

2024

ANNUAL REPORT



ceU[®] EDWARDSVILLE



ABOUT US

In Edwardsville CEO, the community is our classroom.

CEO is a transformational program for high school seniors from Edwardsville High School, Father McGivney Catholic High School and Metro-East Lutheran High School. During the course of their senior year, our students tour and connect with dozens of area businesses and guest speakers.

Together, students develop a class business venture in the fall and launch an individual business in the spring. Business concepts learned through the experiential CEO class are critical; the 21st century skills of problem-solving, teamwork, self-motivation, responsibility, higher-order thinking, communication, and inquiry are at the heart of a student's development throughout the program.

Through these interactions and experiences, our goal is to help our students develop an entrepreneurial mindset which, we believe, will help set them up for success no matter which career path they choose.

OUR MISSION

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

HISTORY

Edwardsville CEO first launched in 2018 with 9 students. Since that first year, we have grown to be able to accept 26 students in each graduating class. Our incoming class of 2025 will represent our 7th CEO class.

LETTER FROM THE BOARD PRESIDENT



Marc Voegele
Board President

Dear Edwardsville CEO Investors,

As the Edwardsville CEO Board Chairman, I present to you the 2024 CEO Annual Report. Having completed our 6th 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 professionals. 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.

The last two years have brought over 80 applicants vying for one of the 26 seats. This demonstrates the value of the program to the students, parents, and our community. At this point in time, we have our first-year students graduating college and returning to open their own businesses or go to work for existing businesses. We even have CEO graduates giving business tours to our current classes as managers or employees of those businesses. In addition, we have an annual event that draws alumni and current students together so they can continue to maintain and nurture their relationships. This group has already grown to an impressive number and is becoming a juggernaut for the future of our community.

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 director, 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. Voegele

Owner | Express Employment

marc.voegele@expresspros.com | 618.920.2705

LETTER FROM THE DIRECTOR

To our outstanding Edwardsville CEO Community,

It is hard to believe that our 6th class of CEO students is about to graduate! At the conclusion of this school year, 118 students will have passed through this program and been profoundly impacted. What an amazing accomplishment!

We have witnessed our students from Edwardsville High School, Father McGivney Catholic High School and Metro-East Lutheran High School join forces under one program to launch a class business venture and develop their own individual businesses. This year, our 26 students pulled off an incredibly successful community event (*Jumpstart to Joy*, bringing in over 660 community members!), rocked our local Fish Tank business pitch competition and had THREE students make the top 18 finalists in the Midland Institute National Pitch Competition (out of over 420 applicants)! To say we are proud of all of their accomplishments this year would be an understatement.

As our alumni pool continues to grow, we are starting to see evidence of something quite amazing...our graduates are not only pursuing amazing opportunities, they are looking to our community to return and plant roots! This year, we even welcomed back one of our alumni (Adam Walters, class of 2019) to be a judge for our business pitch competition! When you find a program where you can set students up for success, no matter which career path they plan to pursue, and are also able to open their eyes to the amazing opportunities right in their backyard...you have found something very, very special.

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

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

Thank you for your support in our students, program and community!

Hannah L. Allison
 Program Director | Edwardsville CEO
 facilitator@edwardsvilleceo.com | 618.610.9714



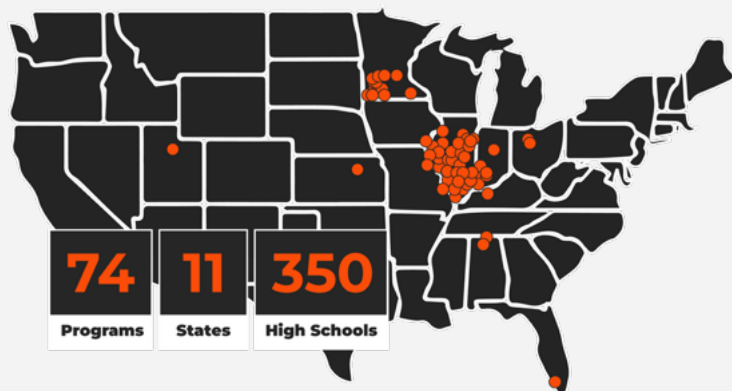
Hannah Allison
Program Director





WE NEED COMMUNITY-MINDED INDIVIDUALS LIKE YOU.

CEO is free for students and schools. The program relies on local investors to support this transformative learning experience.



INVEST IN TOMORROW, TODAY.

By helping us connect our young people with local businesses and area leaders, you are making a direct impact on the workforce and leaders of tomorrow.

AS AN INVESTOR, YOU RECEIVE:

- Name/Logo Recognition on CEO Website
- Social Media Acknowledgement
- First Rights to host/visit the class

We know that where our young people have a good network, they have opportunities.

85%

Of our CEO students polled said they could see themselves returning to our community to plant roots in the future.





DISCOVER HOW TO TRANSFORM OUR COMMUNITY AND GET INVOLVED WITH CEO.



GUEST SPEAKER

Come join class as a guest speaker, this is such a critical part of CEO. We love for speakers to tell us stories about how their business started, personal philosophies about work and success, life topics or specific business topics. Guest speakers are really the true teachers in CEO.



TALK & TOUR

Students look forward to visiting the many different businesses that create our community. Consider inviting the class to tour and learn more about your business.

MENTOR

Become a mentor if you are ready to experience CEO right along with the students. Being a mentor is a rewarding way to get involved.



INVESTOR

CEO is free for students and schools. The program relies on local investors to support this transformative learning experience. By helping us connect our young people with local businesses and area leaders, you can make a direct impact on the workforce and leaders of tomorrow.

SCAN ME!

Scan the QR code to express interest in getting involved and a team member will reach out. We would love to connect with you about ways to get involved with CEO!





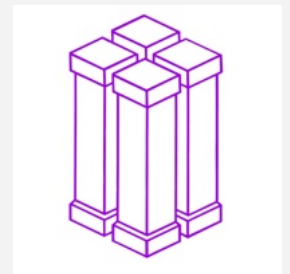
Brynna Archer - Team Totes

Brynna Archer is the owner and creator of Team Totes. Team Totes is a clear bag business created for the purpose of making getting into your favorite sporting events easier while following the ever changing stadium safety guidelines! Each bag has interchangeable logo inserts so you can support all of your favorite teams with the same bag! There is a variety of inserts from colleges, to MLB teams to MLS teams and many more. For more information on Team Totes follow our Instagram @Team.Totes. In the fall Brynna plans to continue her education at The University of Oklahoma to major in sports business!



Caden Sexton - FlipScale Properties

Caden Sexton is a young entrepreneur who is fascinated with real estate. He is the founder and owner of FlipScale Properties, LLC. FlipScale is a rental property based real estate company designed to improve the local community by taking properties, renovating them to places people are proud to call their home, and then providing locals with quality housing that otherwise would not exist. He closed on his first property February 2024 and is actively looking to scale his business to much larger proportions. Follow along with his journey, FlipScale Properties, LLC, on facebook and instagram to see what he has accomplished and what is in the works for the future of FlipScale. Caden is looking into various college business and accounting programs. He is also grateful for the connections he was able to establish during his time with Edwardsville CEO.



Caroline Gates - Twistin' Snacks

Twistin' Snacks was created by Caroline Gates to bring people quality, homemade, delicious snacks. After years of making these snacks for family and friends, she hopes others will enjoy the unique flavors that Twistin' Snacks provides. With sweet and savory snack options, there is a flavorful snack for everyone! This fall, Caroline will attend Lindenwood University to major in marketing. She looks forward to using her skills from CEO in college and beyond.



Connor Hartman - Resole Revive

Resole Revive by Connor Hartman is a shoe renewal and customization company focused on adding uniqueness to the sneaker world. More and more people are craving uniqueness and the desire to stand out from their peers. Resole Revive aims to help those who are searching for a little more foot flair. After talking to the creative team about your style, personality, and dreams, the customer's old favorites will be revived into a one-of-a-kind fashion statement. After high school, Connor is attending Lewis and Clark Community College, and is planning on transferring to a 4-year college to major in business. Connor hopes to use his CEO and college experiences to one day create a business of his own and develop the next big thing.



Drew Villhard - Bio Baits

Drew Villhard's individual business venture, Bio Baits, sells high quality, homemade soft baits for bass fishing. Bio Baits are 100% biodegradable to cut down on the waste that is left in ponds, lakes, and rivers. On top of saving the environment, Bio Baits are also designed to move like real creatures in the water and hold scent longer than the average soft bait. Drew will attend The University of Notre Dame in the fall to study Computer Science.





Grace Deakos - Honey

Grace Deakos is the owner and operator of honey♥♥♥, handmade affirmation cards. In a world where girls feel the pressure to fit in and conform, honey♥♥♥ encourages positivity from a girl to a girl. Remember, "Kind words are like honey - sweet for the soul and healthy for the body" (Proverbs 16: 23-24). For more information, follow @honey.girl.618 on all social media platforms. Next year, Grace plans to attend Ave Maria University to study elementary education.



Haley Onwiler - Campus Charm

Campus Charm, started and owned by Haley Onwiler, is a wall decor business focused on solving the problem of graduation gifts. The decor is completely one of a kind and includes custom designs based upon college logos, colors, and slogans. Every sign also includes velcro strips, to make the sign easy-to-hang. As well as, a spot for a sentimental note from home, so the student can remember the special moments. Haley is going into the University of Tennessee Knoxville to major in interior architecture and minor in business management. She has plans to start her own interior design and construction business after college.



Jackson Carroll - Stealth Detailing

Stealth Detailing, Owned and operated by Jackson Carroll, is a Mobile Car detailing business. Many people let their cars get destroyed by a mess on the inside or outside because of their laziness to clean it on their own. Stealth Detailing will get your car all cleaned up and have you feeling like you are driving around a new car again. After his business venture, Jackson will be attending the University of Missouri to study Business Administration.



Kaitlyn Hatley - Wonderfully Made

Kaitlyn Hatley is the creator and owner of Wonderfully Made. Wonderfully made brings back the art of handwritten messages by providing unique, individually hand painted greeting cards that provide a tangible connection between you and your loved ones. Each card is blank inside to provide ample space to write a message specific to your loved one. With Wonderfully Made cards, not only is your loved one getting a heartfelt, handwritten message, but a true piece of wonderfully made art. To get a card in time for your next loved one's celebration follow our instagram @Wonderfullymade.618. In the fall, Kaitlyn will be attending Missouri State University to study biomedical science as well as to continue her track and field and cross country career.



Katie Greer - Creativity Crates

Katie Greer is the owner and creator of Creativity Crates. Creativity Crates are custom activity boxes that encourage independent play over screen time for elementary aged kids through creative, imaginative, and STEM based activities. To learn more about Creativity Crates, follow us on Instagram and Facebook @creativity.crates or contact katiehgreer@gmail.com . In the fall, Katie plans to attend St. Ambrose University and study elementary education.





Kelsey Renth - K-1 Energy

Kelsey Renth is the owner and founder of K-1 Energy. K-1 Energy powder prevents the midday crash of normal caffeine by including various natural ingredients packed in every scoop. K-1 Energy includes all-natural caffeine, no artificial preservatives or sugar, and spirulina - a powerful green superfood that is highly nutritious. K-1 Energy is a healthy way to kickstart your day with just one scoop! Kelsey will be attending the University of Arkansas in the fall, majoring in business and economics, and is planning on using all the valuable lessons and connections she obtained in Edwardsville CEO to take herself to the next level.



Kielee Schreiber - Candlelott Painting Kits

A kit to extinguish your boredom, Candlelott Painting Kits are a fun way to relax and unwind. Whether alone or with friends, using colored wax melts, design and create a painted candle that speaks to you. Created by Kielee Schreiber, these kits hope to bring a warm light to your night. To share your creativity with our community follow @Candlelott on all social media platforms. Kielee plans to attend Missouri S&T next year and get her degree in aerospace engineering.



Lillian Hernandez - resurrecTables

ResurrecTables breathes new life into vintage furniture and home decor using high-quality finishes on unique pieces. Lillian Hernandez was inspired to begin this company from her family's roots in the home and building industry. "Flipping" something forlorn and outdated into a beautiful, timeless final result is rewarding for both an artist and anyone wishing to spruce up their space with something not found anywhere else. CEO's annual trade show will showcase these pieces in a cozy, home-like fashion. Behind-the-scenes and finished items will be displayed as well on Instagram, @resurrectables2024. Lillian plans to continue her education after high school by pursuing a joint degree in pharmacy and business, using skills learned from CEO to further her career.



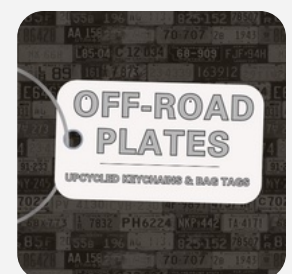
Lucas Cecil - Minty.Cola.Originals

Lucas Cecil is the Co-Founder of Minty.Cola.Exchange and the Head of Operations at Minty.Cola.Originals. At the heart of Minty.Cola.Originals lies an innovative clothing line that displays handcrafted garments, each distinct in its own design, ensuring no two pieces are identical. This unique approach of transforming pre-loved fabrics destined for landfills into one-of-a-kind fashion statements is just a step in the right direction of helping eliminate the abundance of textile waste. To explore our exclusive collections and support our mission follow us on Instagram and Depop @mintycolaexchange. Lucas Cecil's intention is to further his entrepreneurial way of life following the closure of the CEO course.



Luke Welser - Off-Road Plates

Off-Road Plates was created and developed by Luke Welser, who was motivated to give new purpose and value to an otherwise unusable item. Off-Road Plates seeks to revitalize expired license plates by upcycling them into keychains and bag tags. Through careful, precise, and quality assembly, Off-Road Plates creates accessories fit for car keys, lanyards, backpacks, and athletic bags. Off-Road Plates offers a wide variety of numbers, letters, and colors from license plates across the country, as well as a personalized plate service to turn client's old license plates into meaningful accessories. Luke will attend Saint Louis University this coming fall and major in biomedical engineering. He plans to expand Off-Road Plates by collaborating with SLU's recycling department, expanding its horizons into a refreshing community.





Melanie Dempsey - Knot Your Average Dough

Melanie Dempsey's business, Knot Your Average Dough, creates ready-to-eat sourdough knots. There are a variety of sweet and savory flavors that have the classic tangy sourdough flavor while incorporating new and exciting twists! This business is catered towards anyone that needs a decadent and flavorful breakfast, dessert, or snack. To learn why this bread is not just your average dough, come see us at Edwardsville CEO Trade Show or the Land of Goshen Community Market on select Saturdays this summer. After high school, Melanie plans to major in chemical engineering to prepare herself for a career working with renewable energy.



Melanie Wilson - Mel's Macarons

Melanie Wilson is the creator of Mel's Macarons, a French macaron business. Melanie has been working hard to create an accessible macaron business in the Edwardsville area. She has come up with three specialty flavors to share with Edwardsville on April 20th, at the Goshen Market! Check out @melismacaronss on instagram for more information! Melanie will be attending SIUE in the fall while majoring in biology and taking the pre-dental route. She hopes to own her own practice one day, and the skills she is currently developing in Edwardsville CEO will help her excel in that!



Mia Plegge - MOCKD Mocktail Kits

Mia Plegge is the creator of MOCKD Mocktail Kits. She was inspired by the rising trend of mocktails and providing people of all ages with a non-alcoholic, but fun, quality drink option. The kits consist of a homemade concentrate made with locally sourced ingredients, dried garnishes, and environmentally conscious glass jar packaging. To enjoy a fun and flavorful drink, you just add sparkling water or your favorite mix-in and ice to the glass and start sipping! Mia will be attending the University of Arkansas in the fall to study marketing. She is excited to utilize the lessons and skills she has learned throughout her time in the Edwardsville CEO program to excel in her professional future in business.



Morgan Koch - My Totes

Morgan Koch is the creator of a unique and personalized hand-painted tote bags business called My Totes. My Totes provides different size tote bags and unique designs ranging from floral to school designs for any occasion. Make a statement today and personalize your own tote bags today @mytotes on facebook and instagram or at trade show. After high school, Morgan will be attending Grand Valley State University in Grand Rapids, MI where she will study pre-med and become a pediatrician. She hopes to use the irreplaceable lessons and experiences from Edwardsville CEO in her future career.



Noah Foley - Minty Cola Exchange

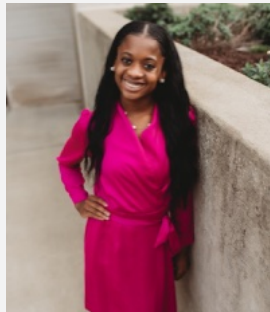
Noah Foley is the creator of Minty Cola Exchange. Minty Cola Exchange strives to reduce the damage that textile waste is creating on the planet by re-storing second-hand clothing. From shirts to pants to shoes to hats, Minty Cola has it all. Follow @mintycolaexchange on Instagram and Depop. Noah plans on pursuing a career as an entrepreneur after the conclusion of the CEO program.





Owen Schoeneweis - O5' Jerky Company

Owen Schoeneweis is the owner of O5' Jerky Company. O5' Jerky Company sells high quality and hand cut beef jerky. O5' Jerky Company currently has three specialty flavors: Carne Asada, Teriyaki, and Sweet BBQ. In the Fall of 2024, Owen plans to attend the University of Missouri to study agricultural business and finance.



Sanaa Johnson - Uptown Pearlz

Sanaa Johnson is the originator of Uptown Pearlz! These are pearl necklaces that are guaranteed to elevate your style game. These necklaces have pearls + a gold initial charm with rhinestones on it AND a magnetic clasp - you are sure to make a statement with this piece of jewelry! For more details please follow our instagram @uptownpearlz. Sanaa will be a tiger at the University of Missouri and plans to major in communications! Sanaa will continue to use all of the invaluable things she learned this year in CEO!



Sarah Henke - Fizzology

Fizzology was created by Sarah Henke. Fizzology offers creative bath bombs and shower steamers with correlating educational facts. Each product is hand made with kid safe ingredients to help make bath time fun and educational. Sarah plans to attend Lindenwood University next year and major in marketing. She is thankful for every valuable lesson she learned during her time in CEO.



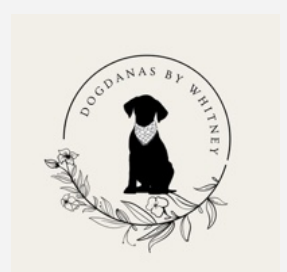
Thomas Halbrook - The Sip Grip

Thomas is the creator and owner of The Sip Grip, a fashionable neoprene sleeve that fits a variety of drive thru cups to keep your cold drinks cold and your hot drinks hot They feature fun colors and designs, and a handy strap, to ensure that it won't slip out of your hands while you sip! Next fall, Thomas will continue his education at Southeast Missouri State University, double majoring in dance and mass communications, with a concentration in public relations. Post-college, he hopes to dance and choreograph on Broadway, and do freelance marketing and journalism on the side. He is grateful for all the lessons and opportunities that CEO has extended to him, and he cannot wait to see where it will take him in the future.



Whitney Dyckman - Dogdanas

Dogdanas was created by Whitney Dyckman. Dogdanas is custom dog bandanas that slip through any sized dog collar. There are 4 different size options so we have the perfect size for your pet. Dogdanas are reversible giving you two bandanas in one. Whitney plans to attend Lewis and Clark Community College next year and her major is undecided. Whitney is very thankful for the opportunities CEO has given her.





William Wojcieszak - Will's Pressure Washing

Will's Pressure Washing is owned and operated by young entrepreneur William Wojcieszak. The services Will's Pressure Washing provides are two services, any concrete surface and house siding. What makes his business unique is that he gives free estimates, doesn't charge for chemicals, and he does for an affordable price. You know when you pick Will's Pressure Washing, you know that you will have a clean driveway for an affordable price. Will plans to attend Missouri S&T to major in mining engineering. Will is very thankful for the opportunities CEO has given him.

WILL'S PRESSURE WASHING

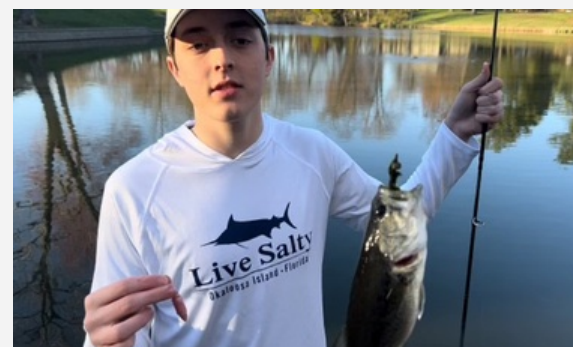
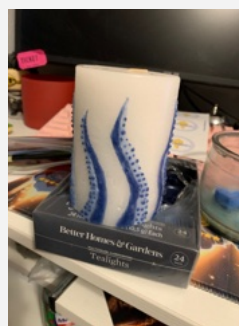
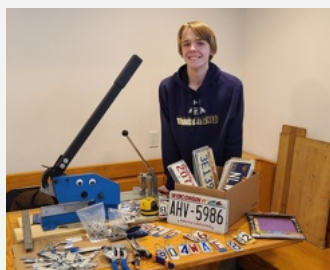
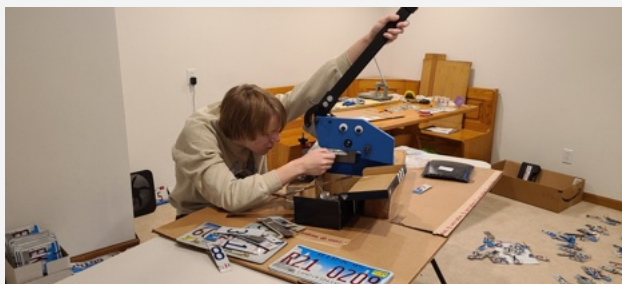
618-559-7083

www.willdoug.com

FREE ESTIMATES!



BEHIND THE SCENES

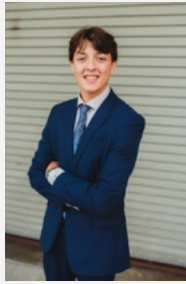


MIDLAND INSTITUTE FOR ENTREPRENEURSHIP

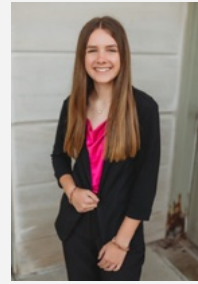
Students submitted a 30 - second business pitch for the MIE CEO National Pitch Competition. Over 420 students entered across all CEO communities.

We are thrilled to share that THREE of our students earned a place in the TOP 18 FINALISTS!

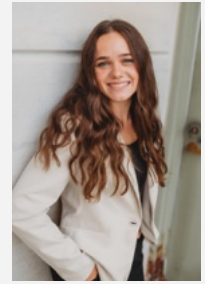
Kelsey Renth took home **3RD PLACE OVERALL** for a whopping \$500 prize! **CONGRATULATIONS!!!**



Drew Villhard
Bio-Baits



Katie Greer
Creativity Crates



Kelsey Renth
K-1 Energy

EDWARDSVILLE CEO FISH TANK

SPECIAL SHOUT OUT TO OUR JUDGES:

Adam Walters.....President/CEO - BloxByte Games & CEO Class of 2019!
 Matt McSparin.....President/CEO - Edison's Entertainment Complex
 Jennifer Hughey.....CEO - Goshen Coffee Company
 Jo Ann Di Maggio May.....Director - SIUE SBDC
 Matt Pfund.....Owner - Pfund Construction
 Senator Jason Plummer.....IL State Senator & VP - R.P. Lumber Company
 Steve Cooper.....Division President - First Mid Bank & Trust

SPONSORED BY:



CONGRATULATIONS TO OUR LOCAL WINNERS!

1ST PLACE.....Drew Villhard

3-way tie:

2ND PLACE.....Haley Onwiler

2ND PLACE.....Kelsey Renth

2ND PLACE.....Luke Welsler



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

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

Through a lot of teamwork, planning, hard work, feedback from program participants, and community involvement, students executed a RECORD-SETTING event, far exceeding their goals and expectations!

During **Jumpstart to Joy**, a family-friendly night of festivities to kickstart the holiday season, students entertained over 660 community guests! They hired professional princesses, face painters, bounce houses, shopping vendors, and more making this evening one our community is not soon to forget!



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

We would like to extend a big THANK YOU to the following businesses for hosting us on a talk & tour this year!

Barbers on South Main
Butler Marcus Group
Chef's Shoppe
Chick-fil-A (Edwardsville)
Edisons & The Outlet
Edwardsville Public Safety Building
Elite FT & The Sports Academy
Envisioning Green
First Mid Bank & Trust
Front Office Wealth Strategies
Gateway Arch
Goldenberg Heller & Antognoli P.C.
Goshen Coffee Cafe
Hawthorne Animal Hospital
Holiday Inn Express

Liberty Apple Orchard
Main Street Community Center
MasterCars Co Inc
N.O. Nelson Center - Bella Milano Catering
Ooh La La Spa Anti-Aging & Wellness
Opel Bash Company
Phillips 66 Wood River Refinery
Revy Credit Union
So iLL
Spencer Homes
Top Golf - Midtown STL
Truck Centers Inc.
Trex
Utilitra
Walmart
YMCA



GUEST SPEAKERS



Alex Rosenberger.....MasterCars Co. Inc.
 Allison Olden.....GE Aerospace
 Amy Schmidt.....United Heartland
 Andrew Myer & Dr. Paul Myer.....Hawthorne Animal Hospital
 Ashley McIntosh.....BJC Talent Acquisition
 Blake Flener & Eric Hoffman.....Barbers on South Main
 Brandon Bell.....YMCA
 Caryn Mefford.....My Pocket CEO
 Chad Opel.....Front Office Wealth Strategies
 Chief Michael Fillback & Major Mike Lybarger.....Public Safety Building
 Christine Carney.....Copeland
 Dan Chancellor.....So iLL
 David Berczek.....NGA Public Affairs
 David Hunter.....Boeing/SIUE/Washington University
 David Toby.....FCB Banks
 Doug Villhard.....Academic Director Olin School of Business | WashU
 Dr. Kristen Jacobs & Robert Wise, D.C.....Ooh La La Spa
 Earl Flack.....McKay Napa Auto Parts
 Elizabeth Heller.....Goldenberg Heller & Antognoli, P.C.
 Erica Bash.....Opel Bash Group
 Erika & Steven Johns.....Envisioning Green
 Hailey Russell.....Chippin
 J.C. Wetzel.....Thompson Street Capital Partners
 Jeff Goins.....Author & Creator
 Jean Sampson.....McKendree University School of Business
 Jessie Bleile.....Academic Outreach NGA
 Jennifer Hughey.....Goshen Coffee Cafe
 Jessica Johnson.....Main Street Community Center
 Joe Allaria.....CarsonAllaria Wealth Management
 Jordan McCreery.....Ingrained Media
 Justin McMillian.....Elite FT & The Sports Academy
 Karen Marcus.....Butler Marcus Group with REMAX Alliance
 Kathleen Klein.....T-Rex

Kristy Lavelle and Misty Menossi.....Sunbelt Business Brokers of Edwardsville
 Lacy Able.....Revity Credit Union
 Lindsey Wulfig.....A Little Taste of Heaven Bakery
 Loren King.....MBO Family of Companies
 Luke Harris.....Crossroads Bike Tours
 Mandy Kayser.....Utilitra
 Marli Nixon.....Lumeris
 Mark Goldenberg.....Goldenberg Heller & Antognoli P.C.
 Matt McSparin.....Edisons & The Outlet
 Matt Taylor.....Another Reality Studio
 Melissa Georgeoff.....Advent Home Medical
 Mike Dawid.....My Knife Guy LLC/DBA Cutco Representative
 Mike Rathgeb.....Spencer Homes
 Nancy & Scott Schneider.....Chef's Shoppe
 Nathan (Coach) Kerpan.....Benchmark Mortgage
 Patrick Cleary.....Top Golf Midtown STL
 Phillip Brunner.....Chick-fil-A of Edwardsville
 Rachel Gierich.....Rachel Gierich Photography
 Rebecca Raymer & Amanda Eckert.....Holiday Inn Express & Suites
 Rick Marteeny.....State Farm Insurance
 Rob Pickerell.....Heartland Bank & Trust Co.
 Russell Voudrie.....West & Company, LLC
 Ryan Frank.....Phillips 66 Wood River Refinery
 Sarah Clarke.....The Gateway Arch
 Sarah Wetzel.....Better Business Bureau
 Skip Sponeman.....Walmart
 Stephen & Lugene Miller.....Liberty Apple Orchard
 Steve Cooper.....First Mid Bank
 Tapiwa Mupereki.....JewelRide LLC
 Terri Riotcel & Katja Kopp.....Table to Garden
 Tom Guarino & Michael Giberson.....N.O. Nelson Center Bella Milano Catering
 Tracy Bianco.....Tracy Bianco Coaching & Consulting
 Trevor & Mike Yates.....Truck Centers Inc.
 Zach Ridings.....XR Lab Manager



INVESTORS



CEO is FREE for students and schools. The program relies on local investors to support this transformative learning experience. An annual investment of \$1,000 (Investors) as well as additional donations of finances and resources (Friends of CEO), provide the necessary resources and operating expenses to ensure the sustainability of the program for future students. Our list is continually updated, please check out our website to view the most current investors!

- 1st Mid America Credit Union
- A Little Taste of Heaven Bakery
- AAdvantage Insurance Group
- Ameren
- B & W Heating and Cooling
- Bank of Madison County
- Busey Bank
- Carrollton Bank
- CarsonAllaria Wealth Management
- Cassens & Sons - ChryslerDodgeJeepRAM
- Cassens Transportation
- Chef's Shoppe
- CLA (CliftonLarsonAllen)
- Clean Eatz
- CNB Bank & Trust
- Contegra
- Counselors Associates Ltd.
- Dan Marsh, CFP. AAMS | Edward Jones
- Doug & Diane Villhard
- Edison's / The Outlet
- Edwardsville CEO Class (2019 - 2023)
- Edwardsville Rotary Club
- Express Employment Professionals
- FCB Banks
- Fireside Financial
- First Mid Bank & Trust
- Foley Dental Group, LLC
- Front Office Wealth Strategies
- Goldenberg Heller & Antognoli, P.C.
- Greg & Tammy Wofford
- Hawthorne Animal Hospital
- Heartland Bank
- Hortica
- Jay Beard/Boulder Holdings, LLC
- Jeff & Mary Westerhold
- Joe & Kathy Gugger
- Josh & Taran McKey
- Junior Service Club
- Edwardsville/Glen Carbon
- Karen Marcus - Butler Marcus Group
- Kurt & Julie Johnson
- Len & Monica Schwartz
- Liberty Apple Orchard - Lugene and Steve Miller
- Liberty Bank
- Mark & Carol Mestemacher
- MasterCars Inc
- McKay Napa Auto Parts
- Menasha Packaging Co, LLC
- Opel Bash Group
- Merrill Lynch - Bank of America
- Pfund Construction
- Prairie Farms Dairy
- R.P. Lumber, Co., Inc.
- Revity Credit Union
- Richard and Tracy Wetzel
- Rick Marteeny - State Farm Insurance
- Royal Banks of Granite City
- S.M. Wilson & Co.
- Scott and Kris Lollar
- Scott Credit Union
- Siebert Lawn Care
- Source Juicery
- Spencer Homes, LLC
- Stephen & Emily Gates
- Tim Wayman, CFP | Charles Schwab
- Truck Centers, Inc.
- Utilitra
- Walmart (Glen Carbon)
- West & Company, LLC
- Wittenauer Properties
- Wood River Refinery - Phillips 66

FRIENDS OF CEO



- Brett and Christine Carney
- City of Edwardsville
- Gori Law Firm
- Paul and Melissa Millard
- Rachel Gierich Photography
- Redmon Insurance Agency
- St. Louis Bank
- The Kerpan Group at Benchmark Mortgage
- The Ink House
- WLS Consulting;
- Wendy L. Symer, Business Growth Catalyst





TOPGOLF



Doug Villhard

ACADEMIC DIRECTOR

OLIN SCHOOL OF BUSINESS | WASHU

Entrepreneurial Extraordinaire, Doug Villhard, led a 13-part speaking series titled, *'The Art (and Science) of Entrepreneurial Thinking.'* Doug's workshops help our students identify a customer problem, find a "loveable solution," learn how to differentiate from the competition, understand the market and more! His series sets the foundation for each of our students to build their individual businesses. On top of this, students learn how to craft a pitch deck for their pitch competitions. Doug's donation of experience, time, energy, resources and talent are so greatly appreciated!



Rachel Gierich

OWNER | RACHEL GIERICH PHOTOGRAPHY

Our young entrepreneurs are one step closer to success when the step away with a professional headshot to use as they launch their businesses! Rachel took professional group and individual photos for our program. She also met with the class as a guest speaker and shared her experience of owning launching and running her photography company. Her incredible gift of time, talent and energy was unprecedented! We cannot thank her enough for her outstanding community support. To learn more about Rachel or her business, visit rachelgierichphotography.com.

Pam Farrar

EXECUTIVE DIRECTOR | ECF

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



**EDWARDSVILLE
COMMUNITY
FOUNDATION**

SPECIAL THANKS



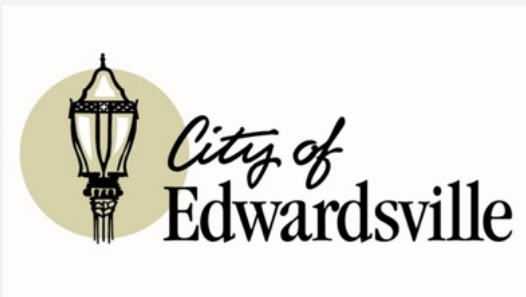
Edwardsville CEO always meets in a business, never a classroom. In order to host guest speakers and have class work days, we rely on our gracious local businesses to open their doors and allow us to share their meeting spaces.



SPECIAL THANKS TO:
Abel Anderson & Steve Cooper



SPECIAL THANKS TO:
Kristen Pfund & Cheryl Marteeny




SPECIAL THANKS TO:
Ms. Kimberly Winkler & Chief Fillback




MENTORS




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




ADAM DAVIS
 Assistant VP
 Busey Bank



ADAM SALTSGAVER
 Royal Banks
 SVP IL Market Manager




AMY SCHMIDT
 Manger Loss Control
 AF Group




ANDREA GARNER
 SVP
 Commerce Bank




ANDREW MYER
 Business Director
 Hawthorne Animal Hospital



CALE HENKE
 VP Commercial Banking
 Busey Bank



CARTER MARTEENY
 Real Estate Broker
 Barber Murphy



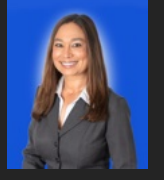
CARYN MEFFORD
 Owner
 My Pocket CEO



CHAD M. OPEL, CFP
 Wealth Management Advisor
 Front Office



DAVID WITTENHAUER
 President
 Wiittenhauer Properties




JASMINE KUMAR
 Regional Director of Sales
 General Hotels Corporation




JESSICA JOHNSON
 Executive Director
 Main Street Community Center




JORDAN MCCREERY
 SVP
 Ingrained Media




KAREN MARCUS
 Real Estate Broker
 REMAX



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




KRISTEN PFUND
 Co-Owner
 Pfund Construction & Ink House



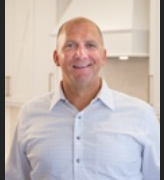
LACY ABLE
 Business Development Rep
 Revity Credit Union




LUKE HARRIS
 Owner
 Crossroads Bike Tours




MARK COUSLEY
 VP
 Bank of Madison County




MIKE RATHGEB
 Owner
 Spencer Homes




NATHAN KERPAN
 Partner
 The Kerpan Group



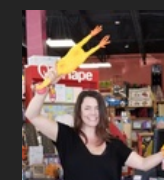
PAUL ABERT
 Market President
 Bank of Madison County




PHILLIP BRUNNER
 Owner/Operator
 Chick-fil-A - Edwardsville



ROB PICKERELL
 VP Commercial Banking
 Heartland Bank & Trust Co.



SHAWNTA' RAY
 Owner
 Happy Up Inc.



TAMMY BAUER
 Owner
 Blue Wave Fitness

BOARD MEMBERS & TEAM



Abel Anderson
Edwardsville
Community President
First Mid Bank & Trust



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



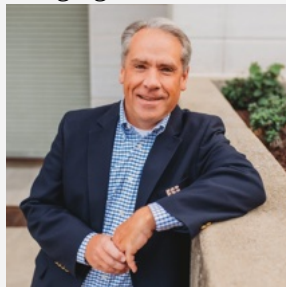
Rick Marteeny
Agent
State Farm Insurance



Paul Millard
Market President
CNB Bank & Trust



Katherine L. Opel
Partner
Opel Bash Group



Dave Toby
Vice President
FCB Banks



Kristen Pfund
Co-Owner
Pfund Construction
& The Ink House



Robert Pickerell
Commercial Lender
Heartland Bank & Trust Co



Douglas Rohrer
Retired Consultant



Jared Siebert
Vice President
Liberty Bank



Ann Tosovsky
Owner/President
Home Nursery, Inc.



Marc Voegele
Owner
Express Employment
Professionals



Russell J. Voudrie, CPA
Partner
West & Company LLC



Jeff Westerhold
Wealth Manager



Tammy Wofford
COO/SVP
Revity Credit Union



Ellen Singh
Program Coordinator
Edwardsville CEO

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