Empowering young people to own their economic success.
A Message From The President

During this past year, Junior Achievement of Wisconsin celebrated its 75th Anniversary of preparing young people to own their economic success. Since our beginning, JA has built upon its strong tradition of being a leader in preparing students to become engaged, responsible economic citizens. Today more than ever, it’s vital that JA continues to ensure students are ready to face college and career successfully and are able to participate in creating a brighter future themselves and their community.

JA is taking active steps to immerse students in real-life learning experiences that give them the skills and confidence to succeed. Teachers, students, parents and employers alike, see first-hand the value of JA experiences. The demand for JA’s programming only continues to grow!

This past year, JA continued its focus of expanding the JA experiences of students in grades 5 through 12. According to research, these pivotal teen years are identified as having the greatest impact on a young person’s future success. Junior Achievement efficiently and effectively builds the bridge between business and education – helping students to see what future success looks like. Our volunteers engage students in lessons related to jobs, personal finance and free enterprise – the engine that drives our economy.

Your support allowed Junior Achievement to expand strategic partnerships with school districts across the state. Nearly 9,000 passionate community volunteers engaged students in nearly 1.3 million hours of activity-based lessons. With your help, JA delivered proven, curriculum-based programs to over 1,000 schools statewide, bringing relevance and breathing real-life perspective into the academic and career-learning objectives of students.

This past school year, more than 158,000 Wisconsin students from all grade levels and every demographic benefitted because of YOU. With your generous support and involvement, Junior Achievement will continue to play a vital role in making sure our Wisconsin students are inspired and prepared for their future economic success. Thank you!

Michael Frohna
President
Junior Achievement of Wisconsin
Junior Achievement’s Board of Directors is comprised of executives, business and community leaders who represent the diverse aspects of our community’s local economy. Their wide range of backgrounds and professional expertise provides a powerful and committed team that has a hands-on approach to positioning JA as a leader in economic and career education. Their leadership and philanthropic efforts are at the forefront of JA’s efforts and accomplishments.

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Junior Achievement programs teach young people work readiness, entrepreneurship and financial literacy. Working within these same principles, JA maintains fiscal responsibility in all that we do. As we uphold the integrity of our organization in this way, we model this behavior for our young people and honor the expectations of our donors.

To ensure we remain on target, we compare program implementation and outcomes against our financial bottom line on an annual basis.

The Revenue Chart shows the means through which our organizational revenue is obtained. Most of our revenue is from the private sector: through corporations, individuals and foundations. The Expenses Chart illustrates that for every dollar raised, more than 85 cents is allocated to JA programming and the students we serve. According to the National Charities Information Bureau, JA exceeds their philanthropy minimum guideline by 25%.

We remain committed to diligently managing our resources and to our philanthropic community in fulfilling each donor’s intent. Please know that an audited financial statement is available upon request.

**OUR VISION**

Junior Achievement will prepare young people to successfully navigate their economic future. Through learning experiences that simulate future success and support career discovery, JA programs provide students with the financial literacy, entrepreneurship and work-readiness skills that they will need to become responsible citizens and succeed in a global economy.

**JA PURPOSE**

Junior Achievement’s purpose is to inspire and prepare young people to succeed in a global economy.
Junior Achievement has 12 districts including the headquarters in Milwaukee. Each district sets its own budget, operates autonomously, is staffed locally and is guided by a local Board of Directors. This blend of local control and state support has allowed Junior Achievement of Wisconsin to successfully reach thousands of students annually.

*District count of total schools, teachers and volunteers for the state may be less than sub-total of individual district totals. Some constituents overlap involvement in multiple areas.

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Students Served Statewide

Thanks to all of the dedicated teachers, volunteers and supporters, more than 158,000 students in Wisconsin benefited from Junior Achievement programming during the 2016-2017 school year. Because of your support, these students are better equipped to successfully participate in the workforce and economic community.

JA Capstone Success

In March, all of the fifth grade students from the New Berlin School District were able to visit JA BizTown thanks to a Kohl’s Cares Field Trip Grant Program. Lessons were first taught in the classroom, then the students spent a day at the Junior Achievement Kohl’s Education Center in JA BizTown.

2017 Young Entrepreneur of the Year

In partnership with EY and the Department of Public Instruction, Junior Achievement of Wisconsin awarded the 2017 Young Entrepreneur of the Year to Laney Hughes. Laney has always been a creative person and began painting and designing clothing for her friends and family. Within a year, Laney began her clothing company Shallocat. Using social media, she has developed an ever-growing base of customers from ages 12-24, and has no plans of slowing down anytime soon.
Northwest District JA Days

Northwest District held their first JA in a Day Career Exploration program. JA reached two schools, 650 students, and more than 150 volunteers were on site to facilitate career exploration. Students were introduced to 16 career clusters, and were able to participate in a career fair where local businesses were represented. Students learned about topics such as high-growth careers and what it takes to keep or lose a job.

Delzer Comes to JA BizTown®

Junior Achievement’s JA BizTown welcomed a new sponsor and store front in December. Delzer Lithograph Company was given a warm JA BizTown welcome with a student speaker and ribbon cutting. Special thanks to Delzer for supporting Junior Achievement and adding to a learning environment that helps students understand the business world.

Brown County’s Career Exploration Camp

With JA Brown County’s Entrepreneur & Career Exploration camp was held at UW-Green Bay, students were offered the dual combination of entrepreneurship and career exploration. The students gained increased their confidence and were encouraged to not only succeed, but to excel. With a focus on STEM, 7th-10th graders had the opportunity to try different career roles and begin to understand the career options available to them.
Non-Profit of the Year Award

Congratulations to the Northcentral District for being chosen as the 2017 Wausau Area Chamber’s Non-profit of The Year! Junior Achievement of Wisconsin-Northcentral District was among five finalists nominated. This award is meant to recognize business growth, community involvement, and innovative efforts in the Wausau Region as part of the 2017 Small Business Week. Upon receiving the award, staff from the Northcentral District were able to speak about JA and the impact of our programs.

Janesville Industry Day

On May 30, eighty 8th grade students participated in the Janesville Industry Day. The students were able to meet with three Janesville based manufacturers and spent an hour at each site learning about advanced manufacturing careers. The day was such a success that in October of 2017, all 8th grade students from the four Janesville middle schools will participate in the Janesville Industry Day.

JA Company Program

By relaunching the JA Company program, twenty-seven students from Kenosha School of Technology Enhanced Curriculum (KTEC) became entrepreneurs. The students worked with local volunteers from Leeward Business Advisors. Together they worked on sourcing and selling customized cinch bags to make more than $1,000.

Thank You Volunteers!

Support for JA is ever growing, and the number of JA volunteers rose to 8,926 during the 2016-17 school year. Thank you to all volunteers whose involvement has allowed Junior Achievement to deliver financial and career education to students across the state.
ENGAGING, AGE APPROPRIATE & FUN!

Junior Achievement’s elementary school programs include grade-specific lessons for children in kindergarten through 6th grade. Elementary school programs teach students the basic concepts of business, economics, and how one’s education is relevant to the workplace. Students learn that people assume roles as individuals, consumers, and workers in their family, community, and the world around them.

Programs for 2016 - 2017

JA Ourselves® uses kid’s favorite fictional characters in interactive and hands-on activities to introduce the role people play in the economy. Through engaging, volunteer-led activities, young students learn about individual choices, money, the importance of saving and giving, and the value of work. (Kindergarten)

JA Our Families® explains how family members’ jobs and businesses contribute to the well-being of the family and community. The program introduces the concept of “needs and wants” and explores the ways families plan for and pay for goods and services, like groceries and the dentist. Students analyze their own skills to determine ways they can help support their families. (Grade 1)

JA Our Community® uses posters and games to provide students with practical information about businesses and the many jobs those businesses offer in a community. Students also explore production methods through games, learn about taxes, decision making and how money flows in an economy. (Grade 2)

JA Our City® introduces students to financial literacy and learning objectives for third-grade social studies, including the characteristics of cities, the importance of economic exchange, and how people and businesses in cities manage their money. Students apply money management strategies to personal and business accounts. (Grade 3)

JA Our Region® introduces students to entrepreneurship and how entrepreneurs use resources to produce goods and services within a region. Students operate a hypothetical hot-dog stand to understand the fundamental tasks performed by business owners and to track the revenue and expenses generated by a business. (Grade 4)

JA Our Nation® provides practical information about the need for employees who can meet the demands of the 21st century job market, particularly high growth, and high demand jobs. By the end of the program, students understand the skills they need to succeed in science, technology, engineering and math based careers that will make their futures brighter! (Grade 5)

JA More than Money® introduces students to financial literacy and entrepreneurship, and connects with social studies learning objectives which include: money-management skills, goods and services, and global markets. Through hands-on activities and a large community of volunteers serving as symbols for financial literacy and entrepreneurship concepts, students learn a practical approach to starting a business and making smart decisions about managing money. (Grades 3-5)

JA BizTown® provides students with a unique opportunity of interacting within a simulated town to 4th and 6th grade students where they take on the role of employee, consumer, and decision maker. During their visit to JA BizTown, students are given job assignments and work in teams to make their business run, contributing to the success of the town. Throughout the day students work at their job, receive a paycheck, and make decisions about how they will spend their money (Grades 4-6)
Junior Achievement’s middle school programs reinforce the principles introduced in the elementary school programs. Students are introduced to the value of money management and more in-depth economic concepts. In addition, the middle school programs stress how education is the key to success and the importance of staying in school.

Programs for 2016 - 2017

JA Economics for Success® gives students the information they need to build strong personal finances, which is a cornerstone to a happy, secure life. Students learn the importance of exploring career options based on their skills, interests, and values. They also learn about spending money within a budget, saving and investing wisely and why using a credit card cautiously is important. (Grades 6-8)

JA Global Marketplace® takes students on a trip around the world. Students learn that the products they use every day, like their fidget spinners and sneakers, might use raw material from one country, be assembled in another and then go on to be sold from London to Milwaukee. The program helps students understand how goods flow through various economies and the effect globalization has on their lives. (Grades 6-8)

JA It’s My Future® provides practical information about preparing for the working world. Students learn about career clusters, high-growth jobs, career planning, and creating their personal brand. Through a scavenger hunt, they are introduced to the basic aspects of job hunting. (Grades 6-8)

JA It’s My Business® encourages students to use critical thinking to gain entrepreneurial skills. These skills include knowing customers’ wants and needs, launching effective marketing, and creating a detailed business plan. By examining the characteristics of successful entrepreneurs, students learn that a belief in one’s self can make positive things happen in life. (Grades 6-8)

JA Finance Park® gives 8th-12th graders the opportunity to live and make decisions like a real adult. Students are given a “life situation” with a job, education, and family responsibilities. Given their life situation, students will have to make financial decisions regarding child care, groceries, transportation, and real-estate. (Grades 6-12)

"After participating in Junior Achievement, I want to try harder in school and focus on the things that are really important." - 7th grade student
CONNECTING EDUCATION TO THE WORLD OF WORK!

Junior Achievement’s high school programs provide students with a partial perspective of handling their finances, understanding the economy, and managing their future educational and career choices. High school programs teach concepts related to entrepreneurship, financial literacy, and work readiness. Volunteers bring essential real-life work experience and guidance to teens during a crossroads period in their life.

Programs for 2016 - 2017

JA Be Entrepreneurial® challenges students, through interactive classroom activities, to start their own entrepreneurial venture while still in high school. The program provides useful, practical content to assist teens in the transition from being students to productive, contributing members of society. (Grades 9-12)

JA Career Success® equips students with the knowledge required to get and keep a job in high-growth industries. Students explore the workplace skills employers seek but often find lacking in young employees. Students also learn about valuable tools to obtain their desired job, including resumes, cover letters, and interviewing techniques. (Grades 9-12)

JA Company Program® unlocks the innate ability in students to fill a need or solve a problem in their community by launching a business venture—unleashing their entrepreneurial spirit. Each of the program’s 13 meetings is divided into a Company Ops and Deeper Dive activity. The Company Ops is that portion of the meeting during which students build and manage their business. During the Deeper Dive, students work individually or in groups to take a closer look at a business-related topic. (Grades 9-12)

JA Economics® reinforces the concepts of micro- and macro-economics by having students explore the basic characteristics of the U.S. economic system and how economic principles influence business decisions. It also introduces students to consumer issues, such as saving, investing, and taxation. (Grades 11-12)

JA Exploring Economics® uses hands-on activities to explain complex economic concepts such as supply and demand, inflation, and the production, distribution and consumption of goods. It gives insight into the effect governments and individuals have on the global economy. (Grades 9-12)

JA Launch Lesson® (formally JA Entrepreneurship Week) - is a one-hour educational experience built around the theme of entrepreneurship The primary purpose of the event is to engage students in an inspirational experience that explores the dimensions of entrepreneurship, highlighting the opportunities, challenges, and preparation required for successful participation in the global economy. (Grades 9–12)
JA Titan® allows students to operate a virtual company through a Web-based simulation. The students' success depends on decisions about their product's price and their company's marketing, research and development, and business practices. Win or lose, students gain an understanding of how management decisions affect a company's bottom line. (Grades 9-12)

JA Personal Finance® explores the fundamental elements of personal finances: earnings, saving and investing, budgeting, credit, risk management, and giving. Students apply these elements to a personal financial plan that allows them to set specific goals for their lifelong financial needs and desired quality of life. (Grades 9-12)

JA Job Shadow® prepares students to be entrepreneurial thinkers in their approach to work. In-class sessions prepare students for a specialized visit to a professional work environment, where they participate in hands-on mentoring activities administered by their workplace hosts. Students learn how to research career opportunities and the skills needed to land and keep their dream job. (Grades 9-12)

JA Finance Park® gives 8th-12th graders the opportunity to live and make decisions like a real adult. Students are given a “life situation” with a job, education, and family responsibilities. Given their life situation, students will have to make financial decisions regarding, among other things, child care, groceries, transportation, and real-estate. (Grades 6-12)
EMPOWERING STUDENTS’ LIVES

JA BizTown®

JA BizTown gives 4th and 6th grade students a unique opportunity to interact within a simulated macro-economy and take on the role of employee, taxpayer and consumer. During their visit to JA BizTown, students receive job assignments and work in teams at their assigned business. By the end of the simulation, each student completes a day’s work, deposits a paycheck at the bank, and makes purchasing decisions.

A Students who participated in JA BizTown had post-test scores that were 10 percentage points higher than comparison student’s scores.

JA Finance Park®

JA Finance Park gives 8th – 12th grade students the rare opportunity to experience their personal financial futures first-hand. Students receive a ‘life situation’ with job, income, education, and family scenarios. Based on their adult persona, students visit businesses in the simulation to gather information to make financial decisions, such as managing a household budget, using banking services, and making purchasing and investment decisions.

After participating in JA Finance Park, 91% of students indicated that the things they learned in JA will be important later in life.

"I really enjoyed the lessons prior to coming to JA Finance Park. I could tell by the discussions that the students had paid attention in class. My students did a really good job of focusing and talking through the situations in the simulation."
FROM JA STUDENT TO JA GOLD LEADERSHIP AWARD RECIPIENT

David Locke participated in his first JA program his junior year of high school.

“I heard an announcement for Junior Achievement over the PA system in the morning and decided to go to the event, at which JA volunteer Tom Macias spoke. I found his perspective and what he had to say interesting. At the end of the presentation, I signed up for an upcoming JA meeting.”

Locke was hesitant to attend the meeting, but with encouragement from his mother, he went. Macias served as Locke’s company advisor while Locke served as president of the Quad JA Bank in high school, and the two ended up working together beyond Locke’s high school graduation.

After his college graduation, feeling he could use his experiences to further the mission of JA, Locke worked with JA staff and program volunteers to revitalize and reintroduce Junior Achievement to the students in the Madison area. “We set a program up for high school juniors during economics class to talk about entrepreneurship. We took the kids through the life cycle of a company, and they all learned a valuable lesson about working together to make important decisions.”

Locke was a founding member of the Junior Achievement of Wisconsin Dane County District, has been an integral part of raising $127,000 for JA, and has served as a local board member since 2007. In addition, Locke created a Junior Achievement scholarship to honor his mother in recognition for her encouragement to participate in Junior Achievement.

On March 7, 2017, chosen from more than 237,000 volunteers, David was presented with JA’s most prestigious and highest individual national award for volunteerism, the JA Gold Leadership Award. This Gold Leadership Award honors volunteers who exemplify excellence in supporting and expanding Junior Achievement’s student impact, resources, operational excellence, and sustainability. JA truly inspired David’s career path and his passion for business. David Locke has been the CEO and chairman of McFarland State Bank for the past 41 years.
Haley was involved in JA as a student at Memorial High School in Madison, Wisconsin. "Dan Pacetti was a JA volunteer in our personal finance class and came each week to speak. He and my personal finance teacher Mr. Thomas, were the first to point out my business skills and made me truly consider business as a career. I always had an interest in entrepreneurship, but they were the first to encourage me to consciously think about it."

Haley and her class partner won their JA Titan Classroom Challenge. Haley remembered how she had tried a new strategy that didn't work and then catching up at the end to win a scholarship. She went on to the Wisconsin JA Business Challenge to compete against other students from across the state. Years later, she had the opportunity to volunteer at a JA Business Challenge.

Haley shared, “Dan Pacetti became a mentor to me. He helped me as I looked through business programs and decided where to attend college. I still appreciate that relationship to this day, and I have JA to thank for it!"

Haley is now the Office Manager and Partner at Empower Wealth Management in Madison, Wisconsin.

"I always had an interest in entrepreneurship, but they were the first to encourage me to consciously think about it," says Haley.
JA Volunteer Goes Above and Beyond

"Her passion, consistency, dependability and commitment make LaVonne a truly valued volunteer."

JA VOLUNTEER GOES ABOVE AND BEYOND

LaVonne has volunteered with JA since 1998, teaching 2 classes each year. She has become a "rock" at Ameriprise Auto & Home Insurance being the company liaison who helps recruit new volunteers for JA by scheduling "lunch and learns" each year. Her passion, consistency, dependability and commitment makes her a truly valued volunteer.

LaVonne is one of those people that you can tell within a minute of talking to her that she has a passion for JA. She has formed many lasting relationships during her tenure, but one teacher was especially proud to call LaVonne "her volunteer" for over 10 years.

Teacher Michelle has since retired, but she still comments on how much she misses working with her. Michelle shared, "LaVonne was never afraid to get down to the student's level, she would sing along with them, which really helped! LaVonne has a real knack in identifying the shy students or students that need the extra help. She does a great job of drawing them out and getting close to them until they feel comfortable enough to be a part of the classroom discussion."

LaVonne's personality is robust and infectious, and we're glad she's on the JA team!
MILESTONE INVESTORS

Thank you to the corporate supporters who demonstrated exceptional financial commitment this year. These dedicated donors provide funding required to empower young people to own their economic success. Figures are based on combined annual operating, in-kind and event contributions.

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Junior Achievement of Wisconsin

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Junior Achievement salutes our dedicated business and community volunteers who so generously give of themselves in the classroom. Their impact on students is immeasurable and offers them a rich learning experience. Thanks to these incredible volunteers and to the companies at which they work and institutions they attend.

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<td>Emerald Level (100-149 classes served)</td>
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<td>Millers Credit Union</td>
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<td>Rockwell Automation</td>
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<td>Boys &amp; Girls Club of Greater Milwaukee</td>
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<td>Miller Electric Mfg. Co.</td>
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<th>Deloitte</th>
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<td>Fox Valley Technical College</td>
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<td>Harley-Davidson, Inc.</td>
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<td>Humana Inc.</td>
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<td>Schneider National, Inc.</td>
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<tr>
<th>Sapphire Level (35-49 classes served)</th>
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<tr>
<th>Grant Thornton, LLP</th>
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<td>Komatsu Mining Corp.</td>
<td>ManpowerGroup</td>
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<td>MillerCoors</td>
<td>Oshkosh Area School District</td>
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<td>Oshkosh Corporation</td>
<td>Peoples State Bank</td>
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<td>UnitedHealthcare Group</td>
<td>S.C. Johnson-A Family Company</td>
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<td>Visu-Sewer Inc.</td>
<td>Walmart</td>
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<tr>
<td>West Bend School District</td>
<td>Wells Fargo</td>
</tr>
<tr>
<td>WESTconsin Credit Union</td>
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</table>
HERITAGE MEMBERS

The Heritage Society was created to recognize the most dedicated supports of the Junior Achievement mission. JA considers it a privilege to be thought of when a Heritage Society member includes Junior Achievement in their estate planning. Membership is open to all individuals who name JA as a beneficiary in their will, charitable gift annuity, or life insurance policy.

Janelle Damon
Susan and Russ Darrow
Jeff and Suz Delahaut
Mona and Ted Fox
Susan Fronk and William Thiel
Kathy and James Fuchs
Nancy and John Koss
Julie and Steven Schmidt
Melissa and Michael Sheppard
Barbara A. Stein
Kelly and Raymond Wilson

FREE ENTERPRISE SOCIETY

The Free Enterprise Society provides national recognition of individuals for their personal gift of at least $10,000 for July 1, 2016 – June 30, 2017.

Kathryn and John Burke, Jr.
Melanie H. and Steven G. Booth
Colleen and Robert Cowen
Anne and Theodore D. Crandall
Terri and Paul Danola
Susan and Russ Darrow
Sallie and Don H. Davis
Lynn and Eric Delzer
Kathy and James H. Fuchs
Darryl Green
Katherine and Thomas Hauske
Kim Hendricks
Mary and Ted Kellner

Patricia B. and Daniel F. McKeithan, Jr.
Nasgovitz Family Foundation
Nicholas Family Foundation
Marcy and Wayne C. Oldenburg
Diane Pellegrin and Chris Bauer
Suzanne and Richard Pieper Family Foundation
Holly and Brad Schlossmann
Mary and John Splude
Kelly and Raymond Wilson
Yvonne and James Ziemer
Diane and Edward Zore
On May 1, 2017, more than 400 business people from around the state filled the Pfister Grand Ballroom to show their support for this year's Wisconsin Business Hall of Fame™ laureates and award winners.

The induction ceremony honored five laureates for their unwavering commitment to the free enterprise system, their generosity and leadership in their community and their lasting impact on business and society.

Also honored with awards were two people from the business community who have shown excellence and commitment in their industry and community; as well as one young entrepreneur who is learning the value of the free enterprise system.

Thank you to all of this year’s honorees, sponsors and guests for coming together to celebrate the achievements of these icons of business.

SAVE THE DATE: Next year’s event will be held April 19, 2018.

Five highly accomplished entrepreneurs and philanthropists were inducted during the night’s event.

Bill Nasgovitz  
Heartland Advisors, Inc.

Agustin Ramirez  
HUSCO International, Inc.

Ray Schmidt, Bill Schmidt & Art Schmidt  
U.S. Venture, Inc.
Also recognized at the event were two individuals who have shown excellence in their field and one young student who is already on the path to success as an entrepreneur.

Thank you to all the sponsors and guests who joined together to support the Wisconsin Business Hall of Fame Induction Ceremony and to recognize the accomplishments of all the night's honorees.
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