



**PRESS RELEASE**  
**June 23, 2011**

**For more information, please contact:**

Katy Ryder Pettersen, Director of WMC Foundation Communications  
[kpettersen@wmc.org](mailto:kpettersen@wmc.org), (608) 661-6916 or (608) 516-6684 cell

Steve Benzschawel, Business World Program Director  
[steve@wibusinessworld.org](mailto:steve@wibusinessworld.org), (608) 661-6904 or (608) 239-4866 cell

**LOCAL HIGH SCHOOL STUDENTS ATTENDING BUSINESS PROGRAM**  
**Wisconsin Students to Learn About the Real Business World**

**Madison** — Nearly 160 Wisconsin students will participate in this year's Business World program at Edgewood College in Madison June 26–29. Celebrating its 30<sup>th</sup> anniversary as a WMC initiative, Business World provides hands-on business experience for students and teaches them about the challenges facing business. The program is sponsored, developed and delivered by the business community of Wisconsin, and since its inception, has educated nearly 14,000 high school students from across the state.

During the Business World first-year program, student participants will be divided into teams of 10-12, who function as an imaginary “company” for the program. With the task of turning their company into a financial success, they will create a unique product, develop marketing strategies, and design a commercial. In addition, students interact with guest speakers, tour local companies and compete in an online business simulation.

Business World also has an advanced program component, where students who successfully completed the first-year program may return for a more advanced session. The advanced program students focus on the bigger picture of business including marketing and ethics, and they help mentor the first year students.

*(MORE)*

The hands-on activities focus on career preparation and workplace skills for success. The programs also include workshops, interesting speakers, and tours, allowing the students to explore career and education options available here in Wisconsin. It is an opportunity that will enable students to prepare for their future in an increasingly competitive global marketplace.

Business World is sponsored, developed, and produced by the WMC Foundation, the educational division of Wisconsin Manufacturers and Commerce. It is supported by donations from corporations, foundations, and individuals who believe the next generation of leaders should have a clear understanding of the real world of business and the importance of the free market system in which we live. Visit [www.wibusinessworld.org](http://www.wibusinessworld.org) for more information.

## **Business World Students, Edgewood College Program, June 26-29, 2011**

### **Brown County**

Dylan Heckert, Notre Dame Academy - Advanced Program

### **Burnett County**

Qixin (Annie) Li, Siren High School - Advanced Program

### **Dane County**

Reuben Hoppman, Cambridge High School - First Year Program  
Jarod Prescott, Cambridge High School - First Year Program  
Sam Ross, Edgewood High School - First Year Program  
Matt Zalewski, Edgewood High School - First Year Program  
Pamela Gu, James Madison Memorial High School - First Year Program  
Daniel Miller, James Madison Memorial High School - Advanced Program  
Daniel Tchernev, James Madison Memorial High School - First Year Program  
Lacole Childress, LaFollette High School - First Year Program  
Colton Larsen, Luther Preparatory School - First Year Program  
Hiland Russell, Madison East High School - First Year Program  
Elsbeth Myers, Madison Memorial High School - First Year Program  
Oliver Redsten, Madison West High School - Advanced Program  
Yang Song, Madison West High School - First Year Program  
Maddie Blankenship, Mc Farland High School - First Year Program  
Nina Emmrich, Mc Farland High School - First Year Program  
Krista Fedor, Mc Farland High School - First Year Program  
Sawyer Peterson, Mc Farland High School - First Year Program  
Nick Riese, Mc Farland High School - First Year Program  
Yining Dai, Middleton High School - First Year Program  
Jordon Mathias, Oconomowoc High School - First Year Program  
Andrew Dow, Oregon High School - First Year Program  
Nate Smith, Phillips Academy Andover - First Year Program  
Clay McCloskey, Saint Ambrose Academy - Advanced Program  
Zach Zolot, Stoughton High School - Advanced Program  
Emily Katz, Sun Prairie High School - First Year Program

*(MORE)*

Jason Biddle, Verona Area High School - Advanced Program  
Devon Corless, Verona Area High School - First Year Program  
Lindsey Douglass, Verona Area High School - Advanced Program  
Jenna Fletcher, Verona Area High School - First Year Program  
Claire Goldbin, Verona Area High School - First Year Program  
Trevor Nierman, Verona Area High School - First Year Program  
Erin Peterson, Verona Area High School - First Year Program  
Vreni Pigorsch, Verona Area High School - First Year Program  
Nathan Procell, Verona Area High School - First Year Program  
Tyler Pull, Verona Area High School - First Year Program  
Lyssi Urso, Verona Area High School - First Year Program  
Emma Witmer, Verona Area High School - First Year Program  
Nicole Witthuhn, Verona Area High School - First Year Program  
Katie Bruns, Waunakee High School - First Year Program  
Kevin Cornell, Waunakee High School - First Year Program  
Ty Radke, Waunakee High School - First Year Program  
Ashley Sarnosky, Waunakee High School - Advanced Program  
Brett Statz, Waunakee High School - First Year Program  
Lauren Utke, Waunakee High School - First Year Program

### **Dodge County**

Emily Behnke, Beaver Dam High School - First Year Program  
Kaley Setzke, Beaver Dam High School - Advanced Program  
Bo Dixon Bingen, Mayville High School - First Year Program  
Emily Ognenoff, Mayville High School - First Year Program  
Jessica Wenninger, Mayville High School - First Year Program

### **Fond du Lac County**

Nickolos Stahl, Campbellsport High School - First Year Program  
Johnny Brewer, Ripon High School - First Year Program  
Corey Schoff, Ripon High School - First Year Program

### **Grant County**

Megan Gratz, Fennimore High School - First Year Program  
Anna Riley, Fennimore High School - First Year Program  
Amberly Sobrzano, Fennimore High School - First Year Program  
Erika Trefz, Fennimore High School - First Year Program  
Sydney Whitaker, Fennimore High School - First Year Program  
Kirsten Fritz, Southwestern Wisconsin High School - First Year Program  
Jordan Martin, Southwestern Wisconsin High School - First Year Program  
Scott Reynolds, Southwestern Wisconsin High School - First Year Program  
Susan Reynolds, Southwestern Wisconsin High School - Advanced Program  
Theodore Tranel, Southwestern Wisconsin High School - First Year Program  
Brady Wilkerson, Southwestern Wisconsin High School - Advanced Program

### **Green County**

Ana Sofia Martinez, Monroe High School - Advanced Program  
Anders Nelson, Monroe High School - First Year Program

### **Green Lake County**

Adam Collins, Berlin High School - First Year Program

*(MORE)*

**Jackson County**

Sami Bahr, Black River Falls High School - First Year Program  
Steven Moreno, Black River Falls High School - First Year Program  
Delaney Skelding, Black River Falls High School - First Year Program  
Brittany Wirth, Johnson Creek High School - First Year Program  
Kyle Cox, Lake Mills High School - First Year Program  
Megan Gaus, Lake Mills High School - Advanced Program  
Samantha Kressin, Lake Mills High School - First Year Program  
Austen Kluz, Watertown High School - Advanced Program  
John Wagner, Watertown High School - Advanced Program

**Kenosha County**

Sarah Dugan, Milwaukee Pius XI High School - First Year Program  
Cassidy Karnes, Saint Joseph High School - First Year Program  
Holley Swanson, Westosha Central High School - First Year Program  
Patrick Cannon, Wilmot Union High School - Advanced Program  
Mat Dahlen, Wilmot Union High School - Advanced Program  
Josh Erickson, Wilmot Union High School - Advanced Program

**Kewaunee County**

Kate Dejardin, Luxemburg-Casco High School - First Year Program

**La Crosse County**

Emilie Anderson, Bangor High School - Advanced Program  
Kailey Hilby, Bangor High School - First Year Program  
Danielle Piper, Bangor High School - Advanced Program  
Anne Wermedal, Bangor High School - Advanced Program  
Caleb Johnson, Luther High School - First Year Program  
Nicholas Pamperin, Luther High School - First Year Program  
Tony Potaracke, Luther High School - First Year Program  
Zackery Hawkinson, Onalaska High School - First Year Program  
Allison Jensen, Onalaska High School - First Year Program

**Manitowoc County**

Isaac Brahm, Manitowoc Roncalli High School - First Year Program  
Heath Hermans, Manitowoc Roncalli High School - Advanced Program  
Brandon Nickels, Manitowoc Roncalli High School - Advanced Program

**Marathon County**

Shayne Fellenz, Wausau West High School - First Year Program  
Nick Sheahan, Wausau West High School - First Year Program

**Marinette County**

Mariah Ravet, Marinette High School - Advanced Program

**Milwaukee County**

Crystal Johnson, Brown Deer High School - First Year Program  
Edward Urbina, Marquette University High School - First Year Program  
Karina Baynham, Mequon Homestead High School - First Year Program  
Kaela McBeath, Messmer High School - First Year Program  
Michaela Kromrey, Milwaukee Pius XI High School - First Year Program  
Marisa Janowski, Nathan Hale High School - First Year Program

*(MORE)*

**Monroe County**

Allyson Ostrander, Sparta Junior High School - First Year Program

**Oneida County**

Tyler Oettinger, Three Lakes High School - First Year Program

Trenten Stefonek, Three Lakes High School - First Year Program

**Outagamie County**

Christopher Donovan, Appleton West High School - First Year Program

Faith Jahnke, Hortonville High School - Advanced Program

Maria Gillis, Kimberly High School - Advanced Program

**Ozaukee County**

Katerina Roldan, Mequon Homestead High School - First Year Program

**Pierce County**

Alisha Riley, River Falls High School - First Year Program

**Portage County**

Hanna Meronk, Rosholt High School - First Year Program

**Racine County**

Mark Caringello, Burlington High School - First Year Program

Evelyn Dillman, Burlington High School - First Year Program

Doug Peterson, Racine Horlick High School - First Year Program

Raymond Pfeiffer, St Catherines High School - First Year Program

Johnnie McCrackin, Walden III Middle and High School - First Year Program

**Rock County**

Alicia Murrock, Clinton High School - First Year Program

Connor Sheedy, Craig High School - First Year Program

Kyle Swales, Craig High School - First Year Program

Crystal Helminiak, Milton High School - First Year Program

Jessica Jensen, Milton High School - Advanced Program

Taylor Turben, Milton High School - Advanced Program

Jarrett Warden, Parkview High School - First Year Program

**Sauk County**

Jared Marten, Reedsburg Area High School - First Year Program

**Shawano County**

Parker Kessel, Bowler School District - First Year Program

Jami Grice, Gresham High School - First Year Program

Shianne Welk, Gresham High School - First Year Program

**Sheboygan County**

Sydney Nugent, Howards Grove High School - First Year Program

Zach Madden, Sheboygan Falls High School - Advanced Program

Mackenzie Schnell, Sheboygan Falls High School - First Year Program

*(MORE)*

**Trempealeau County**

Jenna Ladsten, Blair-Taylor High School - First Year Program  
Destany Pehler, Blair-Taylor High School - First Year Program  
Sarah Eide, Osseo-Fairchild High School - Advanced Program  
Kayle Fox, Osseo-Fairchild High School - First Year Program

**Walworth County**

Peter Reuss, Big Foot High School - First Year Program  
Amanda Rodgers, Christian Life School - First Year Program  
Jennifer Hoyord, Delavan-Darien High School - First Year Program

**Washington County**

Holly Troeller, Kettle Moraine Lutheran High School - First Year Program  
Brady Rettler, Slinger High School - First Year Program

**Waukesha County**

Drew Kollmeyer, Arrowhead High School - First Year Program  
Jordan Kaerek, Catholic Memorial High School - First Year Program  
Justin Lee, Catholic Memorial High School - First Year Program  
Katherine Masterson, Catholic Memorial High School - First Year Program  
Jacqueline Pierce, Catholic Memorial High School - Advanced Program  
Danny Prager, Catholic Memorial High School - First Year Program  
Thomas Rosecky, Catholic Memorial High School - First Year Program  
Lauren Davis, Eisenhower High School - First Year Program  
Simeon Thiele, Muskego High School - First Year Program

**Winnebago County**

John Wuestenberg, Menasha High School - First Year Program  
Krystal Kuba, Omro High School - Advanced Program  
Emily Monroe, Omro High School - First Year Program  
Hailey Monroe, Omro High School - First Year Program  
Laura Roth, Omro High School - First Year Program

**Wood County**

Kyla Miller, Lincoln High School - First Year Program

###