

EDWARDSVILLE CEO®

CREATING ENTREPRENEURIAL
OPPORTUNITIES



**ANNUAL
REPORT**



2019

2020



CHAIRMAN OF THE BOARD LETTER

Dear Edwardsville CEO Investors,

As the Edwardsville CEO Advisory Board Chairman, I present to you the 2020 CEO Annual Report. Having completed our 2nd 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, trustworthiness, honesty, optimism, hard work, multi-tasking and determination. Edwardsville CEO is helping to fast forward the future leaders of tomorrow. Currently we have students from Edwardsville High School, Father McGivney Catholic High School and Metro-East Lutheran High School.



Our very first year saw an unprecedented three finalists being selected to participate in the 2019 National CEO Trade Show where one of our students was selected as a winner. This particular student hit a grand slam by creating a product that generated profits of over \$50,000 the very first week. That level of success was a first for all of the CEO programs. While it may not be repeated again to that level, it speaks to the quality of our students and the possibilities of CEO. 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 and pivoting to a virtual *Fish Tank* competition along with an upcoming trade show. We recently had over 45 applicants for the third year and look forward to the 21 students that were selected and the promise they bring to the program.

I would personally like to thank all who contributed to the success of the CEO program. This would include our investors, school administration and staff, business hosts, speakers, mentors, and the Edwardsville Community Foundation. I would like to extend a special shout out to the Edwardsville Rotary Club, our CEO Board of Directors and to our fantastic facilitator, Hannah Allison.

On behalf of the Edwardsville CEO Board of Directors, thank you for your continued support. Your investment into the future of these adults is appreciated. If you would like to be involved more, 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 is an investment for our kids, our businesses and our community.

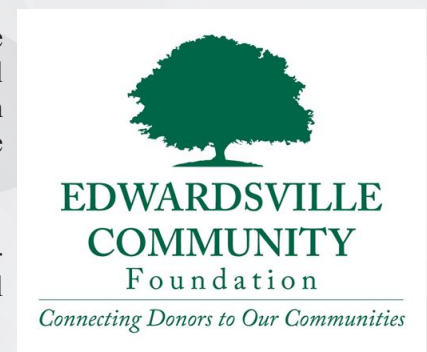
Marc R. Voegelé
Chairman | Edwardsville CEO Board of Directors

FISCAL SPONSOR

The Edwardsville Community Foundation (ECF) is the Fiscal Sponsor for the Edwardsville CEO Program. ECF was established in 1997 by a group of local business and community leaders. They founded the ECF to create an organization where people could donate money that would directly impact the quality of life in the local communities.

The ECF operates as a charitable trust that receives, manages and distributes tax-deductible contributions for the benefit of the residents living in the local communities as defined by Edwardsville School District 7.

Since its inception in 1997, the ECF has distributed more than \$6.4 million to charitable causes. Edwardsville CEO is extremely thankful to have the help, contributions and support of the ECF in the financial operations of the program! For more information about the ECF, please visit their website at <http://www.edwardsvillecommunityfoundation.org/>.





CEO[®] CLASS OF 2020



FRONT (left to right): Christian Adams, Kathryn Eberhart, Mariah Juarez, Sidney Robinson, Alaina Bozarth, Madison Webb, Trey Congleton, Frank McClimans, Sam Lewis **BACK (left to right):** Casey McGranahan, Zachary Hunter, Will Hyten, Jonah Mitan, Samuel Stewart, Everett Roseman, Andrew Delmore, Jacob Brown

CEO MISSION

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

FACILITATOR LETTER

Dear Edwardsville CEO Community,

It is hard to believe that the second 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 Edwardsville High School, Father McGivney Catholic High School and Metro-East Lutheran 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 men and women to welcome our group into their businesses and share their stories, experiences and advice. Most importantly, we have watched our students transform from typical high school students into young entrepreneurs!

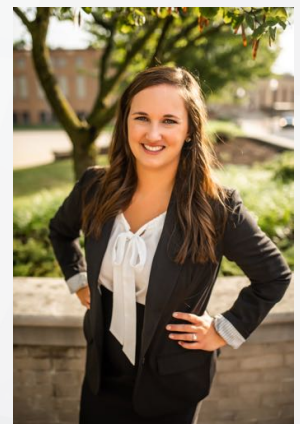
The continued support of local businesses and community members has allowed students to receive a world-class business education before they graduate high school. We believe that each of our students is leaving our program better prepared to face the challenges of life beyond high school, no matter which 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 L. Allison
Facilitator | Edwardsville CEO



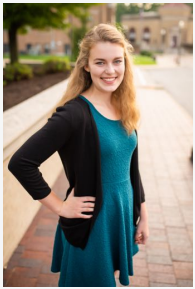


2019 - 2020 STUDENT BIOGRAPHIES



Christian Adams

Christian Adams is a senior at Edwardsville High School. During the summer, he enjoys playing baseball and working as part of the grounds crew at a local golf course. After high school, Christian plans to further his education by pursuing a major in nuclear engineering at Missouri University of Science and Technology. Christian's business, *Cadet Coffee Company*, provides ethically sourced single-origin and blended coffee. His passion for coffee and wholesome products led to the delicious creation of the company.



Alaina Bozarth

Alaina Bozarth is a senior at Metro-East Lutheran High School where she is involved in choir, theatre, and is the president of National Honor Society. Outside of school, she frequently participates in community theatre and vocal competitions. In her free time, she plays multiple instruments including guitar and piano, and spends time with her family and friends. Next year, she plans to go to Belmont University and double major in musical theatre and business. Alaina's individual business is called *Escape 180*. It is an escape room business that travels to its customers. Alaina is the sole owner, creator, and CEO of *Escape 180*, and she creates all of the escape rooms herself. *Escape 180* can be found on instagram @escape.180.



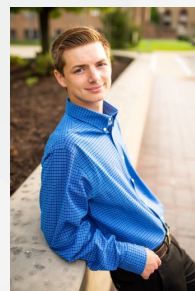
Jacob Brown

Jacob Brown is a senior at Metro-East Lutheran High School. He spends his summer and after school evenings helping on his grandparents' farm. He loves working on anything mechanical and tinkering with motors. He plans to stay local for the rest of his life and work out of St. Louis, allowing him to come back to help on the farm and stay close to family. Jacob joined the CEO program because he saw an opportunity to learn and grow with real-world skills to use for the rest of his life. Jacob's business, *AirCobra Drone Photography*, provides aerial photos taken with a drone. Using a drone is much cheaper and faster. It also allows close up pictures and real time inspections. Jacob discovered his passion of flying drones after his father purchased one and allowed him to fly it. Jacob is the sole owner and creator of the business. For more information, contact Jacob directly at aircobradrone@gmail.com.



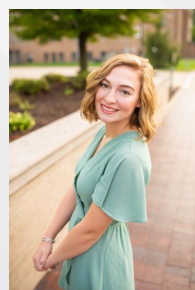
Treyton Congleton

Trey Congleton is a senior at Father McGivney Catholic High School. During high school, he has been involved in basketball, baseball, and volleyball. Trey also works two jobs, at Calvary Catholic Cemetery and J&S Lawn Masters. Trey has been brought into the family business, helping his father run J&S Lawn Masters, since he started his high school career. After high school he plans to go to college and start his own business. Trey's individual business, *Terra Outdoor Solutions*, will offer residential lawn care services including, mowing, leaf and debris cleanup, pressure washing, landscape maintenance, weed control and fertilization. Trey believes that people should be provided top quality service at an affordable price. To learn more about *Terra Outdoor Solutions*, follow them on Instagram @terraoutdoorsolutions.



Andrew Delmore

Andrew Delmore is a senior at Edwardsville High School. He is the class of 2020 treasurer, the vice president of Model United Nations, the President of Conspiracy Theory Club, a member of Student Council, and a four year cross country and track athlete. Andrew plans to study marketing at the University of Nebraska in the fall. Andrew's individual business, *Pinkwater Games*, is a board game company which focuses on creating fun experiences for the whole family to enjoy. *Pinkwater Games'* first product, 'The Last Stand', is a card game for 3-6 players where each player tries to create the most profitable lemonade stand. This game is meant to help bring the family together, and to be fun for everyone to play.



Kathryn Eberhart

Kathryn Eberhart is a senior at Metro-East Lutheran High School. Kathryn participates in girls soccer, boys soccer management, Spanish Club, Ping Pong Club, Fellowship of Christian Athletes, Academic Challenge testing, and National Honor Society. Kathryn's supportive parents, Elaine and Mark, brothers Joshua and Joel, and sister Emma are her biggest mentors. Although she is still deciding where she wants to continue her education and pursue engineering, Kathryn is confident God has a plan for her future. Kathryn wanted to use her passion for event decorating to help others. Her business, *Eventive Creations*, is dedicated to alleviating the stress of working adults and reducing the time it takes to plan events through designing and decorating the event space according to customer's personal needs. With *Eventive Creations*, Kathryn hopes to show others in the community that starting a business is not always easy, but can be done, no matter your age. For more information, contact Kathryn at ke.eventivecreations@gmail.com.





2019 - 2020 STUDENT BIOGRAPHIES



Zachary Hunter

Zachary Hunter is a senior at Father McGivney Catholic High School. He is involved in many sports and activities including soccer, chess and science olympiad. He is also a member of the National Honor Society. He enjoys building computers and keyboards and being around technology. Zachary aspires to be an entrepreneur and own his own business centered around new technology. He plans to attend Purdue University in Indiana to study engineering. Zachary's Individual Business, *driple*, sells unbranded replica designer clothing of the same quality and accuracy of the original. Zach has a passion for style and wants everyone to be able to express themselves without paying tons of money for the means to do so. To visit *driple's* website, visit driple.net.



William Hyten

Will Hyten is a senior at Father McGivney Catholic High School. He is involved in baseball, Art Club, Spanish Club, and the men's swim team. After high school, Will is planning to attend St. Mary's University in San Antonio, Texas and double-major in political science and criminal justice. Will's individual business, *Custom Cases by Will*, sells custom-made cases for Samsung Galaxy and Apple iPhone smartphones with a hydro-dipped design.



Mariah Juarez

Mariah Juarez is a senior at Father McGivney Catholic High School. Mariah has been part of many activities and sports including soccer, cheer, Decorating Club, and is the co-president of Father McGivney's Spanish Club. During Mariah's free time, she enjoys painting, riding her bike, long car rides and spontaneous adventures. Mariah anticipates enrolling at SIUE and plans to attend medical school to become a pediatrician. Mariah's business focuses on creating custom home decor items made from wooden pallets, called *Southern Yellow*. Signs including phrases such as "Welcome Home" and "Baby sleeping," or dog beds featuring a pet's name, aim to enlighten the home and create a welcoming environment. For more items and additional information, please contact Mariah at southern.yellowdecor@gmail.com or visit us on instagram @southern_yellow.



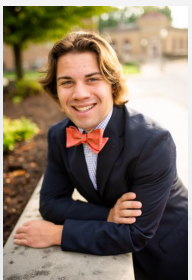
Samuel Lewis

Sam Lewis is a senior at Edwardsville High School. He has been a part of Business Professionals of America for two years and now serves as the vice president of special events. He plans to attend the University of Alabama in Huntsville and major in electrical engineering. Following his love of engineering and robotics, Sam plans to start his own robotics company in the future. Sam Lewis began a reusable water bottle company, *Okeanos*, leading into his junior year of high school. Since then, the business has seen continuous evolution and progress. *Okeanos* creates one-of-a-kind reusable water bottles that feature hydro dipped designs. Each bottle is designed with a story behind it to enhance the customers connection to the product and brand they choose to support. To make a positive impact, *Okeanos* donates 10% of all water bottle proceeds to the Thirst Project. This donation aids in ending worldwide thirst. With your support we can accomplish this goal together. If you would like to learn more, visit okeanosbottle.com.



Frank McClimans

Frank McClimans is a senior at Father McGivney Catholic High School. He is involved in many sports and activities including baseball, soccer, NHS, and Science Olympiad. He plays two instruments, saxophone and guitar. He will attend University of Dayton in Ohio to study Mechanical Engineering with a minor in business. His business is *Deciduous Designs*, a quality, hardwood product manufacturing company. These products include cutting boards, charcuterie boards, centerpieces, and end tables. Each customer has the opportunity to make their product unique by asking for specific dimensions or legs to add a specific style to their product. Follow *Deciduous Designs* on Instagram at @deciduous_designs or visit their website at www.deciduous-designs.com. If you have any questions or would like to customize your product, contact frank.mclimans@deciduous-designs.com.



Casey McGranahan

Casey McGranahan is a senior at Father McGivney Catholic High School. He is involved in golf, Scholar Bowl, and is the stage manager for both the fall and spring drama productions. During the summer, he works as a counselor at Camp Ondessonk. He plans to attend Southern Illinois University Edwardsville in pursuit of a business marketing major. Started by co-owners Casey McGranahan and Jop Gielingh, *KickSox* is a company that will be selling socks for Edwardsville High School and Father McGivney Catholic High School. The socks will be branded with the logo of the school, a Tiger or a Griffin, and will be sold on our website, www.kicksox.squarespace.com. Follow us on Instagram and Twitter @kick_sox and on Facebook @KickSox.





2019 - 2020 STUDENT BIOGRAPHIES



Jonah Mitan

Jonah Mitan is a senior at Father McGivney Catholic High School. He is involved in many extracurriculars, including varsity Science Olympiad, Ethics Bowl, Chess Club, and varsity soccer as a captain. He is also treasurer of the National Honor Society. He works at Stonewolf Golf Course during the summer. Jonah enjoys playing the piano and spending time with friends in his free time. He is an aspiring entrepreneur and plans to go into finance in college. Jonah Mitan is the founder of *Future on the Fly*, a podcast that helps high school and college students discover their passions and discover meaningful careers, in fifteen minutes or less. He is passionate about helping people find happiness. The podcast episodes will be available on major podcast platforms, as well as on futureonthefly.com. Follow us on instagram @futureonthefly.



Sidney Robinson

Sidney Robinson is a senior at Edwardsville High School. She has two siblings and lives with her mom and dad in Edwardsville, IL. She was involved in French Club and is currently involved in the Black Student Union and Edwardsville CEO. In her free time, she enjoys singing, dancing, listening to music, hanging out with friends, and finding ways to make extra money. She is very involved in her church's youth group in St. Louis. Sidney plans on double majoring in fashion design and marketing in college. She plans on starting her own fashion company and also dreams of traveling the world. Sidney Robinson's individual business, *Rogue Rags*, sells name brand and custom clothing. *Rogue Rags* sells on Poshmark, Depop and Mercari. Learn more about *Rogue Rags* by visiting their Instagram (@rogueragsonline) and their Facebook (@roguerags).



Everett Roseman

Everett Roseman is a senior at Edwardsville High School. In the future, Everett intends to attend culinary school at Southwestern Illinois College. He spends his free time with friends, playing video games, fishing, or reading. He has an older sister, Brianna, and a younger sister, Claire, and was raised by April and Paul Roseman. Everett has started a nonprofit job shadowing service for high school students in the Edwardsville/ Glen Carbon area, fittingly called *High Horizons Job Shadowing*. He meets individually with the students to learn of their passions and fits them in a different local business each month to show them the everyday work of their desired career path. For more information or to contact Everett, visit highhorizonsei.com or the *High Horizons Job Shadowing* Instagram page.



Samuel Stewart

Samuel Stewart is a senior at Metro-East Lutheran High School. At school, Samuel participates in volleyball, National Honor Society, Spanish Club, Fellowship of Christian Athletes and is the vice president of Student Council. Outside of school, he is very active in his youth group, volunteering at Lutheran Summer Camp and taking naps with his dogs. He is currently employed at Annie's Frozen Custard and the Edwardsville Children's Museum. After high school, Samuel plans to attend Mississippi State University and major in elementary education and minor in business. Samuel's individual business, *Flashback Clothing Company*, is a for-profit custom clothing line that specializes in unique streetwear hoodies. He is passionate about finding a unique sense of style while also staying comfortable. To learn more about Samuel's business, please visit his Instagram @flashbackclothingco.



Madison Webb

Madison Webb is a senior at Father McGivney Catholic High School. She is the captain of the varsity basketball and volleyball teams. She loves to be involved throughout her school; she participates on the math team and as a member of the Art Club, Celtic Crew (school spirit club), and Catholic Athletes for Christ (CAC). Madison has a strong passion for basketball and is looking forward to continuing her career at the collegiate level. She plans to attend Illinois College and major in exercise science and sports management with the end goal of becoming a physical therapist. Madison's individual business, *MVP Training*, is a for-profit one-on-one basketball training service whose focus will be to develop a well-rounded athlete. She is passionate about developing the young athletes in her community and helping them find a similar passion for the game she loves.





YEARLY EVENTS

Badge Business

Each fall, our students are challenged to design, fund and create CEO branded identification badges and lanyards to be worn during all class activities. This process is the first test of their newly developed skills in marketing, networking and teamwork. Navigating through the hurdles of this task is a huge learning opportunity for these young entrepreneurs.



CEO Empowerment Day

Edwardsville CEO had the opportunity to join four other local CEO programs at SIUE for the 5th Annual CEO Empowerment Day, sponsored by The Nicol Foundation and TNF CEO/President, Kevin G. Nicol.

Students were able to network with the other programs, participate in great team building activities and hear from several amazing key note speakers, including the inspiring John Foppe and the incredible US Olympian, Craig Virgin. They were also able to hear how to expand their comfort zones from speaker Bob Schultz!





CEO CLASS BUSINESS

Each year, CEO students plan a class business event together. Students are entirely responsible for the planning and execution of the event. As a team, they must create a business and marketing plan, gain investors, create financial projections/goals along with many other details. They must pitch their business proposal to the CEO Board of Directors. Students set several goals for their event:

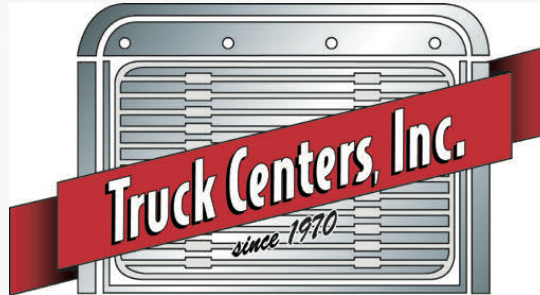
- Spread awareness of the CEO program to the community
- Generate profit to provide seed money for students' individual businesses
- Use additional funds to become investors in the CEO program



The class elected officers to help manage the operations of the class business. From left to right: Kathryn Eberhart (COO), Sam Lewis (CEO) and Alaina Bozarth (CFO).

Through a lot of teamwork, planning and valuable feedback from board members, mentors and investors, students executed an incredibly successful trivia night, far exceeding all of their goals and expectations!

A special **THANK YOU** to all Trivia Extravaganza sponsors:



Mr. & Mrs. Kurt and Julie Johnson





CEO TRIVIA EXTRAVAGANZA

The Edwardsville CEO Trivia Extravaganza was held Saturday, December 7th at Father McGivney Catholic High School. Students planned a series of interactive trivia rounds featuring questions to "tease your brain" including, taste testing, smellable objects, mystery bag items, and more! A great time was had by all participants.

Through their incredible planning and hard work, the CEO class of 2019-2020 has pledged \$1,000 for three years, becoming investors in the program. In addition, each student will receive a generous amount of seed money in order to launch their individual business second semester.

TRIVIA?
EXTRAVAGANZA

SPONSORED BY: TRUCK CENTERS
Truck Centers Inc.

Saturday
December 7th

DOORS OPEN AT 5:30PM, TRIVIA STARTS AT 6PM

**EAT, LAUGH & TEASE YOUR BRAIN!
CASH PRIZE!**

\$180 TO ENTER FOR A TEAM OF 8
\$90 FOR 4, 10 MULLIGANS INCLUDED

ALL PROFITS SUPPORT THE
EDWARDSVILLE CLASS OF 2020

FATHER MCGIVNEY CATHOLIC HIGH SCHOOL
7190 Bouse Road, Glen Carbon, IL 62034

GO TO bit.ly/ceotriviainight TO SIGN UP





FISH TANK: A BUSINESS PITCH COMPETITION

As part of learning about entrepreneurship, each student is provided the opportunity to start their own business. The young entrepreneurs develop a business concept that focuses on creating a solution to a customer's problem. After their business concept and plans are developed, the entrepreneurs participate in *Banker Day*, where their projected financials are reviewed by local bankers. Seeking continued advice and input, students then pitch their businesses to a panel of local entrepreneurs and educators in our elevator pitch competition wittingly named, *Edwardsville CEO Fish Tank*.

Due to school closings surrounding the COVID-19 virus, we were unable to hold these events in person. However, in true CEO fashion, this roadblock did not put an end to our event! Our business pitch competition was held via a *Zoom* video conference. Students filmed their 2-minute elevator pitches followed by a live question and answer session with our seven incredible judges.

Following Fish Tank, students plan to showcase their individual businesses to the community at the 2020 Trade Show at SIUE.



SPONSORS

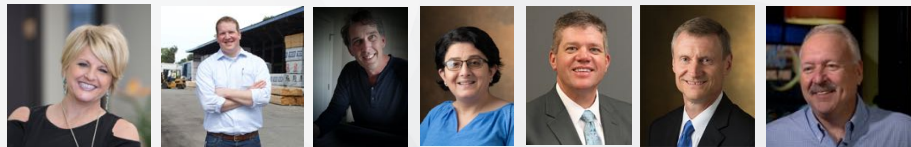
Prize money was generously provided from:



JUDGES

A special **THANK YOU** to our amazing panel of judges:

- Bonni Burns.....President | BAM Marketing Agency
- Jason Plummer.....IL State Senator | VP | R.P. Lumber
- Jay Beard.....Owner | Goshen Coffee/Boulder Holdings, LLC
- Jo Ann Di Maggio May.....Director | SBDC SIUE
- Matt McSparin.....Owner | Edison's Entertainment Complex
- Steve Cooper.....Senior VP | First Mid Bank & Trust
- Timothy S. Schoenecker, PH.D.....Dean | SIUE School of Business



ZOOM SNAPSHOT



CONGRATULATIONS TO OUR 2020 WINNERS!



FIRST PLACE (\$150)
Frank McClimans: Deciduous Designs



SECOND PLACE (\$100):
Madison Webb: MVP Training



THIRD PLACE (\$50):
Sam Lewis: Okeanos Bottle Company





2019 TRADE SHOW RECAP



At the annual trade show each spring, CEO students display their individual businesses to the community! This event is the culmination of all of our students' planning and hard work. We are thrilled to have SIUE as the gracious host site of our show!



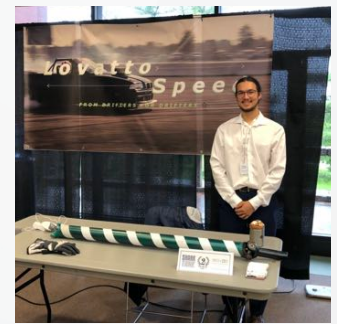
BloxByte Games
Ghost Simulator
CEO: Adam Walters



Burns Consulting
CEO: Elijah Burns



KB DesignZ
CEO: Kenneth Bond



Lovatto Speed
CEO: Trevor Lovatto



Nick's Car Washing Service
CEO: Nick Thompson



Simply Scrumptious
CEO: Gwen Pendall



Thrifty Fixups
CEOs: Rebecca Raymer & Jared Korte



Villhard Smart Homes
CEO: D.J. Villhard

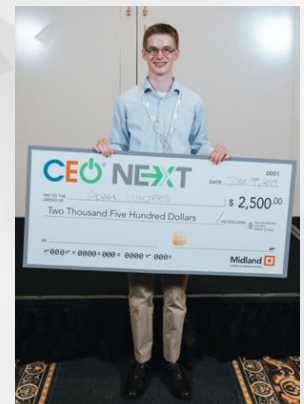
2019 CEO National Conference



Each summer, Midland Institute for Entrepreneurship hosts a national trade show, allowing students from all CEO communities to enter to be selected to showcase their individual business on a national platform.

In 2019, three of our students were selected to participate (Elijah Burns, Adam Walters and D.J. Villhard, featured left with facilitator, Hannah Allison).

Adam Walters was chosen as one of the top three CEO business winners! He was awarded a cash prize of \$2,500 in order to promote the growth of his business, *BloxByte Games*.



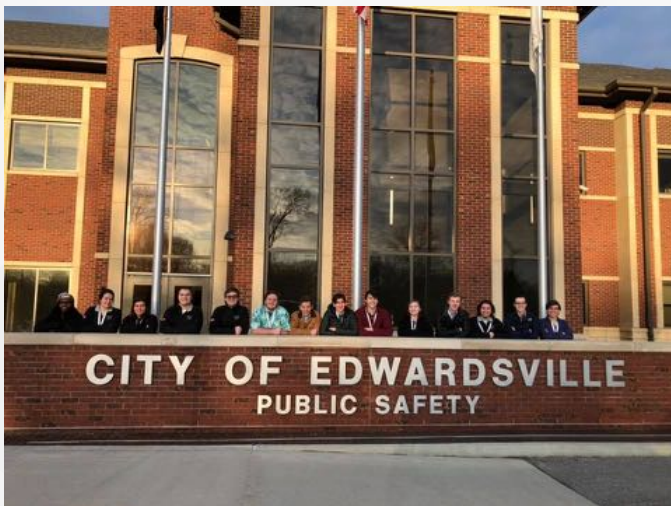


2019-2020 HOST SITES

FIRST MID BANK & TRUST EDWARDSVILLE (GOSHEN)



EDWARDSVILLE PUBLIC SAFETY BUILDING



EDWARDSVILLE PUBLIC LIBRARY



Edwardsville CEO always meets in a local 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.

We would like to extend a special thank you to Mr. Abel Anderson (VP, First Mid), Chief Jay Keeven (Edwardsville Police Chief), Ms. Kimberly Winkler (Administrative Assistant) and Ms. Jill Schardt (Director, EPL) for all of their assistance, enthusiasm and support of our program!





MENTOR PROGRAM



The mentoring program provides an effective networking model for Edwardsville CEO students. Each student is matched with a mentor from the business community. Ultimately, these relationships strengthen the CEO program's success and build generational bridges between the student and the business community.



Establishing effective one-on-one connections, that will strengthen the students' awareness of professional opportunities within our community and develop greater social skills, is what makes the CEO mentor program so valuable.



2019 - 2020 MENTORS



- Paul Abert.....Executive VP & Community Bank President | Town and Country Bank
- Mark CousleyVP & Commercial Banking Officer | Town and Country Bank
- Traci Dooley.....National Sales Director | Sales & Marketing at Hortica Insurance
- Andrea Garner.....VP | Small Business Product Development & Account Management
- Matt GortonFinancial Consultant | Scheffel Financial Services
- Erika JohnsOwner | Envisioning Green
- Steven JohnsOwner | Envisioning Green
- Madison Magee.....President | CEOU at SIUE
- Shawnta' Ray.....Owner | Happy Up, Inc.
- Jared Siebert.....Commercial Credit & Operations Manager | Scott Credit Union
- Todd Sivia.....CEO, CEPA, CExP | Sivia Law
- Skip SponemanManager | Walmart (Glen Carbon)
- Dave TobySVP | FCB Banks
- Ann TosovskyPresident | Home Nursery, Inc
- Marc VoegeleOwner | Express Employment Professionals
- Mike WenosPresident | Madison Mutual Insurance
- Mary WesterholdVP | Madison Communications



THANK YOU!





INVESTORS

Investors and Friends of CEO are the heart of the Edwardsville CEO program. Annual sustaining gifts of \$1,000 (or more) from CEO Investors along with one-time investments from Friends of CEO, provide the necessary resources for current-year facilitator salary and all other program expenses which ensures the sustainability of the Edwardsville CEO class for future students.



CEO INVESTORS

1st Mid America Credit Union
A Little Taste of Heaven Bakery
AAdvantage Insurance
Ann Tosovsky and David Bender
- Home Nursery, Inc.
Atomic 47
Busey Bank
CarsonAllaria Wealth Management
Cassens & Sons, Inc.
Cassens Transport
Chef's Shoppe
CLA - CliftonLarsonAllen
Edwardsville CEO
- Class of 2018-2019
- Class of 2019-2020
Edwardsville Rotary Club
Eudora Global
- Jeff Cooper
Express Employment Professionals
First Mid Bank & Trust
GCS Credit Union

Jay Beard
Jeff and Mary Westerhold
Joe and Kathy Gugger
Julie and Kurt Johnson
Lineup Media Group
Mark and Carol Mestemacher
Nicol Financial Services
R.P. Lumber
Redmon Insurance Agency
Rick Marteeny
- State Farm Insurance
Scott Credit Union
St. Louis Bank
Truck Centers, Inc.
West & Company, LLC
Zack Johnson
- Sit and Sleep Home Furnishings

FRIENDS OF CEO

Gori Julian
LPL Financial Foundation
Rachel Gierich Photography
Southern Illinois University Edwardsville
State Farm Companies Foundation
Truck Centers, Inc.
Walmart Giving
WLS Consulting





BUSINESS VISITS

CEO toured more than 30 area business facilities where students had the opportunity to speak with owners, managers, and employees. These engaging experiences build a deep understanding and strong connection between our present and future business leaders.

Please note: due to the time frame of printing for the annual report, we apologize that some business visits may not be listed.

1st MidAmerica Credit Union
 A Little Taste of Heaven Bakery
 Bella Milano
 Big Frog Custom T-Shirts
 Chef's Shoppe
 Contegra
 Edison's Entertainment
 Edwardsville Police Department Edwardsville
 Public Library
 Elite FT
 Envisioning Green
 Eudora Global
 First Mid Bank & Trust
 GCS Credit Union
 Happy Up Inc.
 Madison Communications
 National Corn to Ethanol Research Center

Nicol Financial Services
 Peel Wood Fired Pizza
 Phillips 66 Wood River Refinery Rachel
 Gerich Photography (Studio) Safe
 Escape Rooms (Glen Carbon) Scott
 Credit Union
 SIUE Cougar Lanes Bowling Source
 Juicery
 The Auto Body Shop, Inc.
 The Cup, LLC
 The Ink House
 The Makeup Department & Academy
 Towneplace Suites by Marriott Truck
 Centers, Inc.
 Utilitra
 Walmart (Glen Carbon)
 West & Company, LLC





GUEST SPEAKERS

More than 100 community business leaders spoke to the CEO students on a variety of business topics, including strategies for distribution, management, sales, finances and marketing. *Please note: due to the time frame of printing for the annual report, we apologize that some speakers may not be listed. In addition, names with an asterisk were scheduled but not visited due to the mandatory COVID-19 school closings.*

Abel Anderson.....	VP First Mid Bank & Trust	Kevin Nicol.....	President Nicol Financial Services
Alexander T. Burkart.....	Director of Marketing America's Central Port	Kristen Pfund*.....	Co-Owner The Ink House
Alicia Lignoul*.....	Community Relations Coordinator 1st MidAmerica Credit Union	Kurt and Julie Johnson.....	Owners and Managers Midwest Trans-load
April Roseman, PhD.....	IT Program Manager & Organizational Psychologist SAIC	Kyle Lickenbrock.....	Data Analyst Scott Credit Union
Ben Lawler*.....	Co-Founder and President St. Louis Suit Project	Lauren Barker.....	Edwardsville Manager The Cup, LLC
Bonni Burns.....	President BAM Marketing Agency	Lindsey Wulfinng.....	Owner A Little Taste of Heaven Bakery
Brett Angelico.....	Director of Marketing Utilitra	Luke Harris.....	Harris Financial Coaching
Cassidy Beck.....	Community Relations Representative Scott Credit Union	Lyn Parrott.....	Edwardsville Branch Manager GCS Credit Union
Carie Terry*.....	Owner and Manager E'ville Fitness	Mandy Fowler.....	Operations Coordinator Utilitra
Craig Kalogerou.....	Partner Bella Milano	Marc Voegel.....	Owner Express Employment Professionals
Dee McDonald.....	VP of Finance Utilitra	Mark W. Eberhart.....	President B & W Heating & Cooling, Inc.
Brody Walworth.....	Community Developer Midland Institute for Entrepreneurship	Marty Bond.....	VP of Construction Services and Utility Division Utilitra
Cassidy Tucker.....	CEO FabFormals	Matthew J. Smith.....	Shareholder/Practice Group Vice-Chair Polsinelli
Cassie Smith.....	General Manager Peel Wood Fired Pizza	Matt Chaddon.....	Manager SIUE Cougar Lanes Bowling
Dana Kinsolving*.....	Owner Treo Salon	Matt Foley.....	Owner Burgers STL
Diane and Tom Kaminski.....	Owners Safe Escape Rooms Glen Carbon	Matt McSparin.....	Owner Edison's Entertainment
Doug Villhard.....	Co-Founder Second Street	Michael Brokering, CPA, CVA.....	Manager Scheffel Boyle
Edwardsville CEO.....	Board of Directors	Michael Halbrook.....	Senior Manager Adobe Consulting
Edwardsville CEO.....	Class of 2019	Michelle Motley.....	Owner Source Juicery
Eric Gowin.....	Founder Contegra	Mike Wenos.....	President Madison Mutual Insurance
Ericka Robertson Frank.....	Owner The Cup, LLC	Mike Yates.....	Vice Chairman Truck Centers, Inc.
Erika and Steven Johns.....	Owners Envisioning Green	Monica Snook.....	Branch Director YMCA (Niebur Center)
Jasmine Kumar.....	Regional Director of Sales General Hotels Corporation	Nancy and Scott Schneider.....	Owners Chef's Shoppe
Jared Siebert.....	Commercial Credit and Operations Manager Scott Credit Union	Patrick Thirion.....	Owner and Chef Peel Wood Fired Pizza
Jay Keaven.....	Chief Edwardsville Police Department	Rachel Gierich.....	Owner Rachel Gierich Photography
Jean Sampson, D.Mgt.....	Chair School of Business McKendree University	Rick Marteeny.....	Agent State Farm Insurance
Jeff Cooper.....	Owner Eudora Global	Russell J. Voudrie, CPA.....	Supervisor West & Co. LLC
Jeff Evans.....	Director of Business Development Utilitra	Ryan Frank.....	Area Mechanical Engineer Phillips 66 Wood River Refinery
Jeff Kochan.....	Director of Technology Division Utilitra	Samantha Rudolph.....	Co-Owner & CEO Babyation
Jeff Westerhold, MBA, CFP.....	Principal Scheffel Financial Services, Inc.	Sarah Wells.....	Marketing Specialist Scheffel Boyle
Jennifer Range.....	Owner We Rock the Spectrum	Scott Lively.....	Principal CliftonLarsonAllen
Jeremy Colton.....	Owner Big Frog Custom T-shirts	Scott Weber, CPA, CCIFP.....	Principal Scheffel Boyle
Jill Schardt.....	Director Edwardsville Public Library	Shawnta' Ray.....	Owner Happy Up Inc.
Jo Ann Di Maggio May.....	Director IL SBDC for the Metro East at SIUE	Skip Sponeman.....	Manager Walmart (Glen Carbon)
Joe Allaria, CFP, MBA.....	Partner & Wealth Advisor CarsonAllaria Wealth Management	Steve Cooper.....	Senior VP First Mid Bank & Trust
John Caupert.....	Director National Corn to Ethanol Research Center	Steve Grant.....	VP Busey Bank Inventor of Lavarium
John Romann.....	Owner The Auto Body Shop, Inc.	Tamara Wofford.....	CFO/SVP GCS Credit Union
Joshua D. Lowe, CPA, CFP.....	Partner West & Co. LLC	Tami Eggleston, Ph.D.....	Associate Provost McKendree University
Justin Hopkins.....	Executive VP Truck Centers, Inc.	Todd Sivia.....	CEPA, CExP, CEO Sivia Law
Justin McMillian.....	Owner Elite FT	Tom Guarino.....	Director of Sales and Hospitality Bella Milano
Kai Redmon.....	President and Principal Agent Redmon Insurance Agency	Tom Verheyen.....	CEO YMCA
Kay Dresner.....	Marketing Manager Scott Credit Union	Trevor Yates.....	Sales Executive Truck Centers, Inc.
Karen Millsap.....	Quality Training Manager Mallinckrodt Pharmaceuticals	Tracy Bianco.....	Team Development Professional Coach Speaker
Kent Probst.....	Community Developer Midland Institute for Entrepreneurship	Wendy Symer.....	President/Owner WLS Consulting





SPECIAL THANKS

DOUG VILLHARD

Academic Director for Entrepreneurship
Olin Business School | Washington University
Co-Founder & President | Second Street

Entrepreneurial Extraordinaire, Doug Villhard, treated our students to an eight-part speaking series; *The Art (and Science) of Entrepreneurial Thinking*. In this series, students learn how businesses only exist if they solve customer problems, how to "fall in love" with your problem, how to create a "loveable solution" to a problem and how to differentiate their business from competitors. They also learned the value of customer feedback, how to gauge revenue and profit, and how to create and refine an elevator pitch. Doug's experience and donation of time, energy, resources and talent to Edwardsville CEO are unparalleled and greatly appreciated!



RACHEL GIERICH

Owner | Rachel Gierich Photography

This year, Edwardsville CEO had the unique opportunity to be photographed by local photographer, Rachel Gierich! Rachel took group and individual pictures for each of our students for use within the program and the development of their individual businesses. Her incredible gift of time, talent and energy was unprecedented! We are incredibly grateful for these treasured photos and for her support of our local entrepreneurial program. To read more about Rachel or see samples of her amazing work, please visit her website at <https://rachelgierichphotography.com/>





CEO BOARD OF DIRECTORS



Abel Anderson
Vice President
First Mid Bank & Trust



Rick Marteeny
Agent
State Farm Insurance



Paul Millard
SVP Commercial Lending
Scott Credit Union



Matthew Parrott
Marketing Director
Midwest Members
Credit Union



Kai Redmon
President Redmon
Insurance Agency



Rob Pickerell
SVP
St. Louis Bank



Douglas Rohrer
Retired consultant



Jared Siebert
*Commercial Credit/
Operations Manager*
Scott Credit Union



Ann Tosovsky
President
Home Nursery, Inc.



Dave Viox
Agent
AAdvantage
Insurance Group



Marc R. Voegelé
Owner
Express Employment
Professionals



Jeffrey Westerhold
Principal
Scheffel Financial
Servies, Inc.

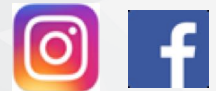


Tammy Wofford
CFO/SVP
GCS Credit Union

For more information:
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