

GRANITE CITY CEO

CREATING ENTREPRENEURIAL
OPPORTUNITIES



2014 - 2015 Annual Report

2014 - 2015 Granite City CEO Annual Report

Dear Granite City CEO Friends and Family,

Welcome to our inaugural Creating Entrepreneurial Opportunities (CEO) program at Granite City High School - the Class of 2015. Our area business community has welcomed this new program by providing our seniors with learning opportunities that extend far beyond the walls of a classroom. Throughout the year students developed professionalism, problem solving, collaboration and communication skills, creativity, and most importantly interacted with a network of community connections creating excitement, new challenges and new opportunities in Granite City.

As a class, our students visited more than 50 area businesses and gleaned inspiring and innovative ideas from more than 45 guests speakers. On every business visit respective entrepreneurs have continually stated, "If only I would have had an enretrepreneurship class in high school; think of what might have happened and where I would be today." Through this program, students had the opportunity to:

- Organize, plan and host a class business event: The Best of Granite City
- Attend the Six Mile Regional Library District \$4.2 Million Renovation Ceremony
- Attend TrepStart Day at St. Louis University
- Participate in the homecoming parade at Granite City High School
- Present at the Granite City Rotary Club meeting
- Attend the Granite City Business Foundry Mixer
- Present at the Granite City Community School District #9 Board Meeting
- Present at the Madison County Curriculum Showcase
- Visit three St. Louis businesses with ownership by three Granite City High School alums
- Develop a relationship with a personal business mentor
- Develop relationships with a network of business professionals
- Complete three business plans
- Start their own businesses

I am incredibly fortunate to have a working, problem-solving CEO Advisory Board. One of my goals is to expose our students to broader and more challenging learning opportunities. My board is committed to the CEO program along with the excitement it has created in our community.

I gratefully acknowledge the guidance, assistance, and the frequent conversations with the staff of the Midland Institute for Entrepreneurship located in Effingham. It has been a pleasure to be associated with Craig Lindvahl, Susan Hanfland, and Liz Roepke and I look forward to continuing this relationship.

It will be exciting to follow the progress and success of the inaugural 2015 Class of Granite City CEO students, and their entrepreneurial skills. I look forward to seeing what the future holds for them as a result of their experiences in the CEO program.

It has been an honor and a privilege to lead, instruct, and facilitate the Granite City CEO program. It has made me a better person, a better educator, and opened my eyes to the many outstanding and talented people, businesses, and opportunities within our community. I have been a life-long Granite Citian; Granite City is a fine place to live, work, and raise a family, and it is my hope to instill this civic pride into our young people.

Thank you for investing in our community and the young adults of Granite City.

Karen Greenwald

Karen Greenwald
Granite City CEO Facilitator



Mission

To provide a comprehensive educational experience for the community's high school students, equipping them to be the enterprising individual 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.

Inaugural Granite City CEO Students Class of 2014 - 2015



Front row: Miranda Pryor, Ciara Ciccone, Jamesha McClain, Alexis Khammanyvong Back row: Jamie Briagas, Hope Morlen, Austin Hoskins, Matthew Sharp, William Trindle, Jeremiah Leibold, Briana Davis, Madison Jansen

Class Information

Granite City CEO is one of fourteen programs across the Midwest encompassing participants from only one high school, Granite City High School. The CEO class is a business elective at Granite City High School for seniors. 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. The class is hosted by a different business every nine weeks and the students meet at the host business when the class is not on a business visit. For additional information visit the Granite City High School CEO website at <http://www.gcsd9.net/pastweb/highschool/granite%20city%20ceo/>



Jamie Briagas

Jamie is a four-year varsity wrestling manager and office worker; she has also been a student tutor for three years. She enjoys helping others and traveling the world. Jamie will begin college at Palomar Community College in Oceanside, California. "CEO has opened so many doors for me and I am very grateful. This class provides opportunities that you cannot get in a regular class and it has bettered my viewpoint on life. We have met many entrepreneurs and I can only hope that one day I will be as successful as they are. Their compassion, motivation, and drive each and every day is very reassuring. Joining the CEO class was the best decision I have ever made." Jamie's first product is a cookbook, "All Across the World." In the cookbook one will find recipes for famous dishes and desserts from different countries. Jamie intends to donate her profits to homeless children in Europe.



Ciara Ciccone

Always willing to meet a new challenge, Ciara moved from Poplar Bluff, Missouri her junior year of high school to Granite City High School. While attending Poplar Bluff Senior High, her extracurricular activities included the Beta Club, Stand for the Silent Club, and two years in the Spanish Club. Her sophomore year she was the Spanish Club Historian. After moving to Granite City High School, she continued to stay involved in school activities as a cheerleader her junior year. In her spare time, she occasionally babysits for friends and family. Committed to promoting local shopping, she is currently working on developing her personal business called, "Buy and Dine Granite City." This concept will provide advertising, coupons and various specials at our local participating businesses and restaurants. Upon graduation, Ciara plans to further her education at Southwestern Illinois College.



Briana Davis

Enrolled in honors classes all four years of high school, Briana played girls' soccer for two years, varsity tennis for two years and was the yearbook editor last year. Briana is currently employed at Ravanelli's Restaurant. The opportunities the program has provided can never be replaced. She never imagined being where she is now when she entered GCHS as a freshman and would not have taken any other path had she been given the chance. "The Mad Batter Bakery," her CEO business, is where the seeds for Briana's future are being planted. Specialty cakes, cupcakes, cookies and French delicacies are what she aspires to create for her potential customers. "There is nothing better than CEO. A student cannot get this experience anywhere else. All of the wonderful people we are introduced to make an impact on our lives every single day. I find myself remembering things I have been taught throughout the year in my everyday life and I think that is something special. I am not 100 percent certain what my future holds for me but what I do know is that, thanks to the CEO program, my future will not be anything less than exceptional!" Briana will attend Southern Illinois University Edwardsville in the fall of 2015 and will major in elementary education while minoring in entrepreneurship.



Austin Hoskins

Austin's greatest interest and passion is skateboarding, and that's what brought him to join the CEO program. "I want to involve skateboarding in my whole life and if I can't make it as a professional skateboarder, then it's most definitely possible to own my very own skateboard company. As soon as I heard about this class I knew it was for me, and it has exceeded all my expectations. Now, I know my dream can be achieved and that's because of our facilitator Mrs. Karen Greenwald and the people who invested in this program and me." Austin's business is "Skate Guilty," where you can purchase skateboarding apparel, starting with specialty shirts. He plans to expand his business to include other clothes and skateboards. After high school Austin will attend Southwestern Illinois College for two years and then pursue a degree in entrepreneurship at Southern Illinois University Edwardsville.

Photos courtesy of entrepreneur Katie Guenther CapturedbyKatie.com

Madison Jansen

Madison has played on the varsity tennis team for four years. Her work experiences have been babysitting and lawn mowing. The CEO program has helped to give her an opportunity most students don't experience. She was introduced to the business world at age 17 and shown how it works from business leaders of her community. "TeckCheck," technology assistance for those who struggle, is her CEO business venture. After high school, she plans on attending Lewis and Clark College for two years and then transferring to Southern Illinois University Edwardsville, where her major will be in criminal justice and minor in psychology. "Where will I go from there? Who knows, if anything, CEO has taught me the future is limitless with possibilities."



Alexis Khammanyvong

Determined to accomplish personal goals, Alexis strives for excellence in her life. Her athletic involvement at the high school includes playing softball for three years in the spring and playing four years of fall softball outside of school. She also ran cross country her freshmen year. During her senior year, Alexis has discovered new talents in her Dreamweaver Web Design and Flash Animation courses at the high school. Alexis says she has grown up a lot from having younger siblings and joining the CEO Class. She created and launched the Granite City CEO website and loved her time creating it. Her CEO business venture, "Sixela Kollektions," is developing a variety of daily planners. This project will be enhanced by planting a tree for every six planners she sells. Her marketing strategies include an already developed logo and website. Post high school plans are obtaining her business degree at Southwestern Illinois College. She will then attend Hickey College to obtain an accounting degree. These credentials will help her manage and grow her own business after the CEO Class.



Jeremiah Leibold

Having boxed for two years, Jeremiah is now pursuing his dream for professional aesthetic bodybuilding. The CEO program opened his eyes and showed him the way to make his dream job a reality. Jeremiah will attend Southwestern Illinois College for two years. He then plans to transfer to Southern Illinois University Edwardsville and major in business and minor in kinesiology. Jeremiah's future business goal is to own a two-building gym. One building will include weights with a nutrition supplement section; he is currently an independent distributor with AdvoCare. The other building will be a padded area for boot camps, Zumba, mixed martial arts, and other classes that will be beneficial. His class business is "CEPS," Cutting Edge Proteins and Supplements. "It's an amazing feeling to know what I want to do for the rest of my life and seeing the steps I'm taking to get there and the people I'm meeting along the way. This class is truly a blessing and I couldn't thank the men and women enough who made this program happen and giving me this opportunity."



Jamesha McClain

Jamesha played on the Granite City High School Girls' Tennis Team for two years, and now participates in Varsity Club as a Varsity Club Ambassador. As one of the students in the CEO program who at first thought the class would be a great opportunity, she was discouraged to apply because she thought she would never be accepted into the class. After being pulled aside by a teacher and convinced to join the program, Jamesha is now proud to have been a student in the class and to have come as far as she has. Her CEO business, "Stuffed," is producing candy-stuffed teddy bears for all occasions. Once she has completed the CEO program and has graduated from GCHS, Jamesha plans to intern, work, or volunteer and have fun over the summer. She hopes this will help her figure out what she would like to pursue in college. Jamesha also plans to attend college in the fall at Southern Illinois University Edwardsville.



Photos courtesy of entrepreneur Katie Guenther capturedbyKatie.com



Hope Morlen

Hope's interests include reading, drawing, taking pictures, going for walks when it is not too cold out, spending time with the family dogs, and staying up late on weekends watching her favorite movies. She has work experience cleaning her grandparents home and babysitting her nieces and nephews. Her future plans are to attend Southwestern Illinois College to earn an associates degree then fulfilling her dream to attend The Art Institute of St. Louis for a degree in game design and animation. Hope says, "The CEO program has helped me in so many ways over the past year. The class has shown me that I have to grow up a lot if I am ever going to survive the real world. In my opinion, this past year has been a huge wake up call for me. I am just glad to be having it now instead of later." Hope's business venture is "We Be Jammin," where she cans specialty jams and jellies (including jalapeno jam) for sale.



Miranda Pryor

In her younger years, Miranda was active in soccer and volleyball. She also was involved in modeling and participated in photoshoots for a while. Miranda has changed her mind many times about her future. She first wanted to be a veterinarian, then she wanted to study forensic science, and then she considered interior decorating and designing. Now Miranda knows she wants to run her own beauty spa. Her CEO venture is "Cutie's House of Beauty" and she provides services involving hair, makeup, and nails. Miranda states, "Before CEO, I was confused about what I wanted to do after high school. Now, I have found my passion and I truly believe that I have what it takes to turn that passion into a successful business."



Matthew Sharp

Matt has had a long interest in the military and after high school he intends to sign with the United States Army. One of his long-term goals is to own a farm. In his free time, Matt likes to be outdoors. Some of his favorite activities include hunting, fishing, and working on cars. Matt's CEO venture is a small engine repair business, "Sharp Small Engine Repair." Matt states, "The CEO class has definitely made me more mature. Without this class, I probably wouldn't have even thought about owning my own business plus working with Dale Hamil as my mentor has made a difference and I feel created a lifelong friendship."



William Trindle

Billy is very proud to be a CEO student. He says, "This program has significantly altered my life for the better. The skills I have learned I will carry with me the rest of my life. I have a completely different outlook on not just school but on life in general." Billy hopes to turn his passion for classic muscle cars into a career he enjoys and looks forward to accepting the challenges it brings. Aside from his passion for cars, Billy also enjoys working with his hands and creating things that are unique. This is the basis for his class business, "B and B Wood Furnishing," which fills a very special niche by taking choice logs from a tree and crafting them into one-of-a-kind benches, tables, picture frames and even garden fences.

The Best of Granite City

Taste and See What's Up in GC

Tuesday, February 17, 2015
Granite City Township Hall

A special recognition to Emily Gavilsky, of Eminence Events, for her expertise in the initial planning of the event and to the following organizations, restaurants and businesses for making the inaugural class business a successful event:



Aiello's Pizzeria
Bindy's
Don Chench Mexican Restaurant
Garden Gate Tea Room
Gerber Quality Foods
Jacobsmeier's Tavern & Restaurant
Jerry's Cafeteria & Catering
Kool Beanz
Mama Mia's Italian Restaurant
Petri's Cafe
Pizza World
Ravanelli's Restaurant & Catering

Advocare Independent Consultant Christie Moad
Aflac - Grant Hughes
America's Central Port
Century 12 Bailey & Co.
Champion's Wedding & Party Room
Edward Jones - Gary Viere
Finney's Hit Squad
Gateway Regional Medical Center
GCS Credit Union
Granite City Park District
icon Mechanical
Illinois Electric Works
Illinois Metro East Small Business Development Center
Koetting Ford
Nerium International Independent
Brand Partner Stacie Griggs
Nicol Financial Services
O'Brien Tire & Service Center
Shipley Chiropractic
Six Mile Regional Library District
Stephanie's Spiritual Therapy
Tank's Training Facility
TheBANK of Edwardsville
Working Class Benefits LLC



Guest Speakers in the CEO Classroom



Guest Speakers and Presentation Topics in the CEO Classroom

Kevin Nicol - Basic Business
 Susan Hanfland - True Colors
 Connie Houlihan - Entrepreneur
 Marc Voegelé - Generations
 Wendy Symer - WLS Consulting
 Garrett Ziegler - 2014 Effingham Alum
 Dr. Anna Saban - Financial Statements
 Katie Guenther - Captured by Katie Photography
 Kevin Nicol - Financial Planning
 Gail Mueller & Dr. Almeda Lahr-Well -
 Direct Sales Marketing
 Kevin Anderson - College Financial Planning
 Gail Mueller & Dr. Almeda Lahr-Well -
 Social Entrepreneurship
 Jon Franko - Gorilla 76
 John Carenza - U.S. Olympian
 Kevin Nicol - Return on Investment
 Kevin Nicol - Entrepreneurship
 Dr. Mark Eavenson - Multicare Specialists
 Karen Wolters - Effingham Entrepreneur
 Hickey College - Presentation Skills
 Dale Hamil - Follow the Money
 Bob Schultz - The Art of Conversation
 Ben Roberts - Dead Mike's Barbeque
 Danelle Brown - QueenBee Consulting
 Vince Higgs - 2010 Effingham CEO Alum
 Beth Ravanelli - Ravanelli's Restaurant

Jon Ferry, Patrick McKeenan,
 Granite City Business Foundry
 Dr. Grant Black, University of Missouri - St. Louis
 Tommy Brown, Certified Tax Resolution
 Specialist
 John Perles, Effingham Entrepreneur
 Sharon Engelke, Kathy Wojtowicz - The History of
 Granite City
 Adam Saltsgaver, TheBANK of Edwardsville
 Josh Hickam, Altered Grounds
 Joe Juneau, Juneau Associates, Inc.
 Patrick McKeenan, Illinois Metro East Small
 Business Development Center
 Joe Colyer, Working Class Benefits LLC
 Molly Niemerg, Social Media
 Cindy Gavilsky, Tina Hubert - Revising Bios
 Wendel Stevens, Retired McDonald's Franchisee
 Tom Cholevik, Transamerica Financial Group
 Banker Day-Regions, First Bank, US Bank,
 Justine Petersen
 Dennis Wilmsmeyer, Frank Papa- America's
 Central Port
 Kyle Hency - Co-founder Chubbies
 Daniel Palkovic - 2012 Effingham CEO Alum
 Barry Coziar - Response! Targeted Marketing
 Christopher Carrillo, Mass Mutual Financial Group
 Thomas Adamitis, 1984 GCHS Alum
 Marc Voegelé - Express Employment Professionals



Business Visits

August - December, 2014

Nicol Financial Services
 Jim's Jewelry & Pawn
 Custom Forms & Copies
 Gerber Quality Foods
 Gateway Packaging Company - St. Louis Corporate Office
 Metro Lock & Security
 Gateway Packaging Company
 Glik's
 Illinois Electric Works
 Cequel III - St. Louis
 Century 21 Bailey & Co.
 Pizza World
 Barbara's Sales
 B Auto Parts
 Southwestern Madison County Chamber of Commerce
 Arnette Pattern
 Tank's Training Facility
 Six Mile Regional Library District
 Fat Chimp Studios - St. Louis
 Alfresco Art Center
 Koetting Ford
 Penn Station
 GCS Credit Union
 icon Mechanical
 Granite City Township Hall
 Gateway Regional Medical Center



Business Visits

January - May, 2015

Kool Beanz
Aiello's Pizzeria
Ravanelli's Restaurant & Catering
Champion's Wedding & Party Room
Walmart
Amsted Rail
America's Central Port
TheBANK of Edwardsville
Port Harbor Railroad Corp.
Weber Chevrolet
Focus Fitness
Heidtman Steel
Stephanie's Spiritual Therapy
Sam Wolf Campus Southwestern Illinois College
Dixon Heating & Cooling
Cedar Creek
Shipley Chiropractic
TheBANK of Edwardsville - Edwardsville
Precoat Metals
Regions Bank
Granite City Park District
Coordinated Youth & Human Services
Justine Petersen



Special Events

Six Mile Regional Library District Renovation Ceremony
TrepStart Day - St. Louis University
Granite City Business Foundry Gathering
Granite City Rotary Club Meeting
Granite City Community School District #9
Board Meeting
Effingham CEO Experience
Madison County Curriculum Council Showcase
24th Annual Granite City Rotary
Mayor's Prayer Breakfast



Hosts Businesses

Nicol Financial Services
Illinois Electric Works
Gateway Regional Medical Center
America's Central Port

August 13 - October 17, 2014
October 21 - December 16, 2014
January 6 - March 6, 2015
March 9 - May 19, 2015



Developing CEO Team Building Skills



Developing Banking Relationships



Developing Mentor Relationships



2014-2015 CEO Advisory Board

Marc Voegelé CEO Board Chair	Express Employment Professionals Owner, President
Adam Saltsgaver CEO Vice Chair	TheBANK of Edwardsville Assistant Vice President Commerical Banking Group
Tom Schooley CEO Secretary	Law Offices of Thomas E. Schooley Attorney, President
Jonathan Ferry CEO Treasurer	City of Granite City Economic Development Director
Cindy Gagich	Granite City Community Unit School District #9 Director of Secondary Education
Cindy Gavilsky	Coordinated Youth & Human Services Executive Director
Dale Hamil	Illinois Electric Works President
Tina Hubert	Six Mile Regional Library District Executive Director
Roger Miller	Gateway Packaging Company Founder and Chairman
Tim Moran	Granite City Community Unit School District #9 Assistant Principal, Granite City High School
Kevin Nicol	Nicol Financial Services CEO and President
Jeff Smith	icon Mechanical Construction & Engineering, LLC Chief Financial Officer



CEO Class Business Partner Investors

CEO Class Business Partner 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 Partner Investor commitments of time and energy are also critical to the success of CEO.

America's Central Port
Amsted Rail
Cequel III
CEO Class of 2014 - 2015
Craig Lindvahl
Dr. Almeda Lahr-Well & Gail Mueller
Ehrhardt Tool & Machine
Express Employment Professionals
Gateway Regional Medical Center
GCS Credit Union
Glik's
Granite City Pickling
icon Mechanical
Illinois Electric Works
Kraft Foods
Law Offices of Thomas E. Schooley
Multicare Specialists
Nicol Financial Services
Prairie Farms
Roger & Bekki Miller
Roth Law Offices
Scott Oney, CPA
Shipley Chiropractic
Southern Illinois Healthcare Foundation
Sun Coke Energy
TheBANK of Edwardsville
The Nicol Foundation
U.S. Steel
Weber Chevrolet
Working Class Benefits, LLC

CEO Contributors

Arnette Pattern
Bob Lombardi
Century 21 Bailey & Co.
Coordinated Youth & Human Services
Gorilla 76
Irwin Chapel
Jim's Pawn & Jewelry
Jones Lang LaSalle -Terry Stieve
Justine Petersen
O'Brien Tire & Service Center
Snelson Collision Repair
St. Louis Regional Chamber
Tommy Brown, EA, CTRS
Trivers Associates
Walmart
World Financial Group/Transamerica



Commitment Form

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

Contributor

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

☐ 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:

Jonathan Ferry
City of Granite City
2000 Edison Avenue
Granite City, IL 62040

e-mail: jferry@granitecity.illinois.gov
phone: 618-452-6213
fax: 618-452-6236



On behalf of the CEO Board of Directors, I would like to thank all of our investors and contributors to the Granite City CEO Program. You have been instrumental in impacting young lives and our community for years to come.

This unique approach, helping students uncover and develop vital skill sets, is truly cutting-edge and greatly valued. If you have been considering becoming an investor, I invite you to join us. Most join to help others, but usually see the benefit it brings to everyone, and become passionate themselves.

If you would like to join as a host location or becoming a mentor there is room for you. Watch our students run a group business and then develop their own individual businesses. See them transform from high school teenagers to business minded, community oriented, young adults that are eager to embrace the challenges and opportunities that life has to offer. It is never too late to join CEO, but you will be glad you do!

Marc Voegele
Express Employment Professionals
CEO Advisory Board Chair



Craig Lindvahl, Marc Voegele

There is no greater thrill than watching students learn and grow. This generation of young people is the best learners the world has ever produced. CEO offers an environment where students have the opportunity to discover, explore, and guide the learning. It's also an environment where adults can help give students a twenty year head start in their lives by teaching and modeling the critical soft skills that are at the heart of success. That's the magic of CEO.

We couldn't be prouder of the CEO students in Granite City and their incredible facilitator!

Craig Lindvahl
Executive Director
Midland Institute for Entrepreneurship

Marc Voegele, Chair
Granite City CEO Advisory Board
618.920.2705
marc.voegele@expresspros.com

Karen Greenwald, Facilitator
Granite City CEO Class
618.578.8883
karen.greenwald@gcsd9.net