

# ANNUAL REPORT

2025



EDWARDSVILLE





## ABOUT US

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

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

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

*In CEO, the community is our classroom!*

## OUR MISSION

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

## HISTORY

Edwardsville CEO first launched in 2018 with 9 students. Since that first year, we have grown to be able to accept 26 students in each graduating class. Our incoming class of 2026 will represent our 8th CEO class!



# LETTER FROM THE BOARD PRESIDENT



**Marc Voegele**  
*Board President*

Dear Edwardsville CEO Investors,

As the Edwardsville CEO Board President, I present to you the 2025 CEO Annual Report. Having completed our 7th year, Edwardsville CEO continues to expose area high school students to all the wonderful businesses, people and ideas that the Edwardsville/Glen Carbon area has to offer. These students undergo a quick transformation from high school student, to our next generation of business professionals. The indications of the changes are manifested in their; appearance, outward behavior, inquisitiveness, problem solving, personal responsibility, trustworthiness, honesty, optimism, hard work, multi-tasking and determination.

Edwardsville CEO is helping to fast forward the future leaders of tomorrow. Currently we have students from Edwardsville High School, Father McGivney Catholic High School and Metro-East Lutheran High School.

Our first year saw an unprecedented three finalists being selected to participate in the 2019 National CEO Trade Show where one of our students was selected as a winner. Our second year saw an increased class size get interrupted by the COVID 19 virus but that did not deter them from; holding a very successful class business, adapting and holding a virtual business pitch competition and having three students become finalists in the CEO National Pitch Competition. Since then, our CEO classes have consistently performed at a high level. The last three years have seen CEO increase our class size from 20 to 26. Each year, we have received an average of 80 applications for those 26 spots with the selection scoring being extremely tight and competitive. The school year starts with a; Class Business, Fish Tank, and finally Trade Show where the students get to showcase their individual businesses. In addition, our current students get to meet with our CEO Alumni to network and keep the magic of CEO strong. Together, we are building an incredible future for our community.

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

On behalf of the Edwardsville CEO Board of Directors, thank you for your continued support. Your investment into the future of these adults is appreciated. If you would like to be involved more, I invite you to reach out, consider becoming a mentor, serve as a host site for a class, or arrange a business visit. Thank you for your investment. It is an investment for our kids, our businesses and our community.

**Marc R. Voegele**

Owner | Express Employment

[marc.voegele@expresspros.com](mailto:marc.voegele@expresspros.com) | 618.920.2705



# LETTER FROM THE DIRECTOR

To our outstanding Edwardsville CEO Community,

It is hard to believe that our 7th class of CEO students is about to graduate! At the conclusion of this school year, 138 students will have passed through this program and been profoundly impacted. What an amazing accomplishment!

We have witnessed our students from Edwardsville High School, Father McGivney Catholic High School and Metro-East Lutheran High School join forces under one program to launch a class business venture and develop their own individual businesses. This year, our 26 students pulled off an incredibly successful community event (*Jumpstart to Joy*, bringing in over 600 community members!), rocked our local Fish Tank business pitch competition and have each developed and launched their own individual business ventures. To say we are proud of all of their accomplishments this year would be an understatement.

As our alumni pool continues to grow, we are starting to see evidence of something quite amazing...our graduates are not only pursuing amazing opportunities, they are looking to our community to return and plant roots! When you find a program where you can set students up for success, no matter which career path they plan to pursue, and are also able to open their eyes to the amazing opportunities right in their backyard...you have found something very, very special.

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

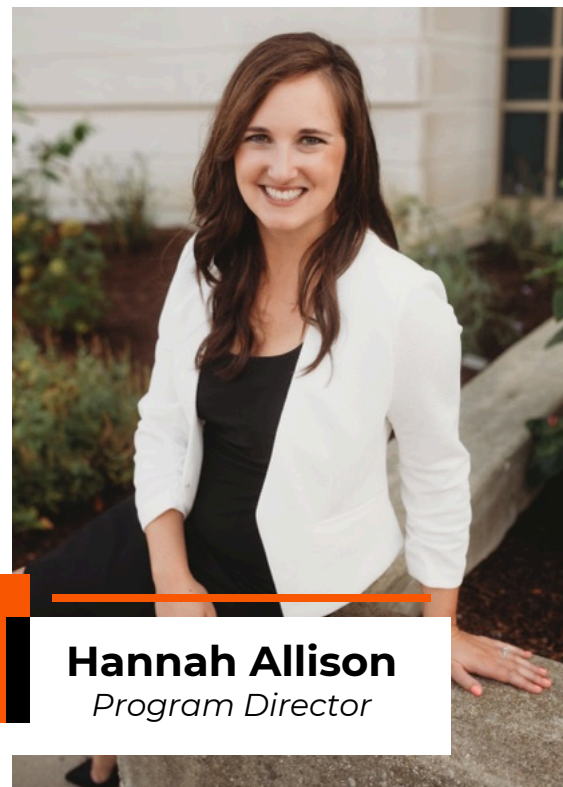
It has been my absolute pleasure to be a part of a program that combines education with real-life experiences while placing a high value on community growth and development. It is an honor to introduce younger generations to the endless opportunities that exist in our community. I feel extremely fortunate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

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

**Hannah L. Allison**

Program Director | Edwardsville CEO

facilitator@edwardsvilleceo.com | 618.610.9714

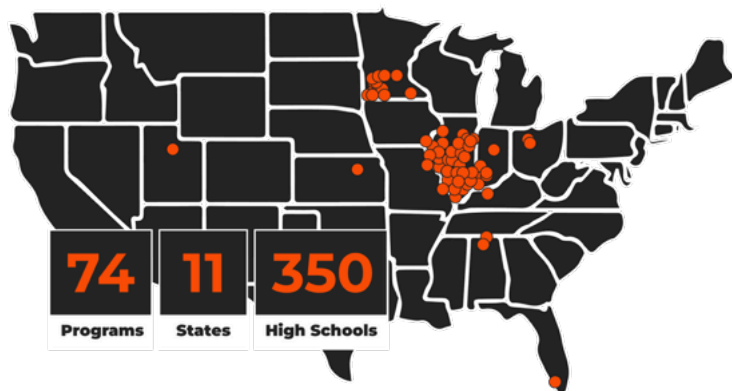


**Hannah Allison**  
*Program Director*



## WE NEED COMMUNITY-MINDED INDIVIDUALS LIKE YOU.

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



### INVEST IN TOMORROW, TODAY.

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

#### AS AN INVESTOR, YOU RECEIVE:

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

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

# 85%

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





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



## GUEST SPEAKER

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



## TALK & TOUR

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

## MENTOR

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



## INVESTOR

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

## SCAN ME!

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



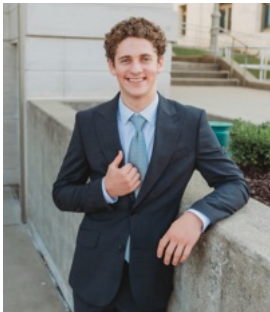


# MEET THE CLASS OF 2025



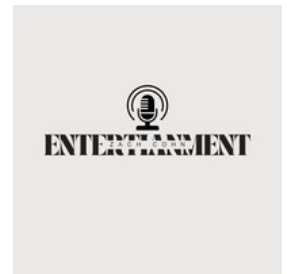
## Sophie Byron - College Crates

Sophie Byron is the owner and founder of *College Crates*. *College Crates* is designed to eliminate bland storage from the dorm room and replace it with storage containers decorated with college-themed logos and designs to blend seamlessly into the dorm room aesthetic. *College Crates* are customizable to any college and include a variety of designs to choose from. To stay updated on *College Crates*, follow our Instagram @collegecrates\_. In the fall, Sophie plans to attend The Raikes School of Computer Science and Business at The University of Nebraska to major in computer science!



## Zachary Cohn - Zach Cohn Entertainment

Zach Cohn is the founder and creator of *Zach Cohn Entertainment*. Zach Cohn Entertainment strives to provide a personalized unique highlight reel experience. They offer custom voiceovers by future professional broadcaster, Zach Cohn, as well as carefully thought out video plans by their team of creators. The filming and photography is also done by world class editors and filmmakers. In the fall, Zach plans on attending Indiana University where he plans on majoring in journalism with a focus in sports broadcasting and a minor in sports management.



## Joseph Feldhaus - Local Legacy Prints

Joseph Feldhaus is the owner of *Local Legacy Prints*. Local Legacy Prints offers a variety of prints – specifically focusing on local landmarks. These prints are a great gift for any graduating student, so they can bring a piece of their hometown pride with them no matter how far college may take them. Local Legacy Prints offers a variety of designs and sizes so you are truly able to pick the one that is right for you or the occasion. In the fall, Joseph plans on attending St. Louis University where he plans to major in international business with a minor in Spanish on the pre-law track.



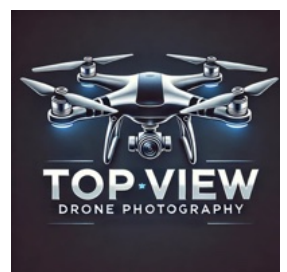
## Isabella Harris - Wrapped in Blessings

Isabella Harris is the owner of *Wrapped in Blessings*. Wrapped in Blessings allows families to gift their loved ones with handmade, knotted blankets. With each blanket, every knot has a unique prayer from families and friends to show their loved ones how much they are loved and blessed. Each blanket has a color fleece and design fleece, with the knots being started by Isabella and the families finishing the rest. In the fall, Isabella will attend St. Louis University to major in biology on the pre-med track.



## Gavin Holtgrave - TopView Drone Photography

Gavin Holtgrave's business, *TopView Drone Photography*, specializes in capturing aerial imagery for a diverse range of clients. With an eye for detail and precision, Gavin offers unique perspectives that enhance both photos and videos. His professional drone services are aimed to deliver high-quality, visually appealing content that sets clients apart in any industry. This fall, Gavin will be attending Illinois State University to major in construction management.





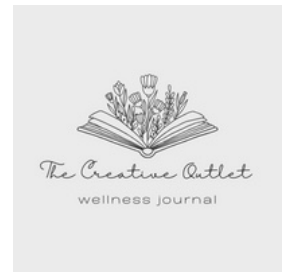
## Grant Huneke - HomeRink Hockey Training

Grant Huneke is the owner of *HomeRink Hockey Training*. HomeRink Hockey Training is personalized online hockey training videos. With a monthly subscription athletes will be sent a personalized training plan they can complete throughout the week. Each lesson can be completed whenever and wherever is convenient for the athlete. In the Fall, Grant plans to attend the University of Missouri and will study business.



## Sabrina Ivnik - The Creative Outlet

Sabrina Ivnik is the owner and founder of *The Creative Outlet*. The Creative Outlet is a wellness journal consisting of handmade templates that allow you to track different aspects of your mental health in a fun and creative way. This journal helps you reflect on your day to day life and enables you to connect your mood to your healthy habits. For more information on The Creative Outlet follow our Instagram @creativeoutletjournal to start your reflective journey. In the fall, Sabrina plans to continue her education at Marquette University to study pharmacy with a minor in Spanish.



## Annaliese Kerpan - Crochet Comforts

Annaliese Kerpan is the owner of *Crochet Comforts*, a business that specializes in handcrafted crochet weighted and scented stuffed animals. Each piece is carefully designed to offer both comfort and relaxation, with a variety of scents and animals available. Crochet Comforts prides itself on creating high-quality, personalized cuddle companions that help promote calm and relaxation. Annaliese's creations are perfect for those seeking a thoughtful and unique gift or a personal comfort item. As a passionate entrepreneur, Annaliese is committed to providing exceptional customer service and bringing comfort to others through her crochet work. To learn more follow @crochetcomfortsbyannaliese on Instagram and Facebook. Looking ahead, Annaliese plans to attend college to major in psychology and minor in criminal justice, with the goal of eventually joining the FBI to apply her understanding of the human mind in serving and protecting the community.



## Veda Kommineni - No Pulp Left Behind

Veda Kommineni is the founder of *No Pulp Left Behind*, a company that transforms whole fruits—including the pulp and peel—into all-natural, healthy fruit snacks. Committed to sustainability and nutrition, No Pulp Left Behind reduces food waste while offering a minimally-processed snack alternative! Veda's passion for ethical entrepreneurship drives her mission to create innovative, eco-friendly food solutions. Beyond CEO, she is an advocate for menstrual equity and a dedicated journalist. She plans to major in global affairs or public policy, using her business and advocacy skills to invoke meaningful social change.



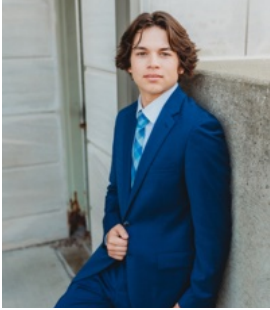
## Tristan Luehmann - The Flavor Department

Tristan Luehmann is the owner of *The Flavor Department*, a company that turns meals into a breathtaking and everlasting experience with his unique seasonings. With a deep passion for flavor, and the meticulously crafted unique seasoning blends that elevate any dish by turning ordinary ingredients into exquisite creations. Every blend is designed with precision by using high quality all natural ingredients to ensure an enjoyment of taste with every bite. On top of this a portion of the profits will go to the EMT, Firefighters, and Police officers. After this school year, Tristan plans to attend SWIC for his welding certificate.



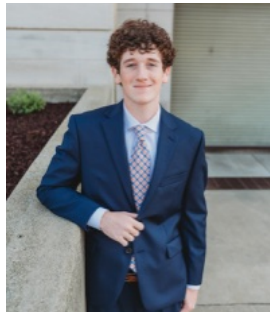


# MEET THE CLASS OF 2025



## *Bobby Marcus - Mulligan Market*

Bobby Marcus is the founder of *Mulligan Market*. Mulligan Market is a reused golf ball company that collects lost balls in the local area. They clean and package balls to be resold to golfers in the community. He plans to continue his business throughout the spring and summer. After high school Bobby will study finance, but is unsure of what college at this time.



## *Lucas Marsh - Next Level Volleyball*

Lucas Marsh is the founder of *Next Level Volleyball*. This business provides personalized volleyball training in customers' yards. Next Level Volleyball gives players the chance to improve while keeping the convenience of never needing to leave their homes. For more information about Next Level Volleyball, follow them on instagram @next.levelvolleyball. After he graduates high school, Lucas plans to study business, but is unsure which college he is going to attend.



## *Spencer Martin - Peak Soccer Performance*

Spencer Martin is the founder of *Peak Soccer Performance*, a local provider of individualized soccer training sessions. Peak Soccer Performance offers players the opportunity to focus on specific areas of improvement through personalized coaching. Training sessions are led by Spencer, who has extensive soccer experience competing at a high level for many years. This fall, Spencer plans to pursue a major in finance with a minor in accounting. While he has received multiple offers to play collegiate soccer, he remains undecided on a university, with athletics playing a key role in his decision.



## *Parker McMillian - Local Refresh*

Parker McMillian is the founder and owner of *Local Refresh*. Local Refresh is a business that specializes in car air fresheners themed of Edwardsville, the 618 area code, and selected colleges. Local Refresh offers a unique way for customers to personalize their vehicles with scents that reflect their community pride. This fall, Parker will be attending the University of Missouri to study business and finance.



## *Emily Moody - College Candle Company*

Emily Moody is the owner of *College Candle Company*. College Candle Company offers a line of affordable, high quality candles that are tailored to traditions and experiences at various colleges throughout America. Each candle features the company's signature scent wrapped in the colors and spirit of various schools. College Candle Company offers a wide variety of local and popular university themed candles, as well as custom orders. For more information on College Candle Company, follow us on instagram and facebook at @collegecandlecompany. In the fall, Emily plans to attend the University of Alabama to study biology on the pre-dental track while minoring in Spanish with hopes of one day pursuing a career in oral surgery.



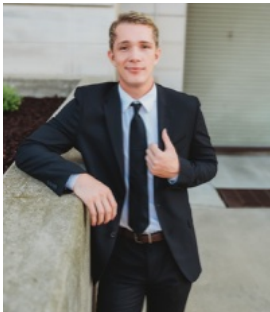


# MEET THE CLASS OF 2025



## Lillian Pope - Luminous Beauty

Lillian Pope, the CEO and founder of *Luminous Beauty*, is dedicated to transforming your lip care. At Luminous Beauty, we prioritize not only your lip health but also your confidence. Our carefully curated list of ingredients ensures that you know exactly what you're applying to your lips, promoting a healthier alternative to traditional lip products. With our line of lip moisturizers, you can expect to experience the joy of shiny, hydrated lips that boost your confidence. In the fall, Lillian will be on her way to starting her degree in business administration at Northern Illinois University.



## Kaysar Revelle - Odyssey Energy

Kaysar Revelle is the founder and CEO of *Odyssey Energy*, a groundbreaking company specializing in hydration drinks designed to fuel both body and mind. Driven by a commitment to health and wellness, Kaysar launched Odyssey Energy with the goal of creating a product that not only quenches thirst but also supports optimal performance and recovery. Under Kaysar's leadership, Odyssey Energy which combines electrolytes, vitamins, and natural ingredients for a balanced, energizing experience. With a background in nutrition and business, Kaysar focuses on clean, effective solutions for active individuals. As CEO, Kaysar continues to lead the company toward its mission of revolutionizing the way people hydrate and energize. After CEO, Kaysar plans to take the collegiate route to wherever gives him the most money, hoping to study business with an emphasis in finance.



## Kendall Riechmann - Stamped & Sealed

Kendall Riechmann is the owner of *Stamped & Sealed*. Stamped & Sealed aims to bring back the art of writing letters by offering stationary boxes, which include everything needed to write meaningful letters to your friends and family. There are 3 unique themes, and also an option to get your name hand lettered on a tag attached to the box. Each box contains envelopes, paper, sticky notes, stickers, stamps and a pen to start writing letters today! For more information on Stamped & Sealed, follow us on instagram at @stamped\_andsealed. In the fall, Kendall plans to attend Southeast Missouri State University to pursue a degree in Marketing. With this degree, she hopes to one day manage a marketing team, much like she did during CEO's class business venture this year.



## Whitney Rosenberger - Bonnie's Bites

Whitney Rosenberger is the creator of *Bonnie's Bites*, a pet company dedicated to providing high quality dog treats to your furry friends. Every ingredient placed into the recipe is beneficial to a dog's health. For example, blueberries help dogs live a longer life and combat diseases, so this ingredient was added into the ingredient list. The name Bonnie's Bites comes from Whitney's dog who Whitney pledges to give the healthiest life, and these dog treats have certainly helped. Make sure to follow Bonnie's Bites on instagram @bonniesbites.2025 and email wmrglobal@icloud.com for more information. Once Whitney graduates Edwardsville High School, she will continue her love of business by attending University of Tennessee and majoring in business management. Eventually she hopes to work in pharmaceutical sales and apply the skills she learned in Edwardsville CEO many years later.



## Tyler Rudd - Triple Threat Training

Tyler Rudd's individual business venture is *Triple Threat Training*, a baseball training service that provides private lessons. Triple Threat connects youth players with mature high school athletes. Currently Triple Threat employees 5 trainers who are signed to play collegiate baseball. Triple Threat has now provided over 1500 private lessons, fulfilling its goal of adding a personal touch back to training. After Edwardsville CEO, Tyler will be playing baseball while majoring in professional sales at Illinois Wesleyan University.



# MEET THE CLASS OF 2025



## Gavin Schmidt - BeanPop Pet and Home Sitting Services

Gavin Schmidt is the founder of *BeanPop Pet and Home Sitting Services*, a business committed to providing top-quality care for both pets and homes. As the name suggests, BeanPop offers pet sitting services that ensure your pet enjoys the ultimate staycation while your home remains in good hands. Gavin strives to care for every pet as lovingly as their owner would, all while building meaningful connections with both pets and their owners. This fall, he will attend the University of Illinois at Champaign-Urbana, studying in the College of agriculture, consumer, and economic sciences. He plans to expand BeanPop by bringing his services to the Champaign area.



## Jack Schwarz - Rolling Roast

Jack Schwarz is launching *Rolling Roast*, a pop-up coffee company that brings specialty coffee to private and local gatherings in the 618 area. From farms in Brazil to being locally roasted in Edwardsville, Illinois, Rolling Roast offers a one-of-a-kind, customizable coffee experience. Jack aspires to make his business a storefront while continuing to develop and grow the company further, all while studying business management.



## Katie Szymula - Wristlet Lab

Katie Szymula is the founder and owner of *Wristlet Lab*, a unique business that offers customizable wristlet lanyards paired with build-your-own keychains. With six different strap options and endless keychain designs, Wristlet Lab allows customers to create their own personalized accessories that are both stylish and functional. The business is dedicated to providing both practical and customizable products for people on the go. For more information on Wristlet Lab, follow us on *Instagram* @wristlet.lab. In the fall, Katie Szymula plans to continue her education at University of Arkansas, where she will study business administration.



## Sophia Windorff - Heart of the Home Recipes

Sophia Windorff is the owner of *Heart of the Home Recipes*, a business that creates online digital cookbooks for a safer way to store family recipes. To create the books, she designs the cover and theme per the customer's request, the complexity varying by three tiers, each increasing with perks and personalization. The book will remain blank, with guided lines, blank photo templates, and a table of contents, which are easy to fill out. She also provides a service where she will fill out the book for the customer, leaving them satisfied and with more time on their hands to cook and create more recipes. For more information, you can visit @heartofthehomerecipes on Instagram and Facebook. In the fall, Sophia is planning on attending Bradley University where she will major in political science and hopefully double minor in social work and Chinese, following the Pre-Law track.

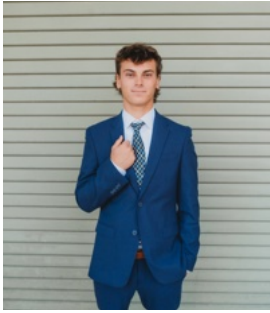


## Kathren Wright - Kathren's Collections

Kathren Wright is the founder and owner of *Kathren's Collections*, a business that specializes in custom-made paintings, pastels, and magnets. At Kathren's Collections, customers can choose from a variety of items or complete a form to request personalized creations, such as pet portraits or abstract paintings tailored to specific color themes. The company also offers magnets with unique designs, ranging from basic flower packs to custom designs featuring favorite characters or logos. Kathren is passionate about art and helping others express themselves through creative works. With each piece, she aims to bring color and personal meaning into her customers' lives. Kathren is dedicated to sharing her love of art and people, and she plans to pursue a career in public relations by majoring in communications. Through her work, she hopes to continue fostering connections and creativity, for more information please visit kathrencollections on Instagram.

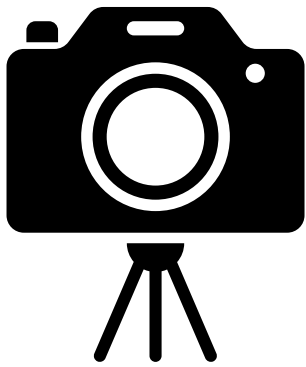




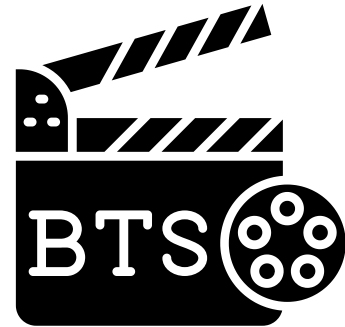


## Quinn Zurliene - Suds and Surfaces

Quinn Zurliene's individual business venture, *Suds and Surfaces*, provides high quality detailing and power washing services to a wide variety of clients. Suds and Surfaces is a mobile detailing where customers can request detailing or power washing services, and Quinn Zurliene will come with his own equipment/water to complete the desired service. Suds and Surfaces has many levels of washes and services that the customer can choose from. Suds and Surfaces ensures having a clean vehicle and clean house is easy. Quinn Zurliene plans to attend the University of Arkansas after his senior year and study agribusiness or construction management. He hopes to be able to apply his skills that he has learned from CEO to his future.



# BEHIND THE SCENES





# CLASS BUSINESS VENTURE



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

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

Through a lot of teamwork, planning, hard work, feedback from program participants, and community involvement, students exceeded their goals!

During ***Jumpstart to Joy***, a family-friendly night of festivities to kickstart the holiday season, students entertained over 600 community guests! They hired professional princesses, face painters, bounce houses, and more making this evening one our community is not soon to forget!





# PITCH COMPETITION - CEO FISH TANK



## CONGRATULATIONS TO OUR WINNERS!

**1ST PLACE**.....Tyler Rudd  
**2ND PLACE**.....Veda Kommineni  
**3RD PLACE**.....Whitney Rosenberger  
**#Hustle**.....Quinn Zurliene  
**#MostLikelyToScale**.....Lillian Pope  
**#MakingitHAPPEN**.....Gavin Holtgrave  
**#CEOProud**.....Sophia Windorff



## THANK YOU, JUDGES!

Adam Walters.....President/CEO - BloxByte Games & CEO Class of 2019  
 Ann Tosovsky.....President - Home Nursery, Inc.  
 Dr. Mario Hayek.....Dean - SIUE School of Business  
 Matt McSparin.....President/CEO - Edison's Entertainment Complex  
 Jo Ann Di Maggio May.....Director - SIUE SBDC  
 Matt Pfund.....Owner - Pfund Construction  
 Senator Jason Plummer.....IL State Senator & VP - R.P. Lumber Company  
 Steve Cooper.....Division President - First Mid Bank & Trust

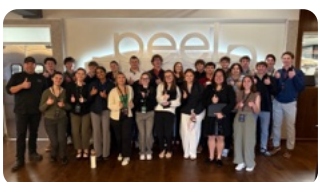
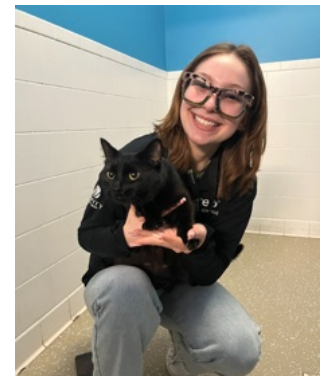




An important piece of the CEO experience is visiting local businesses and hearing from a dynamic group of guest speakers. People drive by these locations daily without recognizing their contribution to economic development of the area. The group walks away with a changed mindset, never viewing the business the same way again. These engaging experiences build a deep understanding and strong connection between our present and future business leaders and community members. **We would like to extend a big THANK YOU to the following businesses for hosting us on a talk & tour this year!**

1818 Chophouse  
Barbers on South Main  
Busey Bank  
Carstar Maryville  
Chef's Shoppe  
Chick-fil-A (Edwardsville)  
Contegra Construction  
Edison's Entertainment Complex  
Edwardsville Public Safety Building EPD & EFD  
Elite FT & The Sports Academy  
Express Employment Professionals  
Flint Cooper Cohn Thompson & Miracle  
Front Office Wealth Strategies  
GlenEd Food Pantry  
Gateway Arch  
Goldenberg Heller & Antognoli, P.C.  
Goshen Coffee Roasters  
Happy Up Inc.  
Hawthorne Animal Hospital

Kellerman Dental Group  
Liberty Apple Orchard  
Mastercars, Inc.  
Metro East Humane Society  
MSSC, LLC  
Ooh La La Spa, Anti-Aging & Wellness  
Peel Wood Fired Pizza  
Pfund Construction  
Phillips 66 Wood River Refinery  
Prairie Farms Dairy  
Rachel Gierich Photography  
Reivity Credit Union  
SIUE School of Business & SBDC  
Spencer Homes  
The Cup  
Village of Glen Carbon  
Walmart  
We Rock the Spectrum - Edwardsville  
YMCA - Edwardsville Meyer Center





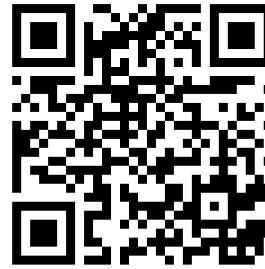
# GUEST SPEAKERS



Adam Davis.....Busey Bank  
 Alex & Gary Roseberger.....Mastercars Inc  
 Allison Olden.....GE Aerospace  
 Amy Schmidt.....United Heartland  
 Andrew Myer.....Hawthorne Animal Hospital  
 Anne Schmidt.....Metro East Humane Society  
 Blake Flener & Eric Hoffman.....Barbers on S Main  
 Brandon Bell.....Edwardsville YMCA  
 Brandy Holthaus.....We Rock the Spectrum  
 Brett Halbe.....BAM Marketing Agency  
 Brian Rudd.....Microsoft  
 Carter Marteeny.....BarberMurphy  
 Chad Opel.....Front Office Wealth Strategies  
 Chief Michael Fillback.....Edwardsville Police Dept.  
 Chris Carroll.....The Small Patent Law Group, LLC  
 Dave Toby.....FCB Bank  
 Dean Zurliene.....Monster Energy  
 Doug Moody.....Edwardsville Fire Dept.  
 Doug Villhard.....Academic Dir. Entrepreneurship | WashU  
 Dr. Kristen M. Jacobs.....Ooh La La Spa  
 Dr. Paul Myer.....Hawthorne Animal Hospital  
 Dustin Riechmann.....7 Figure Leap  
 Erica Bash.....Opel Bash Group  
 Eric Gowin.....Contegra Construction  
 Ericka Frank.....The Cup  
 Gary Davis.....Prairie Farms Dairy  
 Heather Mueller-Jones.....Mueller Callis Lander LLC  
 Heath Wanamaker.....Phillips 66 Wood River Refinery  
 Jack Croghan.....Webster University  
 Jane Ahasay.....Glen-Ed Food Pantry  
 Jeff Wade.....zPods  
 Jennifer Fourcault.....Goldenberg Heller & Antognoli, P.C.  
 Jennifer Hughey.....Goshen Coffee Roasters  
 Jeff McMillian.....AudioMac Productions  
 Justin McMillian.....Elite FT & Sports Academy  
 Karen Marcus.....Butler Marcus Group, RE/MAX  
 Kathie Opel.....Opel Bash Group  
 Katie Bennett.....Phillips 66 Wood River Refinery

Kevin Green.....Goldenberg Heller & Antognoli, P.C.  
 Kevin Kellerman, DMD.....Kellerman Dental Group  
 Kristen Pfund.....Pfund Construction  
 Kurt Mueller.....Carstar Maryville  
 Lacy Able.....Revity Credit Union  
 Lisa Stapleton.....Goldenberg Heller & Antognoli, P.C.  
 Luke Harris.....Crossroads Bike Tours  
 Major Mike Lybarger.....Edwardsville Police Dept.  
 Marc Voegel.....Express Employment  
 Mark Goldenberg.....Goldenberg Heller & Antognoli, P.C.  
 Mario Hayek, Ph.D & Jo Ann May.....SIUE School of Business & SBDC  
 Matt/Ella Feldmann & Kristen Cowart.....Goshen Consulting  
 Matt McSparin.....Edison's and The Outlet  
 Matt Pfund.....Pfund Construction  
 Mayor Bob Marcus.....Village of Glen Carbon  
 Megan Pashea.....1818 Chophouse  
 Michael Strobe.....MSSC, LLC  
 Mike Rathgeb.....Spencer Homes  
 Nancy and Scott Schneider.....Chef's Shoppe  
 Natasha Howard.....YMCA  
 Nathan "Coach" Kerpan.....Benchmark Mortgage  
 Nickolas Tannahill.....Carrollton Bank  
 Olivia Gray.....Gateway Grizzlies  
 Patrick Thirion.....Peel Wood Fired Pizza  
 Phillip Brunner.....Chick-fil-A Edwardsville  
 Rachel Gierich.....Rachel Gierich Photography  
 Randy Cohn.....Flint Cooper Cohn Thompson & Miracle  
 Rick Marteeny.....State Farm Insurance  
 Rob Clark.....That Tall Family  
 Rob Pickerell.....Heartland Bank and Trust Co.  
 Rob Wise.....Ooh La La Spa  
 Russell Voudrie.....West & Company, LLC  
 Ryan Frank.....Phillips 66 Wood River Refinery  
 Shane Schmidt.....Flint Cooper Cohn Thompson & Miracle  
 Shawnta' Ray.....Happy Up Inc.  
 Skip Sponeman.....Walmart  
 Steve Cooper.....First Mid Bank & Trust  
 Steve and Lugene Miller.....Liberty Apple Orchard  
 Susan Schueler.....GlenEd Pantry  
 Tim Thompson.....Flint Cooper Cohn Thompson & Miracle  
 Trent Miracle.....Flint Cooper Cohn Thompson & Miracle





Our list of investors is constantly evolving. Scan the QR code to view the most up to date investor list and learn more!

## Investors

Program **Investors** & **Friends of CEO** are the heart of our community-driven program. An annual investment of \$1,000 (Investors) as well as additional donations of finances and resources (Friends of CEO), provide the necessary support for all program operating expenses and ensures the sustainability of the program for future students. Investors also contribute their time to the program by hosting business visits, providing guest speakers and serving as mentors. These generous donations allow our program to be free of charge for participating students, families and schools. **THANK YOU!**

- 1st Mid America Credit Union
- 1st National Bank
- A Little Taste of Heaven Bakery
- AAdvantage Insurance Group
- B & W Heating and Cooling
- Bank of Madison County
- Busey Bank
- Carrollton Bank
- CarsonAllaria Wealth Management
- Cassens & Sons, Inc.,- Chrysler Dodge Jeep RAM
- Cassens Transportation
- Chef's Shoppe
- CLA (Clifton Larson Allen)
- Clean Eat (Edwardsville)
- CNB Bank & Trust
- Contegra
- Doug & Diane Villhard
- Dustin Riechmann (7 Figure Leap)
- Edison's / The Outlet
- Edwardsville Rotary Club
- Express Employment Professionals
- FCB Banks
- Fireside Financial
- First Mid Bank & Trust
- Foley Dental Group, LLC
- Front Office Wealth Strategies
- Goldenberg Heller & Antognoli, P.C.
- Greg & Tammy Wofford
- Hawthorne Animal Hospital
- Heartland Bank
- Hortica
- Jay Beard/Boulder Holdings, LLC
- Jeff & Mary Westerhold
- Jeff Cooper
- Joe & Kathy Gugger
- Josh & Taran McKey
- Junior Service Club of Ed/Glen
- Karen Marcus | Butler Marcus Group at RE/Max Alliance
- Kurt & Julie Johnson
- Len and Monica Schwartz
- Liberty Apple Orchard| Lugene and Steve Miller
- Liberty Bank
- Mark & Carol Mestemacher
- MasterCars, Inc.
- McKay Napa Auto Parts
- Menasha Packaging Company, LLC.
- Opel Bash Group
- Pfund Construction
- Prairie Farms Dairy
- ProSource Wholesale
- R.P. Lumber Co., Inc.
- Revity Credit Union
- Richard & Tracy Wetzel
- Rick Marteeny - State Farm Insurance
- Royal Banks of Granite City
- S.M. Wilson & Co.
- Scott & Kris Lollar
- Scott Credit Union
- Source Juicery
- Spencer Homes
- Stephen & Emily Gates
- Tim Wayman, CFP | Charles Schwab
- Truck Centers, Inc.
- Utilitra
- Wal-mart (Glen Carbon)
- West & Company, LLC
- Wittenauer Properties
- Wood River Refinery | Phillips 66

## Friends of CEO

- Alliance Re/Max Community Action (Tammy Owens)
- CEO Classes of 2019 - 2025
- Brett and Christine Carney
- Gori Law Firm
- Moussalli's Prime
- Paul & Melissa Millard
- Rachel Gierich Photography
- Redmon Insurance Agency
- Siebert Lawn Care
- St. Louis Bank
- The Ink House | Kristen Pfund
- The Kerpan Group at Benchmark Mortgage
- What to Wear
- WLS Consulting | Wendy Symer





## Doug Villhard

ACADEMIC DIRECTOR

OLIN SCHOOL OF BUSINESS | WASHU

Edwardsville CEO is fortunate to have been gifted Doug's content, a series of workshops entitled, *'The Art (and Science) of Entrepreneurial Thinking,'* to help our students identify a customer problem, find a "loveable solution," learn how to differentiate from the competition, understand the market and more!

His series sets the foundation for each of our students to build their individual businesses and craft the perfect pitch for Fish Tank! Doug's donation of experience, time, energy, resources and talent are unparalleled! Thank you, Doug!



## Rachel Gierich

OWNER | RACHEL GIERICH PHOTOGRAPHY

Our young entrepreneurs are one step closer to success when the step away with a professional headshot to use as they launch into their professional careers! Rachel took professional group and individual photos for our program. She also met with the class as a guest speaker and shared her experience of owning launching and running her photography company. Her incredible gift of time, talent and energy is greatly appreciated!

We cannot thank her enough for her outstanding community support. To learn more about Rachel or her business, visit [rachelgierichphotography.com](http://rachelgierichphotography.com).

## Pam Farrar

EXECUTIVE DIRECTOR | ECF

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



**EDWARDSVILLE  
COMMUNITY  
FOUNDATION**

# SPECIAL THANKS



Edwardsville CEO always meets in a business, never a classroom. In order to host guest speakers and have class work days, we rely on our gracious local businesses to open their doors and allow us to share their meeting spaces. We would like to extend a special thank you to each of the following businesses and individuals for allowing us to utilize their beautiful spaces MANY times throughout the year!



## SPECIAL THANKS TO:

*Abel Anderson & Steve Cooper*



## SPECIAL THANKS TO:

*Kristen Pfund & Cheryl Marteeny*





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

**THANK YOU, MENTORS!**



**ADAM DAVIS**  
VP - Commercial Relationship  
Manager: Busey Bank



**ADAM SALTSGAVER**  
SVP - Commercial Team Lead  
Busey Bank



**AMY SCHMIDT**  
Manger Loss Control  
AF Group



**ANDREA GARNER**  
SVP  
Commerce Bank



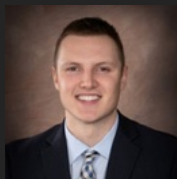
**ANDREW MYER**  
Business Director  
Hawthorne Animal Hospital



**BRETT HALBE**  
Director of Project Management  
BAM Marketing Agency



**CALE HENKE**  
VP Commercial Banking  
Busey Bank



**CARTER MARTEENY**  
Real Estate Broker  
Barber Murphy



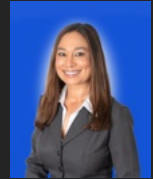
**CARYN MEFFORD**  
Owner  
My Pocket CEO



**CHAD M. OPEL, CFP**  
Wealth Management Advisor  
Front Office



**DAVID WITTENHAUER**  
President  
Wiittenhauer Properties



**JASMINE KUMAR**  
Regional Director of Sales  
General Hotels Corporation



**JESSICA JOHNSON**  
Executive Director  
Main Street Community Center



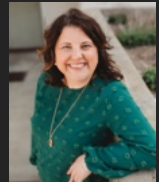
**JORDAN MCCREERY**  
President  
Ingrained Media



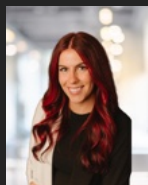
**KAREN MARCUS**  
Real Estate Broker  
REMAX



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



**KRISTEN PFUND**  
Co-Owner  
Pfund Construction & Ink House



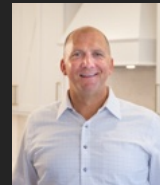
**LACY ABLE**  
Business Development Rep  
Revity Credit Union



**LUKE HARRIS**  
Owner  
Crossroads Bike Tours



**MARK COUSLEY**  
VP  
Bank of Madison County



**MIKE RATHGEB**  
Owner  
Spencer Homes



**NATHAN KERPAN**  
Partner  
The Kerpan Group



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



**ROB PICKERELL**  
VP Commercial Banking  
1st National Bank of Waterloo



**SHAWNTA' RAY**  
Owner  
Happy Up Inc.

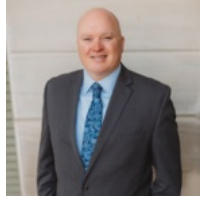


**GARY DAVIS**  
Chief Marketing Officer  
Prairie Farms

## MEET THE TEAM!



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



**Abel Anderson**  
*Edwardsville Community President*  
First Mid Bank & Trust  
Edwardsville CEO *Treasurer*  
aanderson@firstmid.com



**Ellen Singh**  
*Program Coordinator*  
Edwardsville CEO



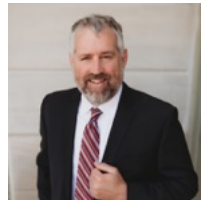
**Marc Voegelé**  
*Owner*  
Express Employment Professionals  
Edwardsville CEO *Board President*  
marc.voegele@expresspros.com



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



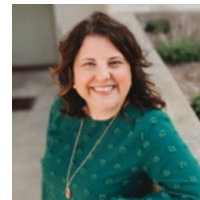
**Rick Marteeny**  
*Agent*  
State Farm Insurance



**Paul Millard**  
*Market President*  
CNB Bank & Trust



**Katherine L. Opel**  
*Partner*  
Opel Bash Law Firm



**Kristen Pfund**  
*Co-Owner*  
Pfund Construction  
& The Ink House



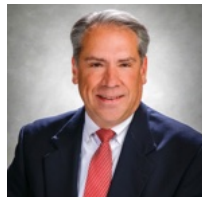
**Robert Pickerell**  
*VP Commercial Banking*  
National Bank of Waterloo



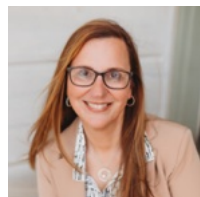
**Lacy Able**  
*Business Development Rep*  
Revity Credit Union



**Jared Siebert**  
*VP Commercial Banking*  
Liberty Bank



**Dave Toby**  
*Senior VP*  
FCB Banks



**Ann Tosovsky**  
*Owner/President*  
Home Nursery, Inc.



**Russell J. Voudrie, CPA**  
*Partner*  
West & Company LLC



**Jeff Westerhold**  
*Wealth Manager*

## LOOKING TO GET INVOLVED?

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

SCAN ME





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