



PRESS RELEASE
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**Business Education Program Announced for Dane County High
School Students**
One-day Program February 17 at Promega Corporation

Madison – The Wisconsin Business World program has announced it is partnering with Dane County high schools to host a one-day session on business and entrepreneurship for high school students.

The Mini Business World program will take place on Thursday, February 17 at Promega Corporation in Madison. Students from any of Dane County's 20 high schools are able to attend with encouragement from their business education teachers and parents' approval.

Students will form an imaginary "company" to create a product and develop a business plan for their company. They will hear from guest speakers and participate in various business competitions. The Mini Business World program is a precursor to the full four-day Business World summer programs which will take place this summer at Edgewood College in Madison and St. Norbert College in De Pere.

"This is a great opportunity for Dane County students to get a flavor for the world of business as they begin to make critical post-high school decisions," said Business World Director Steve Benzschawel. "We will give them a crash course including information on the Wisconsin economy, potential career opportunities, and the importance of a competitive marketplace. And in the end, we hope they will join us for a more intensive business education at our summer programs."

Wisconsin Business World is produced by the WMC Foundation, which is the educational division of Wisconsin Manufacturers and Commerce, and is designed to teach high school students about the importance of the free enterprise system. In addition, Business World opens students' eyes to the many business opportunities available to them in Wisconsin.

Interested students should inquire with their business education teacher at school, or can contact the Business World office at (888) 276-7953 or www.wibusinessworld.org for additional information.

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Related Information:

Mini Business World Tentative Schedule

8:30-9:00 a.m. – Opening Ceremony: Welcome from Steve Benzschawel, BW Program Director

9:00-9:15 a.m. – Company Meeting 1: Separation of Specialization. Each company divides into three committees – finance, marketing, and communications. Throughout the day, the committees will work on a business simulation game, a company logo, and a commercial skit, respectively.

9:15-9:45 a.m. – Committee Meeting 1: Committees will gather in a large group of like committees (i.e. finance with finance) to learn expectations and hear their project overview.

9:45-10:15 a.m. – Company Meeting 2: The committees go back to their full company group and each committee begins working on their respective projects.

10:15-10:30 a.m. – Committee Meeting 2: Adult committee leaders will hear progress updates from the committees and offer assistance.

10:30-11:15 a.m. – Presentation: “Why the Ys Will Master the Millennium: How the Next Generation Will Lead Wisconsin’s Economy” presented by Jim Morgan, WMC Vice President

11:15-11:45 a.m. – Company Meeting 3: Work time for the committees within the companies

11:45 a.m.-12:00 p.m. – Committee Meeting 3: Adult committee leaders will hear progress updates from the committees and offer assistance. All projects should be complete by now.

12:00-1:00 p.m. – Pizza lunch and Logo Showcase: Marketing Committees will display their logos for other attendees to peruse throughout the lunch hour

1:00-1:30 p.m. – Commercial Time: Communications Committees will showcase their completed commercials

1:30-2:00 p.m. – Presentation: “Preparing for the Workplace – It’s Never too Early to Start!” presented by Gil de las Alas, Senior Director of Human Resources, Kraft Foods/Oscar Mayer

2:00-2:30 p.m. – “Price is Right” game show showcasing Wisconsin companies and products

2:30-3:00 p.m. – Closing Ceremony: Awards for the day’s contests