



BELLEVILLE **CE**   
2022-2023  
ANNUAL REPORT





## *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. Their dedication to the community, the program, and our students has helped us to grow and strengthen the program over the last eight years.

Entrepreneurship education seeks to prepare students to be responsible, enterprising individuals who become entrepreneurs or entrepreneurial thinkers and contribute to economic development and the sustainability of our community. The CEO program is much more than a textbook course. Rather, students are immersed in real life learning experiences with the opportunity to take risks, manage the results, and learn from the outcomes.

While traditional education provides tools for students to use in a future career, 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 immediately. For 50 minutes each school day, Mrs. Selbers, a trained program facilitator, helps students discover how to become an entrepreneur, and grow into a business leader in just one school year.

The classes are "home based" at one of four businesses each quarter of the year. This year's classes met at Bouse Properties, The Edge, Precision Practice Management, 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 have enjoyed working with my fellow board members, students, mentors, the facilitator, and businesses that have made this program a tremendous success, and I congratulate Belleville's eighth CEO class.

Sincerely,

A handwritten signature in black ink, appearing to read "Gerl E. Boyer". The signature is fluid and cursive, written over a light blue horizontal line.

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

## Mahek Bhakta

Mahek currently attends Belleville West High School as a senior and Southwestern Illinois University as a sophomore. Mahek joined the CEO program to gain real world experience in the business world. She enjoys learning how a variety of businesses operate and function to create successful and prosperous businesses.

She is the captain of the debate and cross-country teams. She participates in the running start program, currently attending college to earn her associates degree along with her high school diploma. She partakes in the Belleville West student union organization, to help mediate between the administration and student body to promote a peaceful learning environment. She currently participates in Key Club and Spanish Club. Mahek plans to pursue a major in economics and hopes to further her studies in corporate law.

Mahek's personal business is *Natural Ubatan*, derived from the predominant language of India, Hindi translates to natural body exfoliant. Natural Ubatan's goal is to help people feel more confident in their own skin. This is done through the product of natural sugar scrub. The product allows its users to scrub the sugar on their skin before they leave the shower. This leaves consumers' skin clean and nourished. Natural Ubatan can be found on Instagram, Facebook, and via email.



## Caroline Bouc

Caroline is currently a senior at Althoff Catholic High School on track to graduate in May 2023. She decided to join Belleville CEO to help better herself in understanding financial decisions relating to college and adulthood.

She is going to attend Eastern Illinois University this fall as a full time student. Caroline is fascinated by many different subjects and fields of study. She does not know what she is going to pursue yet. Her main college interests are art, entrepreneurship, astrophysics, astronomy, environmental science and engineering, climate science, Spanish, and education.

She is involved in many extracurricular activities including bowling, tennis, art club, NHS, St. Vincent De Paul, choir, and Student Ambassadors. She referees soccer and babysits on the side. Caroline is using the skills she has learned through her extracurricular activities, side jobs, and the Belleville CEO Program to start her own business this year.

Caroline Bouc is the founder and CEO of *Surface Portrait*, a business where art lovers can purchase quality, personalized and meaningful pieces of art at affordable prices. Price varies from each commission depending on medium and size. She works in acrylic, oil paint, pastel, watercolor, charcoal, and graphite.



## Elizabeth Bouse

Elizabeth is a senior at Althoff Catholic High School. She has been interested in business since her sophomore year after taking principles of business. Elizabeth applied to the CEO Program to further her education in the business field and make impactful connections with business leaders in the community.

Elizabeth's personal business is *Serenity Ceramics*, a handmade custom pottery business. Serenity Ceramics was founded on the belief that handmade pottery should be uniquely tailored to the client's vision. Products include mugs, bowls, pots, chip and dip sets, honey pots, vases, spoon rests and pitchers. Elizabeth also started a new line of pottery called *Althoff's Abandoned Masterpieces* where she sells pottery left behind by graduated students and donates the profit back to the Althoff Art Program.

Elizabeth is involved with various community and school organizations including, Student Council, ACE, Basic youth board, Rotary and National Honors Society. She has been appointed captain of the dance team, Crusader Cru leader and Student Ambassadors class leader. Elizabeth teaches and takes dance classes at Taylor's Academy of Dance. For the past six years she has worked for the family business, Bouse Properties, as a painter, grass cutter, maintenance girl, and CEO apprentice. On weekends, Elizabeth teaches Children's Liturgy, ushers and is an extraordinary minister. After graduation, Elizabeth plans to attend the University of Kansas to study business.



## Brooklynne Brown

Brooklynne is a senior at Belleville East High School. She was captain of the varsity girls' volleyball team, and is part of BASIC, another group combined with West and Althoff. She is also involved in multiple honors societies, clubs, and has recently received a Lancer Medallion.

She will be attending Indiana University to major in business marketing at the Kelley School of Business, with a minor in sociology. Belleville CEO has provided her with all the information, connections, and valuable life lessons she's going to need to be successful at one of the best business schools in the country! She is so excited and grateful for this experience, and couldn't be happier to pursue a career in business.

Her personal business is called *Brooklynne's Thrift & Resale!* She thrifts and resells trendy clothes and popular brands at lower prices so that everyone can look good and feel good for an affordable price!



## Max Bruening

Max is a senior at Althoff Catholic High School. He learned about Belleville CEO through his older brother Jack who was a 2020 CEO participant.

Max has been on the Honor Roll all four years and is currently a member of the National Honor Society. He also participates in multiple community service projects. Max was varsity golfer for all four years of high school and the captain of the team for the last two years. He had major success during his final season including, all-conference, all-state, and lowest score recorded in Metro-East golf history. He plans to attend SIUE to play golf and study either business or Physical Therapy.

Max's personal business is *Max's Hot Sauce*. *Max's Hot Sauce* will offer two different types of homemade sauces throughout the St. Clair County and Belleville area.



## Markevious (MJ) Curiton

Markevious is a senior at Belleville East High School. He joined the CEO Program because he wanted to learn how to create his own business and be his own boss. While at Belleville East, Markevious played football and is currently running track. He is a very outgoing and determined to be successful. Markevious enjoys spending time with friends and family. He is a people person and gets along with everyone. After graduation, Markevious will be attending Kentucky State University majoring in Physical Therapy and continuing his football career.

Markevious started his personal business, *Motivational Jump*. He is very passionate about his business due to a personal connection and story behind his brand. Markevious' business is a t-shirt brand designed to provide inner motivation for those struggling with depression after an injury. This mobile business will help bring awareness that all dreams and goals can still be accomplished. The main target for this business are injured athletes but this business is also for individuals who are going through a rough time in life. *Motivational Jump* is an uplifting and inspiring brand designed to help everyone with that extra push to keep striving.



## Mila Curtis

Mila is currently a senior at Althoff Catholic High School. She heard about the CEO Program through her older brother. She is extremely grateful to have been given the opportunity to participate in the CEO Program.

Mila is involved in many clubs and activities including National Honors Society, Student Council, Student Ambassadors, Ace Day Leaders, Rotary Club, Crusaders Against Alcohol and Drugs, Fellowship of Christian Athletes, and Crusader Cru. Mila has also worked part time at a law firm as a courier and performed other tasks from time to time.

In the future, Mila plans to attend Saint Mary's College of Notre Dame majoring in nursing or pursuing the accelerated masters program at the University of Notre Dame with a concentration in finance. If she decides to major in nursing she plans to attend anesthesia school after college in hopes of becoming a nurse anesthetist.

Mila's personal business is *Made by Mila*, a jewelry business specializing in bracelets and necklaces. Mila provides customers with good quality, trendy, and affordable pieces to spice up any outfit. Additionally, a percentage of the proceeds from each purchase will be donated to the Ovarian Cancer Research Alliance.



## Harrison (Harry) Delashmit

Harry attends Belleville West High School. He has always had an interest in business and applied for this program as a way to broaden his knowledge about the business world.

At West, he is involved in National Honor Society, English Honors Society, Math Honors Society, World Language Honors Society, and Spanish Club. Outside of school, he has been doing CrossFit for about three years at CrossFit Metro East and has worked at Target fulfilling drive-up and pick-up orders for a year. In his spare time, he likes spending time with his friends, family, and dogs.

After high school, he intends on pursuing a degree in business, specifically in finance. Currently, he plans on attending the University of Alabama barring any new college acceptances.

Harry owns and operates *Fudget!* This company is a local fudge shop that caters to the entire St. Louis Metropolitan Area. The company sells one type of fudge, chocolate fudge. *Fudget!* has already launched for online orders and has begun production fulfilling the influx of orders.



## Elisabeth (EJ) DuGuay

EJ is a senior at Althoff Catholic High School. She joined the CEO Program because of the benefits it offers like college credit and a great education about the business world. She was the captain of the bowling team at Althoff and is very passionate about art, mental health, tattoos, and animals. After high school, she plans to become a student at Eastern Illinois University to get a BFA in Fine Arts. While in college, EJ will be in the Army Reserves.

EJ is the owner and CEO of *Hug-A-Balloon*, a business that creates a stuffed animal unlike any other. She will hand crochet balloon dog stuffed animals in varying colors. The idea for this business came because of her love for stuffed animals and crocheting. She believes that everyone deserves a cuddly companion and no one should wish to be a kid again to rationalize the decision to buy a stuffed animal.



## Alex Duncan

Alexander is a senior at Belleville East High School. He is interested in business, especially entrepreneurship.

Alexander is currently in chorus, and enjoys playing soccer. As a hobby, he works on technology, such as building computers and working with code. He also enjoys learning about Asian Culture and learning different languages. He also reads all types of books, especially genres of philosophy, stoicism, money, psychology, and more. Overall, he has been really excited to be learning about business and the real world.

After high school, Alexander wants to create multiple businesses and travel the world. Alexander is very invested and dedicated to becoming successful and has the determination to finish his goals and tasks.

Alexander's personal business is *Duncan's Decals*. The business gives the consumers the ability to express themselves through their own personal items. The stickers that Alexander has created represent the three schools in the Saint Clair area; Belleville East, Belleville West, and Althoff. Alexander wants to give people a high end and affordable sticker that consumers love and can use to express themselves.



## Emily Dunn

Emily is a senior at Althoff Catholic High School. She is a Girl Scout and in the NHS. After high school, Emily plans to attend SIU Carbondale through their Physical Therapist Assistant Program.

Her business is *Kaleidoscope Tees*. *Kaleidoscope Tees* will sell custom and high school tie dye shirts. Customers will choose the color and design of a custom shirt or purchase a high school shirt dyed the school colors.



## Sydney Euchner

Sydney is a senior at Belleville East High School and has always been interested in business. After two years in Future Business Leaders of America (FBLA) and the two business classes she took in the past year, she started looking into the CEO Program to explore that interest even further.

At Belleville East, Sydney is a Flute Section Leader in the Marching Lancers and this is her second year as president of FBLA, third year in the club. This year, Sydney and the FBLA Sponsors successfully added Belleville West to the chapter, becoming Belleville Township FBLA. Sydney is also a member of the National Honor Society, a receptionist at Gentleman's Cuts as well as a babysitter and pet sitter in her spare time.

Sydney enjoys being with her friends and family, going to St. Louis Blues Hockey games, baking and going to and volunteering at car shows with her Dad. After high school, Sydney has committed to Southern Illinois University Edwardsville to study Business Administration with a possible other study in hospitality.

Sydney is the founder and CEO of *Apricity Blanket Company*. *Apricity Blanket Co* is a custom blanket business specializing in quilts. All blankets are handmade and can be customized. Color, pattern, border type and warmth are just a few of the customization options available. Names can also be added to the blankets for an even more personalized touch. You can find Apricity Blanket Company on Instagram and Facebook at [apricityblanketco](https://www.instagram.com/apricityblanketco).



## Kyle Fitting

Kyle is currently a senior at Althoff Catholic High School. He has played soccer and baseball throughout his four years. Kyle is also a member of the National Honor Society. In college, Kyle plans on majoring in biology on the pre-medicine track, and is still undecided on what school he will be attending.

Kyle's business will be a shoe reselling business called *Fitting Sneakers*. The business will mainly be online and advertised through word of mouth and social media. Though *Fitting Sneakers* is intended for everyone, the target market is teenagers and young adults. *Fitting Shoes* specializes in selling Nike, Yeezy, and Jordan's.



## James (Jimmy) Gomric

Jimmy is a senior at Althoff Catholic High School. He plays baseball and golf at Althoff and participates in the National Honor Society and Student Council. After high school, he plans to attend college and study in the business field.

Jimmy is the CEO of *Washed Up*. *Washed Up* is a power washing services in the Belleville Area. Jimmy is excited for what the future holds with his personal business and for his future career.



## Maria Hamilton

Maria is a senior at Althoff Catholic High School. She is captain of the volleyball team and the manager of the girls basketball team. She is a member of National Honors Society, Crusader Cru, French Club and the varsity scholar bowl team. She is a Eucharistic minister, usher, and server at her church. She is a waitress at Fletcher's, a babysitter, and employed at the Law Offices of LeChien & LeChien, P.C. She plans to graduate high school and attend college for 4+ years.

Learning is truly one of her favorite things to do. She had full confidence that Belleville CEO would change her, not only as a student but as a young adult. She is so grateful that she had the opportunity to be involved in this program.

Maria's personal business is *Got Tutor?* tutoring services. Her services are for grade schoolers in any subject and high schoolers in math and chemistry. Her target market is catholic schools in the area. She values trust in her relationship with her customers, so she does business with people who know her and her background. She charges \$15 an hour. Maria will bring the tutoring to the customer. They pick the time and the place, and she will show up with a calculator and the best of her ability!



## Maya Hataway

Maya attends Belleville East High School. She decided to join CEO Business because she has always wanted to learn more about the business world.

Maya is very involved in school. She has played varsity tennis for all four years of high school. Won various awards: 1st conference singles, 1st conference doubles, All conference, and three tournament trophies. This year she is the captain of the tennis team and went to state with her doubles partner. She also plays varsity softball; she is a left-handed slapper/hitter and a right-handed outfielder. She is also in the Science Honor Society and Secretary for the National Honor Society. Maya has been in the Fellowship of Christian Athletes club for all four years. And the last two years, Maya has been an FCA Officer, where she leads meetings and activities.

Maya owns her own personal meal preparation business called *Mimi's Kitchen*. She competes nationwide and locally, but what sets her apart is her personal relationships and wide variety of cultural meals. She has been cooking since she was a little girl and loved trying new recipes. She wanted to share these recipes with others and help make their week less stressful.

After high school, Maya committed to playing college softball at a junior college, College of Lake County. She plans to study entrepreneurship and receive a minor in nutrition and culinary arts.



## Angel Hettenhausen

Angel is currently a Belleville West High School senior. CEO has led her to opportunities that will continue to help her gain knowledge and advance her business career. She has hopes of creating a business that will help the community grow and thrive for years to come, as well as create a better life for her family and herself.

While attending school, she has been fortunate enough to work full-time in fast food as a manager. She is gaining a great deal of experience and knowledge for her future business. She has also been able to network with other people from whom she has gained great teamwork skills. This is only going to open more doors for her as she aspires to proactively work for the future of Belleville.

Angel is the founder and CEO of *Angel Kisses*. Her business focuses on high-quality, customizable, cruelty-free lip care essentials. Featuring a wide range of products anywhere from lip scrubs to lip glosses and lip balms. The products are made with all-natural organic oils, butters, and vitamins. That's why you should shop with *Angel Kisses*, so you can feel comfortable and confident with every word.



## Ben Hug

Ben is a senior at Althoff Catholic High School. He plays on the football and baseball teams at Althoff. Ben is excited about the CEO Program because it allowed him to network with business owners in the Belleville area and gain knowledge about the world of business. After high school, he plans to attend the University of Illinois or the University of Alabama to study computer science.

Ben is the CEO of *Huggy Tech*, a technology troubleshooting service focused on helping senior citizens with their phones and tablets. He will be traveling to assisted living communities to teach classes and simple tools for these seniors to use to improve their health and livelihood.



## Nick Jansen

Nick is a senior at Althoff Catholic High School. This year, he has learned more about business through the Belleville CEO Program.

Nick is involved in many sports and clubs both inside and outside of school. He enjoys playing baseball, volleyball, and basketball on teams inside and outside of school. He participates in clubs such as Student Council, National Honor Society, and BASIC. Nick enjoys traveling, spending time with friends, and playing sports as much as possible.

After graduating from high school, Nick looks forward to attending a university to pursue a degree in accounting or finance.

Nick is the CEO of *Cookin' It Up Cookie Company* which provides specialty and gourmet cookies to the St Louis area.



## Mason Kumming

Mason is a senior at Althoff Catholic High school. He wanted to join CEO because he believed it was a great way to learn how to be a successful entrepreneur. He was very interested in learning what it takes to succeed in the business world.

Mason is hardworking and strives to do to the best of his ability. He plans to attend Missouri State University to study business entrepreneurship. After school, he hopes to become a banker.

His personal business is detailing the inside and outside of the cars around the St. Clair County area. He wants to make an impact in the car wash and detailing industry because he believes that there is no better feeling than making a statement with a freshly detailed car. The name of his business is *Beyond Spotless*.



## Stephen Land

Stephen is a senior at Althoff Catholic High School. He is incredibly proud to be a part of the CEO Program because he believes it has been an awesome, innovative networking and learning experience. Stephen thinks it has granted him a better understanding of the business world.

Stephen has worked multiple jobs including Smoothie King, Green Team Landscaping and currently works at Splish Splash Car Wash where he works as an automobile cleaning specialist. Stephen plays tennis, volleyball, and placed 2nd in the state of Illinois class 1A two years in a row for soccer. He participates in the Fellowship of Christian Athletes. For the future, Stephen hopes to major in Cybersecurity with a minor in Nutrition at the University of Tampa, Florida.

Stephen currently serves as the CEO of *SoapLand*, a home-made and organic soap company based in O'Fallon, IL. He has kick-started an easily manageable website to take care of the business' orders while Stephen and his team focus on quality. With it, he hopes to change the perspective of bar soap and leave an ever lasting impression.



## Olivia (Livie) LeBeau

Livie is a senior at Althoff Catholic High School. After hearing many positive comments and taking several business classes over the course of her high school career, she decided to enter into CEO to get a closer look into the business world.

Livie is very involved in her dance community. She teaches dance to young kids, as well as offers private lessons to anyone who needs them. She works as a front desk receptionist at the Belleville Health and Sports Center, and babysits when she has free time. She spends most of her day splitting her time between dance and school.

Livie is very driven to be the best she can in everything she does and has always been a hard worker. She is committed to attending the University of Kansas and is going in undecided on her major, as she is currently deciding between business or psychology.

Livie has started a business making candles, called *Bee Calm Candle Company*. Her candles are made of all natural beeswax from a local bee farm. Her candles are available for sale on her Facebook page.



## Savana Link

Savana is a senior at Belleville West High School. She is actively involved in her school and is part of tennis and varsity lacrosse extracurriculars. She also is involved in NHS, NEHS, Rho Kappa, and Key Club. She plans to attend University of Miami for a bio/pre-med degree and become an anesthesiologist assistant.

She originally joined the CEO Program to get a step ahead in the business world and to discover what makes a successful business. She loves to dive into the soft skills of the business world including starting her own business.

Savana's business, *Love Nalu*, means Love Waves in Hawaiian. It is a swimwear line that makes women feel comfortable in their skin while still keeping up with the summer trends. Savana hopes her customers love their waves every time. *Love Nalu* swimsuits take away the hassle of uncomfortable, irritable, and frankly unpleasant suits. Savana launched an online store at the end of March by using Instagram as the main marketing tool.



## Katherine Lippert

Katherine attends Althoff Catholic High School. While in high school, she has been involved in many different activities and clubs such as volleyball, theater, NHS, Liturgical Choir, and Student Ambassador.

In her free time, she likes to read, spend time with her family, sing, and design/make Minnie Mouse ears. Her passion for designing and making Minnie Mouse ears is why she created her business, *Rope Drop to Fireworks*. *Rope Drop to Fireworks* is a company where you can buy affordable and great quality ears starting at \$25 or you can customize to your unique personality for \$35. Katherine's business is on Instagram, [rope\\_drop\\_to\\_fireworks](#) and Facebook.



## Luke Minton

Luke is a senior at Althoff Catholic High School. He was on the varsity golf team.

Luke's personal business is called *Turbo Wash*. *Turbo Wash* is a mobile car wash business. Luke will be traveling to the customer's house and washing their cars.



## Ryan Myatt

Ryan is a senior at Althoff Catholic High School. He chose CEO due to the great recommendations given from previous students. Ryan wanted to get a more in-depth look at the business world and improve my entrepreneurial skills.

Ryan is involved in many activities throughout my school including being the co-captain of the soccer and baseball teams. He is also in the student council. Ryan worked as a landscaper this previous summer, which allowed him to understand how to get the job done quickly and effectively.

After graduating from high school, Ryan plans to enroll at a four-year university and get a degree in construction management.

Ryan's business is *Bubby's Beef Jerky*. *Bubby's Beef Jerky* is a local jerky supplier that gives customers affordable beef jerky while using high quality ingredients. Ryan is selling his beef jerky through social media, delivery orders, and through the trade show. As of right now he is the owner, maker, and seller of Bubby's Beef Jerky.



## Eris Nelson

Eris Nelson attends Althoff Catholic High School as a senior. As an underclassman, she never thought she would be interested in business. However, after hearing great things about the CEO Program from the upperclassmen, she knew she had to apply.

At school, Eris is involved in a few different clubs and organizations, such as NHS, but she is the most dedicated to my position as captain of the cross country and track teams.

Since the end of her final cross country season, Eris has decided to commit to the University of North Florida in Jacksonville to run cross country and track. She has decided to keep her major exploratory through the first year of school, but is hopeful to transition into a STEM field when she finds out what, specifically, she wouldn't mind doing for the rest of her life.

Eris's personal business is *Wheels Bagels*, a small bakery business providing a unique variety of homemade bagels. The products will be marketed mainly to athletes as a fun source of fuel for practices and competitions, because everyone loves a good bagel.



## MacKenzie Oh

MacKenzie Oh is a senior at Althoff Catholic High School who decided to apply for the CEO program because of her interest in everything about the business world. She is a member of the National Honors Society and Spanish Club. Her family is extremely important to her, so she often spends her free time helping with family matters. Whether that is painting rooms, cleaning houses, taking care of younger cousins, or just spending quality time with her loved ones.

MacKenzie plans to attend a four-year university in order to pursue a career in business and is currently deciding between Saint Louis University, Marquette University, and Rhodes College. She is hardworking, reliable, and incredibly determined to achieve the goals she sets for myself.

MacKenzie's business, *Kenzie's Custom Keychains*, provides a range of useful, stylish products that can help make young women's lives easier. Her goal is to create cute and convenient products that will aid the difficulties of high school and college students at an affordable price. Her business plans to follow the quick paced, ever growing trends of young women everywhere.



## Teddy Orlet

Teddy Orlet is a senior at Althoff Catholic High School. He first joined CEO because he wanted a different style of class, something more independent and out of the norm. He was also encouraged by past CEO students to join because of their successes with the class.

Teddy is currently a member of the volleyball team at Althoff as well as a member of the National Honor Society. He has also been a part of Crusader Cru, FCA, Student Council, and the Bowling team. Teddy works as a barista at The Abbey on the weekends and enjoys reading and listening to music. In the fall, Teddy plans on attending college and studying film production and writing.

Teddy's personal business, *Pet and Palace Care* is the best of every world when it comes to pet sitting. He has been pet sitting for a few years for a small number of clients and decided to make it a full fledged business. *Pet and Palace Care* is in-home pet care you can trust, with transparency and customer service like no other, going the extra mile for you and your pet.



## Jake Pollock

Jake is a senior at Althoff Catholic High school. He has been interested in studying business ever since he started high school. More specifically he has been interested in sales and marketing. He has always been very outgoing and quick witted, so sales fits him very well. Jake applied for CEO because he wanted to take advantage of the free experience and expertise given through this class. He also wanted to meet with important people and get his name out in the professional world to help him in the future.

Jake has worked at Minton Outdoors for four years. He plays soccer and had a very good senior season with his high school team. He was a captain of his soccer team, and led his team to a state runner up final. He led his team in goals and assists averaging a goal per game. Jake was blessed with some amazing accolades with the best one being named an All American this year. Jake committed to Eastern Illinois University to play soccer. He wants to get his degree in an undecided business field. Jake also plays for the varsity baseball team too.

Jake's business is *Jake's Soccer Camp*. He looks to use his experience in soccer and help train some younger kids to reach his goals. It is a local camp at Althoff Catholic High School held on May 20, 9-11 am for girls and 1-3pm for boys. After the camp he looks to scale his business through private lessons. He hopes to help all his clients reach their goals, and keep them loving the service they're receiving.



## Jenna Roper

Jenna is a senior at Althoff Catholic High School. She plays soccer and basketball through the school, and plans to attend Southwestern Illinois College for two years. After receiving her associates degree, she plans to transfer her credits to University of Missouri-Columbia to continue her studies in veterinary medicine and zoology.

Jenna's personal business, *Sadie's Store*, sells homemade dog treats. She will sell her products primarily online, and will be advertising through social media, including Instagram and Facebook. *Sadie's Store* is targeted towards all dog owners in the St. Clair County area. As of right now, Jenna has created six different recipes for her dog treats, and she plans to have gourmet items and seasonal products.



## Tess Schmieder

Tess is a senior at Althoff Catholic High School. She is determined, hardworking, caring, and passionate about everything she does. Tess plays varsity tennis and soccer for her high school, along with playing on two select soccer teams for Gateway Rush.

Tess will be attending the University of Arkansas and plans on majoring in Pre-dental, hopefully with a business degree as well. After college, she plans on becoming an orthodontist, eventually opening her own practice.

Tess knew the CEO Program would be beneficial to her future business endeavors because she would have an opportunity to meet new people, learn about the financial aspects that come with business ownership, and see what it is like to own a business first hand.

Tess's personal business is called *Scenic Beauty Prints*, which is a digital art print business. The four categories of prints are Nighttime, Sunrise/Sunset, Flowers, and Bodies of Water. Tess's goal for this business is to make sure people appreciate the nature that many take for granted everyday, while also having a trendy art piece to hang on their wall as decor.



## Tyler Schmieder

Tyler attends Althoff Catholic High School. He was the top scorer on the varsity football team, helping lead them to a 7-5 record and establish themselves as a top eight team in the state (Class 2A). Tyler also plays tennis. He is on the varsity team, playing in #1 Singles and Doubles. Tyler is a member of the National Honor Society, and has yet to make a decision on where he is going to attend college. However, Tyler has already been accepted into 2 of the top 15 film schools in the nation (DePaul University and the University of Texas at Austin).

Ever since he was a child, Tyler has loved art, and he has loved sports. So, when given the opportunity to form his own business, Tyler created *Schmied Sports*. *Schmied Sports* combines the wondrous worlds of art and sports through the customization of new and used shoes. *Schmied Sports* cleans, and paints on any kind of shoe to revive them and bring them to glory once again. And to make sure the paint does not fade and/or chip away, *Schmied Sports* coats the shoe in a protective sealant so a customer will not have to worry about damaging their shoes.



## Dechand Tell

Dechand is a senior at Belleville West High School. He originally joined the CEO Program because it was a perfect opportunity for him to own his own business. A few of his hobbies include, being outside, riding his bike, and playing video games.

Dechand's business is *D' Ice Cream Cups*, which is a home-made vegan ice cream company. *D' Ice Cream Cups* will offer four different flavors.

After graduation, Dechand plans on majoring in automotive at Ranken Technical College.



## Flynn Wilhelm

Flynn is a senior at Althoff Catholic High School. She had heard exceptional things about the CEO Program from her relatives and peers, and decided it was a good fit for her. She feels she is so blessed to have had the opportunity to learn more about the world of business from the variety of companies in Belleville.

Throughout her four years of high school, she has become a member of Student Ambassadors, The National Honors Society, and hoped to become a member of Rotary this year! She is also co-captain of the Althoff Catholic Dance Team, as well as a member of Taylor's Dance Academy. In the summer, Flynn spends her time working at Bouse Properties LLC as a painter.

Flynn is uncertain as to what career path she would like to pursue in college. She has considered many fields of study including business, physical therapy, kinesiology, and exercise science. Regardless, Flynn will be attending the University of Arkansas in the fall.

Flynn's business is *gOAT Cookies*. *gOAT Cookies* is a small local oatmeal cookie shop that supplies customers with freshly baked delicious oatmeal cookies. Her cookies come in a variety of flavors including chocolate chip and chocolate chip raisin.



## Ashlyn Wuebbels

Ashlyn is currently a senior at Belleville West High School. She was super excited about joining the CEO program this year after hearing so many great things about it from students and teachers.

Throughout high school, Ashlyn has been involved in many activities. She played on the varsity girls soccer team and ran for the varsity girls cross country team for all four years. She has also participated in the Key Club, Fellowship Christian Athletes, FFA, and is a member of the National Honors Society.

Ashlyn is a hard worker, very kind, and a positive person to work with. After high school, she will be attending Greenville University in the fall of 2023 to study Agribusiness.

Ashlyn's personal business is called *Porch Creations by Ashlyn* where she will travel to customer's homes to arrange flowers into their pots. This will give the customer a beautiful front porch that they can look at during the spring and summer time.



## Dylan Ysursa

Dylan is a senior currently attending Althoff Catholic High School. Throughout the year, he has learned many new things from Belleville CEO and he is looking forward to finishing the year strong. This is a great opportunity to learn tips and tricks about the business world and for that, he is very grateful.

Dylan is involved in many other extracurricular activities both at school and on his own outside of school. He enjoys playing on the Althoff Catholic Soccer, Golf, and Baseball teams as well as club soccer teams outside of school. Along with those sports, he is involved with many clubs such as Student Ambassadors, Student Council, Eucharistic Ministry, National Honors Society and the Crusader Cru.

Dylan's personal business is called *Ysursa Gutter Cleaning*. *Ysursa Gutter Cleaning* is a gutter cleaning company designed to give the customers a quick, pleasant, and affordable clean. The cost of one service will be \$30 and Dylan has already been receiving great interest in his services.

Throughout this year, he has strived to gain as much information as possible from Belleville CEO in order to better himself and hopefully better his community. Moving on past high school, Dylan will be attending either the University of Illinois or the University of Colorado Boulder majoring in Biology with the goal of someday working in the medical field.



## 2022-2023 Business Visits

Bouse Properties	Memorial Hospital
Egyptian Workspace Partners	Bennie's Pizza Pub
Precision Practice Management	Mathis, Marifian & Richter
Padgett Building and Remodeling	FKG Oil/MotoMart
Holland Construction	Auffenberg Dealership Group
Northwestern/Lowery Benefit Services	City Hall/Mayor Patty Gregory
Kurrus Funeral Home & Cremation	The Edge
Fletcher's Kitchen and Tap	Rauckman Utility Products
Althoff Catholic High School	Barcom Security
Impact Strategies	Stillpointe Wellness Center
Bank of Belleville	JT McDermott Remodeling Contractors
Empire Comfort Systems	Kaskaskia Engineering
Greater Belleville Chamber of Commerce	Neuropathy & Pain Solutions
The U/ DeCarlos Underwood	The CAVE/Brian Mentzer
Big Daddy's 618	Love Church
Simple Gifts Flower Farm	

## Belleville CEO Orientation



In July, the Belleville CEO Board kicked off the 8th 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 Caitlin Conrad, Tyler Tieman, Jackson Tyler, and Zion Watson helped with greeting students and parents, checking them in, collecting their paperwork and answering questions during Q & A time .

## Teambuilding with Vertical Performance



In August, the Belleville CEO students discussed the importance of valuing gratitude, loving yourself, knowing your worth, and inclusion through team building led by Mr. Lynn Clapp and Mr. Jim Holdener with Vertical Performance. Mr. Clapp explained the Law of Abundance in which there is more than enough for everyone. By the end of the team building activities, everyone knew each other names, the difference between teamwork vs. competition, 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 decided to do a "speed date" concept in order for the mentors and mentees to get to know each other! The Belleville CEO students had five minutes with each potential mentor. Three Mentor Match Days were held at Damascus Road Fellowship.

## Second Session Cornhole Tournament



In October, the Second Session Belleville CEO Students hosted a Cornhole Tournament at Silver Creek Saloon in order to raise money to complete their first badge business. Thirty-four teams participated in the tournament. Team members had a chance to mingle, eat some appetizers and purchase 50-50 raffle tickets while they waited for their next game. The Winners were: First Place winning \$150—Matthew West and Evan Lawrence; Second Place winning \$100—Steve West and Frankie Vollmer; and Third Place winning \$60—Dave and Belleville CEO Student Jimmy Gomric.

## Belleville CEO Reunion



Eight Belleville CEO Alumni stopped in for a mini reunion at The Edge. After a time of mingling, the Alumni shared some thoughts about how the CEO experience has helped them while in college, getting scholarships, internships, and employment. They talked about how CEO improved their soft skills such as improved communication skills, time management skills, and increased their confidence to step out of their comfort zone. They were: Erick Gosebrink, David Osthoff, and Riley Sullivan, from the Class of 2019. Kennedy Brooks, Elliott Hoffmann, Fayth Jones, Hope Schmitt, and Trinity Williams from the Class of 2022.

## Midland's Fearless Founders Series



**CHRIS FARACE**  
MARKETER | FOUNDER  
| INVESTOR



**JOAN PACETTI**  
OWNER, THE COOKIE  
DOUGH CAFE



**AINSLEY BRITAIN**  
AUTHOR | ENNEAGRAM COACH  
| PODCAST HOST



**LINDSAY BOCCARDO**  
SPEAKER | MILLENNIAL  
COACH | DRUMMER



**SAM ROWEN**  
CO-FOUNDER, ONOMY



**SAM ABRAHAMSON**  
CO-FOUNDER, ONOMY



**DAN CHANCELLOR**  
FOUNDER, SO ILL

Chris Farace—Founder of BAMCO Studio; Joan Pacetti—Owner of the Cookie Dough Café; Ainsley Britain—Author of Don't Date a BooBoo Dude/Enneagram Coach; Sam Abrahamson & Sam Rowen—Cofounders of Onomy; Lindsay Boccardo—Speaker & Coach; Dan Chancellor—Co-Founder of So iLL

## Belleville CEO Elevator Pitch



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

### First Session:

- First Place – Caroline Bouc, CEO of Surface Portraits
- Second Place – Katherine Lippert, CEO of Rope Drop to Fireworks
- Third Place – Ben Hug, CEO of Huggy Tech
- Honorable Mention – Mila Curtis, CEO of Made by Mila

### Second Session:

- First Place – Jenna Roper, CEO of Sadie's Store
- Second Place – Maria Hamilton, CEO of got tutor?
- Third Place – Stephen Land, CEO of SoapLand
- Honorable Mention – Harry Delashmit, FudgeIt!



# First Session Class Business

## CEO Glow Night



First Session Belleville CEO students held a CEO Glow Night at Big Daddy's 618 on Saturday, January 28, 2023. The evening kicked off with a quick welcome and then Lil Sister began to play. Food was provided by Bennie's Pizza Pub, Copper Fire and Nothing Bundt Cakes. Around 230 people mingled, danced and bid on their favorite Silent Auction items. Everyone had a great time singing and dancing at CEO Glow Night!



## Second Session Class Business Belleville's Got Talent



The Second Session Belleville CEO students hosted a Belleville's Got Talent on Saturday, February 4, 2023 at Love Church. Celebrating five years! Each ticket included a meal supplied by our sponsors, Fletcher's Kitchen & Tap, BEAST Craft BBQ Co, Copper Fire, Tavern on Main, Papa Vito's, Dewey's Pizza, Joe's Pizza and The CAVE, a silent auction followed by some amazing talent by: Sehej Raheja, Astra Kaufman, Niyah Donaldson, Abby Christ, Kiersten Scheibel, JP Vrooman, Myles McGee & Meghan Nash, Lena Skelton, Chastity Cook, Abigail Treadway and Maddy Tomasavich, Lyndi Kaufman and Audience of One.

Winner—Niyah Donaldson who self choreographed her dance called The Mad Conductor

Second Place—Kiersten Scheibel, JP Vrooman, Myles McGee & Meghan Nash sang Waving Through a Window

Third place—Sehej Raheja played Fantasy on the piano

Fan Favorite—Chastity Cook who sang Barracuda



## Belleville CEO Banker Day



Twelve bankers participated in our Banker Days this year:

Associated Bank: Amy Kempfer and Jamie Hall

Bank of Belleville: Kevin Pesko, Brandon Rakers, Todd Neighbors and Curt Regensberger

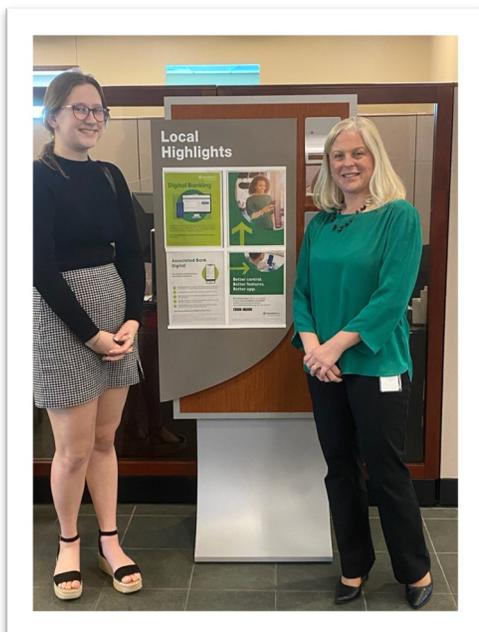
Busey Bank: Adam Davis and Justin Chapman

Dietrich Bank: Andy Hess

FCB Bank: Doug Eggemeyer and Rebecca Douglas

Regions Bank: David Hill

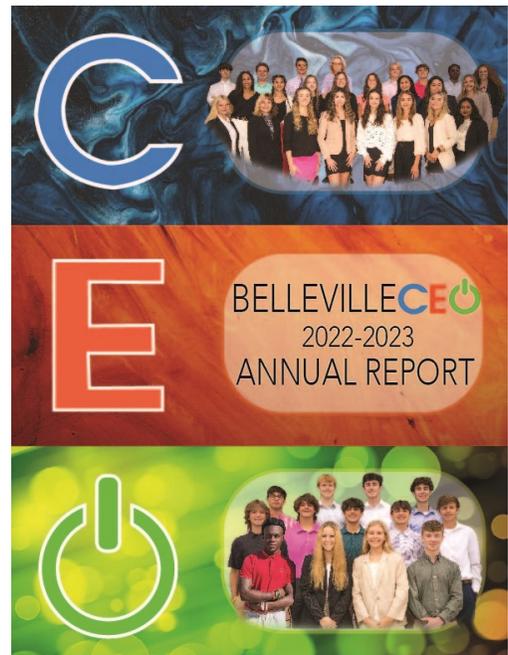
Each Belleville CEO Student was assigned a banker to either meet in person or Zoom with regarding their business plan and financials. They discussed their product or services, why they chose to start this kind of business, their competition and their competitive edge, and their pricing, margins and profit.



## 2022-23 Belleville CEO Speakers

L. Clapp & J. Holdener, Vertical Performance	Wendy Witte, St. Louis Community Foundation
Pat Hill, Allsup	Mike Barnell & Angela Willis, PPM
Hamilton Callison/BreakThru Beverage	Mandy Wuebbels, Meckfessel Tire & Auto
Tom Farquhar	Brennan Donahue, Active STL
Ransom Wuller, AEYE	Aaron Fricke, Nothing Bundt Cakes
Robert DeRousse, ABS Facility Maintenance	Amy Gould, Gould Photography & IL Am Water
Mike Riley, Jr, PTS & Sustainable Health Index	Patrick McKeegan, Economic Dev Dir, O'Fallon, MO
Ryan Follis, Midland Institute of Entrepreneurship	Bill Hughes, Farmland Partners
Dawn Mushill, Customer Service and Beyond	Garrett Reuter, Greensfelder Hemker & Gale, P.C.
Adam Davis, Busey Bank	Lisa Phillipson, Hospice of Southern Illinois
JoAnn DiMaggio-May, SBDC SIUE	Natural Energy Healing

## A Special Thank You...



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

Belleville East Art Teacher Mark Lasley for designing our cover page!

# Belleville CEO Business Investors

## **Grant Award \$25,000**

American Water Charitable Foundation

## **Gold Investors \$5,000**

Break-thru Beverage

Kaskaskia Engineering Group LLC

Millennium Construction

Walter E. Weidmann Charitable Foundation

## **Program Investors \$2,000**

Allsup, Inc.

Bank of Belleville

Belleville CEO Classes 2020-21 (Both Sessions)

Belleville CEO Classes 2021-22 (Both Sessions)

Empire Comfort Systems

FKG Oil Company

Holland Construction Services

Memorial Hospital / BJC HealthCare Systems

Rauckman Utility Products, LLC

Ray LaFore Truck Service Inc.

Thomas L. Farquhar

## **Class Investors \$1,000**

Auffenberg Dealer Group

Barcom Security

Belleville CEO Class of 2018-19

Belleville CEO Class of 2019-20

Bouse Properties

## **Continuing Class Investors \$1,000**

Busey Bank

Dahm & Schell, Inc.

DBT Properties & M & M Storage

Dieterich Bank

Egyptian Stationers/Workspace Partners

Greater Belleville Chamber of Commerce

Greensfelder, Hemker & Gale, PC

Gundlach

Impact Strategies, Inc.

JT McDermott Remodeling Contractors, LLC

Kurrus Funeral Home and Cremation Service

Lowery Benefit Services

Lowery Group/Northwestern Mutual

Mathis, Marifan & Richter Foundation

Mr. and Mrs. Ed Hoering

Noble, Inc./ Noble-Vollmer Realty

Precision Practice Management, Inc.

Professional Therapy Services, Inc.

Shay Roofing

Rice Sullivan, LLC

The Trust of Nora S. Whipple

Thouvenot, Wade and Moerchen, Inc.

W. A. Schickedanz/Interstate Risk Placement





Millennium Construction



THOUVENOT, WADE & MOERCHEN, INC.



RICE SULLIVAN, LLC

ILLINOIS AMERICAN WATER



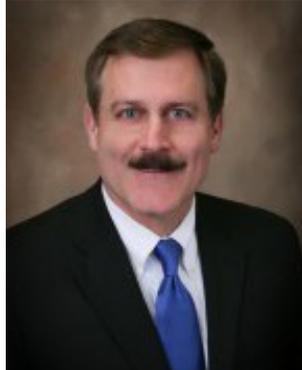
W-A-Schickedanz Agency, Inc., CM&A Interstate Risk Placement, Inc.

# Meet the Belleville CEO Board Members



**Geri Boyer**

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



**Kevin Pesko**

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



**Josh McDermott**

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



**Todd Badgley**

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



**Anne Thomure**

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



**Garrett Reuter**

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



**Jim Allsup**

Member  
**Organization:**  
Allsup Inc.  
**Title:** President and  
CEO



**Patrick Mathis**

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



**Tom Farquhar**

Member/Investor



**Kevin Bouse**

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



**Joe Mark**

Member  
**Organization:**  
Eco Constructors  
**Title:** President/Owner



**Jennifer  
Gomric Minton**

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



**Marshaun Warren**

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



**Sarah Gass**

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

# Meet Our Facilitator

Julie Siebers 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 22 years.



**Julie Siebers**

“We had our BIGGEST class ever! I am so blessed that our program just keeps getting bigger and better each year! This is my eighth year and three years with two classes. This year, we visited 31 businesses and heard from 22 speakers. First Session chartered their own course for their class business by holding a very successful CEO Glow Night and Second Session celebrated five years with another wonderful Belleville’s Got Talent. It has been an honor to lead, instruct, and facilitate these 37 students in discovering our local business leaders and community. Thank you to the CEO investors, board members, mentors and my students who made my eighth year so amazing!”

## Our Host Businesses



**Bouse Properties**



**Precision Practice Management**



**The Edge**



**The CAVE**

# Mentor/Mentee Relationships

## Business Mentor

## Student

---

David Land	Mahek Bhakta
Michael Crotty	Caroline Bouc
Kevin Pesko	Elizabeth Bouse
Brett Baltz	Brooklynne Brown
Brett Gilliland	Max Bruening
Ben Wanless	MJ Curiton Jr
Bob Fritz	Mila Curtis
Keith Schell	Harrison Delashmit
Iesha Underwood	EJ DuGuay
Stephen Dunn	Alexander Duncan
Bob DeRousse	Emily Dunn
Andria Maggio-Powell	Sydney Euchner
Daniel Normansell	Kyle Fitting
Jeff King	Jimmy Gomric
Mike Marchal	Maria Hamilton
Mike Riley Jr	Maya Hataway
Teonna Davis	Angel Hettenhausen
Ransom Wuller	Benjamin Hug
David Hill	Nick Jansen
Matt Gomric	Mason Kumming
Sam Lutton	Stephen Land
Josh McDermott	Livie LeBeau
Jack Chassaing	Savana Link
Vance Vyers	Katherine Lippert
Derek Betz	Luke Minton
Mike Deihl	Ryan Myatt
Greg Hinrichs	Eris Nelson
Jim Strausbaugh	MacKenzie Oh
Jennifer Smith	Ted Orlet
Kevin Bouse	Jake Pollock
Anne Koleson	Jenna Roper
Jennifer Gomric Minton	Tess Schmieder
Josh Wohltman	Tyler Schmieder
Mary Dahm Schell	Dechand Tell
Jimmy Monken	Flynn Wilhelm
Marc Camp	Ashlyn Wuebbels
David Padgett	Dylan Ysursa



CREATING ENTREPRENEURIAL OPPORTUNITIES

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

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

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

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

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

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

Choose payment method :

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

Authorized Signature( s) \_\_\_\_\_

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

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

Visit
www.bellevilleceo.com for
more information

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

CEO®