



BELLEVILLE **CE** 

2021–2022

ANNUAL REPORT

CREATING ENTREPRENEURIAL
OPPORTUNITIES





Comments from our Board President

With the purpose of helping high school students find more value and potential in their hometown, the Belleville business community generously invests in the CEO (Creating Entrepreneurial Opportunity) Program. On behalf of the Board of Directors, I want to thank the businesses and individuals who support Belleville CEO with their annual \$1,000 investment, their time, and use of their board rooms. Your belief in the community, the program, and our students has helped us grow and strengthen the program.

While traditional education provides tools for students to use in a future career, CEO's unique business model brings together students from Belleville West, Belleville East, and Althoff Catholic High Schools to learn practical business skills and put those skills to use immediately. For 90 minutes each school day, Julie Siebers, a trained program facilitator, helps students discover how to become an entrepreneur, and grow into business leaders in just one school year.

A sizable portion of the class includes meeting with area business leaders to learn how their businesses operate and the skills necessary to be an owner or a manager. Students have the opportunity to visit area businesses, learn from guest speakers, write business plans, start and operate their own business, and market themselves. The class is "home based" out of a different location every quarter. This year's classes met at Bouse Properties, LLC, Damascus Road Fellowship, The Edge, and Precision Practice Management. Students are also matched with a mentor from the business community who gives them support and lots of sound business advice. CEO is a true partnership between Belleville's high schools and its business community.

The highlight of the school year is the CEO Trade Show. After nine months of developing relationships and learning about business development and processes, students have an opportunity to present their own business. It is incredible to see what they have created, to get a glimpse of the potential earning capacity of each business, and to appreciate the transformation and growth in the students over such a short period of time.

I have enjoyed working with my fellow board members, students, mentors, the facilitator, and businesses that have made this program a tremendous success, and I congratulate Belleville's seventh CEO class.

Sincerely,

A handwritten signature in black ink, which appears to read "Geri E. Boyer". The signature is fluid and cursive, written over a white background.

Gerie E. Boyer, P.E.
President
Board of Belleville CEO

Keyshon Blackmon

Keyshon currently attends Althoff Catholic High School. He learned about the CEO program from his brother Jason Blackmon who was also involved in the program. This program felt like a good fit for him because of the business experiences it teaches a person at such an early age.

Keyshon is also an athlete, playing both basketball and football. Sports has been a very important part in his life, but nothing comes before his schoolwork. He is an honor roll student who holds himself to a very high standard in the classroom.

He is a very hardworking and observant student. He considers himself a visual learner, so seeing these businesses in action has really helped him. He plans to study biology at the University of Missouri.

Keyshon's business is *Blackmon Basketball Lessons* which gives basketball lessons to youth basketball players, from 2nd to 8th grade. His business will offer a middle school session and an elementary school session.



Kennedy Brooks

Kennedy is currently a senior at Belleville West High School. She decided to take the CEO class because of all the positive and inspiring feedback that she had heard from previous students and investors throughout the program.

Throughout high school, Kennedy has been involved in many different activities. She played varsity golf all four years and was also a varsity cheerleader freshman through Junior year. Outside of athletics, Kennedy has also been an active member of the Student Council at Belleville West. Junior year she held the position of Vice President of the entire Kaskaskia district of Student Councils. She is also a part of Belleville West Science Olympiad team, Maroon Madnezz, National Honor Society, Chick-fil-a Leader Academy, BASIC, Renaissance, Rho Kappa, and Mu Alpha Theta.

After high school, Kennedy will be attending the University of Mississippi, where she will then pursue a double major with a degree in business management & marketing strategies and a minor in graphic design.

Kennedy's personal business is *MEON Designs*, which is a trendy streetwear online store. The purpose of *MEON* is to essentially make every outfit neon. *MEON* is a neon streetwear that is unique and original.



Mason Bunting

Mason is a senior at Althoff Catholic High School. He learned about the CEO class from previous CEO graduates and they expressed their love for the program. They shared the great opportunities they had and was motivated to partake in the class and learn more.

Mason has been participating in many clubs and activities throughout his high school career at Althoff. He is a member of the National Honors Society, Fellowship of Christian Athletes as well as the captain of the soccer team. While participating in these clubs and activities, he has gained experience in many different skills throughout his high school career.

Mason is a hard worker, open-minded, and determined to succeed. Mason currently plans on attending the University of Memphis in the fall of 2022 to study marketing and business.

Level 0 is a business that offers a non-stimulant pre-workout targeted towards teenagers just starting to take pre-workout. Pre-workout is a supplement that you take before a workout that enhances overall performance. All business sales will be done through an online point of sales system.



Garrett Busch

Garrett's a senior at Althoff Catholic High School. Garrett joined the CEO program because he wanted to learn about local businesses and what makes them successful. He wanted to improve his leadership and networking skills.

At Althoff, Garrett is the captain of the Althoff Swim Team and a Huddle Leader for the Fellowship of Christian Athletes. He is also an Illinois State Scholar. Garrett is a member of the National Honor Society and a member of the Seahawks Swim Club.

After high school, Garrett plans to attend either The University of Alabama or the University of Illinois to major in aerospace engineering.

His business is *Garrett's Yard Maintenance*. Garrett's Yard Maintenance provides high-quality, professional lawn care and landscaping services to the O'Fallon-Troy area.



Natalie Cohn

Natalie is a senior at Althoff Catholic High School. She heard about the CEO program from some of the older girls on her sports teams and is so grateful and excited to have the opportunity to participate in CEO and make more connections!

She participates in many activities throughout school including BASIC, Student Council, Student Ambassadors, ACE Day Leaders, Saint Vincent De Paul, Rotary Club, Crusader Cru and National Honor Society. She is also on the swim team, a captain of the tennis team and a captain on the soccer team. Last spring they even won state! This past summer she worked as a lifeguard at the Country Club.

Natalie would consider herself to be a hard-working, cheerful and determined person. She enjoys spending time with her friends and family, playing sports and watching Criminal Minds. She plans to attend either KU or Purdue and major in mechanical engineering and then hopefully going to law school.

Natalie's personal business is called, "*THX, IT'S THRIFTED.*" This business helps people elevate their fashion by finding one-of-a-kind and popular products for a lesser price. Her business can be found on instagram @thxitsthriftd.nc and she will be opening up a Depop under the same username.



Caitlin Conrad

Caitlin is a senior at Althoff Catholic High School. Belleville CEO piqued her interest when she learned about it while touring Althoff in 7th grade.

Caitlin enjoys playing and leading sports as a captain of her school's tennis team and as captain of Althoff's state winning track and field team. Along with sports she enjoys interning at the St. Louis Zoo, being active in her school's student ambassadors program, and being a huddle leader for Fellowship of Christian Athletes. During the summer Caitlin works as a camp counselor and as a marketing intern for Absolute Tonics in Belleville. She also enjoys reading, exercising, and traveling with her family to new places.

Her plan for college is to double major in data science and marketing at Saint Louis University where she hopes to continue her CEO business, *Caitlin's Candle Company*. *Caitlin's Candle Company* produces candles which are themed to a specific book's plot, theme, or setting. The company's goal is to elevate one's reading experience to help them develop a better connection with the story and enhance their love of books.



Cole Curtis

Cole is a senior at Althoff Catholic High School. He became super interested in CEO because he knew it was a great networking opportunity and would grant him a better understanding of how to run a business.

He has worked part-time as a cart attendant at St. Clair Country Club and has also worked as a server for Fletcher's Kitchen and Tap. He plays tennis and has been playing competitively since 7th grade. He also plays golf and participates in the Student Ambassador program and Student Council program at his school.

For the future, Cole will major in Psychology on the pre-med track at the University of Notre Dame. After college and med school, he hopes to become an Ophthalmologist or a Pediatrician.

Cole's personal CEO business is *Cole's Real Estate Photography*. He takes pictures of the interior and exterior of houses on the market and edits them for homeowners or real estate agents. Cole will be servicing all of St. Clair County.



Jayda Eiland

Jayda is a senior at Althoff Catholic High School. She wanted to join the CEO program because she had the beginnings of a small retail business and believed it would help her develop the necessary skills to make it successful.

Jayda is a part of the Althoff softball team and NHS. She is a soldier in the US Army National Guard. She also works at Sky Zone in Fairview Heights.

Jayda's personal business, *Valcon Inc*, is a handmade accessory business. She makes wallets, purses, backpacks, and duffel bags. They all have the option to be customized and are sold at an affordable price.

In the future, Jayda plans to become an active-duty officer and specialize in cyber security. She would like to attend college and double major in business and computer science. After she retires, she would like to own a video game development company.



Avery Gomric

Avery Gomric is a senior at Althoff Catholic High School. She learned about the Belleville CEO Program through previous students who had participated in the class.

Avery is a part of an abundance of extracurricular activities in her school including Crusader Cru, Fellowship of Christian Athletes, and the BASIC youth board. Avery has been on varsity golf and soccer teams since freshman year. She also played select soccer for Gateway Soccer Club in the summer. She previously worked at Orange Leaf Frozen Yogurt shop in O'Fallon.

After she graduates, she intends to enroll in the University of Missouri and pursue her MBA.

Avery's personal business, *Simply Soap*, is a homemade soap bar business. Her packaging is plastic free, giving customers an eco-friendly alternative in their home.



Rose Gomric

Rosie Gomric is a senior at Althoff Catholic High School. She is the captain of the varsity volleyball team and a player on the varsity girls soccer and swim teams. She participates in Fellowship of Christian athletes and National Honors Society. Rosie is also an Illinois state scholar.

She is extremely passionate about pursuing a future career in healthcare and plans on attending medical school after college. Rosie will be attending Auburn University majoring in Biomedical Sciences on the pre-med track.

Rosie started her business, *Rosie Hue Home Murals*, to utilize the love she has for drawing and painting while also giving customers custom one of a kind artwork that fits perfectly with their style and home. *Rosie Hues* provides custom designed and hand painted murals that embellish the interior walls of someone's home. She will be advertising on FaceBook, Instagram, and by word of mouth. She is also partnering with Padgett Construction to capitalize on new and remodeled homes. Rosie will have a consultation with the customer before the paint in order to give them the design that they love, and there she will give them a price estimate. Make your home your own with Rosie Hues Home Murals.



Jack Hiller

Jack is a senior at Althoff Catholic High School. Jack joined the CEO program because of his interest in the business world and because of the great things he heard from previous students.

In four years of high school, Jack has branched out and involved himself in numerous activities. Jack is a captain of the track and the cross country teams. He is also a member of the National Honor Society, Student Council, Student Ambassadors, and Crusader Cru.

Jack's personal business is called *Hiller's Bracket Pools*. The business charges \$10 to enter and offers more chances to win. Participants fill out their brackets for tournaments like March Madness and the NBA playoffs. They can win a grand prize, but there are also smaller prizes that most companies don't offer. After running this business for a few years, Jack plans on running his pool formats for fundraising groups like select sports teams or school clubs. Jack's goal is to offer a unique and fun spin on an already popular activity.

After graduation, Jack will be running track and cross country at Lewis University. Jack plans to major in business, specifically to get a degree in business systems and data analytics.



Elliott Hoffmann

Elliott Hoffmann is a senior at Althoff Catholic High School. When he heard about the CEO program his freshman year, he was really excited to pursue it his senior year. He joined the program because he believed it would allow him to help network with successful businesses from where he is proudly born and raised.

Elliott will be studying business administration at Southeast Missouri State University in the fall of 2022.

He is an active member of the Boy Scouts of America, and recently received the rank of Eagle Scout. He is also the captain of the Althoff Bowling Team, along with being a huddle leader for Fellowship of Christian Athletes. Outside of school activities, he loves to work. Currently, he has two jobs working as a court monitor lead at Sky Zone in Fairview Heights and a tour guide at the Gateway Arch National Park.

Elliott's business is an electronic installation company called *Homeville Technology*. *Homeville Technology* is marketed to homeowners aged 50 and up and will install electronics in people's homes. Elliott is very passionate about his business because he loves making people happy.



Fayth Jones

Fayth is a senior at Belleville East High School. She is a Clarinet Section Leader for the Belleville East Marching Lancers. She also is a part of tech crew for Belleville East's Spring Musical. She is a member of the National Honors Society, English Honors Society, National Honors Society of Highschoolers, Key Club, and FBLA.

After graduation, she plans to attend Tennessee State University to major in Business Administration with a concentration in Management. Afterwards, she plans to open up her own spa.

Her personal business is *Test the Pressed*. A press-on nail business that will be an e-commerce business (testthepressed.myshopify.com). Her tag line: "Don't be pressed, Get pressed!"; meaning don't be upset with life or time schedules, but get our press-on nails because it will undoubtedly boost your confidence. The company's website will include nails with custom sizing, custom length, and hand-painted designs. The nail sets will be themed: Euphoria, St. Patrick's Day (seasonal), Yin Yang, White, Red, Blinged, and Indie Patterns.



Max McCollum

Max is a senior at Belleville East High School. He wanted to be a part of CEO because he thought it would be an excellent approach to learn how to operate a successful company. Max is highly interested in learning about what it takes to be successful. And what it means to truly "Lead."

In Max's years at East, he has been a member of Fellowship of Christian Athletes. This year Max was a co-leader of the Belleville East Student Section. Max has also been a captain of the varsity soccer team for the past two years.

Max's personal business is *M&B Golf Ball Cleaning*. His business is a used golf ball pickup and cleaning business. He co-owns it with his partner Brayden Leonard. He sells multiple golf balls at various prices.

Max considers himself to be a hard worker that strives to do his best in all he does. Max is planning on attending Missouri State University to study business. After school, he hopes to become a manager of a soccer team or operate his own business.



Shawn Minick

Shawn Minick is a senior at Althoff Catholic High School. He was inspired to take part in Belleville CEO after seeing the passion and perseverance demonstrated by the class the year prior, and he viewed it as an opportunity to discover himself and power the future through communication skills, critical thinking, determination, and knowledge in networking and business.

For the span of four years at Althoff, Shawn has been a consistent High Honors student, along with being a varsity athlete on both Cross Country and Wrestling. He managed to make the podium for the IHSA Wrestling State Championship for two consecutive years. Shawn is also a current member in the National Honors Society and is currently enlisted in the United States Air National Guard as a tribute to his father's service.

Shawn's personal business is *Vivinity Copy*. It is a freelance copywriting business that focuses specifically on creating thoughtful, impactful copy to help elevate lives through the power of words and storytelling. *Vivinity* will target non-for-profit organizations such as mental health facilities and clients that share a similar vision.

Shawn plans on attending University of Illinois-Urbana Champaign where he will major in Communications.



Regan Moody

Regan Moody is a senior at Althoff Catholic High School. She decided to take part in CEO, because she wanted to know more about the numerous businesses that surround the community she grew up in. After hearing how much past CEO students enjoyed this course, Regan was determined to become a part of this opportunity.

At school, Regan is part of many clubs and sports. She was a captain of the girls' soccer team during her junior year when they won state. Regan broke the record of most individual goals scored in the state championship game. In addition to playing varsity and club soccer year round, Regan is a student tutor for grade school and high school students. She is a member of her school's Math Team, Ace Leaders, Student Council, Rotary Club, Student Ambassadors, and National Honors Society.

She has committed to the University of Illinois for soccer and will major in Biology and Mathematics. After college, she has aspirations of attending medical school to fulfill her dream of being a doctor.

Her personal business is *S.O.S Sitters On Site*. It is a babysitting service that targets fourteen year olds and older looking for a first job. All scheduling and payment will be handled through her website, and the company will require and reimburse all sitters to become CPR certified. As the company grows, she hopes to gain access to more clients while still remaining local, and she has aspirations of her sister taking over when she leaves for college.



Jack Nester

Jack is a senior at Althoff Catholic High School. He chose CEO because of the great recommendations given to him by prior classes, the entrepreneurial opportunities the class provides him, and the networking around the community.

He is co-captain of the tennis and soccer teams. He is in BASIC, which works toward making Belleville a better community. He also is an FCA Huddle Leader which means he leads students on the right path to find God in their athletic endeavors. He works as a car washer at Splish Splash Express Car Wash on the west end of Belleville.

Jack's personal business for CEO is *Jack's Pickles*. A gourmet pickle business that specializes in home and handmade pickles made from scratch. He is very excited to start his pickle business and hopefully he learns a ton from the experience.

In the fall semester, he will attend Missouri State University and doesn't yet know what major he will go into, but he is excited to see what the future holds for him in his future career.



Adelin Oser

Adelin is a senior at Belleville West High School. She is an active student athlete as she ran varsity cross country & track, plays varsity lacrosse, and played golf until her senior year. She is in National Honors Society, Fellowship of Christian Athletes, and was in German Club at Belleville East.

Adelin's business is called *We Care*, which is a clothing line designed to bring awareness of mental health issues. The products are designed by her and one partner, Anna Shannon. Each product has an inspirational quote placed on the back for anyone that walks past you wearing the product to read. The goal is to use *We Care's* products to motivate every individual that comes in contact with the business.

CEO has helped her with not only stepping into the business world, but a great amount of general life skills. These skills include; communication, public speaking, how to professionally greet and thank someone, the fundamentals of starting a business, and especially business financials as treasurer of the class business.

She has committed to play lacrosse for Missouri Baptist University next year, and plans to double major in accounting and finance. Following college, she plans to earn a CPA and go forward with law school.



David Parks

David is a senior at Belleville West High School. At school, he is involved in the Mentor Mentee Leadership Program, football, and track. He is also an AVID student.

He would describe himself as a hard working, motivated, and confident individual. While in CEO, he has been able to gain more knowledge on how to effectively run and manage a business. The relationships he has been able to build while in CEO have been very beneficial.

Dame and Dave's Lawn Care Service is a joint partnership between Damein Alexander and David Parks. It's a lawn care business that originated in Collinsville, IL. They offer grass cutting services, weed trimming, grass blowing/bagging, and brush trimming. There is no set pricing, it just depends on the amount of work needed and area(s) needed to be done.



Connor Riley

Connor Riley is a senior at Althoff Catholic High School. Connor runs varsity cross country and varsity track. He is a captain of the cross country team. He participates in Fellowship of Christian Athletes, National Honors Society, and Belleville CEO. In his free time, he enjoys working out, watching quality tv shows, and hanging out with his friends.

Connor's personal business is *Connor's House Sitting Services*. It is a house sitting service that includes a few other services like cleaning, landscaping, pet watching, and power washing.

He will be attending Saint Louis University and will be starting in their Business Entrepreneurial Program.



Jake Riley

Jake Riley is a senior at Althoff Catholic High School. He heard about this class through a number of friends and schoolmates who had taken CEO the previous year.

Jake is a member of the National Honors Society and now a proud member of the 2021-2022 Belleville CEO group. He is also a member of the Fellowship of Christian Athletes where students connect with their spiritual side and get to know each other in a more personal way. Jake always enjoys putting in the hours of service knowing that he is making an impact on the community around him.

Jake would like to pursue a career in a business of his own from the knowledge he has gained from the program. Jake will be attending college at SIUE where he will study business administration and finance.

Jake's personal business is *Jake Riley's Dog Services*. His mission is to make the best life for the dogs that we know as family.



Hope Schmitt

Hope is a senior at Althoff Catholic High School. She became interested in the CEO business class after hearing positive feedback from the previous class.

Hope is involved in a few sports and extracurricular activities at Althoff. She has started varsity soccer for 4 years and played varsity volleyball for 3 years. She is involved in the National Honors Society, Teen Court, and she is a Eucharistic Minister at her school. She is also a member of the online volunteer program called Learning Ally that creates audiobooks for dyslexic and reading challenged students. She works as a proof listener for the books, and as a children's book summary writer.

Hope is passionate, ambitious, responsible, and a good listener. In the future, she plans to attend Arizona State University and study Architecture.

Hope's personal business, *Handknits by Hope*, creates custom hand crocheted blankets and scarves for its customers. She has high hopes for the business, and is looking to expand her merchandise into local gift shops and retail stores in the near future.



Tyler Tieman

Tyler is a senior at Althoff Catholic High School. After hearing the great things that the past classes have said about the CEO program, He wanted to join as it will help him meet new people in the business world.

Tyler plays four varsity sports which include soccer, football, basketball and baseball. Tyler loves the competition these sports bring to the table and it gets him ready for anything that comes his way. He always loves a good challenge as that is also in everyday life, not just on the field. He takes all honors classes at Althoff as school is more important to him than sports.

After graduating high school, he plans to go to Truman State University and get a degree in business as well as play baseball.

Tyler's personal business is *T's Special Sauce Company*. *T's Special Sauce Company* is a sauce making business that crafts a sweet and tangy sauce with a little kick at the end.



Dallas Watson

Dallas Watson is a senior at Belleville West High School. She is a member of the National Honors Society, the National English Honors Society, the Speech and Acting Team, and Project Diva International Academy. She is also the co-founder and President of Next Generation, a club for high-achieving students of color in honors classes at Belleville West. She is the recipient of the high school's Mighty Maroon Award, Voice of Democracy, and NAACP Oratory competition awards, and a Questbridge College Prep Scholar and Questbridge National College Match Finalist.

She chose Belleville CEO to build better team-building skills and communication. She will be attending Macalester College in St. Paul, Minnesota. Dallas is interested in studying Sociology, Political Science, Economics, Urban Studies, African-American studies, and American studies. As of now, she would like to work in the nonprofit sector, however, she believes the career she wants has not even been created yet. Her ultimate dream is to become financially independent and create a scholarship for low-income Black students.

The business she has created is *Black & Gifted*. This business will tutor Black students in elementary and middle schools in reading and English in the Belleville area. Her goal is to decrease the education gap, and help Black students achieve their full potential.



Tom Watson

Tom is a senior at Althoff Catholic High School. He is one of the captains for the varsity volleyball team and is on the yearbook committee for Althoff. What led to his interest in the Belleville CEO program was the amount of learning experience and opportunity from local business owners and from what previous students have said about the class

During high school Tom played two years of club volleyball and four years of varsity volleyball. Tom is active in his parish community at St. Teresa. Tom has also worked at the St. Clair Country Club as a back waiter as well as worked banquets.

Tom's personal business is called *Forest Aromas* in which he makes incense cones by hand with a variety of scents. Tom decided on this kind of business because it helped him relax and figured he'd try and help other people relax when stressed out.

After high school, Tom is going to Mizzou for a degree in engineering or computer science.



Zion Watson

Zion is an early graduate from Belleville West High School. He would highly recommend this program to all incoming seniors. Being selected to participate in the Belleville CEO Program has been an enlightening experience for him. CEO has been a gateway in fulfilling and showcasing his business potential. Hearing the different perspectives of several entrepreneurs has been both empowering and motivating.

During high school, he was involved in a Black Lives Matter March at Signal Hill School. He spoke and read about the killing of 12-year-old Tamir Rice. He also participated in several landscaping and gardening jobs within his neighborhood.

HandmadebyZion is a woodworking business, in which Zion makes welcome boards, coasters, coaster holders, and trays.

Zion will continue to run his woodworking business and volunteer as a firefighter. He is currently enrolled in SWIC's Fire and Science Program, and hopes to become a career firefighter.



Trinity Williams

Trinity is a senior at Belleville West High School. She first became interested in becoming a CEO member when she saw the organization at a college fair and since then knew she wanted to be a part of it when she became a senior.

Trinity is involved in multiple clubs at Belleville West. She was in her school's marching band, jazz band, concert band and the choir which is called Bellevilletes. She was a leader in Harambee, National Honors Society, book club titled Project Lit, Next Generation BASIC and was a part of a student forum for living wage which discusses and problem solves different issues in the US.

Next year she plans to attend Tennessee State University and major in Business Management. She has started two of her own businesses and started her third business in CEO.

Trinity's Business is "360 Vibes" which is a 360 photo booth rental in the St. Louis metropolitan area, and is one of the hottest entertainment and event experiences currently on the market. Users step on a platform, while a revolving video camera spins 360 degrees around to capture slow-motion video. She has a variety of props with custom overlays and for an amazing experience for any event.



2021-2022 Business Visits

Bouse Properties	Kiddo's Closet & Clips
Egyptian Workspace Partners	Bennie's Pizza Pub
Precision Practice Management	Thouvenot, Wade & Moerchen
Padgett Building and Remodeling	FKG Oil/MotoMart
Holland Construction	Trinity Financial Group
Northwestern/Lowery Benefit Services	LaFore Trucking Company
Kurrus Funeral Home & Cremation	The Edge
Fletcher's Kitchen and Tap	Gaslight Vinyl
Althoff Catholic High School	Simple Gifts Flower Farm
Impact Strategies/Encompass Health	Copperfire Restaurant
Damascus Road Fellowship/Vance Vyers	AJ's Smashed & Smoked
Empire Comfort Systems	Kaskaskia Engineering
Greater Belleville Chamber of Commerce	Neuropathy & Pain Solutions
The U/ Iesha & DeCarlos Underwood	

Teambuilding with Vertical Performance



In August, the Belleville CEO students discussed connectivity, possibilities, and inclusion through team building led by Mr. Lynn Clapp and Mr. Jim Holdener with Vertical Performance. The activities involved getting to know everyone's name, what drives people and their values, and then an obstacle game which the students learned the importance of trusting their classmates, learning how to work together, adapting to change and being flexible.

Mentor Match Days



Mentoring is a key aspect to the success of our CEO Students. It allows the students to help strengthen their networking and social skills and provides additional knowledge and resources to understanding complex business concepts. Ultimately, these relationships bridge the gap between the students and the business community. This year the Belleville CEO students held three Mentor Match Days at Bouse Properties. This allowed the mentors and mentees to talk briefly and get to know each other before they were matched for the year.

Badge Project First Session



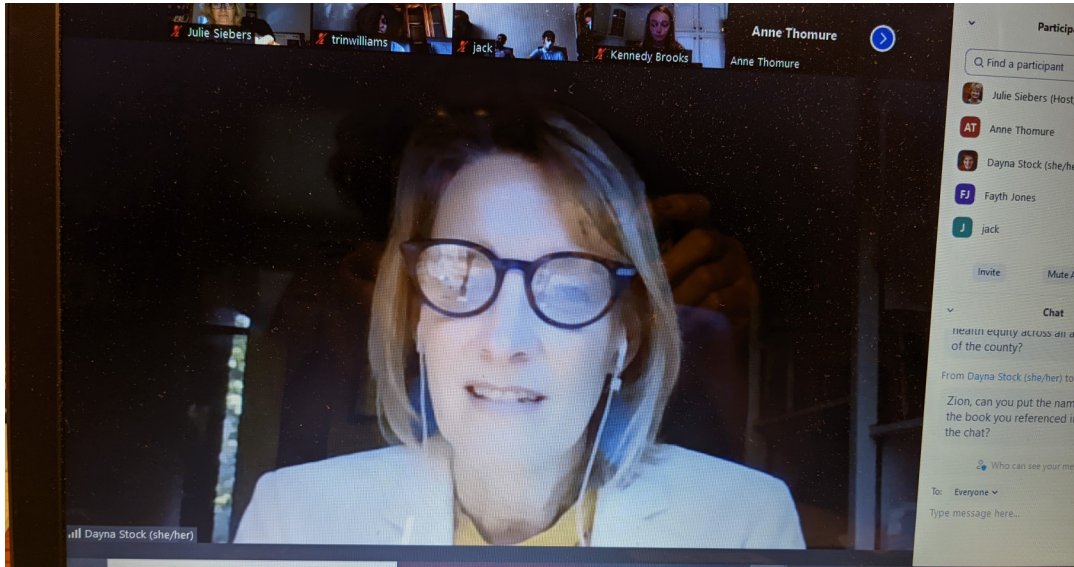
First Session Belleville CEO Students kicked off their Badge Project by hosting a 50/50 at the Althoff Soccer game and a Belleville West Football game.

Second Session



The Second Session students did a Belleville CEO Spirit Night at Chick-fil-A at Green Mount Commons and Belleville CEO Pizza Night at Bennie's Pizza Pub!

Memorial Hospital Foundation Listening Group



In September the Belleville CEO students had the privilege to participate in a listening group with Memorial Hospital President Mike McManus, Director of Communications and Marketing, Anne Thomure and the CEO of the Rome Group, Dayna Stock. Anne Thomure who is also the Executive Director of the Memorial Hospital Foundation explained that they had partnered with The Rome Group, which is a consulting firm that works exclusively with nonprofits, to help them develop a community investment strategy to improve the health status of the community. During the Zoom meeting, the Belleville CEO students were able to share their thoughts on how they thought the foundation could improve the health status in St Clair County.

Belleville CEO Reunion



In January, thirteen Belleville CEO Alumni stopped for a mini reunion. After a time of mingling, the Alumni shared some thoughts about how the CEO experience has helped them while in college, getting scholarships, internships, and employment. They talked about how CEO improved their communication skills and increased their confidence to step out of their comfort zone (whether that be trying new things or meeting new people). They also gave the current CEO students some advice on their class and personal businesses.

First Session Class Business

5K Winter Wonderland CEO Experience



First Session Belleville CEO Students held a Winter Wonderland 5K Experience at the East YMCA on Saturday, January 8. They had approximately 130 runners/walkers. Sean Toolen and the Toolen Running Start team timed the race and helped guide the runners on the course. Attendees had a great time eating pancakes, drinking hot chocolate, and roasting smores by the fire.



Second Session Class Business Belleville CEO Top Golf Classic



The Second Session Belleville CEO Students hosted a Belleville CEO TopGolf Classic on Sunday, January 23 at TopGolf in Chesterfield, MO. Each ticket included 3 hours of golf, All-American meal, unlimited non-alcoholic drinks, and silent auction! Approximately 142 people attended this outstanding event!



Belleville CEO Elevator Pitch



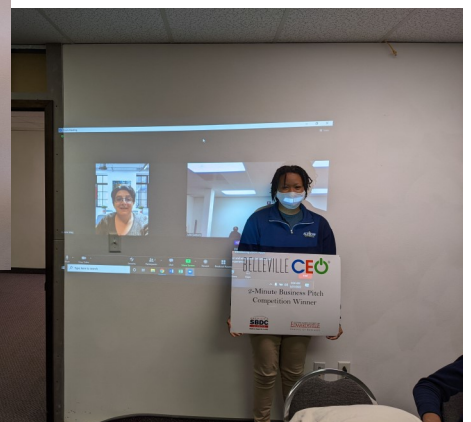
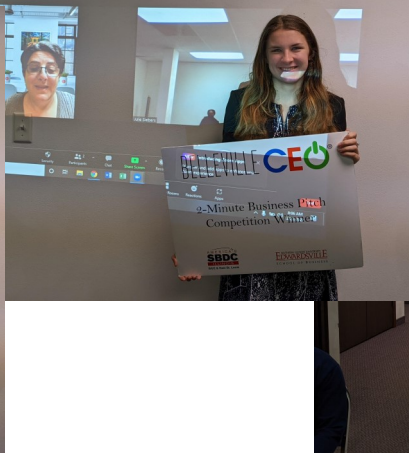
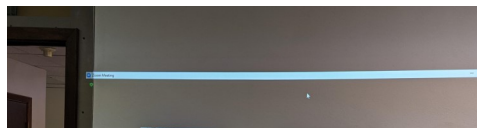
Our Seventh Annual Belleville CEO Elevator Pitch was sponsored by SBDC and SIUE School of Business/ Mrs. JoAnn DiMaggio-May, Director of Illinois Metro East Small Business Development for SIUE. The Belleville CEO students had two minutes to pitch their idea followed by a short question period in front of four judges, Mr. Ed Hoering, Mr. Kevin Pesko, Mrs. Renae Eichholz and Mrs. JoAnn DiMaggio-May. Three awards were given to the top students who exhibited the best skills and quality of idea. The winners were:

First Session:

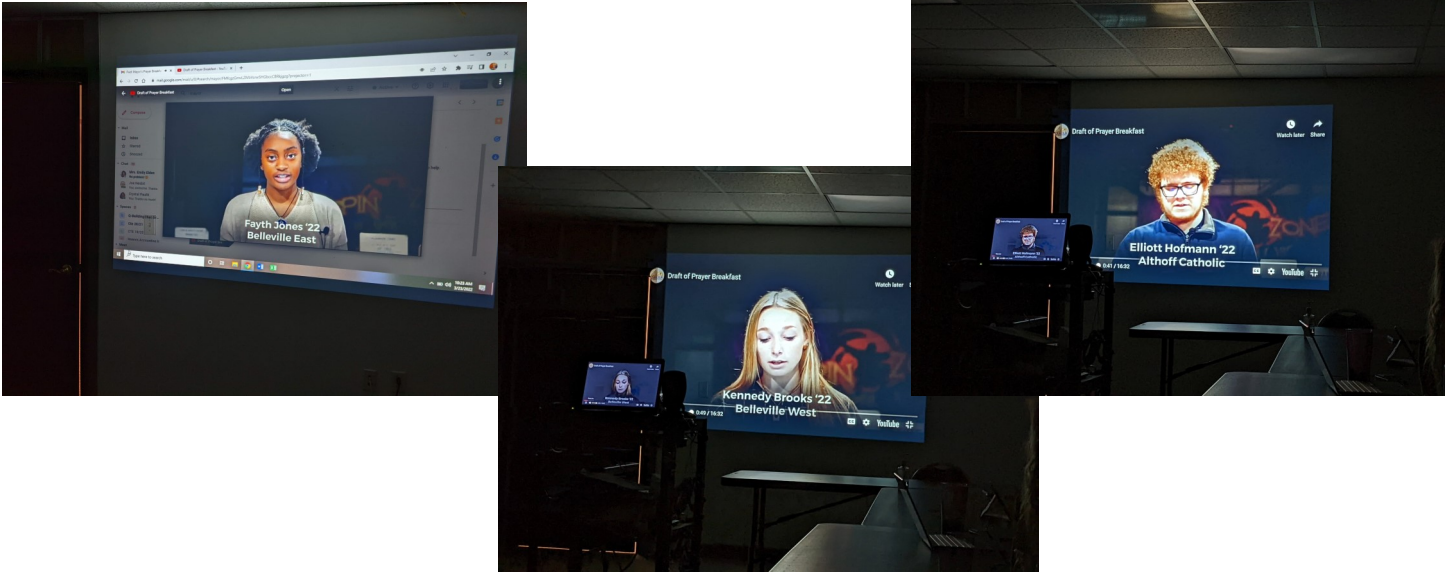
First Place – Hope Schmitt, CEO of Handknits by Hope
Second Place – Elliott Hoffmann, CEO of Homeville Technology
Third Place – Caitlin Conrad, CEO of Caitlin's Candle Company
Honorable Mention – Jayda Eiland, CEO of Valcon, Inc.

Second Session:

First Place – Natalie Cohn, CEO of THX, ITS THRIFTED
Second Place – Trinity Williams, CEO of 360 Vibes
Third Place – Kennedy Brooks, CEO of MEON
Honorable Mention – Zion Watson, CEO of HandmadebyZion



Belleville Mayor's Breakfast



Three Belleville CEO Students participated in the Mayor's Prayer Breakfast this year: Fayth Jones, Elliott Hoffmann and Kennedy Brooks.

Midland's Fearless Founders Series



Brandon Wynn—Olympic Gymnastic/Entrepreneur; Rory Vaden—Co-Founder of Brand Builders Group, Sarah Petty—Owner of The Joy of Marketing; Maya Elious—CEO of Built to Impact; and Wilbur You—CEO of YouTech

Belleville CEO Banker Day



Nine bankers participated in our Banker Days this year:

- Adam Davis and Justin Chapman from Busey Bank
- Kevin Pesko, Todd Neighbors, Brandon Rakers and Josh Wohltman from the Bank of Belleville
- Brian Gibson from First Mid Bank & Trust
- Joe Mark from Enterprise Bank
- Amy Kempfer with Associated Bank

Each Belleville CEO Student was assigned a banker to either meet in person or Zoom with regarding their business plan and financials. They discussed their product or services, why they chose to start this kind of business, their competition and their competitive edge, and their pricing, margins and profit.

Belleville CEO Speakers

L. Clapp & J. Holdener, Vertical Performance	Wendy Witte, St. Louis Community Foundation
Pat Hill, Allsup	Tracy & Cal McCollum, Standard Rule Promotion
Mike McManus & Anne Thomure, Memorial/BJC	Josh McDermott, JT McDermott Remodel Contractors
Tom Farquhar	Tyler Douthitt, TFD Supplies
Ransom Wuller, AEYE	Aaron Fricke, Nothing Bundt Cakes
Robert DeRousse, ABS Facility Maintenance	Patty Gregory, Mayor of Belleville
Mike Riley, Jr, PTS & Sustainable Health Index	Patrick McKeehan, Economic Dev Dir, O'Fallon, MO
Ryan Follis, Midland Institute of Entrepreneurship	Kevin Pesko, Bank of Belleville
Sgt Hendricks & Lt. Fults, St. Clair Sheriff's Dept	Patrick Mathis, Mathis, Marifian & Richter
John Perles, The Momentum Builders	Lisa Phillipson, Hospice of Southern Illinois
JoAnn DiMaggio-May, SBDC SIUE	Geri Boyer, Kaskaskia Engineering Group
G. Reuter, Greensfelder Hemker & Gale, P.C.	Adam Davis, Busey Bank
	Adrienne Mathis, Title IX Solutions

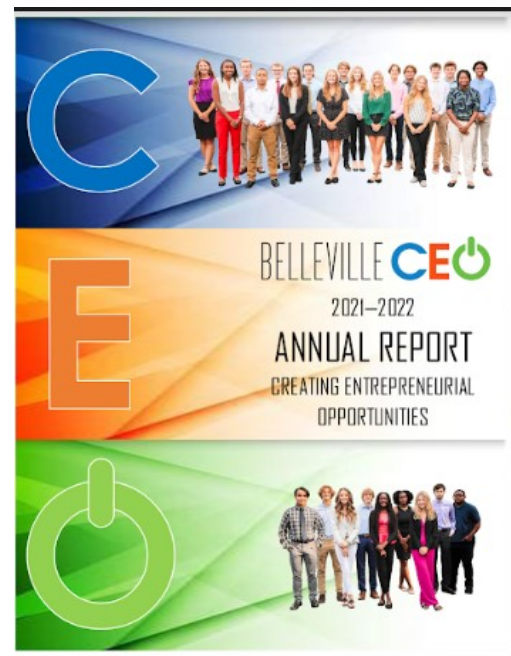
Midland's National Pitch Contest

TOP 18

Congratulations to Belleville CEO Student Connor Riley! Connor was selected as part of the TOP 18 in Midland's National Pitch Contest for his 30 second pitch about his business, Connor's House Sitting Services. There were 268 submissions from 43 programs. The final judges were Dan Chancellor, Founder and CEO of SoILL, Joan Pacetti, Founder of The Cookie Dough Café and Wilbur You, Founder and CEO of YouTech. Great job Connor!



A Special Thank You...



Amy Gould for taking the student pictures for the Belleville CEO website and annual report.

Michael Crotty for designing our cover page and printing our annual reports!

Belleville CEO Business Investors

Allsup, Inc.	Hoering, Ed and Martha
Auffenberg Dealer Group	Holland Construction Services
Auto Spa Express	Impact Strategies, Inc.
Bank of Belleville	Interstate Risk Placement
Barcom Security	JT McDermott Remodeling Contractors, LLC
Belleville CEO Class of 2018-2019	Kaskaskia Engineering Group, LLC
Belleville CEO Class of 2019-2020	Kurrus Funeral Home and Cremation Service
Belleville CEO Class of 2020-2021 (First Session)	Lowery Benefit Services
Belleville CEO Class of 2020-2021 (Sec Session)	M & M Storage (DBT Properties)
Bouse Properties	Mathis, Marifian & Richter Foundation
Breakthru Beverage	Memorial Hospital/BJC
Busey Bank	Noble, Inc.
Commerce Bank	Precision Practice Management, Inc.
Dahm & Schell, Inc.	Professional Therapy Services, Inc.
Egyptian Workspace Partners	Rauckman Utility Products, LLC
Empire Comfort Systems	Ray LaFore Truck Services
Enterprise Bank & Trust	Rice Sullivan & Co.
Farquhar, Thomas L.	Shay Roofing
First Mid Bank & Trust	The Lowery Group/Northwestern Mutual
FKG Oil Company	Thouvenot, Wade and Moerchen, Inc.
Greensfelder, Hemker & Gale, PC	W. A. Schickedanz Agency, Inc./Gateway Premium Budget
Gundlach, Jeffrey B.	Walter E. Weidmann Charitable Foundation
	Whipple, Brent/Trust of Nora S Whipple





THOUVENOT, WADE & MOERCHEN, INC.



Meet the Belleville CEO Board Members



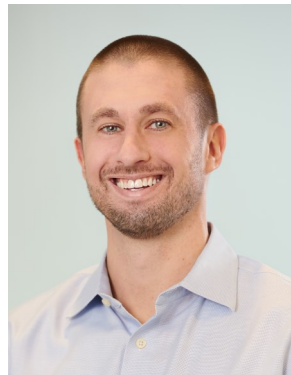
Geri Boyer

President
Organization:
Kaskaskia Engineering
Group, LLC
Title: Owner



Kevin Pesko

Past President
Organization:
Bank of Belleville
Title: Market President



Josh McDermott

Past President
Organization:
JT McDermott Remodeling
Title: Owner



Todd Badgley

Treasurer
Organization:
FKG Oil/MOTO
Title: President



Anne Thomure

Secretary
Organization:
Memorial Hospital/BJC
Title: Director, Comm &
Marketing



Garrett Reuter Jr.

Member
Organization:
Greensfelder, Hemker & Gale, P.C.
Title: Officer



Jim Allsup

Member
Organization:
Allsup Inc.
Title: President and CEO



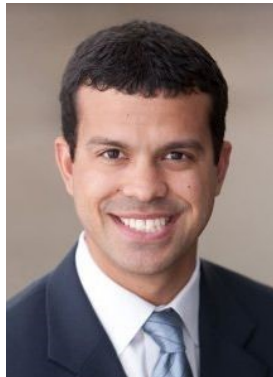
Patrick Mathis

Member
Organization:
Mathis, Marifian & Richter
Title: Founding Partner



Tom Farquhar

Member/Investor



Joe Mark

Member
Organization:
Enterprise Bank
Title: Vice President



**Jennifer
Gomric Minton**

Member
Organization/Title:
St Clair County Assessor



Marshaun Warren

Administrative Agent
Organization:
BTHS District 201
Title: Director of HR & DEI



Sarah Gass

Administrative Agent
Organization:
Althoff Catholic HS
Title: Principal

Meet Our Facilitator



Julie Siebers

Julie Siebers earned her Bachelor of Science degree in Accounting from Greenville College and attended Southern Illinois University at Edwardsville for her teaching certification. For 12 years, she worked at CPI Corp. and CPI Photo Finish/Fox Photo holding various positions from staff accountant to Vice President Controller. After Kodak sold CPI Photo Finish/Fox Photo to Wolf Camera, she started her second career at Belleville East High School where she has been teaching in the business department the last 21 years.

“I know that I say this every year, but I am so blessed to have this job! Seven years being the facilitator and our second year hosting two classes. Even though we started with another year of COVID issues, we still visited 27 businesses and heard from 25 speakers. Both classes chartered their own course for their class business by holding a very successful 5K Winter Wonderland Experience and Top Golf Classic. Again, what an honor to lead, instruct, and facilitate these 27 students in discovering our local business leaders and community. Thank you to the CEO investors, board members, mentors and my students who made my seventh year so much fun!”

Our Host Businesses



Bouse Properties



Damascus Road Fellowship



The Edge



Precision Practice Management

Mentor/Mentee Relationships

Business Mentor

Student

Jim Strausbaugh

Keyshon Blackmon

Bobby Fritz

Kennedy Brooks

Ben Brown

Mason Bunting

Wade Weitlauf

Garrett Busch

Daniel Katzman

Natalie Cohn

Ransom Wuller

Caitlin Conrad

Josh Wohltman

Cole Curtis

Keith Schell

Jayda Eiland

Julie Orlet

Avery Gomric

Geri Boyer

Rosie Gomric

David Hill

Jack Hiller

Michael Crotty

Elliott Hoffmann

David Padgett

Fayth Jones

Mike Deihl

Max McCollum

Josh McDermott

Shawn Minick

Mary Dahm-Schell

Regan Moody

Paul Fries

Jack Nester

Mark Maxim

Adelin Oser

Jimmy Monken

David Parks

Derek Betz

Connor Riley

Tom Farquhar

Jake Riley

Anne Koleson

Hope Schmitt

Kevin Pesko

Tyler Tieman

Mike Marchal

Dallas Watson

Mike Riley, Jr.

Tom Watson

Robert DeRousse

Zion Watson

Kevin Bouse

Trinity Williams



CREATING ENTREPRENEURIAL OPPORTUNITIES

"The mission of the CEO program is to prepare our youth to be responsible, enterprising individuals who become entrepreneurs or entrepreneurial thinkers and contribute to the economic development and sustainability of our area. It is our hope that these young entrepreneurs will follow in the footsteps of many of the entrepreneurs in our community and will reside in or return here to run their business, raise their families, and give back to their community"

Company Name _____

Contact Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

- I/We would be interested in:
Hosting a social event
Hosting the class long term
Allowing the class to tour my business
Speaking to the class
Mentoring students
Helping with recruitment events for future students
Cost sharing for the annual CEO trade show
Cost sharing for the production of the annual report, website, and other marketing materials
Cost sharing for the other occasional opportunities to promote the class

I/We would also wish to make a contribution to the CEO Entrepreneurship Fund. In consideration of the gifts of others for the purpose. I/We hereby agree to contribute one of the following:

- \$3000 Payable over 3 years (\$1000 per year)
\$3000 One-time payment in full
\$_____ Payable over 3 years

Please send paperwork and/or payments to:
St. Louis Community Foundation
Belleville CEO Fund
#2 Oak Knoll Park
St. Louis, MO 63105

Choose payment method :

- My check for entire pledge is attached
I prefer a 3 year pledge. My check for the first payment of my pledge is attached.
Please bill me.

Authorized Signature(s) _____

St. Louis Community Foundation is a 501(C)(3) organization. Your donations are tax deductible to the extent allowed by law.

Geri Boyer
Kaskaskia Engineering Group, LLC
gboyer@kaskaskiaeng.com

Visit
www.bellevilleceo.com for
more information

Wendy Witte, Donor Services Manager
St. Louis Community Foundation
314-880-4962
wwitte@stlgives.org
www.stlgives.org

CEO ®