



MEDIA ADVISORY
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Pre-program and Onsite Contacts

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Business Education Program Wednesday in Sturgeon Bay
One-day program will host 124 teens from local high schools

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

WHO: 124 Door and Kewaunee County high school students
- Algoma High School – 8
- Gibraltar High School – 9
- Sevastopol High School – 30
- Southern Door High School – 31
- Sturgeon Bay High School - 46

WHEN: Wednesday, November 2, 2011
8:30 a.m. – 3:00 p.m.

WHERE: Harbor Ballroom at Stone Harbor Resort, Sturgeon Bay.

WHY: To give high school 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, a WMC initiative, is partnering with the Door Kewaunee Business Education Partnership to host a one-day session on business and entrepreneurship for local area 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.

(MORE)

The Mini Business World program will take place on Wednesday, November 2.

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

9:00-10:45 a.m. – Company Meetings: Each student is placed into a mock company. Each “company” will work on a business simulation game, design a company logo, and perform a commercial skit.

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 Foundation President

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

12:00-12:45 p.m. – Lunch and Logo Showcase: Companies will display their logos for other attendees to peruse throughout the lunch hour.

12:45-1:15 p.m. – Company Meetings: Work time for the company projects.

1:15-2:00 p.m. – Presentations: Companies will present 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.