

Pioneer Hall of Fame: Jeffrey R. Prochnow, class of 1972



The University High School Alumni Association honors Jeffrey R. Prochnow, class of 1972, as a 2012 inductee to the Pioneer Hall of Fame for his achievements and contributions to the community and as an entrepreneur.

Prochnow is recognized in the community and state for his civic service. In 2010, Prochnow was elected to and served a one-year term as the 110th Potentate/Chief Executive Officer of the Mohammed Shrine, which is one of 194 Shrine centers international with membership of 425,000. Shriners International is a fraternal organization that supports twenty-two Shriners Hospitals for Children. He was the sixth Potentate from the Bloomington-Normal area when he led the 2,200-member organization. He is also a past director of the Royal Order of Jesters Court 40, and a member of Masonic Blue Lodge #43. He is one of four grand marshals of the St. Patrick's Day "One Float Parade," which over the past decades has raised money for various charities. In addition to affiliating with over twenty local and regional civic organizations, he has served on the board of directors of the local Susan G. Komen for the Cure, and the McLean County Sportsman.

In addition to his civic involvement, Prochnow is a businessman and entrepreneur. Due to his father's illness when he was in high school, Prochnow began working at the age of 14. He worked full-time while attending U-High. At the age of 19, he purchased a Mister Donut franchise and was the youngest owner. His franchise was ranked in the top twenty out of 485, and he served on the Midwest Dealers Association. After selling his franchise, he was a regional sales representative for a bakery supply company, and in 1984, he opened the Bakery Banc in Bloomington. In 1994, he was elected to the National Retail Bakers Association and served for six years. He became a sought after speaker in the industry and was featured in many trade magazines.

In 2000, Prochnow left the bakery industry and entered the real estate industry where he has also succeeded as an agent with Prudential Snyder Real Estate. In 2002, he graduated from the Missouri Auction School and became a licensed auctioneer. He owns and operates Chenoa Auction Gallery/Prochnow Auctions. Prochnow is a member of a legacy family, as three generations graduated from U-High beginning with his mother, Arlene Schaab Prochnow-Gittings, class of 1945.