

COLLINSVILLE TRIAD



2020 – 2021 ANNUAL REPORT



Rising Above in a Year of Challenges



Powered by: **Midland**
Institute for Entrepreneurship



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FACILITATOR

Lisa Colon
*Collinsville Triad CEO
Facilitator*

Dear Collinsville Triad CEO Community,

2020 was a year of challenges, but those challenges did not change the experience and hard work from our CEO students. Special thanks to those members of our community who served as speakers, host sites and mentors who worked through navigating COVID to continue helping our young entrepreneurs learn so much about entrepreneurship, despite those challenges.

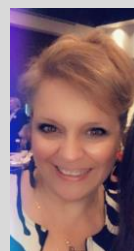
While some of the business visits were obviously more restrictive than usual this year, the opportunity these students embraced daily in saying “YES” to meeting community leaders, visiting amazing businesses while maintaining social distancing, and learning from business owners impart their years of wisdom was still priceless. Even during a global pandemic, these students consistently made the decision to RISE ABOVE. This was the motto they selected to carry them through the year given the unknowns we were all facing and the changes we were likely to experience as a result of them. From a canceled class event at the last minute and several occurrences of school quarantines, they persevered and continued to RISE ABOVE.

This was also a new year with our new facilitator, Lisa Colon. She stepped up in what was a new world for her and connected with these students to provide a bright spot every morning. The feedback from students calling this the best part of their day, makes all the overcoming worth it. We are very fortunate to have her experience and her approach on our team!

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.

Collinsville Triad CEO will also welcome Maryville Christian School in addition to Collinsville High School, Father McGivney and Triad as we move into the coming school year. We look forward to this new year together and welcome you to be part of our journey in 2021/2022!

Wendy L. Symer
Chairman, Collinsville Triad CEO



Thank you

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 second full year as we navigated a global pandemic. Without the sponsors that continue to invest, this program would simply not be possible. The community partnership with investors and friends of our CEO 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.

CEO Sponsors

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



CEO Investors

A&B Auto Body
Allen Adomite
Aspen Creek Management
Associated Bank
Avodah Management
Bradford National Bank
Busey Bank
Culver's – Collinsville
Day & Night Solar
Edward Jones Investment – Jason Rehg
Express Employment Professionals
First MidAmerica Credit Union
Jody White – State Farm
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, for YOUR Winning Leadership & Sales



Friends of CEO

Dylan Ortiz, 2021 Alumni
RE/MAX Alliance
Vision Accounting

Collinsville Triad CEO presents CLASS OF 2021



Left to Right: Emily Landfried (CHS), Diamond Daley (Triad), Marcus Gardner (FMCHS), Noah Beltramea, (FMCHS), Lisa Colon (Facilitator), Andrew Dupy (FMCHS), Dylan Ortiz (FMCHS), Allyssa Perry (Triad), Joshua Edison (Triad)

COLLINSVILLE TRIAD **CEO**[®]



MEET OUR CEO ENTREPRENEURS

Noah Beltramea

Noah Beltramea is the owner of *Down to the Detail* mobile detailing service and a graduate of Father McGivney Catholic High School where he was involved in cross country, track, NHS, Boy Scouts, and student ambassadors. He now spends his free time with family and friends, working and studying. Noah is very interested in business. He plans to study finance at the University of Arkansas.



Diamond Daley

Diamond Daley founded *Diamond's Designs* and is a graduate of Triad High School where she was involved in choir, band, and art. She was also an ambassador of NSHSS and loves to help others do their best. Family and friends are most important to her, but she also loves to write, read, participate in musical and artistic creations, and spend time in nature. She hopes to travel and see the world with people she loves. Diamond is attending Normandale Community College for her general studies, with plans to transfer to a four-year university in the future.

Andrew Dupy

Andrew Dupy founded *Dupy's Designs* and is a Father McGivney Catholic High School graduate. Besides CEO, he spent most of his time in high school playing basketball or running in cross country or track. He was also in the National Honor Society and continues to spend a lot of his time playing guitar. During his summers he donates his time to Lutheran Summer Camp as a junior counselor. Andrew will be attending Illinois State University studying Economics-Business in the fall.



Joshua Edison

A 2021 graduate of Triad High School, Joshua Edison is the founder of Transcendence, a custom clothing business. He played football and ran track in high school and could be found spending time writing and cutting hair in his down time. Josh loves meeting new people and his favorite quote is "new things come to new beginnings." Josh is attending University of the Cumberlands on track scholarship and majoring in business.

MEET OUR CEO ENTREPRENEURS

Marcus Gardner

Marcus Gardner is a graduate of Father McGivney Catholic High School and founder of *Vintisch Designs*. He was involved in choir, dance team, cooking club and his school environmental club while in school. He spent his free time drawing, dancing, singing and travelling. Marcus will be attending SIU Edwardsville, majoring in computer science and minoring in criminal justice. After getting a degree, he plans on going to the police academy to become an Illinois State Police Officer.



Emily Landfried

Emily Landfried is a graduate of Collinsville High School and launched *EmiLou's* for her year end business. She participated in the varsity dance team and ran for the girls track team during high school. In her free time, she enjoys going on long hikes and playing basketball. She also loves to be around her friends. She plans to attend Moberly Community College and has joined their cheer team.



Dylan Ortiz

Dylan Ortiz is a 2021 Father McGivney Catholic High School graduate that developed *directmelocal.com* to help homeowners with maintenance projects. At school, he was part of the chess club and the art club. During his off time, he enjoyed boxing, hanging around his family, spending time with his nephew, and constantly finding new goals to strive towards. After high school, he plans to pursue majors in business, accounting, and finance at St. Louis University.



Allyssa Perry

Allyssa Perry is a Triad High School graduate and founder of *Lyss Natural Products*. She was on the Triad dance team and dances at Starlight Dance Studio in Highland, IL. In her free time, she worked, practiced dance, spent time with family, and played with her dogs. She will be attending Arizona Christian University as part of their dance team, majoring in radiology and business.



YEARLY OVERVIEW

Business Visits

This year's students visited more than 20 area businesses whose owners generously allowed them to tour their facilities as well as interview their employees. 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. These visits build a deep understanding and strong connection between present and future business leaders.



Guest Speakers

More than 25 community business leaders selflessly shared their expertise with our CEO students on a variety of entrepreneurial and general business topics, including distribution, management strategies, finances, and marketing. What a wealth of knowledge!



CEO Class Business

Kicking Off the Holiday's Kickball Tournament was the class business this year, however students had to pivot when new COVID restrictions came down. They went online selling Kickball Bash in a Box, CEO 2021 T-Shirts, and raffle tickets. A real-life lesson in what many business owners faced during the pandemic



Mentor Matching

This year's mentor program included valuable training from mentors to 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 was priceless and helped the students realize the cost of starting a business.



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:

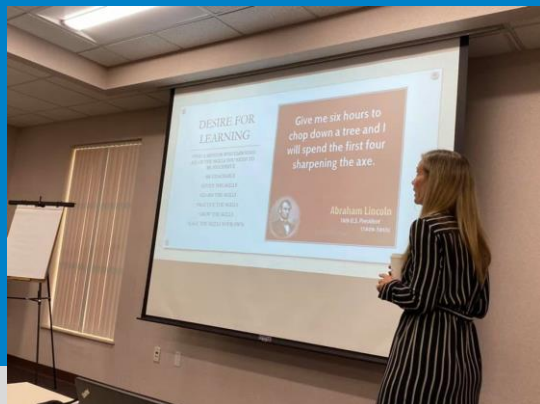


Guest Speakers

Deb Gaultney and Jordan Zavaglia – FCB Banks
Wendy Symer – WLS Consulting, Winning Leadership & Sales
Kai Redmon – Redmon Insurance Agency
Chris Seniker – RE/MAX Alliance
Mark VanZeyl – Bullseye Promotions
Carol Sparks – Sparks Law Office
Jose Lopez and Lacy Pearson – GCS
Dallas Amsden – Men of Faith and Fire
Dr. Rodney Winslow – Triad Principal
Lisa McQuade – Arch Equipment Group LLC
MSG Rolando Colon Jr – US ARMY
Jason Rehg – Edward Jones Investments
Luke Harris – Harris Financial Coaching
Linda Mitchell – Metro East Literacy Project
Marc Voegelé – Express Employment Professionals
Dawn Mushill – Troy, Maryville, St. Jacob, Marine Chamber
Amy Tarr – Midland Institute
Brian Jones – Bank of Hillsboro
Elmer Romero – GCS
Denay Brown and Mary Dix – Associated Bank
Tress Kurzym – SIUE
Ryan Nelson – Intern, Troy, Maryville, St. Jacob, Marine Chamber
Alicia Lignoul – 1st Mid America
Richard Mark – Ameren Illinois
Amy and Harley James – Petaled Pail

Site Visits

Jessica Wiedman – Collinsville Aqua Park
James Gurley – Gurley Photography
Erika and Steven Johns – Envisioning Green
Lydia Herman – Champagne and Lace
Steven Bartlett – Bradford National Bank,
Marine Fire Department
Dr. Arthur Langston – Integrity Joint and Spine
Kurt Mueller – CARSTAR Maryville
Brett Swip – Turn 2/Extreme Baseball and
Softball Club
Bob Eaton – Day and Night Solar
Mark Ahlvers – Gateway Convention Center
Dr. Sones – Sones Family Dental
Doug Weiss – Collinsville Farmers Market CEO
Dr. Kris McClusky - ChiropracticWorks
Kevin Nicol – Nicol Financial Services
Derik Reiser – Old Herald Brewery
Joel and Shannon – Verona Coffee
Mike Yates, Trevor Yates and Travis Dunn –
Truck Centers, Inc
Bobbie Sue – Willoughby Farms
Susan Smith – Plan Shop Live



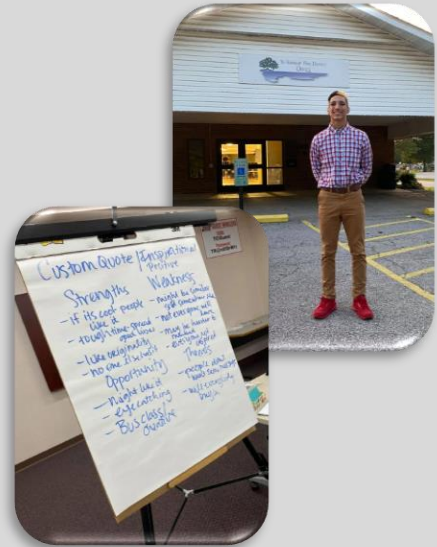


BUSINESS VISITS
(20+)
GUEST SPEAKERS
(25+)
CLASS DAYS



PROJECT 2020: \$8-\$800

Students kicked off the year by choosing their first micro-business. Badges, \$8-800, or a service project? They chose to take \$8 and figure out how to turn that into \$800. Kudos to this group that never needed the \$8 because they started with last year's t-shirts selling them and turning a profit which led to buying cases of water to sell at school and throughout the community. Ultimately they made more than \$800 and never needed a single penny to get started. Josh Edison simply attended a council meeting to ensure he had permission with City of Troy to sell in the community. Once cash was collected, they used this to design a t-shirt. They then solicited sponsors and turned a profit on their design. This first micro-business helped students find leadership roles within the group, communicate with current investors and friends of CEO and use their creativity to spread a positive message. Way to go, team!



MENTOR PROGRAM

Donna Green
City of Collinsville

Jason Rehg
Edward Jones

Elmer Romero
GCS Credit Union

Wendy Symer
WLS Consulting

Bob Eaton
Day & Night Solar

Marc Voegelé
Express Employment Professionals

Joe Harris
Ace Tech

Ranae Harris
RE/MAX Alliance

Special thanks to our area leaders that served with our CEO students this year. Mentors were matched with these young entrepreneurs in January and helped students as they processed through their individual business plans. The Mentor Program helps to:

- Develop active, one-on-one community partnerships.
- Encourage individuals to develop to their fullest potential.
- Assist students in the development of their individual business!



CLASS BUSINESS:

Kickin' Off the Holidays

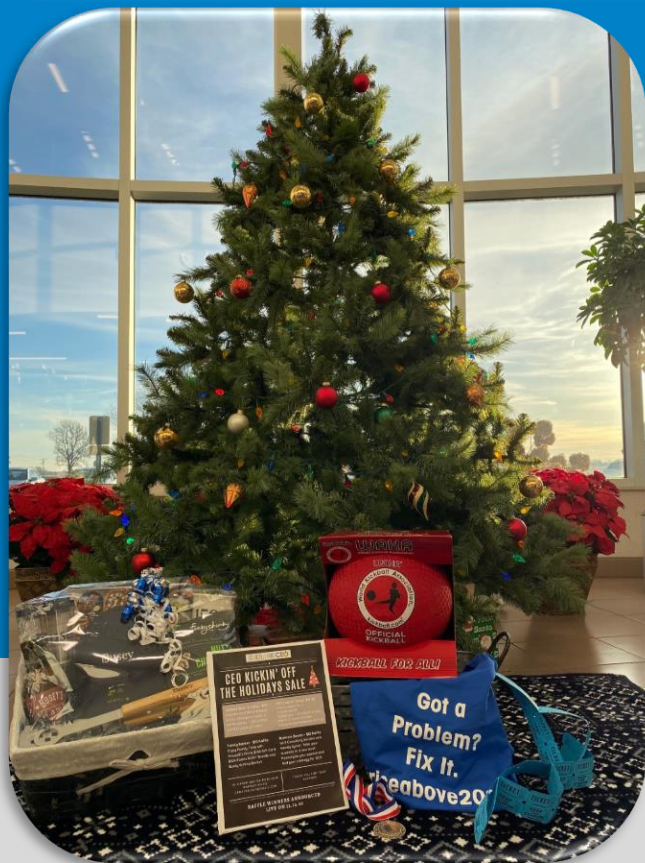
Kickin' Off the Holidays Kickball Bash was class of 2021's class business. They were all ready...Perfect Friday Night Lights, 10 Teams, Showdown at Plummer Park all organized... *AND THEN ...new Covid Restrictions three days prior to the event required a pivot.* If we wanted this class to have a real-world business experience, we couldn't have orchestrated it any better! They pivoted quickly to online sales because they still had an end goal to meet. THIS wasn't going to stop them! They pivoted and delivered...

- Kickball Bash in a Box – Including tshirts, medals, an official kickball and gift card for pizza
- *Got a Problem, Fix It* T-Shirt Sales
- Raffle Items including D&M Farms products, \$100 Mouselli's Prime Gift Card and WLS Consulting complimentary session.

Special thanks to our sponsors and community for supporting this event!



Plummer Family
Park, Edwardsville IL
November 20, 2020
6-10pm
#riseabove2020



INVESTOR BREAKFAST & BUSINESS INTRO

Special thanks to Gateway Convention Center for hosting our Collinsville Triad CEO Investor Breakfast in April 2021. While COVID sidelined this breakfast in the late fall, we found that spring provided the opportunity 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 for the first time. This was such a successful morning spending time with investors that we hope to see you again in April 2022 with our next class of CEO students! Again, way to pivot, team!



2021 CEO TRADE SHOW

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 eight entrepreneurs to showcase and sell their products and services. 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.





COLLINSVILLE TRIAD 

CREATING ENTREPRENEURIAL
OPPORTUNITIES

Welcome to

2021 Trade Show

Old Herald – Press Room

4.25.21 Noon-3pm

End of year Trade Show....
Launching their new beginning as Entrepreneurs

Noah Beltramea <i>Down to the Detail</i>	Marcus Gardner <i>Vintisch Designs</i>
Diamond Daley <i>Diamond's Designs</i>	Emily Landfried <i>Emi-Lou's</i>
Andrew Dupy <i>Dupy Decor</i>	Dylan Ortiz <i>Direct Me Local</i>
Josh Edison <i>Transcendence</i>	Allyssa Perry <i>Lyss</i>



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



Truck Centers
Inc.



James Gurley Photography – for providing our professional headshots and 2021 class picture



JG
PHOTOGRAPHY



Mark Ahlvers –
City of Collinsville for providing video support

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

Collinsville Triad CEO 2021 T-Shirt Sponsors/Kickin' Off the Holidays Kickball Bash

Bradford National Bank
Busey Bank – Edwardsville
D&M Farms
Day and Night Solar
Express Employment Professionals

Jason Rehg/Edward Jones
Kai Redmon Insurance Agency
Plummer Family Park
RE/MAX Alliance
WLS Consulting



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 Voegelé, 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

