



Pictured (L to R) – Robert Schwartz, President, Madison Communications, Richard Schien, Macoupin CEO Board Chairman, Brett Allen, Staunton High School Principal and CEO Board member, and Dawn Huth, Madison Communications Manager of Sales and Marketing.

Madison Communications Makes Investment in Macoupin County CEO Program

Staunton, IL, September 1, 2016 - Madison Communications in Staunton recently made a three-year investment in the Macoupin County CEO program. CEO, which stands for Creating Entrepreneurial Opportunities, brings select Macoupin County high school seniors interested in the business world to a special class that meets each morning for ninety minutes before their regular classes. The program began at the start of the 2016-17 school year, and students assemble at various businesses throughout the county that have invested in the program.

“Macoupin County CEO is extremely proud to welcome a strong entrepreneurial company such as Madison Communications as an Investor who is also willing to provide classroom space, mentors and speakers. The CEO program seeks to prepare young people to be responsible, enterprising individuals who become entrepreneurs or entrepreneurial thinkers and contribute to economic development and sustainable communities,” said Richard Schien, Macoupin CEO Board Chairman.

Kim Harber, Madison Senior VP said, “We are proud to continue our investment in the future of Macoupin County. The CEO program is a welcomed opportunity for Madison to join with partners in education to achieve economic sustainability.” Harber continued, “This program is a unique opportunity to generate innovative ideas and initiatives from our future leaders and Madison looks forward to this continuing partnership.”

The Macoupin County CEO program is much more than a textbook course. Students are immersed in real life learning experiences with the opportunity to take risks, manage the results, and learn from the outcomes. It is a year-long course designed to utilize partnerships that provide an overview of business development and processes. Local businesses partner with area schools to create project-based experiences for students by providing funding, expertise, meeting space, business tours and one-on-one mentoring. Students visit area businesses, learn from guest speakers, participate in a class business, write business plans, and start and operate their own businesses. To learn more about CEO visit macoupinceo.com.