

Celebrating Leadership  
Inspiring Achievement

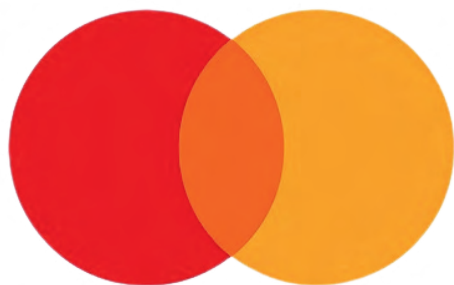


Junior  
Achievement™

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

May 21, 2026

Junior Achievement thanks the following  
sponsors for their investment in the  
2026 JA Business Hall of Fame



**Central Bank**



**EMERSON**<sup>TM</sup>

**The Dennis and Judy  
Jones Family  
Foundation**

Dear Friends of Junior Achievement,

Welcome to our 2026 Junior Achievement Business Hall of Fame event! We are delighted you have joined us to honor community leaders as they are inducted into our 2026 JA Business Hall of Fame.

Congratulations to our Inductees:

- Bryan Cook and Sam Cook, Central Bank
- Company: Mastercard

Our honorees exemplify the spirit of this award. This evening, we celebrate distinguished leaders and an organization whose vision, integrity, and commitment have made meaningful and lasting impact in our communities.

It is a pleasure to have you here to celebrate our inductees and the collective impact we are making together in preparing youth today for their future. Enjoy the evening and thank you for investing in our youth!



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



Chuck Kim  
*JA Board Chairman*  
Executive VP & CFO  
Commerce Bank

# Presenting the 2026 Honorees

**Mastercard**

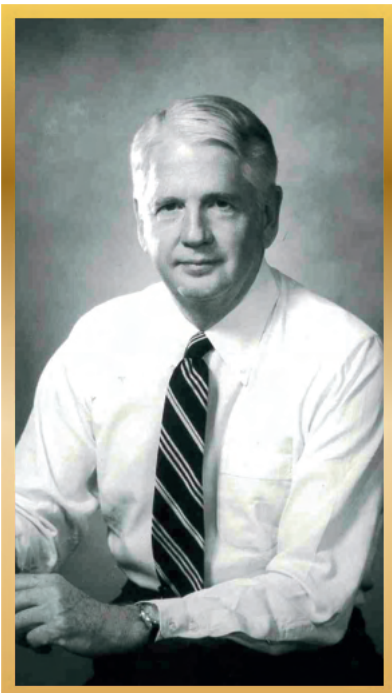


**Sam B. Cook**  
**S. Bryan Cook**



# Mastercard

Mastercard powers economies and empowers people in 200+ countries and territories worldwide. Together with our customers, we're building a resilient economy where everyone can prosper. We support a wide range of digital payment choices, making transactions secure, simple, smart and accessible. Our technology and innovation, partnerships and networks combine to deliver a unique set of products and services that help people, businesses and governments realize their greatest potential.



# Sam B. Cook

Former Chairman  
**Central Bank**

Mr. Sam Baker Cook was a Jefferson City, Missouri, native and 1940 graduate of Jefferson City High School, where he played center on the 1939–40 state championship basketball team. After enrolling at the University of Missouri, his education was interrupted by World War II service in the U.S. Army. He served with distinction in Europe and was

honorably discharged in 1946 at the rank of captain. He later earned a Bachelor of Arts degree with honors in economics from Yale University.

Mr. Cook spent his career in banking, joining Central Missouri Trust Company in 1950 and becoming president and chief executive officer in 1961. He was instrumental in forming Jefferson Bank and Central Bancompany and served as chairman of the board beginning in 1981. Under his leadership, Central Bancompany grew into one of Missouri's largest and most respected banking organizations.

Widely known for his civic leadership, philanthropy, and passion for architecture, Mr. Cook left a lasting impact on education, health care, and community development throughout Jefferson City and Missouri. He passed away on July 15, 2016, at the age of 94.



# S. Bryan Cook

Executive Chairman  
**Central Bank**

S. Bryan Cook is Executive Chairman of Central Bancompany and Central Bank, a role he has held since 2024. A fourth-generation leader of the organization is not only the great-grandson of the company's founder, but the son of Sam B. Cook, and has served on the Board of Directors since 1986. Over a distinguished career, Mr. Cook previously served for 16 years as Chairman, President, and Chief Executive Officer, and earlier as Chief Operating Officer of the Bank.

Mr. Cook holds a Bachelor of Arts degree in Economics from Washington and Lee University. He earned his Master of Arts in Economics, Master of Business Administration, and Ph.D. in Economics from the University of Missouri. Under his leadership, Central Bancompany continued its tradition of strong performance, sound governance, and community commitment, reinforcing its standing as one of Missouri's most respected banking organizations.

# Junior Achievement Business Hall of Fame Inductees



John Bachman  
Brinkmann Constructors  
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  
Jerry Kent  
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  
TierPoint & Cequel III  
Emerson  
Daughters of Charity National Health System  
Stifel Financial Corp.  
Lee/Rowan Company  
Mallinckrodt, Inc.  
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JA Business Hall of Fame in the  
Junior Achievement Dennis and  
Judy Jones Free Enterprise  
Center



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  
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Branch Rickey  
Rodger Riney  
Michael Roberts  
Steven Roberts  
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David Steward  
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Donald M. Suggs  
Diane Sullivan  
Joseph Sunnen  
Andy Taylor  
Jack Taylor  
Barrett Toan  
Gene Toombs  
Blanche Touhill  
Rob Vitale  
Jim Weddle

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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.  
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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 and beyond. JA's hands-on curriculum is delivered through various platforms by educators and our dedicated volunteers. This school year, we will reach over 177,000 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)

# Experiential Learning 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.



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's® 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® 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!



**Our goal is to increase awareness of careers in skilled trades, while enforcing our mission of financial education, entrepreneurship, and career readiness for all students.**



*Students practice welding skills with a Mobile Arc simulator.*



*Students read blue prints to install walls in a home.*



*Students learn about many skilled trades careers used to build and maintain a community.*



*Students view aerial line workers making repairs at the top of an electrical tower through VR.*



*Students are exposed to many electric-related careers as they learn about taking electricity from the power plant to home.*



*Students use a 3D Virtual Design & Construction program to pre-plan and avoid issues with new build outs.*



*Students operate heavy equipment through a skid steer loader simulator.*



# 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<sup>®</sup>, JA Trades<sup>™</sup>, or JA BizTown<sup>®</sup>
- JA Speaker Series

It's not too early to  
volunteer  
for next school year!

Please contact us at:

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



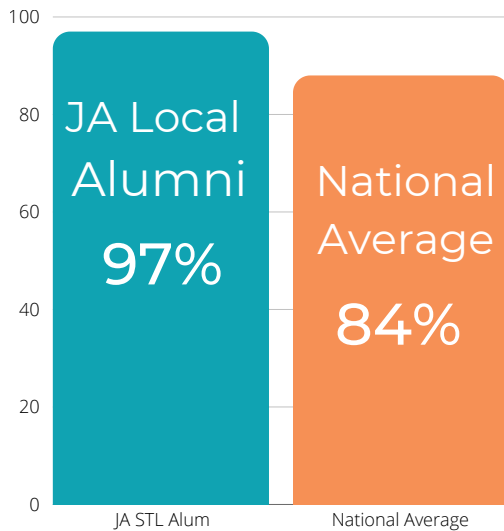
**Junior  
Achievement<sup>™</sup>**  
of Greater St. Louis

# 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.

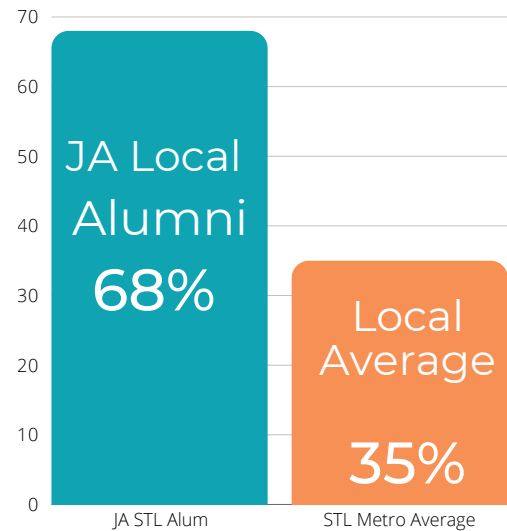
The responses demonstrate the long term impact of JA's programs.

## ENCOURAGING A LOVE OF LEARNING



Graduated high school/GED or higher

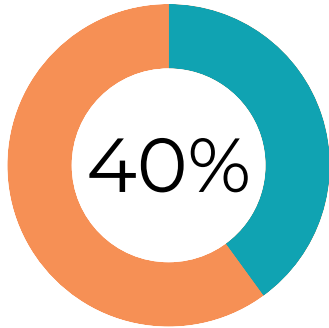
## LAYING THE FOUNDATION FOR UPWARD MOBILITY



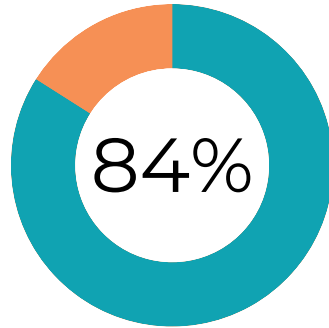
Have a 4-year bachelor's degree or higher

*"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, former JA Board Chair, JA Alumnus, & former student in the Hazelwood School District

## LIGHTING THE ENTREPRENEURIAL SPIRIT

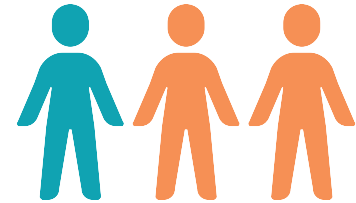


Percentage of local JA Alumni involved in business ownership.



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

## INSPIRING CAREER CHOICES

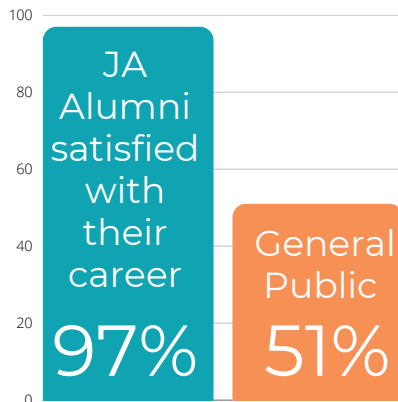


1 in 3 JA Alumni work in the same field/job as their JA volunteer.

“ 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 ”

## 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.



# 2024-2025 School Year Highlights



7,383 Classes  
Locally



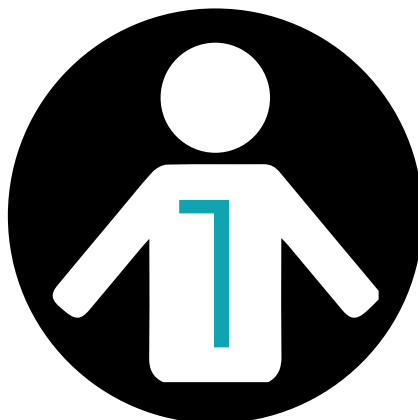
177,285 Students  
5,001 Volunteers



144 Counties served in  
MO, IL, IN  
3rd largest of 99 JA Areas  
nationwide



754 Schools



60+  
Programs for  
Pre-K-12  
students



**person can make  
a difference!**

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.

# 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 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 students of all backgrounds. Each of the following have provided funding for 1,000-2,000 students to participate in JA.

Mike & Debby Deniszczuk

Gertrude and William A. Bernoudy Foundation

Jim & Erin Runnels



What we create today,  
will define our tomorrow

As we power economies and empower people around the world, Mastercard is proud to invest in the communities we call home – including support of Junior Achievement of Greater St. Louis.





**Central Bank**

Strong roots. Endless possibilities.™

# CONGRATULATIONS BRYAN AND SAM COOK!

Central Bank congratulates its very own Bryan and Sam Cook on being inducted into the Junior Achievement Hall of Fame. We are proud to support Junior Achievement.



**Bryan Cook**  
Executive Chairman

**Sam Cook**  
*Honored Posthumously*  
Former Chairman

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

At RSM, we are committed to giving back to the communities where we live and work. We are proud to support **Junior Achievement of Greater St. Louis**, an organization dedicated to developing the business leaders of tomorrow and creating lasting value for our community.

[rsmus.com](https://rsmus.com)

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ASSURANCE | TAX | CONSULTING

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**RSM**

## Questions about finances? Let's find your answers.

**Commerce Bank is proud to support  
Junior Achievement.**

"Am I saving enough?" "How can I make sure my children are taken care of?" "What more can I do to be set for retirement?" Life is full of questions about money. We have over 160 years of financial experience finding answers that are right for you, right now. And the ones you'll have tomorrow, too.



[commercebank.com/ChallengeAccepted](https://commercebank.com/ChallengeAccepted)

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# PROUD SPONSORS

BCLP (Bryan Cave Leighton Paisner) is proud to sponsor the **Junior Achievement of Greater St. Louis Business Hall of Fame.**

[bcplaw.com](http://bcplaw.com)

**BCLP**  
Bryan Cave Leighton Paisner



# Proud supporter of those who reach higher

KPMG is proud to support Junior Achievement of Greater St. Louis' important work to inspire and develop business leaders of tomorrow. Your commitment, determination and insight will have a powerful impact on making a difference for years to come. Discover more at [kpmg.com](https://kpmg.com)



## Building a Brighter Future

For many years, Graybar has supported Junior Achievement of Greater St. Louis through volunteering, board representation and financial sponsorship.

We are also proud to sponsor JA Trades, which educates middle and high school students about careers in the skilled trades.

Giving back to Junior Achievement is just another way we are building a brighter future for the next generation.



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**Junior Achievement of  
Greater St. Louis**





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[www.first.bank](http://www.first.bank)



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Let's shoot for the moon.



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[Stacy.Clay@fbol.com](mailto:Stacy.Clay@fbol.com)

**First Bank is a proud sponsor of  
Junior Achievement of Greater St. Louis**



Shape the future  
with confidence

## Here's to shaping community with confidence.

At EY, we're proud to support Junior Achievement of Greater St. Louis. When neighbors connect, communities grow stronger.

[ey.com](https://ey.com)



The better the question. The better the answer. The better the world works.

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## 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 helps its residents thrive.

That's why we're committed to building stronger communities as a proud supporter of Junior Achievement of Greater St. Louis.



FIFTH THIRD BANK, NATIONAL ASSOCIATION. MEMBER FDIC. 25-8\_LRU\_AU



[usbank.com/communitypossible](https://usbank.com/communitypossible)

## Education is empowerment

When more people have access to the education they need, our communities get stronger. That's why U.S. Bank provides financial education resources and practical tools that help you learn how to save, invest and manage your money smarter. Education builds knowledge, confidence and a brighter future for all of us.



U.S. Bank is proud to support Junior Achievement.



Member FDIC. ©2025 U.S. Bank 1320405

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

We're proud to support Junior Achievement of Greater St. Louis and the students they serve.

*Let's help them go far.*



**Waterway.**



VISTAGE

## INVESTING IN TOMORROW'S LEADERS, TODAY

Vistage is proud to support Junior Achievement of Greater St. Louis. We believe leadership is a lifelong journey that starts long before the boardroom.

LEARN MORE AT [VISTAGE.COM/STLOUIS](https://www.vistage.com/stlouis)



Vistage is the world's largest CEO coaching and peer advisory organization. Since 1957, we've helped 250,000 leaders of small and midsize businesses transform their companies and their lives.




Special thanks to

*Jeff Davis*

and

*Webster University*

for all their amazing  
work on our honoree  
videos.



# Thank you to our wonderful JA Business Hall of Fame Table Sponsors



**Bryan Cave Leighton Paisner, LLP**

**Commerce Bank**

**Ernst & Young**

**Fifth Third Bank**

**First Bank**

**Graybar**

**KPMG**

**Gene & Cindy Morgenthaler**

**RSM**

**US Bank**

**Vistage Worldwide**

**Waterway**





# Gold Leadership Award Recipients

The National 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.

- 2024 Mike Deniszczuk, *PwC*
- 2022 Shawn Schukar, *Ameren Transmission*
- 2021 Kelvin Adams, *St. Louis Public School District*
- 2020 Al Mitchell, *Bayer*
- 2017 Mahendra Gupta, *Washington University*
- 2016 Gene Toombs, *MiTek*
- 2015 Paul McKnight, *Emerson*
- 2011 Rob Reeg, *Mastercard*
- 2009 Robert Brinkmann, *Brinkmann Constructors*
- 2001 Jerome Loeb, *May Department Stores*
- 2000 Albert Suter, *Emerson*



# Officers & Directors

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# Thank you for joining us this evening



To tour our facility,  
contact Lori Jacob at  
[LJacob@jastl.org](mailto:LJacob@jastl.org) or 636-728-0707



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