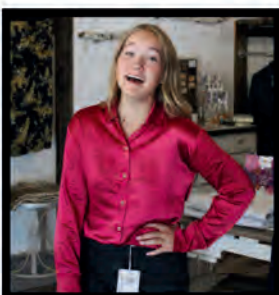
Mark is a Junior at Marshall High School. He enjoys playing violin, being in Boy Scouts and enjoying the outdoors. Mark applied to CEO to get the help, advice and experience in starting a business.

MR Live Music & Lessons plays live music for weddings, funerals, business banquets, and more. Mark also offers beginning violin lessons.

**Owner: Mark Rabaey**  
507.946.1149  
<https://markrabaey.square.site>



## OLIVIA WILLIAMS - LIV'S SOURDOUGH



Olivia is a Junior at Marshall High School.

*"I applied for CEO because I think it is a great opportunity for learning about local businesses and how to become one. I like to bake, be crafty, and spend time with family and friends."*

Liv's Sourdough is a small at-home sourdough bakery. I will have specialty flavors that I will rotate with regular drops posted on my Instagram and website.

**Owner: Olivia Williams**  
livs\_sourdough@gmail.com



## BUSINESS VISITS

An important piece of the CEO experience is visiting local businesses in Lyon and Murray County. 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.

- Ralco Agriculture
- truShrimp Company
- Action Manufacturing
- Slayton Building Materials
- Finley Engineering
- Mears Electric
- Marshall Municipal Utilities
- Soul Acres
- Murray Co. EMS
- Evolution of Beauty
- Slide-Loc
- BMO Bank
- Minnwest Bank
- ADM
- Stonegate Orchard
- Marshall Area Chamber
- SBDC
- Premier Plant Services
- Mainstay Cafe
- Bagels & Brew
- Squatch Coffee
- Wing's Axe Company
- Boxcar Wind
- Studio1 TV
- K-Joe Radio
- AgPlus Co-op
- Marshall-Lyon Co Library
- Lingen Dairy
- 5 Family Ranch
- Murray County Medical Center
- Almich's Market



## 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

- Jeremy Gossen
- Doug Wing
- Tara Onken
- Brad Gruhot
- Cory Brockman
- Paia Weise
- Steve and Theresa Otto
- Aaron Ziemer
- Lauren Deutz
- Jeff Carpenter
- Carla Goedtke
- Neal Everson
- Mary Squires
- Jeremy Williams
- Tony Miller
- Troy Deutz
- Desiree Petrich
- Andy Easley
- Kim Holm
- George Taylor
- Creston Dalle
- Charlie Ehlers
- Perry McNeil
- Mike Panka
- Eric Eben
- Bill Toulouse
- Matt Ust
- Justine Wettschreck
- Carl Nyquist
- Ryan Follis
- Travis Frazee
- Katie Chapman



## LIVING THE DREAM

The 2023-2024 Class Business was “Living the Dream” a merchandise business that worked to highlight the beauty of Minnesota’s lakes.

The CEO group secured a \$9,000 loan from the Board of Directors to order hoodies, 1/4 zips, baseball caps, tote bags, t-shirts and stickers.

Items were sold at area holiday vendor shows, by attending sporting events and setting up booths at schools and community organizations.

After the conclusion of the class business the group was proud to have made a \$2600 profit.

Remaining inventory is being sold at a discount to support the Alumni Pipeline.



# BOARD MEMBERS



**Carla Goedtke**  
Investors Choice  
Financial Services  
Board Chair



**Lauren Deutz**  
Marshall EDA  
Director  
Board Vice Chair



**Neal Everson**  
Minnwest Bank  
Treasurer



**Beth Ritter**  
Marshall Public  
Schools  
Secretary



**Mary Squires**  
Minnwest Bank



**Jeff Carpenter**  
City of Tracy



**Jake Scandrett**  
MCC Schools



**Chad Anderson**  
Tracy Area Schools



**Rick Gossen**  
RTR Schools



**Andy Easley**  
Iterro Life Sciences



**Terry Easy**  
City of Tyler



**Troy Tommeraasen**  
Apollo Water Systems



**Aaron Ziemer**  
Marshall Radio



**Nick Klein**  
Klein Foods



**Desiree Petrich**  
Intentional Action  
LLC



**Zoey Logan**  
Investors Choice  
Financial Services



## Jett Wing, Class of 2023 Owner, Wings Axe Company

Jett took his entrepreneurial spirit and decided to add life to his community. After a family outing to an axe throwing venue, Jett decided Marshall needed one too!

Jett spent the end of his Senior year (and last few months of CEO) working and planning with Economic Development, landlords, contractors and bankers to turn his dream into a reality.

Fall of 2023 Wings Axe Company opened in downtown Marshall, MN, offering 9 lanes of axe throwing, shuffle board, board games, food and drinks.

As business grew, Jett continued his vision to bring more recreation opportunities to our region. Summer of 2024 Wings Axe Co. added mobile axe throwing trailers available for rent, Corn Hole boards and ample outdoor seating for its guests.

Jett is stated in an article in the *Marshall Independent* in November 2023 "That (CEO) was really big, in me being able to do this."

The CEO community is proud of you and all you have accomplished over the last year, Jett!

[www.wingsaxecompany.com](http://www.wingsaxecompany.com)  
(507) 401-4602  
[jettwing@wingsaxecompany.com](mailto:jettwing@wingsaxecompany.com)



## Cloie Stevens, Class of 2023 Author of Gather Cookbook, Real Estate Agent

Cloie entered CEO as no stranger to entrepreneurship having started her own baking business at the age of 14. Cloie saw opportunity with CEO to expand her connections and her brand while learning what she could from business professionals.

Cloie chose to expand her brand by writing the *Gather Cookbook*, a collection of her favorite recipes that have shaped her life and inspired her love of cooking.

While Cloie does continue to do some baking and selling of her cookbook, she's also expanded into the entrepreneurial realm of Real Estate and become a Real Estate Agent with Keller Williams Preferred Realty in 2024. Also in 2024 Cloie was one of only 3 Honorees of the Ann Bancroft DreamMaker award that recognizes young women at the top of their industry.

Congrats on an incredible honor and incredible year, Cloie!



[Cloiestevens@kw.com](mailto:Cloiestevens@kw.com)  
(507) 829-6474  
[cloiestevens.kw.com](http://cloiestevens.kw.com)

## *Anna Bucher, Class of 2023* Owner, Anna Grace Art & Design

"CEO was an incredible experience that has given me lessons that I will take with me into all aspects of my future! I wouldn't change it for the world and the connections I have made with the local community members has helped me get to where I am today. You will become fond of even the early mornings & long drives when you do it with likeminded people who want to grow alongside you!"

# Daydream

COLLECTIVE



**annagraceart88@gmail.com**  
**(507) 706-0228**

Anna Bucher began Anna Grace Art and Design well before joining the CEO program. As an artist, Anna was always looking to add beauty to every where she went. Her faith inspired her to begin by offering custom painted Bible and journals for other on their faith journey. Through CEO Anna expanded her brand to include apparel, keychains, and tote bags.

Since completing CEO, Anna has begun studying Graphic Design at USF in Sioux Falls, as well as completing multiple murals for campus and businesses alike. Congrats on a great year, Anna!

## *Tate Condezo, Class of 2023* Owner, Custom Winter Lights

When Tate entered CEO as a high school Junior, he had no idea what his individual business would be. After a few months in the class and noticing needs in his community, Custom Winter Lights was born.

Tate capitalized on the desire for people to have beautiful light displays for the holidays, but being unable or unwilling to go up on ladders and work in the cold. Tate had a phenomenal first year in business and is looking forward to expanding this year. He has started college at SMSU in Marshall where he is able to wrestle on the team and continue to run his business.

Tate's been able to join the Marshall Area Chamber and sponsor a Mens; league softball team to continue to market his business and give back to the community.

**Tate Condezo - 507- 828-0793**

**tate.condezo3@gmail.com**





# DISCOVER HOW TO TRANSFORM OUR COMMUNITY AND GET INVOLVED WITH CEO.



## GUEST SPEAKER

Come join class as a guest speaker, this is such a critical part of CEO. We love for speakers to tell us stories about how their business started, personal philosophies about work and success, life topics or specific business topics. Guest speakers are really the true teachers in CEO.



## BUSINESS VISIT

Students look forward to visiting the many different businesses that create our community. Consider inviting the class to tour and learn more about your business. Contact [facilitator@yourprogramceo.com](mailto:facilitator@yourprogramceo.com) to learn more.

## MENTOR

Become a mentor if you are ready to experience CEO right along with the students. Being a mentor is a rewarding way to get involved.



## INVESTOR

CEO is free for students and schools. The program relies on local investors to support this transformative learning experience. By helping us connect our young people with local businesses and area leaders, you can make a direct impact on the workforce and leaders of tomorrow.

## BOARD MEMBER

Becoming a board member for CEO offers a rewarding opportunity to shape the future of aspiring entrepreneurs. Serving on the board allows you to contribute to the growth of the next generation of innovators and make a lasting impact on our community.





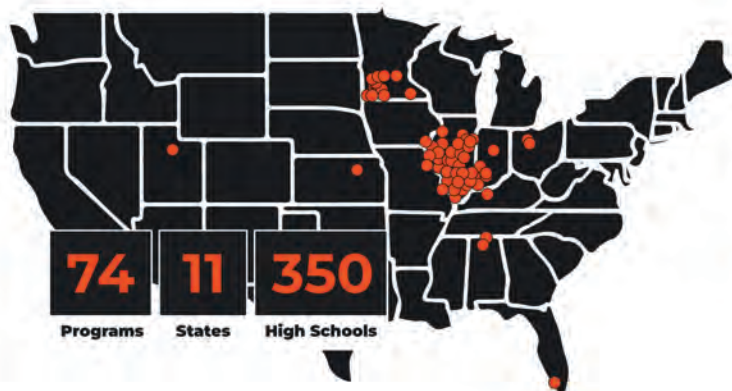


# WE NEED COMMUNITY-MINDED INDIVIDUALS LIKE YOU.

CEO is free for students and schools. The program relies on local investors to support this transformative learning experience.

## INVEST IN TOMORROW, TODAY.

By helping us connect our young people with local businesses and area leaders, you are making a direct impact on the workforce and leaders of tomorrow.



### AS AN INVESTOR, YOU RECEIVE:

- Name/Logo Recognition on CEO Website
- Social Media Acknowledgement
- First Rights to host/visit the class



*"The CEO experience has been life changing for me. I learned a lot of skills I wouldn't have been able to gather otherwise and I feel more prepared for my future. CEO opened up more doors for me than any other opportunity ever has."*



*"CEO is so much more than how to run a business. It is teaching students the life skills and all of the things that go into being successful in any career path you choose. It exposes all of our students to what endless opportunities are right here in our backyard."*



*"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. "*

## Contact us

<https://www.lyonandmurraycountyceo.com/investors>

Board Chair, Lauren Deutz  
lauren.deutz@ci.marshall.mn.us

## DISCOVER HOW TO TRANSFORM OUR COMMUNITY THROUGH CEO.

The CEO (Creating Entrepreneurial Opportunities) Program gives young people hands on business experience and transforms them into entrepreneurial thinkers who are invested in our community.



### ABOUT THE

## CEO PROGRAM

CEO (Creating Entrepreneurial Opportunities) is unlike any other class. It is a program for high school juniors and seniors that teaches them about business. But even more, it teaches them about life.

Kids think that opportunity exists everywhere but in their hometowns. The CEO Program shows them that there are thriving businesses, opportunities for growth, and people who want to support them right here in their community - all they have to do is look.

We know that where our young people have a good network, they have opportunities.

# 70%

*Of all CEO students said they could see themselves returning to their community in the future.*



### CEO IMMERSSES STUDENTS IN THE COMMUNITY.

CEO is never held in a classroom. Instead, students visit area businesses and hear from guest speakers from their community.



### 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.



### CEO INSPIRES THE NEXT GENERATION

It challenges young people to own their work, innovate creative solutions, and consider the possibilities available to them.