



# ECONOMICS

## WISCONSIN

WISCONSIN COUNCIL ON ECONOMIC EDUCATION

**PRESENTS**

# **The 12th Annual Get Your Students Pumped Up on Personal Finance and Economics!**

*In tandem with the 8th Annual Wisconsin  
Summit on Financial Literacy*

*In partnership with*



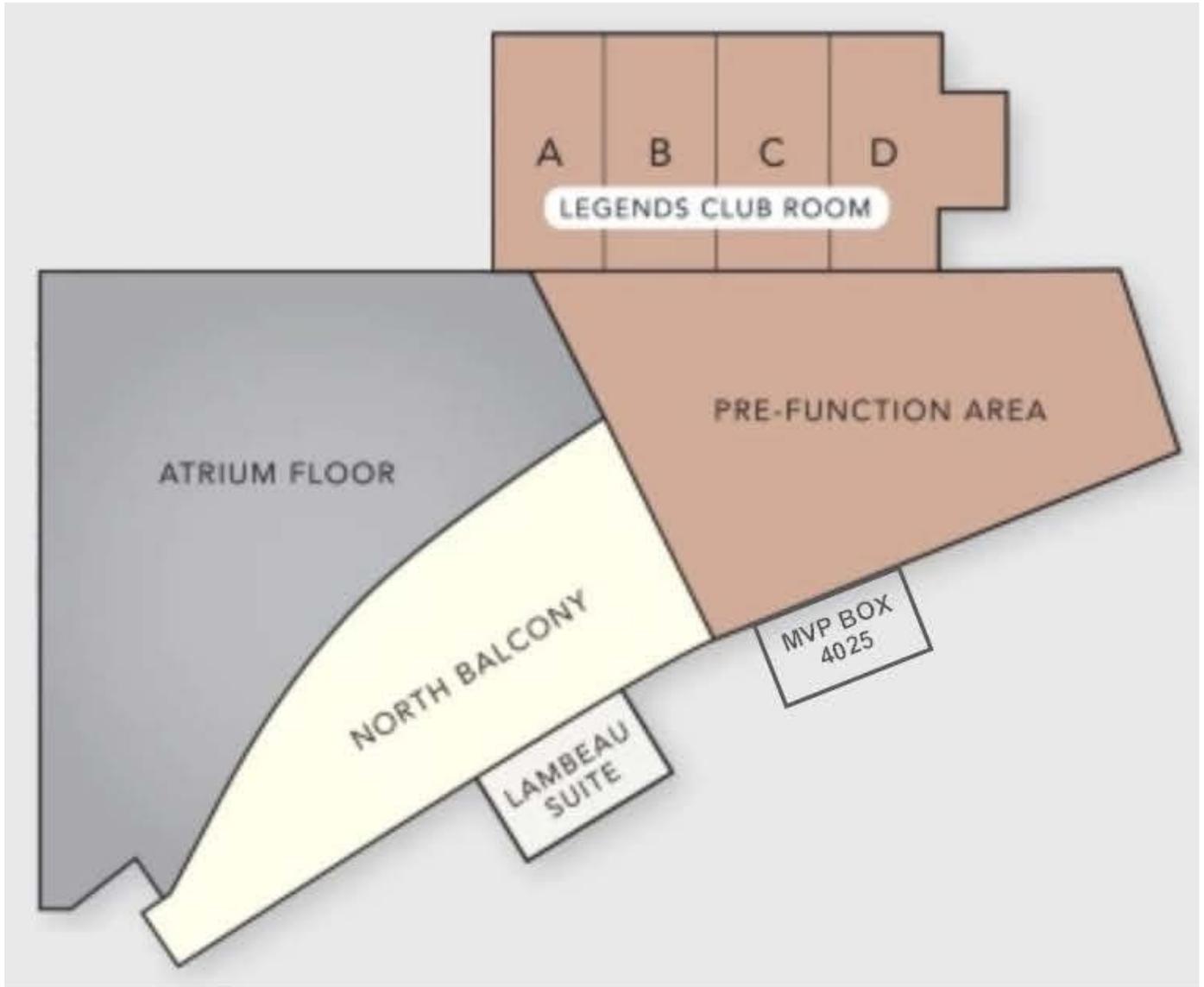
**Friday, October 19, 2018**

**Lambeau Field North Balcony | Green Bay, WI**

**8:30 am to 2:30 pm**

***Registration check-in begins at 8:30 am***

# Lambeau Conference Center Floor Plan



**A = Johnny Blood**

**B = Willie Davis**

**C = Paul Hornung**

**D = Bart Starr**



## PowerPoints & Handouts

Electronic files of PowerPoint presentations and handouts will be posted on DropBox after the conference. An email invitation will be sent to the attendee's email address provided on the registration form. If you have any questions, please contact [econed@ewwcee.org](mailto:econed@ewwcee.org).

# **The 12th Annual Get Your Students Pumped Up on Personal Finance and Economics!**

## ***8th Annual Wisconsin Summit on Financial Literacy***

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**8:30 - 9:00 AM**      **Registration / Continental Breakfast**

**9:00 - 10:15 AM**      **Opening Session**

***Mr. Francis Vogel***  
***Executive Director, Economics Wisconsin***  
***Wisconsin Council on Economic Education***

***Mr. David Mancl***  
***Director, Wisconsin Office of Financial Literacy***  
***Executive Director, Governor's Council on Financial Literacy***

***Mr. Doug Young***  
***Teacher, Consultant & Former Senior Director***  
***Council for Economic Education***  
***"Understanding Fiscal Responsibility"***

**10:30 - 11:15 AM**      **Breakout Session #1**

**11:30 - 12:25 PM**      **Breakout Session #2**

**12:30 - 1:30 PM**      **Lunch**

***Mr. Mark Murphy***  
***President & CEO, Green Bay Packers***  
***Excellence in Teaching Awards***  
***Raffle drawings for tablets***

**1:30 - 2:25 PM**      **Breakout Session #3**

**2:30 PM**      **Closing Evaluations**  
***Please remain in your Breakout Session #3***  
***room to complete the evaluation form***

**Optional Stadium Tours**  
***(On your own and based on availability that day)***



**Breakout Session #1 Location: Johnny Blood 10:30 AM**

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## **The Millionaire Game**

Participate in an interactive, true/false game that can be played with your students at any level. The game emphasizes the basics of personal finance and is a good way to begin a course in this area. Students will be exposed to concepts such as net worth, the stock market, risk, stocks, bonds, mutual funds, diversification and much more. Interesting videos and graphics, too, will be shared.

**Presenter | Dr. M. Scott Niederjohn** is Dean of School of Business and Entrepreneurship and Charlotte and Walter Kohler Professor of Economics at Lakeland University in Sheboygan, Wisconsin. Professor Niederjohn is also the Director of Lakeland's Center for Economic Education. Dr. Niederjohn holds undergraduate and master's degrees from Marquette University and a Ph.D. in economics from the University of Wisconsin – Milwaukee. Professor Niederjohn has published more than fifty articles, monographs, reports, and curriculum materials in journals such as Applied Economics, Monthly Labor Review, Journal of Urban Affairs, Eastern Economics Journal, Journal of Private Enterprise, and Wisconsin Interest. Professor Niederjohn's research is concentrated in the areas of economic education, public policy analysis, and applied microeconomics. He received the Governor's Financial Literacy Award in 2011, 2012 and 2015. During the fall of 2013, Professor Niederjohn was awarded a Fulbright Scholarship to teach at the University of Luxembourg. He serves on the board of the Association of Private Enterprise Education (APEE).



**Breakout Session #1 Location: Willie Davis 10:30 AM**

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## **Intro to Entrepreneurship and The Business Model Canvas**

This interactive session will include an engaging lesson for introducing what an entrepreneur is, helping students choose a business idea they can work on and creating a business model canvas. After this session, you can feel confident in teaching your students not only what an entrepreneur is and what they do but the characteristics that make up a successful entrepreneur. The session will also introduce the business model canvas (part of the lean startup method for businesses) in a fun and engaging way that you can use in your classroom.

**Presenter | Ms. Julie Ann Wood** is the Chief Cultivator at E-seedling, LLC, author of More Than a Lemonade Stand, the ebook You're Never Too Young to Start a Business and the creator of the Biz Ops Game. She is also the Education Program Manager and Youth Entrepreneur Camp Director at the Wisconsin Small Business Development Center at the University of Wisconsin (UW)-Madison. She has taught entrepreneurship for the American Family Dream Bank, Wisconsin Alumni Association, Grandparents University, WCATY, and Midwest Entrepreneur's Conference. She is a frequent presenter on entrepreneurship at local classrooms and libraries. Her business background includes director of operations at Oriel Incorporated and a financial software consultant at SVA Consulting. She also started and ran Checks+ Balances, Inc., an accounting consulting business. Julie holds a M.S. in Educational Communications and Technology and B.S. in Elementary Education from UW-Madison and is a certified FranklinCovey facilitator.



**Breakout Session #1    Location: Paul Hornung    10:30 AM**

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## Teaching the Great Recession

The 2007-2008 recession was the most significant economic crisis since World War II, featuring the collapse of major financial firms, a disruption of credit and investment, an unemployment rate of 10%, and a 15% drop in production. As we commemorate the ten-year anniversary of the fall of Lehman Brothers, the Great Recession reminds us that economic events do not have simple or obvious causes. Was it low interest rates, uneducated financial decisions, greed, or deregulation that caused the crisis? During this webinar from Marginal Revolution University, we will run through activities to help students understand the numerous and interconnected causes of the Great Recession, and how they exemplify some of the most important topics in macroeconomics.

**Presenter | Mr. Todd Miller** is an AP Macro teacher at Radnor High School in Radnor, Pennsylvania. He has over 25 years of experience as a teacher and 20 years of teaching economics. As department chair, Todd leads pedagogy and curriculum development for his school's social studies department. Todd also creates teacher resources and leads teacher training workshops for Marginal Revolution University. Todd has a passion for integrating technology in the classroom and also serves as technology liaison for his high school.



**Breakout Session #1    Location: Bart Starr    10:30 AM**

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## Next Gen Personal Finance Resources

Next Gen Personal Finance is a nonprofit organization that provides free lessons, activities and professional development to teachers of personal financial literacy. In this presentation, you will get to experience a couple of their interactive lessons and learn more about how to immediately start using all of their resources. This is truly a game changer when it comes to finding up-to-date and quality resources that have been vetted by experienced teachers.

**Presenter | Ms. Kerri Herrild** is a Business Education teacher at De Pere High School with 15 years of experience. She has a passion for teaching personal finance and became a Next Gen Personal Finance Fellow this past July. She is excited to share quality resources that can be brought into the classroom with little to no prep work on your part.

**Presenter | Mr. Patrick Kubeny** has been teaching business classes at Rhinelander High School for over 25 years. He received the 2014 Excellence in Teaching Economics and Financial Literacy Award, and the 2014 Governor's Financial Literacy Award. Pat has received his national certification from the National Institute of Financial and Economic Literacy, and this past year he attended the NGPF spring summit and was selected to attend the summer institute.



**Breakout Session #1**

**Location: MVP 4025**

**10:30 AM**

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## **FDIC Money Smart 2018: What's the Same and What's Different?**

The FDIC's Money Smart is a no cost, comprehensive, and unbiased financial education curriculum widely used by bankers and teachers. The FDIC has added content and integrated participatory training techniques. In October of 2018, the new Money Smart for Adults will be released. This session will review updates and showcase strategies within Module 6: Credit Reports and Scores. Using 'Try It' and 'Apply It' exercises, this session will focus on ways consumers can productively build credit over time. All five of the Credit Reports and Scores sections will be covered, including: credit reports, credit scores, how to access or find reports and scoring information and will share techniques for successfully disputing errors. Promising practices for local collaborations will also be highlighted.

**Presenter | Ms. Carol N. Maria**, since 2012, has served as a Community Affairs Specialist with the Division of Depositor and Consumer Protection in the Chicago Region of Federal Deposit Insurance Corporation (FDIC) serving Wisconsin. With a long career in community development finance, she held leadership positions with several statewide Community Development Financial Institutions (CDFIs). Her work with small and micro businesses helped grow financing opportunities and develop technical assistance encouraging economic growth and opportunity in Wisconsin's underserved communities and distressed markets. Carol received her Bachelor of Arts and Law degree from Creighton University in Omaha, Nebraska and is an active Master Gardener.



**Breakout Session #2**

**Location: Johnny Blood**

**11:30 AM**

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## **How to Teach Your Students About the Current Trade Wars (Level: HS Econ, AP Econ)**

I will talk about the realities of the trade wars, using comparative advantage examples, and explain the politics behind the tariffs and retaliation. I will also discuss how the trade war is affecting Wisconsinites, both directly and indirectly, using basic economic concepts. I hope this session encourages you to teach the reasons behind the tariff war, its general effects, and its specific effects on the state of Wisconsin, with your economics students.

**Presenter | Dr. Tracy Hofer** is a Professor of Economics and Director of the University of Wisconsin (UW)-Stevens Point Center for Economic Education. She has been teaching Macroeconomic Principles, International Economics and Macroeconomic Theory at UW-Stevens Point for over 18 years.



## **Using “Shark Tank” to Teach Economics and Entrepreneurship**

Create your own “Shark Tank” competition. Teach about choices, assessing the economy and other “real world” economic concepts. The “Sharks” in this simulation are the students themselves, who have limited resources (loanable funds) to satisfy the unlimited wants of their entrepreneurial classmates. Business plans, PowerPoints and elevator clips need be created and presented to gain funds for their business ventures. Lesson plans, videos, rubrics and evaluation sheets will be provided. Participants will view a “Shark Tank” clip with Jimmy Kimmel seeking funding for his “Horse Pants” business, and evaluate the good and bad points of his presentation. A vocabulary sheet and question sheet for the simulation will be distributed and discussed. This simulation can be aligned to standards for all Economic and CTE programs. Supplementary materials will be outlined, including videos and EconEdLink lessons.

**Presenters | Mr. Doug Young**, CEO/Head Coach of The Wiser Choice, is an award-winning teacher, coach, and consultant who taught Social Studies and Economics for 35 years at Croton Harmony High School in New York. Well-versed in social studies, economics, and personal finance, he frequently collaborates with educators at the national, state, and local levels. Doug has created and conducted hundreds of innovative workshops for school districts, corporations, not-for-profits, and individuals. He was also Senior Director for the national Council for Economic Education’s Center for Economic and Financial Education.



## **Don’t Be Jack: A Financial Learning Game: The Debut of the Student Edition**

More than ever, students must leave high school aware of basic financial terms and concepts, common financial pitfalls and how to avoid them, as well as solutions and resources to help them become financially independent. Don’t Be Jack, a fun and interactive board game, brings to life real-world principles that stress the importance of spending less than you earn, having a prepared budget, building an emergency fund, saving for the future and understanding insurance and future benefits associated with employment. Julie Woletz and Erich Utrie helped WEA Member Benefits to develop this student edition of its original award-winning game. Game content meets Wisconsin financial literacy standards for grades 9-12, and game play and rules are flexible enough for any classroom format and educational style. Attendees will sample the game, and will be the first to receive a free classroom copy of the game.

**Presenter | Mr. Erich Utrie** is in his 25th year of teaching 8th grade social studies at Jefferson Middle School in Jefferson, Wisconsin. Erich is an active participant with the Stock Market Game and facilitates an Investors Club for his students. As a volunteer for the Colonial Williamsburg Foundation and iCivics, Erich enjoys helping teachers utilize free resources to enhance the learning experiences of their students.



**Breakout Session #2 Location: Bart Starr 11:30 AM**

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## Teaching Through Interactives with NGPF

Are you looking for ways to incorporate more technology into your lessons? Interested in locating high-quality interactive resources to engage your students? Join this teacher-led session and walk away with a range of entertaining, thought-provoking interactive resources. Next Gen Personal Finance (NGPF) has many interactive lessons that create excitement in the classroom: this session will share two of its most popular (and award-winning) activities.

**Presenter | Mr. Joel Chrisler** is in his 29th year of teaching at Sauk Prairie High School in Prairie du Sac, WI. In 2011 he was awarded an Excellence in Teaching Award by Economics Wisconsin and in 2012 received a Governor's Council on Financial Literacy Award for his Peer-to-Peer Financial Literacy Teaching program. This summer he became a NGPF Fellow and is excited to share NGPF programming with others. Its lessons have added even more excitement in his Consumer Economics class for Juniors and Seniors.

**Presenter | Mr. Patrick Kubeny** has been teaching business classes at Rhinelander High School for over 25 years. He received the 2014 Excellence in Teaching Economics and Financial Literacy Teaching Award as well as the 2014 Governor's Financial Literacy Award. He received his national certification from the National Institute of Financial and Economic Literacy and this past year he attended the NGPF spring summit and was selected to attend the summer institute.



**Breakout Session #2 Location: MVP 4025 11:30 AM**

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## Finance & Investment Challenge Bowl: Making Education Interactive And Fun!

The FICB is a financial literacy program for high school students that aligns with Wisconsin's Model Academic Standards for Personal Finance and the Jumpstart National Standards. The FICB culminates in a live, college-bowl tournament where teams compete through a day-long bracket system to determine regional champions. Teams that finish in 1st- and 2nd-place at each regional tournament then advance to the state championship tournament. The FICB content is "all about" personal finance – there is no content from other subjects. We host live tournaments around the state, in 8 locations! The interactive format is an effective learning strategy that reinforces lessons already being taught in the classroom and celebrates student achievement in an atmosphere of friendly competition. Students enjoy the FICB and teachers see its value, as they tend to return to the tournament year after year.

**Presenter | Mr. Richard Entemann** joined Asset Builders in 2000 and has served as Executive Director & member of the Board of Directors continuously since then. He received his undergraduate degree from the University of Michigan & his law degree from Boston College Law School. The Association for Investment Management & Research awarded him a Chartered Financial Analyst charter in 1998. Richard practiced law on the staff of the Securities & Exchange Commission at its headquarters office in Washington, DC for five years, where he played a key role in the Commission's investor protection & education programs. Richard's community service has included volunteering with the United Way of Dane County, founding an NAIC/Better Investing investment club as a volunteer at the Madison Senior Center, serving on the Board of Directors of the Wisconsin Center for Academically Talented Youth, serving on the Board as Treasurer for East Madison Little League, serving as Business Chair & Councilman with the Tenney-Lapham Neighborhood Association and volunteering with the Madison Patriots Youth Hockey organization. Richard is currently a member of the Rotary Club of Madison, the Madison Metropolitan School District Personal Finance Advisory Board, and serves as President of the Lakers High School Hockey Blue Line Club.



## **Walkin' on Wall Street: Playing the Stock Market Game in Your Classroom**

Are you interested in introducing the Stock Market Game (SMG) in your classroom? Or, perhaps you are looking for new ideas about how to teach and prepare your students to play the game.

Whether you are new to the SMG, or a grizzled veteran, this session will provide teachers with information and resources to help build excitement and prepare their students for the Stock Market Game.

The goal is to help teachers organize the competition in their classrooms, leave with tips, ideas and strategies on how to teach about investing, and, finally, help energize your students to play the SMG competition. After all, the winning teams win an all-expenses paid trip to New York City and the New York Stock Exchange! Your students will want to play this game! Come and take a walk on Wall Street!

**Presenter | Mr. Brian Markwald** is an economics and history teacher in the middle school at University School of Milwaukee. He earned his Master's Degree in Social Studies Education from The Citadel in Charleston, SC and his BS in Political Science from UW-Whitewater. Brian has played stock market simulations with his students for almost 25 years. In 2016, one of his 7th grade teams won the SMG! Yes, the students loved their trip to NYC! No, they did not get to see Hamilton.



## **A Classroom Game to Illustrate the Benefits of Trade**

Economists often preach on the benefits of trade. After all, voluntary trade will only occur if both parties believe that they will benefit from the trade. In this session, we will start by playing a hands-on trade game. The active-learning game is designed to show how, through trade, individuals can consume more than they would be able to produce on their own. In a classroom of 35 students, the game takes less than 45 minutes. It also works well for both microeconomics and macroeconomics classes. Key concepts covered include opportunity cost, specialization, trade, tariff, trade policy, and international trade.

**Presenter | Dr. Adam J. Hoffer** is an associate professor of economics at the University of Wisconsin – La Crosse in La Crosse, Wisconsin where he teaches undergraduate course in microeconomics, sports economics, and political economy. He earned his undergraduate degree from Washington & Jefferson College and his Ph.D. from West Virginia University. Dr. Hoffer is on the board of Policy Advisors of the Heartland Institute and he is a research scholar with the Mercatus Center at George Mason University. He is the co-editor of the edited volume *For Your Own Good: Taxes, Paternalism, and Fiscal Discrimination in the Twenty-First Century* and his academic research has been published in journals such as *Contemporary Economic Policy*, *the Journal of Sports Economics*, and *Journal of Economic Education*.



## **Wisconsin's New Standards for Social Studies: The Economics Strand**

For years, research has supported the use of the inquiry cycle to learn social studies in an authentic manner. The revised Wisconsin Standards for Social Studies (2018) has a focus on inquiry as an instructional framework to be incorporated into all subject areas. But what does this mean for our economics standards? Take a dive into the revised standards with Economics writing team leader Sara Kreibich, learn how to read the formatting of the new standards, discern what shifts we see in pedagogy and student expectations, and have some time to brainstorm ideas and review resources on inquiry and economics.

**Presenter | Ms. Sara Kreibich**, a social studies teacher at Somerset High School the past seven years, has taught for 19 years. She was the economics strand facilitator for the Wisconsin Department of Public Instruction's standards writing team. Ms. Kreibich holds a Bachelor of Science in Secondary Education from UW-River Falls and a Master of Arts in Education Administration from Silver Lake College.



## **Next Gen Personal Finance Resources: Paying for College**

The Paying for College process can be a daunting process for teens and parents, as well as educators looking to bring up-to-date knowledge to their students. In this session, discover a plethora of articles, calculators, and tools that you can use to have your students analyze and understand the true cost of their college decisions.

**Presenter | Mr. Joel Chrisler** is in his 29th year of teaching at Sauk Prairie High School in Prairie du Sac, WI. In 2011 he was awarded an Excellence in Teaching Award by Economics Wisconsin and in 2012 received a Governor's Council on Financial Literacy Award for his Peer-to-Peer Financial Literacy Teaching program. This summer he became a NGPF Fellow and is excited to share NGPF programming with others. Its lessons have added even more excitement in his Consumer Economics class for Juniors and Seniors.



## **Look Forward to Your Future: Wisconsin's Student Debt and College Affordability Initiatives**

Learn about Wisconsin's new initiative to reduce student debt; how to access reliable resources for teachers, students and parents; and Wisconsin's college savings program, "EdVest." Learn how to navigate the process of obtaining higher education; explore various career/educational pathways; how to shop for college; and explore financial options and repayment plans all at [www.lookforwardwi.gov](http://www.lookforwardwi.gov). Learn the power of saving for college early, and about Edvest—Wisconsin's college savings strategy that gives your money the opportunity to grow tax free. Edvest is Wisconsin's official college savings plan administered by the Wisconsin Department of Administration. TIAA-CREF Tuition Financing, Inc., program manager.

**Presenter | Ms. Cheryl Weiss** was named Student Debt Specialist for the Wisconsin Department of Financial Institutions (DFI) in April 2016. She has worked at DFI since 2001, both as public information officer and information technology specialist. During that time, she also has worked closely with DFI's Office of Financial Literacy in promoting the importance of personal financial education. Prior to joining DFI, she worked as a public information officer in the Milwaukee office of the Department of Transportation. She is a graduate of the University of Wisconsin-Green Bay, from which she earned a bachelor's degree in humanistic studies.

**Presenter | Ms. Jessica Fandrich** serves the State of Wisconsin Department of Financial Institutions as an Officer for the 529 College Savings Program. She directs program operations for both of the State's College Savings Plans, Edvest, and Tomorrow's Scholar. In 2018, Jessica provided oversight to these two plans as they reached a significant milestone, with over \$5.3 billion in assets under management, while serving as a fiduciary to over 325,000 accounts. Jessica also worked for the State as a Capital Finance Officer, underwriting infrastructure projects in debt management, and bond issuance. Jessica has over 15 year's professional experience in economic development, municipal finance, and comprehensive planning. She also proudly served her country as a member of the armed forces in the United States Air Force.



## **ASET Turns 29!**

Join us for the 29th Annual Association of School Economics Teachers (ASET) Conference, November 29th at Briggs & Stratton corporate headquarters in Milwaukee. Tim O'Driscoll will be awarded the James Flora Teaching Award for his lifetime achievements in economics education.

Thursday, November 29, 2018

8:00 a.m. – 2:30 p.m.

Briggs & Stratton Corporate Headquarters – Auditorium  
12301 West Wirth Street  
Wauwatosa, WI 53222

Topics and speakers will include:

- Kris Bertelsen, Ph.D.

Federal Reserve Bank of St. Louis

FRED (Federal Reserve Economic Data) Dashboards and

The Econ Lowdown: They're the Real Deal

- Doug Young

CEO/Head Coach, The Wiser Choice

Understanding Fiscal Responsibility: More Lessons to be Learned

- Amanda Gasper

Financial Literacy Coordinator, UW-LaCrosse

Financial Literacy: It Make\$ Cents

**Registration is only \$29!**

**Don't miss out on this  
special birthday pricing!**

**Save your seat today!**

**Train. Teach. Transform.**



*Fall Challenge (\$25 per team)*

**October 15 - December 21**

*Spring Challenge (\$25 per team)*

**February 4 - April 12**

*Yearlong Challenge (FREE)*

**October 15 - April 12**

## Stock Market Game

EconomicsWisconsin switched back last year to the Stock Market Game from the Stock Market Simulation. The Game's complementary programming prompted our switch: InvestWrite (an essay contest), the Capitol Hill Challenge, and Invest It Forward. Build a fundamental understanding of investing while providing students with real-world skills and practice in math, English, language arts, economics, social studies, and other subjects. Registration for all Challenges is ongoing and teams may opt to participate in multiple game sessions. The winning teams in the SMG (fall & spring challenges) will win an all-expenses paid trip to New York City in May!

# ECON challenge

The Wisconsin Economics Challenge is an opportunity for teams of three high school students to demonstrate their knowledge of economics concepts in a competitive and FUN atmosphere! Any Wisconsin student enrolled in a high school course for credit during the 2018-19 academic year can participate. Statewide winners can participate in the National Semifinals at their own school. The top four teams in the semifinals will qualify for an all-expenses paid trip to New York City to compete in the National Finals sponsored by the Council for Economic Education! EconomicsWisconsin conducts this fun and free way for students to flex their intellectual muscle and test their knowledge of economics all online. No need to leave the classroom.

Visit [www.econchallenge.unl.edu](http://www.econchallenge.unl.edu) for more information.

Registration opens in January.



In Partnership with



# LAKELAND UNIVERSITY

Center *for* Economic  
Education

**W3718 South Drive  
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[www.lakeland.edu](http://www.lakeland.edu)**

## **Lakeland University Mission**

Lakeland University educates women and men of diverse backgrounds, preparing them to think critically, to communicate effectively, to succeed professionally, and to lead ethical, purposeful and fulfilling lives. Rooted in the values of the United Church of Christ, Lakeland integrates the liberal arts and experiential learning to develop the whole person for success in a dynamic, multi-faceted world.



## **State of Wisconsin Department of Financial Institutions**

***Strengthening Wisconsin's  
Financial Future***

**(608) 261-9555  
[www.wdfi.org](http://www.wdfi.org)**

## **State of Wisconsin Department of Financial Institutions Mission**

The Department of Financial Institutions is dedicated to protecting Wisconsin citizens through financial regulation and education. We are committed to ensuring the safety and soundness of Wisconsin financial institutions, protecting the investing public, and enhancing the viability and accessibility of the state's business record-keeping system.



## Conference Sponsors

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### LOCATIONS

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Grant funding from the national Council for Economic Education helped underwrite presentations on Understanding Fiscal Responsibility and Next Gen Personal Finance







# ECONOMICS WISCONSIN

WISCONSIN COUNCIL ON ECONOMIC EDUCATION

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## About **ECONOMICS** W I S C O N S I N

**EconomicsWisconsin** is a non-profit, non-partisan 501(c) (3) charitable organization governed by a Board of Directors made up of business and professional leaders, and educators. **EconomicsWisconsin** is the brand name and logo for the Wisconsin Council on Economic Education, Inc.

We work with teachers across Wisconsin through our Centers for Economic Education. Our efforts provide teachers with access to resources, so they can discover and implement innovative, effective classroom practices and activities.

**EconomicsWisconsin** has also introduced a series called Economics for Opinion Leaders. We reach out and educate Wisconsin school boards, journalists, elected officials, clergy and non-profit officials. A related program, Economics for Business Professionals, demonstrates how the economic way of thinking can help business leaders make better decisions at work, and at home.