

Wisconsin Business World®

2010 Annual Report



Real World Experience. Life-Changing Results.



BW
BUSINESS WORLD®

Dear Business World Supporter:

In 2010, the campuses of St. Norbert College, Edgewood College and UW-La Crosse played host to the 29th year of Wisconsin Business World®. This expanded schedule was made possible by the efforts of Wisconsin's business and education communities who remain committed to making a difference in the lives of young adults from all corners of Wisconsin even in tough economic times.

Business World has continually improved since its beginning in 1982, but the reasons why this great program exists are more relevant today than ever before. Business World serves to better educate our students about the real-world skills they need before they enter the workforce. Through hands-on activities and simulations, students work closely with volunteer mentors from the business community to explore the ever-changing landscape of the global economy and our free enterprise system.

For nearly three decades, Business World has enjoyed the generosity of wonderful volunteers and organizations who donate their time, talent and resources to the program. Through these efforts, they help guide the youth of our state toward a better future.

We hope this Annual Report demonstrates the strong relationship between Wisconsin's business and education communities, and how by working together, we can add an important component to the education of Wisconsin's young adults. We hope you continue to support this dynamic program in the coming year!

Sincerely,

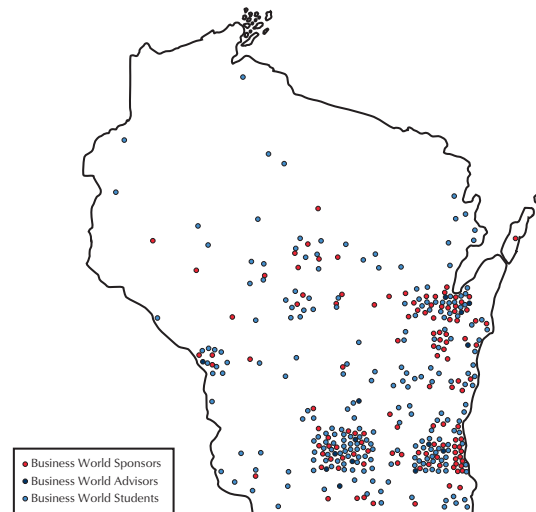
James S. Haney
President
Wisconsin Manufacturers & Commerce

James S. Haney, President
James R. Morgan, Vice President
Steve Benzschawel, Business World® Program Director
Susan Nyffenegger, Executive Assistant





The 29th year of Business World brought hundreds of Wisconsin's brightest young entrepreneurs together on a college campus to work with business mentors and learn about the challenges facing today's businesses. Participants come from all across the great state of Wisconsin. Each dot on this map represents the hometown of a student, advisor or program sponsor from the 2010 Business World programs.



Our Mission

Wisconsin Business World is designed to provide students and educators from across the state with an experience that demonstrates the value of business and economics education. This unique program offers a better understanding of, and an appreciation for, the free enterprise system in which we live.



Sunday

Students arrive, with backpacks and pillows in tow. Four days of living on a college campus is enough to get any high school kid a little worried. Anxious kids and parents, fill the registration room, as our adult volunteers greet students and parents and get this great week started.



Students are divided into companies and paired with a Company Advisor, a volunteer from the business community. Advisors serve as a mentor and consultant, guiding their company of students through the week's challenges and activities.



At Sunday night's Junk Product Workshop, each company selects pieces of everyday "junk" that will be used to develop a prototype of the product they will be selling in an online marketplace simulation. This simulation allows student companies to learn first-hand how financing, marketing and production decisions affect their bottom line.

Monday

Monday is an important day as students decide who the leaders of their company will be. Each company elects a CEO and vice presidents of Marketing, Production, Finance and Technology. This presents an opportunity for students to hone their leadership skills and embrace the challenges ahead.



In the afternoon, students venture out into the real world to get an inside look at the day-to-day operations of a local company and to learn what employers expect

from their workforce. Company tours give kids the opportunity to supplement what they learn in the classroom with real-world experience.



Monday night's Product Trade Show gives each company the chance to display their marketing materials and pitch their product to a panel of judges. The atmosphere is always electric as companies try to one-up the competition with music, games, and interactive product displays.

Tuesday

By Tuesday evening, students have formed a company, created a product, designed marketing materials, presented at a trade show, performed a commercial skit, listened to presentations from business professionals and toured a local company. An impressive accomplishment for kids who were strangers on Sunday night!



The Price is Right and a dance wrap up the final night at Business World and it is now clear that any nerves that were present on Sunday night have disappeared in the wake of new friendships.



Wednesday

The time has gone by so quickly, and it is hard to believe that only a few short days ago this boisterous crowd of students was actually shy and quiet. The energy of the final day is contagious as kids make final preparations for their Shareholder's Report where they present their Business Plan and outline company performance over the past two (simulated) years in our online marketplace.



Wednesday is always a bittersweet day as kids are ready to get back home, but reluctant to leave their new friends. The lessons learned and the friendships gained will remain long after this week is over.



St. Norbert College

June 20-23, 2010



Advisor:
Eileen Baus, National Business Furniture, Milwaukee
Company:
Survival Gear Unlimited
Product:
The Orion



Advisor:
Andy Lemorande, St. Vincent Hospital, Green Bay
Company:
ProTek Performance Gear
Product:
ProTek Skin



Advisor:
Bob Denor, retired - Ariens Company, Reedsville
Company:
Grenerdity, Inc.
Product:
The Grenerd



Advisor:
Jim Schulz, AdVenture, Waupaca
Company:
Grandland, Inc.
Product:
Per-Form



Advisor:
David Leef, ITU, Inc., New Berlin
Company:
SporTec, Inc.
Product:
porTec GPS



Advisor:
Darcy Thome, DE Thome Electric, Fond du Lac
Company:
FantastiCo.
Product:
Fantastic Ride

St. Norbert College

June 20-23, 2010

Tours

FEECO International
Krueger International Inc
Ariens Company
Wisconsin Public Service Corp.
Services Plus
Lambeau Field

Speakers

Tom Kunkel, President, St. Norbert College
Jim Morgan, Wisconsin Manufacturers & Commerce
Paul Bursik, St. Norbert College
Marv Schumacher, Fram, Inc.
Jim Haney, Wisconsin Manufacturers & Commerce



Edgewood

June 27-30, 2010



Advisor:
Bob Denor,
retired - Ariens
Company,
Reedsville
Company:
KSB, Inc.
Product:
Fuzzy Fizzy Fruity
Drink Processor



Advisor:
Jeff Raymond,
KDL, Inc.,
Stoughton
Company:
PUREarth Inc.
Product:
PUREfection



Advisor:
Julie Heinze,
American
Family
Insurance,
Madison
Company:
Killer B's
Product:
C.A.R.T.



Advisor:
Erin Ott, WPS
Health
Insurance,
Madison
Company:
Nunu, Inc.
Product:
The Ultimate
Nunu



Advisor:
Diane McGeen,
Summit Realty,
Waukesha
Company:
IncrediToy
Product:
Vac Attack



Advisor:
Jack Pfister,
SCORE,
Lodi
Company:
Spirit of
Sports
Product:
TailGator



Advisor:
Rich Messick,
RAM Electric,
Waukesha
Company:
Gecko
Product:
GeckoVision



Advisor:
David Hovde,
American
Transmission
Company, De
Pere
Company:
Stadium
Sportswear
Product:
Hi-Tech Stadium
Super-Suit

Edgewood College June 27-30, 2010

Tours

Certco
Suttle-Straus, Inc.
Plastic Ingenuity
Springs Window Fashions
GE Healthcare
Great Big Pictures
Park Printing

Speakers

Jim Morgan, Wisconsin Manufacturers & Commerce
Stephen Lamb, American College Planners
Gil de las Alas, Kraft Foods - Oscar Mayer
DJ Enga, Rock n Roll Money Show
Jim Haney, Wisconsin Manufacturers & Commerce



UW-La Crosse

July 18-21, 2010



Advisor:
Jack Pfister,
SCORE, Lodi
Company:
Lazy Fisher, Inc.
Product:
Lazy Fisher



Advisor:
Bob Denor,
retired -
Ariens
Company,
Reedsville
Company:
Duke, LLC
Product:
Rock n Rollin'
Taters



Advisor:
Jamie Durocher,
Marine
Insurance
Services,
La Crosse
Company:
NGP, Inc.
Product:
SkateBag



Advisor:
Scott
Wiedenhoef,
Engine Power
Inc.,
Oconomowoc
Company:
G-Chard
Product:
G-Chard Suit



Advisor:
Andy Sefcik,
Colony Brands,
Inc., Monroe
Company:
PT Sports
Product:
FitKics



Advisor:
Abby Dieckman,
WMC, Madison
Company:
Jungle Fun
Incorporated
Product:
Jungle Balls

UW - La Crosse

July 18-21, 2010

Tours

La Crosse Sign Company
Crown Cork & Seal
Torrance Casting
WalzCraft
Kwik Trip

Speakers

Bill Colclough, UW-La Crosse
Jim Morgan, Wisconsin Manufacturers &
Commerce
Gil de las Alas, Kraft Foods - Oscar Mayer
Joe Chilsen, UW-La Crosse

2nd Year Students

The Business World Advanced program allows students who have attended our first-year program to return for a more in-depth business experience. The Advanced program runs concurrently with our first-year program and is offered to all students who have completed their first year of Business World.

Students work in small project teams and utilize business mentors and program staff to research and develop presentations on topics that include television advertising, market research and corporate branding.



Participating Schools

Thank you to the teachers, counselors, and administrators from across Wisconsin who help promote the Business World program and encourage students to participate. This great program would not be possible without your support.

Listed below are the participating high schools from Business World 2010:

Appleton North High School, 3
Appleton West High School
Arrowhead High School, 2
Ashwaubenon High School, 3
Athens High School
Bangor High School, 4
Baraboo High School, 2
Bay Port High School, 2
Beaver Dam High School, 3
Berlin High School, 2
Black River Falls High School, 4
Bonduel High School
Brillion High School
Brookfield Central High School, 4
Cambridge High School, 2
Campbellsport High School
Catholic Central High School
Catholic Memorial High School, 8
Cedarburg High School
Clintonville High School
Cochrane-Fountain City HS, 5
Coleman High School
D. C. Everest Senior High, 2
De Forest High School
De Pere High School, 4
Denmark High School
Divine Savior Holy Angels HS, 3
Dodgeville High School
Edgewood High School, 6
Evansville High School, 2
Fennimore High School, 4
Fond du Lac High School, 2
Fort Atkinson High School
Fox Valley Lutheran High School
Grafton High School, 4

Green Bay East High School
Green Bay Southwest High School, 2
Heritage Christian School
Hilbert High School
Holmen High School
Hortonville High School
Indian Trail Academy, 2
Jefferson High School, 4
Kaukauna High School, 2
Kickapoo High School
Kimberly High School
La Crescent High School
Lake Mills High School, 2
Lakeside Lutheran High School, 2
Lourdes High School
Loyal Senior High School
Luther High School
Madison East High School
Madison Memorial High School, 4
Madison West High School, 2
Manitowoc Lincoln High School, 3
Manitowoc Roncalli High School, 5
Marathon High School
Marinette High School
Mayville High School, 2
Mc Farland High School
Medford Area High School
Menomonee Falls High School
Mequon Homestead High School, 2
Middleton High School
Milton High School, 7
Milwaukee Madison High School
Miss Hall's School
Monona Grove High School
Monroe High School
Mosinee High School, 2
Mount Horeb High School, 2
Nathan Hale High School
Neillsville High School, 2
New Holstein High School, 2
NEW Lutheran High School, 2
Newman Catholic High School, 2
Notre Dame Academy, 4
Oak Creek High School
Oakfield High School
Omro High School, 3
Onalaska High School, 2
Oshkosh West High School
Osseo-Fairchild High School, 4
Pacelli High School, 2



Parkview High School
Pewaukee High School, 3
Platteville High School
Plymouth High School, 2
Portage High School
Preble High School, 5
Pulaski High School, 14
Reedsburg Area High School
Reedsville High School
Saint Ambrose Academy
Sheboygan County Christian HS
Sheboygan Falls High School, 2
Shiocton High School, 3
Siren High School, 2
Southwestern Wisconsin HS, 3
St. Thomas Aquinas Academy
Stanley-Boyd High School, 2
Stoughton High School, 2
Sturgeon Bay High School, 2
Sun Prairie High School
Valders High School
Verona Area High School, 26
Watertown High School, 2
Wausaukee High School, 4
Waupun High School
Wausaukee High School, 3
Wauwatosa East High School
West De Pere High School, 3
Wilmot High School, 3
Wrightstown High School, 2



Participating Schools

Oak Creek High School
Oakfield High School
Omro High School, 3
Onalaska High School, 2
Oshkosh West High School
Osseo-Fairchild High School, 4
Pacelli High School, 2
Parkview High School
Pewaukee High School, 3
Platteville High School
Plymouth High School, 2
Portage High School
Preble High School, 5
Pulaski High School, 14
Reedsburg Area High School
Reedsville High School, 1
Saint Ambrose Academy
Sheboygan County Christian HS
Sheboygan Falls High School, 2
Shiocton High School, 3
Siren High School, 2
Southwestern Wisconsin HS, 3
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Stoughton High School, 2
Sturgeon Bay High School, 2
Sun Prairie High School
Valders High School
Verona Area High School, 26
Watertown High School, 2
Waunakee High School, 4

Waupun High School
Wausaukee High School, 3
Wauwatosa East High School
West De Pere High School, 3
Wilmot High School, 3
Wrightstown High School, 2



Thank you 2010 Business World Sponsors!



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D & S Manufacturing Company, Inc.
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Fennimore Area Chamber of Commerce
Fox Communities Credit Union
Herbert H. Kohl Charities Inc.
Herzing College
Hufcor Inc.
Inland Label & Marketing Services, LLC
J.W. Industries Inc.

John Oster Family Foundation
Konz Wood Products
Krueger International Inc.
Ladky Associates Foundation
Lions Club - Shiocton
Marshfield Clinic
The Metal Ware Corporation
Mills Supply Co.
Nev 2/11 Foundation
New Holstein Area Chamber of Commerce
Kermit Newcomer

Nichols Paper Products Company
Placon Corporation
PPC Foundation
Precision Gears Inc.
Promega Corp.
Rock Road Companies, Inc.
Roehl Transport, Inc.
Sara Lee Foods - New London
Schneider National Foundation
Seats Incorporated
Springs Window Fashions

State Bank of Chilton
Suttner Accounting
Television Wisconsin, Inc.
Van's Athletic Club
W.D. Hoard & Sons Company
Webcrafters, Inc.
Western States Envelope Company
Wisconsin Hospital Association
Wisconsin Valley Concrete Products Co.
Zero Zone, Inc.

St. Norbert College, June 20-23, 2010 • Edgewood College, June 27-30, 2010 • UW-La Crosse, July 18-21, 2010



Wisconsin Business World® is a program of the WMC Foundation, Inc., an affiliate of Wisconsin Manufacturers & Commerce

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