

# Econ Update, Spring 2001

A Publication of the Wisconsin Council on Economic Education, for Educators,  
Contributors & Friends of Economic Education

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## **Council Appoints New President**      [Back](#)

The Board of Directors of the Wisconsin Council on Economic Education has announced the appointment of **James R. Guenther** as Council President effective January 3, 2001. Prior to joining the Council, Jim was co-owner of Positive Image Promotions and owner of Executive Outsource, LLC, a consulting firm specializing in executive mentoring and business coaching. He has more than 30 years of collective business experience. He began his career as a Staff Accountant with Meier, Clancy, George & Company, CPA's, followed by Nordberg Manufacturing Company where he was Controller for North American Operations, then Vice President-Finance for Pelton Casteel, Inc. and finally, President and CEO of Share Corporation, a chemical manufacturer and distributor.

Jim has a B.B.A. in Accounting, and a Masters Degree in Management. He currently teaches in the College of Business and Management at Stritch University and he chairs the Business Advisory Council, a group of business leaders who advise the University

on revisions to course offerings and new course offerings. He is President of the New Berlin Chamber of Commerce and a member of a number of network groups.

Jim has been married to Bonnie for 24 years and has three children, Jeremy, Aaron and Jami and no grandchildren that he knows of. His philosophy of life and business is to help people, build meaningful relationships and make a little difference in the lives of others. Jim is, and has been, an advocate for business and economic education, and he sees his new role at the Council as chief relationship builder and fundraiser.

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## **DeForest High School Wins State**

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Ryan Burrington, Shane Brossard and Billy Grinde from DeForest High School won the state competition of the Stock Market Simulation for the Fall 2000 semester, and went on an all-expense paid trip to New York City on March 8<sup>th</sup> & 9<sup>th</sup>.

The trip was underwritten by Midwest Express Airlines and Robert W. Baird & Co. and is provided each semester at the end of the 10-week Stock Market Simulation program. While in New York City, the winners and their teacher, Debbie Leising, had breakfast in the members' dining room, watched the bell open the stock market and went onto the floor of the New York Stock Exchange. A visit to the Statue of Liberty and Ellis Island, the Broadway musical "Phantom of the Opera", lunch at the Wall Street McDonald's and other sightseeing rounded out their two-day whirlwind trip.

The students and advisor were honored at a regional recognition dinner at the Pine Knoll Supper Club in Lake Mills on Tuesday, January 23, 2001, where 90 people attended a dinner and presentation of awards. Mr. Jack Kundert, Secretary of the Department of Financial Institutions, presented framed proclamations from then Governor Tommy Thompson. Council President Jim Guenther presented certificates, monetary awards, t-shirts and an engraved traveling trophy which the school will keep until next semester's winners are announced.

Other teams honored at Lake Mills were Cambridge High School, Mt. Horeb High School, DeForest Middle School, Jefferson Middle School/Madison and Faith Community Christian School from Ft. Atkinson. Eight regional recognition dinners are held around the state at the conclusion of the 10-week program; both spring and fall. The Lake Mills dinner was for the South Central Region with both senior and junior division winners honored.

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## **[NASDAQ 2001 Teaching Awards](#)** [BACK](#)

The NASDAQ/National Council on Economic Education's 9th-12th grade High School Teaching Awards application is available from the Council office. The program recognizes projects that are helping students make sound, informed decisions, and help

them to function well in the economy. Original, creative and effectual efforts to apply economic content and reasoning skills will be considered. Twenty Regional Semi-Finalists will receive \$1,000. Five Regional Finalists will receive \$10,000, and the National Award Winner will receive \$25,000. The **deadline** for entries is **July 31, 2001**. Contact our office today for an application, or submit your entry online: [www.ncee.net](http://www.ncee.net).

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## **Ken Ripp Wins Recognition in NASDAQ 2000 Teaching Awards**

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Ken Ripp, an economics teacher at Eau Claire Memorial High School, was named a regional semifinalist in the 2000 NASDAQ National Teaching Awards competition. The awards, created through a grant to the National Council on Economic Education, recognizes deserving high school teachers for their originality, creativity, and effectiveness in furthering students' awareness of the financial markets, principles of investing, personal finance, and the operation of market economies.

Ken Ripp earned recognition as well as a cash award as one of four semifinalists in the midwestern region. In his application, Ken described his teaching philosophy with the Chinese proverb which states;

I hear and I forget.  
I see and I remember.  
I do and I understand.

His application features ten lessons that include simulations, internet activities, demonstrations, and small group discussions that are designed to teach the entire range of Wisconsin Economics Standards. His entire economics class is developed to have students actively and creatively engaged in learning economics. The appeal of Mr. Ripp's economics classes at Eau Claire Memorial is demonstrated by the fact that 95% of the seniors at the school enroll in his economics classes even though it is offered as an elective. The Wisconsin Council has also recognized Ken Ripp's teaching by recognizing him as a winner of the Robert W. Baird & Co. Excellence In Teaching Economics Awards Program in 1999, 1993, and 1983. Mr. Ripp has been teaching economics at Eau Claire Memorial for twenty-five years.

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## **Excellence In Teaching Economics Awards Program** [Back](#)

The Wisconsin Council on Economic Education is now accepting applications for the 2001 Excellence In Teaching Economics Awards Program. Each year the Council

recognizes six Wisconsin teachers who demonstrate unusual creativity and effectiveness in teaching economics to their students. Exemplary teachers are recognized in the [Robert W. Baird & Co. Awards Program for Secondary Teachers](#) and the [Ameritech/SBC Awards Program for Elementary Teachers](#).

Award winning teachers will receive a commemorative award and the following cash awards:

First Place: \$ 2,000  
Second Place: \$ 1,000  
Third Place: \$ 500

Successful programs have encouraged students to use economic reasoning to understand how our economy works, are innovative and exciting in approach, fit the context of the school curriculum, and are completely described.

Teachers across the state benefit from this program by being able to replicate this new and innovative work in their classrooms.

The Elementary Teachers Awards Program is sponsored by Ameritech/SBC and the Secondary Teachers Awards Program is sponsored by Robert W. Baird & Co. Both of our sponsors have been leading supporters of economic education in Wisconsin for many years. A way for you to say thank you for their support is to enter the competition.

To obtain an application or to request information about these awards programs, contact the Council Office at (414) 221-9400, e-mail at [wicnclee@ameritech.net](mailto:wicnclee@ameritech.net) or see the [Council Website](#). Award applications are due in the Council office by June 1, 2001.

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### **UW-Milwaukee Launches Two Youth Investment Clubs** [Back](#)

Mark Schug, Director of the [UW-Milwaukee Center for Economic Education](#) announced the formation of two, five-student investment clubs. Students in these clubs were selected from the 2000 Youth Enterprise Academy, a special summer program for Milwaukee Public School youth sponsored by the Helen Bader Foundation. The students in each club manage a \$10,000 fund that is eventually used to pay for the students' college tuition.

This brings the number of Youth Enterprise Investment Clubs to 4. The students of Club 1, 2 and 3 invest funds donated by the Helen Bader Foundation. The students in Club 4 invest funds donated by the Nicholas Family Fund.

#### ***Members of Club 3***

Kate Rodahl	Milwaukee School of Arts
Jessica Dickerson	Riverside University H.S.
Dennis Mohammed	Hamilton High School
Amanda Plumley	Hamilton High School
Ketiwe Zipperer	Rufus King High School

***Members of Club 4***

Joanna Brooks	Rufus King High School
Melissa Lindstrum	Hamilton High School
Peter Reyes	Hamilton High School
Fabiola Torres	Pulaski High School
Angi Vickio	Milwaukee School of Arts

**Deadlines for Competitions**      [Back](#)

<b>Contest</b>	<b>Date</b>
<a href="#"><u>Economics Poster Contest</u></a>	April 30, 2001
<a href="#"><u>Excellence in Teaching Economics Awards</u></a>	June 1, 2001
<a href="#"><u>NASDAQ Teaching Awards Program</u></a>	July 31, 2001

If you would like to receive a brochure on any of these programs, please call the Council office (414) 221-9400.

**Association of School Economics Teachers (ASET) Tour  
Discovery World, Study Personal Finance**      [Back](#)

Over 70 teachers from across Wisconsin attended the Association of School Economics Teachers held at the [Discovery World Museum](#) in Milwaukee on December 1, 2000. Tim O'Driscoll, ASET President, welcomed the teachers to our 11th annual meeting. Paul Krajniak of Discovery World welcomed the teachers to the museum and later, he and members of his staff ran a tour of the

museum. A special highlight of the tour was an inflation demonstration in the Entrepreneur Village.

Mark Schug, Director of the [UW-Milwaukee Center for Economic Education](#), kicked off the conference by introducing a new classroom game called "How to Really Be a Millionaire." This game will be part of the forthcoming personal finance curriculum to be published by the National Council on Economic Education.

The conference featured several speakers from the [Department of Financial Institutions](#) including David Mancl, Kenneth Hojnacki, Nancy Jackson, and Barbara Kerl. These speakers introduced an exciting new curriculum titled "The Basics of Saving and Investing." A complimentary copy of the curriculum was provided to each teacher.

Mr. Phil Beavers of the [Wisconsin Education Association](#) spoke on the topic of achieving financial independence. Mr. Beavers gave the teachers several practical tips in how they could better prepare for retirement. He also introduced some of the basics teachers need to know to understand the Wisconsin Retirement System.

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## **The Mint Revised**

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[The Mint](#), the dynamic and interactive website ([www.themint.org](http://www.themint.org)) designed by Northwestern Mutual to increase middle and high school students' economic and financial literacy, is in the process of being updated to make it increasingly attractive and useful. Deanna Tillisch, of Northwestern Mutual and a Director of the Board of the Wisconsin Council on Economic Education, has been a major promoter of this improvement program. Northwestern Mutual has provided the leadership in this project through the efforts of Julie Stolper-Dieckelman who is directing the revision. The materials have been reviewed and enhanced for attractiveness and ease of use. Ms. Stolper-Dieckelman has pre-tested the materials with student focus groups in schools around the state to assess the specific demands of this consumer component. In addition, she has presented the model to teachers at the recent annual Wisconsin Council for the Social Studies convention in Milwaukee. The materials were very well received and numerous useful suggestions were made. An additional focus group for teachers and parents is planned for May. The final revision is expected to be completed by the beginning of the new school year in late summer of 2001. This project represents the continuing cooperation of business and education for the benefit of young people.

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**“This Ain’t Your Father’s Comparative Economics Course!”**  
**Comparative Economics Systems Teaching Activities Now Available to Teachers** [Back](#)

There was a time when it was valuable to compare the competing economic systems that existed in the world, but with the break up of the Soviet Union there seems to be no need for such an approach. However, this evolution has offered the opportunity to look at all of the transition economies as well as our own in a new and refreshing way. The National Council on Economic Education has recently published a new volume **Focus: Economic Systems**. It is a collection of lessons that range from what are the advantages and disadvantages of centralized and decentralized decision making in an economy to what are the basic functions of government in a market economy, given the market failure such as public goods and externalities? It is intended for classroom use by teachers in a variety of courses and is highly interactive. This material is available from the [National Council Offices in New York](http://www.ncee.net) (www.ncee.net)

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**Scholarships Available For Internet Summer Course** [Back](#)

**Course Description:** This course is designed for teachers who are interested in initiating or expanding coverage of economic principles and issues in their classes. Emphasis will be on instructional resources available on the Internet, and curriculum will be coordinated with the Wisconsin Academic Standards in Economics at grade levels 4, 8, and 12. This course is available to teachers in any school district who have an e-mail address and internet access.

Participants will:

- Learn basic economic concepts to share with their students;
- Consider economic issues appropriate for each grade level;
- Become familiar with websites useful for obtaining economic information;
- Receive curriculum materials and learning activities appropriate for classroom use;
- Be prepared to help their students meet the new Wisconsin Economics Standards;
- Learn to use the new [Wisconsin On-line Guide](#) for Wisconsin's K-12 Academic Standards for Economics.

This online course is being offered by Professor Larry Weiser, Director of the Center for Economic Education at UW-Stevens Point, Professor James Grunloh,

Director of the Center for Economic Education at UW-Oshkosh, and an instructional team of Bill Duddleston, Edgewood College, George Langelett, UW-La Crosse, Mark Schug, UW-Milwaukee, Sandra Odorzynski, St. Norbert College, Susan Parks, UW-Whitewater, Brian Schultz, UW-River Falls.

**Dates/Time:** June 18--July 31, 2001 [No assignments during week of July 4th]

No specific time of day requirements. Instruction will be over the Internet, but optional hands-on "clinics" in computer labs will be available.

**Registration:** Email: [lweiser@uwsp.edu](mailto:lweiser@uwsp.edu) or Phone: 715/346-3310.

Students may register through any of the participating colleges or universities.

**Registration deadline:** June 8, 2001. Registration by this date will allow you to receive your course materials before the course begins. After June 8, call for availability.

The Wisconsin Council on Economic Education is offering **partial tuition scholarships of \$320** for the first 30 Wisconsin teachers who register for this course. Students must pay full graduate tuition to the school at which they register.

**Textbook:** The text for the course is *Economics of Social Issues, 14th edition*. This book will be provided at no cost to all students registered.

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## UW-La Crosse Center Summer Course

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- Would three graduate credits be useful in furthering your career?
- Have you previously avoided economics courses for various reasons?

Then we have the answer for you. Enroll in EFN 702: Economic Concepts in School Curriculum. EFN 702 will be team-taught by two UW-La Crosse professors, Dr. Michael Hauptert and Dr. George Langelett. Enrollment will be limited due to the unique structure of the course. Course meets June 11-15<sup>th</sup>, 9-12:00 noon. This course will be taught as a cumulative seminar/independent study format. Students will meet with instructors throughout the summer to assess progress of work.

EFN 702 will provide knowledge regarding the essential economic concepts as well as practical real-world applications. This course presents alternative methods to teach economics through the use of real-world examples rather than traditional math and graphs.

Please contact [George Langelett](#), UW-La Crosse Center for Economic Education.

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## **Please Help Us Educate Kids About Economics, Personal Finance & Business** [Back](#)

The Wisconsin Council on Economic Education is a privately funded, non-profit educational organization. The Council's goal is to enhance the quality and quantity of education about economics and our economic system in Wisconsin's public and private schools at the elementary and secondary levels. The Council carries out its work through the financial support of nine [Centers for Economic Education](#), where teachers attend workshops, seminars and credit courses to improve their confidence and competence in teaching economics.

The Council also promotes economic literacy with our annual [Excellence in Teaching Economics Awards](#), the annual [Economics Competition](#) and the [Stock Market Simulation](#). The Council is affiliated with [EconomicsAmerica](#), the National Council on Economic Education. Contributions to the Wisconsin Council on Economic Education are tax-deductible, as the Council qualifies as a 501 (c)(3) educational corporation.

Contributions may be sent to:

WCEE  
P.O. Box 2005  
Milwaukee, WI 53201

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## **Welcome to Our New Directors** [Back](#)

The following individuals were recently elected Directors of the Wisconsin Council on Economic Education.

<b>John Beckwith</b>	President	State Financial Bank of Hales Corners
<b>Robert Glaser</b>	Sub-District Director	United Steelworkers of America, AFL-CIO/CLC District 2
<b>Allan Haas</b>	President	H2D Incorporated
<b>Dr. William Hughes</b>	District Administrator	Greendale School District
<b>Emory Ireland</b>	Partner	Foley & Lardner

<b>Scott A. Jansen</b>	Director- Regulatory Advocacy/State Financial Issues	Ameritech
<b>Robert Lapinski</b>	Assistant Vice President, Public Affairs	Federal Reserve Bank of Chicago
<b>Kevin Loos</b>	President and CEO	Semco Laboratories
<b>James M. Rauh</b>	President and CEO	Northern Trust Bank of Wisconsin
<b>Pat Sheehy</b>	Vice President	Strong Capital Management, Inc.
<b>Todd Teske</b>	Vice President – Development	Briggs and Stratton Corporation
<b>Dr. James Wiswall</b>	District Administrator	Neenah School District

**EconomicsWisconsin**

Wisconsin Council on Economic Education  
7635 Bluemound Road, Suite 106  
Milwaukee, WI 53203  
(414) 221-9400  
Fax (414) 221-9790  
[econed@economicswisconsin.org](mailto:econed@economicswisconsin.org)