



CREATING

ENTREPRENEURIAL

OPPORTUNITIES



**ANNUAL REPORT**

**23  
24**





## *Comments from our Board President*

On behalf of the Board of Directors, I want to thank the Belleville area businesses and individuals who support Belleville CEO (Creating Entrepreneurial Opportunities). These leaders are extremely generous in providing our students with funding, expertise, meeting space, business tours, and one-on-one mentoring. The Belleville CEO program is funded by these individuals, businesses, and in partnership with District 201. Through this collaboration, the program celebrates its fourth year supporting two classes.

The CEO program is like no other. It is a real-world experience, exposing the students to numerous businesses throughout our community. They are taught entrepreneurial skills and shown a possible future right here in our community vs. thousands of miles away. These talented students are taught the crucial skills of networking, communication, teamwork, and what it takes to create a small business and make it profitable. Many come to the program wanting to get better at communication and to learn about business. They leave as confident young adults and aspiring businesspeople with countless new relationships in the business world of this community and beyond.

CEO's unique business model brings together students during their senior year of high school from Belleville West, Belleville East, and Althoff Catholic to learn practical business skills and put those skills to use to create their own class business the first half of the year. For 90 minutes each school day, Mrs. Siebers, a trained program facilitator, helps students discover how to become an entrepreneur, and grow into business leader in just one school year.

The classes are "home based" at one of four businesses each quarter of the year. This years' classes met at Bouse Properties, Precision Practice Management, The Edge, and Belleville's Center of Academic and Vocational Excellence (The CAVE).

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's 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 congratulate Belleville's ninth CEO class and thank all who have made it possible including the investors, facilitators, mentors, host businesses, parents, and District 201. If you find this class to be of value to our community, I encourage you to consider getting involved as a mentor, investor/sponsor, or a board member.

Sincerely,

A handwritten signature in black ink that reads "Josh McDermott". The signature is written in a cursive, flowing style.

Josh McDermott  
President-Belleville CEO Board

## Brianna (Bree) Birdsong

Bree currently attends Althoff Catholic High School. She has discovered a growing interest in business and was excited to enroll in the Belleville CEO Program to further her exposure to the business world.

One of the highlights of her high school journey has been her involvement on the girls' soccer team. From the moment she stepped onto the field freshman year, she knew she had found her family. In an incredible turn of events, her team was victorious at the state championship her freshman year, an accomplishment that filled her with great pride and gratitude for her teammates.

Bree doesn't know where she wants to go to college but she plans to major in business and minor in marketing. She would like to become a pharmaceutical rep in the future.

The Belleville CEO program has given her many connections and life lessons to be able to succeed. Bree's business, *Birdsong Luxury Sweats*, offers high-quality cozy sweatshirts in assorted colors and sizes designed to inspire and uplift customers with mindset affirmations on the back and company logo on the hood.



## Ally Brooks

Ally currently is a senior at Althoff Catholic High School. She decided to take CEO because of her sister Kennedy Brooks, who is a CEO alum. Ally enjoyed watching and helping Kennedy with her business and wanted to have the same experience.

Throughout high school, Ally has been involved in many different activities. Ally is a part of Crusader Cru, and on the executive board of the Student Council. She played varsity golf all four years, basketball her freshman year, and soccer her senior year. Ally would consider herself to be a creative, cheerful and driven person. She enjoys spending time with her friends and family, and designing or creating anything she can.

After high school, Ally will attend the University of Missouri where she will pursue a major in either graphic design or marketing.

Ally's personal business, *Cute As A Button*, designs buttons to spice up all of your outfits and send a message without saying a word. Ally's buttons are the perfect way to show support and make sure every outfit is cute as a button.



## Parker Bruening

Parker is a senior at Althoff Catholic High School. He is the captain of the golf team, and has been a part of the varsity team since he was a freshman. He also is a member of the Varsity Baseball team as well as is a member of the National Honor Society.

He plans to pursue a college golf career next year at Southern Illinois University Edwardsville and study either business or engineering.

Parker's business, *PB's Bites*, offers original and chocolate peanut butter bites to provide people with a quick and easy source of protein for any time of the day.



## Owen Brunworth

Owen is a senior at Belleville West High School. There was no other class that he wanted to take more than the Belleville CEO Program and it also allowed him to start studying business.

Owen has a passion for cycling. He got into Road Cycling to start racing and now enjoys mountain biking, gravel riding, and triathlons. For him, it is a way to stay healthy while also doing something he loves.

After high school, Owen plans to go to college to pursue a master's degree in business. He has a part-time job at Jack Schmitt Chevrolet because one day he wants to own a car dealership.

Owen started a company called *Yardworx Sunglasses*. When Owen first started mowing, he was encouraged to wear ear and eye protection. However, over time that combination became uncomfortable pushing down on his temples and behind the ears. So Owen decided to attach the sunglasses directly to the industrial headphones on the standard metal wire creating a more comfortable experience. The sunglasses have three characteristics: durable, lockable, and adjustable. Block the sun and forget the pain!



## Austin Cole

Austin, a senior at Althoff Catholic High School, applied to the CEO Program looking for a head start in the business world and the idea of a nontraditional class format struck his interest, and he wanted to be a part of it.

After high school, Austin plans to attend the University of Wisconsin-Platteville, where he will major in software engineering as well as continue his soccer career.

In November 2023, Austin started *Cole's Kickin' Academy*, a private soccer training business geared to young kids in St. Clair County. He started the Academy after a local middle schooler came to him asking for private lessons. He knew it would be a wonderful opportunity to continue what he already loves doing. Austin plans to continue the business after high school and possibly even through college, looking for customers wherever he can. Austin has been on varsity all four years of high school and plays club soccer.

He is a member of the National Honor Society and Student Council. At the beginning of his junior year, Austin was also selected to be a peer juror for St. Clair County Teen Court. He also was chosen as an Illinois State Scholar.

Austin currently works at Bella Milano in O'Fallon, but with the help of some CEO connections, he recently landed an internship with TWM for this summer!



## Ryan Connolly

Ryan is a senior at Althoff Catholic High School. His commitment to Althoff Catholic Soccer spans four years; three of which were as a varsity goalkeeper.

Away from the fields and tracks, he works at Cured and Cultured, a local bar and restaurant where he evolved from a dishwasher to a versatile staff member handling various roles including head cook, prep cook, and deli worker.

Ryan is heavily engaged in Let it Ride Equines, LLC, and the racing syndicate Dive Bar Dreamers, LLC. He has gained invaluable experiences in various business ventures through his father. His application to the Belleville CEO Program reflects his ambition to expand his knowledge and expertise in the business realm. His post-high school plans include pursuing a business management degree at the University of Kentucky.

Ryan started *Metro Save Clinic*, offering youth goalkeeping training camps, to provide professional and affordable training locally. *Metro Save Clinic*, led by three accomplished high school goalkeepers, aims to impart their winning strategies on future generations of goalkeepers.



## Bauer Dalke

Bauer Dalke is a senior at Althoff Catholic High School. He is a member of the golf team and captain of the baseball team. Bauer plans to continue his academic and baseball career at Webster University.

Bauer joined CEO to obtain more knowledge of the business world in hopes of a more successful future.

Bauer's personal business is *Bauer's Bakery*. Originating from the great memories Bauer had baking cookies with his grandma, Bauer's Bakery specializes in two flavors of cookies, chocolate chip and a cookies and cream. He not only makes the cookies, but also will deliver them to your doorstep making it easier for consumers to enjoy his delicious treats.



## Sophia Eggers

Sophia is a senior at Althoff Catholic High School. She has been involved in many clubs and activities including girls varsity golf team, National Honor Society, Student Council, Crusader Cru, and Saint Vincent De Paul Society.

Sophia will be attending Indiana University and has been accepted into the Kelley School of Business. She intends to major in marketing with hopes to pursue a career in fashion marketing.

Being in CEO has given her the confidence to dive into the business world further and she cannot wait to call Bloomington home this fall! Sophia decided to take CEO because she had heard many good things about it from students who had taken the class previously.

She is glad she decided to take the class and has started her own business called *Out of the Grae*. A home décor business, *Out of the Grae* offers products completely customizable based on what the customer wants and needs. She started this business to bring life back into her room and she now is excited to be able to do the same for others!



## Max Gilliland

Max currently is a senior at Althoff Catholic High School. He decided to take CEO because of all the amazing life lessons and opportunities the program would bring to him.

Max has been on the Althoff High School varsity soccer team all four years and has decided to also play baseball his senior year.

Max is a part of St. Vincent De Paul and Crusader Cru clubs at his school. Max would consider himself to be an outgoing and hardworking student.

He enjoys spending time with friends and family and playing sports whenever he can. After high school, Max plans to attend the University of Missouri where he will study finance.

Max's personal business, *Max Craft Leather Works*, makes leather keychains, wallets, and much more! Max's products offer luxury at very competitive and reasonable prices.



## Hank Gomric

Hank is a senior at Althoff Catholic High School and plans to attend Saint Louis University. He loves working with numbers and plans to major in business finance with a minor in accounting. He joined CEO to increase his knowledge in business and learn about business financials.

Hank created a business known as *Hank's Kernel Kraze*, a popcorn business designed to satisfy the cravings of all snack lovers. With his special recipe, he hopes to tantalize the tastebuds of all customers with his flavorful and affordable popcorn.



## Ryan Haar

Ryan Haar is a senior at Althoff Catholic High School. Ryan is involved in cross country, basketball, and track.

Ryan has a part-time job at Menards and runs his own lawn care company in the summer.

Ryan is the CEO of *Haar'd Supplements* which provides people of all ages, genders, races, and fitness levels with pre-workout and creatine gummies to fuel their workouts and days.

After high school, Ryan plans to pursue an apprenticeship with an electric company. He hopes to work his way up, and eventually acquire his own electric company.



## SaNaiia Hicks

SaNaiia is a senior at Belleville West High School. She decided to take the CEO class because she wanted to turn her passion into a successful business. This class has taught her valuable skills in entrepreneurship, marketing, and management. It gave her the confidence and knowledge to start her own braiding salon and provide exceptional services to her clients.

Ever since she started braiding in 2020, she loved the creativity that comes with it. It's not just about creating beautiful hairstyles; it's about making people feel confident, empowered, and fabulous.

In October 2023, she took the leap and officially launched *Braided by Naiia*. She wanted to share her passion for braiding with the world and provide a space where people could feel comfortable and pampered while getting their hair done.



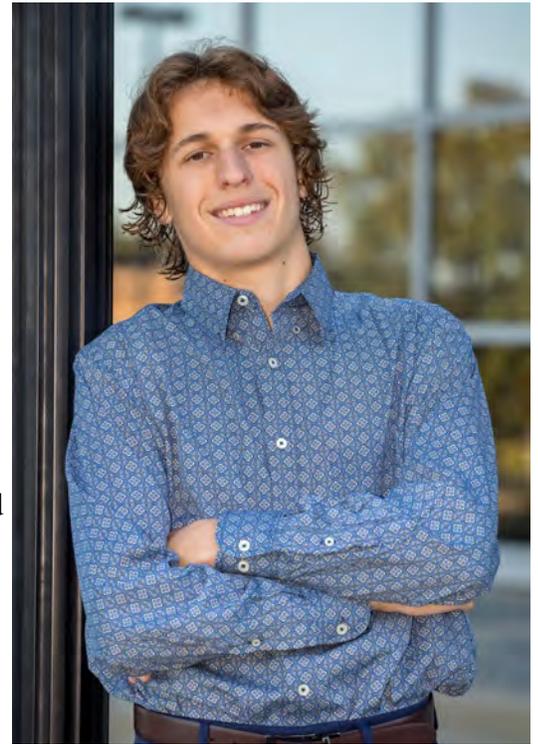
## Samuel Hiller

Sam is a senior at Althoff Catholic High School and plans to attend Saint Louis University in the fall of 2024.

He has run varsity cross country and track all four years of high school, serving as team captain on the teams for the last two years. He is also a member of the National Honor Society.

In his free time, Sam enjoys watching movies, playing sports, and spending time with his friends and family. He is driven by what he is passionate about in life and will work hard to accomplish his goals.

Sam business, *Hiller's Cookie Kingdom* sells chocolate chip and snickerdoodle cookies in the Metro East area. His company is built upon its satisfying taste and personal service with each customer to build a community of customers, young and old.



## Makhi Holtman

Makhi is a senior at Althoff Catholic High School. Makhi heard about the CEO Program through friends at school. His goal in this program was to learn how a successful business operates and see what goes on behind the scenes.

While at Althoff, Makhi played four years of varsity boys soccer. During his time, his team made back to back state finals runs.

He considers himself a hardworking, disciplined individual. In his free time, he enjoys spending time with family and friends, playing golf, and playing video games.

After high school, Makhi plans to study business administration at the Trulaske College of Business at Mizzou.

Makhi started his own personal business, *Heat Harmony*. His love of hot sauce inspired him to launch his business featuring three different flavors: Original, Xtra Hot, and Mango Habanero.



## Ava Katsikas

Ava is a senior at Althoff Catholic High School where she is a member of the National Honor Society, St. Vincent DePaul Club, and the varsity soccer team.

She plans to pursue business and decided to take this class to gain insight into the business world.

Ava's personal business is *Avangalia's Purely You*, a business focused on living a healthy lifestyle. The products she sells are healthy juice shots promoting gut health, glowing skin, and healthy energy along with workout programs designed to be done anywhere in a reasonable amount of time. She also has all-natural candles which can be customized!

Her plans for next year are to attend the Kelley School of Business at Indiana University. She will major in entrepreneurship and corporate innovation with a co-major in financial literacy. She has hopes to build from her CEO personal business and continue to teach others about living a healthy lifestyle in college while also making a profit!



## Alec Kennett

Alec is currently a senior at Belleville West High School. His interest in business has grown exponentially throughout high school and intends to pursue as a career in the future.

At Belleville West, Alec is involved in a multitude of extracurricular activities and is social with anyone he meets.

He is a member of the National Honor Society and Student Council since his freshman year. He also has been part of the Belleville West golf team since his freshman year and a varsity golfer since his junior year.

Outside of school, Alec has been a host at Applebee's since October 2022 and a server since October 2023. Alec also has been mowing lawns for his family and neighbors since before high school.

In the future, Alec wants to attend either Missouri State University or the University of Missouri to pursue a business degree in marketing, management, or sales.

Alec is the founder and CEO of *Kennett Lawncare Service*. His business is an evolution of the work he has done for his neighbors over the years. *Kennett Lawncare Service* specializes in lawn mowing and weed eating for residents in the St. Clair County area.



## Addison Laramore

Addison is a senior at Althoff Catholic High School. She learned about Belleville CEO from her older brother Kaleb who was in the Class of 2021. Seeing her brother in Belleville CEO really piqued her interest in the business world as well as the program and wanted to take the class as soon as she had the opportunity.

Addison was a varsity golfer for all four years of high school and the captain of the team. She also played soccer all four years of high school.

She will be attending Colorado State University and plans to study business and potentially walk on for the golf team. Unable to play golf her senior year due to a previous car accident made her even more invested in business and finding new things she loved.

Addison always loved doing peoples' hair growing up and then added doing eyelashes and nails to her menu of services. This is why she decided to open *Addison's Beauty Bar*, which includes hair and nails for any special events from birthday parties to weddings. She will attend cosmetology school in the summer to expand her business with the proper licensing so she can continue her business in college.



## Samuel Lee

Samuel is a senior at Althoff Catholic High School. He chose to join the CEO program because he wants a future in business and a better understanding of entrepreneurship.

After high school, Samuel will be attending Southern Illinois University Edwardsville and plans to study business and finance. In the future, he hopes to acquire his own business and give back to the community.

Samuel is the founder and CEO of *Lee's Lumni* selling customized alumni shirts and sweatshirts at affordable prices.



## Earl Liverpool

Earl is a senior at Althoff Catholic High School. He decided to apply to join the CEO Program because he wanted to gather key and critical information about the business world.

Earl has played varsity basketball since freshman year. He is part of the Basic Youth Program and a member of the National Honor Society, where he serves as vice president.

Earl is hardworking and dedicated to doing his best. After graduating from high school, Earl plans to attend either University of Missouri or University of Kansas where he will pursue a degree in finance and become a financial advisor.

Earl's personal business is *Rise & Roll*, a small bread roll company that strives to do more than satisfy the customers' taste buds. After doing some research, Earl discovered that bread was the most wasted food in the United States. Earl started *Rise & Roll* to try and reduce the amount of wasted or thrown away bread in the community. *Rise & Roll* offers fresh and delicious bread that saves people more than just time and troubles. *Rise & Roll* can be found on Instagram.



## Paraskavas (Paras) Mintidis

Paras is a senior at Belleville East High School. Paras plays for the men's soccer team, participates in Ecology Club and Lifesavers as well as is an active member of multiple academic honors societies.

After high school, Paras plans to attend Purdue University to study marketing.

Throughout the CEO program, Paras has learned the importance of being professional and how to thrive in a business environment. CEO has given Paras a greater understanding of himself and what he wants to do in his future.

Paras is the CEO of *Meze 101*, a Greek meal prep food service that ensures quality and tradition, while making convenience a virtue. He makes multiple classic Greek dishes and offers delivery. Paras enjoys running his business because he loves cooking and making money!



## Johnny Mize

Johnny is a senior at Althoff Catholic High School. He wrestled and ran track at Althoff and participates in National Honor Society.

He works in lawn care for Don's Lawn Care and as a maintenance man at Columbia Bluff Apartments. He plans to attend the University of Mississippi and pursue a degree in Criminal Justice and Business.

Johnny is the CEO of *JM Pressure Washing*. *JM Pressure Washing* makes driveways and sidewalks safer as well as increases curb appeal.



## Dyson Pearson

Dyson is a senior at Belleville East High School.

He loves fashion and plans to be a fashion designer in the future. He considers himself a very creative person full of ideas.

Dyson joined the CEO Program to learn how to run a business as well as build his connections for when he is a business owner.

His clothing brand, *Broken Soul*, emerged from the shared journey of loss experienced by his brother and him. United by their personal struggles, they turned hurt into something meaningful. They started on a collaborative risk that would eventually become a symbol of self-expression. Through their brand, Dyson and his brother Devin express their emotions and experiences in every shirt and design.



## Rose Peden

Rose Peden is a senior at Belleville East High School. She played tennis during her sophomore, junior, and senior years. She also has been involved in multiple clubs throughout high school including Octagon Club, Lifesavers, Student Ambassadors, and Ecology Club. Rose also is a part of the National Honor Society, History Honor Society, and Science Honor Society. She is also very dedicated to participating in school functions, especially sporting events.

Rose plans to major in marketing and minor in business at either the University of Illinois or the University of Iowa. Belleville CEO has taught her so many lessons on how to thrive and succeed in the business world. Rose will forever cherish her time in the Belleville CEO program and carry these valuable experiences with her into the future.

Her personal business is called *Rosey Clean Soap Company*. She sells completely customizable soaps allowing customers to pick their scent, color, mold, and base. These soaps are made with natural ingredients that leave your skin feeling silky and smooth, without the worry of irritation. These soaps are designed to keep you smelling fresh while incorporating your unique touch.



## Augustin Prange

Augustin Prange is a senior at Althoff Catholic High School. He was a four-year varsity starter in football and a member of numerous volunteer organizations such as St. Vincent de Paul, NHS, and Catholic Urban Programs.

Augustin joined CEO to explore his interest in the business world, learn more about the businesses in his hometown as well as potential career paths.

Augustin loves sports and a huge reason why he started *Samoan Showcasing*, a jersey framing business centered around consumer needs. Motivated to provide an experience and service up to his standard, Samoan Showcasing allows athletes and fanatics alike to display the physical embodiment of their pride and spirit.

Augustin plans to major in Computer Science at the University of Colorado in Colorado Springs.



## Andrew Pusa

Andrew is a senior at Althoff Catholic High School. He decided to take CEO to understand more about what it takes to gain the confidence to launch his own business one day.

Andrew played Althoff soccer all four years, which led him to two state championships. He also is part of Crusader Cru and Saint Vincent De Paul.

An outgoing person who has never met a stranger, Andrew is always the first one to start the conversation. He is also very driven and works so hard to get what he wants.

After high school, Andrew will attend the University of Missouri where he will be pursuing a degree in financial planning with a minor in economics and accounting.

Andrew's business is *Pusa's Pepper Jelly*, which is a sweet and spicy jelly that everyone can enjoy.



## Logan Rice

Logan Rice is a senior at Belleville West Township High School. Logan learned about the CEO Program through the recommendation of a relative. He found interest in joining the CEO Program because of his love for the entrepreneurial experience found in launching his first business of restoring and reselling vintage clothing and sneakers, RicePickups.

At Belleville West, Logan has participated in varsity bowling the last three years as well as a variety of extracurriculars such as multiple honors societies, Model United Nations, Fellowship of Christian Athletes, and Spanish Club. Outside of school, he works at Subway and attends services at Hope Chapel.

He plans to attend the University of Illinois at Urbana, Champaign to study business management at Gies College of Business.

During the CEO Program, he started his second business, *RiceCooks*. *RiceCooks* specializes making homemade ice cream cookie sandwiches. He mainly targets high schoolers but also strives to sell his product at local flea markets. His business offers four distinct cookie flavors and any assortment of ice cream flavors requested by customers. One recommendation he stresses is to take significant value in every opportunity to learn and grow in the CEO Program through networking and engagement.



## D'Nayzia Traylor

The CEO of *Flower Fragrances*, D'Nayzia Traylor, is an early graduate of Belleville West High School and she feels the CEO program has been the first significant business class she has ever experienced.

Which is all more of the reason why she said being part of CEO has been a super exciting experience to learn more about professionalism, but also her capabilities and business sense.

D'Nayzia is very much a humanitarian and felt honored to learn and connect more with the community so that she will be able to give back in the best way possible for people.

She plans to attend SIUE in August as well as possibly expanding her personal business- *Flower Fragrances by Nay*.

The *Flower Fragrances by Nay* start-up was founded in June 2023 and operates under a sole proprietorship. The company hopes to transition to a Limited Liability Company (LLC) very soon. *Flower Fragrances by Nay* sells candles and flower bouquets all made by hand.



## Ashley Tyler

Ashley is a senior at Belleville East High School. She heard about the Belleville CEO program from her brother. Ashley has learned so much throughout the year, and she is extremely grateful for the opportunity to learn more about business.

Ashley is involved in many clubs and activities at Belleville East including National Honor Society, Math Honor Society, Science Honor Society, Spanish Honor Society, Ecology Club, and Spanish Club. Additionally, Ashley was a four-year member of the girls' volleyball team, and she was named a team captain this past fall.

After high school, she intends to pursue a degree in business, specifically marketing. Currently she plans on attending the University of Tennessee barring any new college acceptances.

Ashley is the Founder and CEO of *Ashley's Charming Trinkets!* She strives to create quality hypoallergenic earrings to ensure customers' earrings can feel as good as they look. To make her product affordable for everyone, Ashley charges \$10 per pair of earrings.



## Avery Wagner

Avery is a senior at Althoff Catholic High School. She played tennis all four years and is a part of the National Honor Society. Avery joined CEO because her older brothers participated in the program and learned a lot from their experiences.

Avery plans to attend Arizona State University this fall to major in business entrepreneurship at the W.P. Carey School of Business. Belleville CEO has taught her many valuable lessons that will help her to become a successful businesswoman in the future. She is extremely grateful for the experience CEO has provided.

Avery's personal business is called *PureScent Essentials*. *PureScent Essentials* offers handmade soap bars and body scrubs. She wants to provide people with beauty products at an affordable price which inspired her to launch *PureScent Essentials*.



## Nicole Wells

Nicole graduated from Belleville West High School in December. She plans on attending a four-year college or university majoring in accounting and/or economics.

After joining FBLA, she became interested in the opportunities the CEO Program had to offer. She has learned more about the business world and how it operates while also creating a deeper connection with her community.

Nicole was involved in many clubs and activities throughout her high school career including Math Team, Hy News, National Honor Society, National English Honor Society, Spanish Honor Society, Math Honor Society, Future Business Leaders of America (FBLA), Spanish Club, varsity softball, and girls basketball. She also has worked at a daycare during her breaks.

Nicole is the founder and CEO of *Homegrown Hearts*, a greeting card business with hand drawn designs and carefully curated puns. Her business seeks to take the hassle out of finding the perfect card. *Homegrown Hearts* captures the heartfelt sentiment the customer is trying to convey along with beautiful homemade designs—the perfect touch of humor providing recipients with a little chuckle.



## 2023-2024 Business Visits

Bouse Properties	MidAmerica Airport
Egyptian Workspace Partners	Precision Practice Management
Kaskaskia Engineering	Stillpointe Wellness Center
Padgett Building and Remodeling	Bank of Belleville
Holland Construction	Impact Strategies
Northwestern Mutual/Lowery Benefit Services	City Hall/Mayor Patty Gregory
Kurrus Funeral Home & Cremation	Ray LaFore Truck Service
Fletcher's Kitchen and Tap	Empire Comfort Systems
Althoff Catholic High School	Barcom Security
JT McDermott Remodeling Contractors	FKG Oil/MotoMart
Auffenberg Dealership Group	TWM
Memorial Hospital/BJC	Pure III
Greater Belleville Chamber of Commerce	Neuropathy & Pain Solutions
The CAVE/Brian Mentzer	Belleville Shoe
The EDGE	

## Belleville CEO Orientation



In July, the Belleville CEO Board kicked off the ninth year by hosting our Annual Belleville CEO Orientation in Heritage Hall at Althoff Catholic High School. Program guidelines and expectations were discussed along with a question-and-answer time for parents and students. Belleville CEO Alumni Dominic Bouc, Kaden Bouse, Elliott Hoffmann, Elizabeth Bouse, Kennedy Brooks, Fayth Jones and Trinity Williams helped with greeting students and parents, checking them in, collecting their paperwork and answering questions during Q & A time.

## 2023-24 Belleville CEO Speakers

L. Clapp & J. Holdener, Vertical Performance	Wendy Witte, St. Louis Community Foundation
Pat Hill, Allsup	Mike Barnell, Angela Willis & Alan Pulliam, PPM
Hamilton Callison/BreakThru Beverage	Mandy Wuebbels, Meckfessel Tire & Auto
Tom Farquhar	Jennifer Smith, Natural Energy Healing
Amy Gould, Gould Photography & IL Am Water	JoAnn DiMaggio-May, SBDC SIUE
Robert DeRousse, ABS Facility Maintenance	Adam Davis, Busey Bank
Mike Riley, Jr, PTS & Sustainable Health Index	Patrick McKeehan, Economic Dev Dir, O'Fallon, MO
Ryan Follis, Midland Institute of Entrepreneurship	Lisa Phillipson, Hospice of Southern Illinois

### Teambuilding with Vertical Performance



In August, the Belleville CEO students started to build their own community and culture through team building led by Mr. Lynn Clapp and Mr. Jim Holdener with Vertical Performance. The different activities showed the Belleville CEO students why the concepts of connections/relationships, possibilities, and “us” – together not alone are so important to being a successful team. Mr. Clapp and Mr. Holdener demonstrated why it is important to value each other, trust each other, have faith in your team members, and be inclusive. They also discussed the differences between performance zone and learning zone, to never manage people on a fear basis, and encouraged the students to get comfortable getting out of their comfort zone. By the end of the team building activities, everyone knew each other names, how communication is the key to life, importance of reflecting and refocusing, learning to think outside the box, and how leadership is about influencing others.

## 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. In September, the Belleville CEO Board conducted a "speed date" concept in order for the mentors and mentees to get to know each other! The Belleville CEO students had six minutes with each potential mentor. Three Mentor Match Days were held at Damascus Road Fellowship.

## Issues & Eggs



In October, the Belleville CEO students attended an Issues and Eggs event that was sponsored by Kaskaskia Engineering Group through the Greater Belleville Chamber of Commerce. This event covered transportation issues facing our region. The students heard from: Mary Lamie, Executive Vice President with Multimodal Enterprises with Bi-State Development, Kirk Brown, Region 5 Engineer with Illinois Department of Transportation, Kevin Scott, General Manager of Security with Bi-State Development, Rob Wilson, Director of Alternative Transportation System and Norm Etling, St Clair County Engineer.

## Second Session Parent's Night Out



In October, Second Session Belleville CEO Students held a Parent's Night Out in Heritage Hall at Althoff Catholic High School to help with their badge business. The children played capture the ball, musical chairs, Simon Says, sharks and minnows, line tags, telephone, ships and sailors, red light green light, and keep the balloon up as well as designed paper airplanes. They also ate pizza, snacks and drinks throughout the evening. A good time was had by all!

## Belleville CEO Reunion



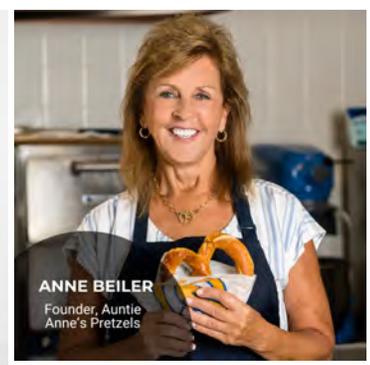
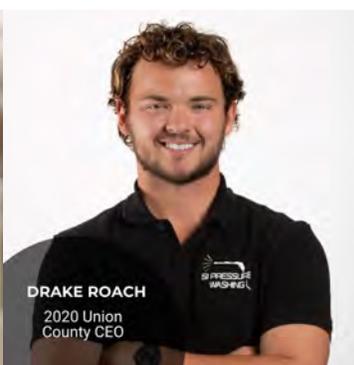
Nine Belleville CEO Alumni stopped in for a mini reunion at The Edge in January. After mingling, the Alumni shared some thoughts about how the CEO experience has helped them while in college especially with Rush Week. They talked about how CEO improved their soft skills such as improved communication skills, time management skills, and increased their confidence to step out of their comfort zone. They also gave the current CEO students some advice on their class and personal businesses. They were: Sandy Amorado, Class of 2016; Jackson Tyler, Class of 2020; Joe Hardiman, Class of 2021; and Maya Hathaway, Elizabeth Bouse, Livie LeBeau, Ashlyn Wuebbels, Mahek Bhakta, and Tyler Schmieder from the Class of 2023.

## Mayor's Prayer Breakfast



In February, the Belleville CEO Students Ryan Connolly, Paraskavas Mintidis and D'Nayzia Traylor presided over the 59th Annual Mayor's Prayer Breakfast at Bellecourt Banquet Center. They did a wonderful job emceeding the event. After a delicious breakfast, the program was highlighted with beautiful singing by the Belleville East Choir, inspirational message and remarks from Melissa Taylor and Mayor Patty Gregory. The CEO students had a wonderful time networking with former speakers, investors, and community leaders and witnessing the love everyone has for this great city of Belleville!

## Midland's Fearless Founders Series



Derek Laliberte, Disruptur; Kevin Miller, Self-Helpful Podcast; Amanda Owen, Puzzle Pieces; Panel of CEO Alumni Owners: Ashley Leman, Reviv Coffee and Roasting Company, Ashton Hemminger, AJ & Co Marketing, and Drake Roach, SI Pressure Washing LLC; Bethany Leonardo, Dearly Bethany; and Anne Beiler, Auntie Anne's Pretzels

## Belleville CEO Elevator Pitch



Our ninth 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 & answer 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 – Avery Wagner, CEO of PureScent Essentials
- Second Place – Ashley Tyler, CEO of Ashley’s Charming Trinkets
- Third Place – D’Nayzia Traylor, CEO of Flower Fragrances by Nay

### Second Session:

- First Place – Andrew Pusa, CEO of Pusa’s Pepper Jelly
- Second Place – Ally Brooks, CEO of Cute As A Button
- Third Place – Addison Laramore, CEO of Addison’s Beauty Bar



# First Session Class Business

## Blast to the Past 80/90's Trivia Night



First Session Belleville CEO students hosted a Blast to the Past Trivia Night at KC Club and Event Center in Fairview Heights on Saturday, February 3, 2024 from 6-9 p.m. Approximately 310 attendees dressed in 80/90's attire enjoyed 10 rounds of trivia with some elements of Fast Money, silent auction and a 50/50 raffle.



## Second Session Class Business

### Hearts in Motion 5K along with ALS Freeze for the Cause



The Second Session Belleville CEO Students along with the help of Toolen Running Start held a Hearts in Motion 5K along with an ALS Freeze for the Cause on Saturday, February 24, 2024 at 9 a.m. at Eckert's Farms. The 140 actual and virtual runners were treated to Eckert's apples, bananas, granola bars, fruit snacks, water and Chick Fil A biscuits and minis after the race. The Belleville CEO Students raised \$131 for ALS and donated \$1.00 for every runner (\$140) to the Memorial Hospital Foundation Cardiac Programs.



## Belleville CEO Banker Day



Ten bankers participated in our Banker Days this year:

Associated Bank: Amy Kempfer and Jamie Hall

Bank of Belleville: Kevin Pesko, Justin Chapman, Todd Neighbors and Josh Wohltman

Busey Bank: Adam Davis

Dietrich Bank: Andy Hess

FCB Bank-Belleville: Doug Eggemeyer

Regions Bank: David Hill

Each Belleville CEO Student was assigned a banker to either meet in person or virtually 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, as well as their pricing, margins and profit.



## A Special Thank You...

### To our Hearts in Motion 5K/Fun Run Sponsors:

#### Platinum Sponsor:

Northwestern Mutual Fairview Heights

#### Gold Sponsors:

BreakThru Beverage  
Fairfield Apartments  
Laura Buick  
Toolen Running Start

#### Silver Sponsors:

Allsup  
Hank's Excavating & Landscaping Inc.  
Padgett Building & Remodeling  
Precision Practice Management  
Professional Therapy Services  
Ray LaFore Truck Service  
State Construction

#### Bronze Sponsors:

ArtWear  
Chick Fil A Greenmount  
Eckert's Farm  
Eckert's Florist  
Genfinity Wealth Management  
Kaskaskia Engineering  
Kuehn, Beasley & Young PC  
Laura Buick Salesmen Dave Pusa, Kelly Sandheinrich & Steven Rogers

Mayor Patty Gregory  
MOTO/FKG Oil  
Pure 111  
Sugar High Bakery

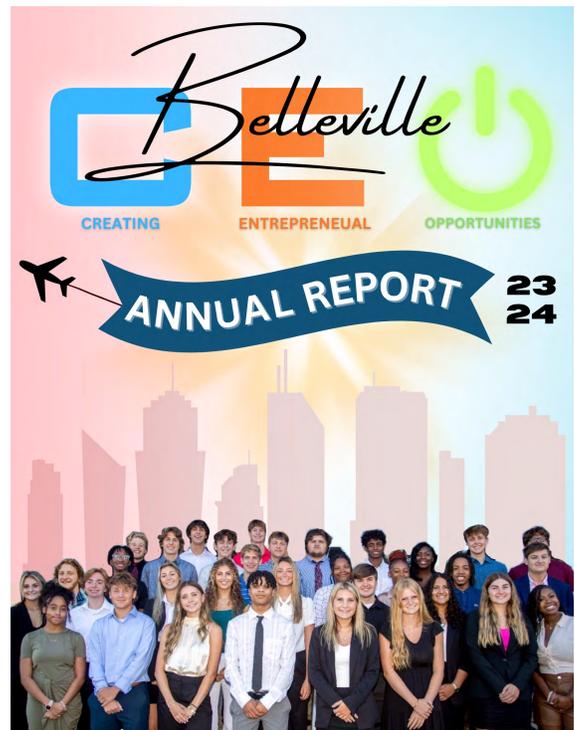
### To our Blast to the Past Trivia Night sponsors:

#### Our 10 Round Sponsors:

Becker, Hoerner & Ysursa PC  
Carrollton Bank  
Commerce Bank  
Cured & Cultured Restaurant/The Sonoma Group  
Edward Jones  
Fletcher's Kitchen & Tap  
IMPACT Strategies  
JT McDermott Remodeling Contractors  
Peabody Energy  
Taake Insurance Agency

#### Other Key Sponsors:

Bank of Belleville  
Clean State Home Solutions  
Deer Run Dental  
Holland Construction  
Metro East Gastroenterology



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

Belleville CEO Student Ally Brooks for creating the cover page this year!

# Belleville CEO Business Investors

## Gold Investors \$5,000

Break-thru Beverage  
Kaskaskia Engineering Group LLC  
Millennium Construction  
Walter E. Weidmann Charitable Foundation

## Class Investors \$1,000

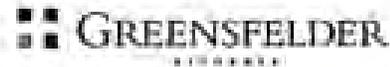
Auffenberg Dealer Group  
Barcom Security  
Belleville CEO Class of 2018-19  
Bouse Properties  
Busey Bank  
DBT Properties & M & M Storage  
Egyptian Workspace Partners  
Empire Comfort Systems  
Greater Belleville Chamber of Commerce  
Greensfelder, Hemker & Gale, PC

## Program Investors \$2,000

Allsup, Inc.  
Bank of Belleville  
Belleville CEO Classes 2019-20  
Belleville CEO Classes 2020-21 (Both Sessions)  
Belleville CEO Classes 2021-22 (Both Sessions)  
Belleville CEO Classes 2022-23 (Both Sessions)  
FKG Oil Company  
Holland Construction Services  
JT McDermott Remodeling Contractors, LLC  
Memorial Hospital / BJC HealthCare  
Noble, Inc./ Noble-Vollmer Realty  
Ray LaFore Truck Service Inc.  
Thomas L. Farquhar

Impact Strategies, Inc.  
Kurrus Funeral Home and Cremation Service  
Lowery Benefit Services  
Lowery Group/Northwestern Mutual  
Mathis, Marifan & Richter Foundation  
Precision Practice Management, Inc.  
Professional Therapy Services, Inc.  
Shay Roofing  
Rice Sullivan, LLC  
The EDGE  
The Trust of Nora S. Whipple  
Thouvenot, Wade and Moerchen, Inc.  
W. A. Schickedanz/Interstate Risk Placement





THOUVENOT, WADE & MOERCHEN, INC.



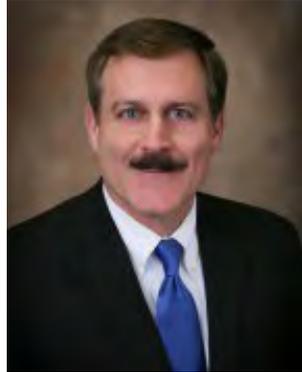
W.A. Schickedanz Agency, Inc., CM&A Interstate Risk Placement, Inc.

# Meet the Belleville CEO Board Members



**Josh McDermott**

President  
**Organization:**  
JT McDermott Remodeling  
**Title:** Owner



**Kevin Pesko**

Past President  
**Organization:**  
Bank of Belleville  
**Title:** Market President



**Geri Boyer**

Past President  
**Organization:**  
Kaskaskia Engineering  
Group, LLC  
**Title:** Owner



**Todd Badgley**

Treasurer  
**Organization:**  
FKG Oil/MOTO  
**Title:** President



**Anne Thomure**

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



**Kevin Bouse**

Member  
**Organization:**  
Bouse Properties  
**Title:** Owner



**Garrett Reuter**

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



**Tom Farquhar**

Member/Investor



**Megan Bertelsman**

Member  
**Organization:**  
Ray LaFore Truck Services  
**Title:** President/Owner



**Jennifer  
Gomric Minton**

Member  
**Organization/Title:**  
St Clair County Assessor



**Marshaun Warren**

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



**Sarah Gass**

Administrative Agent  
**Organization:**  
Althoff Catholic HS  
**Title:** Principal

# Meet Our Facilitator

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 23 years.

“I am filled with immense gratitude and a bittersweet mix of emotions as I finish up my ninth and final year as the Belleville CEO facilitator. This year, we visited 29 businesses and heard from 16 speakers. First Session chartered their own course for their class business by holding a very successful Blast to the Past 80/90’s Trivia Night and Second Session hosted 140 runners at a Hearts in Motion 5K along with an ALS Freeze for the Cause. I want to express my deepest thanks to my Belleville CEO board, investors, mentors, speakers, and most importantly my 212 students who have went on this journey with me over these last nine years. I will forever cherish these moments— they are the true treasures!”



**Julie Siebers**

## Our Host Businesses



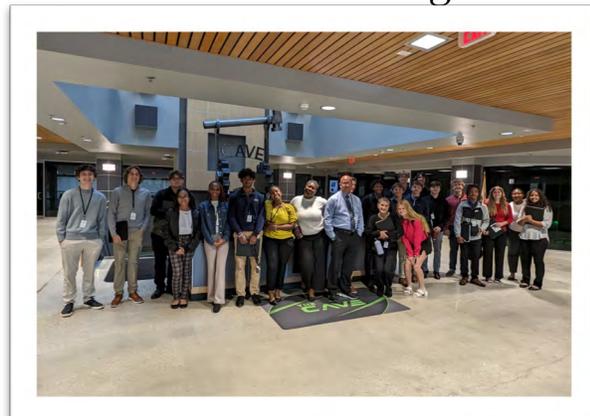
**Bouse Properties**



**Precision Practice Management**



**The EDGE**



**The CAVE**

# Mentor/Mentee Relationships

<b>Business Mentor</b>	<b>Student</b>
Mike Riley Jr.	Brianna Birdsong
Stephanie Leffler	Ally Brooks
Jennifer Gomric-Minton	Parker Bruening
Paul Fries	Owen Brunworth
Mike Marchal	Austin Cole
Jimmy Monken	Ryan Connolly
Josh McDermott	Bauer Dalke
Megan Bertelsman	Sophia Eggers
Brett Baltz	Max Gilliland
Kevin Pesko	Hank Gomric
David Padgett	Ryan Haar
Jennifer Smith	SaNaiia Hicks
Derek Betz	Samuel Hiller
David Normansell	Makhi Holtman
Angie Hiller	Ava Katsikas
Donnie Minton	Alec Kennett
Daniel Katzman	Addison Laramore
Mary Dahm Schell	Samuel Lee
Ben Winner	Earl Liverpool
Ashley Hunsaker	Paraskavas Mintidis
David Land	Johnny Mize
Stephen Dunn	Dyson Pearson
Emily Vosse	Rose Peden
Jeff King	Augustin Prange
Brett Gilliland	Andrew Pusa
Vance Vyers	Logan Rice
Kevin Bouse	D'Nayzia Traylor
Jenn Lyke	Ashley Tyler
Anne Koleson	Avery Wagner
David Hill	Nicole Wells



"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"

CREATING ENTREPRENEURIAL OPPORTUNITIES

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

Table with 3 columns: Investor Type, Amount, and checkbox. Rows include Trade Show Investor (\$10,000), Gold Investor (\$5,000), Program Investor (2 Classes) (\$2,000), and Class Investor (\$1,000).

Pay by check to:
St. Louis Community Foundation
Belleville Area CEO Fund
#2 Oak Knoll Park
St. Louis, MO 63105

Pay online by credit card at https://stl.fcsuite.com/erp/donate/create/fund?funit\_id=1624

Pay online with ACH: https://stlgives.org/give-today/

Click on E-Pay/ACH in middle of page
Select Belleville CEO Fund from Fund Designation drop down
Click Make Donation

Please contact Wendy Witte at the St. Louis Community Foundation with payment questions at 314-880-4962 or wwitte@stlgives.org. For questions about the program, please contact Geri Boyer at gboyer@kaskaskiaeng.com or 618-233-5877.

CEO®