

BELLEVILLE **CEO** 

Annual Report

2020-2021



Creating
Entrepreneurial
Opportunities



Comments from our Board President

On behalf of the Board of Directors, I want to thank the area businesses and individuals who so generously support the Belleville CEO (Creating Entrepreneurial Opportunities) Program with their time as well as financial support. Your belief in the program has helped to make CEO grow and strengthen every year. We have now completed our sixth year, and our first year expanded to two classes, all in the middle of the ongoing pandemic.

CEO is made up of students in their senior year at our Belleville High Schools that apply for the class and receive a spot. The class, facilitated by Mrs. Julie Siebers, is “home based” at one of four businesses each quarter of the year. This year, one filled again with uncertainty, Bouse Properties for first and second quarters, Events at the U, The EDGE, and Damascus Road Fellowship were our hosts.

The program is a year-long honors class designed to utilize the partnerships that provide an overview of business development and processes. Students had the opportunity to visit area businesses, learn from guest speakers, write business plans and start and operate their own business. The Annual Trade Show, whereby each student has a booth to showcase their personal business to the public, will once again be held in person. COVID-19 gave the students a first hand experience at what all of our local businesses know all too well, how adaptability and resilience are the name of the game. The students held two successful class businesses, Belleville’s Got Talent and the first Belleville CEO Golf Classic, both complete with contingency planning.

Our seventh year (2021/22) will be the second year of two classes as student interest continues to be strong. This second class continuing to exist this year and years into the future will depend upon businesses and individuals in our community making the choice to become investors. This investment is not just in this program, it is in the future of our community as one of the goals of the program is for students to realize all that our community has to offer and make the decision to return after college to work in or start local companies of their own. I’ve enjoyed working with the board members, the students, the facilitator, our partner (The Midland Institute), the mentors and the businesses that have made this program a tremendous success.

Sincerely,

Josh McDermott
President
Board of Belleville CEO

Lucas Alred

Lucas is a senior at Althoff Catholic High School. After hearing of great experiences from the past years, he decided to apply to the CEO program to educate myself more about the business world.

Lucas has shined as a three-sport varsity athlete in baseball, golf, and football, he has never shied away from a challenge. He loves being challenged in any way, and that does not only come in sports. I has also taken all honors classes during his time in high school. He finishes nearly at the top of his class every year.

He is always willing to go the extra mile for his friends and family. He will work his hardest to do the right and honest thing, and he is a strong-willed person that is very determined to succeed. After graduating high school, Lucas plans to attend the University of Alabama to pursue a degree in law.

Throughout this year in CEO class, the focus has been on the class business. As all came into fruition, he came up with the idea of beginning a tutoring business. His business, *Alred Tutoring Services*, will help to educate the younger students in school, and his focus with the high school students will predominantly be centered around the ACT test, with his past successes in the area helping boost the students towards their own successes.



Ty Beasley

Ty is a senior at Althoff Catholic High School. He chose to pursue this class because he wanted to be more informed on the business world as a whole. He also talked to CEO students of the past and they provided great reviews of the course that motivated me to join.

Ty participates in baseball and basketball, as well as being a part of National Honors Society and ACE. He loves giving back to the community through NHS and ACE which helps guide young people to the right objective for themselves.

He feels that he is a hardworking personable individual who is determined to find the best solution any way possible. He would like to pursue a masters in Civil Engineering.

His personal business, *Beasley Lawn Care*, will consist of Ty doing people's yard work for a low cost. He is in charge of scheduling, money handling, and the manual labor. This local business only consists of himself at the moment, who is founder and CEO, but hopefully he will look to expand in the future to tackle some bigger projects.



Kaden Bouse

Kaden is a senior at Althoff Catholic High School. What led him to be interested in the Belleville CEO Program was the opportunity to network with different business owners in the community. Since he one day plans to be a landlord in the area, it seemed to be a good fit.

He is involved in the Boy Scouts of America and earned the rank of Eagle Scout in October. He also is involved in both football and bass fishing as well as BASIC and many other different functions at his parish of St. Teresa. In his free time, he works in the family business, doing maintenance, remodeling, and groundskeeping. With his interest in real estate, he realized that it would be important for him to learn all aspects of property management. When he is not doing that, he enjoys fishing, hunting, climbing, reading, snow skiing and SCUBA diving. Kaden plans on attending Southern Illinois University Edwardsville, with a major in entrepreneurial business.

Kaden's business is called *Bouse Fix House*. He installs window treatments on fixtures in homes. The majority of his employment comes from interior designers who have small jobs that are not always high on the priority list for major contractors.



Dylan Cason

Dylan is a senior at Belleville East High School. He is a member of the football team.

He has always been interested in business. After high school he plans on going to Saint Louis University to study law.

New Leaf Lawn Care is a lawn care service based out of Swansea, IL. The company offers many services such as weekly mowing, landscaping, and more. The company tries to focus more on people who don't have the time to tend to their own lawn as much as they want or to someone who is of older age and can't do as much as they once could.

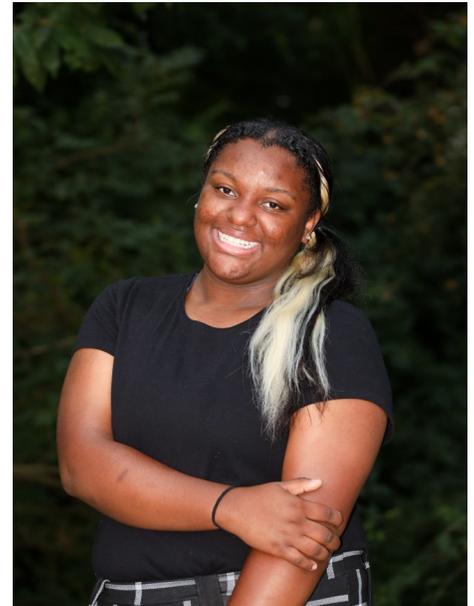


Anaya Davis

Anaya is a senior at Althoff Catholic High School. She wanted to join CEO because she wanted to take an inside look on how to run a business. She never had the interest in running a business but after hearing about CEO she wanted to be a part of that journey. She believes that this class has helped her open up her bubble to public speaking and improving her communication skills.

Anaya is involved in a couple of sports and activities throughout her years at Althoff. She is a member of Fellowship of Christian Athletes, Student Ambassador, and an Ace Leader. She has been a starter on the basketball varsity team since her freshman year and been a part of the volleyball team for two years. To try new things her junior year, she decided to throw for track and field to step out her boundaries. Anaya is also involved in the church and a part of a group called GGU which brings young girls together.

Anaya's business is called *Luxury Vibes*. She does hair and lash extensions which consist of a variety of different hairstyles and individual lash extensions on the clients. She has high goals for her business which is to give her clients top quality treatment and service.



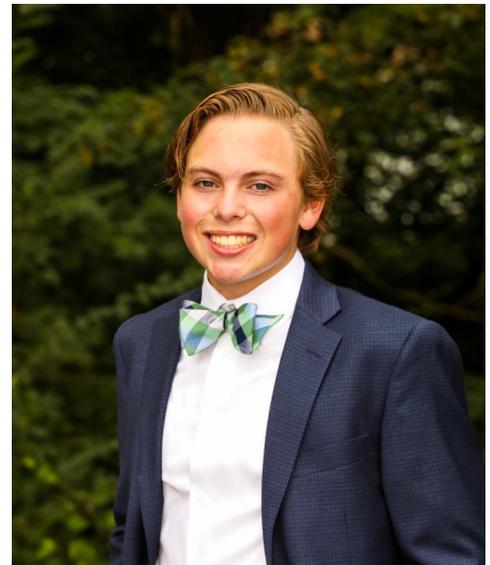
Connor Forhan

Connor is a senior at Althoff Catholic High School. What led him to be interested in the Belleville CEO Program was the opportunity to network with different business owners in the community. Because he plans on being a business owner in the future, he said that he couldn't have been more fortunate in having this great program offered to me.

He is involved in Althoff Catholic bass fishing as well as the Village of Swansea Fire Department. In his free time, he can be found working on cars, fishing, hunting, off-roading, or volunteering in the community.

For his personal business, he has decided to take a hobby of making custom wooden American flags, and created a business out of it. *Custom Flag Works* offers a variety of custom American flags for anybody within the United States.

Next year he plans on attending Murray State University with a major in entrepreneurship and business management. While at Murray State, he will also be volunteering as a firefighter at Calloway County Fire Department.



Zachary Hamilton, Jr.

Zachary is a senior at Belleville East High School. He is a part of the National Honors Society, High School Basketball Team, First Priority and Fellowship of Christian Athletes. He would describe himself as extremely hard working.

After seeing how his dad runs his businesses, it inspired him to follow in his footsteps. He plans on going to a four-year school to obtain a bachelor's degree in business administration, concentrating on entrepreneurship.

Zachary Hamilton Jr. is the founder of *Sneaker Strike* which is a shoe resale company.



Joe Hardiman

Joe is a senior at Belleville West High School. He has always wanted to own his own businesses since he was eleven years old. He joined Belleville CEO because he wanted to know how to start his own business. He wanted to know what are the daily challenges that business owners face and he wanted to network with other business owners. In college, he plans to major in business management.

His business is called *DeLuxx Paints*. It is an interior and exterior painting company. The company will service customers who are looking for a better fulfilled space through fresh paint. Joe wants to surpass his customers' painting needs. His company will focus on the quality of the service and the price that is charged for the service.



Keon Harris

Keon is a senior at Belleville East Township High School. He was asked to join CEO by his Assistant Principal and his Avid teacher because of his strong leadership presence in the classroom. During his high school career, he said that he started off by being a rebel. Then during his sophomore year, he decided to take school more seriously. He brought up his GPA up in a short amount of time. His favorite feature about himself is how fast he can refocus when he is determined to succeed.

Some of the colleges that Keon is interested in are SIUE, SLU, and EIU. A motto that he lives by is “a winner is a dreamer who never gives up.” This motto speaks to him because he is very committed whenever he puts his mind to something. He is charming, funny and most of all determined.

Keon has started a mentorship program called *Harris Community Foundation*, which is for young people so that they can have a community of role models and a sense of leadership at a younger age. This program will focus on teaching the young men, life skills, professionalism, respect and discipline.



Kaden Hearn

Kaden is a senior at Althoff Catholic High School. He is the captain of the football team, possibly the captain of the volleyball team and a bowler for the Althoff Bowling Team. He is a Student Ambassador at Althoff and a part of the Althoff Bass Pro Club.

Kaden said that the reason for joining CEO was due to the massive persuasion of the previous group and how he always wanted to create his own personal business. Ever since he was young, he has been taught to work for money. When he was nine, his father taught him how to do lawn care. He has worked at Bouse Properties as a helper since his junior year and does lawn care from time to time in my neighborhood.

His personal business is *Kahuna's Signs*. It is a word work sign and design business, where Kaden will take pieces of wood and create from a range of massive welcome signs at the front door to inspirational quotes signs at the back of a room. His plan is to spread his artistic ability through his wooden signs.



Audrey Hill

Audrey is a senior at Althoff Catholic High School. She heard about CEO from an alumnus. It interested her because it was a great opportunity to learn about the business world. Audrey is involved in Rotary Interact and Teen Court. She was also a Student Ambassador her junior year. Audrey is a four-year member of the women's Basketball and Track and Field team at Althoff Catholic. Outside of school, she works at Valentines Restaurant and is a seasonal worker at Express Design Group. She is an active member of her local church youth group.

Audrey loves baking and dogs which is why she is started a business called *Audrey's Barkery*, which is a dog treat bakery that provides unique and quality dog cookies and mini cakes. The treats are a great gift for dogs' birthdays and fun for holidays or just a special treat. The goal of her business is to provide dog owners with quality and fresh treats for their dogs.

Audrey is pursuing a degree in management at Western Kentucky University in the fall of 2021.



Avery Irwin

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

In his years at Althoff, he has been a member of Student Council, Fellowship of Christian Athletes, Crusader Cru, and the basketball team. He has also been a captain of the varsity golf team for the past three years. His golf team has made it to the state tournament every year that he has been attending Althoff.

Avery is very hardworking and strives to do his best in everything that he does. He will be attending Tennessee Tech University to play golf and study business. After school, he hopes to become a professional golfer. He also plans on getting a degree in something related to the business field.

For his personal business, he will be making hand stamped, custom golf ball markers. The name of his business is *618 Golf Stamping*. He decided to do this because he is very passionate about golf and believes that this is something that not many people have.



Maddison Ivy

Maddison is a senior at Belleville West High school. After she graduates, she will be studying real estate as well as art. Maddison will be enrolling at Southwestern Illinois College for two years and then transfer to McKendree University.

Her personal business is selling personalized clothing and collectibles to teen girls through freshmen in college. She wanted to expand her art as well as satisfy her customers by making them feel comfortable and amazing with her designs. The name of Maddison's business is called *AAC Creations*.



Connor Jankowski

Connor Jankowski is a senior at Belleville East High School. He is a part of NHSS, Science Honors club, and Math Honors Society. Before Covid-19, he played varsity tennis for East.

He wanted to join Belleville CEO because his older brother spoke highly about the opportunities to learn in ways ordinary school doesn't allow. He feels that Belleville CEO showed him how to think like a businessman and showed him how to act in a business environment. After high school, he will be studying Bioengineering at the University of Illinois.

His business is *Jankowski Firewood*, which offers a wide variety of seasoned, hot-burning firewood for any homeowner with a wood burning fireplace and/or for someone who loves smoked meat. He cuts down trees in the winter and splits the logs in the spring so that he can later deliver seasoned firewood to his customers every year.



Kaleb Laramore

Kaleb is a senior at Althoff Catholic High School. He became interested in joining this class after talking to Roger Lowery. Kaleb is a four-year varsity player and captain of the baseball team. He is also a part of the Rotary Club which is his favorite way he can help others in the community. His job during his sophomore year was filing and labor work at a law firm.

Kaleb is a hardworking and personable person who tries to make himself and those around him better. Some of his hobbies are working out and playing basketball and golf. After high school, he will be attending Southwestern Illinois College to play baseball.

His personal business is a baseball lesson service called *Laramores Baseball Lesson (LBL)*. He will be providing hitting and catching lessons. His background in this field is that he has been taught everything he knows by current major league players.



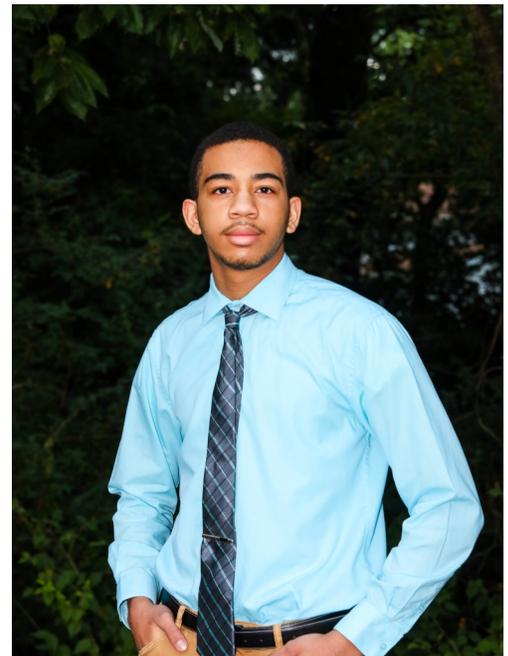
Phillip Leatherman

As a senior at Althoff Catholic High School, Phillip is an honors student with a Cumulative G.P.A. of 3.57. Being an entrepreneur is a strong interest of his, and after hearing about the CEO program from his brother (CEO Class of 2018) he was eager to apply.

At Althoff he has participated in Model U.N., which met up with other schools in the area, and worked to pass resolutions on real world issues such as the impact of trade wars and election interference. Since joining the club, he has become better at advocating for his position, public speaking, and compromising with others - just some of the attributes that he believes are needed while working in the business world.

Outside of the classroom, he is a member of the Crusader's basketball team. When time permits he works as a cashier at a local grocery store.

Kyren is a website which hosts online raffles. It is mainly geared towards non for profit organizations, but is capable of hosting raffles for other types of businesses. *Kyren* does not use paper tickets. Instead it emails a ticket number to the customer, which makes managing who bought a ticket and contacting the winner a lot easier.



Isaiah Lyke

Isaiah is a senior at Althoff Catholic High School. Owning his own business has always been something he was interested in. After hearing the countless amazing stories of how helpful the program has been for others, he knew that he had to capitalize on the opportunity.

Volunteering and helping others is something Isaiah enjoys doing. Over the past three summers, he has had quite a few different jobs that all taught him something different. Working as a little league umpire taught him how to deal with upset people and how to keep his composure. Repairing houses for a contractor taught him more hands-on skills. Finally, working at a golf course taught him a very important skill which is customer service. He considers himself a hard worker and creative thinker that will work as hard as possible to achieve his goals. With the newly learned skills he has gained from this program, he will hopefully have a head-start in the world of business.

His business is called *Isaiah Lyke Videography* which creates promotional content for businesses in need of a stronger social media presence. It will focus on restaurants but will be open to work with any type of business.



Lucas Maue

Lucas Maue is a senior at Belleville East High School. He is a two year captain of the varsity football team. He plays quarterback and is working towards playing football in college.

He joined CEO for multiple reasons, one of them being to help him find out exactly what part of business he wants to study and pursue with his life.

Lucas has started a quarterback training business called *QBI Mechanics*. He loves that his business will be giving back to the community. He feels that it will also help him improve his people skills and improve him as a quarterback.

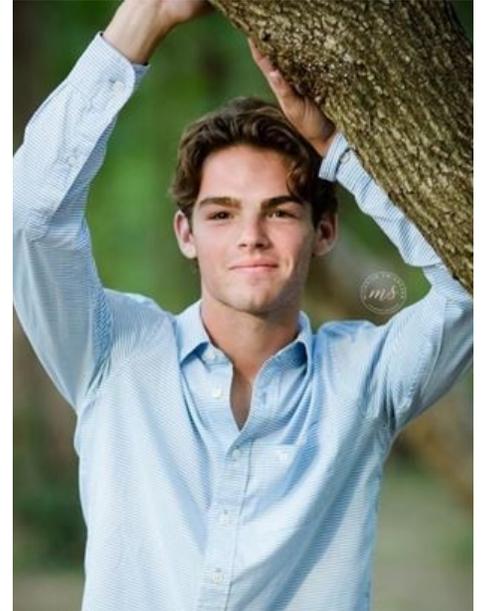


Alexander Maxim

Alex is a senior at Belleville East High School. He is involved in Spanish Club and Octagon Club. He also plays soccer for Saint Louis FC. Previously, he has played soccer and football at Belleville East. Other than sports, he just likes to be outside a lot.

His interest in CEO came from wanting to be a successful businessman in the future and this class has shown him what it takes to be successful. He took this class because it gave him the opportunity to connect with successful people within the St. Clair area.

Alex is going to attend the University of Tulsa to play soccer and major in accounting. He hopes to graduate with his master's degree and start working in a business field after college.



Amelia O'Neil

Amelia is currently a senior who attends Belleville East High School. While attending her junior year, she learned of CEO and was quickly drawn to the program. During that time, she was employed at Necco's Stop-N-Shine and by being in the service-oriented environment she was soon bitten by the entrepreneurial bug.

As it pertains to her academics, she has maintained a 4.0 while being a part of various clubs. Some of those clubs consist of the National Honor Society (NHS), English Honor Society, and Future Business Leaders of America (FBLA). One of the many reasons she loves being a part of FBLA is because of the many fundraisers that give back to the community.

Amelia will be a second generational college student that comes from African American and Mexican descent. She has already begun investing in the stock market and being the oldest of six siblings she plans to get ahead on the generational wealth. Her intelligence and work ethic are a few of her strongest traits that was best seen throughout the program. After graduating, she plans to attend Xavier University of Louisiana and pursue a degree in medicine.

Her business is called *Nostalgia Vending*. It is a vending business that will offer products that will remind the customer of their childhood. Her mission is to give the best service and remind her customers of easier times.



Julia O'Neill

Julia is a senior at Althoff Catholic High School. She became very interested in the Belleville CEO class after her sister shared her amazing experience with her. She wanted to broaden her knowledge and get more exposure to the business world.

She is involved in many clubs at her school and in her community including BASIC, Student Council, Student Ambassadors, and she is also a part of National Honor Society. She has run cross country since sophomore year, and has been a part of the varsity soccer team since freshman year. She also plays select soccer year round for Lou Fusz. She has recently gotten a job at Walton's which is an ice cream shop in Smithton.

She is an honest, caring, hard-working person and is always trying to do her best in everything she does. She enjoys spending her free time either being with her friends and family, or playing soccer. She will be attending Marquette to pursue a career in nursing.

Julia's business is called *JO Embroidery*. She does custom embroidery on baseball style caps for girls and women. The goal of her business is to create trendy, unique, and affordable apparel for her customers.



George Orlet

George is a senior at Althoff Catholic High School. He was interested in joining the class after his friends from previous years recommended it to him. He thought seeing how businesses around the community are owned and operated could be extremely beneficial to him in the future.

He is on the volleyball team and a co-captain of the golf team. Over the summer he had a job cleaning golf carts and restocking the range at St. Clair Country Club. He also cleaned dishes and bussed tables at The Abbey.

George is a determined and personable individual who can focus and work hard at something he enjoys. Besides his school and work life, he also enjoys playing basketball and poker. He feels this class helped him gain knowledge and connections in the business world. He plans to attend Purdue University or University of Dayton and get a degree in business.

He is doing a subscription based investing tips business called *Bullet Investing*. He will alert members when and what to trade in our premium discord channel. The point of his business is to help new people interested in the stock market learn how to start investing.



Cecilia Osthoff

Cecilia is a senior at Althoff Catholic High School. She heard about the CEO program from her older brother who took part in it. He enjoyed it very much and she knew it was going to be a perfect fit for her.

She is one of the captains of the dance team at Althoff. She has also been taking studio dance classes since she was two years old. She is a part of Student Ambassadors, Student Council, National Honors Society, Crusader Cru, and Fellowship of Christian Athletes. These clubs all take place at Althoff. She has been named Distinguished Young Woman of Belleville by the Distinguished Young Women Committee of Illinois. She was also named a Rising Star by the Illinois Drill Team Association. She got the privilege of being named an All-American and invited to the Universal Dance Association performance in Rome and Florida. While dance keeps her very busy, she also likes to try to get out and help my community as much as she can.

Cecilia's business, *Pet's Day Out*, is a dog walking and pet sitting business. She has always enjoyed animals so she knew that this was a great business opportunity for her. It is a great way to get out into the community and be successful.



Nariah Parks

Nariah is a senior at Althoff Catholic High School. She became immediately interested in CEO after she heard about the class of 2020's great experiences from this class and she was interested in the opportunity of learning more about the business world.

The business that she has established is *N.I.P. Bandz*. It's goal is to spread positivity and the Good News by way of silicone wristbands. The company offers a variety of options in the types of messages and colors on the wristbands. *N.I.P. Bandz* also has personalized packaging as each order will include a personal, positive note and a recommendation to an uplifting song. Nariah caters mainly to high school and collegiate athletes within the St. Louis area and anyone else with a spiritual background or who is looking to express positivity in their everyday lives.

Nariah is a very involved student-athlete as she runs cross country (captain), plays basketball(captain), and runs track(captain). She also played select basketball, and ran AAU track for the East Saint Louis Railers. Her activities in school include being a member of the National Honor Society, Student Council, huddle leader of Fellowship of Christain Athletes, Student Ambassadors, ACE Leader, Crusader Cru,.

Upon high school graduation Nariah will be continuing her academic and track and field career at Louisiana Tech University where she plans to major in computer science. She plans to run track professionally after college as well.



Jake Peden

Jake is a senior at Belleville East High School. He currently works at Fletcher's Kitchen and Tap.

He has always thought it would be neat to have his own business. Ever since he has been working closely with the owner of Fletcher's, Derek Betz, he has wanted to be an entrepreneur. Jake said that Mr. Betz has shown him how to make money and have fun with a business. Jake plans to attend the University of Illinois to study in the business field.

For his personal business called *Hotspots R Us*, he has started doing crypto currency mining with mining devices. Jake will be putting them in people's houses and forming a network for other devices to use.



Jay Regensberger

Jay is a senior at Althoff Catholic High School. He has been interested in the business world for years and heard that the CEO experience was a good entry into the business world. He has been working part-time at the Splish Splash Car Wash.

He hopes to attend the University of Illinois Chicago and major in Information Systems with a minor in either computer science or business marketing. He hopes to then work for a large technology company like Apple or Google.

In the summer of 2017 Jay started a small IT business called IT2U. Ever since he was a kid he has had a drive to work on and help people with computers. Now more than ever people are using computers at home. He has made a business of helping people in a fast, cheap, and reliable way.



Tyler Rupert

Tyler is a senior attending Althoff Catholic High School. After hearing such positive remarks from last year's CEO class, he applied for the CEO Program. Now, he does his very best to take in as much information about business, and the industry as he can. Learning how to become better at networking, and an overall better communicative person is key.

He has partaken in several activities which include basketball, track and field, Crusader Cru, and the Science Club. Outside of school, he has served as a leader of the Omega Psi Phi Fraternity's Project Manhood youth group. He is very positive, considerate, and effervescent. Although he is currently undecided on which college, he plans on majoring in psychology.

His business is called *The Art of Music*, and it is a product that is made to order. It's essentially an acrylic glass music panel with any song/album/EP cover art screen printed onto the panel. These are inexpensive replacements for vinyl records, and will each be inscribed with a QR code that, when scanned on the Spotify streaming service, will take your phone directly to that song or body of work. He will also be reaching out to local bands/artists in an attempt to boost their streaming numbers and help get their name out there.



Brianna Shorter

Brianna is a senior at Belleville East High School. She was a part of the Belleville East Marching Lancers for two years. She also has worked for the counselor office. She is still an active member of Student Ambassadors and No Lancer Left Behind. She also often tries to volunteer at different local places (churches, homeless shelters, food pantries, etc..)

Brianna has always wanted to start her own business because she always wanted to be her own boss. After high school, she is attending Southern Illinois University Edwardsville and majoring in business.

Her business is a nonprofit organization named *Flipflop*. The idea of this business is that less fortunate kids don't have to get bullied for their appearance. She will have clothes and basic necessities to give the kids so they don't feel bad for not being able to afford nice clothes.



Matthew Underwood

Matthew is a senior at Belleville West High School. He has played a lot of sports growing up: soccer, baseball, basketball, wrestling, and jiu jitsu. During the last three years, he has been thinking a lot about his future and has decided to go into the real estate business. His father started his own real estate business called Under the Wood Property, so he decided to go into the family business.

Before starting that business, Matthew started a lawn service. He has already started a little; as he cuts his father's properties and also cuts his four lawns. He wanted to start this business because he believes it will very much help him out with real estate. The lawn service business is called *Cut & Pick Up*. It contains cutting grass, leaf clean up, and driveway snow removal. He is targeting property owners, homeowners and renters, and retiree/elderly. He is advertising through social media, business cards, and word of mouth.



Braden Voss

Braden is currently a senior at Althoff Catholic High School. He joined CEO to get a taste of what was needed for starting and running a successful company. He also believed CEO would help me develop personal skills like public speaking and help him get out of his comfort zone a little. He has been excited to see first-hand what it takes on a day to day basis to run a business.

During his time at Althoff, he has participated in extracurricular activities such as Crusader Cru, ACE, BASIC, and Fellowship of Christian Athletes. Along with that, he has been a two year captain of the cross country team, and a competitor on the Varsity Basketball and Track & Field teams.

Braden is a hardworking, self-motivated, caring, and responsible student. After high school, he plans to attend McKendree and major in business. He feels this program has helped him develop traits to be a better student and a better person.

His business is *B's Pecans*. This business is a pecan farming and distribution business designed to give customers delicious pecans to use to make wonderful treats for their delight. His job is to provide others with smiles for them and their taste buds.



Mason Wagner

Mason is a senior at Althoff Catholic High School. He was motivated to join this class after many positive reviews from past CEO students throughout my high school career. The countless experiences that they shared with him greatly encouraged him to apply to Belleville CEO.

He is a member of the National Honors Society, Student Council, and participate on the soccer team. Contributing service hours with his classmates is his favorite way to give back to the community especially with help from some of his fellow NHS members.

Mason's personal business, *Wagner Printing Press*, is a clothing business that specializes in custom t-shirts and hoodies. Wagner Printing Press will allow for a customer friendly shopping experience by providing high quality products and a low price. Going through the process of starting his own business has shown him the hard work and dedication startup business owners must possess.

He considers himself a determined and hardworking individual that will strive for the best. With the newly obtained knowledge from this class, he hopes to get a degree in business from Purdue University majoring in either finance or accounting.



Benjamin White

Benjamin is a senior at Belleville East High School. He played baseball for East for three years and played football his senior year. He has been active in the Life Savers Club and Octagon Club.

Ever since middle school, he has had a passion for business. Benjamin have started multiple small businesses such as buying and reselling shoes. During high school, he along with fellow CEO Student Jake Peden purchased trucks, cars, four-wheelers and motorcycles, fixed them up and flipped them. He wanted to continue to learn and experience more business. After high school, he plans on going to college to study business.

His personal business called *Alpha Mining*, he will be mining a crypto currency called Helium using mining devices.



Miles Wilhelm

Miles is a senior attending Althoff Catholic High School. He has long considered pursuing a career in the business world, and Belleville CEO provided a unique and wonderful opportunity to truly see the business world. He has been excited and blessed to have such a wonderful opportunity.

Miles has consistently been a High Honor Roll student and recently inducted into the National Honor Society. He is also involved in ACE Leadership program, Student Ambassadors, and Crusader Cru. He played golf in his first three years at Althoff, and played baseball all four years.

Currently he plans to attend the University of Alabama starting in the fall of 2021 possibly majoring in either journalism, business management, or political science (with the potential to go into law afterwards). Even if he chooses not to pursue a business career, he is fully confident that he is getting a fulfilling experience out of Belleville CEO. CEO has offered a variety of experiences that will help him be a successful person for years to come.

His personal business is called *YBL Events*. Over the summer, he along with some friends started a basketball league. They hosted an event where over a hundred fans came and watched the games. He plans on doing more of the same this summer.



Andrew Yursa

Andrew is currently a senior at Althoff Catholic High School. He first heard about CEO from the seniors, while he was a junior. He was immediately enticed by the idea of learning about the aspects of the business world. He believes that CEO has greatly improved his knowledge of how people create and sustain their businesses. He has been excited to meet these people and learn what they do on a day to day basis.

While attending Althoff Catholic, he has participated in many clubs and organizations. He has been a part of the clubs ACE, BASIC, Student Council, and Student Ambassador. He has also played soccer and baseball and will be a senior captain on the soccer team this year.

Andrew believes that he is a very dedicated, hardworking, intelligent, innovative, and respectful student. After high school, he plans on attending a Division 1 University and major in business.

For his personal business he is running the merchandise side of the *Yursa Basketball League*. This is a local basketball league that consists of twenty eight kids from Althoff Catholic High School. He is in charge of designing and setting the prices for all of the new merchandise for the league.



**Belleville CEO
First Session Students**



**Belleville CEO
Second Session Students**



2020-2021 Business Visits

Kaskaskia Engineering Group
Vertical Performance
Egyptian Workspace Partners
Kurrus Funeral Home
Damascus Road Fellowship
Simple Gifts Flower Farm
CopperFire
BelleCourt Manor
Impact Strategies
Kiddo's Closet & Clips
Artigem Replacement Services

Gaslight Vinyl
Holland Construction Services
Fletcher's Kitchen and Tap
Trinity Financial Group
FKG Oil/MotoMart
Bouse Properties
Althoff Catholic High School
Greater Belleville Chamber of Commerce
Cardinal Creek Golf Course
Events at the U

2020-2021 Speakers

Brian Mentzer/M & M Storage
Greensfelder Law Firm
Bob DeRousse/DISC Presentation
JoAnn DiMaggio-May/SBDC SIUE
Tom Farquhar
Neal Holliday
Kent Probst/Midland Institute
Tara Neutzling/Fashionably Organized
Jim/Shirley Rauckman/Rauckman Utilities
Patrick McKeehan/Elevator Pitches
Shelley Rosen/Luxe Bloom
Dave Padgett/Padgett Building/Remodel
Doug Villhard/Washington University
Kathy Schaefer/Golf Class Business
Mike McManus/Anne Thomure/Memorial
Zach & Kirsten Uttich/BLVDier
Tyler Douthitt/TFDSupplies.com
Robert DeConcini & Staff/TWM
Pat Hill/Allsup
Jeff Couch & Jason Koch/BND
Josh McDermott/JT McDermott Remodel
Nick Bauer/Empire Comfort Systems
Kaeya Majmundar/SwayPay

John Perles/Momentum Builders
Amy Gould/Amy Gould Photography
Brittany Pfeiffer-Ainsworth/SWIC
Wendy Witte/St Louis Community Foundation
Roger & Chris Lowery/Northwestern Mutual
Hamilton Callison/Breakthru Beverage Illinois
Mike Riley Jr./PTS & Sustainable Health Index
Aaron Fricke/Nothing Bundt Cakes
Geri Boyer/Meditation
Vince Ojeda/Biovision Clinical Solutions
Kevin Pesko/Bank of Belleville
Pat Mathis/Mathis, Marifian & Richter
Ransom Wuller/AEye
Lisa Phillipson/Hospice of Southern Illinois
Mark Maxim/Rice Sullivan
Mayor Mark Eckert/City of Belleville
Judy Cox/An Affair to Remember
John Reichert/In Focus Marketing
Matt Wilson/Under 30 Experiences
Dawn Mushill/Customer Service & Beyond
Derek Canton/Paerpay
Austin Brooks/Midland Institute
Maxine Clark/Build-A-Bear

Belleville CEO Orientation



In July 2020, the Belleville CEO Board hosted two sessions of the CEO Orientation in Heritage Hall at Althoff Catholic High School.

Teambuilding With Vertical Performance



In August 2020, Mr. Jim Schneider and Mr. Lynn Clapp with Vertical Performance joined the Belleville CEO students at Long Acre Park for some team building. It was a great start to helping us build our community and culture because it was also the first time that the BTHS students were able to be in person with the Althoff students. Through the different activities, they demonstrated why it is important to value each other, be open-minded, be flexible, trust each other, have clear and concise communication, have faith in your team members, and be inclusive.

Mentoring Match Days



In September 2020, the Belleville CEO students hosted several mentoring match mornings at their host business, Bouse Properties, in order to meet their potential mentor.

Investor Impact Meeting



The Belleville CEO Board hosted an Impact Investor Meeting in March 2021. Two former students from the Class of 2019, Devin Jankowski and David Osthoff, spoke at the meeting as well as two current CEO students, Nariah Parks and Kaden Bouse.

Belleville CEO Elevator Pitch



The First Session winners of the Belleville CEO Elevator Pitch Contest sponsored by SBDC SIUE and SIUE School of Business were: First Place - Keon Harris CEO of Harris Community Foundation, Second Place - Anaya Davis, CEO of Luxury Vibes and Third Place tie - Miles Wilhelm & Andrew Ysursa, YBL Events and Ysursa Baseball League.

The Belleville CEO Students presented a 2-minute elevator pitch about their personal business. The judges were Mrs. JoAnn DiMaggio-May, Mrs. Renae Eichholz, Mr. Kevin Pesko and Mr. Ed Hoering.



The Second Session winners were: First Place - Jay Regensberger, CEO of IT2U, Second Place - Brianna Shorter, CEO of Flipflop and Third Place - Connor Jankowski, CEO of Jankowski Firewood.

Banker Day



During April 2021, a total of eight bankers from the Bank of Belleville (Kevin Pesko, Brandon Rakers, Todd Neighbors, Wade Weitlauf and Brad Haar), Busey Bank (Justin Chapman), Providence Bank (Brian Gibson) and Associated Bank (Gregory Dix) each zoomed with 4-5 students. The CEO students presented their business plan and financials and answered a variety of questions on pricing, margins and profits. The bankers gave students helpful tips to give them the opportunity for further success.

CEO National Pitch Competition



Congratulations to Matthew Underwood, CEO of Cut & Pick Up for being chosen as a Top 18 Finalist in the CEO National Pitch Competition. Matthew submitted a 30-second pitch on his business that was rated by 15-20 judges on five aspects: problem, solution, secret sauce, call to action and presentation. This year, Midland had 161 pitch submissions.

4th Annual Belleville's Got Talent



On February 20, the Second Session students kept the legacy alive! The 4th Annual Belleville's Got Talent was a huge success! Because of the pandemic, the CEO students added their own twist to the event by adding a streaming feature as well as a digital program, online 50-50 raffle, online auction, and online voting.



Due to Covid restrictions, the students hosted a little over 200 in-person guests at BelleCourt Manor and approximately 85 streaming guests. The Belleville CEO students were grateful to those people who ventured out to enjoy a wonderful dinner and a spectacular talent show!

Belleville's Got Talent Winners



The 4th Annual Belleville's Got Talent winner was a trio, Evante Rickman, Issac Williams and Jawaun Pearson! Yes, this trio was also the winners at last year's Belleville's Got Talent! Another great performance! Our Fan Favorite was Savannah Bell!

Our other wonderful contestants were: Trixie Kohlenberger, Morgan Elsay, Tori Turner, Tyler McFarland, Madeline Kohlbrecher, Meghan Nash & Kiersten Scheibel, Jenna Roper, and Jillian Ritter.



The online auction was also an overwhelming success. The goal was \$1000 and the students made \$1070.

Belleville CEO Golf Classic



On April 12, the Second Session Belleville CEO students hosted the widely successful Belleville CEO Golf Classic at Cardinal Creek Golf Course on Scott Air Force Base. The Belleville CEO Golf Classic was a four man scramble for 18 holes that started at 11 a.m.



Within the tournament, there were events on many holes such as the longest drive and closet to the pin. On Hole 3, Belleville CEO Student Avery Irwin also gave golfers an option for him to hit the ball for them! The Belleville CEO Students also provided a box lunch prior to the start time. Golfers could purchase skins and mulligans before the tournament. There was a 50/50 raffle throughout the event. Hors d'oeuvre were available after the tournament.

Giving Back



There were 104 golfers who played in the Belleville CEO Golf Classic. It was a beautiful day to play golf and watch the planes take off and land at Scott Air Force Base! The Belleville CEO Students also gave a portion of their proceeds to a military charity, The Joseph Center in East St. Louis.



The winners were: Flight A 1st Place: Jarrod Beasley, Jason Grill, Justin Kuehn and Matt Young
Flight A 2nd Place: Rob Alred, Brink Naile, Scott Krutel and Aaron Laramore
Flight B 1st Place: Paul Wagner, Pete Papachrisanthou, Art Stutsman and Len Glover
Flight B 2nd Place: Jane Nesbit, Anne Alred, Kelly Wagner and Kathy Schaefer
Longest Drive: Brink Naile and Jane Nesbit; Closet to the Pin: Alan Azar and Stephanie Jones
50-50 Drawing: Steven Mohr; Skins: Jane Nesbit, Anne Alred, Kelly Wagner and Kathy Schaefer

Belleville CEO Business Investors

Allsup, Inc.
Artigem Replacement Services
AutoSpa
Bank of Belleville
Barcom Security
Belleville CEO Class of 2017-2018
Belleville CEO Class of 2018-2019
Belleville CEO Class of 2019-2020
Bouse Properties
Busey Bank
Breakthru Beverage/Callison Wholesale
Commerce Bank
Cooling Concepts
Dahm & Schell, Inc. (The Edge)
Egyptian Workspace Partners
Empire Comfort Systems
Farquhar, Thomas L.
FKG Oil Company
Greater Belleville Chamber of Commerce
Greensfelder, Hemker & Gale, PC
Holland Construction Services
Impact Strategies, Inc.
JT McDermott Remodeling Contractors, LLC
Kaskaskia Engineering Group, LLC
Kurrus Funeral Home and Cremation Service
Liese Lumber
Lowery Benefit Services
M & M Storage (DBT Properties)
Mathis, Marifian & Richter Foundation
McClatchy Newspapers Inc. (Belleville News Democrat)
Memorial Hospital/BJC
Noble, Inc. (Noble-Vollmer Realty)
Padgett Building and Remodeling
Precision Practice Management, Inc.
Professional Therapy Services, Inc.
Providence Bank
Rauckman Utility Products, LLC
Ray LaFore Trucking Service Inc.
Rice Sullivan, LLC
Shay Roofing
The Lowery Group (Northwestern Mutual)
Thouvenot, Wade and Moerchen, Inc.
W. A. Schickedanz Agency/Interstate Risk Placement
Walter E. Weidmann Charitable Foundation
Whipple, Brent (Trust of Nora S. Whipple)

Other Financial Donations:

Marcu, Mr. and Mrs. Stephen
Pyramid Electrical Contractors
Yaekel & Associates, Inc.



THOUVENOT, WADE & MOERCHEN, INC.

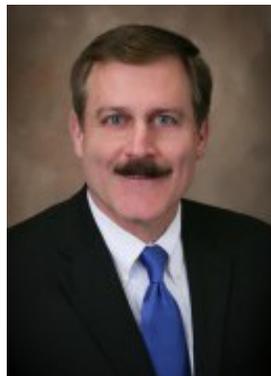


Meet the Belleville CEO Board Members



Josh McDermott

Board President
Organization:
JT McDermott Remodeling
Title: Owner



Kevin Pesko

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



Geri Boyer

Past Board President
Organization:
Kaskaskia Engineering Group
Title: Owner



Todd Badgley

Treasurer
Organization:
FKG Oil/MOTO
Title: President



Anne Thomure

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



Garrett Reuter Jr.

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



Jim Allsup

Member
Organization:
Allsup, Inc.
Title: Chairman & CEO



Pat Mathis

Member
Organization:
Mathis, Marifian & Richter
Title: Partner



Tom Farquhar

Member
Title: Personal Investor



Kathy Schaefer

Member
Title: Retired Counselor at
Althoff Catholic High School



Marshaun Warren

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



Sarah Gass

Member
Organization:
Althoff Catholic High School
Title: Principal

Meet Our Facilitator



Julie Siebers

Julie Siebers earned her Bachelor of Science degree in Accounting from Greenville College and attended Southern Illinois University at Edwardsville for her teaching certification. For 12 years, she worked at CPI Corp. and CPI Photo Finish/Fox Photo holding various positions from staff accountant to Vice President Controller. After Kodak sold CPI Photo Finish/Fox Photo to Wolf Camera, she started her second career at Belleville East High School where she has been teaching in the business department the last 20 years.

“Two CEO classes in one crazy COVID year! Wow, I have so much respect for my 34 students. Talk about constant change and adjusting to circumstances, these students were spectacular! Through it all, we heard from 46 speakers and were still able to tour 21 businesses. First Session students chartered a new course by holding a very successful golf tournament, while the Second Session students succeeded in putting their own spin to Belleville’s Got Talent. What an honor to lead, instruct, and facilitate these 34 students in discovering our local business leaders and community. A special thank you to the CEO investors, board members, mentors and my students who made my sixth year as facilitator for two CEO classes so memorable.”

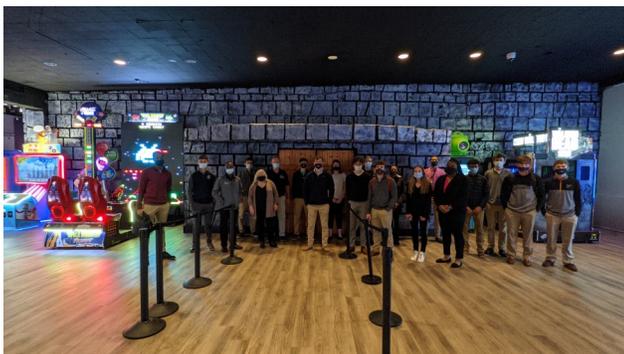
Our Host Businesses



Bouse Properties



Events At The U



The Edge



Damascus Road Fellowship

Mentor/Mentee Relationships

Business Mentor

Student

Ransom Wuller

Jimmy Monken

Dave Padgett

Wade Weitlauf

Jessica Butcher

Mike Marchal

Robert DeRousse

Keith Schell

Kevin Bouse

Brandon Rakers

Amy Gould

David Hill

Jessica Butcher

Mary Dahm Schell

Megan Bertelsman

Jack Chassaing

Kevin Bouse

Josh McDermott

Doug Martin

Jim Strausbaugh

Julie Orlet

Bob Fritz

Michael Crotty

Kevin Pesko

Derek Betz

Geri Boyer

Michael Crotty

John Reichert

Geri Boyer

Josh Wohltman

Mark Maxim

Jim Rauckman

Tom Farquhar

Anne Koleson

Lucas Alred

Ty Beasley

Kaden Bouse

Dylan Cason

Anaya Davis

Connor Forhan

Zachary Hamilton

Joe Hardiman

Keon Harris

Kaden Hearn

Audrey Hill

Avery Irwin

Maddison Ivy

Connor Jankowski

Kaleb Laramore

Phillip Leatherman

Isaiah Lyke

Lucas Maue

Alex Maxim

Amelia O'Neil

Julia O'Neill

George Orlet

Cecilia Osthoff

Nariah Parks

Jake Peden

Jay Regensberger

Tyler Rupert

Brianna Shorter

Matthew Underwood

Braden Voss

Mason Wagner

Benjamin White

Miles Wilhelm

Andrew 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.

Josh McDermott,
J.T. McDermott Remodeling Contractors
jmcdermott@jtmremodel.com
(618) 779-4130

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