

# Celebrating Leadership



## Inspiring Achievement



**BUSINESS** **HALL OF FAME**

*May 18, 2023*

Junior Achievement thanks the following  
sponsors for their investment in the  
2023 JA Business Hall of Fame

— Presenting Sponsor —

**The Dennis and Judy Jones  
Family Foundation**

— Event Sponsor —

**Edward Jones<sup>®</sup>**

# Event Chair

## Junior Achievement of Greater St. Louis 2023 Business Hall of Fame



**Bob Chapman**

*CEO*

Barry-Wehmiller

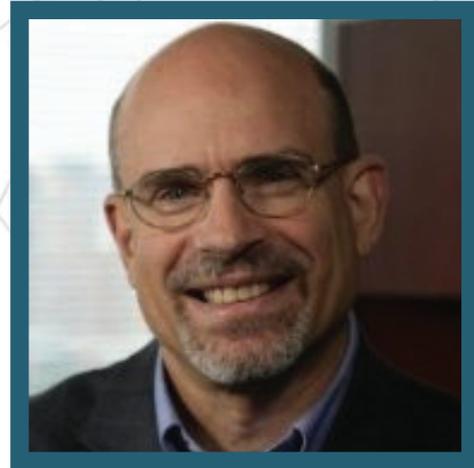
2021 JA Business Hall of Fame  
Laureate

As Chairman and CEO of a \$3B capital equipment and engineering solutions firm Barry-Wehmiller, Bob Chapman has led the company's transformation from traditional management practices to what they call Truly Human Leadership — a people-centric approach where Barry-Wehmiller team members feel valued, cared for, and an integral part of the company's purpose. A sought after speaker for his ideas about the powerful intersection of people-centric leadership and good business strategy, Chapman is intentional about using his platform as a business leader to build a better world.

Dear Friends of Junior Achievement,  
Welcome to the 2023 Junior Achievement Business Hall of Fame event! We are delighted you joined us to honor the life and achievements of our 2023 JA Business Hall of Fame Laureates; Ron Kruszewski and Johnny Morris. They embody the spirit of this award and are role models for our future generations. Through your amazing support, Junior Achievement of Greater St. Louis has grown to be the 3rd largest JA in our nation...out of 103 areas! This school year we will reach over 160,000 students. Role model volunteers presenting Junior Achievement programs to students has lasting impact.  
It is a pleasure to have you here to honor our two new Laureates. Enjoy the evening and thank you for helping make JA even better!



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



Michael Deniszczuk  
*JA Board Chairman*  
US Independence Leader (Retired)  
PricewaterhouseCoopers LLP

# Presenting the 2023 Laureates



Ron Kruszewski



Johnny Morris



**Ron**  
**Kruszewski**  
*Chairman & CEO*  
Stifel Financial Corp.

Ronald J. Kruszewski is Chairman of the Board and Chief Executive Officer of Stifel Financial Corp. He joined the firm as CEO in 1997 and was named Chairman in 2001. Mr. Kruszewski is the current Chairman of the American Securities Association and serves on the Board of Directors of the Securities Industry and Financial Markets Association. Additionally, he serves on the Board for FutureFuel Corp. and on the Board of Trustees for Saint Louis University and the U.S. Ski and Snowboard Team Foundation. In the past, he has served on the Federal Advisory Council of the St. Louis Federal Reserve Board of Directors. Active in community affairs, Mr. Kruszewski serves as a member of the Chair's Council for Greater St. Louis Inc. He is also the past Chairman of Downtown STL, Inc. and past non-executive Chairman of Directors of Angelica Corporation. In addition, he is a member of the St. Louis Chapter of the World Presidents' Organization. In 2019, Mr. Kruszewski won the Horatio Alger Award and was selected for membership in the Horatio Alger Association of Distinguished Americans, which honors individuals who have overcome adversity to achieve success and who have demonstrated commitment to higher education and charitable endeavors. In 2019, he was also invited to join The Wall Street Journal's CEO Council, a network of over 200 global influential business leaders that focuses on economic and social issues facing the future.



## Johnny Morris

### *Founder & CEO*

#### Bass Pro Shops

Johnny Morris, founder and CEO of Bass Pro Shops, got his start in 1972 by selling fishing tackle out of the back of his father's store. Since then, Johnny has earned a reputation as one of the most visionary and influential retailers of the last 50 years. Today, he is known as a retail and travel destination pioneer with a passion for connecting people to nature. Bass Pro Shops now has 200 retail stores and marine centers across North America that welcome more than 200 million visitors annually. Johnny also revolutionized the marine industry with TRACKER, America's best-selling fishing boats and ATVs, and offers genuine Ozarks hospitality at Big Cedar Lodge, a premier wilderness resort that Travel + Leisure has named "Best Resort in the Midwest" for three consecutive years. A leading conservationist nationally, in 2019 The National Audubon Society awarded Johnny with its prestigious Audubon Medal for his lifelong efforts to protect wildlife habitat and connect more people to the great outdoors.

# 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  
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Merisant  
Mary Engelbreit Studios, Inc.  
Peabody Energy  
Emerson  
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Lou Fusz Automotive Network  
Lou Fusz Automotive Network  
Monsanto  
Jones Pharma  
World Wide Technology  
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Daughters of Charity National Health System  
Stifel Financial Corp.  
Lee/Rowan Company  
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Maritz



Morton D. May  
Kathy Mazzarella  
James S. McDonnell  
I.E. Millstone  
Johnny Morris  
Michael Neidorff  
Gyo Obata  
Franklin Olin  
George Paz  
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  
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.  
MiTek  
University of Missouri - St.  
Louis Post Holding Inc.  
Edward Jones



# 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 nearly 160,000 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



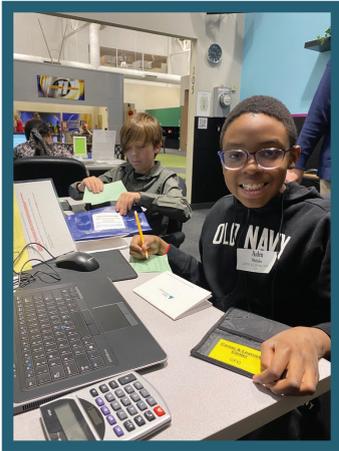
Junior Achievement's High School Programs include economic and business curricula, an after-school student-led enterprise, and a capstone experience. The dynamic interaction between JA volunteers and students promotes active learning and brings theory to life. The volunteers bring real-life business 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](http://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.

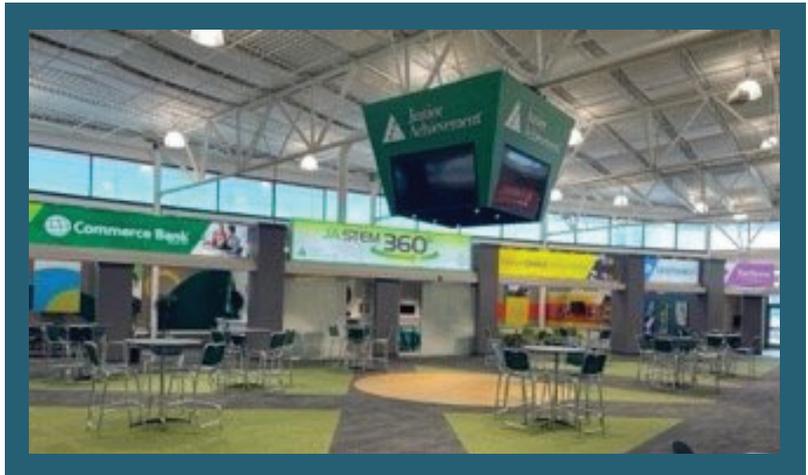
# JA Finance Park®

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:  
[volunteer@jastl.org](mailto:volunteer@jastl.org)

or

[www.jastl.org/volunteer](http://www.jastl.org/volunteer)

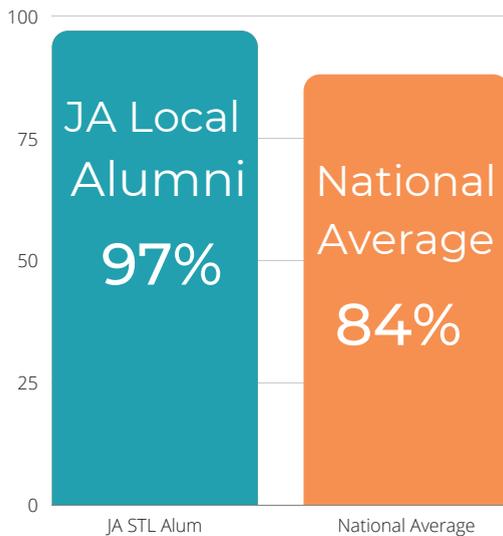


# Long Lasting Impact of JA

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.

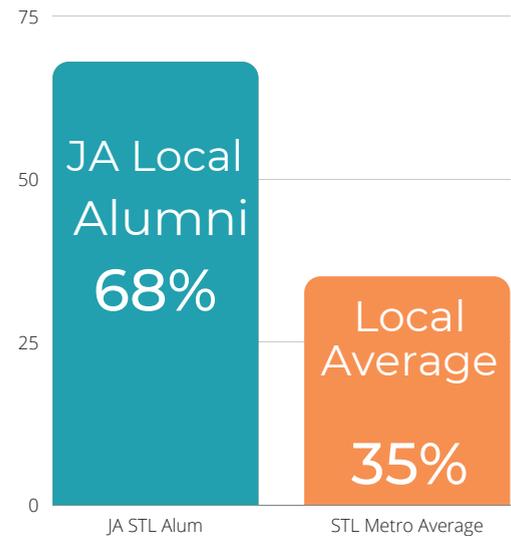
The responses demonstrate the long term impact of JA's programs.

## ENCOURAGING A LOVE OF LEARNING



Graduated high school/GED or higher

## LAYING THE FOUNDATION FOR UPWARD MOBILITY

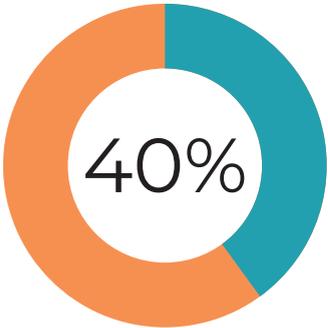


Have a 4-year bachelor's degree or higher

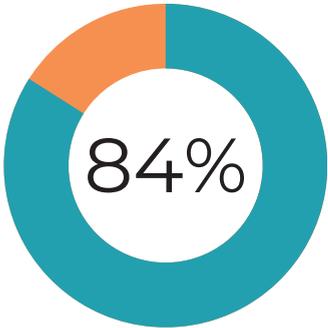
*"I was in the company program at the JA center in Florissant in the early 1970s. I was the treasurer for our JA company and later became a successful CPA and partner in an international public accounting firm."*

- Mike Deniszczuk, JA Board Chair, JA Alumni, & 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



# 2021-2022 School Year Highlights



1,078,186

Impact Hours



152,169 Students  
3,796 Classroom Volunteers



144 Counties served in  
MO, IL, IN  
3rd largest of 102 JA Areas  
in the nation



682 Schools



person can make  
a difference!

58 Programs  
for 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.

# 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](https://rsmus.com)

THE POWER OF BEING UNDERSTOOD  
AUDIT | TAX | CONSULTING



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 line is positioned above the 'Y', extending from the top right towards the center.

Building a better  
working world



# Driving **great futures.**

Given encouragement and opportunities, today's youthful dreamers can become tomorrow's leaders. Enterprise proudly recognizes all those who have dedicated their lives to our children...nurturing their dreams and motivating them to achieve their full potential.

**Proud supporter of the  
Junior Achievement Business Hall of Fame.**





## GIVING BACK IN THE COMMUNITIES WHERE WE LIVE, WORK, AND PLAY

MiTek is proud to support Junior Achievement Business Hall of Fame and the investment in the leaders of tomorrow.

[MII.COM](http://MII.COM)



**GENE & CINDY  
MORGENTHALER**

**ARE PROUD SUPPORTERS OF**



**This kindergartener understood the assignment. Without JA staff and volunteers these learning opportunities aren't possible!**



**Congratulations to 2023 Laureates, Ron Kruszewski and Johnny Morris.**

*~ Kim & Rodney Bahr*



**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, National Association. Member FDIC.  
602



**FIFTH THIRD BANK**



## Taking Ownership of the Future

At Graybar, we believe in the power of ownership. Our company has been employee owned for more than 90 years, giving our employees the opportunity to achieve their potential while sharing in the company's success.

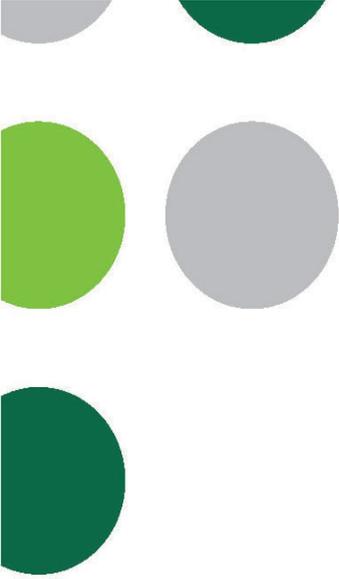
We are proud to support Junior Achievement, as it prepares the next generation to take ownership of the future.



1-800-GRAYBAR ▪ [graybar.com](http://graybar.com)



*Year after year, Graybar employees are excited to volunteer with Junior Achievement*



## We're built for community.

### Proud to support Junior Achievement of Greater St. Louis

A community is built to support each other. To be a solid foundation from which to grow. And to provide the means for people to take care of each other. The best part of community: It always comes through when you need it. At Commerce Bank, we've been helping build communities for more than 155 years, tackling challenges, growing businesses, serving from the heart, and doing work that matters. We're built for the long haul. We're built for taking care of each other.

[commercebank.com](https://commercebank.com)  
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# The future is in good hands.

We salute Junior Achievement for helping young people discover the possible and lead us into tomorrow.



Washington University in St. Louis

OLIN BUSINESS SCHOOL





Kindness is a quality  
we can all get behind.

Charles Schwab is honored to  
support Junior Achievement.

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CC6511978 (0522-2CCB)  
MKT118141B-00 (05/22) 00275126



*Own your tomorrow.*

FIRST BANK WISDOM<sup>®</sup>:

**With the right nurturing, a child's  
dreams can be out of this world.**

Let's shoot for the moon.

First Bank is proud to support Junior Achievement.

**Stacy Clay**  
Director of Community Affairs  
(314) 692 - 6345  
Stacy.Clay@fbol.com  
www.first.bank



Member FDIC

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

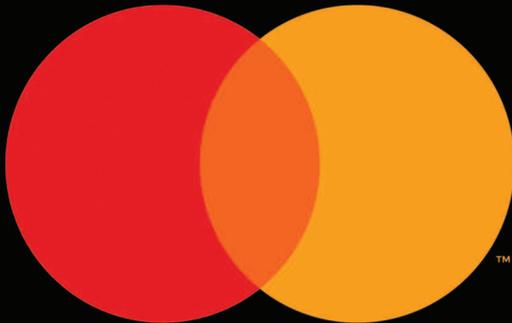


***Waterway.***

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

**Let's help them go far.**

***Waterway.com***



**Mastercard  
proudly supports  
Junior Achievement of  
Greater St. Louis**



# Proud supporter of those who reach higher

KPMG is proud to support Junior Achievement of Greater St. Louis' important work to inspire and develop the business leaders of tomorrow.

[kpmg.com/us](https://kpmg.com/us)

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Learn more about JA's impact live in and ways to engage. Schedule a tour by contacting Lori Jacob, [ljacob@stl.org](mailto:ljacob@stl.org)



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to our  
Amazing  
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Coming soon...



Junior Achievement

# JA TRADES



Thank you for joining us this evening



**Junior  
Achievement**<sup>™</sup>  
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