
EDWARDSVILLE



21
22 ANNUAL
REPORT



WWW.EDWARDSVILLECEO.COM



CEO aims 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.

EDWARDSVILLE 

CREATING ENTREPRENEURIAL
OPPORTUNITIES

Dear Edwardsville CEO Investors,

As the Edwardsville CEO Advisory Board Chairman, I present to you the 2022 CEO Annual Report. Having completed our 4th 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, enhanced ability to interact with adults that would normally intimidate others, 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 High School and Metro-East 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. Our second year saw an increased class size get interrupted by the COVID 19 virus but that did not deter them from; holding a very successful class business, adapting and holding a virtual business pitch competition and having three students become finalists in the CEO National Pitch Competition. In our third year, we were thrilled to have had four students make it to the top 18 finalists out of over 160 student submissions nation-wide. On top of this, Luke Deakos was awarded the first place grand prize! This year has seen our largest class to date, achieving one of most successful class business endeavors, and after last week's Fish Tank, the Trade Show promises to be one of the best. Our fifth year will bring an increased class of 26 students and a new Program Coordinator - Ellen Singh who joins us this summer.

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

On behalf of the Edwardsville CEO Advisory Board, thank you for your continued support. Your investment into the future of these young 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's an investment for our kids, our businesses and our Community.

Marc R. Voegele

Owner | Express Employment

marc.voegele@expresspros.com | 618.920.2705

To our outstanding Edwardsville CEO Community,

It is hard to believe that the fourth year of Edwardsville CEO has come to a close. Through the hard work and generosity of local businesses and community leaders, our students have received an outstanding and unique educational experience.

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 endeavor and develop their own individual businesses. This year, our 20 students pulled off an incredibly successful drive-in movie event, rocked our local Fish Tank business pitch competition and had two students make the top 18 finalists in the Midland Institute National Pitch Competition (out of over 260 applicants)! To say we are proud of all of their accomplishments this year would be an understatement.



Each year, I continue to be impressed by the outpouring of support from business owners, community members and our local schools. In CEO, our community is our classroom. Each experience our students encounter happens outside of a traditional classroom and is a sampling of what they will experience once they leave high school. Our wonderful community continues to provide an outstanding list of men and women to welcome our students into their businesses and careers to share their stories, experiences and advice.

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 our community. Students not only learned valuable business concepts, each day they soaked in life lessons and words of wisdom from dozens of experienced professionals. Thanks to our community's support of this program, we are confident that our students are leaving high school with the tools necessary to be successful, no matter which career paths they choose to pursue.

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

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

Hannah L. Allison

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





Kyla Archer

Kids Kitz, owned by Kyla Archer, is a kids activity box that provides semi-independent activities for children ages five to ten. Included in each box is a mix of toys, reusable activity cards, and one-time experiments. You can find more information about Kids Kitz on Facebook and Instagram @kidskitz618. In the fall, Kyla plans to attend the University of Oklahoma, majoring in biology pre-med and minoring in business, with hopes to one day be a pediatrician.



Ryan Cross

American Woodworks, owned and operated by Ryan Cross, was created to spread and create American pride. American Woodworks specializes in handmade wooden American flags that are perfect for home decor, garage decor, a man cave, or even on your front porch. You can find more information about American Woodworks on Facebook and Instagram @AmericanWoodworks. In the fall, Ryan plans to attend SIUE to major in business or finance in hopes to become a commercial lender, or take over his family's auto body and towing business.



Trey Dicks

Mugs Around Town, owned by Trey Dicks, is a community-driven collectable event wherein mainstay businesses have limited-run mugs to obtain before they are gone. Find out more on Mugs Around Town's Facebook and Instagram. Trey wants to attend University of Arkansas to study finance and work as a financial consultant.



Katherine Donovan

Awaken Essential Oil Blends, owned and operated by Katherine Donovan, is an essential oil blend company that provides blends specific to depression, anxiety, nausea, digestion and sore muscles. Awaken Essential Oils also has a customizable blend specific to the customer's needs. With Awaken Essential Oils, Katherine will work with you personally to find the right blend for you. To purchase your own blend visit our website and check us out on Instagram @awakenessentialoilblends! Katherine plans on majoring in biomedical engineering and then going to medical school.



Rowan Foley

Remix Records, owned and operated by Rowan Foley, is a business designed to bring art into peoples' lives through recycling and reusing vinyl records. Rowan uses spray paint to create pieces of art on the fronts of old and scratched vinyl records. Each and every record is unique, whether the design is different or the colors are changed. No piece of art is the same. You can contact Rowan at remixrecords1008@gmail.com. Rowan plans on attending DePaul University in Chicago, Illinois in pursuit of a music education degree.





Jude Henke

The Flavor Department is your one stop shop for all your seasoning needs. Owned and operated by Jude Henke, The Flavor Department provides an assortment of meat rubs and french fry seasonings packed with mouthwatering flavor. With each bottle of seasoning sold, The Flavor Department will donate a portion of the proceeds to the Edwardsville Police or Fire Department, or The Wounded Warrior Project. After high school, Jude hopes to attend the Air Force Academy in Colorado Springs.



Jacob Holtgrave

NootraPet dog treats, owned and operated by Jacob Holtgrave, provides you and your dog all natural nutritious dog treats. NootraPet believes in pet safe, nutritious treats that enhance your dogs health, joints, digestion, or coat. To make the switch today find them @NootraPet on Facebook and make your dog's life more nutritious! In the fall, Jacob plans on attending Illinois State University to study agribusiness in hopes to one day support the farmers of America and continue running his own farm.



Elizabeth Hyten

2fresh, owned by Ellie Hyten, guarantees you will always be clean and confident to tackle life on-the-go. 2fresh kits contain all the essential hygiene products you may need to keep in your car and maintain freshness throughout the day, because sometimes a lengthy shower regimen just doesn't fit in the schedule. In addition, 10% of 2fresh revenue will go towards giving hygiene products to those in need. Next year, Ellie plans to attend the University of Iowa and study biology.



Olivia Jackson

Liv's Leos, owned by Olivia Jackson, brings the flare back to the local dance world by thrifting discarded leotards. With Liv's Leos, young dancers will have a selection of revamped leos, sweaters, and bodysuits right at their fingertips! Liv's Leos is a community and customer relationship-focused business that focuses heavily on quality and experience. For more information and design updates, follow @livsleos on Instagram. Olivia plans to attend University of Iowa in the fall to study economics and psychology.



Charlize Luehmann

Charley's Custom Soles, owned by Charlize Luehmann, provides the unique opportunity for customers to have their shoes customized to fit their style. Charley's Custom Soles offers one-of-a-kind designs and exceptional customer communication and service to ensure that the customer's vision is perfect every time. For more information, visit @charleyscustomsoles on Instagram. Next year, Charlize plans to attend Lipscomb University and study mechanical engineering.





Liam Marsh

Connect Volleyball, owned by Liam Marsh, provides a unique experience for children from 3rd to 8th grade. Connect Volleyball offers 1-on-1 lessons for beginner athletes who are looking to try something new. It is a great way to get some physical activity while learning the sport of volleyball in a fun and encouraging environment. Next year, Liam plans to major in business at the University of Kansas.



Nicholas McClintock

Club Soda, created by Nicholas McClintock, is a craft soda company that gives customers the flavors they seek. Every month new sampler boxes are released containing sodas that customers have never seen before. These sodas are made in the Metro East area, supporting local business. Check out @clubsodaedwardsville on Instagram or Club Soda on Facebook for more information. Nicholas McClintock plans to receive a higher education majoring in finance and the science of economics.



Trevor Pickerell

T&C Boards, owned by Trevor Pickerell, provides customers with handcrafted, custom outdoor game boards. T&C Boards can help you bring an added flair of a custom cornhole board to one of everyone's favorite outdoor activities! You can follow T&C Boards on Instagram @tandcboards. In the fall, Trevor plans to attend college and focus his studies on either business or health sciences.



Lauren Propes

Lauren Propes is the owner of **LP's Creations**. LP's Creations' mission is to help reduce the amount of plastic pollution. Lauren's solution is making custom reusable tumblers unlike any of others available now. These tumblers are truly works of art created for each customer's personality/style! For more information on LP's Creations please check out our Instagram @lps_creationss. Lauren plans to attend University of Illinois to major in biochemistry on a pre-med path and minor in Spanish. She hopes to become a trauma surgeon in order to have the opportunity to help others everyday.



MaryAnn Rainey

Hesperus Candles, owned by MaryAnn Rainey, is an all-natural, aromatherapy candle company that provides customers with soy wax candles that come in a variety of soothing scents to bring happiness and calm to your life. All candles are made from natural ingredients so you can get the benefits of aromatherapy without worrying about artificial ingredients. Next year, MaryAnn plans to study biology pre-vet in hopes of becoming a large animal veterinarian.





Jack Schoeneweis

MadCo Prints, owned by Jack Schoeneweis, gives you a way to feel pride in your community. His business offers unique framed pictures of local historic landmarks. MadCo Prints offers unique prints of five different cities in the Madison County area. You can find MadCo Prints on Instagram and Facebook @MadCo.Prints. Jack plans to major in business at the University of Missouri.



Unique framed photographs of local landmarks



Devon Silhavy

Created and owned by Devon Silhavy, **The Easy Planner** is an app that makes planning simple. The app utilizes notifications and an easy-to-use calendar system to keep you on top of your to-do list. The Easy Planner helps the user keep track of their personal or professional life effortlessly. Next year, Devon plans to attend college and obtain a degree in Nursing.



Anna Singh

Anna Singh is the creator and owner of **Thrift 2 Fit**, a thrifting option for athletic & fitness clothes! She is taking a variety of donated athletic clothes, completely refreshing, and selling them. This way customers can fit their style and have more variety from which to choose. A percentage of the profits will be donated to Feeding America. In the fall, Anna plans to attend University of Illinois to major in Speech and Hearing Sciences and minor in business, to pursue a career in Speech-Language Pathology.



Macy Smith

Hello From Home, owned by Macy Smith, was created to give families and friends of college students the opportunity to send them customized care packages. Each box is pre-made for the customer and includes an assortment of everyday useful items, a local specialty item from the student's hometown, and a personalized note from the sender. Hello From Home provides college students a sense of comfort while at school. In the fall, Macy plans to attend Mizzou to study Psychology.



Michael Wise

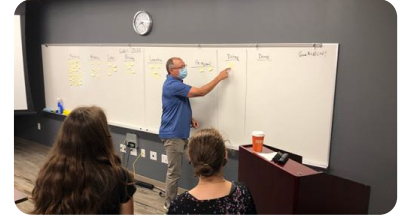
Mi-Disc is a frisbee golf company created by Michael Wise that offers custom discs. Every order is custom designed by the customer and then dyed by Michael. This business was created to bring art and disc golf together to provide unique gifts or to have a disc that looks different from everyone else's on the course. For more information, go to @midisc.customfrisbees on Instagram. In the fall, Michael will attend the University of Iowa and study business.



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

For the THIRD year in a row, Rachel took professional group and individual photos for our program. She also met with the class as a guest speaker and shared her experience of owning launching and running her photography company. Her incredible 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**

INVESTORS



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

- 1st Mid America Credit Union
- A Little Taste of Heaven Bakery
- AAdvantage Insurance Group
- Ann Tosovsky & David Bender; Home Nursery, Inc.
- B & W Heating and Cooling
- Bank of Madison County
- Busey Bank
- Carrollton Bank
- CarsonAllaria Wealth Management
- Cassens & Sons - Chrysler Dodge Jeep RAM
- 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
- Edwardsville CEO Class
- Edwardsville Rotary Club
- Edwardsville State Farm Agents
- Express Employment Professionals
- FCB Banks
- Fireside Financial
- First Mid Bank & Trust
- Foley Dental Group, LLC
- Front Office Wealth Strategies
- GCS Credit Union
- Goldenberg Heller & Antognoli, P.C.
- Greg & Tammy Wofford
- Hawthorne Animal Hospital
- Heinlein Home Team at Re/Max Alliance
- Hortica
- Jay Beard/Boulder Holdings, LLC
- Jeff & Mary Westerhold
- Joe & Kathy Gugger
- Josh & Taran McKey
- Julie and Kurt Johnson
- Junior Service Club Edwardsville/Glen Carbon
- Karen Marcus Butler Marcus Group - RE/Max Alliance
- Liberty Apple Orchard Lugene and Steve Miller
- Liberty Bank
- Mark & Carol Mestemacher
- MasterCars Inc
- Midwest Members Credit Union
- Nicol Financial Services
- Ollie the Owl | Mallory Smyth
- Ooh La La | Spa, Anti-Aging & Wellness
- Merrill Lynch - Bank of America
- Napa McKay Auto Parts
- Pfund Construction
- Phillips 66
- ProSource Wholesale
- R.P. Lumber
- Redmon Insurance Agency
- Rick Marteeny - State Farm Insurance
- Rich and Tracy Wetzell
- Royal Banks of Granite City
- S.M. Wilson
- Scott and Kris Lollar
- Scott Credit Union
- Siebert Lawn Care
- Sivia Law, P.C.
- Source Juicery
- Spencer Homes, LLC
- St. Louis Bank
- Tammy and Greg Wofford
- Tim Wayman, CFP | Charles Schwab
- Town & Country Bank
- Truck Centers, Inc.
- Utilitra
- Weinheimer Opel Law Firm
- West & Company, LLC

FRIENDS OF CEO



- City of Edwardsville
- Jeff Cooper
- LPL Financial Foundation
- Merrill Lynch
- Paul and Melissa Millard
- Rachel Gierich Photography
- SIUE
- State Farm Companies Foundation
- The Ink House | Kristen Pfund
- Walmart Giving
- What to Wear
- WLS Consulting; Wendy L. Symer, Business Growth Catalyst



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.

1818 Chophouse
 A Little Taste of Heaven Bakery
 America's Central Port
 Aria's Cookies & Confections, LLC
 Barbers on South Main
 Blue Wave Martial Arts
 Busch Stadium | St. Louis Cardinals
 Butler Marcus Group
 Chef's Shoppe
 City of Edwardsville - City Hall
 Clean Eatz
 Cork Tree Creative
 Elite FT
 Envisioning Green
 First Mid Bank & Trust
 Front Office Wealth Strategies
 Global Brew Tap House
 Goldenberg Heller & Antognoli P.C.
 Goshen Coffee
 Happy Up Inc.

Hawthorne Animal Clinic
 Honeymoon Chocolates
 Kloss Furniture
 Liberty Apple Orchard
 MasterCars Company Inc.
 McKay Napa Auto Parts
 Neighbors Bakeshop
 Nicol Financial Services
 Ooh La La Spa, Anti Aging and Wellness
 SBDC - SIUE
 Spencer Homes
 Sugarfire 618
 Swing City Music
 T-REX
 The Gateway Arch
 Towneplace Suites by Marriott
 True Value Rental
 Weinheimer Opel Law Firm, PC
 What to Wear
 Wood River Refinery- Phillips 66



Abel AndersonCommunity Bank President | First Mid Bank & Trust
 Adam SaltsgaverRoyal Banks of Granite City
 Alex Burkart.....Director of Marketing | America's Central Port
 Alex Rosenberger.....Owner | MasterCars
 Alex St. Peters.....True Value Rental
 Alicia Lignoul.....1st Mid America Credit Union
 Allison Olden.....Senior Talent Acquisition Partner | GE Aviation
 Amy Schmidt.....Manager of Loss and Control | United Heartland - AF Group
 Aria Burnside.....Owner and COO | Aria's Cookies & Confections, LLC
 Blake Flener.....Owner | Barbers on South Main
 Bonni Burns.....President | BAM Marketing Agency
 Brandy Mayfield-Smith.....Co-owner | Local 618
 Cam Loyet.....Co-founder | Honeymoon Chocolates
 Chad M. Opel, CFP.....Senior Management Advisor | Front Office Wealth Strategies
 Charmian Aaron.....Co-Owner and CEO | Aria's Cookies & Confections, LLC
 Dave Toby.....SVP | FCB Banks
 David Berczek.....NGA Public Affairs | T-REX
 Dee McDonald.....CFO | Utilitra
 Dennis Wilmsmeyer.....Executive Director | America's Central Port
 Devon Moody-GrahamFounder | BubbleMate
 DJ VillhardAlumni Class of 2019 | Edwardsville CEO
 Doug Villhard.....Academic Director Olin School of Business | WashU
 Dr. Paul Myer.....Chief of Staff | Hawthorne Animal Clinic
 Dylan Palmer.....Barber | Barbers on South Main
 Earl Flack.....President | McKay Napa Auto Parts
 Eric Hoffman.....Barber | Barbers on South Main
 Erika and Steven Johns.....Owners | Envisioning Green
 Frank Papa.....Director of Sales | America's Central Port
 Gary Rosenberger.....President | MasterCars
 Haley Wakeford.....Account Executive | Cork Tree Creative
 Jaci Rothe.....Account Manager | Cork Tree Creative
 Jamie Foster.....Human Resources Director | Utilitra
 Jasmine Kumar.....Regional Director of Sales | Towneplace Suites by Marriott
 JC Wetzel.....Director | Thompson Street Capital Partners
 Jean Sampson, Ph.D.Chair, School of Business | McKendree University
 Jennifer Hughey.....CEO | Goshen Coffee
 Jerry Knoyle.....Manager | Phillips 66 Wood River Refinery
 Jill Dorsey.....Owner | What to Wear
 Jo Ann Di Maggio May.....Director | SIUE SBDC
 Joe Allaria, CFP®, MBA.....Partner & Advisor | CarsonAllaria Wealth Management
 Josh Kloss.....President | Kloss Furniture
 Josh McKey.....CFO | Tom Lange Company
 Justin McMillian.....Owner | Elite FT
 Karen MarcusReal Estate Broker | Butler Marcus Group

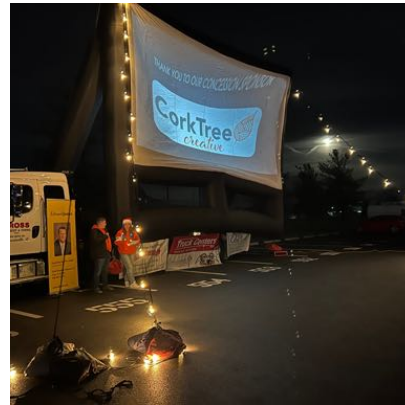
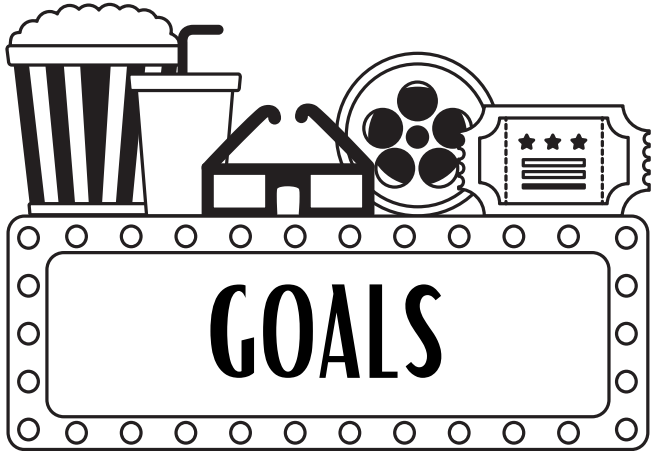
Katherine L. Opel.....Partner | Weinheimer Opel Law Firm, PC
 Kathleen Klein.....Community Director | T-Rex
 Katie Turnure.....Office Manager | The Gateway Arch
 Kelly Schlechte.....Co-owner | Local 618
 Kevin Head.....City Administrator | City of Edwardsville
 Kevin Nicol.....President and CEO | Nicol Financial Services
 Kristen M. Jacobs, DMD..Owner | Ooh La La Spa, Anti Aging and Wellness
 Kyle Cassity..Manager, Promotions & Events | Busch Stadium | STL Cards
 Kyle DingesDirector, Radio Sales | Busch Stadium | STL Cardinals
 Lacy Able.....Business Development Representative | GCS Credit Union
 Lindsey WulfigOwner | A Little Taste of Heaven Bakery
 Luke Harris.....Harris Financial Coaching
 Lynette Nelson.....Owner | Card My Yard Edwardsville
 Marc Voegel.....Owner | Express Employment Professionals
 Marisa Wetzel..Business Operations Manager | Goshen Member Services
 Mark C. Goldenberg.....Founder/Partner | Goldenberg Heller & Antognoli P.C.
 Matt HanksDirector | AMC GeoMobility Program | T-REX
 Matt McKay.....Manager | McKay Napa Auto Parts
 Mayor Art Risavy.....Owner | Swing City Music & Mayor | City of Edwardsville
 Megan PasheaOwner | 1818 Chophouse
 Mike Rathgeb.....Owner | Spencer Homes
 Nancy and Scott Schneider.....Owners | Chef's Shoppe
 Nicole Wydra DicksSenior Account Executive | Cork Tree Creative
 Parker Lawrence.....Owner | Jostens
 Rachel Gierich.....Owner | Rachel Gierich Photography
 Randy OtrembiakOperations Manager | The Gateway Arch
 Rick MarteenyAgent | State Farm Insurance
 Robert Wise, D.C.....Owner | Ooh La La Spa, Anti Aging and Wellness
 Russell J. Voudrie, CPAPartner | West & Company LLC
 Ryan FrankArea Mechanical Engineer | Phillips 66 Wood River Refinery
 Ryan High.....Owner | Global Brew Tap House & Sugarfire 618
 Sam Lewis.....Alumni Class of 2020 | Edwardsville CEO
 Sara Sanderson.....Owner | Clean Eatz Edwardsville
 Shawnta' Ray.....Owner | Happy Up Inc.
 Steve and Lugene Miller.....Owners | Liberty Apple Orchard
 Steve Cooper...Division President (Eastern) & SVP | First Mid Bank & Trust
 Sue Webb.....Director of Strategy | Cork Tree Creative
 Tami Eggleston, Ph.D. ...Ph.D., Professor of Psychology | McKendree University
 Tammy Bauer.....Owner | Blue Wave Martial Arts
 Thane vanBreusegan.....VP, Corporate Sales & Broadcasting | STL Cardinals
 Tim Henke.....Busch Stadium | St. Louis Cardinals
 Todd J. Stonewater.....Financial Advisor | Edward Jones
 Todd W. Sivia, JD, CEPA, CExPCEO | Sivia Law Firm
 Wendy L. SymerBusiness Growth Catalyst | WLS Consulting



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

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

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



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



EDWARDSVILLE **CEO**

Presents...

A COZY CAR CHRISTMAS

Brought to you by:

Edward Jones
Dan Marsh, CFP®, AAMS®
Financial Advisor

**FRIDAY
NOVEMBER 19**

EDWARDSVILLE HIGH SCHOOL
GATES OPEN AT 5, FIRST MOVIE STARTS AT 6

TICKETS: cozycarchristmas.eventbrite.com
QUESTIONS? edwardsvilleceo2022@gmail.com

f @edwardsvilleceo

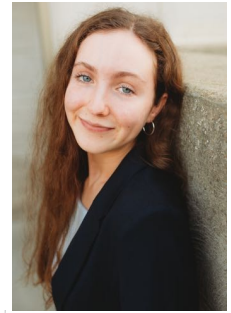
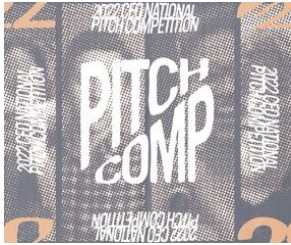
4 TIERS OF
TICKET
PRICES!

DOUBLE
FEATURE
MOVIE
NIGHT!

MIDLAND INSTITUTE FOR ENTREPRENEURSHIP

Students submitted a 30 - second business pitch for the CEO National Pitch Competition. Over 260 students entered across all CEO communities.

Not only did TWO of our students earn a place in the TOP 18 FINALISTS, Macy Smith and her business, Hello from Home took 3rd place overall! Congratulations to Macy and Olivia!



EDWARDSVILLE CEO FISH TANK

SPECIAL SHOUT OUT TO OUR JUDGES:

- Bonnie Burns.....CEO | BAM Marketing
- Jay Beard.....Owner | Boulder Holdings LLC & Recess Brewing
- Jennifer Hughey.....CEO & Co-Owner | Goshen Coffee Co.
- Steve Cooper.....Division President | First Mid Bank & Trust
- Tim Schoenecker, PH.D.....Dean | SIUE School of Business

SPONSORED BY:



CONGRATULATIONS TO OUR WINNERS!



1ST PLACE: Michael Wise **2ND PLACE:** Ellie Hyten **3RD PLACE:** Macy Smith



HONEYMOON
CHOCOLATES

Edwardsville CEO had the unique opportunity to tour four business sites in St. Louis, MO. Students were able to go behind the scenes on a talk and tour with over a dozen speakers that work, own and/or promote these unique locations. A special THANK YOU to ALL who made this trip possible!



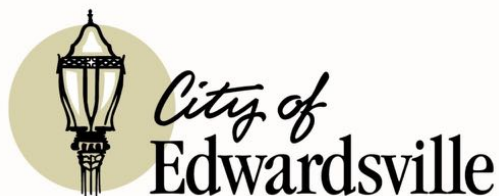
Edwardsville CEO always meets in a business, never a classroom. In order to host guest speakers and have class work days, we rely on our gracious local businesses to open their doors and allow us to share their meeting spaces.



SPECIAL THANKS TO:
Abel Anderson & Steve Cooper



SPECIAL THANKS TO:
Kristen Pfund



SPECIAL THANKS TO:
Ms. Kimberly Winkler



This past December, we hosted our first ever ALUMNI EXTRAVAGANZA! All alumni and current students were invited to attend a dinner and networking event at Edison's in Edwardsville. Over 40 students attended, caught up and shared what they have been up to since exiting the program. We loved catching up on their accomplishments and hearing their exciting updates. Check out their responses to our alumni survey!



100% asked to stay connected to the program



100% want to return to the next alumni event and would like it to be an annual occurrence



89% said they were either currently living in, planning on, or strongly considering, returning to our area to plant roots after college



Anne Kienle - CEO class of 2021

“Being a part of CEO has given me the confidence to push myself outside of my comfort zone to seek opportunities I would not have otherwise been given. I made the Dean's List my first semester and I have recently accepted executive positions on two of the organizations I am involved in on campus!”

Current pursuit: Attending University of Illinois - Urbana Champaign studying Interdisciplinary Health Sciences



Chloe Albrecht - CEO class of 2021

“CEO has impacted my life outside of high school by teaching me that people are just people, and you shouldn't be afraid to reach out. The worst thing someone could say is no.”

Current pursuit: Attending Illinois State University



Luke Deakos - CEO class of 2021

“The communication skills, especially for interviews, that I learned in CEO have helped me earn a medical internship at the Braden Clinic.”

Current pursuit: Attending Ave Maria University - Pre-Med



Emily Williams - CEO class of 2021

“This year I am apart of Freshman Forum, part of the student government, in which we meet with staff and faculty members of the university. Students dress business casual and ask questions about the topic being discussed. In CEO, I learned how to dress business casual and how to talk to professional staff members, both of which have allowed me to make so many great connections with so many great faculty members.”

Current pursuit: Attending Samford University studying nursing. This summer Emily will have the opportunity to study abroad twice, once in Rome and once in London. studying Interdisciplinary Health Sciences



Jack Wise - CEO class of 2021

“The skills I learned in CEO have helped me to win a business pitch competition against teams from other universities”

Current pursuit: Attending University of Nebraska studying International Business



Madelyn Jones - CEO class of 2021

“My CEO experience helped to prepare me for many of my business courses in college as well as gave me valuable skills that have helped to make friends and make connections with my professors.”

Current pursuit: Attending Western Kentucky University with a major in Personal Finance and a minor in Data Analytics



Matthew Gierer - CEO class of 2021

“On top of a newfound sense of confidence, CEO helped me become more financially responsible, which was a welcome consequence that I hadn't considered before joining the program.”

Current pursuit: Attending SIUE & studying Exercise Science



Samuel Stewart - CEO class of 2020

“CEO completely flipped my high school experience around. It changed my work ethic completely and it made me realize the importance of a good education. I can proudly say that most of my accomplishments while in college wouldn't have happened if it wasn't for CEO. I'm on track to graduate May 2023 & I'm currently in an accelerated masters program!”

Current pursuit: Attending Mississippi State University studying educational psychology with a concentration in applied behavioral analysis

The mentor program provides an effective networking model for Edwardsville CEO students. Each student is matched with a mentor from the business community. These relationships strengthen the program's success and build generational bridges between the student and the business community. Each mentor generously donates their time, talent and skill to assist our students in their professional development and the launch of their individual business!

ADAM SALTSGAVER
Royal Banks | SVP IL Market
Manager

ANDREA GARNER
VP | Commerce Bank

BRANDON BELL
President & CEO
Edwardsville YMCA

CARYN MEFFORD
Owner | My Pocket CEO

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

DAVE TOBY
SVP of Lending | FCB Banks

JARED SIEBERT
VP | Liberty Bank

JASMINE KUMAR
Regional Director of Sales |
General Hotels Corporation

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

KRISTEN PFUND
Co-Owner | Pfund Construction

LACY ABLE
Business Development Rep |
GCSCU

MARK COUSLEY
VP | Bank of Madison County

MATT GORTON
Financial Consultant |
Scheffel Financial Services

RYAN HIGH
Owner | Global Brew & Sugar
Fire 618

SHAWNTA' RAY
Owner | Happy Up Inc.

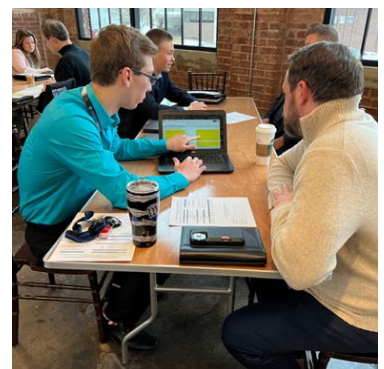
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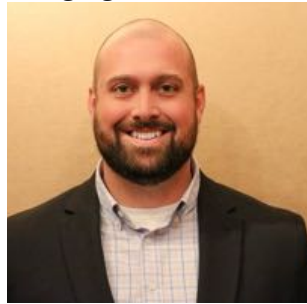
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