

GRANITE CITY CEO[®]

CREATING ENTREPRENEURIAL
OPPORTUNITIES



2018 Annual Report

Below is an essay written by CEO student Scott Schank for his English class in October, 2017, after 10 weeks on our CEO journey. Read his essay to understand how CEO is changing lives. This is the essence of CEO.

CEO and How It Is Improving Me as A Person

CEO class is definitely the course that is making the largest impact on me this senior year. From the second day I was in there, I was stepping out of my comfort zone. CEO class is undoubtedly a different kind of learning than any other class I've had. I love how everything we do in CEO is hands on, and how grades aren't emphasized as much as actually taking something from the class. In comparison to any other class I've had in my high school career, I haven't been worried about grades in CEO. Instead of teaching work ethic and making you into a drone like any other classroom that employs the horrible system we all fear, known as grades (which is all of them unfortunately), CEO is giving me real-world skills. CEO is teaching me a new lifestyle. The constant pressure to keep grades up is quite stressful, and really takes away from the learning experience, but in CEO there are no tests or quizzes to worry about and cram for. In English class now for example, I'm re-reading *The Great Gatsby*. I'm appreciating it a lot more when reading it isn't being forced down my throat, with the fear of a bad grade as motivation. My grades might not be the best, but a lot of people consider me smart. The bottom line is grades do not determine your intelligence, but are a way of rating your ability to follow directions. I feel that intelligence is exactly as Stephen Hawking described it "intelligence is the ability to adapt to change." CEO class for me is nothing short of an adaptation to my normal anti-social school routine. Before in school, I would just go to a class and half way pay attention to what I needed to in order to pass, and wallow in my own loneliness, because I feared starting conversations. I never actually retained any of the information taught, because I didn't need to after the tests.

What makes CEO class so different is that it's teaching information that is being used every day, lessons I'm learning such as professionalism and the art of conversation will do nothing less than make me a better person. I'm only about 10 or so weeks into the CEO class and most of my fear of starting a conversation is gone. Before I was so scared I was going to embarrass myself, but now I'm learning that if you want to succeed you have to take risks. All of my hopeless romantic tendencies are seeming to become a lot less hopeless, and changing to hopeful. If you would consider me a wallflower before I guess now I'm beginning to bloom. Risk taking is the essence of entrepreneurship and I'm becoming quite the professional entrepreneur if I do say so myself. But I'm not here to gloat, so I digress. CEO class is beyond just a typical class for me. It is changing my life for the better, and I will forever be grateful for it. I couldn't even begin to tell you how many business owners and successful people I've met through CEO have said, "I wish I had that back in my day." One person I met, Donnie Wilson described CEO class as "a shortcut to success." I think Donnie has the right idea for success, considering he's created a multi-million-dollar company that picks up oil. Enough testimonials though, I'm not here to be a spokesperson.

CEO also is a very small class, I only have 13 other developing entrepreneurs besides myself, so we're all bonding pretty well. People I've never really talked to in high school in the last 3 years are now some of the people I really enjoy spending time with. We all work together to accomplish things much bigger than ourselves such as chili fund-raisers. I never really thought much of fund-raisers, but after doing it myself, I have gained an entirely new perspective on them, a new understanding and appreciation. CEO is sort of a small community in and of itself, so what we accomplish is not in vain. Any money we make, we contribute to community funds, so we all can succeed. I feel nice knowing what I'm doing helps somebody else, and not just myself. I mean c'mon I'm about to head into the military after this year! The essence of the military is service, so a little extra experience in doing for the well-being of others definitely won't hurt.

CEO isn't just teaching me lessons now, it's setting the foundations for my future as well. I feel that unlike a normal class what I'm learning in CEO will stay with me for the rest of my life. CEO has gone beyond a grade for me, it's a positive influence on my lifestyle. This is why CEO is the class that made a difference.

P.S. Also every day you're outside the school for the first two hours, so every day is an off-campus lunch. If you want to go to McDonald's or something after. Coffee and oatmeal will never make me complain. :)

Cover photo is the Old Six Mile Museum. CEO students helped museum volunteers on September 27 clean up the property in preparation for their annual fall vendor fair. The Old Six Mile Museum is the oldest structure in Granite City located at 3729 Maryville Road. The farmhouse was built in 1837 by William Emmert with additions made in 1848. In 1884, it was sold to August Zippel. The Zippel family lived in the house until 1984, when the Old Six Mile Historical Society bought the house and made it a museum. The house was added to the National Register of Historic Places in 1996 and listed as the Emmert-Zippel House.

Mission

To provide a comprehensive educational experience for Granite City High School students, equipping them to be enterprising individuals and entrepreneurial thinkers who contribute to the economic development of our community.

Vision

CEO graduates demonstrate entrepreneurial thinking and a thirst for life-long learning. They are ready to compete in the global economy and are inspired to contribute to the economic development of the community.

Class Information

Granite City is one of thirty nine communities in the United States with a CEO program. The CEO program is a year long course for seniors at Granite City High School and is a business elective. The seniors, along with their facilitator, meet for first and second hours off-campus every day from 8:00 - 9:30 a.m. Students then travel to the high school to attend their 3rd through 7th hour classes. This program allows students to participate in all school activities. Students complete an application for the CEO program at the beginning of the second semester of their junior year. Every nine weeks the class meets at a host business, when the class is not visiting another business location.

Highlights of the Granite City CEO Program:

- Emphasizes 21st Century learning skills
- Funded by business investors
- Utilizes area businesses as classrooms
- Visits 35-50 businesses each year
- Hosts 35-50 guest speakers each year
- Open to Granite City High School seniors
- Selects students through an application process
- Meets for ninety minutes each school day for two semesters
- Provides two high school credit hours for two semesters
- Offers Honors Credit with additional class responsibilities
- Provides four hours of Southwestern Illinois College dual credit
MGMT 299 – Special Topics in Management
- Provides a mentor from the local business community for each CEO student
- Delivers the opportunity for each student to start their own business
- Hosts an annual class business and an annual trade show to showcase individual student businesses

Class of 2018 Granite City CEO Students



Morgan Ambruso was Captain of the Granite City High School Dance Team, which advanced to state competition two consecutive years. She enjoys babysitting and is employed at Jack in the Box. She was selected by her teachers to participate in the Maypole ceremony at the annual May Carousel. Morgan found her passion through the CEO experience. She strives to be the best and keeps working until the job is complete. She incorporated these traits into her startup, **Bruso's Detailing**, an interior car cleaning service that will "turn dust and grime into sparkle and shine."

Photo courtesy of Mark McAmish



Brian Bauman is dedicated to presenting to the world the best he can be as a person and a business owner. These qualities of commitment are shown in his long career of weight lifting, which he started in 7th grade. Using this experience, he hopes to become a well renowned personal trainer and gym owner after high school. The CEO program has encouraged him to think of the future while working in the present. Brian's startup, **Medieval Metals**, is a blacksmithing business brought about by his desire to wield a sword. As a child, he always read fantasy and sci-fi books that strengthened his imagination. Drawing from this creativity, Brian forges unique items that can add a personal touch to any household.



Mariah Burke joined CEO because she aspired to start her own business and be her own boss. Her business, **B&M Window Washing**, is a partnership with her father. "CEO has really changed my life. I always thought I'd be working for someone else. Now people are going to work for me, which is pretty cool in my opinion. I can run my business as I would like and build it into how I've dreamed." Mariah's post-secondary plans are to attend Southern Illinois University Edwardsville and major in business.



Gabrielle Byrd deftly balanced a busy schedule of work, school, and extracurricular activities. She loved participating in Student Council and the Foreign Language Club. She enjoys working as a hostess at Twisted Ranch, a restaurant in St. Louis. At the beginning of the CEO class, Gabrielle was nervous about the obstacles she would face. Though she's very outgoing, she was apprehensive about speaking with business executives. She overcame her unease and learned so much from the CEO class. Gabrielle's business is **K9 Crazy**, treats and accessories for pets, and she looks forward to developing and growing her business.



Adam Marmion takes extreme pride in his school and everything he does. He played football and dressed varsity all four years. He was awarded 3rd team All-Southwestern Conference defensive-end and All-Academic Team. Adam also played baseball his freshman year and boxed in the Junior Olympics as a sophomore. He is a two-time Personal Choice award recipient. Adam participated in National Honor Society, Spirit Club, Warrior Flock, Varsity Club, and represented CEO in the Mr. Warrior pageant. Inspired by Jim Hudson and mentored by Justin Brinkmeyer, Adam's business is **Everything Silver**, specializing in buying and selling silver. Adam plans to attend Mizzou, earn a degree in physical training, then join the Army as a combat medic. "CEO has taught me better social skills, how to run a business, and professional ethics. Most of all, CEO has taught me to be a better person. I'm excited to run my own business and continue it through college."

Ashlynn Merz was heavily involved in school and sports. She participated in National Honor Society, Warrior Flock, Varsity Club, peer tutoring, and as an ALPHA leader. A varsity cheerleader throughout high school, her team placed fifth at state two consecutive years. She plans to attend Southern Illinois University Edwardsville to pursue a degree in Dermatology. Ashlynn is the proud owner of **Lavish**, a handmade natural bath bomb line. "The CEO program has taught me more about my future success than any other class at Granite City High School. I have been exposed to the insights of entrepreneurs and have met very successful individuals whom I aspire to be like. I want to personally thank Mrs. Greenwald for being the best facilitator and making this class the most enjoyable experience of my high school career."



Aubrey Munro balances an abundance of school and work, while she maintained Honor Roll status throughout high school. She is currently employed as a hostess at Ravanelli's in Granite City. She enjoys drag racing with her dad at Gateway Motorsports Park. Her business is **My Personal Gal**, a service designed to assist with personal errands and shopping needs. A lifelong animal lover, she will attend Southwestern Illinois College and focus on earning a veterinary degree. "I aspire to open my own animal clinic, and CEO has really helped me understand how to be a great entrepreneur. I am thankful for the opportunities CEO has provided."



Autumn Reynolds developed a strong passion for dance at the age of ten, when she instantly formed lifelong relationships with her coaches and teammates. For eight years, Autumn has danced at Heavenly Rhythm Dance Studio. She competes with the senior company and is a teaching assistant. On the weekends, she works part time as a server at Charlie Gitto's Downtown, where she cherishes the connections and relationships she has created. The CEO program has encouraged Autumn to step out of her comfort zone, to create and accomplish goals she thought were out of her realm. Autumn's favorite part of the CEO program was learning from other entrepreneurs every day. "Surrounding myself with successful people is what keeps me motivated and moving forward. The connections I made in the CEO program are very important." She will continue her education at St. Louis Community College then transfer to a university. Autumn incorporated her passion for dance into her business partnership with Brandy Lusitic, **The BoHo Lotus Dance**. "I'm excited to bring something new to our community!"



Jacob Roderick is an accomplished hockey player, having skated since the age of three. His drive to succeed helped his team win three Missouri State Championships. He played hockey for Granite City High School for three years and was selected to play in the 2016 MVCHA All Star hockey game. He volunteers as the videographer at his church and is currently employed at Meyer Lawn. Jacob also works part time at his family's business, Jerry's Cafeteria & Catering. During the CEO program, he has gained knowledge of how to market, grow, and manage a business. With help from his mentor, Lloyd Miller Jr., Jacob started **Jake's Trimming and Lawn Services**. His goal is to purchase Meyer Lawn when the current owner retires. Jacob plans on graduating in the top 20% of his class to attend Southwestern Illinois College on an academic scholarship. Because of CEO, Jacob knows he wants to earn a degree in landscape architecture.



Photos courtesy of Mark McAmish



Scott Schank has been in the Secondary Honors Program and is a member of the National Honor Society. In previous years, he was involved in various clubs and activities including tennis, Scholar Bowl, Social Studies Club, and Math Club. He is currently employed at Raveli's restaurant in Collinsville where he works as a dishwasher, a busser, and a host. His hobbies include woodcutting, working out, playing video games, and building things. He is a service-oriented person, and is looking to transform his passion for building computers into a business venture, **Tech Wizard Computer Solutions**. The CEO class opened his eyes to the business world and brought the once reserved individual out of his shell. "If the CEO class taught me anything, it taught me how to communicate. Before, I was so nervous to talk to people. Now, if I can talk to a millionaire businessman, I can talk to anyone." After high school Scott's plans are to join the Air Force and pursue a career in cyber system operations.



Jared Skaggs, a four year varsity wrestler was awarded 3rd team All-Southwestern Conference for wrestling in 2018. Currently employed at K&L Furniture, his scholarly goal is to graduate with at least a 4.0 GPA. Jared plans on joining the Marines Corps. He enjoys working on cars with his father and spending time with friends. Mentored by Dr. Christina Darin, Jared's startup business is **Sauce Boss**, an innovative condiment tray for people on the go. "CEO has taught me to never give up and to never lose focus. Most importantly, CEO has taught me the guidelines of running a business and how to be professional."



Morgan Tucker is determined for success. During five long years of a worsening heart condition, she was forced to give up a multitude of activities she enjoyed such as cheerleading, horseback riding, and even her dreams of being a dentist in the Air Force. "When the doctor told me he was unable to repair my heart, I became very depressed. Then I realized how to open the door to greater opportunities." Morgan set her standards high and has been accepted into Quincy University to study Pre-Med for Anesthesiology. Morgan aspires to make hearts healthy with her business, **MJ TEAS**, water and tea flavorings made from antioxidant-packed fruits. Morgan is very grateful for the CEO program because of the people she's met. "I was struggling with life and everything in it. Mrs. Greenwald called me when I felt like giving up. She persuaded me to speak on behalf of CEO at City Hall to distract me from my challenges. My mentor, Gail Mueller, has been understanding and gracious with her perspective. She truly has inspired me to know we can overcome the worst. I really appreciate the CEO program and would not change anything."



Eugene Williba has been a three sport athlete at Granite City High School for football, basketball, and track. His work ethic earned him a varsity letter in football all four years along with being selected 1st Team (senior year) and 3rd Team (junior year) All-Southwestern Conference. During his senior year, he was named the MVP, and was honored to receive the prestigious Keith Lucas Award. Mrs. Lignoul, his Social Studies teacher, selected Eugene for her Personal Choice award. Eugene was a member of the 2017 Homecoming Court and the 2018 May Court. **Socks for the Sole** is inspired by his passion for fashion. Eugene's future plans include attending Millikin University in Decatur, Illinois, majoring in criminal justice and pursuing a career path in law enforcement for the federal government.

CEO presents

The Best of Our Granite City Area

Take This Opportunity to Connect with our GC Community

sponsored by:



Tuesday, January 30, 2018
St. Gregory's Armenian Community Center

Photos courtesy of Mark McAmish

A special thank you to Port Harbor Railroad Corp., our event sponsor, and the following companies for their participation in our class business:

- 1st MidAmerica Credit Union
- 3 Little Birds 4 Life
- Nicol Financial Services
- Shirts Galore & More
- Six Mile Regional Library District
- GCS Credit Union
- Granite City Park District
- GC Business Foundry
- The Nicol Foundation
- Local Business Patriots
- Lloyd Miller & Associates
- O'Brien Tire & Service Center
- icon Mechanical & Engineering
- Shipley's Chiropractic
- Ravanelli's Restaurant & Catering
- What You Don't Know Can Hurt You
- Jerry's Cafeteria & Catering
- Gene's Auto Body
- Petri Cafe & Catering
- Darin Chiropractic
- Illinois Electric Works
- TheBANK of Edwardsville
- Farmers Insurance
- Bindy's Bar & Grill
- R&B WoodArt
- Community Care Center
- Kool Beanz Cafe
- First Bank
- Marco's Pizza
- Justine Petersen



Chili Fundraiser



Networking with Alumni

Guest Speakers in our CEO Classroom

Jeff Smith, Legal Business Structures
 Juliette Douglas, Active Listening/Note Taking
 Marc Voegele, Generations
 Jeff Smith, Lemonade Stand Financials
 Alicia Lignoul, Networking and Etiquette
 Jon Roderick, Jerry's Cafeteria & Catering
 Nicole Woolard, Push Media Solutions
 Amanda Guinn, SWIC Dual Credit Coordinator
 Dr. Tyler Crews
 Kent Probst, Midland Institute
 Dr. Almeda Lahr-Well, Gail Mueller
 James Amos, Economic Developer City of Granite City
 Alexander Schwartz
 Roger Miller, Founder, Gateway Packaging
 Marc Voegele, Express Employment Professionals
 Kevin Nicol, The Nicol Foundation

Jo Ann DiMaggio May, MetroEast SBDC
 Beth Buenger, O'Brien Tire & Service Center
 Ashley Swip, 3 Little Birds 4 Life
 Carl Yount, Port Harbor Railroad
 Marc Voegele, Express Employment Professionals
 Dr. Mark Eavenson, MultiCare Specialists
 Tom Cholevik, Local Business Patriots
 Michael Halbrook, Adobe Consulting
 Chris McManamy, Social Media
 Laura Dumonceaux, LJW Tax Service
 Kate Kite, Tina Besserman, Alicia Lignoul - Bio Revisions
 John Manoogian, Fine Arts Dept. Chair
 Laura Boyles, Event Planner
 Melissa Erker, Phillips 66
 Tom Adamitis, Managing Director Yield Lab
 Dawn Mushill, Keynote Speaker, Author



Guest Speakers in the CEO Classroom



Business Visits

August - December, 2017

- Granite City Foundry
- Six Mile Regional Library District
- Stephanie's Spiritual Therapy
- Holiday World
- Mr. Twist, Felicia Urioste
- Walmart
- Holt Shoe Shop
- Shirts Galore & More
- icon Mechanical & Engineering LLC
- 1st MidAmerica Credit Union
- Old Six Mile Museum
- Tina Besserman, Century 21
- Bailey & Co.
- Nicol Financial Services
- Dixon Heating & Cooling
- Kool Beanz Cafe
- Darin Chiropractic
- ShIPLEY Chiropractic
- St. Gregory Armenian
- Community Center
- GCS Credit Union
- Illinois Electric Works



Business Visits

January - May, 2018

Boho Lotus, Brandy Lusicic

Petri's Cafe & Catering

Port Harbor Railroad

Chamber of Commerce,

Rosemarie Brown

Jerry's Cafeteria & Catering

First Bank

Uncle Linny's

TheBANK of Edwardsville

Silverback Video LLC

Mayco Industries

TierPoint

Cequel III

Granite City Foundry

Phillips 66 Refinery

Southwestern Illinois College

Fox Theatre

St. Louis Art Museum

Illinois American Water Company

Amsted Rail

Prairie Farms

Pizza World

O'Brien Tire & Service Center

Granite City Park District



Special Events

- CEO Empowerment Day
- SWIC Manufacturing Day
- Mentor Match
- TrepStart Day
- Mark McAmish Photo Shoot
- CEO Investor Breakfast
- CEO Alumni Morning
- Mentor Connect
- Barry-Wehmiller Leadership Institute
 - Kristen Hadeed, Book Launch & Signing
- Granite City Council Committee Presentation
- Mentor Connect
- CEO Board Meeting
- Rotary Club of Granite City Mayor's Prayer Breakfast



Hosts Businesses

Six Mile Regional Library
Nicol Financial Services
Illinois Electric Works
Chamber of Commerce
Southwestern Madison County

August 16 - October 13, 2017
October 16 - December 15, 2017
January 3 - March 2, 2018
March 6 - May 25, 2018





Developing CEO Team Building Skills



Building Mentor Relationships



Building Banking Relationships



2018 CEO Advisory Board

Marc Voegelé Board Chair	Express Employment Professionals Owner, President
Adam Saltsgaver Vice Chair	TheBANK of Edwardsville Assistant Vice President Commerical Banking Group
Tom Schooley Secretary	Law Offices of Thomas E. Schooley Attorney, President
Jeff Smith Treasurer	icon Mechanical Construction & Engineering, LLC Chief Financial Officer

MEMBERS

James Amos	City of Granite City Economic Development Director
Tina Besserman	Century 21 Bailey & Co. Realtor and Broker
Pam Cook	Granite City Community Unit School District #9 Guidance Department Chair, Granite City High School
Cindy Gagich	Granite City Community Unit School District #9 Director of Secondary Education
Kate Kite	Six Mile Regional Library District Research and Instruction Librarian/Teen Services
Alicia Lignoul	1st MidAmerica Credit Union Community Relations Coordinator
Roger Miller	Gateway Packaging Company Founder
Kevin Nicol	Nicol Financial Services, The Nicol Foundation CEO and President
Don Scaturro	Illinois Electric Works Corporate Secretary, Mechanical Specialist



CEO Business Investors

CEO Business Investors are the heart of the Granite City CEO program. Their annual investment of \$1,000 for three years provides the necessary resources for the current year expenses and sustainability of the CEO class for future students. Business Investor commitments of time and energy are also critical to the success of the Granite City CEO class. See page 15 for more information.

1st MidAmerica Credit Union
Altered Grounds Outdoor Services LLC
Amsted Rail
CEO Class of 2018
Cindy and Mike Gagich
Darin Chiropractic
Dr. Almeda Lahr-Well & Gail Mueller
Express Employment Professionals
Gateway Regional Medical Center
GCS Credit Union
Glik's
icon Mechanical & Engineering LLC
Illinois Electric Works
Law Offices of Thomas E. Schooley
Nicol Financial Services
O'Brien Tire & Service Center
Port Harbor Railroad Corp.
Roger & Bekki Miller
Southern Illinois Healthcare Foundation
SunCoke Energy
TheBANK of Edwardsville
The Nicol Foundation
Waste Management

CEO Contributors

Century 21 Bailey & Co.
Coordinated Youth & Human Services
Granite City Optimist's Club
Irwin Chapel
Jim's Pawn & Jewelry
Knights of Columbus
Tri Cities Council 1098
Tri City Assembly 0224
Six Mile Regional Library District
Southwestern Illinois College
St. Louis Regional Chamber

CREATING ENTREPRENEURIAL OPPORTUNITIES

Company/Organization Name: _____
Contact Name: _____
Street Address: _____
City, State, ZIP: _____
Phone: _____
E-mail: _____
Web Address: _____

Donor

I/We wish to contribute to the Granite City CEO program as follows:

Investor

\$1,000 annually for three years (\$3,000 total)

Contributor

One-time gift of \$ _____

Payment Method

- My check for the entire pledge is enclosed.
 My check for the first of three annual payments is enclosed.
 Please bill me.

I would like my name/company name to be listed in the acknowledgements as follows:

 I wish to remain anonymous.

Please make checks payable to Coordinated Youth & Human Services for the benefit of Granite City CEO. The Coordinated Youth is a 501(c)3 not-for-profit organization that acts as the fiduciary for the CEO program. Donations are tax deductible to the extent allowed by law.

Participant

I would like to be considered for: (Check all that apply)

- Hosting a CEO Class Speaking to a CEO Class
 Having a CEO Class visit my organization Mentoring a CEO student

Other, please explain: _____

Return this form to:

Mr. Jeff Smith
Icon Mechanical
1616 Cleveland Blvd.
Granite City, IL 62040

email: jsmith@iconmech.com
618.452.0035
Fax 618.452.0037



16 Granite City CEO



EVERYTHING SILVER

Tech Wizard Computer Solutions



GRANITE CITY CEO[®] Trade Show

Wednesday, April 25
5:00 - 7:00 p.m.

Please Join Us
Free Admission

Explore the Startups of our
Class of 2018 Entrepreneurs

Tech Wizard Computer Solutions

BoHo Lotus Dance

Bruso's Detailing

Everything Silver

My Personal Gal

K9 Krazy

Lavish

MJ Teas

Sauce Boss

Medieval Metals

Socks for the Sole

B&M Window Washing

Jake's Trimming & Lawn Services



MY PERSONAL GAL

The Commons
Sam Wolf Campus
Southwestern Illinois College
4950 Maryville Road
Granite City, IL 62040

GRANITE CITY CEO[®]
CREATING ENTREPRENEURIAL
OPPORTUNITIES
granitecityceo.com

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