



SOUTHWEST
MINNESOTA

powering on the
entrepreneurial spirit

ANNUAL REPORT

25



Celebrating Seven Years of Growth: The SWMN CEO Program

As we conclude the seventh year of the SWMN CEO program, we celebrate the 113 young professionals who have taken a meaningful step toward bettering themselves and their futures.

We find ourselves at an exciting apex—beginning to witness alumni return to our communities, launch careers, and become active, engaged citizens.

What inspires these young professionals to come back?

Confidence

CEO participants leave the program with the confidence to reach out to business owners, human resources directors, CEO mentors, and community leaders. Whether they aim to start their own businesses or seek employment, they are equipped with essential soft skills: cold calling, initiating face-to-face conversations, personal branding, and understanding the value of teamwork.

Network

Throughout the program, students have opportunities to meet and connect with business leaders and community members. With the support of their mentors and professional contacts, they build a strong network ready to support them as they navigate their paths.



Katie Baustian
SWMN CEO Facilitator

Problem-Solving

The CEO program is intentionally designed to give young professionals ownership of their learning journey. Through their badge business, class business, and individual business projects, students learn to lead, collaborate, and solve real-world challenges. The facilitator's role is to create a space that encourages exploration, innovation, and teamwork—preparing students for the dynamic nature of today's workplace.

Perspective

Many students have previously experienced neighboring communities only through the lens of competition—school sports or academic events, often framed as "us vs. them." But in



CEO, students visit six different communities, observe how local businesses collaborate, and hear firsthand how these towns create environments where people can live, work, and raise families.

For many, the idea of returning home becomes not just possible, but appealing.

It's inspiring to watch the program grow, evolve, and continue its forward momentum. In the 2025–2026 school year, we look forward to welcoming 18 new young professionals who will have the privilege to form lasting friendships, learn about business, expand their skills, and discover their passions.

A heartfelt thank you to the business owners who host our visits, the guest speakers who generously share their knowledge, and the mentors who walk alongside these students, guiding them every step of the way.

Together, we are shaping the future—one young professional at a time.



Our Mission

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 opportunities to take risks, manage the results, and learn from the outcomes.

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Joe Douty Memorial Scholarship

The SWMN CEO board created a scholarship for those who participated in the program, which they have now named in honor of board member and generous business sponsor Joe Douty. THREE \$1,000 scholarships were awarded. The application included writing an essay about their experiences in SWMN CEO, as well as their participation and attendance throughout the year.

This year's winners are: Jaydon Johnson, Isabel Wysong and Cathryn Feikema



Participating Schools



Board members

Craig Oftedahl • Luverne	Tyler Bush • Hills-Beaver Creek
Lisa Dinger • Luverne	Dan LaRock • Hills-Beaver Creek
Blake Klingsing • Pipestone	Cate Koehne • Adrian
Theresa Stangle • Pipestone	Jill Wolf • Adrian
Lisa Pfeifle • Edgerton	Casey Schilling • Ellsworth
Ron Honken • Edgerton	



Letter from the Board Chair:

Celebrating Growth and Impact in 2024

As we reflect on the past year, it is with immense pride and gratitude that I share the remarkable strides our program has made. Since our inception in 2018, the Southwest Minnesota CEO program has been steadfast in its mission to cultivate the next generation of entrepreneurial leaders across our region. This year, we have continued to build upon that foundation, fostering innovation, resilience, and community engagement among our students.



Jill Wolf
SWMN CEO Board Chair

Empowering Students Through Real-World Experiences

Our program's core strength lies in its experiential learning model. By immersing students in the local business environment, we provide them with unparalleled opportunities to learn directly from industry leaders.

This year, our students engaged in numerous business visits, gaining firsthand insights into various industries and operations. These experiences not only broadened their understanding but also ignited their entrepreneurial spirits.

A highlight of the year was our

participation in a Joint Program Day in Marshall, where our students connected with peers from five other Minnesota CEO programs. Led by Ryan Follis from the Midland Institute, the event featured interactive sessions on DISC assessments, value addition in business, and strategic thinking. Such collaborative events are instrumental in expanding our students' networks and perspectives.

Strengthening Community Ties

Our success is deeply rooted in the unwavering support of our community. This year, we were fortunate to have a dedicated

group of mentors who generously shared their time and expertise with our students. These mentors, ranging from business owners to professionals across various sectors, provided invaluable guidance, helping students navigate their entrepreneurial journeys.

Our board members have also played a pivotal role in steering the program. Their commitment to operational oversight, event planning, student recruitment, and mentorship coordination ensures the program's continued excellence and relevance.

Looking Ahead

As we set our sights on the future, our vision remains clear: to empower students with the skills, knowledge, and confidence to become innovative leaders and entrepreneurs. We are excited to explore new partnerships, expand our reach, and introduce initiatives that further enrich our program.

To our students, mentors, board members, investors, and the broader community: thank you for your unwavering support and belief in our mission. Together, we are shaping a vibrant future for Southwest Minnesota.

Our class



BEAU BAKKEN is a senior from Hills-Beaver Creek High School. Beau is the son of Jay and Suzie Bakken. He participates in football, basketball, track and field, math league, knowledge bowl, and FCA. Beau plans to attend South Dakota State University, majoring in agriculture and biosystems engineering and participating in football during his time in Brookings. Beau has learned many skills during his time as CEO that will help him throughout life. He has built a network of professional contacts who are there to help with anything needed in the future. Beau learned a lot throughout the year, gaining confidence in public speaking, talking to professionals, and learning about the aspects of business. Beau's individual business, Wood N Co, creates high-quality wooden designs from 3D wooden puzzles or custom designs made to the specifications of the customer. Wood N Co is committed to building quality relationships with customers and creating exactly what they ask for.



PAYTON BEHR is a senior at Luverne High School. She is the daughter of Ryan and Abbey Behr. She participates in volleyball, hockey, softball, National Honor Society, choir, yearbook, peer tutoring, BPA, and youth group. Payton was elected the Class Financial Officer during the Class Business. Through CEO, she learned communication, organization, and professional skills. She expanded her network, enhanced her speaking abilities, and gained valuable insights in the business process from beginning to end. Payton's business, Eighteen & Co, specializes in creating custom hats. Eighteen & Co aims to add fun to an individual's outfit. The CEO Program has left a lasting impact on Payton. Payton expresses gratitude for the invaluable experiences and mentorship provided by the CEO Program. She looks back at her time in the program and is grateful for the close-knit community of young professionals and mentors, recognizing the important influence they've had on her development throughout her time spent in the program.



CONNOR BOSE is a junior at Luverne High School. He is the son of Michael and Jennifer Bose. He participates in football, basketball, track, BPA, and Cardinal Academies. Thanks to his time in CEO, Connor has learned many skills that will help him in all aspects of his life and his future. Some of the main skills he has learned have been confidence in speaking in large and small groups. He has also learned a lot about leadership and responsibility, and having a proper handshake. Connor served this year's class business as the CMO. Connor's individual business is called Bose Printing & Apparel. Bose Printing & Apparel is a clothing company that not only fulfills custom apparel orders for local businesses and teams but also offers its own exclusive line of high-quality clothing, along with digital design. Bose Printing & Apparel will create relationships with individuals and businesses in the area. Connor made many great memories with his class, and will take all of the lessons he learned and use them for the rest of his life. He is very grateful to have been a part of this program and the opportunities he's been given.



KASEY BUSS is a junior at Luverne High School. He is the son of Mike and Lisa Buss. He is involved in football, baseball, Student Council, student leadership, and BPA. Kasey's future plans include majoring in finance. His biggest takeaways from CEO were making new connections and building new relationships. Kasey learned many things during his time in CEO such as communication skills, responsibility, and the ability to communicate with people and businesses better. His favorite part about being a part of CEO was making new friendships. Kasey is the owner of Timeless Screens, Timeless Screens is a tech company that offers a unique way to digitize your memories for any type of event. Choose from many different templates to have your own special slideshow with pictures of your choice designed and made for a graduation, wedding, baby shower, etc. Timeless Screens aims to make many new relationships and values customer service

CATHRYN FEIKEMA is a senior at Southwest Christian and is the daughter of Shawn and Becky Feikema. She is involved in softball, volleyball, school praise team, and CEO. Her favorite part of being in the CEO program was coming up with ideas and being able to express creativity through her ideas. One thing that she learned throughout the year is organization and time management while working on the class business and her own business. The business she started is InTune, a specialty violin music business that creates and performs violin music at weddings. Her plan is to continue her education at Liberty University with a major in business administration and minors in real estate business and interior design.



AVERY FEY is a senior at Southwest Christian High School. Her parents, Trevor and Abbie Fey, are both business owners in the Edgerton community. She is involved in volleyball, track and field, Leaders for Life, youth group, and the CEO program. Her future plans include attending USD to study marketing, with a double minor in sports management and journalism, and a potential minor in Spanish. In the CEO program, Avery exercised her leadership skills as the CEO of the class business, The Winter Wonderland Gala. Through this role, she learned the importance of communication and organizational skills. Avery is the owner of EverLink Permanent Jewelry. She aims to bring her customers high-quality, long-lasting pieces that offer effortless beauty. Avery is very thankful for the CEO program and the lessons and relationships she has gained through it.



JACKSON GACKE is a senior at Hills-Beaver Creek High School who looks to continue his education at the University of Sioux Falls. Jackson is involved in football, track and field, Student Council, 4-H, Knowledge Bowl and a plethora of other extracurricular activities. One of Jackson's notable achievements was serving as the Chief Operating Officer during the class business and founding and creating Gacke Machines. Their first venture is Drink Box, which provides a solution to the boring and monotonous vending machines. They solve this by giving drink vending machines a redesign making them flashy and filled with trendy drinks. Jackson's favorite part of CEO is staying the extra few minutes after a business visit and making a connection with the business owner on a deeper level and seeing where that connection leads. Another favorite of his is the mentorship program. Jackson believes that the mentorship program is the single most impactful part of the class. The CEO program has honed Jackson's leadership and social skills and these skills will open doors and offer opportunities throughout his lifetime.



CLARA JOENS is a junior at Adrian High School. Clara is the daughter of Anna Vaske. Clara participates in Student Council, National Honor Society, and volleyball. Clara's favorite part of CEO was connecting with new people. She enjoyed connecting with people her age along with business owners in other communities. After high school Clara plans to do something in the medical field. Clara will be forever grateful for all the memories and life lessons that CEO has given her.





JAYDON JOHNSON is a junior at Luverne High School. He is the son of Ryan and Charlotte Johnson. He is involved in football, basketball, track and field, student council, BPA, Cardinal Academies, and peer tutoring. Jaydon's biggest takeaways from CEO are learning professional skills, the importance of communication, and gaining valuable insights into the business process. Expanding his network was another great aspect that the CEO program gave him. Jaydon is blessed and grateful for the opportunities and experiences he has had through CEO. Jaydon is the owner and creator of Grand Prairie Sports. Grand Prairie Sports allows your school's sports legacy to come to life! I specialize in custom sports trivia games tailored to high schools, featuring cards adorned with your school's logo and colors. Each game is packed with questions that highlight your school's unique sports history. Whether it's for game day, school events, or fundraisers, Grand Prairie Sports brings the spirit of competition and school pride together in a fun and interactive way. Let students, alumni, and fans relive the glory, one trivia card at a time.



BLAKE LEENDERTS is a senior from Hills-Beaver Creek. He is the son of Laura and Greg Leenderts. He is involved in track, football, basketball, Student Council, CEO, and many extra-curricular activities. After high school he is going to South Dakota State University for civil engineering. Blake's favorite thing about CEO was the class business. This event taught him many things including good communication, leadership skills, and being responsible. The class business also caused Blake to step out of his comfort zone and grow within the CEO class. Blake started a business by the name of Epiphany Creations. This business creates advertisement posts for social media platforms. He will use the things he learned from CEO to help grow his business. He is very excited to see how his business will turn out and how his CEO knowledge will carry him through his future.



PAULA MARTINEZ PENUELAS, known by her friends as Pau, is the daughter of Francisco and Giovanna Martinez Penuelas. She is a junior at Luverne High School, where she participates in both hockey and golf. Outside of school, Paula enjoys staying busy with physical activities and spending quality time with family and friends. She is also deeply involved in her church, where she continues to grow in her faith and contribute to her community. Paula is the founder and owner of Midwest Connect, a translation business focused on bridging the language gap between Spanish and English speakers. Her mission is to break language barriers through the Midwest through accessible simple and effective tools. Through her experience in the CEO program, Paula has developed professionalism, creativity, empathy, and commitment. Paula extends her sincere thanks to her facilitator, Katie Baustian; her mentor, Mike Minor; and the CEO board for their continued support and encouragement throughout her journey.



MORGAN MCTIGUE is a senior at Luverne and is involved in Muay thai, jiu jitsu and is in the military. Just before CEO started, she came home from Basic Combat Training and jumped right into school. She was quiet and reserved but confident. She talked well with people when a conversation would start. One thing CEO has taught her is to be open and ask questions. CEO has helped her build a network with people she never thought she would build a connection with. Morgan is now running her own business called HotMess Express. Her business consists of fun graphic pump covers/warm up t-shirts, stickers and shaker bottles. She hopes to become a fitness coach, build her own gym and help people reach their goals later in the future.

OLIVIA MUYSKENS, a senior from the Edgerton community, is the daughter of Kim and Travis Muyskens. She is actively involved in track, cross country, youth group, and Southwest Minnesota CEO. This fall, Olivia intends to attend South Dakota State University, where she will pursue a major in pre-veterinary studies. Through her involvement in the class, she valued the chance to connect with business owners and learn about their diverse life journeys, emphasizing that experiencing failure is a part of growth. She operates a business named Great Repurposed Goods, which specializes in buying used shoes and reselling them in better condition to benefit the community. Olivia appreciates her experience in the CEO program, as it has strengthened her confidence, teamwork skills, and overall life skills. Also, she has developed essential skills in communication, responsibility, and personal accountability. She is thankful to be part of the program and expresses her gratitude to everyone who contributed to making this experience possible.



JACKSON POST is a junior at Pipestone Area Schools. He is the son of Jesse and Melissa Post. He loves football, worship nights, lake days, and spending time with friends and family. After high school, he plans to attend the University of Nebraska–Lincoln to pursue a degree in business administration and marketing. He also plans to join the Air National Guard in Nebraska. Jackson's favorite part of the CEO program was the business visits. These visits taught him valuable lessons about work ethic, leadership, and financial skills. They also helped him grow his network and become comfortable being uncomfortable. Jackson's business is Post Gutter Care. He will offer the niche home service of cleaning gutters in the Pipestone and Rock County area.



JORDYN REISCH is a junior at Luverne High School. She is the daughter of Sue and Josh Reisch. She participates in softball and youth group. She has become certified to be a CNA. She now works at Good Sam Mary Jane Brown Home in Luverne. Jordyn is very grateful to have gotten to experience being in the SWMN CEO program. CEO has taught her so many different things, especially about the things that are looked at to be minor when in reality they truly make a difference. She has learned from business owners that the small things like a first impression, dressing professionally for interviews, good work ethic, and a good attitude can bring someone a long way. Jordyn's business is Sign It Your Way, a door sign business. Customers have the ability to personalize their sign to fit their desires and needs, and ultimately express their interests and personality through their home decor. Jordyn has enjoyed everything she has gained through her CEO experience, and is beyond thankful for the opportunity to have gotten the chance to be a part of the program.



KAYLYN URDAHL is a junior at Adrian High School. She is the daughter of Ashley Schock and Jermery Urdahl. She participates in volleyball, hockey, softball, National Honor Society, Student Council, and faith formation. After high school, she plans to attend college to major in business. Thanks to her time in CEO, she has gained a large network of members from many surrounding communities. She has also grown her communication, professionalism, time management, and leadership skills and will continue to use these skills beyond CEO. Kaylyn is very grateful for the opportunity that this program has provided for her to learn more about herself and the surrounding communities. Kaylyn's business, Charmed, provides a unique opportunity to empower individuals through custom jewelry designs. Charmed ensures a memorable experience alongside each personalized creation.





KIANNA WINTER is a junior at Luverne High School. She is the daughter of Sarah and Clayton Peters. She participates in gymnastics, volleyball, softball, choir, peer tutoring, and youth group. Kianna's biggest takeaways from CEO are the relationship she created with her mentor, seeing businesses that she didn't know existed in her community and surrounding communities, and her growth as an individual personally and professionally. Kianna's individual business is called Escentials. Escentials creates and sells decorative candles, creating a treat for customer's eyes and nose. She has learned valuable skills throughout the process of creating her business that will last a lifetime. She thanks the CEO program, her classmates, facilitator, and mentor Sara Schmuck.



ISABEL WYSONG is a junior at Hills-Beaver Creek. She is the daughter of Kouri and Nora Wysong. Isabel participates in basketball, track, volleyball manager, FCA, and is Student Council President. Through the CEO program Isabel has learned so much from business owners and her mentors. She also grew in confidence and is now able to speak in front of large crowds. After high school Isabel would like to major in business or marketing. Isabel's business is called Christ Through Clothes and she will be selling high quality apparel with biblical verses. Through her business she would like to be a light of positivity and encouragement. She will be donating a part of her profit to Game Plan 4 Hope and Embrace Church, which are two organizations that mean a lot to her. Isabel is so blessed to have been accepted into the program and really enjoyed her time in CEO with her classmates and facilitator.

Guest speakers and business visits – inspirational and informational

Adrian Auto
 Adrian Chiropractic
 Adrian Dental
 Adrian Glass
 Anthony Graphenteen
 Barn on 60th
 Big Top Tent & Events
 Blackshire Farms
 Blac-X-Farms
 Blake Klingsing
 Brian Pharr
 Buffalo Ridge Insurance
 C & B
 CEO Student Entrepreneurship Conf.
 Christianson Broadcasting
 Chuck Shaver
 Clothier by Dawn
 Coneflower Boutique
 Cox Realty
 Dahl Motors
 Dayton Ave. Orchard
 DeBoer Chevrolet

Desiree Petrich
 Doug Eisma
 Dr. Jonathon Aho, Sanford Luverne
 Edgerton Bakery
 Edgerton Enterprise
 FBT Sawmill
 Fey Industries
 First Comes Love
 First State Bank
 Full Family Farms
 Game Plan 4 Hope
 Harnack Construction
 Hartquist Funeral Home
 Holly Sammons
 K&M Concrete
 Kunkel Auto Repair
 McClure Plumbing & Heating
 Meinders Library
 Merch & Co
 Midwest Fire
 Midwest Kennel
 Mike Cox

New Vision Co-op
 Papik Motors
 Pipestone County Medical Center
 Pipestone Helping Farmers
 Prairie Maiden Treasure
 Print Express
 Quality Printing
 Reactive Wellness
 ReBorn
 Rock Ranch
 Rock River Ag
 Roger's Auto
 Ron Honken
 Sailor Plastics
 Sanford Luverne, Sara Schmuck
 Second Nature Taxidermy
 Stonehouse & Quarry Lounge
 Tyler Bush
 White Tail Farms
 Windy Ridge Veterinary Clinic
 Winter Title & Abstract

Our days



During the CEO year there are four types of days: class day, business visit, guest speaker and fun day. The majority of our days involve visiting businesses in our five communities. The students have the opportunity to meet many business owners, hear their story, and learn how they operate their business. The students also learn about various career possibilities in Southwest Minnesota. Some guest speakers visit the class to share their stories along with life wisdom and advice. On class days CEO meets in assigned locations in each community. On these days, the students may learn a skill, work on their class or individual business. Every once in a while they need to have fun! These days are designed to build rapport within the group and have a more casual encounter.



Our mentors – making the difference



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

Responsibilities and activities:

- Meet for scheduled meetings to discuss what they are learning in CEO
- Attend Monthly Mentor Mornings
- Review the student's business plan for their individual business
- Experience the weekly progress of their protege through reading their journal entries of what they experience each day in CEO

2024-25 Mentors

- Bruce Vollan • X
- Dan LaRock • Rock Ranch
- LaDonna VanAartsen • First Farmers and Merchants Bank
- Dawn Heidebrink • Clothier by Dawn
- Lila Bauer • Pizza Ranch
- Mike Minor • Ziggi's Coffee
- Sara Schmuck • Sanford Health
- Holly Sammons • City of Luverne
- Teresa Hup • Main Street Financial
- Tyler Bush • First Interstate Bank
- Paige Oljtenbruins • C & B Operations
- Jordan Papik • Papik Motors
- Ron Honken • Honken Consulting LLC
- Kyle Oldre • Rock County
- Tammy Loosbrock • Sanford Health
- Darcie Johnson • Midwest Fire
- Erin deKoenig • Rock County Veterinarian Clinic
- Barb Anderson • Cattnach Insurance

Class business – Winter Wonderland Gala

As part of our class business project, we had the opportunity to plan, organize, and host a formal gala event. This experience gave us hands-on insight into what it takes to run a business-style event and taught us valuable lessons in teamwork, communication, and leadership. Our gala included a full catered meal, a silent and live auction, and a performance by a professional hypnotist. It was an exciting night filled with entertainment and community engagement—and a powerful learning experience for all of us.

Planning the event required us to work together throughout the entire process. We started by brainstorming ideas as a class and then built a plan for what our gala would look like. Once we had a clear vision, we split into teams to handle different parts of the event. Some students were responsible for marketing the gala and selling tickets, while others contacted businesses for auction donations or coordinated the logistics of the food and entertainment. We also had teams in charge of decorations, setting up the venue, and managing finances. Delegating jobs in this way kept everyone involved and made the workload more manageable. It also allowed us to use our individual strengths and learn from each other in the process.

One of the most important lessons we learned was how essential communication is when working on a big project. With so many moving parts—like auction items coming in at different times, meal choices needing to be confirmed, and entertainment details changing—we had to be in constant communication.

We quickly realized that if one team didn't share updates with another,



Dressed up for the gala and doing dishes afterward.

something could easily fall through the cracks. Whether we were meeting as a class or just texting in our group chats, we learned how to stay connected and make sure everyone was on the same page.

A major reason for our event's success was the support of our proud partners. We are incredibly grateful to the local businesses, caterers, and partners who generously contributed their time, services, and auction items. Their involvement not only added value to the gala, but also helped create a sense of community around our event. Whether it was through food service, partnership of prizes, or event promotion, each partner played an important role and made this experience even more meaningful for us.

We also learned that things don't always go exactly as planned—and that's okay. Seeing everything come together on the night of the gala made it all worth it. The food was



a hit, the hypnotist had everyone laughing, and the auctions brought in great support from our guests.

In the end, the gala wasn't just about raising money—it was about learning how to work together toward a common goal. We developed skills in organization, leadership, public speaking, and customer service, all while having fun and putting on an event that we were proud of. This project showed us how much can be accomplished when everyone contributes and communicates well. It was a night to remember, and an experience that will stick with us far beyond the classroom.

~ Avery Fey

Alumni

2019

Sixta Barrios
Claire Baustian
Lilli Donohue
Courtney Fey

Audra Homandberg
Kiara Honken
Halle Hough
Sara Knips

Beau Loosbrock
Mallary Remund
Josie Scholten
Oscar Serreyn

Madison Spath
McCall Stegenga
Joseph Van Essen
Matthew Ziegler

2020

Brinna Bloemendaal
Quinn Buss
Colby Crabtree
Jonathan Eisma

Regan Feit
Rylee Gee
Brenna Henning
Teagan Leusink

Bryn Mongeau
Nathan Nekali
Scott Nolan
Isabel Smeins

Austin Taylor
Lindsey Trujillo
Cade Wenninger

2021

Kaden Anderson
Reghan Bork
Kendall Buss
Wyatt Decker

Keegan Fey
Elli Kracht
Shelby Kracht
Allison LaRock

Elsie O'Neil
Jayson Rops
Haleah Soto

Jori Strasser
Cybil VanderTop
Mia Wenzel

2022

Hunter Ahrendt
Julianne Eisma
Hiltyn Heitkamp
Ellynor Klosterbuer
Jocelynn Mann

Noah Mehlhaff
Samantha Moser
Mallory Nelson
Mary Opitz

Melody Remund
Braydon Ripka
Rogen Smidt
Hermella Suda

Kamryn VanBatavia
Owen Vogel
Mallory VonTersch
Mackenzie Voss

2023

Kayla Bloemendaal
Anika Boll
Abby Boltjes
Morgan Bonnett
Olivia Bork

Kai Buss
Connor Connell
Kristofer Eischens
Jacie Graham
Mason Hamm

Lauren Hansen
Henry Hartquist
Camden Hoven
Isabella Oye
Chloe Olivier

Belle Smidt
Will Serie
Gavin Reisch
Ana Wolf

2024

Christopher Amundson
Hailey Boll
Amira Cowell
Malyki Little

Taylor Post
Maria Rops
Harli Rozeboom
Alex Schlosser

Kiesli Smith
Sarah Stegenga
Riley Tatge
Joy Taubert

Kylie Vander
Lugt
Makhi Winter

Financial Data

Since its inception in 2016, the SWMN CEO program has thrived thanks to the generous support of local organizations, businesses, and individuals across southwest Minnesota. Nearly 40 contributors from communities such as Adrian, Beaver Creek, Edgerton, Ellsworth, Hardwick, Hills, Jasper, Leota, Luverne, and Pipestone have played a vital role in sustaining this initiative.

Funding is provided entirely through community donations, in-kind contributions, and grants. These gifts support one of the premier entrepreneurial education programs available to high school juniors and seniors in the region. Each year, the curriculum continues to evolve and improve, offering students a dynamic and impactful learning experience.

Financial Stewardship

All contributions are received and managed by the Luverne Area Community Foundation on behalf of the SWMN CEO program. The foundation's accounting and administrative services are essential to the program's continued success, and their support is deeply appreciated. Participating school districts are not required to provide financial support. Instead, they are asked to promote the program to interested students and offer administrative assistance to those selected. We are grateful for the time and resources these districts dedicate to ensuring each student's success.

2024 Financial Summary

Beginning Balance (January 1, 2024): \$154,502.67
Total Revenues (2024): \$43,515.07
Total Expenses (2024): \$65,727.22
Ending Balance (December 31, 2024): \$132,290.52

Current Balance (as of May 1, 2025): \$113,697.35

Revenues include contributions, investment income, and pledged support. Expenses cover facilitator compensation, marketing and supplies for class businesses, educational tools, technology, and facility rentals.

Looking Ahead

As the 2024–2025 academic year concludes, the SWMN CEO program remains in a strong financial position. Thanks to continued corporate and community support, we are well-prepared to meet the needs of the upcoming year. The board is deeply grateful to our generous supporters for helping us maintain a solid financial foundation and empowering the next generation of entrepreneurs.

Respectfully Submitted,
Tyler Bush, Treasurer



Thank you to our financial supporters

Blac-X-Farms

Buffalo Ridge Concrete

Buffalo Ridge Insurance

Busse Plumbing & Heating

C & B Operations

Cattnach Insurance Agency

City of Luverne

Continental Western Group

Dan and Marie LaRock

DeBoer Chevrolet

Dinger Sales and Services

Dingmann and Sons Funeral Home

Fey Financial Group

Fey Industries Inc.

First Bank And Trust

First Farmers and Merchants

First State Bank Southwest

Hartquist Funeral Home

JBS-Pipestone

K&M Concrete

Luverne Area Chamber

Luverne Area Community Foundation

Luverne Building Center

Main Street Financial Services, Inc

McClure Plumbing and Heating Inc

Meulebroeck Taubert & Company

Midwest Fire

Minnwest Bank

Papik Motors

Pipestone County Medical Center

Professional Ag Marketing

Quality Printing

Sanford Health Luverne

Security Savings Bank

Southwest Initiative

Foundation

Sunshine Foods

Wilson Manufacturing

Winter Title and Abstract

Woodstock Communications

Would you like to support Southwest Minnesota CEO?

Southwest Minnesota CEO program is fully funded by community businesses. This support covers the salary of the facilitator and program expenses while allowing the students to learn about how a business is operated and the opportunities available to them in Southwest Minnesota. A supporter commits to a three-year contribution of \$1,000 each year. Please contact Dan LaRock if you are interested in becoming a supporter.

