



MEDIA ADVISORY
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Wisconsin Business World®, a WMC Initiative
Educational Program for High School Students
Edgewood College, Madison
Sunday, June 26 – Wednesday, June 29, 2011

What

Wisconsin Business World®, a WMC Initiative. The 30th annual Wisconsin Business World® program brings together high school students and business professionals from across the state to translate textbook theories into understandable practices. The program is sponsored, developed, and delivered by the business community of Wisconsin to teach young people about real-world economics and free enterprise system in which we live.

Who

Over 160 high school sophomores, juniors, and seniors from around Wisconsin will attend.

Where

Business World takes place on the Edgewood College campus in Madison, Wisconsin. The Business World headquarters office is located in Room 114 of Predolin Humanities Center, (608) 663-4861.

Why

The problem-solving, thought-provoking challenges of Business World create experiences uniquely different than those found in a classroom setting. The program also introduces students to the great companies in Wisconsin.

When

Business World runs June 26 - 29. Here are some highlights of the schedule:

Sunday, June 26, 2011

6:35 p.m. – 7:15 p.m., Junk Product Workshop – Anderson Auditorium, Predolin Hall

Each student company will create a unique product using a variety of materials collected from a "junk" pile. Students develop and present a marketing plan to sell the product.

Monday, June 27, 2011

8:00 a.m. – 8:30 a.m., "Morgan in the Morning: The Work of Wisconsin – How Much do You Really Know About the Economy?" – Anderson Auditorium Predolin Hall

Designed to wake-up the students, WMC Vice President Jim Morgan delivers his early-morning, invigorating presentation on the Wisconsin economy.

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9:00 a.m. – 10:10 a.m., 11:15 a.m. – 12:00 p.m., 3:30 p.m. – 5:00 p.m., 6:00 p.m. – 7:15 p.m.

Company Meetings – Locations throughout campus

Students form theoretical "companies," then work to create a commercial, billboard, logo and business plan, and compete in a business simulation.

10:15 a.m. – 11:15 a.m., "Everyday is an Interview for Your Next Job" – Anderson Auditorium, Predolin Hall (*the Oscar Mayer Wienermobile may make a surprise appearance following Gil's program*)

Gil de las Alas, Senior Director of Human Resources for Oscar Mayer in Madison, will talk to the kids about interviewing, internships, and resumes. Gil has been with Kraft for 12 years and has responsibility for all human resources activities for Oscar Mayer. He has specific responsibility for organization design, leadership and employee development, compensation, benefits, employee relations, talent acquisition, succession planning, employee assessment, coaching, mentoring, training and team effectiveness.

1:00 p.m. - 3:30 p.m. Business Tours Off-site

The students will travel to local companies to get a flavor for the real world of business. Separate groups will tour CertCo., Suttle-Straus, Inc., Plastic Ingenuity, Springs Window Fashions, GE Healthcare, Great Big Pictures, Covance, Placon Corporation, and the Madison Mallards. **If any media are interested in joining the students in any of these tours, please contact Katy Pettersen, (608) 516-6684.**

7:30 p.m. – 8:30 p.m., Product Trade Show – Washburn Heritage Room, Regina Hall

This is a very lively and interactive event during the program. Each company will display their product along with their billboard and logo to promote the product and company. The students contrive clever ways to lure the trade show attendees (other students and volunteer business professionals) to their booths. The students are judged on most realistic invention, best presentation, and most creative. **WMC President/CEO Kurt Bauer is scheduled to attend the Product Trade Show.**

Tuesday, June 28, 2011

8:00 a.m. – 8:30 a.m., "Morgan in the Morning: Product Marketing – Are You Selling the Steak, or the Sizzle?" – Anderson Auditorium, Predolin Hall

In this day-two wake-up session, WMC Vice President Jim Morgan highlights the differences between marketing the feeling a product conveys to a potential buyer, versus marketing the product itself.

8:40 a.m. – 9:50 a.m., 11:00 a.m. – 12:00 p.m., 1:35 p.m. – 2:15 p.m., 6:00 p.m. – 6:30 p.m., Company Meetings - Locations throughout campus

"Companies" continue working to create a commercial, billboard, logo and business plan, and compete in a business simulation.

10:00 a.m. – 11:00 a.m., "Entrepreneurship" – Anderson Auditorium, Predolin Hall

Dan Olszewski, Director of the Weinert Center for Entrepreneurship at the Wisconsin School of Business, is an alum of the Business World class of 1982. Dan will give a presentation to the group on the importance of entrepreneurship, and the role the University of Wisconsin's School of Business plays in business in Wisconsin.

6:30 p.m. – 7:45 p.m., Commercials Competition – Anderson Auditorium, Predolin Hall

Students perform their commercial skit in front of a panel of judges and their rival "companies".

8:00 p.m. – 9:00 p.m., The Price is Right – Anderson Auditorium, Predolin Hall

The students compete in this made-for-Wisconsin version of the ever-popular game show. Minus Bob Barker, all of the products in this game are Wisconsin-made.

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Wednesday, June 29, 2011

8:00 a.m. – 8:30 a.m., "Morgan in the Morning: Dealing with a Multi-Generational Workplace – So Your Parents and Your Grandparents are Your Co-workers..." – Anderson Auditorium, Predolin Hall

WMC Vice President Jim Morgan delivers his morning presentations with vigor. Dealing with generational differences is a key to understanding the future of our country's workforce. This final day wake-up session may even include a rendition of The Village People's YMCA to get the students moving.

10:15 a.m. – 11:55 a.m., Shareholders Reports – Anderson Auditorium, Predolin Hall & Sonderegger Science Center Room 108

The students present their final business plans to the panel of judges.

2:15 p.m. – 3:00 p.m., Closing Ceremony – Anderson Auditorium, Predolin Hall

Parents arrive on campus to retrieve their students, and the student "companies" present their final products and presentations to their parents. ***WMC President/CEO Kurt Bauer is scheduled to attend the closing session.***

About Business World

Wisconsin Business World is produced by the WMC Foundation, the educational division of Wisconsin Manufacturers and Commerce (WMC). WMC is Wisconsin's manufacturers association and state chamber of commerce as well as the state safety council, representing nearly 3,500 businesses in Wisconsin. Since Business World's inception in 1982 nearly 14,000 students and 2,500 educators have experienced the program. Visit www.wibusinessworld.org for more information.

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