

COLLINSVILLE TRIAD



2021 | 2022 Annual Report



Institute for Entrepreneurship

Entrepreneurial Education Partner

www.collinsvilletriadceo.com

From the Chairman

Greetings, friends!

The 2021-2022 school year was another successful year for the Collinsville Triad Maryville CEO Program. From the very beginning, the class was full of energy and great ideas with the need for guidance and direction that comes from practical business and life experience. Luckily, the class had our wonderful facilitator and you to deliver the necessary wisdom, knowledge and expertise that only comes from that practical experience. Without your assistance as speakers, mentors, site visit hosts, and investors, the program would not have been possible, and the students would never have experienced all their successes. The growth and development that we witnessed from the initial Meet & Greet event all the way through the Trade Show was truly a miraculous transformation before our very eyes. We cannot begin to express our appreciation for your dedication to our facilitator, our students and the program in making this happen!

The 2022-2023 year will usher in a new class of students as well as a new facilitator to our program. Although she has done a fantastic job mentoring and guiding our students these past few years, Lisa Colon will be relocating to Florida with family in the future. Once there, she already plans to help roll out the CEO Program in that area! In the meantime, she will be assisting our Board of Directors with initiatives involving some of our former graduates to aid in marketing our program. We are very excited about her ongoing input into our program as well as her future endeavors with CEO and the business community in Florida once she arrives there. She has been an incredible asset to all of us and we wish her continued success personally and professionally in all of her future endeavors.

As a result, of course we hired a new facilitator for this year. Emily Reed has been a teacher at Collinsville High School and was looking for an opportunity to shift her focus to a part-time schedule without leaving the profession where her passion and talents are best invested. When interviewing facilitator candidates, Midland Institute strongly recommends finding someone who is a "kid magnet." Emily definitely fits that description. Not only is she a mother of three children herself, two of whom are teenagers, she has also founded and sponsored several successful student groups and programs while teaching these past 10 years in Collinsville. We look forward to adding her to the group of leaders who are already investing in our students to further enhance the experience they receive from our program. We know you will enjoy working with her as we move into this next year!

Our goals for 2022-2023 are to expand our mentor program, add some additional financial investors as our program grows and continue to develop the breadth and depth of speakers and site visit hosts to further broaden the experience for our students. If you are interested in expanding your contribution in any way, please let us know. This program simply could not exist without your involvement. Again, we appreciate your assistance in supporting our students in their successes!

Wendy L. Symer
Chairman, Collinsville Triad CEO



Meet our Facilitator 2022/2023

Emily Reed

My name is Emily Reed and I am the new facilitator for the upcoming 2022-2023 school year. As a graduate of Triad High School and a business teacher at Collinsville High School for the past 11 years, I have established ties in the Collinsville Triad community. As a teacher, I taught a variety of business classes, but focused in recent years on Marketing classes. I also sponsored clubs like Future Business Leaders of America and Kahoks on the GO!, where students from all backgrounds would train for the GO! St. Louis half marathon each year.

I live in Highland with my husband James and three children - Grace (19), Jack (16) and Parker (10 months). In my free time, I enjoy running, triathlon, hiking and traveling.

I first learned about the CEO program four years ago when this program was just getting started. As a teacher, I have heard only great things from past students who have taken part in CEO. I am looking forward to the opportunity to be the facilitator and help Collinsville Triad CEO grow even more this year. The real world opportunities this program creates for the students are so exciting and I am thrilled to get to be a part of it.

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

We look forward to another year of success.

Emily Reed

Facilitator

Collinsville Triad CEO



to the



Family

A Note from 2020-2022 Facilitator

Lisa Colon

'Leaders Build Leaders'



Hello CEO Family,

Collinsville Triad Class of 2022 is one of a kind. We spent this year navigating a post COVID world with future and promise always on the horizon. I have enjoyed watching students invest in themselves in their Senior year when so many of their peers chose a different path.

It's amazing to watch these young entrepreneurs step out of their comfort zone daily and take in all that each site visit, guest speaker and CEO experience offers. They leaned into building relationships and working within their community network from day one, finishing with very strong business plans that can be life changing for each of them.

It has been my greatest honor to represent Collinsville Triad CEO as their facilitator these past two years. This program continues to help our next generation of young entrepreneurs and leaders realize their dreams and goals through hard work, dedication and always continuing to learn. This program is standing and I'm excited to watch it continue to grow.

As I step down due to family commitments and a relocation that is in the works, I'm so thankful for the time served. This program continues to grow and has an incredible future impact for our area students. Even though my future includes a new community, with my own professional development and the growth I see for these students, I plan to share CEO in the south. Thank you for the ongoing support of our Board, School administrators, and community.

Class of 2022 – it's all up to you from here.

Write your own story.

Be Amazing.

All the best,

Lisa Colon

Facilitator 2020-2022

Collinsville Triad CEO



Class of 2022

Building Legacy Since 2019



Front Row: Ali Grenzebach (THS), Trinity Roth (CHS), Alayah Benthall (MCS), Yesenia Torres (CHS)
Second Row: Jose Varela (CHS), Drake Huchel (MCS), Bryan Fuentes (CHS), Logan Loomis (THS), Ryan Peach (THS)
Third Row: Thomas Hyten (FMCHS), Jalen Flowers (CHS), Titus Hendrick (MCS)

Collinsville Triad 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 CEO is privately funded by our local communities and business owners.



Thank you to our Collinsville Triad CEO Sponsors and 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. However, we are eternally grateful for all the support during our third full year as we navigated a post pandemic world. Without the sponsors that continue to invest, this program would simply 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.

CEO Sponsors

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



CEO Investors

A&B Auto Body
Avodah Management
Bradford National Bank
Busey Bank
CMC Electric
Culver's – Collinsville
Day & Night Solar
Edward Jones Investment – Jason Rehg
Express Employment Professionals
FNB Waterloo
1st Mid America Credit Union
GCS Credit Union
Gillihan Concrete
Jody White – State Farm
Redmon Insurance Agency
Scott Credit Union
Sparks Law Office
The Nicol Foundation
Time Out Sports Bar and Grill
Troy/Maryville/St. Jacob/Marine Chamber of Commerce
WLS Consulting, for YOUR Winning Leadership & Sales
The Mark Zavaglia Family



Friends of CEO

Beltramea Family
Home Builders Association
Steve and Natasha Benthal
Meredith Wealth Planning
Jim Lyons
MSSC, LLC

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 Sites – Truck Centers and RE/MAX Alliance for hosting our daily classes and welcoming our guest speakers.

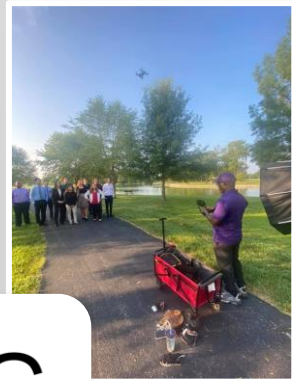
Collinsville Triad CEO partners with local high schools, but all class sessions are held outside of the actual schools. We are more than thankful for Truck Centers Inc. for continuing to provide their Training Center as a home base for the program. RE/MAX Alliance has also been a resource throughout the week for students the past two years.



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 2022 class picture



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

Meet our Entrepreneurs



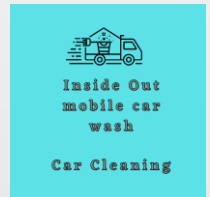
Alayah Benthall

Alayah Benthall is a 2022 graduate of Maryville Christian School. She was a member of Student Council, National Honor Society, and the Spiritual Life Team. She also played volleyball, basketball, and soccer team. She loves spending time with friends and family and sharing Christ with others. Alayah is owner of On a Roll cinnamon roll company. She plans to attend Lewis and Clark Community College in fall of 2022.



Jalen Flowers

Jalen Flowers is a 2022 graduate of Collinsville High School. He launched Inside Out Mobile Car Wash, serving the local area. In high school, he enjoyed wrestling and serving as treasurer for DECA. He joined CEO to learn more about business and entrepreneurship after operating his own lawn mowing business. He plans to pursue a degree in Finance, while minoring in Marketing.



Bryan Fuentes

Bryan Fuentes graduated Collinsville High School and is the owner of Fuentes Power Washing. He enjoyed being part of the Collinsville Vocational program, focusing in the building trades. He enjoys spending time with family and working with his dad and uncle's business. He looks forward to trade school and owning his own business for years to come.



Ali Grenzebach

A 2022 graduate of Triad High School, Ali Grenzebach played softball, participated as part of the Link Crew and enjoyed volunteering as a softball coach at Triad Middle School. Since completing the recruiting process and signing with Danville Community College for softball, Ali launched College Recruiting Consulting to help other local families in their collegiate search.



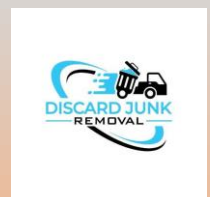
Titus Hendrick

Titus Hendrick is a 2022 graduate of Maryville Christian School and owner of Finishing Touch Premium Car Detailing. He played soccer and baseball while at MCS and loves spending time with friends and family. He plans to use many of the skills and experiences from the CEO program to continue as an entrepreneur after high school.



Drake Huchel

Drake Huchel is a graduate of Maryville Christian School. He enjoyed soccer and baseball during high school and loves outdoor activities. He plans to pursue a business degree at SIUE. Drake is the owner of Discard Junk Removal. He hopes to have equipment and a small crew to serve those in the Metro East area.



Meet our Entrepreneurs



Thomas Hyten

As a graduate of Father McGivney Catholic High School, Thomas Hyten enjoyed sports including baseball and soccer. He really enjoys volunteering and making his community a better place. He launched Prime Photography to help families capture memories. He will be studying Aviation at SIU Carbondale.



Ryan Peach

Ryan Peach graduated Triad High School and participated in their Co-op program during his Senior year. Being a part of a family of entrepreneurs, he hopes CEO will help him with his future business. He is the proud owner of Rhino Rugs and will be attending SWIC this fall.



Trinity Roth

Trinity Roth is a Collinsville High School graduate and was involved in National Honor Society, the Upward Bound Program, and wrote for her school's online news. She has a passion for reading and writing in her free time. Trinity created Vintage Style Writing for others that also enjoy journaling as much as she does. Trinity will be attending Webster University.



Yesenia Torres

Yesenia Torres is a Collinsville High School graduate. She is an avid runner, participating in track and field and running a half marathon during her high school years. She also helped spread awareness with the Hispanic Heritage Club. Yesenia started Torres True Shine to help others feel their best at home. She plans to attend SWIC, pursuing a degree in business.



Jose Varela

Jose Angel Varela graduated from Collinsville High School and owns V Green Lawn and Landscape Management. After working several years with his dad's company, he is excited about the opportunity CEO provided to him as their family business grows. Jose plans to attend a local college, majoring in construction management.



Logan Loomis

Logan Loomis is a graduate of Triad High School. He joined CEO to really push himself out of his comfort zone. He played a critical role in helping with the finances during our class business. He has plans to attend SIU Edwardsville, pursuing a degree in business/finance with plans to become a financial advisor.



'Learning' Trek

Site Visits

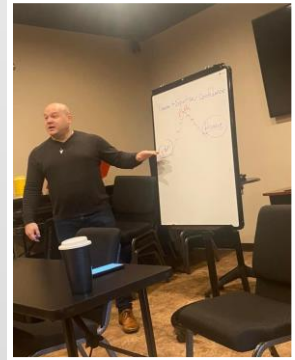
Students visit more than 15+ area businesses whose owners generously allow them to tour their facilities. Business visits are an eye-opening experience for students to explore and learn about local companies they have passed on the streets of their hometowns all their lives.

Guest Speakers

More than 20+ community business leaders selflessly share their expertise with our CEO students on a variety of entrepreneurial and general business topics, including distribution, management strategies, finances and marketing.

Team Building/Class Days

Collinsville Triad CEO emphasizes becoming family in everything we do throughout the year. 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. Always prepping for being successful in the 'real world'.



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.

A special thanks to our Host Sites and Guest Speakers:



Guest Speakers

Wendy Symer – WLS Consulting, ...for YOUR Winning Leadership & Sales

Kai Redmon – Redmon Insurance Agency

Dawn Mushill – Troy, Maryville, St. Jacob, Marine Chamber

Chris Seniker – RE/MAX Alliance

Alicia Lignoul – Employment Express Professionals (prev First Mid America)

Tony Galloway – Destiny Enterprises

Dan Moad – New American Funding

Mark VanZeyl – Bullseye Promotions

Carol Sparks – Sparks Law Office

Brett Swip – 226 Properties/Extreme Baseball Softball Club

Jody White – State Farm

Lacy Pearson – GCS

Dallas Amsden – Communicate2Succeed

Luke Harris – Harris Financial Coaching

Linda Mitchell – Metro East Literacy Project

Tom Kolditz – Doerr Institute for New Leaders/Rice University

Jane Attaway – Korte Construction

Richard Mark – Ameren Illinois

JoAnn DiMaggio May – SBDC – SIUE

Nichole Myers – Red Aspen (virtual)

Phil Green – Rapid Repair Pro

Deedra Mager and Megan Hall – Dauntless Grace

Amy and Harley James – Petaled Pail

Site Visits

Jessica Wiedman – Collinsville Aqua Park

James Gurley – Gurley Photography

Erika and Steven Johns – Envisioning Green

Steven Bartlett – Bradford National Bank

Dr. Arthur Langston – Integrity Joint and Spine

Jim Fraker – Cost Less Copy Center

Brad Keene – Visionary Wealth Advisors

Kurt Mueller – CARSTAR Maryville

Bob Eaton – Day and Night Solar

Dr. Sones – Sones Family Dental

Kevin Nicol – Nicol Financial Services

Bill Weder – Marine Coin

Becky Yager – Gateway Impressions

Angie Howell – SpotOn Nutrition

Mike Yates, Trevor Yates and Travis Dunn –

Truck Centers, Inc

Bobbie Sue – Willoughby Farms





'Doing Business' Trek

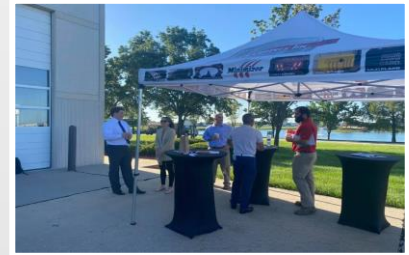
Badge Business

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. Special thanks to Truck Centers and Oasis Roofing & Exteriors for their sponsorships. Shout out to Mark VanZeyl with Bullseye Marketing for providing expertise as well.

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. Students also got to do a poll to get market feedback on five class biz ideas.

Thanks to Truck Sponsors for sponsoring this event!



Mentor Matching

Mentor matching launched in January 2022 as students worked through business plans. The goal for matching our mentors with our students is to develop active, one-on-one community partnerships and encourage students to develop to their fullest potential during their individual business development! Thanks to each of our mentors.

- Wendy Symer – WLS Consulting
- Bob Eaton – Day and Night Solar
- Teresa Reiniger – Living After Grief
- Becky Yager – Gateway Impressions
- Mark Zavaglia – FCB Banks
- Brian Jones – Bank of Hillsboro
- Josh Kaburick – Aadvantage Insurance Group
- Jason Reh – Edward Jones



'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 Tailgate Trivia Night at Triad High School on their back lawn area.

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 families and friends willing to sit next patio heaters and compete on a November evening.



WELCOME

Special thanks to our sponsors



Presented by





'Doing Business' Trek

Doug Villhard Speaking Series – Academic Director, Olin School Of Business – WashU

Collinsville Triad CEO partnered with Edwardsville CEO for a 13-session workshop with Doug Villhard entitled 'The Art (and Science) of Entrepreneurial Thinking'. These workshops help our students understand why business is truly created. What problem are we solving for customers? What is the solution? How is it differentiated from others and what is the true market? How does this go to market plus so much more! These live workshops and lectures help students prepare their business plans, craft their pitch and launch. Special thanks to Doug for investing his time, energy and passions with our young entrepreneurs.



Personal Business Plans and Development / Fish Tank

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 with business through college and future endeavors after high school.

Students work through a business plan, with mentors coming alongside them to provide direction and insights. As the planning progresses, students work through company name, logo, product/service details and review at Banker's Day.

This year's students also took their business plans a step further with a pitch competition called Fish Tank. It was amazing to see students that may know very little about business – put the work in – and share a full three-minute pitch to our judges, peers and local investors. Special thanks to Doug Villhard for sponsoring Collinsville Triad CEO's 2022 competition. Fish Tank Winners Were Ali Grenzebach, Alayah Benthall and Yesenia Torres.



Fish Tank 2022 Winners
Sponsored by Doug Villhard

1st (\$300)		Ali Grenzebach College Recruiting Consulting
2nd (\$200)		Alayah Benthall On a Roll
3rd (\$100)		Yesenia Torres Torres True Shine

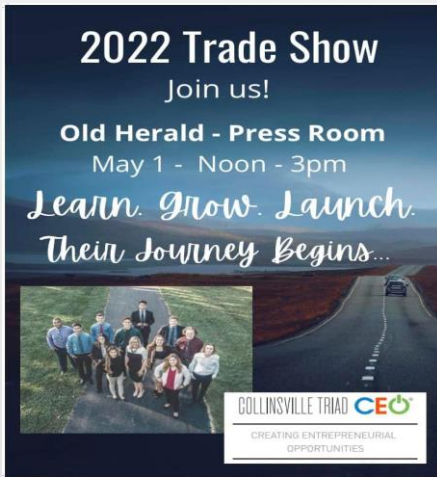




'Doing Business' Trek

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 11 entrepreneurs 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. The event wraps up the entire experience as businesses are launched to the community.





Community Outreach

Investor Breakfast and Business Intro

Special thanks to Gateway Convention Center for hosting our Collinsville Triad CEO Investor Breakfast in April 2022. 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 2023 with our next class of CEO students! Growing and learning together. Special thanks to our sponsors as well!



Feedback from students and parents reflecting on their CEO experience:

CEO provided a great opportunity to grow as a person.
Yesenia Torres

Not only has CEO been a great opportunity, but it creates opportunity within our community as we build relationships.
Titus Hendrick

While I'm generally outgoing, I'm not nearly as intimidated to speak with adults in a social situation since CEO.
Alayah Benthal

CEO has brought out Ali's confidence in many more situations today. She knows to ask more questions and use resources available.
Parent to Ali Grenzbach

HOSTED BY COLLINSVILLE TRIAD CEO
SUPPORTING METRO EAST LITERACY PROGRAM

DEC 3-14 2021

Wanted Books

COFFEE TABLE BOOKS + ANY VARIETY OF BOOKS

DROP OFF BOX AT MAIN OFFICE

BOOKS GIVEN TO UNDERRESOURCED FAMILIES

FOR QUESTIONS: COLLINSVILLEMARYVILLETRIADCEO@GMAIL.COM

Book Drive to Support Metro East Literacy Project

During this year's program, students were asked to identify a need in the community and a way to give back. One of our speakers, Linda Mitchell of Metro East Literacy Project came in to share her work as a 501c3 organization. Her program is on mission, promoting a culture of reading for family transformation. Linda, her Board and local volunteers actively share books with adults and children in their homes.

CEO created flyers and placed collection boxes at their area high schools. Over the holidays, they received an incredible response. It was awesome to see Collinsville Triad CEO rally around the need for helping families change their generational path through literacy. Thank you Linda Mitchell for sharing with Collinsville Triad CEO.



2021/2022 Board Members and Advisory Board



Wendy Symer
Chairman/Mentor
WLS Consulting...for
YOUR Winning
Leadership & Sales



Donna Green
Vice Chairman/Mentor
City of Collinsville



Kate Brendel
Board Member
Triad High School



Denay Brown
Board Member
Associated Bank



Brian Jones
Board Member
Bank of Hillsboro



Joe McGinnis
Board Member
Collinsville High School



Kai Redmon
Board Member
Redmon Insurance



Elmer Romero
Board Member/Secretary
GCS Credit Union



Mark Stuart
Board Member
Maryville Christian School



Marc Voegele
Board Member
Express Employment
Professionals



Trevor Yates
Board Member
Truck Centers, Inc.



Mark Zavaglia
Board Member
FCB Banks



Lisa Colon
Facilitator (2020-2022)
RE/MAX Alliance



Dawn Mushill
Advisor/Fiscal Agent
Troy/Maryville/St.
Jacob/Marne Chamber

Community Stakeholder,

You are the heart of CEO! Your commitment of time, treasure and energy is critical to the success of CEO. As a CEO FRIEND or INVESTOR, you are providing the needed resources for facilitator salaries and other expenses associated with the program, while also ensuring the sustainability of the CEO Class for future students. Thank you for supporting CEO!

Letter of Intent - Creating Entrepreneurial Opportunities – CEO Class Community Stakeholder

I/We understand that our contributions will be used for the operating needs of the CEO Program in my community. In consideration of the gifts of others for the same purpose, I/We hereby agree to contribute the following (please select all that apply):

____ INVESTOR - \$1,000 per year for three years (*A signed pledge card must accompany payment; payment reminders will be mailed annually; optional renewal will be mailed on three-year anniversary*).

____ INVESTOR - \$5,000 one-time payment in full (*A signed pledge card must accompany payment; optional renewal will be mailed on three-year anniversary*).

____ INVESTOR - \$10,000 one-time payment in full

____ FRIEND OF CEO – Amount \$ _____

____ MENTOR – Be paired with a student for the course of the class year so that they may call on me with questions and I may offer advice or other support as needed.

____ HOST SITE – Provide a meeting place for the class for up to nine weeks at a time.

____ BUSINESS VISIT – The class may tour my business at least one time in the course of the class year.

____ GUEST SPEAKER – Volunteer to speak to the class about your business or life skills.

Name: _____

Company Name: _____

Address: _____ City: _____ ZIP: _____

Phone: _____ Email: _____

I/We wish to my/our name(s) to be listed among the Community Stakeholders as follows:

Signature: _____ Date Completed _____

Please make checks payable to: Troy Chamber-Collinsville Triad CEO.

Please add to the memo line Operating/Investor, Class Business, or Friends of CEO.

If mailing payment, mail to: Collinsville Triad CEO, 407 Belt Line Rd #224, Collinsville IL 62234
Collinsville Triad CEO is a component fund of Troy Chamber of Commerce and does not have corporate assistance.
Troy Chamber is a 501 (c) (3) nonprofit organization. All gifts are tax-deductible to the extent allowable by law.

Members of the Collinsville Triad CEO Program Board of Directors (2022/2023):

Wendy L. Symer, WLS Consulting Kate Brendel, Triad High School

Brian Jones, Bank of Hillsboro Kai Redmon, Redmon Insurance Agency

Elmer Romero, GCS Credit Union Marc Voegelé, Express Employment Professionals Trevor Yates, Truck Centers, Inc

Joe McGinnis, Collinsville High School Mark Stuart, Maryville Christian School

