

FALL 2008

YOUTH ENTERPRISE ACADEMY *YEA STUDENTS PUT TO THE TEST RECEIVE HIGH MARKS*

(Right) Professor Tim O’Driscoll, Director of our UW-Milwaukee Center for Economic Education, provides instruction to YEA student, Pao Yang, as she explores the world of personal finance and learns about our economic system.

The YEA is a 2-week summer day camp where 9th-10th grade MPS students are taught the principles of personal investing, how our market economy works, and how to prepare for college. Pre- and post-test scores revealed significant gains in students’ understanding of economics and personal finance.



See *Annual Event* story on page 3 for further information about this program.



Funding for the YEA was provided by the Argosy Foundation, The Lynde & Harry Bradley Foundation, Elizabeth A. Brinn Foundation, Nicholas Family Foundation, Peck Foundation, Milwaukee, and WI Dept. of Financial Institutions.

LETTER FROM THE PRESIDENT

BY JIM GUENTHER, *EconomicsWisconsin* PRESIDENT & CEO



Because of you who support *EconomicsWisconsin*'s mission, our year-end, August 31st, proved successful not only financially, but also in terms of number of programs offered, and program results. This coming year, we plan to build on those successes.

The topic of economics has become front-page news. Although the news has not been good, it brings to the forefront, as never before, the urgent need for U.S. citizens to possess a solid understanding of our economic system. Without that knowledge, the future of our children is at stake, for the decisions we make today can profoundly impact them in the years ahead. Economics touches almost every aspect of one's daily life. It is our responsibility, as adults, to make sure we equip our children with the tools they need to make sound economic choices, for themselves, and for the world in which they live.

At times, it has been difficult to garner support for our mission of "providing resources to teach students financial literacy and economic understanding". Fortunately, the subject of financial literacy has received more attention in recent years, however, for any number of reasons, the subject of economics, mostly, has been ignored. We literally cannot afford to ignore it any longer, and it is important to understand the connection between the two.

The good news for *EconomicsWisconsin* is that the current state of the economy is making citizens aware of the critical importance of our mission, in addition to creating many "teaching moments". We have worked hard over the years to educate Wisconsin's K-12 teachers about economics, helping them to feel confident enough to bring the subject to life in their classrooms. "Economics and the Environment", "The Global Economy", "Roaring 20s through the Great Depression", "Understanding Economics in U.S. History", "Teaching Economics Using Children's Literature", "Mathematics & Economics: Connections for Life", "Teaching the Ethical Foundations of Economics", "Energy and the Economy" --- these are just some of the current, relevant topics we cover through our programs.

To those of you who already support our mission, I offer my sincere thanks. To those who have been reluctant, I hope you will consider joining in our efforts to help Wisconsin's K-12 teachers educate students about the economic forces that surround them, and the financial choices they will need to make as they look to the future. I invite you to call me anytime (414-221-9784) with questions, or for more information. Thank you.

MONEY SMART WEEK CONFERENCES

*"GET YOUR STUDENTS PUMPED UP ON
PERSONAL FINANCE AND ECONOMICS!"
LAMBEAU FIELD*

K-12 teachers will gather at the Lambeau Field Atrium on October 16th for a one-day conference about teaching personal finance and economics. Topics include:

- What Everyone Should Know About Economics and the Presidential Election
- Teaching Economics in U.S. History
- Understanding Credit Scores and Reports
- To Distant Shores: Jobs in the Global Age
- Mathematics and Economics: Connections for Life
- Housing Foreclosures: A Wisconsin Perspective
- Teaching Economics Using Children's Literature
- Understanding the Language of Financial Markets

Sponsors include Ariens Foundation, State of Wisconsin Department of Financial Institutions, Greater Green Bay Community Foundation, Green Bay Packers, Kohler Credit Union, M&I Marshall & Ilsley Bank/Sheboygan, Northwestern Mutual, Schenck Business Solutions, UW-Madison CIBER, WI Education Association Council.

*"MONEY TALKS: SPEAKING TO STUDENTS ABOUT
EVERYDAY ECON AND PERSONAL FINANCE"
SUNDANCE CINEMAS*

On October 17th, K-12 teachers will meet at Sundance Cinemas in Madison for a one-day conference that will bring them up-to-date on some of today's most important personal finance and economics issues, as they gain knowledge that will help them lead classroom discussions and answer questions with confidence. Topics include:

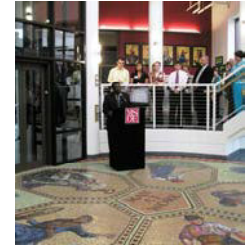
- Credit Crisis
- Food Prices, Inflation & Government Policy: Understanding Current Events Using Supply & Demand
- Healthcare 101
- Teachers Can Be Millionaires, Too!

This event is sponsored by the State of Wisconsin Department of Financial Institutions.

"Money Smart Week Wisconsin" is a public awareness initiative created through the Governor's Council on Financial Literacy.

SUMMER IN THE CITY

ANNUAL EVENT



The Grohmann Museum in Milwaukee was the site of EconomicsWisconsin's "Kick Off Summer" Annual Event. Guests gathered on a balmy summer evening for food, drinks, a stroll through the museum and a walk outdoors to enjoy the new rooftop Sculpture Garden.

The program presentation, led by Board member Willie Jude, featured students from our Youth Enterprise Academy (YEA) Investment Clubs. Every summer, through our UW-Milwaukee Center, approximately thirty 9th & 10th grade students participate in the YEA. The YEA teaches students leadership, economics and personal finance skills. Each year, 10 of those students are chosen to form Investment Clubs (5 students per club, \$10,000 each). After two years, students may use their earnings to help pay for their college education.

Four of the Investment Club students (top left photo) volunteered their time to help raise funds through this event by selling raffle tickets for a Bradley Center Suite, donated by Northwestern Mutual, as they mingled with guests to share stories about their experiences through the YEA and Investment Clubs.



BOARD OF DIRECTORS' MEETING



Elmer Winter
Co-Founder
Manpower



L-R: Director Steve Stuehrk,
President Jim Guenther,
Vice Chair Meridee Maynard

EconomicsWisconsin's 3rd quarter Board meeting was held this summer at Manpower World Headquarters in Milwaukee. We were honored to have Manpower founder, Elmer Winter, join us for lunch and address our group. Following lunch, members were treated to private tours of their outstanding facility.

Also at this meeting, our Director Steve Stuehrk presented a plaque, signed by Governor Doyle, recognizing 10 years of support to EconomicsWisconsin. We are grateful to Steve, not only for his financial support, but also for being a strong advocate for our mission.

**STATEWIDE CENTERS
FOR ECONOMIC EDUCATION**



MADISON AREA

▪ Edgewood College / Bill Duddleston
608-663-3395 / dudd@edgewood.edu

MILWAUKEE AREA

▪ UW-Milwaukee / Tim O’Driscoll
414-229-4842 / odriscol@uwm.edu

OSHKOSH - FOX VALLEY

▪ UW-Oshkosh / Deirdre Watts
920-424-2441 / watts@uwosh.edu

RACINE - KENOSHA

▪ UW-Parkside / Norm Cloutier
262-595-2572 / cloutier@uwp.edu

SHEBOYGAN-NORTHEAST

▪ Lakeland College / Scott Niederjohn
920-565-1239 / niederjohnms@lakeland.edu

NORTHCENTRAL

▪ UW-Stevens Point / Tracy Hofer
715-346-3874 / thofer@uwsp.edu

SOUTHCENTRAL

▪ UW-Whitewater / Dave Bashaw
262-472-5585 / bashawd@uw.edu

NORTHWEST

▪ UW-River Falls / Brian Schultz
715-425-3269 / brian.l.schultz@uwrf.edu

CALENDAR

2008

Fall

- Graduate Online Courses
- The Global Economy
 - Basic Economic Concepts and Issues
 - Roaring 20s through the Great Depression

Sept – Dec.

Stock Market Game
and InvestWrite Essay Competition / Statewide

October 16

Money Smart Workshop / Lambeau Field, Green Bay

October 17

Money Smart Workshop / Sundance Cinemas, Madison

October 20

Stock Market Game Training
and Teachers Can Be Millionaires, Too! / Franklin

October 29

EconomicsWisconsin Annual Meeting

November

Stock Market Game Training
and Math Behind the Markets / Grafton

December

Econ & Natural Resources / Milwaukee Art Museum

2009

February

The Economics of Poverty / Racine

February

Stock Market Game
and InvestWrite Essay Competition / Statewide

**Spring
(tentative)**

- Graduate Online Courses
- Economics and Government Decision Making
 - Environmental Economics
 - Personal Finance Economics

Our affiliated Centers for Economic Education provide

- Teacher training programs on economics and personal finance.
- Up-to-date curriculum resource centers including economics and financial literacy texts and teacher guides.
- Advice to schools on developing, implementing and evaluating economics and financial literacy in the school curriculum.

HELP SUPPORT OUR MISSION

“PROVIDING RESOURCES TO TEACH STUDENTS FINANCIAL LITERACY AND ECONOMIC UNDERSTANDING”

Your support of EconomicsWisconsin (Wisconsin Council on Economic Education) allows us to continue bringing current and relevant economics and personal finance information to K-12 teachers and students throughout Wisconsin.

If you would like to make your tax-deductible contribution using a credit card, you may do so by calling our office at 414-221-9400, or visiting our website at www.EconomicsWisconsin.org (simply click on the “Donate” button at the bottom of the home page), or send your check to: EconomicsWisconsin, 7635 West Bluemound Road, Suite 106, Milwaukee, Wisconsin 53213.

EconomicsWisconsin is a 501 (c) (3) non-profit, non-partisan organization.

CONTRIBUTORS

Thank you for your support.

\$50,000 & UP

The Lynde & Harry
Bradley Foundation
Northwestern Mutual Foundation

\$25,000 - \$50,000

National Council on
Economic Education

\$5,000 - \$25,000

AT&T Wisconsin
Argosy Foundation
Assurant Health
Robert W. Baird & Company, Inc.
Elizabeth A. Brinn Foundation
The Alberta S. Kimball Foundation
James R. & Betty Jo Nelsen
Nicholas Family Foundation
Peck Foundation, Milwaukee
The Penworthy Company
RBC Foundation - USA
Security Traders Association
of Wisconsin
U.S. Bank
Wells Fargo Foundation Greater
Milwaukee
Wisconsin Department of
Financial Institutions

\$2,500 - \$5,000

American Family Insurance Group
Assurant Health Foundation
Briggs & Stratton Corporation
Foundation, Inc.
Greater Green Bay Community
Foundation
Green Bay Packers
H2D Incorporated
Journal Sentinel
M&I Marshall & Ilsley Bank /
Milwaukee
Marshall and Ilsley Foundation, Inc.
Midwest Airlines
Morgan Stanley Foundation
Northern Trust Bank of Wisconsin
Rockwell Automation
Sensient Technologies Foundation
A.O. Smith Foundation
TCF Bank
Tri City National Bank
UW-Madison CIBER
Waukesha County Community
Foundation/ WaterStone Bank
Wisconsin Education Association
Council

\$1,000 - \$2,500

AT&T
Anthem Blue Cross and Blue Shield
Foundation
Ariens Foundation Ltd.
BNSF Foundation
Brady Corporation
CESA Foundation
Gregory Charlesworth
Cleary Gull Inc./MBO Cleary
Advisors Inc.
Janet Cohen
Fiduciary Management, Inc.
M. Dale Fritz
Georgia-Pacific Foundation
Kathleen Goldammer-Copeland
Greater Milwaukee Foundation
Kopmeier Family Fund
Guaranty Bank
Aaron Guenther
Evan & Marion Helfaer Foundation
IBM Corporation
Dorothy Inbusch Foundation, Inc.
Mr. & Mrs. Emory Ireland
Jacobus Family Foundation
Jefferson Wells

Journal Communications
Krause Family Foundation
Mary Ann and Charles P. LaBahn
Ladish Company Foundation
Lewis Fdn., Phoebe R. & John D.
Loomis Sayles & Company, Inc.
through IXIS Asset Management
Advisors Group
M&I Marshall & Ilsley Bank /
Sheboygan
MGIC Insurance Corporation
MII Equipment, Inc.
Manpower
Marshall and Ilsley Corporation
Meridee Maynard
Milwaukee Electric Tool Corp.
George & Julie Mosher Family Fdn.
Janice & Raymond Perry
Community Fund
PyraMax Bank
Robert T. Rolfs Foundation
Will Ross Memorial Foundation
Sentry Insurance Foundation, Inc.
Sheboygan Rotary Club
Snap-on Incorporated
Steven K. Stuehrk
James A. Taylor Family Foundation
Henry H. & Marion S. Uihlein Fdn.
WPS Resources Foundation, Inc.
Donald S. & Kathleen A. Wilson
Wisconsin Farm Bureau Foundation
Xcel Energy
Edward J. Zore

\$500 - \$1,000

Allstate Foundation
American Welding & Engineering
LLC
AnnMarie Foundation, Inc.
Stephanie Chedid
Citizens Bank
Concours, Inc.
Mr. & Mrs. Richard R. Davidson
Nancy Einhorn
Foundations Bank
Jeffrey L. Gauvin
Michael S. Gillilan
William D. Goodman
Gail L. Hanson
Gordon Henke Family Fdn., Inc.
HUSCO International, Inc.
James & Barbara Injeski
Barbara Jewell
Johnson Asset Management, Inc.
Fred Kasten
Lincoln State Bank
M&I Bank
John Oster Family Foundation, Inc.
Park Bank Foundation
Placon Corporation
H.D. Poulson
Quarles & Brady
Charles R. Revie
SLA Central States District
Thomas S. Scheetz
Schenck Business Solutions
Skyward
Split Rail Foundation
Ruth & Alan Streckow
E.C. Styberg Foundation, Inc.
Versant
E.R. Wagner Manufacturing Co.
Foundation
Wells Fargo Bank Wisconsin, N.A.
Weyco Group Charitable Trust
Joseph Wright

Up to \$500

Joanne Anton
John Arevalo
Ammar Askari
Associated Bank
Richard Balge
Lou Banach
Baylake Bank

Mr. & Mrs. John B. Beckwith
Richard & Kay Bibler Foundation
C.G. Bretting Mfg. Company
Curt Brewer
Mr. & Mrs. Mark Brickman
Catherine Bronkowski
Mr. & Mrs. Paul F. Bronson
Richard A. & Sharman J. Brown
Mr. & Mrs. Anthony Bryant
Mr. & Mrs. Craig Byers
Sam Castagna
Castle Industries Foundation, Inc.
Coulee Bank
Century Fence Company
Community Bank & Trust
Continental Properties Co., Inc.
Continental Savings Bank, S.A
Tricia Conway
Coulee Bank
Mr. & Mrs. John B. Crichton
Cudahy Tanning Company, Inc.
J.P. Cullen & Sons, Inc.
Mr. & Mrs. Thomas Curl
Cygniak Planning, Inc.
Mr. & Mrs. John Daley
Mr. & Mrs. Tom W. Davidson
Davis & Kuelthau, S.C.
Jeff DeAngelis
Dr. & Mrs. Harry Easom
Eggers Industries
Laurence H. Eiseman
The Equitable Bank
Faith Technologies, Inc.
Scott Fensin
First National Bank of River Falls
James Flora
Fox Communities Credit Union
Kathleen Gardner
George & Anna Claire Gaspar
Gary Geisler
Philip M. Gelatt Foundation
Gerber Products Company,
Baby Care Division through the
Gerber Foundation
Matthew & Nancy Gibson
Mr. & Mrs. Michael J. Goldammer
The Goldammer Family Fdn., Inc.
Mr. & Mrs. Charles D. Gorham
Green Bay Packers
Greenheck Fan Corporation
James & Diane Grunloh
James & Bonnie Guenther
Mr. & Mrs. Jeremy Guenther
Lorraine Guenther
Mary Ann & Dale Guenther
Thomas Guszkowski
Melissa Guzman
Bill Haack
Allan Haas
Shirley Halloran
Dr. & Mrs. W. Lee Hansen
Harder Funeral Service, Inc.
Bob Harlan
Leslie Hauser & Karl Wuesthoff
Herbert S. Heavenrich, Jr.
Clifford & Hilary Henrickson
Mr. & Mrs. Richard S. Hensley
Heritage Quality Printing
Mark Hinterberg
Daniel W. Hoan Foundation
Mr. & Mrs. Robert Hunt
Jackson County Bank
Philip W. Jennings
Jewelers Mutal Insurance Company
Willie Johnson, Jr.
Willie Jude
George Kaiser
Kard Recycling Service, Inc.
William Kasten
Kim L. & Carol A. Kindschi
James Kitzinger
Kent Knutson
William Koch, Jr.
Herbert H. Kohl Charities, Inc.
B.W. William Kostecke
Mr. & Mrs. Mark Krueger
Mr. & Mrs. Dennis Kutz
Ladky Associates Foundation, Inc.

Christine Lake
Lamers Bus Lines, Inc.
Bette Lang & Tom Evert
Arthur J. Laskin
William L. Law Foundation
Layton State Bank
Lehman's Supper Club
Patrick A. LeSage
Mr. & Mrs. William C. Lillydahl
Marchant Schmidt, Inc.
Marcus Low, Jr.
M&I Bank/Stevens Point
MBX Packaging
through Community Foundation of
North Central Wisconsin
Gregory Maass
Dave Mancl
Marcus Corporation Foundation, Inc.
Keith Mardak & Mary Vandenberg
Lisa Marion-Howard
Marshfield Clinic
Cindy Mestan
George L.N. Meyer Family
Foundation
Mitchell Bank
Elliott & Susan Moeser
Joel Nettesheim
Christine Neuber
Scott Niederjohn
Timothy O'Driscoll
Maureen J. Busby Oster
Mr. & Mrs. David W. Otis
Irvine Palmer
Mr. & Mrs. John R. Parker
Fred J. Peterson Foundation, Inc.
John Peterson
PPC Foundation
PPG
Charles Potter, Inc./Piggly Wiggly
#146
Procter & Gamble Paper Products
Professional Plating, Inc.
Mr. & Mrs. David R. Provancher
Wendy & Bill Randall
Beth Ratway
Jamie Reeve
Ann Rieger
Dean L. Ryerson
Sandstone Group LLP
Amy & William Sarles
Mark & Io Schug
Mr. Charles F. Schuknecht
Brian & Ellen Schultz
Leon Schur
Gerald Schwarz, Jr.
John S. and Mary B.
Sensenbrenner, Jr.
Joseph Sheehan
Mr. & Mrs. Patrick J. Sheehy
Dennis J. Skrypchak
Robert Slater
Katherine Smith
L.B. Smith
Mr. & Mrs. Bill Smollen
Michael J. Spector
Spring Street Group
Leslie Steinhaus
Daryl & Michaela Stuermer
Gary Taxman
Linda A. Taylor
Taylor Computer Services, Inc.
Mr. & Mrs. Francis Tenfel
Michael E. Thuecks
Martin Tierney
Doug Tucker
Twin Disc Incorporated
UW Credit Union/Madison
Willard Walker
James H. Walsh
Wausau Insurance Companies
Gayle M. Welsh
Emily Wetta
Ruth Wilegus-Hytinen
Mr. & Mrs. William E. Wuesthoff

“Teaching Financial Skills to Last a Lifetime”

U P D A T E

Milwaukee Office
(414) 221-9400
Fax (414) 221-9790
www.EconomicsWisconsin.org
email econed@economicswisconsin.org

7635 W. Bluemound Road
Suite 106
Milwaukee, Wisconsin 53213-3500

www.EconomicsWisconsin.org

EXECUTIVE COMMITTEE

Chairman – Dr. Matthew Gibson
Superintendent of Schools, Elmbrook School District

Vice Chairman – Meridee J. Maynard
Senior VP-Life Product, Northwestern Mutual

Secretary/Treasurer – Leslie M. Hauser
Director-Tax Services, Jefferson Wells

VP-Chair of Marketing & Comm. Committee - Stephanie Chedid
Senior VP, MBO Cleary Advisors, Inc.

VP-Chair of Finance Committee – John Arevalo
CFO/Partner, Versant

VP-Chair of Education Committee – Gerry Schwarz
Managing Director, Wing Capital Management

At Large - Dan Poulson
Dr. Mark Schug

Staff

President-**James Guenther**
State Program Director-**Jim Flora**
Contributions/Dev. Coordinator-**Kathleen Gardner**
Program Coordinator-**Melissa Guzman**

BOARD OF DIRECTORS

William Andrekopoulos
John Arevalo
Richard T. Balge
Lou Banach
Gregory J. Charlesworth
Stephanie Chedid
Janet L. Cohen
Laurence B. Compton
Tricia Conway
Dr. Thomas Evert
Scott S. Fensin
Jim Flora
Jeffrey L. Gauvin
Gary Geisler
Dr. Matt Gibson
Michael Gillilan
William D. Goodman
Allan Haas
Gail L. Hanson
Robert E. Harlan

Leslie M. Hauser
Clifford Henrickson
Richard S. Hensley
Mark Hinterberg
James H. Hunter
James P. Injeski
Emory Ireland
Barbara C. Jewell
Willie Johnson, Jr.
Willie Jude
Kim L. Kindschi
Heidi J. Kolton
Dr. Gregory R. Maass
Lisa Marion-Howard
Meridee J. Maynard
Dr. Elliott Moeser
James R. Nelsen
Christine E. Neuber
Tim O'Driscoll
Irv Palmer

Dan Poulson
Beth Ratway
James S. Reeve III
Charles R. Revie
Ann M. Rieger
Dean L. Ryerson
Thomas S. Scheetz
Dr. Mark Schug
Dr. Leon M. Schur
Gerry Schwarz
Allan H. (Bud) Selig
Dr. Joseph M. Sheehan
Patrick J. Sheehy
Dr. Leslie Steinhaus
Ruth V.A. Strekow
Steven K. Stuehrk
Michael Thuecks
Douglas J. Tucker
Joseph C. Wright
Edward Zore

AFFILIATED WITH



National Council on Economic Education

The Wisconsin Council
On Economic Education
7635 W. Bluemound Road
Suite 106
Milwaukee, Wisconsin 53213-3500

Non-Profit Org.
U.S. Postage
PAID
Permit #1699
Milwaukee, WI