

CREATING ENTREPRENEURIAL
OPPORTUNITIES

2018-2019 ANNUAL REPORT





The mission of the CEO Class is to provide a comprehensive educational experience, equipping our students to become enterprising individuals and entrepreneurial thinkers who will contribute to the economic development and sustainability of our community.

## Dear Edwardsville CEO Community,

It is hard to believe that the first year of Edwardsville CEO is coming to a close! Through the hard work and generosity of local businesses and educational leaders our students have been able to have an outstanding and unique educational experience.

We have seen our students from both Father McGivney Catholic High School and Edwardsville High School participate in a variety of team building activities, work together on a class business and individually launch their own micro-businesses. Our community has provided an outstanding list of successful business men and women to welcome our group and share their stories and advice. Most importantly, we have watched our students transform from typical high school students into young entrepreneurs!

The continued support of local businesses and business people has allowed students to receive a world-class business education before they graduate high school. We believe that each of our students are leaving our program better prepared to face the challenges of life beyond high school, no matter which path they choose.

The CEO program is one of the best investments we can make in the economic future of our area and our nation. The success of the program is due entirely to the dedication and efforts of our students, board of directors, investors, stakeholders, mentors and school districts.

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 have found 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 future



Hannah Allison Edwardsville CEO Fa<u>cilitator</u>



#### **Kenneth Bond**

Kenneth Bond is a senior at Edwardsville Senior High School. During his time at Edwardsville High School he participated in Soccer, Track & Field, the French Club, Orange Rush Pep Squad, and Fellowship of Christian Athletes. He was also honored to be chosen for Homecoming Court Freshman and Senior years and the Soccer team MVP his Freshmen and Sophomore years. Kenneth's CEO business, KB DesignZ, will design athletic/spirit wear for schools and sports teams. Kenneth will be going to Illinois State next year to study business.

#### Elijah Burns

Elijah Burns is a senior at Father McGivney Catholic High School. Throughout his four years of high school, Elijah has done many sports and activities such as cross country, basketball, track and field, student ambassador and Spanish club. He is also the founder of the cooking club at his high school and the first runner to go to state for his track team. Elijah has always been fascinated with cars and business so he wanted to figure out a way to combine the two. His business, Burns Automotive Consulting, shops online and around the customer's area for their next car in order to save the customer time and money. Elijah plans to attend the University of Kentucky to study Business and Economics.

#### Jared Korte

Jared Korte is a senior at Father McGivney Catholic High School. During high school, Jared has been involved in basketball, baseball, band, and drama. His CEO business is Thrifty Fixups with Rebecca Raymer. They remodel used furniture into something more modern. His main goal in life is to run and manage his own ranch. He is willing to do whatever it takes to get there.

#### Trevor Lovatto

Trevor Lovatto is a senior at Edwardsville High School. Trevor is very active in doing volunteer work in his community and at his church. He will be attending Lewis & Clark Community College after his graduation. Trevor has a passion for cars and is pursuing his dream of becoming a professional Formula Drift Driver. While Trevor travels around the US to drive at different tracks, he will spread the word about Lovatto Speed, his personal business. Lovatto Speed is a manufacturing/race car service company that makes custom parts for performance cars and provides services to keep them running top notch. His passion as a child started from all the times he hung around his Dad and Grandpa in the garage. Today, in the same garage, is where he built his first drift car and where Lovatto Speed will operate.

#### Gwen Pendall

Gwen Pendall is a senior at Father McGivney Catholic High School. Throughout high school she has been active in numerous clubs and organizations including NHS, Drama, Yearbook, Cooking Club, Student Ambassadors, and Celtic Crew. On top of that she is the manager for the girls basketball and volleyball teams. Her CEO business, Simply Scrumptious, is a home-based bakery specializing in the cookie market. Gwen plans to pursue a career in Health/Hospital Management at Saint Louis University in the fall.

#### Rebecca Raymer

Rebecca Raymer is a senior at Father McGivney Catholic High School. Throughout her high school career she was involved in many sports including volleyball, soccer, and cheerleading. She was also a student ambassador and was involved in Drama Club. Her CEO business is called Thrifty Fixups. She partnered with Jared Korte to restore used furniture. Rebecca plans on attending Saint Leo University to study hospitality management.

#### **Nick Thompson**

Nick Thompson is a senior at Father McGivney Catholic High School. During high school, he has been involved in basketball, baseball, soccer, and volleyball. Nick is also an Eagle Scout. His CEO business, Nick's Car Wash Service, allows him to travel to customer homes and wash their car on the inside and out. After high school, Nick plans to pursue a career in the electrical field and become an electrician.

#### D.J. Villhard

D.J. Villhard is a senior at Father McGivney Catholic High School. He is involved in many sports and activities including basketball, soccer, golf, and volleyball. He is also the National Honor Society president. D.J. aspires to be an entrepreneur and own his own business. His CEO business - Villhard Smart Homes - is a smart technology consulting company that suggests and installs smart home products in customer homes. He plans to attend the University of Dayton in Ohio to study in the Discover Business program.

#### **Adam Walters**

Adam Walters is a senior at Edwardsville Senior High School. He is an Eagle Scout and a member of National Honor Society. While in high school, he participated in two years of FIRST Robotics and always actively pursued his hobby of computer programming. Adam turned this hobby into his business, BloxByte Games, which develops games for Roblox. After BloxByte Games, he plans to eventually start his own full video game development company. To aid in this goal, Adam will be attending lowa State University after high school to study Software Engineering.



"The biggest takeaway I took from both the fire and police departments was how nice and friendly everyone was. They were so welcoming and more than happy to show us around and answer our questions, taking time out of their day for us...That is what is amazing about the CEO program: all of the new experiences... What a great community we live in!"

- D.J. Villhard







## **Yearly Overview**

### **Badge Business**

Last fall, our students were challenged to design, fund and create CEO branded identification badges and lanyards to be worn during all class activities.

#### **CEO Showcase Event**

Each year, CEO students must select, plan and execute a business as a group. This year, they chose to host the CEO Holiday Trivia Night. The class business was a huge success and generated enough seed money to fund each student's individual business start-up costs.

## **Mentor Matching**

Each student was paired with a mentor from the community to serve as a one-on-one consultant. The students have had wonderful support and guidance through this mentoring experience. A special thank you to all who participated in the mentoring program.

#### **Business Plans**

Over the course of the year, CEO students prepared two business plans and presented them to bankers and investors. The feedback from these experienced professionals helped the students realize the cost of starting a business

#### **Business Visits**

CEO students visited more than 40 area businesses, where they toured facilities and interviewed owners, managers, and employees. Business visits are an eye opening experience, as students are able to explore and learn about local companies they have passed by all their lives. Business visits build a deep understanding and strong connection between our present and future business leaders.

### **Guest Speakers**

More than 40 community business leaders spoke to CEO students on a variety of entrepreneurial and general business topics, including distribution, management strategies, finances, and marketing.

#### **CEO Trade Show**

Students will hold their Trade Show at SIUE. This annual event is the culmination of the CEO year and spotlights the businesses created by each student in the class.









# **Class Business**







Each year CEO students create a class business before they venture into their own personal businesses for the Trade Show in the spring. This year, student's organized a 'Holiday Trivia Night' at Father McGivney Catholic High School. The goal for the event was to plan a business endeavor from start to finish and to raise money from local investors to help kick start their individual businesses. They also chose a local charity and encouraged participants to bring toys and other items to be donated to Marygrove, a local organization that provides mental health services to disadvantaged children and young adults. CEO students handled every aspect of the trivia night from planning to finances to marketing. The dedication and teamwork displayed by students led to an extremely successful evening. The event brought in hundreds of donation items for Marygrove and students generated over \$8,000 for their CEO class fund!

### **Class Business Sponsors:**









































## **Guest Speakers**

- Abel Anderson, VP, First Mid Bank and Trust
- Alex Burkart, Director of Marketing, America's Central Port
- Alicia Dawson, CEO, Alicia Dawson Clothing Design
- Alicia Lignoul, Community Relations Coordinator, 1<sup>st</sup> Mid America Credit Union
- Bonnie Burns, President, BAM Marketing Agency
- Chris Bailey, CEO/Chief Pilot, Midwest Helicopter
- Ben Haefele & David Adkin, Co-Founders, Foundry Platform
- Dawn Mushill, Exec. Director Troy/Maryville/St. Jacob/Marine Chamber of Commerce
- Doug Villhard, Co-Founder, Second Street
- Dr. Almeda Lahr-Well, Founder, Lahr-Well Academy
- Dr. Robert Daiber, Regional Superintendent of Schools, Madison County
- Eric Gowin, Founder, Contegra Construction
- Erika Johns, Co-Founder, Envisioning Green
- Erin Dean, Game Project Manager, Genius Games
- Ian Bender, Founder, 10 Percent Clothing
- Jared Siebert, AVP/Credit Analyst/Team Lead, TheBANK of Edwardsville
- Jeff Westerhold, Scheffel Financial Services, Inc.
- Jeremy Colton, Owner, Big Frog Custom T-Shirts
- Jo Ann Di Maggio May, Director, SIUE SBDC
- Joe Juneau & Brian Kulick, Juneau Engineering
- John Ruhlin, Founder, Ruhlin Grou
- Justin and Aaron Goeckner, CEO Alumni
- Kai Redmon, President and Principal Agent, Redmon Insurance
- Karen Millsap, Quality Training Manager at Mallinckrodt
   Pharmaceuticals
- Kevin Nicol, Nicol Financial Services
- Marc Voegele Owner Express Employment Professionals
  - Michael Holbrook, Chief of Staff, Adobe Consulting
- Mike Loftus, Disney Vacations
- Mike Menendez, (Retired) Regional President of Travelers
- Rick Marteeny, State Farm Agent
- Samantha Rudolph, Co-Owner/Founder, Babyation.com
- Sarah Wells, Marketing Specialist, Scheffel Boyle
- Scott Carson, CarsonAllaria Wealth Management
- Steve Cooper, Senior VP, First Mid Bank and Trust
- Susan Feathers, Etiquette Extraordinaire
- Tim Harr, (Retired) City Administrator, City of Edwardsville
- Todd Sivia, Attorney-at-law, Sivia Law
- Tom Pernikoff, Co-Founder and CEO, Tunespeak
- Tom Veryheyen, CEO, Edwardsville YMCA
- Tracy Bianco, Trainer/Coach/Communication Catalyst, Brightside Training

## **Business Tours:**

- 1st Mid America Credit Union
- A Little Taste of Heaven Bakery
- Chef's Shoppe
- Contegra Construction
- Cork Tree Creative
- Custom Concepts by Klaussner
- Donco Electrical Construction
- Edwardsville Public Safety Building
- Eudora Global
- First Mid Bank and Trust
- GCS Credit Union
- Gingham Buffalo
- Happy Up, Inc
- Hurford Architects, Inc
- Juneau Engineering
- Lombardi Interiors
- Madison Mutual Insurance
- Maryville Pharmacy
- National Corn to Ethanol Research Center
- Peel Wood Fired Pizza
- Pizza World Gourmet Pizzeria
- R.P. Lumber
- Safe Escape Rooms, Glen Carbon
- Sam's Club
- Scott Credit Union
- Second Street
- Source Juicer
- T-REX
- The Auto Body Shop
- TheBANK of Edwardsville
- The Cup
- The Lodge
- Town and Country Ban
- Townplace Suites by Marriot
- Truck Centers, Inc
- YCG Accounting
- YMCA, Edwardsville



Edwardsville CEO takes on St. Louis!







- T-REX: Tunespeak & FoundrySecond StreetSt. Louis Arch



## **THANK YOU, to our CEO Investors!**

- AAdvantage Insurance Group
- Ann Tosovsky & David Bender
- Atomic 47
- Carson Allaria Wealth
- Cassens & Sons. Inc.
- Cassens Transportation
- Chef's Shoppe
- Custom Concepts by Klaussner

- 1st Mid America Credit Union
   Edwardsville Rotary Club
- 2018-2019 Edwardsville CEO Class Express Employment Professionals Redmon Insurance Agency
  - First Mid Bank & Trust
  - GCS Credit Union

  - Jeff & Mary Westerhold
  - Jeff Cooper
  - Joe & Kathy Gugger
  - Lineup Media Grou
  - LPL Financial Doundation
  - Mark and Carol Mestemacher

- R.P. Lumber
- Rick Marteeny, State Farm Insurance
- Sam's Club
- Scott Credit Union
- Scott Weber
- St. Louis Bank
- State Farm Companies Foundation
- TheBANK of Edwardsville
- Truck Centers, Inc.
- WLS World Champion Ventures















































## **CEO Advisory Board**

































"Life ain't no laser beam." – Craig Lindval

"This quote seems to be sticking in my head and I can relate to just about any speaker that comes to talk to us...the people I look up to and respect, even though it seems like their life was perfect and they had no bumps along the way, it wasn't because life isn't that easy. As I am starting my Senior year that quote is becoming more and more of a reality to me every single day."

- Gwen Pendal













# CREATING ENTREPRENEURIAL OPPORTUNITIES

If you or your business would like to become more involved in the Edwardsville CEO program, please submit the following form:

Contact Name:	
Business:	
Address:	
Phone:	
Email:	
I wish to make a contribution to the Edwardsville CEO Program. In consideration of the gifts of others for the sar that apply):	me purpose, I/we hereby agree to contribute the following (Please select all
<ul> <li>INVESTOR: \$1,000/year for 3 years.</li> <li>You will be sent an annual invoice and will be asked to renew your investor status in 3 years.</li> </ul>	
<ul> <li>INVESTOR: \$3,000 one-time payment in full.</li> <li>You will be sent an invoice and will be asked to renew your investor status in 3 years.</li> </ul>	
— FRIEND OF CEO: (Less than \$1,000/Year) Amount \$	
<ul> <li>INVESTOR and FRIEND OF CEO: \$1,000 a year for 3 years AND an additional one-time payment of \$ renew your investor status in 3 years.</li> </ul>	. You will be sent an annual invoice for payment and asked to
<ul> <li>INVESTOR and FRIEND OF CEO: \$3,000 one-time payment in full AND an additional one-time payment status in 3 years</li> </ul>	of \$ You will be sent an invoice to renew your investor
<ul> <li>MENTOR: I would like to be paired with a student for the course of the class year so that they may call</li> </ul>	on me with questions and I may offer advice or other support as needed.
<ul> <li>HOST SITE: I would like to provide a meeting place for 30 people for up to 9 weeks at a time.</li> </ul>	
<ul> <li>BUSINESS VISIT: The class may tour my business at least one time in the course of the class year.</li> </ul>	
<ul> <li>— GUEST SPEAKER: I would like to volunteer to speak to the class about business skills or life skills</li> </ul>	
Please note below if there are particular skills about which you would like to speak:	
*By signing this form, I agree to receive emails with pertinent information regarding Edwardsville CEO Program.	
Signature Date	
Your donations are tax deductible to the extent allowed by law – IRS designated 501c3 (Edwardsville Community Foundation). Investors will be billed per the options listed	

below. Please make checks payable to ECF - Edwardsville CEO.

#### Mail To

Edwardsville Community Foundation - FAO: Edwardsville CEO Program - PO Box 102 - Edwardsville, IL 62025.

