COLLINSVILLE TRIAD MARYVILLE CEU®



2022|2023 Annual Report



www.collinsvilletriadceo.com

Greetings, friends!

What an incredible year we had in 2022-2023! We're so excited about the momentum YOU helped us build!

Emily Reed made an incredible addition to our team as our new facilitator. She jumped right in, and her influence proved beneficial immediately. She is truly dedicated to the students as well as the integrity of our program. We are thrilled to have her and look forward to the additional growth her presence will help produce well into the future.

Lisa Colon moved onto the board from her previous facilitator role focusing on building a community of our graduates and our CEO parents. She organized our first "reunion" of graduates over the holidays and finished the year with our first annual Graduates Celebration Breakfast. We are so fortunate to have Lisa's continued influence on our program.

We worked hard this year to develop our Legacy Investor Program and continue to explore new ways to ensure everyone in our community interested in supporting our CEO Program has an opportunity to do so. I am so grateful for the ongoing resourcefulness and creative contributions of our board members!

We were approached in 2022 by Highland High School about their interest in securing the program for their students and community of interested businesses. Although a bit unorthodox, we worked with Midland Institute to make it possible for Highland students to take advantage of the program for the next few years. We will continue to work with the community to find businesses interested in contributing as speakers, mentors, business tour hosts as well as investors. We are thankful to be in a position to support this opportunity for all involved.

Of course, the Troy Maryville St. Jacob Marine Chamber's Education Foundation continues to provide the 501c(3) structure for our program as our fiscal sponsor. The sponsorship makes it possible for our investors' financial contributions to be tax deductible. Although that itself is important, it comes secondary to the involvement of their Executive Director, Dawn Mushill. Dawn's positive energy, resourceful approach and undying dedication is truly inspirational. We are all benefiting from her generous commitment to the program.

Likewise, our program continues to receive an abundance of generosity from our host site, Truck Centers, in Troy, IL. Nestled right in the middle of our schools, Truck Centers' leadership team, Mike and Trevor Yates, graciously step up to the plate each time there is need for support. We are so fortunate to have them and their team on our team

And, it goes without saying how fortunate we are to have YOU...our investor and contributor community. Without your tireless efforts as speakers, mentors, site visit hosts, as well as your generous financial backing NONE of this would be possible. Our events just keep getting bigger! Your ideas just keep getting greater! Your interest and dedication just keep getting stronger! And our appreciation just keeps getting deeper! Thank YOU for this opportunity! Thank YOU for

the legacy YOU are leaving on your community and the impact it will have on the future! This is YOUR program, and we

are honored to help facilitate its growth for you!

Sincerely,

Wendy L. Symer, Board Chair



Meet our Facilitator 2022/2023 Emily Reed

Time really flies in CEO! The fourth year of Collinsville Triad Maryville CEO has come to a close and I can't believe how fast it went! Seeing the growth and success of all of the students was truly an exciting thing to be a part of.

15 students from Collinsville High School, Father McGivney Catholic High School, Maryville Christian School and Triad High School joined together for a very successful year. For the next school year we are excited to welcome Highland High School as well. The students had a fantastic class business with their Winter Festival and Dodgeball Tournament. They took that momentum into the second semester where they focused on individual businesses.



A few firsts for the program that were really exciting: each student had a mentor to work with one on one, the Class of 2023 became the first in our program to become investors in CEO, and we had great success in the National Pitch Competition with one student in the Top 18 and one student receiving Honorable Mention- out of nearly 400 submissions!!!

Another area of growth is our focus on CEO Alumni. We are working to find events throughout the year that our alumni can continue to be involved in. We look forward to seeing how our CEO Alumni will positively impact our communities in the years to come. During their time in CEO, students make connections with dozens of business leaders in our communities. The ability to learn from them during their time as a CEO student, but also maintain those connections in the years to come is something that has shown positive impact in countless communities where CEO programs have been.

We are seeing growth in the interest in CEO from students, investors and businesses in our communities. I am so excited to continue to be a part of such an amazing program.

Thank you to all who have helped make this program possible!

We look forward to another year of success.

Emily Reed Facilitator Collinsville Triad Maryville CEO

COLLINSVILLE TRIAD MARYVILLE CEO®

Class of 2023

Building Legacy Since 2019



Front Row: Ali Jocelyn Novich (THS) Kaylee Broadfield (THS), Abby Madura (FMCHS), Teagan Rice (MCS), Allison Schott (THS) Second Row:Zach BlahaCHS), Baylie Roberts (THS), Thomas Haire (CHS), Amelia Brandt (MCS), Abbey Piechocinski (FMCHS), Brandon Reed (FMCHS)

Third Row: James Gillihan (MCS), Andrew Kessinger (MCS), Joseph Origliosso (CHS), Hughes Pfeiffer (MCS), Luis Huerta (CHS)

Collinsville Triad Maryville CEO is a transformational class that builds tomorrow's leaders. The program helps instill business knowledge AND develops confident young professionals that walk away with a life changing experience. Collinsville Triad Maryville CEO is privately funded by our local communities and business owners.







Thank you to our Collinsville Triad Maryville CEO Investors

We were very fortunate to have many contributors this year, including friends and family, as well as all the business leaders who gave of themselves in so many ways. There were absolutely too many to capture and list. Without the investors that continue to support CEO, this program would not be possible. The community partnership with investors and friends of the program ensures the realization of our vision of bringing real-world experience to life for our next generation of entrepreneurs. This program continues to thrive due to your continued support and contributions. We truly couldn't do it without you. Also, we are searching for a few more investors for the upcoming school year and would love to talk with you about this opportunity.

Legacy Investors

Ameren Illinois City of Collinsville City of Troy FCB Banks Truck Centers, Inc.



Sustaining Investors

1st Mid America Credit Union A&B Auto Body **Archford Capital Strategies Beckemeier LeMoine Law Bradford National Bank Busey Bank CARSTAR Maryville** CEO Class of 2023 City of Collinsville City of Troy CMC Electric Cognati Group - Culver's Day and Night Solar Edward Jones/Jason Rehg **Express Employment Professionals** FCB Banks

Friends of CEO

Steve and Natasha Benthal Jennifer Korte Jim Lyons Insurance Meredith Wealth Planning Redmon Insurance Agency

FNB Waterloo GCS Credit Union Gillihan Concrete Integrity Spine and Joint Center Jody White - State Farm Marine Coin Company Midwest Members Credit Union The Mark Zavaglia Family **RP** Lumber The Small Patent Law Group Time Out Sports Bar & Grill Troy-Edwardsville Shrine Club Troy Maryville St. Jacob Marine Chamber of Commerce Truck Centers WLS Consulting...for YOUR Winning Leadership & Sales Wooden Tie



Archford Capital Strategies' Archford Angels Program/James and Jennifer Maher

Special Thanks

In addition to our Sponsors and Investors, we want to extend a huge thank you to several additional community members that participated in our daily routine, as well as several milestones CEO students achieved during this unprecedented year.



Host Site – Truck Centers for hosting our daily classes and welcoming our guest speakers. Collinsville Triad CEO partners with local high schools, but all class sessions are held outside of the actual schools. We are more than thankful for Truck Centers Inc. for continuing to provide their Training Center as a home base for the program.

Fiscal Agent – Troy/Maryville/St. Jacob/Marine Chamber Education Fund for providing our financial structure support



James Gurley Photography – for providing our professional headshots and 2023 class picture





Mark Ahlvers – City of Collinsville Media support throughout the school year related to advertising and production.

Meet our Entrepreneurs



Zach Blaha

Zach Blaha is a 2023 graduate of Collinsville High School. He started Zach's Wax Candle Company to lighten up the community. In high school, he enjoyed wrestling and serving as a student representative on the Federal Reserve Student Board of Directors. He joined CEO to learn more about the business world and to start his own business. He plans to pursue a MBA and wants to eventually become a corporate attorney.





Amelia Brandt

Graduate of the Maryville Christian High School class of 2023, Amelia Brandt, co-captain of the girls varsity soccer team, NHS, and student council member. She plans to continue her business, All Time K9, a dog-watching service locally. She intends to use the skills the CEO program has taught her to continue to grow her business and aid in all entrepreneurial endeavors.



Kaylee Broadfield

Kaylee Broadfield is a 2023 Graduate of Triad. She is the proud owner of Kaylee B. Consulting. Throughout her senior year at Triad, she was Treasurer of the National Honors Society and finished up her fourth year on the Girls' Varsity Bowling Team! In CEO, she got to expand her knowledge in Business through unique opportunities and build connections. One connection landed her a summer job at the TMSM Chamber of Commerce as their Assistant Marketing Director! She plans to attend Missouri University of Science and Technology in the Fall to major in Computer Science!



James Gillihan

James Gillihan is a 2023 graduate of Maryville Christian School. During his time at MCS, he was involved in basketball, soccer and track. James has been working for his dad's company, Gillihan Concrete, this summer and has also done a few jobs for his own business, Performance R&R. He plans to attend Grand Canyon University and major in business.



Luis Huerta

Luis Huerta is a 2023 graduate of Collinsville High School and the owner of Huerta Interior Services.







Meet our Entrepreneurs



Andrew Kessinger

Andrew Kessinger is a Maryville Christian High School graduate and proud owner of Piefectionistic Pies. During High School, he was a part of the men's volleyball and robotics teams and a member of the drama club's tech crew. He also enjoys hanging out with friends and family. During the summer, Andrew works at Imos Pizza in Troy, Illinois. In the future, he plans on attending Asbury University to pursue a degree in Film and Media.



Abby Madura

Abby Madura is a graduate of Father McGivney Catholic High School and is the owner of Simmering Scents. While at FMCHS, she was involved in many clubs and enjoys spending time with her family and friends. Abby is attending The University of Kentucky and is majoring in nursing.



Jocelynn Novich

A 2023 Triad High School graduate, Jocelynn Novich was a cheerleader for Triad and enjoyed baking in her free time. She will be continuing her business HomeBaked while planning to go to Esthetician School later in 2023. She will continue to use her knowledge from CEO to help her succeed in the business world.



Joseph Origliosso

Joseph Origliosso is a Collinsville High School graduate and intends to continue his academic career through college. Studying economics at the University of Missouri St. Louis, Joseph would like to be prepared and qualified to help improve the community's well-being through entrepreneurship. As a CEO student, Joseph began development on a technology-based business to enhance consumer sector fashion: RitzFitz.



Hughes Pfeiffer

Hughes Pfeiffer is a 2023 graduate of Maryville Christian School and the owner of Sillix Designs. He plans to attend Southern Illinois University Edwardsville in the fall.









Meet our Entrepreneurs



Abbey Piechocinski

Abbey is a 2023 graduate of Father McGivney Catholic High School and the owner of Revised Memories. She plans to attend University of Alabama in the fall.





Brandon Reed

Brandon Reed is a 2023 graduate of Father McGivney Catholic High School. He enjoyed playing golf, baseball and meeting new people. He is now off to Southern Illinois University Carbondale to study aviation. He plans to become an airline pilot and fly around the world.



Teagan Rice

Teagan Rice is a 2023 graduate of Maryville Christian School and owner of Lovely Locks. She plans to attend Grand Canyon University in the fall.



PIVOT POINT



Baylie Roberts

Baylie Roberts is a 2023 graduate of Triad High School and owner of E&K Alliances. In her high school career she played golf and participated in various clubs. She plans to take a year to travel abroad. Following that she will attend college in the fall of 2024 to study psychology. She looks forward to using the many skills learned in CEO to run her own private practice psychotherapy one day.



Allie Schott

Allie Schott is a 2023 graduate of Triad High School. She owns CraftyCustomPrints. During high school she enjoyed working in a first grade classroom. She plans to get her real estate license.





'Learning' Trek

Site Visits

Students visit area businesses who allow them to tour their facilities. Business visits are an eye-opening experience for students to explore and learn about local companies they have passed on the streets of their hometowns all their lives.



Guest Speakers

Community business leaders share their expertise and professional journey with our CEO students on a variety of entrepreneurial and general business topics, including distribution, management strategies, finances and marketing.



Team Building/Class Days

Soft Skills are among many things learned during the CEO year. Learning to collaborate on group assignments and learn one another's strengths happens during these class days. Especially in the first weeks, team building draws the students into a cohesive unit that sets them up for the remainder of the year. Students also have opportunity throughout the year to learn the basics of scheduling appointments, researching business and learning the art of writing 'Thank you' notes.







CEO: Teaching Through Experiences

Entrepreneurial education seeks to prepare people, especially youth, to be responsible, enterprising individuals who become entrepreneurs or entrepreneurial thinkers and who contribute to economic development and sustainable communities. The CEO program is much more than a textbook course. Rather, students are immersed in real life learning experiences with the opportunity to take risks, manage the results, and learn from the outcomes. CEO breaks the experience into the 'Learning' Trek and 'Doing Business' Trek.

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Site Visits

Bradford National Bank C.A. Jones Carstar Maryville City of Collinsville Collinsville Aqua Park Day and Night Solar DeMange Family Farms **FNB** Waterloo Gateway Impressions GCS Credit Union Integrity Spine and Joint Center Lory Theater Mac's Family Fun Time Mills Apple Farm North American Helicopter Remax Preferred Alliance **Truck Centers** Waterman's Loft Willoughby Farms

CEO: Teaching Through Experiences

Guest Speakers

1st Mid America Credit Union Archford Capital Strategies Bank of Hillsboro-Brian Jones Becker LeMoine Law Bullseye Promotions Chick-Fil-A Crossroads Bike Tours Dawn Mushill- Customer Service and BeyondKorte & Luitjohan Discover Downstate Illinois Express Employment Professionals FCB Banks- Mark Zavaglia Final Lap Race Management GCS Credit Union Greenville University- Rob Clark Harris Financial Coaching Illinois Metro East Small Business **Development Center**

Ingrained Media Jack Croghan, Webster University Jason Rehg, Benjamin F. Edwards Jeff Goins John Perles Jostens Juliette Douglas, Six Mile Regional Library District McKendree University-Jean Sampson Nautical Bowls Redmon Insurance Runwell Small Patent Law Group Southern IL Hospice Troy Maryville St. Jacob Marine Chamber of Commerce Vernon Hamm What the Cup WLS Consulting- For YOUR Winning, Leadership and Sales



CEO 'Doing Business' Trek

Badge Business

Kicking off the year, students are asked to create and find funding for a badge for their site visits during the school year. The only instructions are that the Facilitator, students or their parents cannot pay for the order. Through teamwork, experience and sponsors,

they will create and order a badge for the year. Students funded their badges and a CEO shirt they could wear throughout the year with this business.

Special thanks to 1st Mid America Credit Union, A Cut Above Pet Salon, B&K Towing, Counselors and Associates, Flexsys, Time Out Sports Bar and Grill, and What the Cup.





Fall 'Meet and Greet'

Students and business owners came together for our First Annual Fall 'Meet and Greet'. This networking opportunity was hosted by Truck Centers and allowed 2022 students to meet board members, investors and new friends of CEO. As much as this class is about business, it's also about leadership development. Our goals are creating a 'wow' factor, learning what a proper greeting and handshake is, knowing how to introduce yourself and learn about others and building relationships in a networking environment. Coffee and donuts were a perfect compliment to the connecting among business owners and students. Thanks to Truck Sponsors for sponsoring this event!

Networking Event

Thanks to the Troy Maryville St. Jacob Marine Chamber of Commerce for including us in the 2022 Women's Conference. Students were able to spend the day hearing from speakers, networking with business professionals and learning about etiquette. This event gave students some early opportunities to connect with the community and was a favorite experience for many students





'Doing Business' Trek

Class Business

Students envision, plan and execute on a class business in their community. They are charged with marketing, ticketing, budgeting, funding and operating the entire event.

This year's students hosted a Winter Festival and Dodgeball Tournament at Silver Creek Elementary.

The class business provides a foundation for their own personal business plans that will be developed during second semester. Objectives include:

- Gain EXPERIENCE. Work together to launch a product or service (event).
- Generate PROFIT Provides seed money for their individual business
- Community Involvement

Special thanks to each and every sponsor that supported this endeavor and to all of those in our communities who came out and enjoyed this event.





- Associated Pediatric Dentistry
- B-Wet Solutions
- Gillihan Concrete.
- Integrity Spine and Joint Center

















- Plocher Construction
- SafeAir Duct Care

MOSAIC

Sparks Law Office, P.C.



'Doing Business' school. Trek

Banker Day

Students develop a name, logo and business idea in the early stages. Next they develop a business plan, projecting their financial needs and anticipated sales. With the help of bankers from many local institutions, each student has a meeting with a banker to present his or her business plan. The bankers provide valuable feedback that helps the students move forward with launching their business.

The second semester brings together each experience and what students have learned to create and launch their own business at an end of year Trade Show. Each student will bring their own product/business to life, and many may continue



Prototype Day

This year's students also took their business plans a step further with a class day where they presented their prototype to their classmates. Taking an idea from theoretical to something real proved an exciting task. From here they were able to continue modifying their ideas leading up to the launch of their business in the coming months.









'Doing Business' Trek

Mentors

One aspect of CEO is matching each student with a mentor who helps guide them and offer feedback as they go through the process of developing their individual business. Our mentors come from a variety of backgrounds and all offer great perspective for their mentees. Mentors met with their students once a month during second semester. This valuable relationship between mentor and mentee is part of what makes CEO so special. Thanks again to all of our mentors for the 22-23 school year!

2023 Mentors

Tracy Bianco- Tracy Bianco Coaching and Consulting **Doug Bristow- Microsoft** Tanisha Brown- ChiroPro Bob Eaton- Day and Night Solar Jason Gillihan- Gillihan Concrete Vernon Hamm- Retired **Michelle Laws- Turning Point Financial** Jordan McCreery-Ingrained Media Lisa Phillipson- Hospice of Southern Illinois Kai Redmon- Redmon Insurance Jason Rehg- Benjamin F. Edwards Vanessa Retter- The Advisory Group, LLC Tricia Tialdo- Strano & Associates Mark VanZeyl- Bullseye Promotions Lisa Webb- Third Street Realty **Diana Wilhold- Construction Forum**



CEC

'Doing Business' Trek

Mock Trade Show

A new event this year in CEO was a Mock Trade Show. Triad Middle School allowed us to set up our booths and have a Mock Trade Show with students during their PE classes. Our students gained experience in setting up their booth, talking to potential customers and being more knowledgeable about their businesses. The students gained a lot of valuable feedback from this event that they applied to our Trade Show a few

weeks later.



National Pitch Competition

Midland Institute hosted a pitch competition where students would submit their 30 second business pitch video to compete against other CEO programs from around the country. After reviewing nearly 400 submissions, judges chose the Top 18 Finalists as well as 12 Honorable Mentions.

For the first time in program history, we had two students earn honors in this competition. Baylie Roberts was selected as a Top 18 Finalist for her business E&K Alliances, where she produces sensory boards for autism. James Gillihan earned Honorable Mention for his business R&R Restoration, where he cleans and seals concrete.





Congrats again to Baylie and James!



'Doing Business' Trek

Trade Show at Old Herald

The end of year Collinsville Triad CEO Trade Show was held at Old Herald Brewery in Collinsville, IL. This venue provided an open-air market for all 15entrepreneurs to showcase and sell their products and services. Students each set up their own table to showcase their business. It's amazing the creativity that goes into sharing their business. Special thanks to Old Herald for hosting CEO on this Sunday afternoon. We had over 250 community members attend this year's event. The event wraps up the entire experience as businesses are launched to the community.



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CEQ

Community Outreach

Investor Breakfast

Special thanks to Gateway Convention Center for hosting our Collinsville Triad CEO Investor Breakfast in April 2023. This spring opportunity provides a platform for our students to showcase their businesses, to speak from a year of experience learning from community leaders and business owners, and to share their business pitch with guests. This was such a successful morning spending time with investors that we hope to see you again in April 2024 with our next class of CEO students! Growing and learning together. Special thanks to our sponsors as well!













Graduate Celebration Breakfast

A new CEO event this year was a year end breakfast where we celebrated not only the Class of 2023, but invited CEO Alumni back. Our CEO Community of board members, investors, site visits, guest speakers and mentors enjoyed a beautiful day to visit with all of the CEO alumni and wish them well. We hope to make this an annual event where our alumni can return and we continue to hear where they are in their lives!





Class of 2023 Investment

CEO Class of 2023 was the first to become investors in CEO. After experiencing and living CEO for a year, they knew what a special program it is to be a part of. With excess monies from their successful class business, they decided to become official investors and help make sure CEO could continue for future classes. Class of 2023, we loved sharing the year with you and appreciate your commitment to CEO!



Become involved in CEO

There are many exciting things happening at Collinsville Triad Maryville CEO and we couldn't do them without help from our local communities. Please consider becoming involved in one of these roles

- Guest Speaker
- Site Visit
- Mentor
- Financial Investor





Our CEO Board & Facilitator







Marc Voegele Board Member Express Employment Professionals



Trevor Yates Board Member Truck Centers, Inc.



Elmer Romero Board Member GCS Credit Union



Brian Iones Board Member Bank of

Hillsboro



FCB Banks

Mark Zavaglia





Dawn Mushill Lisa Colon Board Member Board Member Troy/Maryville/St RE/MAX Jacob/Marine Chamber





Kate Brendel Board Member Triad High School



loe McGinnis **Board Member** Collinsville **High School**



Mark Stuart Board Member Maryville Christian School



Bank of Hillsboro



Ben Eberwein Monette Lawrence Teresa Reiniger **Board Member Board Member Board Member** Archford Capital Living After Grief Strategies





Emily Reed Facilitator



Please make checks payable to Troy Maryville Chamber of Commerce Foundation NFP.



Collinsville Triad Maryville CEO Program

I wish to make the following contribution/s to Collinsville Triad Maryville CEO Program. Select all that apply... FINANCIAL INVESTMENTS

____LEGACY INVESTOR: \$3,000 or greater/Yr (Amount \$_____), recurring for 3 years. On the anniversary of your initial commitment, you will be sent a yearly invoice and at the end of your 3-year commitment we will ask that you renew your 3-year status.

_____ SUSTAINING INVESTOR: \$1,000/Yr, recurring for 3 years. On the anniversary of your initial commitment, you will be sent a yearly invoice and at the end of your 3-year commitment we will ask that you renew your 3-year status.

____ FRIEND OF CEO: Less than \$1,000/Yr (Amount \$______), recurring for 3 years. On the anniversary of your initial commitment, you will be sent a yearly invoice and at the end of your 3-year commitment we will ask that you renew your 3-year status.

____ FRIEND OF CEO: Amount \$_____ , 1-time payment in full.

__OTHER INVESTMENT: I have the perfect investment amount/strategy for me...please contact me ASAP!

OTHER CONTRIBUTIONS

____MENTOR: I would like to be paired with a student so they may call on me with questions and I may offer advice or other support as needed as they are building their CEO class business.

____ HOST SITE: I would like to provide a meeting place for 30 people for up to 9 weeks at a time.

BUSINESS VISIT: The class may tour my business at least one time during the class year.

___ GUEST SPEAKER: I would like to volunteer to speak to the class about business skills or life skills. Potential topics:

Contact Name/Business:

Address:

Phone:

Email:

*By signing this form, I agree to receive emails regarding Collinsville Triad Maryville CEO Program. Signature/Date:

Your donations are tax deductible to the extent allowed by law – IRS designated 501c3 Troy Maryville Chamber of Commerce Foundation NFP. Please mail your check to... Troy Maryville Chamber of Commerce Foundation NFP On memo line please designate Collinsville Triad Maryville CEO Program

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