

ANNUAL REPORT EDITION 2023





In Edwardsville CEO, the community is our classroom.

CEO is a transformational program for seniors from Edwardsville High School, Father McGivney Catholic High School and Metro-East Lutheran High School.

During the course of their senior year, our students tour and connect with dozens of area businesses and guest speakers.

Together, students develop a class business venture in the fall and launch an individual business in the spring. Through these interactions and experiences, our goal is to help our students develop an entrepreneurial mindset which, we believe, will help set them up for success no matter which career path they choose.

MISSION

CEO aims to provide a comprehensive educational experience by equipping our students to become entrepreneurial thinkers who contribute to the economic development and sustainability of our community.

HISTORY

Class of 2019: 9 students
Class of 2020: 17 students
Class of 2021: 20 students
Class of 2022: 20 students
Class of 2023: 26 students
(Incoming) Class of 2024: 26 students

Dear Edwardsville CEO Community,

As the Edwardsville CEO Advisory Board Chairman, I present to you the 2023 CEO Annual Report. Having completed our 5th year, Edwardsville CEO continues to expose area high school students to all the wonderful businesses, people and ideas that the Edwardsville/Glen Carbon area has to offer. These students undergo a quick transformation from high school student to our next generation of business people. The indications of the changes are manifested in their appearance, outward behavior, inquisitiveness, problem solving, personal responsibility, honesty, optimism, and outstanding work ethic. Edwardsville CEO is helping to fast forward the future leaders of tomorrow. Currently we have students from Edwardsville High School, Father McGivney High School and Metro-East High School.



Our very first year saw an unprecedented 3 finalists being selected to participate in the 2019 National CEO Trade Show where 1 of our students was selected as a winner. Our second year saw an increased class size get interrupted by the COVID 19 virus, but that did not deter them from holding a very successful class business, adapting and holding a virtual business pitch competition and having 3 students become finalists in the CEO National Pitch Competition. In our third year, we were thrilled to have had 4 students make it to the top 18 finalists out of over 160 student submissions nation-wide. On top of this, Luke Deakos was awarded the first place grand prize! Our fourth year has seen our largest class of 26 achieving one of most successful class businesses. Our fifth year has brought a new Program Coordinator, Ellen Singh, who joined us this past summer. We repeated a very successful class business, Fish Tank competition, and look forward to the upcoming trade show. The 2023 Midland Institute CEO National Pitch contest saw 398 entries this year and the Edwardsville CEO program placed 5 finalists in the Top 18. The Grand Prize winners will be announced very soon.

I would personally like to thank all who contributed to the success of this program. This would include our investors, school administration and staff, business hosts, speakers, mentors. To the Edwardsville Community Foundation, a special "Thank You" for being our fiscal agent. I would like to extend a special shout out to the Edwardsville Rotary Club, our Board of Directors and to the fantastic Program Director we have in Hannah Allison.

On behalf of the Edwardsville CEO Advisory Board, thank you for your continued support. Your investment in the future of these young adults is appreciated. If you would like to become involved, I invite you to attend a class, consider becoming a mentor, serve as a host site for a class, or arrange a business visit.

Thank you for your investment! It's an investment for our kids, our businesses and our community.

Marc R. Voegle

Owner | Express Employment

marc.voegle@expresspros.com | 618.920.2705



To our outstanding Edwardsville CEO Community,

It is hard to believe that our 5th class of CEO students is about to graduate! At the conclusion of this school year, 92 students will have passed through this program and been profoundly impacted. What an amazing accomplishment!

We have witnessed our students from Edwardsville High School, Father McGivney Catholic High School and Metro-East Lutheran High School join forces under one program to launch a class business venture and develop their own individual businesses. This year, our 26 students pulled off an incredibly successful drive-in movie event, rocked our local Fish Tank business pitch competition and had FIVE students make the top 18 finalists in the Midland Institute National Pitch Competition (out of almost 400 applicants)! To say we are proud of all of their accomplishments this year would be an understatement.



Students from our first class of 2019 are getting ready to graduate college and enter the workforce. We are starting to see evidence of something quite amazing...our graduates are not only pursuing amazing opportunities, they are looking to our community to return and plant roots! When you find a program where you can set students up for success, no matter which career path they plan to pursue, and are also able to open their eyes to the amazing opportunities right in their backyard...you have found something very, very special.

Our mission in CEO is to help students develop an entrepreneurial mindset. We believe that when our young adults learn how to be enterprising individuals, when they understand the importance of communication, hard work, doing what they say they are going to do and owning their mistakes, that they can truly become contributors to the economic development and sustainability of any community. Students not only learned valuable business concepts, each day they soaked in life lessons and words of wisdom from dozens of experienced professionals. Thanks to our community's support of this program, we are confident that our students are leaving high school with the tools necessary to be successful, no matter which career paths they choose to pursue.

It has been my absolute pleasure to be a part of a program that combines education with real-life experiences while placing a high value on community growth and development. It is an honor to introduce younger generations to the endless opportunities that exist in our community. I feel extremely fortunate to be in a position that allows me to promote the hometown that helped shape me into the person I am today.

Thank you for your investment in our community and our future!

Hannah L. Allison

Program Director | Edwardsville CEO
facilitator@edwardsvilleceo.com | 618.610.9714



WE ♥ OUR ALUMNI

Each year, we welcome our alumni back to reconnect at a winter extravaganza. This year, we were particularly THRILLED to catch up with SO many graduates and hear of some incredible stories.



Lights CAMERA ACTION!

Class of 2019 CEO alumnus, Trevor Lovatto, volunteered to feature a few of these stories in a new promo video for the program! Check out a glimpse at the special ways our alumni have carried on their entrepreneurial mindsets and are connecting with our community below!



Rebecca Raymer (19') & Jasmine Kumar

Rebecca was just recently hired as the new SALES MANAGER for the Towneplace Suites in Edwardsville – the same location that first sparked her interest in the industry when she visited on a talk & tour with the first CEO class in 2019. Jasmine (Regional Director of Sales for General Hotels Corporation), has been an incredible supporter of CEO since the beginning. She has not only hosted each class at Towneplace Suites, she has been a mentor year after year for our students.



Livia Budwell (23'), Ryan Cross (22') & Phillip Brunner

Phillip Brunner, Owner/Operator of the newly opened Chick-fil-A, joined Edwardsville CEO as a guest speaker this school year. Ryan and Livia were both inspired by Phillip's passion and commitment to creating a fantastic work environment. They were both hired, and soon promoted, during the early weeks of the restaurant opening. Ryan and Livia's leadership, communication skills and teamwork are a few of the qualities that immediately stood out to Phillip.



Trevor Lovatto (19') & Doug Villhard

Doug Villhard (Academic Director for Entrepreneurship at WashU) generously began speaking with CEO students in 2018 with a series of workshops geared at developing the art (and science) of entrepreneurship. The lessons and teachings of these workshops have long since stuck with Trevor as he has continued to pursue a career in videography and launch his own business.



Ashton Mersinger

Shoe Renew, created by Ashton Mersinger, is a shoe care kit and cleaning service made to improve the look and longevity of all of your shoes. Shoe Renew provides all the essentials to help get your shoes looking as good as - new, as well as a unique tips and tricks guide to help clean and spiffy up your footwear. - From blotch marks to blemishes the Shoe Renew cleaning kit will be sure to get your shoes looking as good - as new. For more information visit www.618shoerenew.com, or email us today at shoerenew618@gmail.com. Ashton plans to attend the University of Indiana to major in business with an emphasis on finance.



Avarie Schwartz

Graze and Gather, created by Avarie Schwartz, is a charcuterie business to help your parties go above and beyond to help you become the host with the most! Each box contains hand-picked artisan cheeses along with many other delicious treats and a unique flavor pairing card to ensure an optimal flavor experience. Follow @grazeandgatherceo on Instagram and Facebook to place your order today! In the near future, Avarie will study electrical engineering at Auburn University.



Brooke Wade

As the owner and operator of **Chexedo Dreams**, Brooke wishes to create customized illustrations for one's favorite character. These characters could be clients' original characters or just fictional characters that they love. Chexedo Dreams will also be offering different sizing from headshots to full landscape illustrations. Follow Chexedo Dreams on Instagram @chexy_dreams to catch our next set of order openings! Brooke will be attending Stony Brook University with an area of interest in computer science.



Caroline Marcus

The Ville Style, created and owned by Caroline Marcus, is an aesthetic, neutral, local clothing brand. The Ville Style focuses on keeping up with the current trends and offering affordable prices to allow you to support your local community in style. For more information visit our website at thevillestyle.com or follow @the.ville.style on Instagram today. Caroline will be attending the University of Tennessee Knoxville in the fall and will major in business with the goal of eventually becoming a lawyer.



Carter McMillian

Ready Ride, created and owned by Carter McMillian, sells portable car care kits for everything you may need while on the go. From cleaning up a spill to getting the dust out of your vents, Ready Ride's portable car kit has you covered. You can check out Ready Ride on Instagram @_readyride. In the fall, Carter will be attending The University of Kansas to study aerospace engineering.





Drew Bagby

Drew's Design and Decor was created and run by Drew Bagby and is a handcrafted wooden holiday sign brand. The signs have pieces that are made to be swapped out for every holiday or celebration. You can follow us on Instagram: @drews_design_and_decor! Drew plans on studying sound design and technology through the Parkland Pathway program with UIUC.



Ella Feldmann

STEM Creations, owned and operated by Ella Feldmann, works to inspire the next generation of STEM professionals. The company provides at home lab kits for kids grades 3rd-8th grade. The kits feature education videos that not only guide students through the projects, but teaches students about STEM topics in fun and exciting ways. For more information on how to bring the joy of science outside of the classroom and into your home, contact Ella Feldmann at ellafeldmann@stemcreations.com, visit www.stem-creation.com online. Ella plans to study mechanical engineering at the University of Kansas.



Ellie Antonini

Art by Tini, created by Ellie Antonini, provides high quality and personalized artwork for each customer. Ellie specializes in portraits of people and pets, and is willing to accommodate whatever requests her client can imagine! Her creations act as a perfect gift to hang up and to be displayed for years to come. Additionally, customers have the option to see their piece being drawn in a timelapse video. To order your own piece, follow @artby_tini on Instagram and Facebook and email her @artby.tini2004@gmail.com. Ellie's dedication for helping others feel special and loved is shown in her art which she has pursued for 8+ years. In the fall, Ellie will be attending SIUE to study fine arts and forensic science.



Emma Bukovac

The Buddy System, owned by Emma Bukovac, is a dog care service created to ensure that your dog is being given the attention and care that you wish you could give them everyday. Sometimes we get busy in our lives and our dog's care and health can slip our mind. To ensure they stay happy and healthy, Emma will be offering a service to come to your house to walk them, feed them, play with them, and more. If you want to schedule a time for Emma to come take care of your dog, message Emma on Facebook @EmmaBukovac or email her at emmabukovac22@gmail.com. In the fall, Emma plans to attend SIUE and major in biology and participate in the dental program.



Emma Lorenz

Period Pack, created by Emma Lorenz, is a period subscription box aimed at providing women with the period care they need and delivered to their door. Each box comes with period supplies tailored to the customer's needs including, snacks, and a beauty product. Period Pack will use some of the profits from each box to donate period supplies to support women who are in need. Visit @the.periodpack on Instagram and Facebook for more information. Next year, Emma will attend Carthage College to study Nursing and Spanish, as well as play in the Concert Band.





Emma Martinez

Taste of Miami, created by Emma Martinez, provides pastries with a tropical taste of guava influenced by Cuban culture. By bringing this well-known Miami favorite to an unknown audience, Taste of Miami not only spreads an unfamiliar culture to the area, but also a delicious exotic taste. Customers can purchase individual pastries or a dozen that are intricately baked in Ms. Martinez's home kitchen. For more information, visit @tasteofmiami618 on Instagram or email tasteofmiami618@gmail.com. Emma will continue her education at Southern Illinois University of Edwardsville to study accounting.



Katie Gilbertson

Clay Crusher Course, coached and created by Katie Gilbertson, gives you an opportunity to enroll in fun and interactive private trap shooting lessons as well as shotgun handling courses for people of all levels! These lessons will help people learn, improve, and enjoy the sport. As a competitive trap shooter, Katie believes anyone can learn and improve in trap shooting and be confident in their skills! Visit claycrushercourse.com or follow @claycrushercourse on Instagram and Facebook. Katie will be studying early childhood development and education at Missouri State University.



Livia Budwell

Just Breathe Bands, created by Livia Budwell, helps you take control of your focus and energy. Just Breathe Bands is a silent snapping magnetic band that can be worn on the wrist and tucked in the pocket. It even comes with a correlating breathing exercise. Learn to ground yourself when life is chaotic and become more productive with Just Breathe Bands. Visit @justbreathebands on Instagram and Facebook to learn more! Livia will be studying business and psychology in the fall.



Madison Deck

Mad Kimchi, created by Madison Deck, is a business that creates handmade kimchi. Simply put, kimchi is spicy, pickled cabbage originating from Korea. This superfood is bursting with probiotics and was named one of the top five healthiest foods in the world. Mad Kimchi uses high quality ingredients to bring a delicious handmade taste to your taste buds. To learn more, please visit @mad_kimchi on Instagram. Madison will be majoring in engineering at Southern Illinois University of Edwardsville.



Mae Klusas

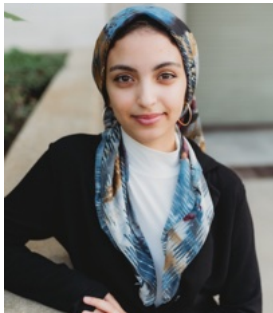
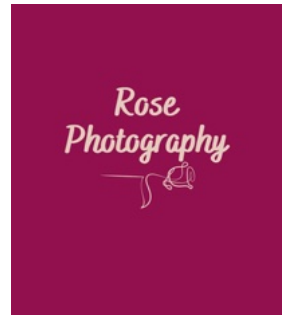
The Simplified Life, created by Mae Klusas, is a line of aesthetic designs of to-do lists, planners, and schedules aimed at improving organization, productivity, and work-flow. As a classic Type-A personality, Mae believes that with the right tools, anyone can achieve their goals when it comes to organization. With various customizable elements as well as coordinating designs, a simpler and more minimalistic way of prioritizing tasks will be within reach! For more information about purchasing, visit @_thesimplifiedlife on Instagram. Mae will be attending Saint Louis University to study nursing.





Mallori Dempsey

Mallori Dempsey is the owner and photographer of **Rose Photography**, a collection of framed local iconic spots and decorated with dried pressed flowers. The product is designed this way to bring nostalgia and warmth into your home or office! Follow Rose Photography on Instagram @md.r_photography to see what she has been working on! Mallori will be majoring in biological sciences with a concentration of integrative biology at SIUE.



Mariam Amer

Baklovea, created by Mariam Amer, is a business that sells authentic and traditional Mediterranean Baklava. This staple Mediterranean dessert is made of many layers of paper-thin phyllo dough, a filling of ground nuts, and a syrup of honey with a hint of citrus and cinnamon flavors. The sweet, rich flavors and flaky texture of this dessert make it a favorite around Mediterranean regions, and with Baklovea, you now have the chance to try it as well! To discover more, make sure to visit @baklovea_ on facebook and instagram. Mariam will attend SIUE with a major in biology.



Natalie Blair

Natalie Blair is the creator and owner of **Blue Heart Jewelry**, a sustainable brand that upcycles old jewelry. Blue Heart Jewelry repurposes second-hand jewelry and turns them into stylish new pieces. Each piece created by Blue Heart Jewelry is unique. To learn more information follow @blue.heartjewelry on Instagram or contact Natalie at nataliejamesblair@gmail.com. Natalie is undecided on what school she will attend in the fall, but will major in aviation.



Olivia Gray

Cake Explosion, created by Olivia Gray, provides a unique dessert for any occasion or event. Cake Explosion provides cake pops, but they aren't your average cake pops. These cake pops are fully customizable and are coated in popping candy to really put the "pop" in cake pop. For more information, visit @cakeexplosion_ or Instagram to get your distinct dessert. Olivia plans to attend SIUE to study marketing.



Rhiannon LaZella

Rhi-purposed Paper, created by Rhiannon LaZella, is a paper making company that focuses on giving the community fun and unique paper products that are eco-friendly, sustainable, and reusable. To do this, Rhi-purposed Paper takes donations of pre-used paper from local schools and people like you; breaks it back down into pulp; then remolds it into new, clean, unique, and fun paper products. Visit our Instagram and Facebook @rhi_purposedpaper, or email us at rhipurposedpaper@gmail.com to learn more! Rhiannon is unsure of where she will attend school in the fall, but will be going to a cosmetology school and eventually plans to specialize on cutting hair for kids with sensory issues.





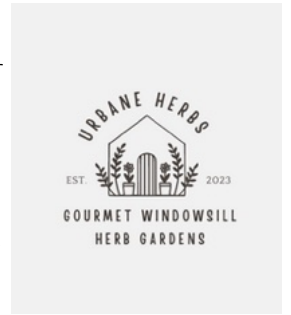
Sam Chouinard

Lux, owned, operated, and manufactured by Sam Chouinard, solves those groggy mornings. Traditional alarm clocks are harsh and crude. Instead of jolting you awake, Lux wakes you gently with a simulated sunrise right from your nightstand and can travel with you anywhere you go. Waking to light has many benefits for your eyes, productivity, and overall mood. For information and updates, visit @LUX_LIGHTINGCOMPANY on Instagram. Sam will attend the University of Alabama at Huntsville to study aerospace engineering.



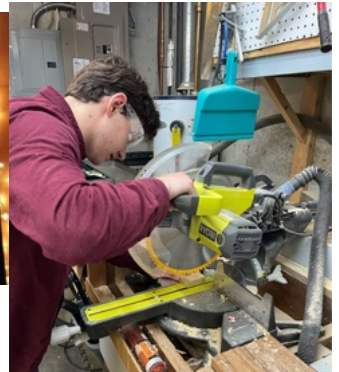
Sophia Ball

Urbane Herbs, created and owned by Sophia Ball, spruces up your cooking and brightens up your house with its gourmet windowsill herb gardens. The kit provides everything you need to grow your own herbs while also enhancing your cooking with unique recipes and tips. To buy your windowsill herb garden today, visit @urbane_herbs on Facebook, Instagram, or Etsy. Next year, Sophia will be attending Concordia University Nebraska to study Secondary Education.



Sophia Ivnik

Time Out - The Athletic Pack, created by Sophia Ivnik, is made for athletes that forget the essentials such as ponytails or athletic tape when going to the gym or practice. The Time Out Athletic Pack is a portable, lightweight bag that stores all your athletic essentials. Each bag is universal and can be used wherever, whenever. For more information and updates, visit @timeout_pack on Instagram to get your athletic pack today! Next year, Sophia will be attending Marquette University to study psychology.



the.ville.style

Liked by timeout_theathleticpack and 82 others

the.ville.style behind the scenes of the 30 second pitch and a sneak peek at some designs! be on the look out, orders will be available soon!

#edwardsvilleilinois #glencarbonilinois #edwardsvilleco #local #smallbusiness



Tanner Garner

Dog Walker's Dream, owned and operated by Tanner Garner, solves the hassle of carrying too many items in your hands or pockets when going for a walk with your furry friend. This crossbody bag holds all your dog walking essentials such as doggie bags, your phone, keys, wallet, and more. When not in use, the bag can be used to store your leash and collar in one place. Bags can even be personalized with your dog's name! To grab yours today, check out @dogwalkersdream on Instagram. Tanner is planning on attending The University of Tampa to study psychology and criminology/criminal justice.



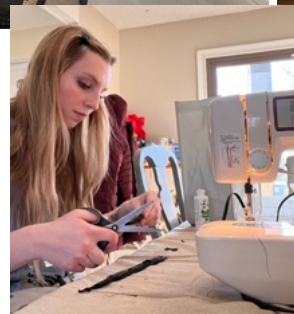
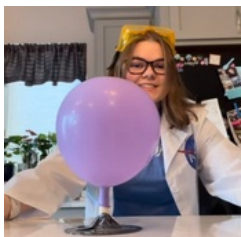
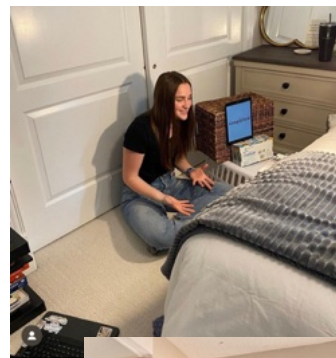
Taylor Heberer

Biscuits For A Buddy, owned by Taylor Heberer, strives to provide fresh and healthy ingredients in her homemade baked dog treats. Taylor provides treats with few ingredients and high quality to maximize the benefits for your dog. Purchasing a bag of treats is not only great for your dog, but will benefit another animal in need. Ten percent of Taylor's profit will go directly to the Humane Society International organization to help other animals. To learn more, visit @biscuits_for_a_buddy on Instagram. Taylor plans to attend The University of Missouri - St. Louis (UMSL) and major in international relations.



Zoë Byron

Cases for a Cause, founded by Zoë Byron, helps protect your phone while also donating money to different organizations per case bought. Cases for a Cause is a phone case company that selects two organizations per month in which 10% of the profits is donated. Each case's color matches its corresponding organization's awareness ribbon and each case is customizable. To learn more about Cases for a Cause, visit @_casesforacause_ on Instagram. Zoë is attending Florida Gulf Coast University, and plans to pursue digital media design.



Doug Villhard

ACADEMIC DIRECTOR
OLIN SCHOOL OF BUSINESS | WASHU

Entrepreneurial Extraordinaire, Doug Villhard, led a workshop series titled, *'The Art (and Science) of Entrepreneurial Thinking.'* Doug's workshops help our students identify a customer problem, find a "loveable solution," learn how to differentiate from the competition, understand the market and more! His series sets the foundation for each of our students to build their individual businesses. On top of this, students learn how to craft a pitch deck for their pitch competitions. Doug's donation of experience, time, energy, resources and talent are so greatly appreciated!



Rachel Gierich

OWNER | RACHEL GIERICH PHOTOGRAPHY

For the FOUTH year in a row, Rachel took professional group and individual photos for our program. She also met with the class as a guest speaker and shared her experience of owning launching and running her photography company. Her incredible gifts of time, talent and energy are invaluable! We cannot thank her enough for her outstanding community support. To learn more about Rachel or her business, visit rachelgierichphotography.com.



Pam Farrar

EXECUTIVE DIRECTOR | ECF

The Edwardsville Community Foundation (ECF) is the Fiscal Sponsor for Edwardsville CEO. ECF operates as a charitable trust that receives, manages and distributes tax-deductible contributions for the benefit of residents living in the local communities as defined by Edwardsville School District 7. We would like to extend a big thank you to Pam and ECF for all you do to allow Edwardsville CEO to operate and continue to grow! To learn more about ECF, visit: edwardsvillecommunityfoundation.com.



**EDWARDSVILLE
COMMUNITY
FOUNDATION**

Our Program **Investors** & **Friends of CEO** are the heart of our community-driven program. An annual investment of \$1,000 (Investors) as well as additional donations of finances and resources (Friends of CEO), provide the necessary resources for current-year contractor salaries and operating expenses, and ensures the sustainability of the program for future students. Investors also contribute their time to the program by hosting host business visits, providing guest speakers and serving as mentors.

- 1st Mid America Credit Union
- A Little Taste of Heaven Bakery
- AAdvantage Insurance Group
- Ann Tosovsky & David Bender; Home Nursery, Inc.
- B & W Heating and Cooling
- Bank of Madison County
- Busey Bank
- Carrollton Bank
- CarsonAllaria Wealth Management
- Cassens & Sons, Inc.,- Chrysler Dodge Jeep RAM
- Cassens Transportation
- Chef's Shoppe
- CLA (Clifton Larson Allen)
- Clean EatZ (Edwardsville)
- CNB Bank & Trust
- Contegra
- Counselors Associates, Ltd.
- Dan Marsh, CFP. AAMS | Edward Jones
- Doug & Diane Villhard
- Edwardsville Rotary Club (until 2026)
- Express Employment Professionals
- FCB Banks
- Fireside Financial
- First Mid Bank & Trust
- Foley Dental Group, LLC
- Front Office Wealth Strategies
- GCS Credit Union
- Goldenberg Heller & Antognoli, P.C.
- Greg & Tammy Wofford
- Hawthorne Animal Hospital
- Heartland Bank
- Hortica
- Jay Beard/Boulder Holdings, LLC
- Jeff & Mary Westerhold
- Jeff Cooper (until 2023)
- Joe & Kathy Gugger
- Josh & Taran McKey
- Junior Service Club of Ed/Glen
- Karen Marcus | Butler Marcus Group at RE/Max Alliance
- Kurt & Julie Johnson
- Liberty Apple Orchard | Lugene and Steve Miller
- Liberty Bank
- Mark & Carol Mestemacher
- MasterCars, Inc.
- Midwest Members Credit Union
- Napa McKay Auto Parts
- Nicol Financial Services
- Ollie the Owl | Mallory Smyth & Patrick Quirke
- Ooh La La | Spa, Anti-Aging & Wellness
- Pfund Construction
- ProSource Wholesale
- R.P. Lumber
- Redmon Insurance Agency
- Richard & Tracy Wetzel
- Rick Marteeny - State Farm Insurance
- Royal Banks of Granite City
- S.M. Wilson
- Scott & Kris Lollar
- Scott Credit Union
- Siebert Lawn Care
- Sivia Law, P.C.
- Source Juicery
- Spencer Homes
- St. Louis Bank
- Tim Wayman, CFP | Charles Schwab
- Truck Centers, Inc.
- Utilitra
- Wal-mart (Glen Carbon)
- Weinheimer Opel Law Firm
- West & Company, LLC
- Wood River Refinery | Phillips 66

FRIENDS OF CEO

- CEO Classes of 2019 - 2023
- Gori Law Firm
- Kimberly Winkler
- Paul & Melissa Millard
- Redmon Insurance Agency
- What to Wear
- WLS Consulting



An important piece of the CEO experience is visiting local businesses and hearing from a dynamic group of guest speakers. People drive by these locations daily without recognizing their contribution to the economic development of the area. Our students walk away with a changed mindset, never viewing the business the same way again. These engaging experiences build a deep understanding and strong connection between our present and future business leaders and community members.

Aramark Uniform Services
Barbers on South Main
Bella Milano
Blue Wave Martial Arts
Busey Bank
Busch Stadium & St. Louis Cardinals
Chef's Shoppe
Chick-fil-A
Clean Eatx Edwardsville
Contegra Construction Co
Edisons and the Outlet
Edwardsville Police Department
Edwardsville YMCA
Elite FT
Express Employment Professionals
First Mid Bank & Trust
Front Office Wealth Strategies

Gateway Arch
Goldenberg Heller & Antognoli P.C. Attorney
Goshen Coffee
Hawthorne Animal Clinic
Liberty Apple Orchard
MasterCars, Inc.
Ooh La La Spa, Anti Aging and Wellness
Peel Wood Fired Pizza
So iLL
Spencer Homes
Teaspoon Communications
Towneplace Suites by Marriott
T-REX
Village of Glen Carbon
Walmart
Weinheimer Opel Law Firm, PC
Wood River Refinery



GUEST SPEAKERS



Abel Anderson.....Community Bank President | First Mid Bank & Trust
 Alex Rosenberger.....Owner | MasterCars, Inc.
 Allison Olden.....Senior Talent Acquisition Partner | GE Aerospace
 Amy Schmidt.....Manage Loss Control | United Heartland- AF Group
 Andrew Myer.....Hawthorne Animal Hospital
 Bonni Burns.....President and Founder | BAM Marketing Agency
 Brandon Bell.....CEO | Edwardsville YMCA
 Bob Marcus.....Mayor | Village of Glen Carbon
 Brandy Mayfield-Smith.....Co-Owner | Local 618
 Blake Flener.....Owner | Barbers on South Main
 Chad M. Opel CFP.....Senior Management Advisor | Front Office Wealth Strategies
 Chris England.....General Manager | Peel Wood Fired Pizza
 Caryn Mefford.....Founder | My Pocket CEO
 Chairor R. Shaffer.....Sanitarian | Madison Country Health Department
 Dan Chancellor.....Founder | So iLL
 Dave Toby.....SVP Lending | FCB Banks
 David Berczek.....Public Affairs | NGA
 David Pulley, CPA.....Manager | West & Company, LLC
 Doug Villhard.....Academic Director of Entrepreneurship | Washington University
 Dr. Paul Myer.....Chief of Staff | Hawthorne Animal Hospital
 Dylan Palmer.....Barber | Barbers on South Main
 Eric Gowin.....CEO and Founder | Contegra Construction Co
 Eric Hoffman.....Barber | Barbers on South Main
 Earl Flack.....President & CEO | McKay Napa Auto Parts
 Gary Rosenberger.....Owner | MasterCars, Inc.
 George Worrall.....Director | Deep Grain
 Grace Pellock.....Special Events & Marketing Coordinator | City of Edwardsville
 Justin McMillian.....Owner | Elite FT
 James Arnold.....Economic & Community Dev. Coordinator | City of Edwardsville
 Jeanne Wojcieszak.....Finance Director | City of Edwardsville
 Jennifer Hughey.....Owner | Goshen Coffee
 Jasmine Kumar.....Regional Director of Sales | Towneplace Suites by Marriott
 Joe Allaria CFP, MBA.....Partner & Wealth Advisor | CarsonAllaria Wealth Management
 Jo Ann Di Maggio May.....Director | IL SBDC for the Metro East at SIUE
 Joel Nimmo.....Owner | Nautical Bowls
 Kathie Opel.....Partner | Weinheimer Opel Law Firm, PC
 Kathleen Klein.....Community Director | T-REX
 Katie Bennett.....Community Relations Coordinator | Wood River Refinery
 Katie Brandenburg.....Fan Interaction | St. Louis Cardinals
 Karen Marcus.....Real Estate Broker / Butler Marcus Group | RE/MAX Alliance

Kelly Schlechte.....Co-Owner | Local 618
 Kevin Head.....City Administrator | City of Edwardsville
 Kristen M. Jacobs, M.D. and Robert L. Wise, D.C.....Owners | Ooh La La Spa
 Kyle Cassity.....Promotions & Events Manager | St. Louis Cardinals
 Kyle Dinges.....Radio Sales Director | St. Louis Cardinals
 Lacy Able.....Business Development Representative | GCS Credit Union
 Luke Harris.....Director | Crossroads Bike Tours
 Matt Hanks.....AMC GeoMobility Program Director | Air Mobility Command, Scott AFB
 Matt McKay.....Regional Sales Manager | McKay Napa Auto Parts
 Matt McSparin.....Owner | Edisons and the Outlet
 Marc Voegelé.....Owner | Express Employment Professionals
 Mark C. Goldenberg.....Founder & Partner | Goldenberg Heller & Antognoli P.C.
 Megan Eberhart.....Giveaways & Promos | St. Louis Cardinals
 Melissa Georgeoff.....Chief Contracting Officer | Advent Home Medical Inc
 Mike Rathgeb.....Owner | Spencer Homes
 Michael Fillback.....Chief of Police | Edwardsville Police Department
 Michelle Motley.....Owner | Source Juicery
 Mike Lybarger.....Major/Deputy | Edwardsville Police Department
 Nancy and Scott Schneider.....Owners | Chef's Shoppe
 Natasha Howard.....Branch Director | Edwardsville YMCA
 Nate Tingley.....Director of Parks & Recreation | City of Edwardsville
 Patrick Thirion.....Co-Owner | Peel Wood Fired Pizza
 Phillip Brunner.....Owner/Operator | Chick-fil-A
 Rachel Gierich.....Owner | Rachel Gierich Photography
 Rebecca Courtney.....GA Community Relations Lead | NGA
 Rick Marteeny.....Agent | State Farm Insurance
 Ryan Frank.....Area Mechanical Engineer | Wood River Refinery
 Russell J. Voudrie, CPA.....Partner | West & Company, LLC
 Sam Masterson.....Marketing & Communications Specialist | Gateway Arch
 Sara Sanderson.....Owner | Clean EatZ Edwardsville
 Sarah Clarke.....Director of Operations | Gateway Arch
 Skip Sponeaman.....Store Manager | Walmart
 Steve Cooper.....Senior VP and Regional Senior Lender | Community Bank
 Steve Grant.....VP Retail Banking | Busey Bank
 Stephen Hagopian.....Sales Manager | Aramark Uniform Services
 Steve and Lugene Miller.....Owners | Liberty Apple Orchard
 Serena Ball.....Partner | Teaspoon Communications
 Tammy Bauer.....Owner | Blue Wave Martial Arts
 Tim Henke.....Video Editing | St. Louis Cardinals
 Todd Sivia.....Attorney & DISC Trainer | Sivia Law Firm
 Tom Guarino.....Director of Sales and Hospitality | Bella Milano



Each year, CEO students are responsible for the planning and execution of a class business endeavor. Students elect officers, pitch their idea for approval to the board of directors, and form committees. As a team, they must identify goals, create a marketing plan, gain investors, launch sales, make financial projections, and more!

The profit generated from the event becomes the seed money for each student's individual business venture that they launch in the spring.

Through a lot of teamwork, planning, hard work, feedback from program participants, and community involvement, students executed an incredibly successful drive-in movie night, far exceeding their goals and expectations!

Despite having to reschedule the original date due to weather, students entertained over 430 community guests to 'The Most Magical Night in Edwardsville!' They hired professional princesses, face painters and brought in food trucks, making this evening one our community is not soon to forget!



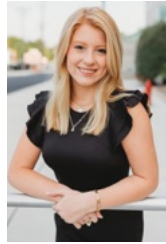
- ✓ Gain **EXPERIENCE**
- ✓ Generate **PROFIT**
- ✓ **COMMUNITY** involvement



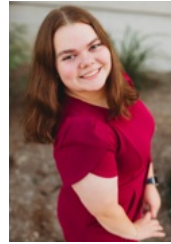
MIDLAND INSTITUTE FOR ENTREPRENEURSHIP

Students submitted a 30 - second business pitch for the MIE CEO National Pitch Competition. Nearly 400 students entered across all CEO communities.

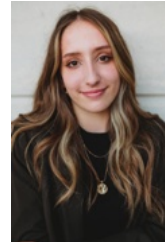
We are thrilled to share that FIVE of our students earned a place in the TOP 18 FINALISTS! Congratulations, ladies!



Avarie Schwartz
GRAZE AND GATHER



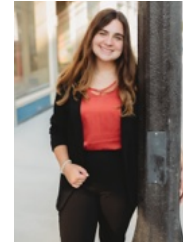
Ella Feldmann
STEM CREATIONS



Ellie Antonini
ART BY TINI



Emma Lorenz
PERIOD PACK



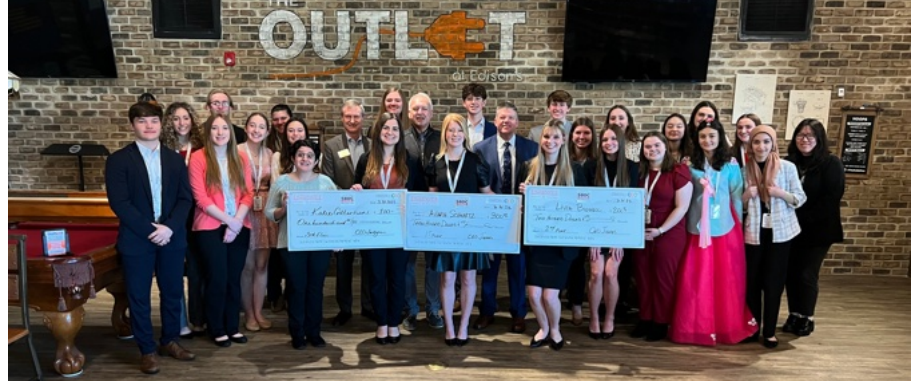
Katie Gilbertson
CLAY CRUSHER COURSE

EDWARDSVILLE CEO FISH TANK

SPECIAL SHOUT OUT TO OUR JUDGES:

Matt McSparinPresident/CEO | Edison's Entertainment Complex
 Jo Ann Di Maggio MayDirector | Jo Ann May SIUE SBDC Brewing
 Steve Cooper.....Division President | First Mid Bank & Trust
 Tim Schoenecker, PH.D.....Dean | SIUE School of Business
 Veronica AmbuehlVP & Executive Director | BAM Marketing

SPONSORED BY:



CONGRATULATIONS TO OUR WINNERS!

1ST PLACE.....Avarie Schwartz
GRAZE AND GATHER

2ND PLACE.....Livia Budwell
JUST BREATHE BANDS

3RD PLACE.....Katie Gilbertson
CLAY CRUSHER COURSE



A DAY IN ST. LOUIS!



Edwardsville CEO always meets in a business, never a classroom. In order to host guest speakers and have class work days, we rely on our gracious local businesses to open their doors and allow us to share their meeting spaces.



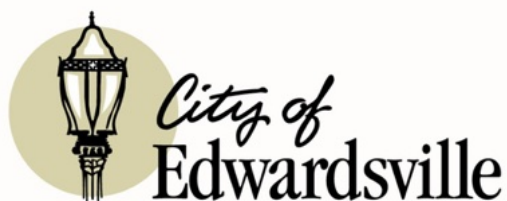
SPECIAL THANKS TO:

Abel Anderson & Steve Cooper



SPECIAL THANKS TO:

Kristen Pfund & Cheryl Marteeny



SPECIAL THANKS TO:

Ms. Kimberly Winkler



MENTORS



The mentor program provides an effective networking model for Edwardsville CEO students. Each student is matched with a mentor from the business community that helps students throughout the year as they develop their individual business venture! THANK YOU, MENTORS!



ADAM DAVIS
Assistant VP | Busey Bank



ADAM SALTSGAVER
Royal Banks | SVP IL Market
Manager



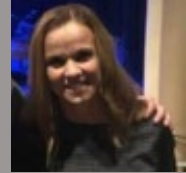
ALLISON OLDEN
Senior Talent Acquisition
Partner | GE Aerospace



AMY SCHMIDT
Manager Loss Control | United
Heartland - AF Group



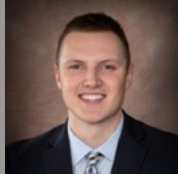
ANDREA GARNER
SVP | Commerce Bank



ANN MCLEAN
Health and Wellness Director |
YMCA Edwardsville



CALE HENKE
VP Commercial Banking I
Busey Bank



CARTER MARTEENY
Real Estate Broker |
Barber Murphy



CARYN MEFFORD
Founder |
My Pocket CEO



CHAD M. OPEL, CFP
Senior Wealth Management
Advisor | Front Office



DAVE TOBY
Senior VP | FCB Banks



JARED SIEBERT
VP | Liberty Bank



JASMINE KUMAR
Regional Director of Sales |
General Hotels Corporation



KRISTEN JACOBS, M.D.
Owner | Ooh La La Spa



KRISTEN PFUND
Co-Owner | Pfund
Construction, LJC Partners,
The Ink House



LACY ABLE
Business Development Rep |
GCS Credit Union



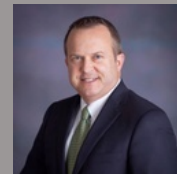
MARK COUSLEY
VP | Bank of Madison County



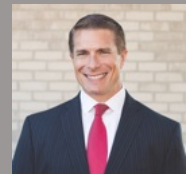
MATT GORTON
VP Private Wealth Advisor |
U.S. Bank



MIKE RATHGEB
Owner | Spencer Homes



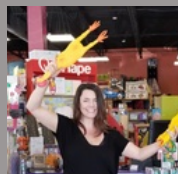
PAUL ABERT
Market President |
Bank of Madison County



ROB PICKERELL
VP Commercial Lender |
Heartland Bank & Trust Co



RYAN HIGH
Owner | Global Brew



SHAWNTA' RAY
Owner | Happy Up Inc.



TAMMY BAUER
Owner | Blue Wave Fitness



TAMMY POCUCA
Gymnastics Director |
Edwardsville YMCA



TODD SIVIA
Attorney & Owner |
Sivia Law Firm

BOARD MEMBERS & STAFF



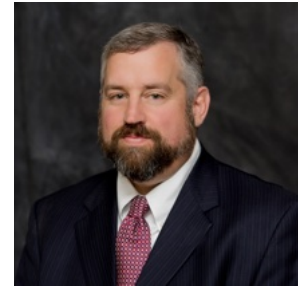
Abel Anderson
Edwardsville
Community President
First Mid Bank & Trust



Kristen M. Jacobs, M.D.
Owner
Ooh La La | Spa, Anti-
Aging & Wellness



Rick Marteeny
Agent
State Farm Insurance



Paul Millard
Market President
CNB Bank & Trust



Katherine L. Opel
Partner
Weinheimer Opel Law Firm



Kristen Pfund
Co-Owner
Pfund Construction
& The Ink House



Robert Pickerell
VP Commercial Lender
Heartland Bank & Trust Co



Douglas Rohrer
Retired Consultant



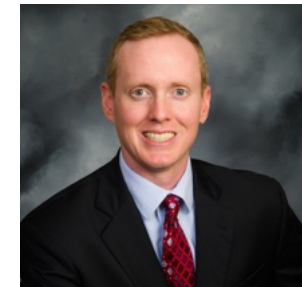
Jared Siebert
VP Commercial Banking
Liberty Bank



Ann Tosovsky
Owner/President
Home Nursery, Inc.



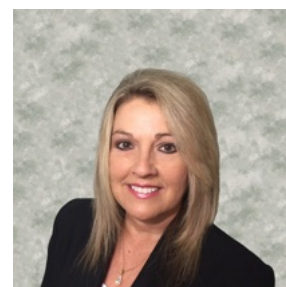
Marc Voegele
Owner
Express Employment
Professionals



Russell J. Voudrie, CPA
Partner
West & Company LLC



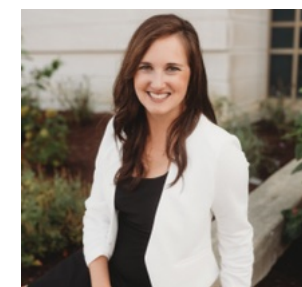
Jeff Westerhold
Principal
Scheffel Financial
Services, Inc.



Tammy Wofford
COO/SVP
GCS Credit Union



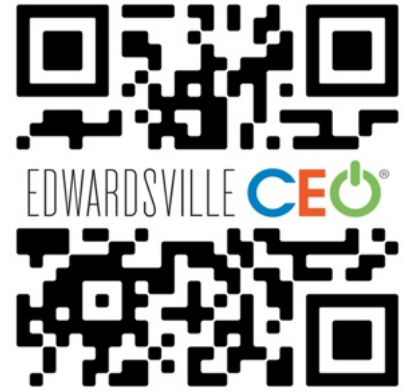
Ellen Singh
Program Coordinator



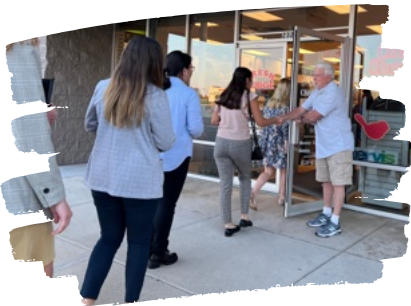
Hannah Allison
Program Director



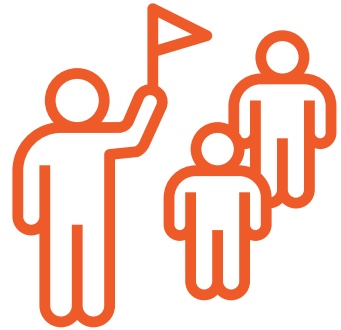
SCAN
HERE



JOIN CLASS
GUEST
SPEAKER



HOST A
BUSINESS
VISIT



BECOME A
MENTOR



DONATE AS AN
INVESTOR



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