

Celebrating Leadership
Inspiring Achievement

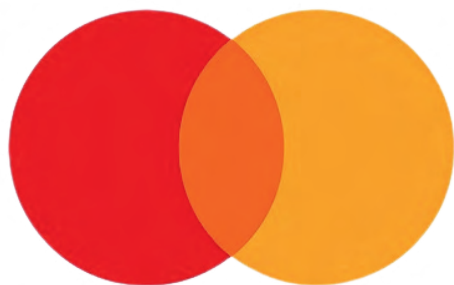


Junior
Achievement™

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



EMERSONTM

**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

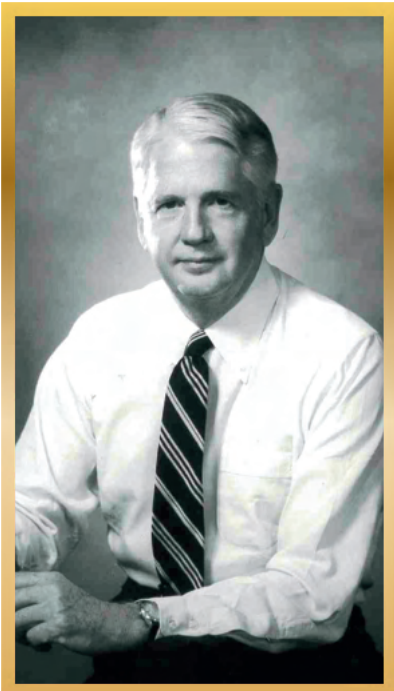


Sam B. Cook
S. Bryan Cook



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



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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
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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
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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

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[®], JA Trades[™], or JA BizTown[®]
- JA Speaker Series

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

Please contact us at:

www.jastl.org/volunteer



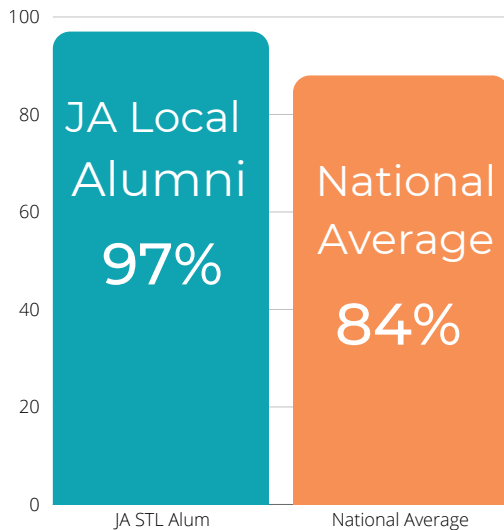
**Junior
Achievement[™]**
of Greater St. Louis

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.

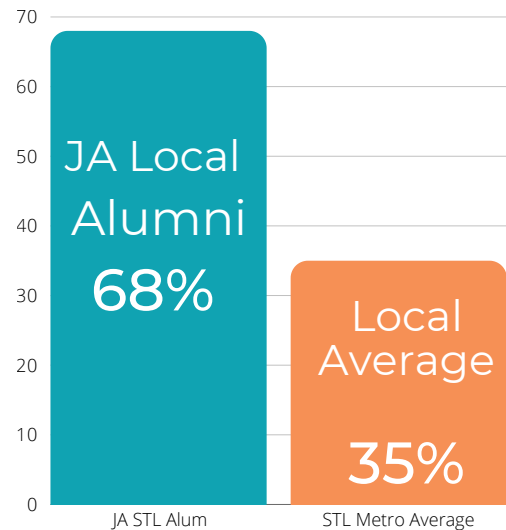
The responses demonstrate the long term impact of JA's programs.

ENCOURAGING A LOVE OF LEARNING



Graduated high school/GED or higher

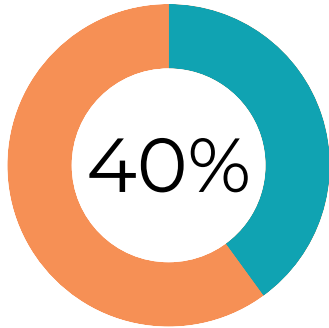
LAYING THE FOUNDATION FOR UPWARD MOBILITY



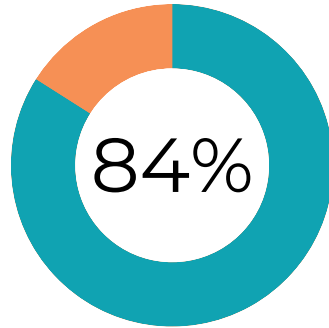
Have a 4-year bachelor's degree or higher

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

LIGHTING THE ENTREPRENEURIAL SPIRIT

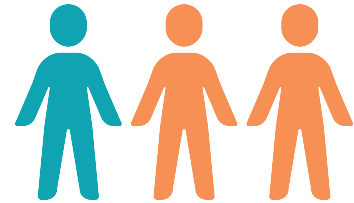


Percentage of local JA Alumni involved in business ownership.



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

INSPIRING CAREER CHOICES

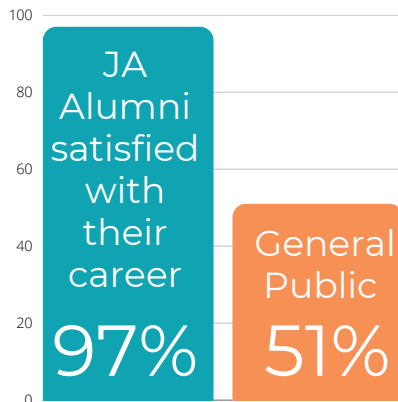


1 in 3 JA Alumni work in the same field/job as their JA volunteer.

“ 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



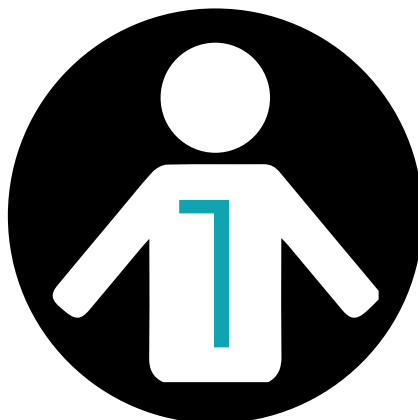
177,285 Students
5,001 Volunteers



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

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

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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.



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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



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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GENE & CINDY MORGENTHALER

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Achievement**™
of Greater St. Louis

www.first.bank



FIRST BANK WISDOM:®

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

Let's shoot for the moon.



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Director of Community Affairs
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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



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

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.



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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



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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*



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Exec Vice President & CFO
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Jim Curran — *Secretary*
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Tim Figge — *Treasurer*
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Lori A. Jacob — *CEO/President*
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Thank you for joining us this evening



To tour our facility,
contact Lori Jacob at
LJacob@jastl.org or 636-728-0707



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Achievement™**
of Greater St. Louis

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