



MEDIA ADVISORY
February 14, 2011

Pre-program and Onsite Contacts

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Business Education Program for Dane County High School Students
One-day program will host more than 160 teens from local high schools

WHAT: Mini Business World, a business and entrepreneurship program for high school students

WHO: 163 Dane County high school students

- Cambridge High School – 8
- Deerfield High School – 14
- Madison East High School – 13
- Edgewood High School – 7
- La Follette High School – 13
- Mc Farland High School – 12
- Memorial High School – 12
- Monona Grove High School – 9
- Verona High School – 35
- West High School – 16
- Wisconsin Heights – 24

WHEN: Thursday, February 17, 2011
8:00 a.m. – 3:30 p.m.

WHERE: Alliant Energy Center, Lake Rooms on Second Level. **Originally scheduled to be hosted at Promega Corporation in Madison, stellar participation from so many schools prompted organizers to move the program to the Alliant Energy Center.**

WHY: To give Dane County students a flavor for the world of business and entrepreneurship as they begin to make critical post-high school decisions.

PROGRAM DESCRIPTION:

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

This program will show students the challenges businesses face when making everyday decisions in areas such as finance, marketing, and communications. The students will interact with others in their

“company”, allowing them to collaborate and function as a team, just like in the real world of business. Through presentations and projects, Mini BW will cover Wisconsin’s economy and the opportunities available in our great state, as well as introduce students to what it takes to prepare for the workplace.

The Mini Business World program will take place on Thursday, February 17. **Originally scheduled to be hosted at Promega Corporation in Madison, stellar participation from so many schools prompted organizers to move the program to the Alliant Energy Center.**

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.

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.

Call the Business World office at (888) 276-7953 or visit www.wibusinessworld.org for additional information.

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Mini Business World Schedule

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

9:00-9:30 a.m. – Company Meeting 1: Separation of Specialization. Each “company” of ~12 students divides into three departments – finance, marketing, and communications. Throughout the day, the departments will work on a business simulation game, a company logo, and a corporate identity, respectively.

9:30-10:00 a.m. – Department Meeting 1: Introduce and Explain. Departments will gather in a large group of like departments (i.e. finance with finance) to learn expectations and hear their project overview.

10:00-10:15 a.m. – Company Meeting 2: Brainstorm. The departments go back to their full company group and each department begins working on their respective projects.

10:15-10:30 a.m. – Department Meeting 2: Narrow-down Choices. Adult department leaders will hear progress updates from the committees and offer assistance.

10:30-10:45 a.m. – Company Meeting 3: Come to a Consensus. Each company will now decide on its track for the day.

10:45-11:15 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

11:15-11:30 a.m. – Department Meeting 3: Finalize vision. Work time for the departments.

11:30 a.m.-12:00 p.m. – Company Meeting 4: Plans on how to finish marketing and communications projects.

12:00-12:45 p.m. – Lunch

12:45-1:00 p.m. – Department Meeting 4: Final department touches on all projects.

1:00-1:15 p.m. – Company Meeting 5: Final company touches on all projects so the company is able to present as a whole.

1:15-1:45 p.m. – Presentations by all companies in a large group.

1:45-2:15 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

2:15-3:00 p.m. – Closing Ceremony: Awards for the day’s contests