

Celebrating Leadership



Inspiring Achievement



Junior
Achievement™

BUSINESS **HALL OF**
FAME

May 16, 2024

Junior Achievement thanks the following
sponsors for their investment in the
2024 JA Business Hall of Fame

— Presenting Sponsor —

**The Dennis and Judy Jones
Family Foundation**

— Event Sponsors —

Edward Jones


EMERSON™

Dear Friends of Junior Achievement,
Welcome to the 2024 Junior Achievement Business Hall of Fame event!
We are delighted you have joined us to honor the life and achievements of our 2024 JA Business Hall of Fame Laureate, Penny Pennington. She embodies the spirit of this award and is a role model for our future generations. Through your amazing support, Junior Achievement of Greater St. Louis has grown to reach over 170,000 students this year. Role-model volunteers presenting Junior Achievement programs to students has a lasting impact. It is a pleasure to have you here to honor our 2024 Laureate Penny Pennington, and our national Gold Leadership recipient Mike Deniszczuk.

Enjoy the evening and thank you for helping make JA even better!



Lori A. Jacob
President & CEO
Junior Achievement of
Greater St. Louis

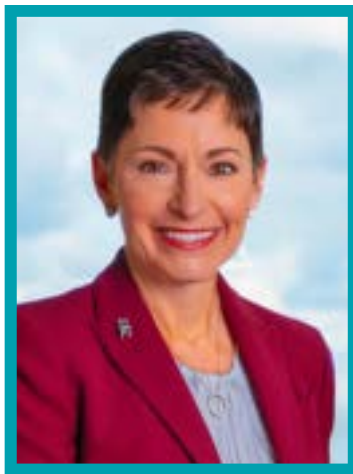


Shawn Schukar
JA Board Chairman
Chairman & President
Ameren Transmission Co. of IL

Presenting the 2024 Laureate



Penny Pennington



Penny Pennington

Managing Partner

Edward Jones

Penny Pennington is the managing partner of Edward Jones, a leading financial services company dedicated to helping its 8 million clients turn their life plans into financial strategies. Under her leadership, the firm delivers on its purpose to partner for positive impact, to improve the lives of its clients and colleagues, and together, better its communities and society.

As Edward Jones begins its second century, Pennington, as the firm's sixth managing partner, is guiding Edward Jones through a cultural renewal and strategic transformation that is purpose-driven, leader-led and team-based. With more branch offices in more communities than any other financial services company, Pennington is seeking to lift more people up through three areas of focus: partnering for lasting financial strength, promoting healthier futures, and advancing inclusive growth. One way Edward Jones brings these priorities to life is by promoting financial wellness; through its Financial Fitness program, the firm is committed to educating 1 million learners by the end of 2025.

Pennington began her career with Edward Jones as a financial advisor in 2000 after a 14-year career in banking and was named a principal in 2006. She held various leadership roles in the firm's St. Louis home office before being named managing partner in 2019. She has a bachelor's degree from the University of Virginia and an MBA from Kellogg School of Management at Northwestern University, and she was named No. 69 on the Fortune Most Powerful Women* list.

In 2022, Pennington was elected to serve a three-year term as a large-firm governor of the FINRA Board of Governors, which oversees management in the administration of FINRA's affairs and the promotion of FINRA's welfare, objectives and purposes. She is an active member of the St. Louis community, serving on the boards of the Federal Reserve Bank of St. Louis, the Donald Danforth Plant Science Center and the Washington University in St. Louis Board of Trustees.

*2023 Fortune Most Powerful Women, published October 2023, data as of August 2023. Compensation provided for using, not obtaining, the rating.

Junior Achievement Business Hall of Fame Laureates



JA Business Hall of Fame in the
Junior Achievement Dennis and
Judy Jones Free Enterprise
Center

John Bachman
George Warren Brown
August A. Busch III
August A. Busch, Jr.
Bob Chapman
Maxine Clark
William H. Danforth
Arnold Donald
Mary Engelbreit
Irl F. Engelhardt
David Farr
Sam Fox
Louis Fusz, Jr.
Louis Fusz, Sr.
Hugh Grant
Dennis Jones
Jim Kavanaugh
Charles F. Knight
Sister Irene Kraus
Ron Kruszewski
E. Desmond Lee
Edward Mallinckrodt, Jr.
William E. Maritz

Edward Jones
Brown Shoe Company
Anheuser-Busch
Anheuser-Busch
Barry-Wehmiller
Build-A-Bear Workshop
The Ralston Purina Company
Merisant
Mary Engelbreit Studios, Inc.
Peabody Energy
Emerson
Harbour Group, Ltd.
Lou Fusz Automotive Network
Lou Fusz Automotive Network
Monsanto
Jones Pharma
World Wide Technology
Emerson
Daughters of Charity National Health System
Stifel Financial Corp.
Lee/Rowan Company
Mallinckrodt, Inc.
Maritz



Junior Achievement™

BUSINESS **HALL OF FAME**

Morton D. May
Kathy Mazzarella
James S. McDonnell
I.E. Millstone
Johnny Morris
Michael Neidorff
Gyo Obata
Franklin Olin
George Paz
Penny Pennington
Wallace R. Persons
Edgar Monsanto Queeny
John F. Queeny
Branch Rickey
Rodger Riney
Michael Roberts
Steven Roberts
Ken Rosenthal
Donald O. Schnuck
Edward J. Schnuck
Scott Schnuck
Tom K. Smith
David Steward
Robert P. Stupp
Donald M. Suggs
Diane Sullivan
Joseph Sunnen
Andy Taylor
Jack Taylor
Barrett Toan
Gene Toombs
Blanche Touhill
Rob Vitale
Jim Weddle

May Department Stores
Graybar
McDonnell Aircraft
Millstone Construction Company
Bass Pro Shop
Centene Corporation
Hellmuth, Obata & Kassabaum (HOK)
Olin Corporation
Express Scripts
Edward Jones
Emerson
Monsanto
Monsanto
St. Louis Cardinals
Scottrade
The Roberts Cos.
The Roberts Cos.
St. Louis Bread Company
Schnuck Markets, Inc.
Schnuck Markets, Inc.
Schnuck Markets, Inc.
Boatmen's Bank
World Wide Technology
Stupp Bros. Inc.
St. Louis American Newspaper
Caleres, Inc.
Sunnen Products Company
Enterprise Holdings
Enterprise Rent-A-Car
Express Scripts, Inc.
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Edward Jones



Junior Achievement™
of Greater St. Louis

JA USA Gold Leadership Award

The Gold Leadership Award honors volunteer excellence and is presented in recognition of inspired leadership in supporting and expanding JA's student impact, resources, and community-mindedness.

Congratulations to our 2024 JA USA Gold Leadership Award Recipient

Mike Deniszczuk

Partner (retired)

PwC



Past Gold Leadership Award Recipients



Shawn Schukar, <i>Ameren Transmission</i>	2022
Kelvin Adams, <i>St. Louis Public School District</i>	2021
Al Mitchell, <i>Bayer</i>	2020
Mahendra Gupta, <i>Washington University</i>	2017
Gene Toombs, <i>MiTek</i>	2016
Paul McKnight, <i>Emerson</i>	2015
Rob Reeg, <i>Mastercard</i>	2011
Robert Brinkmann, <i>Brinkmann Constructors</i>	2009
Jerome Loeb, <i>May Department Stores</i>	2001
Albert Suter, <i>Emerson</i>	2000

Classroom Programs

Junior Achievement offers over 60 positive and impactful programs for students in pre-kindergarten through high school. JA's hands-on curriculum is delivered through various platforms by educators and our dedicated volunteers. This school year, we will reach over 170,000 students throughout Missouri, Illinois, and Indiana. Participating in Junior Achievement helps students learn the importance of staying in school, money management, how to be prepared for the workforce, and skills needed to start their own businesses. We are helping young people turn their dreams into plans for their future success.

Elementary School Programs



Junior Achievement's Elementary School Programs are the foundation of our K-12 curricula. Six sequential themes, each with five hands-on sessions, as well as an after-school and capstone experience, work to change students' lives by helping them understand business and economics. Volunteer consultants from the local community lead students in engaging activities. The volunteers serve as role models and enrich the activities with their own life experiences.

Middle School Programs

Junior Achievement's Middle Grade Programs build on concepts the students learned in our Elementary School Programs. These programs are designed to help students make difficult decisions about how to best prepare for their educational and professional future. They supplement standard social studies curricula and develop communication skills that are essential to success in the business world. Each week, for 6 weeks, business volunteers serve as role models, lead discussion and guide students through engaging activities. They enrich the program with their own experiences and business knowledge.



High School Programs



Junior Achievement's High School Programs include economic and business curricula, an after-school student-led enterprise, and a capstone experience. The dynamic interaction between JA volunteers and students promotes active learning and brings theory to life. The volunteers bring real-life business experience and guidance into the classroom at a time that represents an essential crossroads for young people.

For more information about our programs please visit our website at JASTL.org

Capstone Programs

JA BizTown® encompasses financial literacy, work and career readiness, and entrepreneurship. The curriculum provides students in grades five and six with a solid foundation of business, economics, and free enterprise education.

JA BizTown®



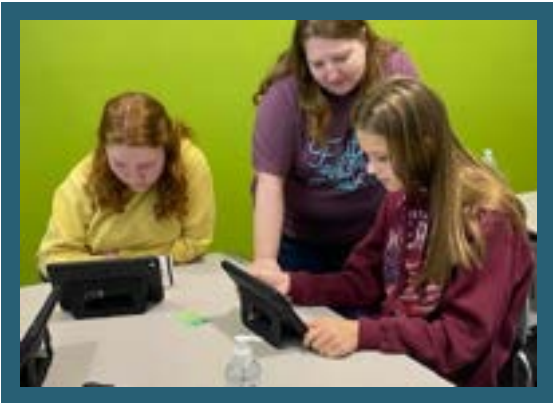
The JA BizTown® learning experience combines curriculum with an interactive simulation that gives students a glimpse of what it means to work in the real world. The program has twelve teacher-led or student self-guided lessons followed by an on-site or virtual simulation.

JA BizTown® on-site simulation is a mini-city where students become "citizens" for the day. They work in one of 17 businesses including retail shops, a bank, professional offices, a TV and radio station, a restaurant and city hall.

JA BizTown® Adventures (virtual simulation) helps students gain an understanding of various aspects of running a business as they take on the roles of CEO, CFO, marketing director, sales manager, and consumer.

JA Finance Park®

JA Finance Park® is an economic education program for 7th-12th grade students, which introduces concepts centered around personal finance, decision making, and career exploration. There are two levels: Entry (for middle schools) and Advanced (for high schools). The program consists of teacher-led classroom lessons and activities, student self-guided curriculum or a blended model of both, followed by an interactive simulation.



On-site, JA Finance Park® is designed as a collaborative marketplace representative of the local business community, including financial services, education, insurance, entertainment, utilities, communications, and more. In this tablet-based program, students explore and learn about different budget categories, create a budget, make purchasing decisions, and pay for their expenses.

The JA Finance Park® Virtual simulation is a hands-on budgeting program. It is an eye-opening experience where students are assigned life-like scenarios that challenge them to make difficult financial choices while maintaining a budget. Students build a foundation upon which they can make intelligent economic decisions that last a lifetime, including those related to employment, education, income, expenses, savings, credit, risk management and more!





Achievement Investor Sponsors

Participants in Junior Achievement are more likely to stay in school, graduate high school and earn a post-secondary degree than the general population. Additionally, adult alumni of JA are much more confident in their ability to manage their personal finances, and satisfied with their career. According to a recent local Impact Study, these trends hold true regardless of the individual's gender, race or household income.

We rely on financial investment from individuals and organizations to ensure we can continue to provide our programs to all students of all backgrounds. Each of the following have provided funding for 1,000-2,000 students to participate in JA.

Mike & Debby Deniszczuk

Jim & Erin Runnels

Michael & Quirsis Riney Family Foundation

David & Lelia Farr

Rodger & Paula Riney



Volunteer Opportunities



A want versus a need. How to manage finances. Do you wish that someone had taught you those things as you were growing up? Now there is someone. YOU. All we need is your enthusiasm, life experience, and a willingness to teach children about how you took chances and shot for the stars. Junior Achievement of Greater St. Louis provides the training, curriculum, and a classroom ready to meet you!

Make a difference in your community



By being a JA volunteer and sharing your personal and professional experiences and skills with students from your community, you help them make the connection between what they are learning in school and what they will need to succeed in work and life.

Ways to volunteer

- Traditional In-Classroom
- JA Career Fair
- JA Company Program
- JA Job Shadow
- JA Finance Park® or JA BizTown®
- JA Speaker Series

It's not too late to
volunteer
for this school year!

Please contact us at:

www.jastl.org/volunteer



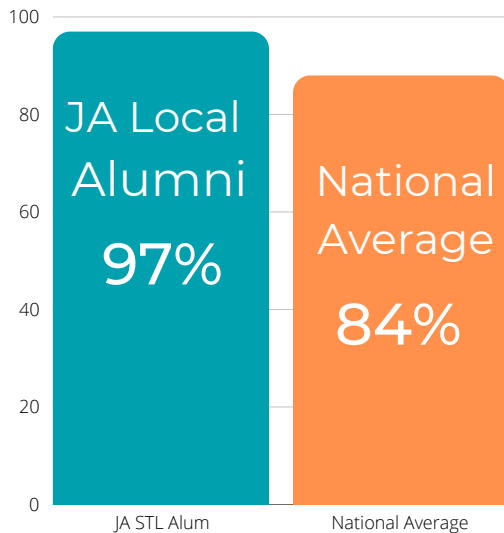
**Junior
Achievement**[™]
of Greater St. Louis

Long Lasting Impact of JA

A team at Washington University conducted an independent study of Junior Achievement of Greater St. Louis (JA STL) Alumni to better understand the impact JA STL has on the lives of people who have gone through JA programs since the organization's founding in 1943.

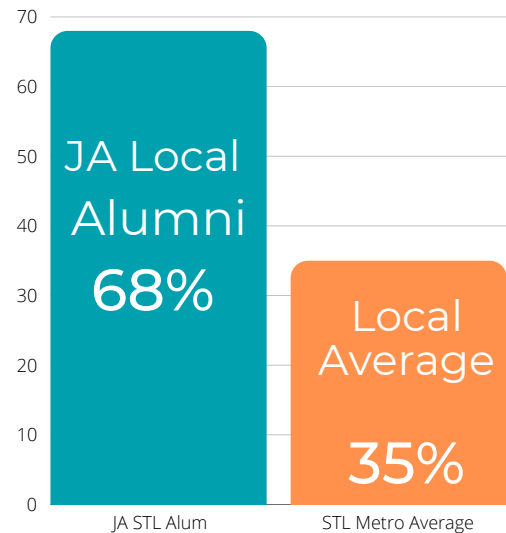
The responses demonstrate the long term impact of JA's programs.

ENCOURAGING A LOVE OF LEARNING



Graduated high school/GED or higher

LAYING THE FOUNDATION FOR UPWARD MOBILITY

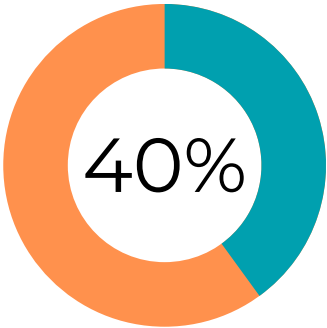


Have a 4-year bachelor's degree or higher

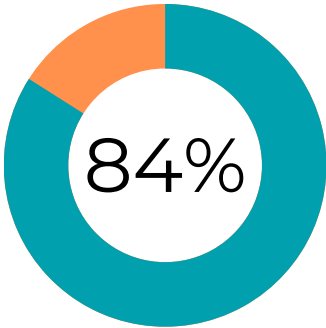
"I was in the company program at the JA center in Florissant in the early 1970s. I was the treasurer for our JA company and later became a successful CPA and partner in an international public accounting firm."

- Mike Deniszczuk, JA Board Chair, JA Alumnus, & former student in the Hazelwood School District

LIGHTING THE ENTREPRENEURIAL SPIRIT INSPIRING CAREER CHOICES



Percentage of local JA Alumni involved in business ownership.

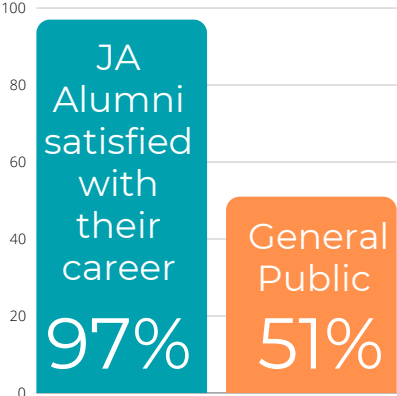


Percentage of local JA Alumni who credit JA with helping them understand how business works.



1 in 3 JA Alumni work in the same field/job as their JA volunteer.

SUPPORTING HEALTHY LIVES



Career satisfaction is a critical factor for life satisfaction and well-being. Almost twice as many JA Alumni reported being satisfied with their careers as the national average.

JA gave me a new outlook on business that I was not getting from home and school. Being hands-on made a huge perspective difference.

-Martin, JA Alumnus



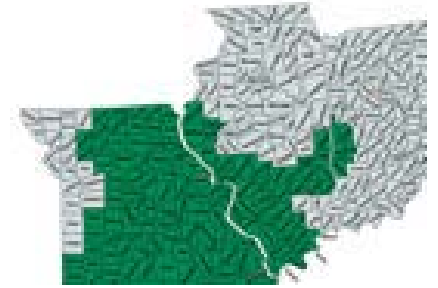
2022-2023 School Year Highlights



1,085,120
Impact Hours



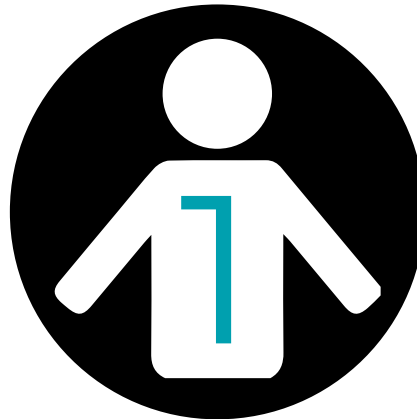
159,679 Students
4,937 Volunteers



144 Counties served in
MO, IL, IN
4th largest of 102 JA Areas
in the nation

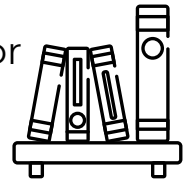


735 Schools



person can make
a difference!

60+
Programs for
Pre-K-12
students



Junior Achievement of Greater St. Louis receives its support from individuals, foundations, and the business community, who view their involvement as an investment in free enterprise education and in the future workforce. Our goal is to make the world and our community a better place by inspiring and preparing young people to succeed and to own their economic success.

Powering a New Era

Graybar believes in powering a new era and investing in the next generation. For many years, Graybar has supported Junior Achievement of Greater St. Louis through volunteering, board representation and financial sponsorship.

Graybar is now a proud sponsor of JA Trades, a new program that will educate middle and high school students about skilled trades careers.



1-800-GRAYBAR • graybar.com



FIRST BANK WISDOM:

**Your plan for tomorrow should
start by dreaming big today.**

Let's reach for the stars.

First Bank is a proud sponsor
of Junior Achievement of
Greater Saint Louis




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Stacy.Clay@fbol.com

800-760-BANK
www.first.bank



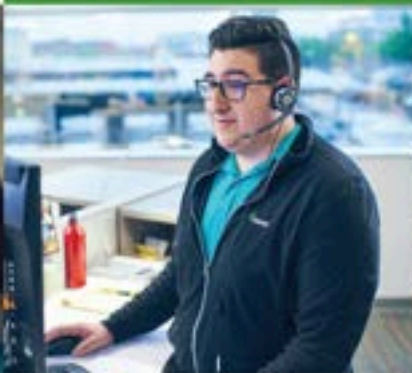


Strong communities
are powered by people.



AmerenMissouri.com

As our region's energy provider, we believe in the power of doing good. We applaud the generous contributors to Junior Achievement's important mission, and we are proud to be a long-standing partner of the Free Enterprise Center and a major supporter of the new JA Trades Mobile program.



**GO FAST.
GO CLEAN.
GO HAPPY.
GO FAR.**



Waterway.

Waterway Carwash supports
Junior Achievement in
the St. Louis area.

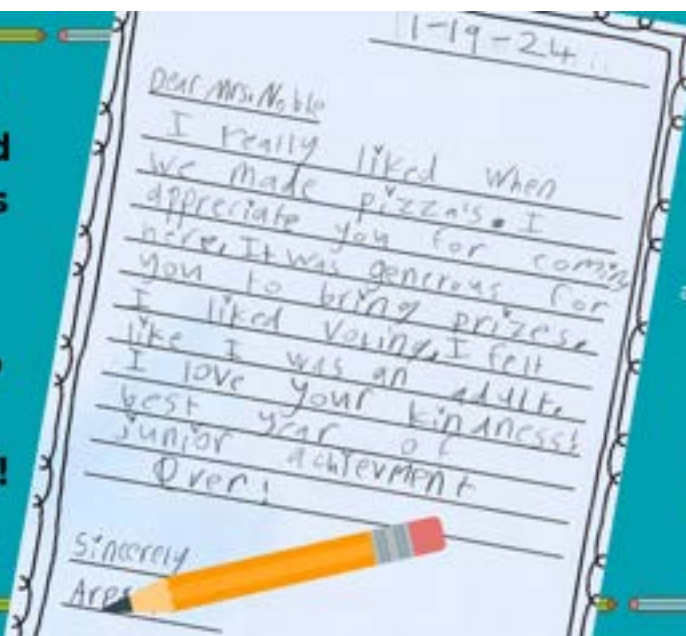
Let's help them go far.

Waterway.com

**JA Volunteers and
Staff touch lives and
make bright futures
possible!**

— ♥ —
**Congratulations to
2024 Laureate
Penny Pennington!**

Kim & Rodney Bahr



Understanding
where the pizza
ingredients come
from, how they
arrive at a restaurant,
and
what it takes to
get that slice of
pepperoni to a
hungry diner's
plate...is a fun way
to teach relatable
economics to
students!

Supporting the next generation

Junior Achievement

Preparing the next generation of leaders

How our work is making an **impact**

- Since 2013, EY has donated more than **15,000** volunteer hours annually and been the recipient of the US President's Volunteer Service Award (PVSA) at the gold level.

- Over the past five years, we've **contributed more than \$2.5 million** to support strategic programs and initiatives, including JA Launch Lesson, a program in which local entrepreneurs share first-hand knowledge on how to start a business, and the JA National Student Leadership Summit, an annual leadership development opportunity and competition of the best JA Companies created by high school students from across the US.

The EY logo consists of the letters 'EY' in a bold, white, sans-serif font. A yellow diagonal bar is positioned behind the 'Y'.

Building a better working world



Your light brightens the world

KPMG is proud to support Junior Achievement of Greater St. Louis and its worthy goal of inspiring and developing business leaders of tomorrow. Your commitment to prepare young people to succeed is a shining light in our communities. And in our hearts. Thank you for all you do.

kpmg.com/us

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Gopi Joshi
Executive VP, Mastercard TECH
Board member, JA of Greater St. Louis

You can unlock the
boundless potential of
young people in our
communities.
\$50 donation supports
one student/year for
education programs in
**financial literacy,
career readiness, and
entrepreneurship.**



Join JA's Campaign
for Kids
Scan the QR code to
Donate.



Investing in our future

By empowering students today, we inspire them to dream big and achieve their potential tomorrow.

We're proud to support Junior Achievement of Greater St. Louis.

JPMORGAN CHASE & CO.

jpmorganchase.com

We proudly support JA and it's mission to inspire and prepare youth for their future!



Congratulations!
2024 Laureate
Penny Pennington
and
Gold Leadership Award
Recipient
Mike Deniszczuk

Wendy & Mark Menghini



Emerson proudly supports *Junior Achievement of Greater St. Louis'* mission of preparing young people for future economic success.

World Headquarters
8000 W. Florissant Avenue
St. Louis, Missouri 63136
Emerson.com





At Parkside Financial Bank & Trust, we're dedicated to empowering future generations to reach their fullest potential. Join us in supporting Junior Achievement's vision of creating a world where every young person has the opportunity to thrive and succeed.

Together, let's inspire the leaders of tomorrow and build a stronger, more vibrant community for all.



Investments are not insured by the FDIC or any federal government agency, provide no bank guarantee, are not a deposit and may lose value.



psfbt.com



Creating possibility

PwC is proud to support Junior Achievement of Greater St. Louis as part of our commitment to making a meaningful difference in the world and helping others thrive.

TheNewEquation.com

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We're proud to support Junior Achievement of Greater St. Louis.

At RSM, we're committed to giving back to the local communities where we live and work. Today, we're proud to support **Junior Achievement of Greater St. Louis**. They're helping develop the business leaders of tomorrow. And that's a tremendous value to our community.

rsmus.com

THE POWER OF BEING UNDERSTOOD
AUDIT | TAX | CONSULTING



Community
is the
commitment
we make to
each other

When a community is strong, it's more than a collection of streets and buildings. It's a place that nurtures and helps its residents thrive. That's what happens when people share the commitment to make things better together. That's why we're proud to support Junior Achievement of Greater St. Louis.



FIFTH THIRD BANK

Fifth Third Bank, National Association Member FDIC

GENE & CINDY
MORGENTHALER
ARE PROUD SUPPORTERS
OF





Partnering for positive impact

Our purpose is to partner for positive impact, to improve the lives of our clients and colleagues, and together, better our communities and society.

edwardjones.com/growingourimpact

Edward Jones[®]

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Rodger & Paula Riney

RSM

Jim & Erin Runnels

Waterway Gas & Wash

THANK YOU
to our
Fantastic
JA Business
Hall of Fame
Table Sponsors



JA of Greater St. Louis is creating a soon-to-be nationwide program!



JA TRADES

Our goal is to increase awareness of careers in skilled trades



Students will use Building Information Modules (BIM)



Students will view a line worker making repairs at the top of a tower through a VR headset

HVAC,
Construction
Plumbing, &
Mechanical
stations are in development.



Students will learn about many skilled trades careers used in a community

Operating Heavy Equipment

Skid Steer Loader



Students participating in our recent pilots using a skid steer simulator and bringing electricity from the power plant to a home.

Thank you for joining us this evening



To tour our wonderful facility,
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636.728.0707
www.jastl.org