



PRESS RELEASE
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Business Education Program Announced for Area High School Students

One-day Program November 2 in Sturgeon Bay

Madison – The Wisconsin Business World program, a WMC initiative, has announced it is partnering with Door Kewaunee Business Education Partnership to host a one-day session on business and entrepreneurship for area high school students.

The Mini Business World program will take place on Wednesday, November 2 at Stone Harbor Resort in Sturgeon Bay. Participating high schools include Algoma, Gibraltar, Sevastopol, Southern Door, and Sturgeon Bay. Students are able to attend with encouragement from their business education teachers and parents' approval.

Students will form an imaginary "company" complete with a marketing plan and financial statements. 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 program puts students in the driver's seat to run a company and make many of the same decisions that are demanded of real life executives," said Business World Director Steve Benzschawel. "When the community supports programs that prepare today's students to enter the workforce of tomorrow, we are adding an important component to the education of our young adults. We hope they will enjoy the experience and join us for a more intensive business education at our summer programs."

Tara LeClair and the Door-Kewaunee Business Education Partnership played an integral role in bringing this opportunity to the area, which is sponsored locally by the WPS Foundation and Baylake Bank.

(MORE)

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

9:00-10:30 a.m. - Company Meeting: Each student is placed in a mock-company. Each company will work on a business simulation game, design a company logo, and perform a commercial skit.

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 Foundation President

11:15-12:00 p.m. - Company Meeting: Work time for the company projects.

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

1:00-2:00 p.m. - Presentation Time: Companies will showcase their completed projects.

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