

*Apply Today!*



**BW**  
BUSINESS WORLD®

*EDUCATING WISCONSIN'S FUTURE LEADERS FOR OVER 30 YEARS!*

## **2012 WISCONSIN BUSINESS WORLD®**

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**STUDENT APPLICATION**

**June 17-20, 2012**

**Edgewood College  
Madison**

**June 24-27, 2012**

**St. Norbert College  
De Pere**



***Real World Experience. Life-Changing Results.***

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# Information for Students

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Real world experience... life-changing results!

### Information

Founded:  
1982

662 People Like This



Liz Hresdan



Daniel Meyer



Danny Johnson



David Steinhilber



Jeremy Kittaman



Sara Hall

### BW Fast Facts

Started: 1982

Alumni:  
14,000 and counting!

2011:  
Over 300 kids from  
115 high schools!

### 2012 Programs

June 17-20  
Edgewood College,  
Madison

June 24-27  
St. Norbert College,  
De Pere



## Wisconsin Business World

Wall Info Photos Discussions



**New BW Kid: I'm not sure if Business World is for me...who comes to BW?**



**Alisa Jane Pergolski:** Kids from all over Wisconsin come to BW. Whether you are interested in Business as a possible future career, or its just something that sounds fun, ANYONE in high school can come to Business World.



**Stef Yordan:** When my mom told me I was going to "business camp" I was less than thrilled because I thought I would be the ONLY normal kid there. But everyone comes to BW!



**New BW Kid: Why should I come to Business World?**



**Stef Yordan:** You should come to BW because it really helps put a business career into perspective. Whether it's working with a team or working solo on a project, being at BW helped me improve my skills and gave me an idea of what the real business world is all about. I met people from all over WI and we still keep in touch! It's so cool to have new friends from all around the state!



**Ashley Joanne:** More like...why shouldn't you?! You've got nothing to lose! You'll learn, have TONS of fun and for sure make new friends that have the same interests as you.



**New BW Kid: Can I bring a friend to room with in the dorms?**



**Haley Laundrie:** I have been to Business World twice and both years a roommate was selected for me and I was thrown into a room with three other random girls. I met lifelong friends and by the end of BW year #2 my roommates and I were best friends!



**Ashley Joanne:** Absolutely! But if your friends can't make it, no problem! I didn't bring a friend my first year, and ended up being roomed with someone I had never met, from Omro, WI. We're super close now!



**New BW Kid: What will I do at Business World?**



**Alisa Jane Pergolski:** You will do many things at Business World. You will learn first hand how businesses are run and will learn it from many devoted adults who live and breathe in the business world. You will also meet many new friends, have fun with a college like experience, and get the chance to test your business skills by running your own company!



**Ashley Joanne:** You will be put into a group of kids your age from surrounding area high schools. Together you will form a company and work together to create a product that will be judged...and of course, have fun every step of the way!



**Haley Laundrie:** I didn't know what to expect, and I had no idea what we were even going to do at BW. But once I was put into my Company and met all my new friends, we combined great minds together and made an awesome product from a pile of junk! It's so fun!



**New BW Kid: So, was it worth it?**



**Alisa Jane Pergolski:** Absolutely! The leadership and teamwork skills I learned really helped me prepare for college. Plus, they award a college scholarship at each program so you should definitely apply for that!



**Danny Suprenant:** Totally worth it. It's perfect timing because now I'm applying for colleges and BW looks great on a resume. It helped me figure out a few career paths too.

Educating Wisconsin's Future  
Leaders for Over 30 Years!

# Information for Parents

## 2 PROGRAMS TO CHOOSE FROM!

June 17-20,  
Edgewood College  
June 24-27,  
St. Norbert College

## STUDENTS WILL LIVE ON CAMPUS!

Students can select a roommate or choose to make a new friend. About half of BW kids bring roommates.

## SAFETY FIRST!

BW Staff and Dorm Counselors are onsite 24 hours a day.

## BW HELPS KIDS

- Learn About Business
- Develop Leadership skills
- Practice Business Etiquette
- Explore Career Options
- Network with Mentors
- Meet friends from all over Wisconsin

\$150 before April 15

\$200 after April 15

Financial Aid is available

It costs the WMC Foundation \$500 for each student who attends BW, but because of the financial support of businesses around the state, we are able to apply sponsor dollars to each student, lowering the cost we ask families to pay to just \$150 for four days and nights of lodging and expenses at a Wisconsin college. For those families that are able, if you would like to cover the full cost of participation, freeing up sponsorships for other students, the cost is \$500.

## About BW

Since 1982, over 14,000 high school students have attended Business World. Kids come from all over Wisconsin and from all different backgrounds. Some are gung ho business students, some are curious about pursuing a business degree in college, and some just thought it sounded like a fun experience and a great way to meet new friends.

Students form imaginary companies and act as an executive management team with the task of turning their "company" into a financial success. In just four short days, student companies will invent a product from everyday items, build a prototype, design marketing materials, present at a tradeshow, perform a commercial skit, listen to business speakers, tour a local company, work closely with a business mentor, and meet kids from all corners of the state! All of which culminates in the students writing a business plan and presenting to a panel of "Shareholders".

It is a lightning fast four days that is sure to be one of the highlights of the summer!

## June 2012

S	M	T	W	T	F	S
					1	2
3	4	5	6			
10	11	12	13			
17	18	19	20	21	22	23
24	25	26	27	28	29	30

**BUSINESS WORLD**  
EDGEWOOD COLLEGE, MADISON

**BUSINESS WORLD**  
ST. NORBERT COLLEGE, DE PERE

## Questions?

Call (888) 276- 7953

or email

[bw@wibusinessworld.org](mailto:bw@wibusinessworld.org)  
[www.wibusinessworld.org](http://www.wibusinessworld.org)

# The Business World Experience...

- Explore career opportunities
  - Experience life on a college campus
    - Meet business mentors
    - Network with other Wisconsin kids
    - Earn scholarship money for college



Form a Company



Elect Executives



Create a Product



Design Marketing Materials



Take Company Tours

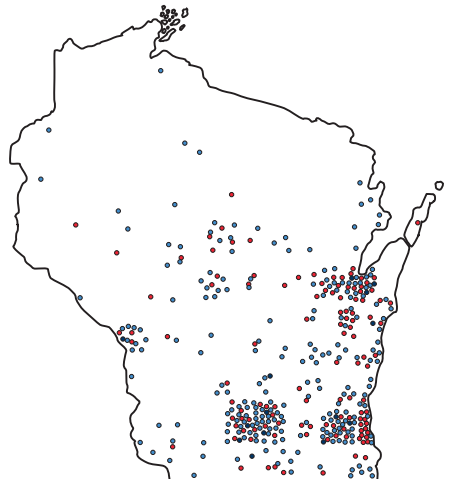


Hear Business Speakers

## Typical Day at Business World:

7:00-8:00 a.m.	Breakfast
8:00-8:30	Morgan in the Morning
8:35-9:40	Company Meeting
9:45-10:55	BW Commercial Contest
11:00-12:00 noon	Company Meeting
12:00-12:50	Lunch
12:55-1:25	CLIOs (popular TV commercials)
1:30-2:45	Speaker: Gil de las Alas, Oscar Mayer
3:00-5:00	Company Volleyball Tournament
5:00-5:55	Dinner
6:00-7:15	Speaker: DJ Enga, Rock n Roll Money Show
7:30-7:55	Company Meeting
8:00-9:00	The Price is Right
9:00-11:00	Free Time
11:00	In Residence Hall
11:30 p.m.	Lights Out!

***Wisconsin Business World is made possible by a network of schools, sponsors, advisors, and students all working together to help create the next generation of leaders.***



• Business World Sponsors  
• Business World Advisors  
• Business World Students

***In 2011, BW also held Mini-Business World programs in Madison, Wausau, Door County and Germantown. Get your community involved in a 2012 Mini BW!***

# 2012 Student Application



**BW**  
BUSINESS WORLD®

Visit [www.wibusinessworld.org](http://www.wibusinessworld.org)  
to register online.

Please return completed registration form by April 15, 2012 for guaranteed enrollment. This form may be copied.

## SESSION DATES *(Pick one only.)*

**June 17-20, 2012**

Edgewood College, Madison

**June 24-27, 2012**

St. Norbert College, De Pere

## TO BE COMPLETED BY STUDENT *(Please type or print legibly.)*

Name: \_\_\_\_\_

Female     Male    Date of Birth: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

High School: \_\_\_\_\_

County in Wisconsin: \_\_\_\_\_

Academic year completed in June 2012:     Freshman     Sophomore     Junior     Senior

I heard about BW from: \_\_\_\_\_

I would like to choose my roommate:     Yes     No    If yes, I request to share a room with:

Roommate Name: \_\_\_\_\_ School: \_\_\_\_\_

## TEACHER SIGNATURE

I understand that BW is a fast-paced, engaging program. My signature below indicates that I believe this student is a good representative of our school and community, has shown a sincere interest in BW, and will be an active participant at BW.

Signature of Teacher or School Official \_\_\_\_\_ Date \_\_\_\_\_

Print Name \_\_\_\_\_

## STUDENT AND PARENT SIGNATURES

I understand that BW is a fast-paced, engaging program. I understand that if I am accepted to the program, I will submit a non-refundable fee of

\$150 (if before April 15)    •     \$200 (if after April 15)

-OR-     I'm able to pay the entire program cost of \$500, freeing up sponsorships for other students

Payment Type:     Check for \$\_\_\_\_\_ is enclosed *(Payable to WMC Foundation Fed ID #39-1394068)*

Credit Card:     Mastercard     Visa     American Express

Cardholders Name \_\_\_\_\_ Signature \_\_\_\_\_

Account # \_\_\_\_\_ Exp Date \_\_\_\_\_

Student Signature \_\_\_\_\_ Date \_\_\_\_\_

Print Name \_\_\_\_\_

Parent/Guardian Signature \_\_\_\_\_

Print Name \_\_\_\_\_

Date \_\_\_\_\_

**Send completed application to:**

Wisconsin Business World®

PO Box 352

Madison, WI 53701-0352 -OR-

**Fax:** (608) 258-3413

## FOR MORE INFORMATION

Phone (888) 276-7953 ext. 2 • Website [www.wibusinessworld.org](http://www.wibusinessworld.org) • Email [bw@wibusinessworld.org](mailto:bw@wibusinessworld.org)

*Real World Experience. Life-Changing Results.*



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BUSINESS WORLD\*

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Future Leaders for Over 30 Years!***

