



**2019/2020
Annual Report**



The mission of the CEO Class is to provide a comprehensive educational experience, equipping our students to become enterprising individuals and entrepreneurial thinkers who will contribute to the economic development and sustainability of our community.



From the Chairman

Dear Collinsville Triad CEO Community,

It is hard to believe that the first year of Collinsville Triad CEO has come to a close and we are already planning for our second year. Thank you for all the hard work that brought this CEO program to life in our community this past year.

The opportunity these students embraced daily in saying “YES” to meeting community leaders, visiting amazing businesses and learning from business owners impart their years of wisdom is priceless. While COVID-19 changed our end of year trajectory, these students still opted to shift as many business owners have been required by taking their finished products to a virtual marketplace. Embracing technology in today’s world is so important and our students learned quickly that they can still successfully showcase their businesses using a video format.

As we step into this new year for the 2020/2021 session, we have some important changes. In this new year, Collinsville Triad CEO is partnering with the Troy/Maryville/St. Jacob/Marine Chamber of Commerce as our fiscal sponsor. Our program is also welcoming students this year from Father McGivney Catholic High School. We are also very excited to have our new facilitator, Lisa Colon, join the program. She comes to us with 20+ years of business experience and a passion to help our students grow as young professionals.

We are more than thankful for the community support that provided mentors, site visits, guest speakers and banker days volunteers, in a program that combines education with real-life experiences. Thank you for investing in our next generation. Our communities and school districts together are inspiring future leaders to be the best they can be as they step into their futures both locally and beyond.

We look forward to this new year together and welcome you to be part of this journey with us in 2020/2021!

Wendy L. Symer
Chairman, Collinsville Triad CEO



Student Bios



John Barberis

John Barberis is a 2020 graduate of Triad High School. Through his high school career, he was involved in basketball, track and field and the trap team. He also enjoys hobbies like hunting, fishing, video games, and movies. Many hours of competitive sports have developed great teamwork and communication skills. John's future goals include going to college at Mizzou in Columbia, MO. He would love to major in Business or Law. John created JB's Hydro dipping, providing various customized products.



Sami Niemeyer

Sami Niemeyer is a 2020 graduate of Triad High School. She has a passion for art. She would like to pursue Psychology at University of Missouri and dreams of owning her own practice one day. Sami launched Sketches by Sami, providing unique artwork for the home. She integrated cause marketing and donated a portion of proceeds from her Aussie collection to Fire Departments in Australia with additional items providing donations to local hospitals in the US.



Jacob Peneston

Jacob Peneston is a 2020 graduate of Triad High School. He has spent summers enjoying hiking, crave crawling and fishing, but doesn't necessarily consider himself an outdoorsy person. He simply loves things that can challenge him. He would like to attend Eastern Illinois University and pursue accounting. He wants to own his own business and leverage it with technology. Jacob created Gruff Stuff which provides custom pens, bottle stoppers and duck calls.



Hope Sampson

Hope Sampson is a resident of Maryville, IL and has completed her schooling through homeschool. She is part of a large family of 7 siblings, including 4 birth siblings and 3 adoptive siblings. Growing up, Hope spent time on Gators swim team, bowling, playing soccer and basketball. As a natural born leader and avid hiker, she has recently hiked the Sierra Nevada Mountains and led a team of peers up Spanish Mountain. Hope launched Hope's Harmony Printing, providing designs for shirts, hats, mugs and plates.



Lezah Spala

Lezah Spala is a 2020 graduate of Triad High School. Two of her favorite clubs in high school included Link Crew and Alpha. They have a positive focus for both making others feel welcome at school and encouraging students to remain alcohol and drug free. Lezah plans to go to college and would like to own her own business one day. With her love for fashion and design, she is considering a boutique or possibly education. Lezah launched Handmade by Hazel, a collection of custom canvas art.



Lauren Stilwell

Lauren Stilwell is a 2020 graduate of Triad High School. She was most committed to the Triad Varsity Dance Teams as a third-year varsity dancer. She was also part of Brighter Futures, Link Crew, Triad News Today, and Spirit Club. Lauren plans to attend college and study Computer Science at the University of Southern Indiana. She would like to work in the federal government one day. Her business, Lo to High Productions, produces images for families, seniors, and many more as well as digital editing services for clients.



Chloe Stirling

Chloe Stirling is a 2020 graduate of Triad High School. Chloe launched Chloe's Cupcake Kitchen at 11 years old. Working with Illinois State Representative, Charlie Meier, she helped change laws to ensure others like her could have a home-based food business. Chloe continues to grow her cupcake business and is proud of the donations as a 'thank you' that she provides to our local heroes including police, firemen and medical staff. She will pursue her business degree at University of Southern Indiana.



Yearly Overview

Mentor Matching

This year's mentor program included training for mentors and their protégés. The students have had wonderful support and guidance through this mentoring experience. A special thank you to all who participated in the mentoring program.



Business Plans

Over the course of the year, CEO students prepared up to three business plans and presented them to bankers and investors. The feedback from these experienced professionals helped the students realize the cost of starting a business.



CEO Class Business

Students held their Class Business as a Valentine's Craft Fair at the Columbus Plaza in Collinsville. This event and experience laid the foundation for launching their own businesses later in the spring.



Business Visits

CEO students visited more than 20 area businesses, where they toured facilities and interviewed owners, managers, and employees. Business visits are an eye-opening experience, as students are able to explore and learn about local companies they have passed by all their lives. Business visits build a deep understanding and strong connection between our present and future business leaders.



Guest Speakers

More than 25 community business leaders spoke to CEO students on a variety of entrepreneurial and general business topics, including distribution, management strategies, finances, and marketing.



Student Mentors

Many of our leaders in the Metro East spent time with our CEO students as mentors to help them grow their professional perspectives and work through business plans. Mentors were matched with students in October and helped students as they processed through their Class and Individual Business Plans.

Bob Easton
Day & Night Solar

Scott Green
AdvantaClean

Erika Johns
Envisioning Green

Steven Johns
Envisioning Green

Mike Raymond
Triad School District

Jason Rehg
Edward Jones

Wendy Symer
WLS Consulting

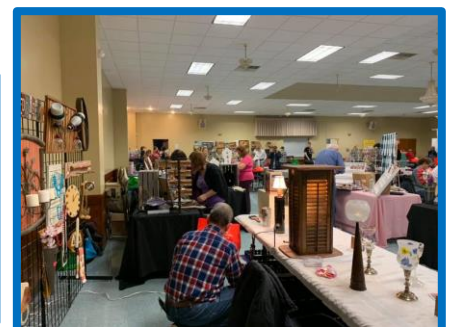
Marc Voegele
Employment Express

Trevor Yates
Truck Centers



Class Business – Lanyards, T-Shirts and Craft Fair

As part of the learning process for all of the students each year, beginning with day one, they work together to create several 'micro-businesses'. This process helps the students learn to actively understand the need for taking an idea and bringing it to life as a business or product. This exploration provides the foundation for launching their individual businesses in the second half of the year. This year's students sold lanyards with advertising for daily use, T-Shirts to help promote the program at various events and held a Valentine's Day Craft Fair over the extended Valentine's Day/President's Day weekend in February all to raise the start up capital needed to ultimately launch their individual businesses. While the day of the Craft Fair ended up colder and rainier than expected, students learned through experience the need for details, for adjusting with vendors and for effectively premarketing their event. It was a positive learning experience for them. Special thanks to the many businesses that supported the Craft Fair and all the other class business endeavors in 2019/2020.



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.

A special thanks to our Host Sites and Guest Speakers:

Site Visits

Ameren
Blue Refuge
Code 3 Spices
Collinsville City Hall
Crave Coffeehouse
Envisioning Green
Gateway Convention Center
GRP / Wegman
Kurt's Car Start
Madison County Work Force
Old Herald Brewery
RE/MAX Alliance – Troy
Schnucks – Collinsville
Serra Honda
Sparks Law Firm
Trucks Center
Union Station Aquarium
Walmart Market – Collinsville
Weber Chevrolet
Woods Basements

Guest Speakers

Tracey Bianco – BrightSide Training
Lisa Colon – RE/MAX Alliance – Collinsville
Joann DiMaggio May
Mary Dix – First National Bank
lean Finley – EXP Realty
Phil and Donna Green – AdvantaClean
James Gurley – James Gurley Photography
Luke Harris – Harris Financial Coaching
Angie Lange – Express Employment Professionals
Arthur Langston – Integrity Spine & Joint Center
Madison Magee
Charlie Meier – 108th House District
Dawn Mushill – Troy Chamber
Mike Raymond – Triad Community School District
Kai Redmon – Redmon Insurance Agency
Jason Rehg – Edward Jones
Tami Roderick – My Vision Accounting
Tim Silva – Silva Law
Kimberly Skinner – Mary Kay
Julian Smith – Tech Fusion Consulting
Cortnie Stone – State Farm
Travis Stutsman – Troy Chamber
Wendy Symer – WLS Consulting
Amy Tarr – Midland Institute
Marc Voegelé – Express Employment Professionals
Kay Weber – Art and Craft Fair

Special Thanks to
Truck Centers, Inc. for
hosting CEO all year.



The CEO participants enjoyed two site visits in the Greater St. Louis area this year.

Students toured Crave Coffee House, hosted by Donna Green, a nonprofit coffee shop on Saint Louis University's medical campus. Crave serves the community through relationship building acting as a hub for connections.

Students also experienced a behind the scenes tour at the new St. Louis Aquarium at Union Station. Both were very exciting and insightful for their own business planning.



SHARK TANK and VIRTUAL TRADESHOW:

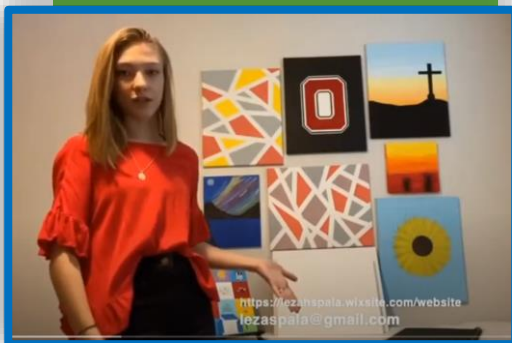
The main goal for all participants for the second half of the CEO year is to launch their own products. This planning includes individual business plan development as well as Banker Days reviews to assist in finalizing the financials and launching their products. Despite the challenges of COVID-19, the students still launched their products. The platform for Banker Days, Shark Tank and the Annual Tradeshow all pivoted to a virtual format. We are so proud of their creativity and accomplishments.



Sketches by Sami



Lo to High Productions



Handmade by Hazel



Gruff Stuff



JB's Hydrodipping



Hope's Harmony Printing



Chloe's Cupcake Kitchen



THANK YOU, to our CEO Contributors and Investors!

Although we were very fortunate to have many contributors to our first year, including friends and family as well as all the business leaders who gave of themselves in so many ways, there are absolutely too many to capture and list, but we are eternally grateful for all of the support in our first year. Likewise, we are especially thankful for the following investors in making this program possible for both Collinsville and Triad students for the 2019/2020 school year. Without the CEO Sponsors that made initial investments this program would simply not be possible. The community partnership with CEO Investors and Friends of CEO ensures the vision of bringing real-world experience to life for our next generation. This program continues to thrive due to your continued support and contributions. Words cannot adequately express our gratitude for all!

CEO Sponsors

Ameren Illinois
City of Collinsville
City of Troy
Collinsville Chamber of Commerce
FCB Banks
Laura Buick
Truck Centers, Inc.



CEO Investors

A&B Auto Body
Allen Adomite
Aspen Creek Management
Avodah Management
Brandford National Bank
Busey Bank
Culver's – Collinsville
Day & Night Solar
Edwards Jones Investment – Jason Rehg
Express Employment Professionals
First National Bank
Redmon Insurance Agency
Scott Credit Union
Silver Creek Rotary
Sparks Law Office
The Nicol Foundation
Troy/Maryville/St. Jacob/Marine Chamber of Commerce
WLS Consulting

Friends of CEO

Dr. William Byrkit, Jr.
Keeley & Sons, Inc.
Lezah Spala
RE/MAX Alliance
Vision Accounting



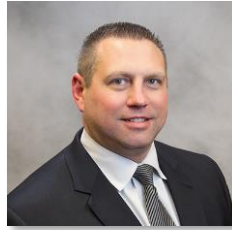
2019/2020 Collinsville Triad CEO Board Members and Advisory Board



Wendy L. Symer
Chairman/Mentor
WLS Consulting



Donna Green
Vice Chairman
AdvantaClean



Mitch Bair
Board Member
City of Collinsville



Dr. Tricia Blackard
Board Member
Collinsville High School



Mary Dix
Board Member
First National Bank



Brian Jones
Board Member
Busey Bank



Kai Redmon
Board Member/Mentor
Redmon Insurance



Marc Voegele
Board Member
Express Employment
Professionals



Dr. Rodney Winslow
Board Member
Triad High School



Trevor Yates
Board Member/
Mentor
Truck Centers, Inc.



Rob Pryor
2019/2020 Facilitator

Additional non-voting members

Kim Jones – City of Collinsville
Kate Brendel – Triad High School
Lisa Colon – Realtor, RE/MAX Alliance

Fiscal Agent: 2019/2020 – Miner's Theater

Fiscal Agent: 2020/2021 – Troy/Maryville/St. Jacob/Marine Chamber Education Fund

As the Collinsville Triad CEO program continues to grow, we are looking for active business leaders who are interested in joining our Board. For more information, please visit www.collinsvilletriadceo.com. Please feel free to contact the Chairman of the Board, one of the Board Members, or the Facilitator for more details.

Wendy L. Symer, Board Chairman
618.531.0080
wsymer@wlsconsulting.com

Lisa Colon, CEO Facilitator (2020/2021)
314.496.7706
facilitator@collinsvilletriadceo.com



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: _____

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 (2020/2021):

Wendy L. Symer, WLS Consulting Donna Green, City of Collinsville Marc Voegele, Express Employment Professionals
Trevor Yates, Truck Centers, Inc Kai Redmon, Redmon Insurance Agency Brian Jones, Busey Bank
Dr. Rodney Winslow, Triad High School Joe McGinnis, Collinsville High School

