

[www.senecacountyceo.com](http://www.senecacountyceo.com)

---

Seneca CEO  
Annual Report

---



22  
23

This past school year marks our second year of Seneca County Creating Entrepreneurial Opportunities. Seneca County CEO has been a remarkable initiative that has provided valuable opportunities for students to develop essential skills, setting them up for success as they transition out of high school. A total of nine students have graduated from the program since inception and their development journey has inarguably been one of the best high school experiences they've had. Just ask these young entrepreneurs as they often joke of not feeling like a high schooler anymore after only a month in the program.

One of the most significant aspects of the CEO program has been students' engagement with community members. By actively involving themselves in the local community, they were able to create a deep network of Seneca County contacts. This network not only provided them with valuable insights and guidance but also opened doors for potential partnerships and collaborations. The students were able to learn from experienced entrepreneurs and professionals, gaining practical knowledge and expanding their understanding of the local business landscape.

This program has challenged students to step out of their comfort zone to promote progress and development toward their dreams. As investors in Seneca County CEO, thank you for opening doors for each of these students. You are the reason we are able to provide them this great opportunity, and I look forward to the program's continued success as we welcome our third year of students.



**Suzie Reineke**  
**Seneca County CEO Chair**



## VISION

The CEO class embodies everything that our country was built upon. The core principles of hard work, innovative thinking, and entrepreneurship are values that we experience everyday in CEO.

Dear CEO Investors,

A 2021 publication of the Federal Reserve Bank of St. Louis mentioned our county as a place that fosters a “culture of entrepreneurship and innovation in rural communities.” Seneca County CEO, the publication notes, is among the many initiatives that creates this culture. As we prepare to enter the third year of creating an ecosystem for young entrepreneurs, I want to express my gratitude to you on behalf of myself and the students for all that you do to make this happen. The graphic on the right is from that publication and captures well what we are accomplishing. We have our stories of success. Two of our alumni are running successful businesses and Madelyn Crum from this year’s class credits CEO as the reason she was accepted into the Honor’s Program at Bowling Green University. Our young entrepreneurs also experience firsthand the culture of collaboration which is a hallmark of our community. Our young entrepreneurs also intersect their ideas with people like their mentors who help them become business owners. Next year we will have our biggest class yet with thirteen area seniors—some who are home schooled and others coming from Tiffin City Schools, New Riegel, Old Fort, and Seneca East. I encourage you to take the opportunity to get to know these talented young individuals by joining us at our pitch competition and trade show, giving them a tour of your business, becoming a mentor, and/or hosting us at your business.



*Aaron Gerlach*

**Aaron Gerlach**  
Seneca County CEO Facilitator

## MISSION

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

Our Student Entrepreneurs had the opportunity to spend several months visiting and learning from local organizations and community and business leaders. The visits and guest speakers engaged students in the business concepts such as marketing, budgeting, and networking, as well as leadership and design concepts.

At the beginning of their second semester, these three students took the knowledge they have gained and started planning their individual businesses. Their businesses were scrutinized by financial experts on “Banker Day.” The challenge continued as the students pitched their companies to a panel of judges at the local competition. From there, the students showcased their business at the local trade show to wrap up their CEO year of experiential learning.



**BIO** Hello! My name is Nohema Galvan, I am a senior at Calvert High School. At Calvert I am involved in Varsity Cheerleading and Marching band. I chose CEO because of the many opportunities and connections I can make throughout the year. I can't wait to see how CEO builds me not only physically but mentally into a successful young entrepreneur!

**INDIVIDUAL BUSINESS: El Jardin Brunch Cafe**



**BIO** Hello everyone! My name is Madalyn Daniel. I am currently a senior at Seneca East High School where I'm involved in marching band, NHS, science club, and my FFA chapter's reporter. My community involvement includes 4-H and member of the Attica Jr. fair board. I am very excited to cultivate my leadership and entrepreneurial skills through this program. It is thrilling to start this journey with my classmates and give everything 110 percent!

**INDIVIDUAL BUSINESS: PHEEB'S UTTERLY GOOD SOAP**



**BIO** Hello! My name is Madelyn Crum and I'm a senior at Mohawk High School. At Mohawk I am involved in varsity cheerleading, Spanish club, band, and National Honor Society. I chose CEO to help me make decisions about what career I want to pursue in the future and learn skills to help me achieve my goals. I am very excited to see what the year has in store for us!

**INDIVIDUAL BUSINESS: SAUCY HOUND CO.**

## STUDENT BUSINESSES

An opportunity for the young entrepreneurs to take their companies to another level

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 County CEO class for future students. Investors also contribute their time to the program by hosting business visits, provide as guest speakers and serve as mentors. All crucial to the success of Seneca County CEO.

## ***INVESTORS***

Interested in becoming an investor? Contact Teri Lease,

Attica Lumber Company  
Ballreichs  
Bascom Communications  
Baumann Auto Group  
Buckeye IT Services  
Clouse Construction Corporation  
Concordance Healthcare Solutions  
Croghan Colonial Bank  
Cutting Edge Masonry  
ECS South  
Financial Design Agency of Ohio  
First National Bank of Sycamore  
Fostoria Economic Development Corp.  
Grammar - Toledo Molding & Die  
Hempy Water  
James Kimmel  
Journey Financial Group  
Kalmbach Feeds  
Kenneth Myers Construction  
Laminate Technologies  
Mennel Milling Company

National Machinery  
Nicole Miller State Farm Insurance  
North Central Electric Cooperative  
Palfinger  
Poet Biorefining Fostoria  
PT Services Rehabilitation  
Reineke Family Dealerships  
Republic Lumber/Cole Foundation  
Scherger Farms  
Seneca Regional Chamber of Commerce  
Sons of the American Legion Attica  
Sunrise Cooperative  
Sutton Bank  
Sycamore Telephone  
Tiell Financial  
Tony & Robin Gorrell  
Vaughn Industries  
Webster

## ***MENTORS***

Andy Stephey, UIS Insurance & Investments  
Dave Spridgeon, The Renaissance, Deli Cafe at Frost Village, and Jolly's Owner  
Marissa Stephens, Seneca Regional Chamber of Commerce

## ***INVESTORS & MENTORS***

The CEO class embodies everything that our country was built upon. The core principles of hard work, innovative thinking, and entrepreneurship are values that we experience everyday in CEO.

## Speakers

Ashton Hemminger, AJ & Co. Marketing  
Bryce Riggs, Chamber of Commerce  
Chris Eggleston, Midland Institute  
Dr. William Fuller, Tiffin University  
Frank Gibson, SCORE  
Jake Ward, Ward Law Office  
Jeff Knedler, Hempy Water  
Laura Kagy, Seneca East  
Maria Hemminger, MJ Recruiters  
Marisa Stephens, Chamber of Commerce  
Nate Mullins, Mullin' It Over  
Nicole Miller, State Farm Insurance  
Ron Lonzo, Tiffin University  
Teri Lease, Bascom Communications  
Vicki Lowery-Hopkins, aHa Motivational Services

## Business Visits

Bascom Communications  
BNI  
Clouse Construction  
Cutting Edge Countertops  
Hopes Landing  
iHeart Radio Toledo  
Jolly's  
MLAD Graphic Design  
RE/MAX  
Reineke Ford  
Sarka Sheet Metal  
Supance and Howard  
Tiell Financial  
Tiffin Community Kitchen  
Tiffin-Seneca Economic Partnership  
Vaughn Industries

## Fearless Founder Speakers

*A series where entrepreneurs share their stories and the reality of running a company*

Chris Farace  
Joan Pacetti  
Ainsley Britain  
Dan Miller  
The Sams  
Lindsay Boccoardo  
Dan Chancellor  
Alumni Pannel



Jeff Knedler, Hempy Water

## BUSINESS VISITS, SPEAKERS, & FEARLESS FOUNDER SPEAKERS

An important piece of the CEO experience is visiting local businesses in Seneca County. CEO students also receive a unique experience with guest speakers serving as instructors for the program. Both of these experiences help the students understand what is behind the doors of local businesses.



Mark Levans, MLAD



Bill Jones, Re/max

CEO Scents is a class business created by three students who faced challenges with timing and developing a product that customers could enjoy in the comfort of their homes. They overcame these challenges by working together as a team and with the support of their community.

The three entrepreneurs are all passionate about entrepreneurship and wanted to create a business that would make a difference in their community. They decided to focus on home fragrances because they believe that aromatherapy can have a positive impact on people's mental and physical health.

The students spent months researching different essential oils and fragrance blends. They also experimented with different candle and diffuser designs. Finally, they created a line of products that they believe are both effective and aesthetically pleasing.

CEO Scents' products are sold at the Jams Monthly Market and within the schools of Seneca County. The students also sell their products online and through a network of local retailers.

CEO Scents is a great example of how hard work and determination can overcome any challenge. These three students are an inspiration to us all, and we are excited to see what they accomplish in the future.



## 2022/2023 CLASS BUSINESS

The second stage of the CEO program allows the students to indulge into the realness of running a company. Students undergo a short-term business open to the community.

## *Banker Day*



## *Pitch Competition*



## *Trade Show*



## EXPERIENCING ENTREPRENEURIAL OPPORTUNITIES

At Banker Day the students had to pass the scrutiny of a financial expert. The Pitch Competition challenged the students to pitch their companies in front of a panel of local experts. The Trade Show concluded the year. The students showcased their products and services to community members.



*Michelle Snay*  
Mohawk Local Schools



*Audrey Flood*  
North Central Electric and  
Lorain-Medina Rural Electric



*Ashton Hemminger*  
AJ & Co. Marketing



*Tony Gorrell*  
Sutton Bank



*Suzie Reineke*  
Reineke Family Dealerships



*Aaron Montz*  
Tiffin Seneca Economic  
Partnership



*Sarah Stephens-Krupp*  
Fostoria Area Chamber of  
Commerce



*Teri Lease*  
Bascom Communication



*Ann Sergent*  
Terra State Community  
College



*Ted Willman*  
Terra State Community  
College



*Laura Kagy*  
Seneca East Local Schools



*Bryce Riggs*  
Seneca Regional Chamber of  
Commerce

At the TSEP Annual Meeting, our program, Seneca CEO, was presented with the 2023 Partnership in Development Award. As described, “This award is presented to an individual, business, organization or political entity that has provided support and means to promote economic development throughout Seneca County and have demonstrably, through their actions, furthered the mission of TSEP.”

It was a true honor to be recognized by Tiffin Seneca Economic Partnership with the 2023 Development Award. This life-changing educational, economic, and workforce development program in Seneca County drastically impacts the lives of high school seniors. This Award is possible because of our determined board members, investors, alums, facilitator, and current students.



## Seneca CEO Class of 2022 has been busy in the real world!

- Ashton Hemminger studies at Columbus State Community College and operates her company, AJ & Co. Marketing. She serves on the board as an alum board member.
- Kaidan Mattias studies at Heidelberg University and works with Dave Spridgeon at the Deli Cafe and Jollys right in Tiffin, OH.
- Madison Beard studies at the Culinary Institute of America and is currently employed at Maverick Chocolate Company based in Cincinnati, OH, a connection she made through the CEO.
- Natalie Johnson studies at North Central State College and is employed at Kroger in Tiffin, OH!
- Shayden Heiser served as FFA State Vice President at Large, studies at Terra State Community College, and operates his company, “Heiser Cattle Co.”



## CEO IN THE NEWS



*"It is thrilling to get my business out there and get positive feedback on my products, I am forever grateful for my CEO experience."*

*Madi Daniel 23'*