

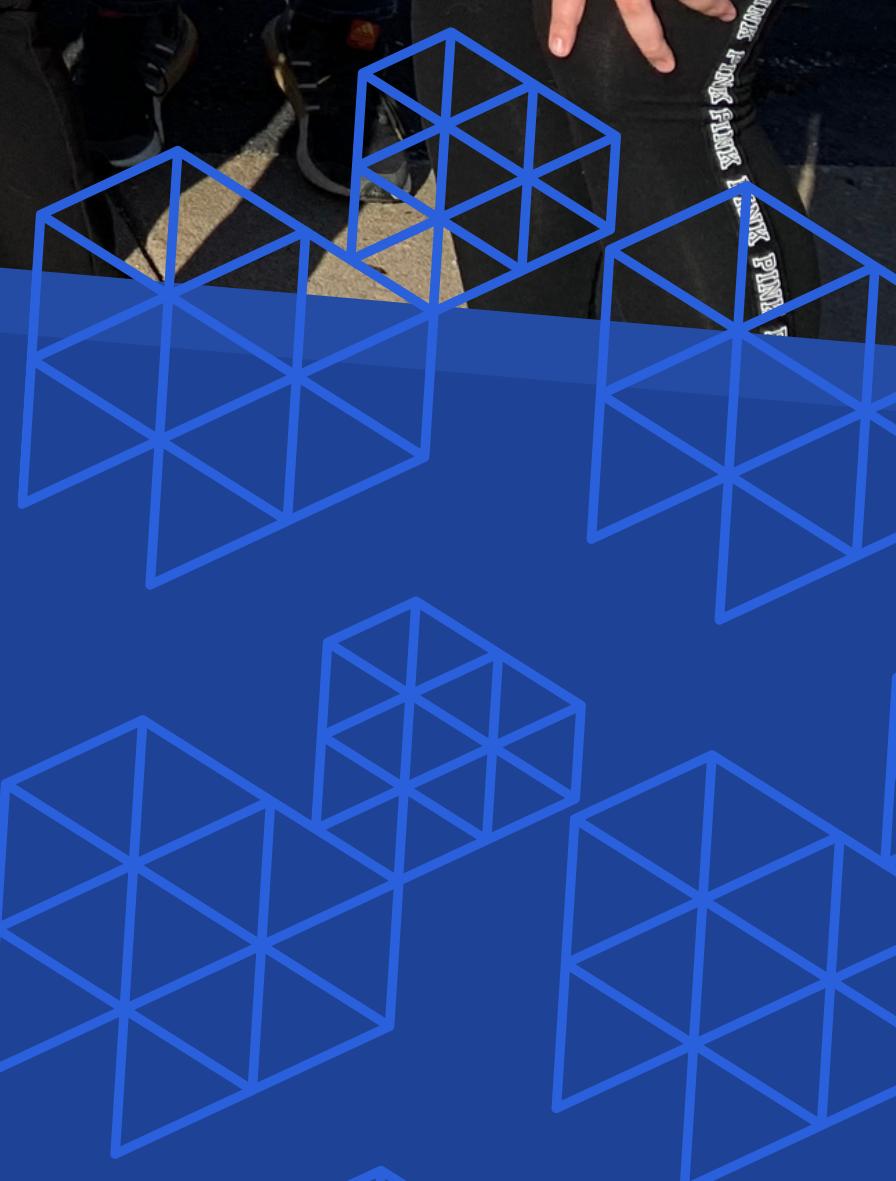
2020-2021

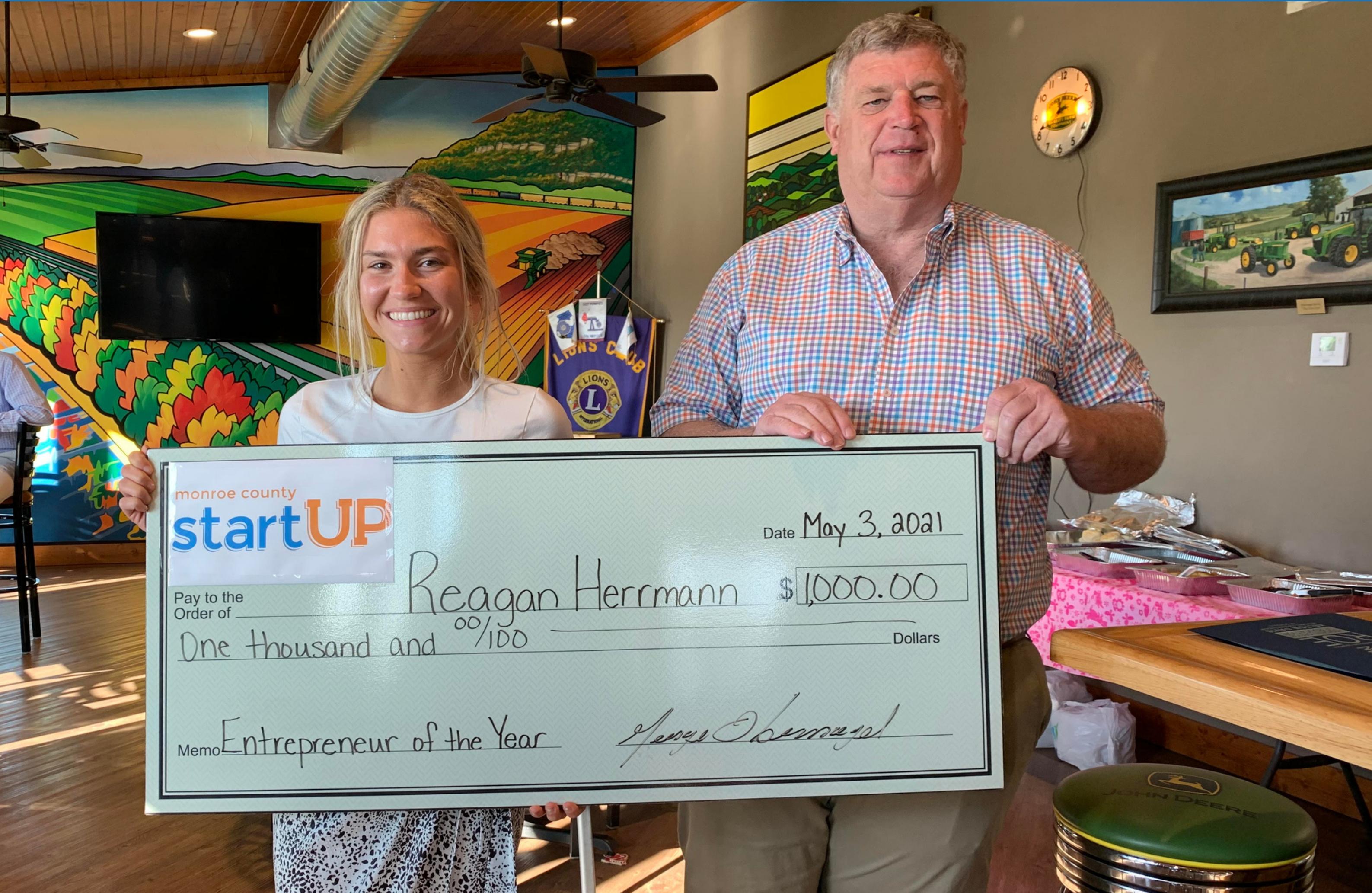
Monroe County startUP

Annual Report



monroe county
startUP





George Obernagel presented Reagan Herrmann with the 2021 Entrepreneur of the Year award. This award is sponsored by George Obernagel and Joe Koppeis.

Letter from the Chairperson

It always amazes me to see how much students grow and learn over the course of the year. This year was no different. They were faced with several challenges while learning to work during the COVID pandemic, but ended up having one of the strongest years yet. Students thought outside of the box and created a great class business, the 5Kave Run. Later in the year, they worked hard on their own businesses while still excelling in classes and organizations outside of startUP.

Our board of directors and investors continue to provide the knowledge and financial support needed to offer this program. Thank you for sharing your time with students and preparing them as business leaders. Thank you to our facilitator, Jamie Matthews, for her dedication to the students and her energy toward constantly developing new relationships for the program.

A big congratulations to Reagan Herrmann, the 2021 Entrepreneur of the Year! Reagan is the owner of Iry Rae, a handmade accessories business that saw an opportunity in the current times and provided a stylish product for all ages. After selling out of her mask holder key chains at the Trade Show she was already starting to think about how to adapt her products to the ever-changing market.

I am proud to be a part of this program and look forward to another great year!

- George Obernagel

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Jamie Matthews
Facilitator

Letter from the Facilitator

The 2020-2021 year may have been the best yet! Students made program history with the largest class business event to date. The team hosted the first-ever 5Kave Run at Rock City in Valmeyer, Illinois. The planning process was quite the learning experience for students, but they overcame each obstacle through teamwork and innovation. With a net profit of just over \$12,000 and sold-out attendance of 350 runners, it was a day to remember.

A big thank you to our board of directors and investors that continue to make this program possible. Each individual offers such an array of talent that provides students with a comprehensive experience. Building entrepreneurial thinkers continues to be the foundation of startUP, but each year brings the opportunity to share a new set of topics with students. This year we added the elements of being able to conduct business virtually, crisis management, political elections, and the importance of our mental and physical health. No textbook can deliver the real-time knowledge startUP students absorb. So we share an extra thank you to the 34 guest speakers, three business tours, five mentors and six bankers that dedicated time to teaching and showing students how to excel in a variety of areas.

Thank you for the opportunity to serve the Monroe County startUP for another year. I am confident that next year will be even stronger.

- Jamie Matthews





Financial Distribution

The Monroe County startUP program holds much gratitude for all the investors and contributors that keep the program running. The following illustrates how your contributions* are used:

PURCHASE SERVICES



Background Checks
Insurance
Investor/Student Events
Postage & Copy
PR & Marketing
Classroom Supplies
Website

FACILITATOR



Salary & Benefits

*Contributions to the startUP program are processed through The Maidez Center and are tax deductible. The Maidez Center is a 501(c)(3) not-for-profit organization recognized by the Illinois Department of Revenue and Internal Revenue Service. The Monroe-Randolph Regional Office of Education serves as the fiscal agent for The Maidez Center.

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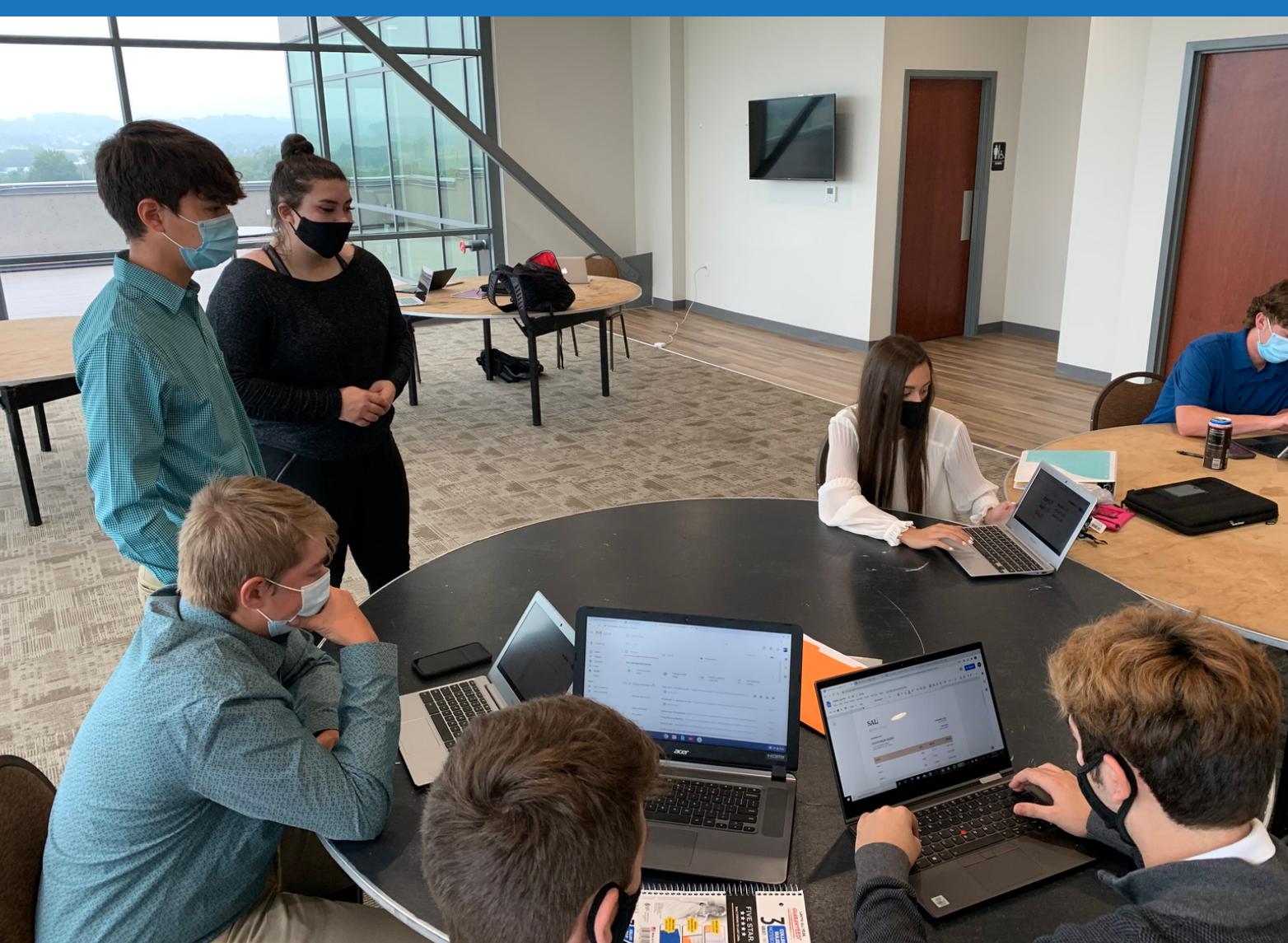
Beauty Network, Inc.
JR Photography

Class of 2017
Columbia Rotary Club

Class of 2019

Class of 2020

Class of 2021



Meet the Entrepreneurs



Reagan Herrmann, 2021 Entrepreneur of the Year

Inspired by the pandemic and a passion for fashionable products, Reagan created **Iry Rae Accessories**. Iry Rae's focus is to combine effective and multi-purpose products. The business is starting off strong by producing its first product, the mask holder. After constantly misplacing her favorite masks, Reagan created a product that can hold a mask as well as cash, cards, and change. The mask holders are made from high-quality vegan leather, complete with a pocket to separate the mask from the other essentials. Iry Rae is a business that was created in crisis and continues in resilience. In the fall Reagan will be attending the University of Arkansas, working closely with like-minded individuals and majoring in Entrepreneurship. Reagan is a Gibault High School graduate.

Lexi Howard

With a strong cultural background, Lexi has always been passionate about Japanese cars. Her passion lit a spark and in-came **Assassinz Customz**, an online shop that focuses on custom Tsurikawas (Sir-A-Ka-Was). The Tsurikawa is a tradition from the 90's in Japan. In protest, car enthusiasts stole the handles off of trains and hung them on their cars. Today, this is looked at as something to remember the 90's JDM car culture. Her company will also be partnering with local crews to create a dedicated apparel line fitting each client's wants and needs. She will continue her education at Central Methodist University on a full athletic scholarship. Lexi will major in Athletic Training and minor in Business and strives to be a strong female entrepreneur that young girls can look up to. Lexi wants to own several businesses in various fields such as, fitness, real-estate, retail, and more. She is a 2021 graduate of Waterloo High School.



Malia Kossina



As a high school golfer, Malia Kossina found that there was not a high quality protein snack that would fill her up and give her enough energy to last throughout the day. As a result, **Schubie Snacks** was created. Schubie Snacks comes in four different flavors for people to enjoy: Original, Hot Pepper Cheese, Sweet German, and Cheddar. Goals for Schubie Snacks include getting a St. Louis selling license and selling these snacks at Cardinal's and Blues games. Products are currently available through individual sales and at a local golf course. Malia will attend Mississippi College in the fall to continue her passion for golf and major in Business Administration. She is a graduate from Columbia High School class of 2021.

Connor Missey

After the COVID-19 pandemic had shut down the restaurant he was employed by, Connor had no job and no source of income. By taking an entrepreneurial pivot, **CM Automotive Detailing** was born. This business offers multiple services at great prices to meet your vehicle's interior and exterior cleaning needs. Why scratch, swirl, and mar your paint at the car wash when you can have CM Automotive Detailing deliver a scratch-free, guaranteed wash? This August, Connor will be attending Florida Atlantic University in Boca Raton to major in Business Finance and pursue a career with his uncle at WFG. Connor is a December 2021 Columbia High School graduate and a current SWIC student.



Meet the Entrepreneurs



Ethan Riebeling

As Robert Kiyosaki once said, "Inside of every problem lies opportunity." As a problem solver himself, Ethan created **Date Savers**, a small plastic device that will be used to track the day you start to store leftover food. The product will be equipped with seven buttons, each representing the days of the week. When you click the button it will sink, allowing you to see the day food was made to ensure freshness and less waste in your kitchen. If the business is successful, then Ethan will look into expanding into a warehouse and more products. Ethan will begin his senior year at Columbia High School in the fall.

Cadi Shipes



Through her love of baking, Cadi started **Cadi's Cupcakes**. This business allows for her flexible schedule, as well as expressing herself through a different art form, food. This company offers gourmet cupcakes locally. This sets her apart from the typical bakery, because her business offers jumbo cupcakes, as well as mini cupcakes that come in a sampling set. Goals for Cadi's Cupcakes are to grow her business and offer more of a variety of flavors than before. Using her drive and persistence, she is considering pushing to open a shop in upcoming years. In the fall of 2021, Cadi will start her senior year at Valmeyer High School.



Hayden Siler

As a high schooler with many expensive hobbies, Hayden decided to take one of those and make it into a business. With **Soled Out Shoes**, Hayden buys shoes that are in high demand due to being released in special designs and with limited inventory. Primarily buying Nike shoes through the SNKRs app, Hayden then sells them through shoe apps or on social media to a select demographic. Hayden plans to continue this business in college where he will be attending Maryville University for Sports Business Management, with a minor in Marketing. He is a 2021 graduate of Columbia High School.

Max Souris



Over the pandemic many people have been at home using the same keyboard to do their work. With this extensive amount of use, the keyboards collect dust, dirt, and bacteria. To prevent the spread and collection of bacteria, Maximos Souris created **KeyCleaners**, a pick-up-and-go keyboard cleaning service. KeyCleaners will pick up your keyboard and deeply clean the device with an ultrasonic cleaner and an assortment of brushes. Cleaning services can be done in small or large quantities. In the fall Max will attend the American College of Greece studying International Relations and European Affairs. He is a 2021 graduate of Columbia High School.

Meet the Entrepreneurs



Aaron Teutrine

For the startUP class of 2021, Aaron Teutrine decided to expand his lawn mowing service. **Turbo Mowing** is an affordable landscaping service across both Monroe and Saint Clair County. Turbo Mowing was originally created to offer a less expensive lawn care service for the elderly and family members, and then grew from there. Turbo Mowing strives on customer's choice, allowing them to decide when their lawn will be mowed and choosing the height of their grass, which guarantees customer satisfaction. The company name, Turbo Mowing, was decided upon due to Aaron's love for fast cars. That is why the company logo features a drag car lawnmower. As a Columbia High School graduate, Aaron will be attending Maryville University while majoring in Actuarial Science.

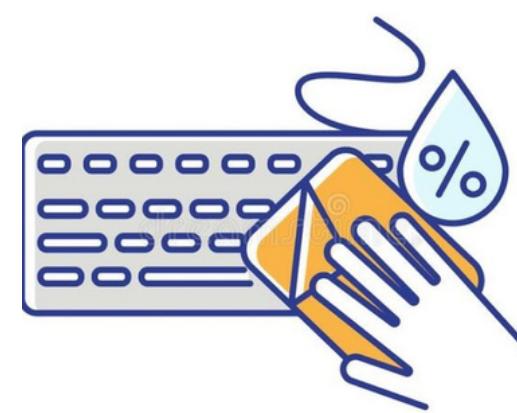
Alexa Vitale

Family has always been extremely important to Alexa Vitale. Her love for family and their interests led her to envision the **Interchanged** home decor business, a way to share elements of what makes 'HOME' special. With various icons that substitute for the letter 'O', customers can show their love for their home, as well as highlight their seasons of life. Whether currently focused on celebrations of the month, school / University excitement, or love for someone in our lives with special needs, Interchanged will allow customers to express themselves. In the fall, Alexa plans on attending Maryville University and studying Data Science. She is a 2021 graduate from Columbia High School.



Landan Vollmer

Based on his determination to better the community and how non-for-profits are already busy, **Reinvent Events** was established. Reinvent Events wants to help out local non-for-profits by planning and executing large-scale fundraising events for them. Non-for-profits are the ones that need the money the most and that's why Reinvent Events is here for them. They plan anything ranging from concerts to 5K's, whatever the need is, no worry, Reinvent Events has your back. Landan has big plans for this business as he has registered it with the Secretary of State as an LLC. In the fall, Landan will be attending SIUE to pursue a Business Administration degree. Landan is a 2021 graduate of Gibault Catholic High School.



Soled Out



Shoes



INTERCHANGED

Date Savers

"Remembering so you don't have to."



Guest Speakers

Dr. Don Badgley, Prairie State Insurance
Mason Barnett, Alumnus
Debbie Blandford, Blandford Consulting Services, LLC.
Jenny Bullock, Waterloo Mercantile
Katie Canova, Objective Media
John Caupert, NCERC
Jack Croghan, Webster University
Charlie Dake, Alumnus
Kelton Davis, Regional Office of Education #45
Tony Groves, Groves Investments
Tim Gutknecht, Stumpf & Gutknecht, P.C.
Matt Heck, LifechurchX
Shaundra Huebner, Bountiful Blossoms
Anabella Huffhines, Alumna
Joe Koppeis, Admiral Parkway Development
Brian Lenhardt, Coast to Coast Equipment & Supplies, Inc.
Jeff Levitan, WFG

Greg Lhamon
Adam Linnemann, Linnemann Lawncare
Sahra Linnemann, The Green Executive
Bob Lohman, Waterloo High School
Greg Lohman, Easton Corbin Band
Katie Martin, Visionary Wealth Advisors
Gary Most, Marketicity
Jacob O'Connor, Alumnus
George Obernagel
Ryan Osterhage, Bank of Belleville
Lori Patterson, Midland States Bank
Paul Schimpf, Republican Candidate for Illinois Governor
Jim Schuette, Sybergs
Ben Skaer, State Bank
Chase Taake, Salger Properties
Jeff Vogt, JV's
Andrew Wittenauer, Alumnus

Business Tours

Bountiful Blossoms
Rock City
ROE #45
Waterloo Mercantile

Mentors

Tony Groves, Groves Investments
Matt Heck, LifechurchX
Bethany Prange, 618 Creative
Jennifer Rosenkranz, JR Photography
Gary Schroeder, Klaris, Thomson & Schroeder, Inc.

Bankers Day

Kevin Day, State Bank
Greg Malone, Midland States Bank
Josh McConachie, First National Bank of Waterloo
George Obernagel
Ryan Osterhage, Bank of Belleville
Sarah Wuertz, First Community Credit Union

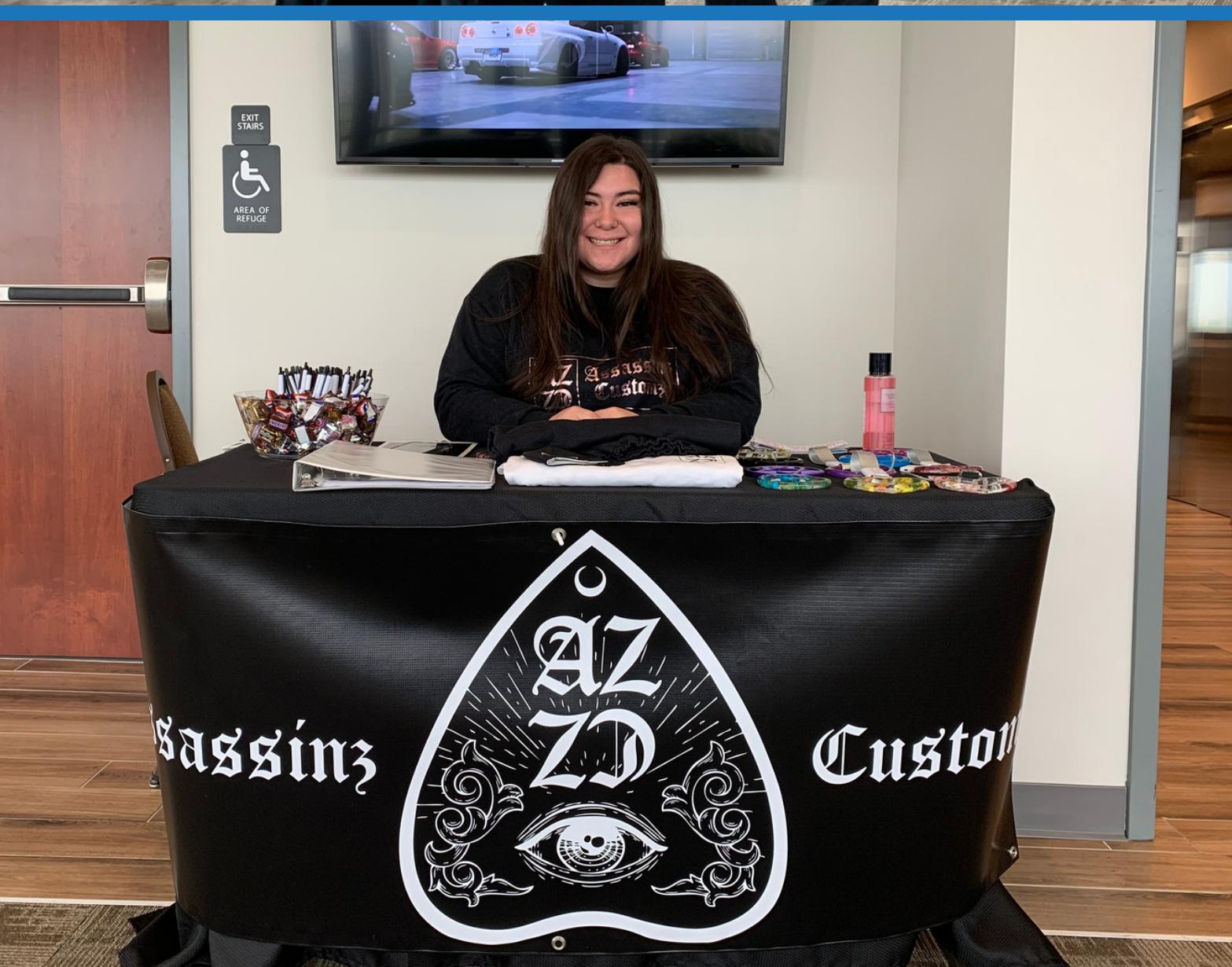
Host Sites

11 South Professional Building, Columbia
George Obernagel, Valmeyer
ROE #45, Waterloo
Sydenstricker Nobbe Partners, Waterloo

Trade Show

April 28, 2021, marked the date for the annual Trade Show. On this day students debuted their businesses to over 100 guests and shoppers that attended the event. Students sold products, grew their email lists, and took preorders. The day started with an early morning set-up before students headed off to school for the day. Once school was out, they returned back to the 11 South Professional Building for the Trade Show from 4:00-7:00 p.m.

Each student was responsible for advertising their participation and recruiting potential customers. Guests included program alumni, board members, investors, incoming students, school faculty and staff, family and friends, and community members.



"You have done an awesome job getting the 5K Run to this point."

Make sure you communicate well and demonstrate outstanding teamwork with each other and you will have a successful event.
-Tom Nobbe
Best of Luck!

"Focus more on your desire than on your doubt, and the dream will take care of itself."

-Stolen by Kelton Davis from Mark Twain

On the day of the 5Kave Run, students were greeted with these messages from board members. They provided an extra boost of motivation for the day!

"Get comfortable being uncomfortable."

Doing new things and challenging yourself is never comfortable, but the only true way to grow is to put yourself in uncomfortable situations and learn.
-Jim Schuette

"I am proud of you all on this event. Proud of all the teamwork and thinking outside the box. Always take some risks. Always follow your dreams. It's great you worked on this as a team. Always remember ~ United we stand, divided we fall. There are some bumps in the road, but get up and get going again."
-George Obernagel

"You've done a great job so far—but the most important is yet to come, and it will be extremely important to execute for a successful event on Saturday and create a day that will leave the participants happy that they were able to be a part of it. Keep your eye on the prize and have a successful event." -Jenny Bullock

"May today's finish line motivate you toward many successful, future goals."
-Jackie Hausmann
GREAT Job startUP class of 2021!"

For 5 months you have been preparing for this day. There has been laughing, fighting, stressing, learning, believing, disbelieving, and maybe even crying. Regardless, you are all here today because...

You never gave up!

Make this a day you will never forget and one you will forever be proud of. And most importantly... the BEST 5K experience your runners have ever had!

I am so proud of you!
-Mrs. Matthews

"Don't stop until you're PROUD!"

-Gary Most

"Be willing to take risks and learn from your successes, as well as, your failures. It is the only way to grow outside of your comfort zone."
-Dr. Kuse

"Being over prepared minimizes stress and helps in overcoming unforeseen obstacles and issues."
-David Wittenauer

"I am so proud of all of you! Take chances! Take risks! Be proud of what you have accomplished, look at what you can do better next time and learn. The runners are your customers. EXCEED THEIR EXPECTATIONS"
-Joe Koppeis

"Nerves, doubt and worry are all normal. Let these things be good things! Let them motivate you to make sure you are prepared as possible. When it is over, be able to look back with pride on how you treated each other and how hard you worked to do your best."
-Bob Lohman



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