



2025

ANNUAL

REPORT

creating entrepreneurial opportunities



LETTER FROM THE **BOARD CHAIR**



SUZIE REINEKE

Board Chair

As Board Chair of the Seneca CEO Program, I am filled with immense pride and gratitude as I reflect on the accomplishments of this year's class. Though small in number, this group of four remarkable students exemplified the spirit of the CEO program in every way — through their leadership, generosity, and entrepreneurial drive.

Together, they achieved a record-breaking class profit of over \$6,500 — the highest to date. But what made this class truly exceptional was not just what they earned but how they chose to give. In a display of maturity and community-mindedness well beyond their years, they reinvested a portion of their earnings to enhance the prizes for grant and pitch competitions, then donated 75% of the remaining profits to Tiffin Parks & Recreation. The final 25% was thoughtfully reserved to support next year's CEO class. Their actions perfectly captured what it means to be a CEO student — building a business for a greater purpose.

Throughout the year, we've watched these students grow into confident, capable young professionals. They've challenged themselves, embraced feedback, built strong local connections, and proven that they are more than ready to be leaders in whatever path they choose next.

As a board, we are honored to support this program and humbled by the impact we see year after year. This class, in particular, has left a lasting mark — not only on their own futures but on our community.

To our facilitator, our investors, and to every business and mentor who poured into these students: thank you. And to our students — thank you for reminding us why we do this.

LETTER FROM THE **FACILITATOR**



JUDY DESZE

Facilitator

Serving as the facilitator for this year's Seneca CEO class has been a true privilege. Over the course of the year, we engaged in 48 business visits and welcomed 15 guest speakers from across the county. These experiences represented a wide variety of industries and business sizes, each offering unique insights and valuable lessons that shaped our learning journey.

Though our class was small, they were mighty in their achievements, earning over \$6,500 in profit, the most of any class to date. Their entrepreneurial mindset was matched by a spirit of generosity: they used a portion of their funds to increase grant and pitch competition prizes, then chose to donate 75% of the remaining profits to Tiffin Parks & Recreation and reserve the remaining 25% to support next year's class.

I could not be more proud of the four students who made up this cohort. They've grown tremendously in their communication skills, business acumen, and professional networks. As much as they learned from the program, I found myself learning just as much from them.

It's been an honor to help guide these young entrepreneurs and see firsthand the impact of the CEO program in our community.

PROGRAM **OVERVIEW**

The Seneca CEO program is a year-long, community-driven entrepreneurship initiative that guides high school students in Seneca County through launching real businesses, connecting them with mentors, and preparing them as future leaders and problem-solvers

PARTICIPATING SCHOOLS

Mohawk High School
Old Fort High School
Tiffin Columbian High School
Hopewell Loudon High School



VISION

CEO nurtures entrepreneurial thinkers who possess an awareness of themselves and their communities.



MISSION

Being and developing life-long learners, owners, creators, communicators and connectors



CULTURE

Expecting the best of ourselves and others that reflects the spirit and accountability found in CEO.



PARTICIPATING
SCHOOLS

4



CURRENT
STUDENTS

4



TOTAL
ALUMNI

20



ACTIVE
INVESTORS

48



BOARD
MEMBERS

10



YEARS
ACTIVE

4

CEO YEAR OVERVIEW



INITIAL BUSINESS VENTURE

A marketing opportunity focused on CEO Culture, where students secure seed money to launch class businesses, gaining hands-on experience in marketing, sales, and product development.



CLASS BUSINESS

Students collaborate to create a collective business plan and PNL, enhancing teamwork and partnerships while gaining vital skills and startup capital assistance.



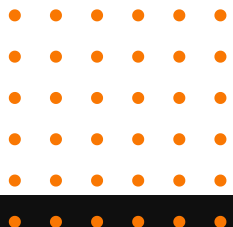
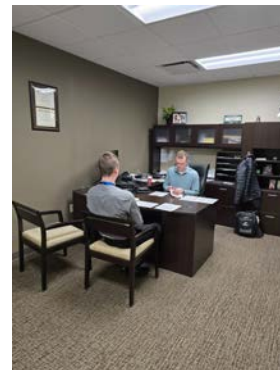
PERSONAL BUSINESS VENTURE

Students develop a business plan and seek startup capital on Banker's Day, then present their concepts on Pitch Day, fostering entrepreneurial spirit and innovation.



TRADE SHOW

A vibrant platform for students to showcase their businesses with professional booths, inviting customers to explore their products and services. Celebrate creativity and entrepreneurship!





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COUNTY OH



FINANCIAL

HIGHLIGHTS

● Investors

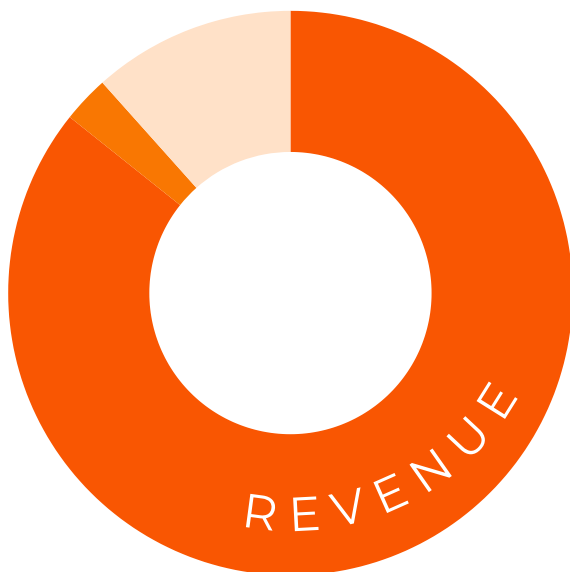
● Friends of CEO

● Class Business

● Salary

● MIE Chapter Fee

● Operating Expenses



INVESTORS

POWERING THE NEXT GENERATION

Our Program Investors provide support to our community driven program. An annual investment of \$1,000 provides the necessary resources for current-year facilitator salary and operating expenses, and ensures the sustainability of the Seneca CEO class for future students. Investors also contribute their time to the program. Hosting host business visits, provide guest speakers and serve as mentors. All crucial to the success of Seneca CEO.



Attica Lumber Co.	Fostoria Economic Development Corporation	Reineke Family Dealerships
Ballreich Company	Grammer	Scherger Farms Inc.
Bascom Communications	Hempy Water	Seneca Regional Chamber of Commerce
Baumann Auto Group	James Kimmel	Sons of America Legion Post #260
Buckeye IT Services	Journey Financial Group	Sunrise Cooperative
Clouse Construction	Kalmbach Feeds	Sutton Bank
Cole Family Foundation	Kenneth G. Myers Construction	Sycamore Telephone Company
Concordance Healthcare Solutions	Laminate Technologies	Mennel Milling Company
Croghan Colonial Bank	LJAC, LTD.	Tiell Financial
Cutting Edge Countertops	National Machinery	Tiffin University
Dr. Ryan Kinn	Nicole Miller State Farm Agency	Tiffin Seneca Economic Partnership
ECS South	North Central Electric Cooperative	Tony & Robin Gorrel
Financial Design Agency	Palfinger, USA	Vaughn Industries
First National Bank of Sycamore	Poet Biorefining	Webster WSJ Reineke Fund

MENTORS

GUIDING THE NEXT GENERATION

A mentor is a business owner, entrepreneur, or intrapreneur from the [] business community who plays a vital role in shaping the next generation of leaders. By sharing their time, expertise, and real-world experiences, mentors provide invaluable guidance, encouragement, and insights that help CEO students develop confidence, critical thinking skills, and an entrepreneurial mindset.



BRYCE RIGGS

CEO, Seneca Regional Chamber of Commerce and Tiffin

Seneca Economic Development

Mentoring: Leo Diamantopoulos

LINDSAY SOOY

Marketing Coach, Spire Advertising

Mentoring: Ryan Adelsperger

ANDY STEPHEY

VP of Sales and Marketing, UIS Insurance

Mentoring: Braylan Mullholand

MARISA HUSS

Marketing Director, Seneca Regional Chamber of Commerce

Mentoring: Sidney Brickner



MENTOR TESTIMONIAL

"Serving as a mentor for the Seneca CEO program has been a rewarding experience. It's a great way to give back and help students explore their passions while building real-world skills."

Bryce Riggs

BOARD MEMBERS

STEERING THE FUTURE OF
ENTREPRENEURSHIP



SUZIE REINEKE

Reineke Family Dealerships
Board Chair



AUDREY FLOOD

North Central Electric
Cooperative
Vice Chair



SARAH STEPHENS KRUPP

Fostoria Economic Development
Secretary



TONY GORRELL

Sutton Bank
Treasurer



ASHTON HEMMINGER

Ashton Jo Marketing
Alumni Board Member



VALERIE ZENO

New Riegel Local
School District
Board Member



TED WILLMAN

Terra State Community College
Board Member



BRYCE RIGGS

Seneca County
Collaborative
Board Member



AARON GERLACH

Old Trinity Episcopal
Church
Board Member



LINDSAY SOOY

Spire Advertising
Board Member



JUDY DESZE

Seneca County
Collaborative
Board Member

CLASS OF 2025

THE ENTREPRENEURS OF TOMORROW

Braylan Mullholand



Hello! My name is Braylan Mullholand. I am a senior at Mohawk High School I participate in high school wrestling, baseball, and golf. In the fall I plan to attend Owen's community college for a business degree. I enjoy hanging out with friends and family. Playing video games with friends and going on long drives and roadtrips. I am excited for the CEO program because it is giving me many opportunities to meet with businesses around the area and get connections for future job opportunities!

BRAY'S RIPS

Braylan started Bray's Rips where he sold and traded cards online to make a profit.

Leo Diamantopoulos



Hello, my name is Leo Diamantopoulos and I'm a senior at Tiffin Columbian Highschool. I am involved in two sports at my school, football and track. I also enjoy spending time with my family and friends in my lesiure time. I have a job at Jolly's here in Tiffin and have worked there for two and a half years and plan on continuing my job there. I am very excited for this opportunity in CEO to explore different routes in business and make connections in the area around me!

PLATESPACE

Leo started Platespace a catering and event planning business available in an app to help people plan thier next event!

Ryan Adelsperger



Hello, my name is Ryan Adelsperger and I am a senior at Old Fort High School. I am involved in Old Fort's Teen Leadership Corps, National Honor Society, and Student Council. I also play golf, basketball, baseball, and run track at Old Fort. Playing disc golf, swimming, and being around friends and family are all things that I enjoy doing in my free time. I am excited for this opportunity to meet new people, make amazing connections, and discover the endless opportunities this program has to offer!

NEXT LEVEL HOOPS

Ryan started Next Level Hoops where he offered training with young basketball players to enhance their basketball skillset.

Sidney Brickner



Hi everyone! My name is Sidney Brickner, and I am a senior at Hopewell-Loudon High School. I am currently involved in volleyball, basketball, and softball. Along with that, I am the vice president for my class, the secretary of National Honor Society, and the vice president of Student Council. I signed up for Seneca CEO to better my conversation skills and gain clarity about my future. I can't wait for this exciting experience!

BRICK BY BRICK EVENTS

Sidney started Brick by Brick Events where should could assist local companies with coporate event planning.

CEO S'MORES

WHERE LEARNING MEETS DOING



OPERATION

CEO S'mores was born from a collaboration between Operation Hallmark, a local nonprofit, and Tiffin Parks & Recreation. Together, they introduced the Sutton Bank Rink at Oakley Park for the 2024-25 winter season, and the Tiffin community eagerly anticipated this iceless skating rink. Operation Hallmark and the parks department asked the CEO class to sell s'mores at the rink to enhance the family-friendly experience. The class's role expanded when they were asked to manage and train volunteers, receiving half of all rink admissions in return.

Students prepared s'mores kits containing graham crackers and marshmallows in plastic bags with their logo sticker. Customers chose between Hershey's, Reese's, and Milky Way chocolate, with all sales including a bamboo skewer. Sales were processed using a borrowed Square terminal at the rink admission booth.

Students rotated shifts for opening, closing, and volunteer training while manning sales during spare time. CEO S'mores operated from December 8, 2024, to February 2, 2025.

For advertising, students used social media, wore neon beanies with the CEO logo, collaborated with the Seneca Regional Chamber's ribbon-cutting ceremony, distributed flyers at Tiffin's tree lighting ceremony, and spoke at the event.



FINANCIALS

The CEO students sold s'mores kits for \$2 each or two kits for \$3. Some of the materials for the s'mores kits were donated by local businesses, including the graham crackers, Hershey's chocolate, bamboo skewers, plastic bags, and a plastic sealer. Purchased materials included marshmallows, Reese's, Milky Way, and logo stickers. Other expenses included the logo beanies and Square processing fees. For agreeing to be managers, the students also earned half of all rink admissions.

Total expenses were \$502.30, and total income from the two revenue streams was \$6,257.50, resulting in a total profit of \$5,755.20.



BUSINESS VISITS

BEYOND THE CLASSROOM: LEARNING FROM REAL BUSINESSES

A key part of the CEO experience is visiting local businesses in Seneca County. Every day, people pass these businesses without realizing their impact on the local economy. Through these visits, students gain a new perspective—walking away with a deeper appreciation and never seeing these businesses the same way again.

Hope's Landing
Vaughn Industries
Terra State Community College
Jam's Monthly Market
Gaia's Garden
The UrbanWoody Brewery & The
HoneyBee Winery
The Deli at Frost Village
Sarka Conveyor & Automation
Happy Days Nutrition
Airbrush Beauty
Tiffin Seneca Economic Partnership
Tiffin Community Foundation
Price Manufacturing
Counseling Connections Center
Motto Mortgage
Kendra's Cakes
Nicole Miller State Farm
Yours With Every Stitch
Flowerland
Heiser Cattle Company
Reineke Ford of Tiffin
Downtown ReEVENTed
Stemtown Historical Society Museum
Hoernemann Refectory
Church & Dwight
Concordance Healthcare Solutions
Hempy Water
Seneca Conservation District - Farmer
Panel
Supance & Howard

Danny Perry
Clouse Construction
National Machinery
POET Bioprocessing - Fostoria
Tiell Financial Group
Active Nutrition
In The Axe
WTTF
The Turntable
Old Fort Country Market
Frozone
North Central Electric Cooperative
The Ritz Theatre
Hawkes Crystal
RE/MAX
MST
Bascom Communications
Owens Corning
Diversified Graphics
Arlington Acres



GUEST SPEAKERS

WISDOM FROM THOSE WHO'VE BEEN THERE

CEO participants gain a unique experience as guest speakers serve as instructors for the program. Community leaders share their life stories, entrepreneurial journeys, and valuable lessons on a variety of business topics.

Ashton Hemminger
Audrey Flood
Aaron Montz
Dale Depew
Mckenzie Davenport
Zach Allgyre
Audrey Burkholder
Denise Bell
Kellie C. McGilvray Ph.D
Chris Egleston
Dr. William Fuller
Panda Technologies
MVM Moving & Storage
The Shoe Smith



GUEST SPEAKER **TESTIMONIAL**

"It's truly a privilege to share my entrepreneurial journey with these young entrepreneurs each year. Time and again, I'm inspired by their dedication and the meaningful impact they make in our community — reaffirming why supporting this program is so important to me."

Ashton Hemminger

TRANSFORM OUR COMMUNITY **GET INVOLVED**



GUEST SPEAKER

Come join class as a guest speaker, this is such a critical part of CEO. We love for speakers to tell us stories about how their business started, personal philosophies about work and success, life topics or specific business topics. Guest speakers are really the true teachers in CEO.



BUSINESS VISIT

Students look forward to visiting the many different businesses that create our community. Consider inviting the class to tour and learn more about your business. Contact [facilitator@yourprogramceo.com] to learn more.



MENTOR

Become a mentor if you are ready to experience CEO right along with the students. Being a mentor is a rewarding way to get involved.



INVESTOR

CEO is free for students and schools. The program relies on local investors to support this transformative learning experience. By helping us connect our young people with local businesses and area leaders, you can make a direct impact on the workforce and leaders of tomorrow.



BOARD MEMBER

Becoming a board member for CEO offers a rewarding opportunity to shape the future of aspiring entrepreneurs. Serving on the board allows you to contribute to the growth of the next generation of innovators and make a lasting impact on our community.



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