



Junior AchievementTM of Wisconsin

BOUNDLESS POSSIBILITYTM



2023-24
IMPACT REPORT

from the **A Message PRESIDENT**

Dear Friends and Supporters:

Junior Achievement of Wisconsin helps foster life without limits. The pathways of financial literacy, career readiness and entrepreneurship create the foundation for boundless possibilities in every young person we serve. JAWIS not only opens doors but shows students the way. We see this opportunity unfold day by day, student by student.

We see it in classrooms across the state and in JA BizTown and JA Finance Park, where volunteers bring the concepts of the economy and community to life with real-world experiences and examples.

We see it in the drive of students competing in the Titan Business Challenge to grow a simulated company and in the Young Entrepreneur Competition, where students pitch their businesses to a panel of judges.

And we see it in the 3DE high school students who are engaging in their education with renewed enthusiasm as they learn to apply critical thinking, self-direction and collaboration to business case challenges.

None of this happens without you – our donors, volunteers and partners.

So, what comes next?

With your support, we will continue to evolve our educational experiences to meet student needs with relevant learning experiences.

Students in metro Milwaukee and Appleton will have the chance to try a range of career options through virtual reality simulations. Thanks to partnerships with colleges and universities in Northwest Wisconsin, young adults have the chance to learn budgeting and financial planning skills when they need it most. Students in between will attend career fairs, specialty camps, and classroom experiences, all staffed by local volunteers.

Years after the Covid 19 pandemic, students are struggling to make up for lost academic ground. Absenteeism is on the rise. And teacher turnover remains high.

Amidst these challenges, we cannot lose sight of the impact we create. For every student who learns to budget through JA Finance Park, for every aspiring entrepreneur who hones their business plan in our programs, and for every classroom where curiosity is kindled—we are empowering the next generation.

I am immensely grateful to you – the champions of Junior Achievement – and look forward to what we will accomplish together.



Julie Granger, Junior Achievement of Wisconsin President



At Junior Achievement, We Believe in POSSIBLE

A belief in what's possible carries the power to persevere, to overcome, and to exceed one's expectations. These are skills that all of us need as we face life's challenges. But it is even more essential that we equip young people with the belief that they can write their own story and that it can be great.

At Junior Achievement, we envision a world where young people have the skillset and the mindset to build thriving communities where they can excel. The following pages will highlight the impact we had on Wisconsin students during the 2023-24 fiscal year.

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**Junior
Achievement**[™]
of Wisconsin

BOUNDLESS POSSIBILITY[™]



3DE by JA Launched in Two Milwaukee High Schools

A new program designed to systematically re-engineer high school education and expand economic opportunity for all students was launched during the 2023-24 school year in two Milwaukee high schools. All freshmen at Milwaukee Bay View and Milwaukee Marshall high schools took part in the innovative 3DE model.

3DE by JA collaborates with local and national case partners to develop real-life business challenges that are incorporated into the high school curriculum. Students study the case

problems, examining them through the lenses of each of their subject areas. At the end of each six-week period, student cohorts present their solutions to the case partners. For example, student teams helped Deloitte determine which organization it should collaborate with to advance its corporate social responsibility efforts. Student teams also helped Educators Credit Union develop solutions to improve their internal communication.

As we head into Year Two, implementation will expand to include both 9th and 10th graders.



problems, examining them through the lenses of each of their subject areas. At the end of each six-week period, student cohorts present

Milwaukee is the 25th school district in the U.S. to implement 3DE to change the trajectory of learning for high school students. Student data from the inaugural year in Milwaukee is still being gathered, but we expect local data to follow nationwide trends.

Absenteeism	17.7%	↓
Math Proficiency	39.7%	↑
Reading Proficiency	32.5%	↑

3DE Case Partners



Deloitte.



TRUIST 

 **DELTA**

JA BizTown Summer Camps Inspire Students

The first JA BizTown Summer Camps took place in late June 2024. About 30 students from the Winnebago and Green Bay area took part in the five-day camp that had a different focus each day: Community, Entrepreneurship, Money, and Business Concepts. Speakers included past JA Northeast Young Entrepreneur of the Year winners, Kaylee Lamers and Aaron Vanden Huevel, who talked about how they started and currently run their own businesses. Throughout the week, campers explored their interests and skills, practiced interviews, ran a mayoral election, and applied for jobs at JA BizTown. On the last day, the campers put their knowledge to the test and ran JA BizTown, a simulation lab that allows students to operate the businesses in a kid-sized town.

Students also did a business pitch competition called Spark Tank, working in teams to develop their business plans and pitches. The winning team pitched an idea for an Underwater Petting Zoo and even included a scuba diver in their Spark Tank presentation. A lesson in philanthropy challenged students to give their time, talent, and treasure to help the Neenah Animal Shelter. Campers made kitten blankets, and pet toys for dogs and cats.



This JA BizTown Summer Camp is the first one of its kind in the state. The Capstone team in Appleton did an amazing job developing the curriculum, covering all the bases behind the scenes, and adapting throughout the week to meet camper needs.

Students Take Stock in their Future

Nearly 60 students from three Sheboygan County high schools tested their “real-world” investment strategies in a fast-paced, stock market simulation. After learning about investments through a JA Take Stock in Your Future® curriculum, students worked in teams to create a portfolio and follow a fictional marketplace to see if the stocks they’ve chosen increase or decrease. Students learned how to buy and sell stocks and how current events can impact stock prices. They had to constantly research and reevaluate their portfolio as they reached the top of the leaderboard. Students also listened to a presentation by Dr. Preston Cherry, Director of the Charles Schwab Center for Personal Financial Planning Center at UW-Green Bay. The new program will be available for schools across Wisconsin during the 2024-25 school year.



High School Job Fairs Reach Hundreds of Students

Junior Achievement volunteers participated in a Janesville, Wisconsin job fair, attended by 273 high school juniors. Before the event, JA volunteers taught students about soft skills and how to communicate with businesspeople. At the event, students completed a self-assessment sheet to help them identify potential career options and utilized JA Connect and JA Here to Career, two new online independent study lessons about career readiness.

According to Teresa Riesterer, South Central JA Board Member from Blackhawk Community Credit Union, “The JA booth was a bustling hub of information, designed to help students forge connections with local businesses while exploring a variety of job opportunities.” The event went so well that there are plans to do both a Job Fair and a Career Fair during the upcoming 2024-25 school year – one in the fall of 2024 and another in spring 2025. And Junior Achievement will be part of them both.

Wausau Heavy Metal Tour Connects Students with Automotive Businesses

JA Northcentral collaborated with Wisconsin Automotive & Truck Education Association (WATEA) to provide a one-hour JA All About Cars lesson to teach 342 8th grade students from John Muir Middle School in Wausau about financing options, automobile expenses and careers in the automotive and truck industry. Volunteers from local dealerships and automotive repair facilities went into the classroom to implement the program.

New Partnership with La Crosse Boys & Girls Club Challenges Student Entrepreneurs

Students at the La Crosse Boys & Girls Club are participating in a JA Company Pop-Up program. JA Company Pop-up allows students to identify community needs, conceptualize a business plan, create a short-term business, and sell products or services.

JA Extends Programs to College Students with Workforce Strategy 18-25

A new initiative to expand JA impact, called Workforce Strategy 18-25, was recently launched by JA USA. The new focus on young adults is designed to achieve the following objectives:

- Capitalize on the reputation of JA as an expert in young adult financial literacy, entrepreneurship, and career readiness
- Develop program sequencing that takes young adults through increasingly more challenging self-exploration and skills building
- Develop partnerships with college and university Admissions, Career Services, Student Support, and Financial Aid Departments
- Create personalized learning, internships, and actual work experiences for 16-25-year-olds
- Recruit corporate supporters by emphasizing JA as a talent pipeline
- Pursue matriculation agreements with local universities and colleges
- Develop a badging/certification plan that will boost student qualifications

During the 2023-24 fiscal year, partnerships between Junior Achievement of Wisconsin and University of Wisconsin campuses in northwest Wisconsin were developed. JA financial literacy programs were piloted at the new UW-Stout Financial Wellness Center. Additional programs are in the planning stages for UW-Eau Claire, UW-Stout, and Chippewa Valley Technical College.

The collaborations between JA and post-secondary institutions are the first of their kind in Wisconsin and will equip college students with financial, economic, and business principles necessary for a successful and sustainable future for themselves and their families.

A recent JA USA survey indicates that the time is right to expand programming to young adults.

TEENS WANT CAREER READINESS PROGRAMS

	Level of importance:			
	Very	Somewhat	Not very	Not at all
Opportunities to expand professional network	50%	42%	6%	2%
Additional learning resources that increase career skills	47%	45%	7%	1%
A caring and informed adult to advise me	44%	44%	9%	3%
Communicating my personal brand and skills to potential...	37%	46%	14%	3%
Opportunities to earn badges and credentials valued by employers	36%	46%	15%	3%
Job shadowing opportunities	35%	46%	15%	4%
Access to a job board	31%	46%	20%	3%
Internships	34%	40%	20%	6%
Short-term project-based work for a company	26%	50%	20%	4%
Apprenticeships	29%	43%	22%	6%
Virtual internships	23%	37%	31%	9%

Wisconsin University and College Partners Expand JA Reach Across the State

Team members in the Junior Achievement Eau Claire office have developed new partnerships with several post-secondary institutions in northwest Wisconsin.

- A new Financial Wellness Center at the University of Wisconsin-Stout will provide students with JA financial literacy lessons in one-on-one settings or through independent study.
- JA will provide career oriented, financial literacy lessons at Upward Bound events to prepare students for attendance at University of Wisconsin-Eau Claire.
- College students will participate in JA Titan Business Challenge and JA Stock Market Challenge competitions.
- The University of Wisconsin-Eau Claire Honors Programs will incorporate JA personal finance lessons into required courses in beginning in the 2024-25 school year.

These partnerships will use new JA programs that are now available for young people ages 18–25. The collaborations between JA and post-secondary institutions are the first of their kind in Wisconsin and will equip college students with financial, economic, and business principles necessary for a successful and sustainable future for themselves and their families.



JA Participates in STEAMfest 2023 on UW Green Bay Sheboygan Campus

STEAMfest 2023 connected 1,600 4th and 5th grade Sheboygan area students with 50 local businesses in the science, technology, engineering, arts, and math industries. The event, hosted by the UW Green Bay – Sheboygan campus, offered students a unique opportunity for learning, fun and exposure to local career prospects. Students could also tour the campus. A Junior Achievement booth featured an activity called “Be an Engineer: Build a Robot.” Students cut, colored, and built robots to help solve a community need.



Long time JA Volunteer in La Crosse Honored

Peter Petersilie hit a milestone in JA volunteering during the 2023-24 school year when he taught his 250th JA classroom in La Crosse, Wisconsin. Peter was honored with a Lifetime Achievement Award at the Junior Achievement Leadership Speaker Breakfast in La Crosse.

He invests his energy and time to make the JA class an experience the students won't forget with a graduation ceremony at the end. Peter has a tie to match every lesson he teaches in La Crosse area elementary school classrooms and shared that he owns over 300 ties. So, what better gift than a new Junior Achievement tie that he can wear next year when he begins teaching the next 250 JA classes! Peter is an amazing servant leader. We thank community members like Peter who give so much of who they are back to JA.



Robert Landwehr Named Finalist in BizTimes Nonprofit Excellence Awards

Robert Landwehr was nominated by Junior Achievement of Wisconsin in the Corporate Volunteer of the Year Category of the 2024 *BizTimes* Nonprofit Excellence Award. He has served on the Junior Achievement Board of Directors for 10 years. During that time, he delivered JA financial literacy, entrepreneurship, and work readiness learning experiences to more than 1,000 Milwaukee area students in classrooms and at the Junior Achievement Education Center in Milwaukee.

The awards are designed to shine a light on the community impact of southeastern Wisconsin nonprofits. The program also salutes the work of for-profit organizations, executives, and professionals who donate their time, talent and treasure to community causes.



Volunteers Impact Students Across Wisconsin



"I choose to volunteer with JA because I have a passion for assisting at our schools. The teachers have been fantastic in welcoming me and JA into their classrooms, and having the opportunity to connect with so many young people has been fantastic. My visits to the classroom on behalf of JA are the highlight of my day!"

– *Chris Casey (Portage/Wood County volunteer)*



"I enjoy volunteering for JA because I feel financial education needs to be a priority for our youth. I love the reactions the students give when they learn something new and have that "aha" moment. I also enjoy readying our teenagers for their future adult lives."

– *Kirsten Coenen (Sheboygan County volunteer)*



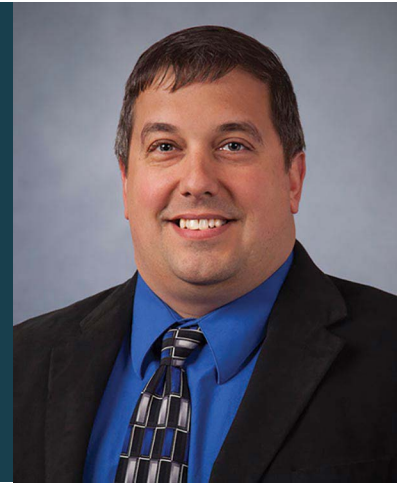
"I am deeply committed to volunteering with JA, a commitment that has spanned close to 20 years. By teaching students essential life skills like financial literacy, entrepreneurship, and work readiness, I contribute to their success and the betterment of my community. My role as a JA volunteer is incredibly fulfilling, allowing me to develop future leaders and foster economic empowerment, all while I continue to learn and grow personally alongside the students and educators in my community."

– *Michelle Daniels (Green Bay volunteer)*

Volunteers Impact Students Across Wisconsin

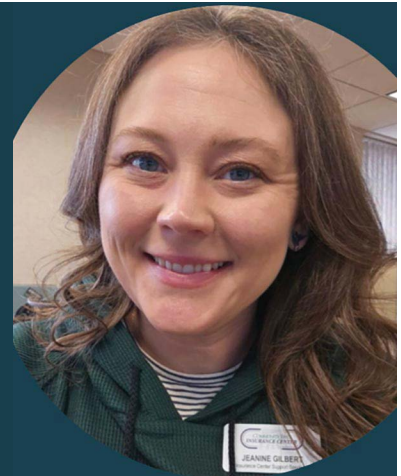
"I volunteer because JA programs give students the opportunity to take some of the same concepts they're learning in the classroom, expand upon them, and dive a little deeper to understand how their JA lessons tie into real world situations."


- Jason Camarato (Northcentral Area volunteer)



"When I volunteer at JA Finance Park, I get to help students practice real life scenarios as they take on jobs, pay taxes, and experience what being a grown up is like."

- Jeanine Gilbert (Winnebago Area volunteer)



- 1 Northwest Area
 - 2 Coulee Area
 - 3 Northcentral Area/
Portage/Wood County Area
 - 4 Wolf River Area
 - 5 Winnebago Area
 - 6 Greater Green Bay Area
 - 7 Sheboygan Area
 - 8 South Central Region
 - 9 Metro Milwaukee Area
Racine/Kenosha Area
-  Wisconsin.ja.org

If you want to become a JA volunteer, email your contact information and location to volunteer@javis.org. We'll forward your message to the nearest JA area office.

Wisconsin Volunteer Providers Honored with National Award

JA USA honored 69 national companies with the U.S. President's Volunteer Service Awards in the spring of 2024. Two dozen of those companies provided volunteers for Junior Achievement of Wisconsin and **impacted nearly 10,000 students** across the state during the previous school year. If you work for one of these honorees, thank you for your dedicated service to JA.

ADP, Inc.	The Home Depot
Amazon	Huntington Bancshares
AT&T	JP Morgan Chase & Co.
Bank of America	KPMG LLP
BMO	ManpowerGroup
Caterpillar, Inc.	Morgan Stanley
Deloitte	PwC
Edward Jones	RSM US LLP
Ernst & Young LLP	SAP America
FedEx	State Farm
GE	U.S. Bancorp
HP Inc.	Wells Fargo



In 2003, President George W. Bush established the President's Council on Service and Civic Participation (the Council) to recognize the valuable contributions volunteers make in communities and to encourage more people to serve. The Council created the President's Volunteer Service Award program to thank and honor individuals who, by their demonstrated commitment and example, inspire others to engage in volunteer service. In 2006, Junior Achievement became an official certifying organization for this award, which recognizes corporations with a U.S. presence that provide volunteers to teach JA programs anywhere in the world.

JA USA Honors Wisconsin Volunteer

Becky Frankiewicz of ManpowerGroup was honored with a Bronze President's Volunteer Service Award at the annual JA Volunteer Summit on Tuesday, June 11th, 2024 in Washington, DC. Under her leadership as President of ManpowerGroup, the organization has become one of the top supporters of JA programs in Southeast Wisconsin.

In the past 5 years, more than 70 ManpowerGroup team members became JA volunteers, giving more than 35,000 hours to teach 1,600 Wisconsin students about financial literacy, entrepreneurship, and work readiness. Manpower Group has been a sponsor of numerous Junior Achievement of Wisconsin events since 2021, including the JA Holiday Auction and the Young Entrepreneur of the Year Competition.



Mission Moments: JA Students, Teachers, and Volunteers

JA Lessons Connect with Student Ambitions

You never know how a JA lesson will inspire a young mind. Kelly Neumann, a JA volunteer from Associated Bank in Green Bay, shared an interesting story about how JA learning experiences encouraged a student in one of her JA middle school classes.

“My favorite and most memorable experience was my first year of JA in 2019 when I taught JA Global Marketplace to a West De Pere Class. I asked the class ‘What do you want to do when you grow up?’ One young man raised his hand and stated that he wanted to be President of the United States. I found this interesting and wanted to know why. After the class finished, he came up to me and started asking about my own schooling and talked about how he loved economics, as his parents were teachers and wanted to know more.

The teacher then told me, ‘This kid’s going somewhere and he’s going to be listening to every word you say.’ He challenged me in sessions over the next four weeks while also helping educate his fellow classmates on various topics.

Fast forward to winter 2023, when this student helped Tony Evers write a bill for kids in the graduating class of 2028 that would require a ½ credit in financial understanding with budgets, savings, and unexpected life events.

After all this time, this student still puts a smile on my face and is on his way to becoming a politician, president, or some impactful profession. This makes me proud to have had this student in my class to help shape his mind a bit on the world in general and I accomplished this while teaching that JA class.”

Laying the Foundation for Financial Literacy Starts Early

Third grade students in Marathon Elementary School in Marathon, Wisconsin wrote thank you notes to their JA volunteer and shared what they learned in the JA Our City learning experience.

“I enjoyed the day when you came and gave us questions and we had to guess if it was save, earn, donate, or spend. JA was a good learning session for when I grow up. My favorite part was the game we played on the first day. We would roll the dice and pick a card, which would make us save, spend, earn, and donate money. I hope we have JA in fourth grade.” – Hadley

“I loved the money moves game. I will never forget when I was the manager in the game. I also loved the earn, save, spend, donate game. I learned how to write a check. I loved the videos, they were funny.” – Emersyn

“Thank you for teaching me about debit cards and credit cards. I loved it when we played fun games. I wish there was more Junior Achievement. My aunt also teaches JA in third grade. Junior Achievement is very fun for me.” – Jackson



Measurable Outcomes Elevate Our Impact

JA programs introduce concepts, enrich learning, and engage students in meaningful ways. JA of Wisconsin is committed to evaluating the impact of our work wherever possible. As a nonprofit in the business of creating boundless futures, we need to measure the outcomes, not just inputs. Numbers matter – students, volunteers, classrooms, and hours. But affecting change is the ultimate goal.

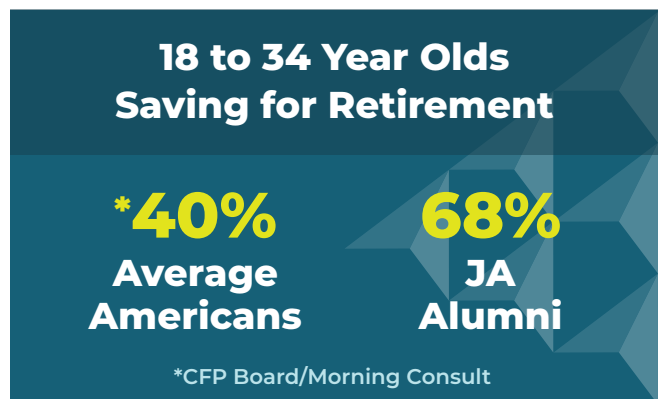
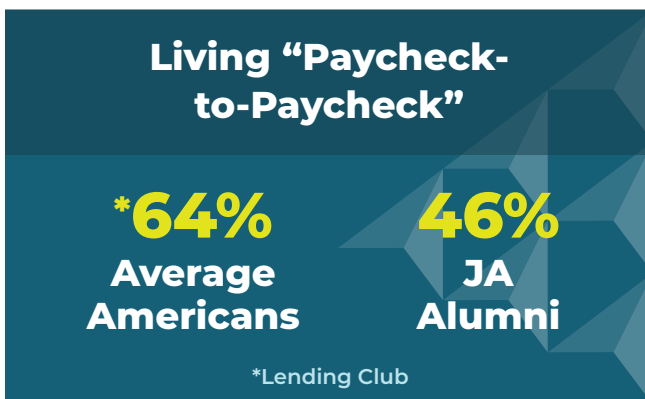
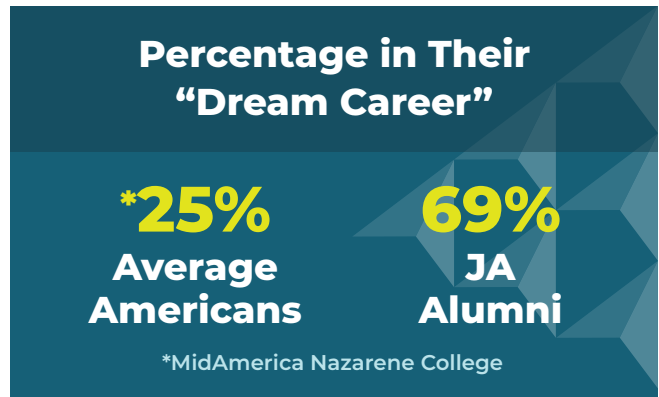
Junior Achievement USA has pioneered the use of pre/post assessments for most of our classroom learning experiences. These tools measure both the knowledge gained by students and the shifts in their behaviors and attitudes, providing a comprehensive view of a program’s impact.

The Junior Achievement of Wisconsin team has worked to simplify, enhance, and pilot these assessment processes. These insights will be expanded into more JA learning experiences across the state in the 2024-25 fiscal year, helping us attract more volunteers and donors who seek to understand the real-world value of their contributions.

By embracing these advanced measurement techniques, Junior Achievement of Wisconsin ensures that students, educators, volunteers, and donors can see the true value of investing their time, talent, and treasure in JA.

Organizations that promise and deliver measurable outcomes are **65%** more likely to have their grant applications approved than those without outcome data.

JA Alumni Share The Impact of JA Classes



2024 Wisconsin Young Entrepreneur Named by Junior Achievement

The 2024 Young Entrepreneur of the Year event lived up to its past reputation of highlighting some of the most interesting and successful business models developed by Wisconsin teens.



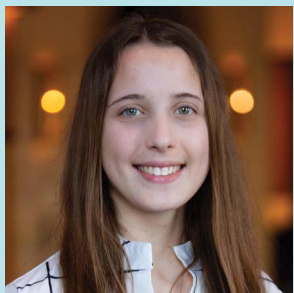
This year's winner was Shamit Surana, from Franklin, Wisconsin. Surana started his business, Halokeys, after getting frustrated while working on a keyboard during COVID-19. He made his first customizable

keyboard, the Elemental 75, which is functional and aesthetic. In addition to the hardware he's developing, Surana is tapping into his AI research background to make keyboards that will predict power users' movements to increase efficiency. His company's mission is to empower people to discover and create. Surana launched the Halokeys Enrich Design Thinking Course for underprivileged students in 2023, with the help of supporting organizations.



John Vail, a Trempealeau, Wisconsin teen, comes from a long line of entrepreneurs, going back at least 5 generations. He started his business in 2023 because his duck hunting equipment kept

breaking. Vail wanted to create dependable, long-lasting decoy rigs and duck calls that would also be considered works of art. He spends hours of his own time crafting duck calls that produce the correct sound. In addition to calls and decoy rigs, he also carries a line of clothing and apparel. It's important to Vail to support conservation and to respect all wildlife. Vail ultimately wants to become a world-known duck call supplier.



Kaylee Lamers started Stitches & Sweets in 2020. The Brillion, Wisconsin teen was inspired to start her business out of a love for arts and crafts. Lamers began stitching toys for her cats at age 11, and then began

making potholders a year later after receiving a sewing machine from her grandma. Lamers also produces tote bags and cross-body bags from repurposed feed bags. Currently, she shows her products at various fairs and shows. Lamers runs a profitable business and wants to create an LLC and start a website soon. She gives back to the community by donating her own goods in the totes she makes to charitable organizations.



Truman McNitt, age 11 of Kohler, Wisconsin, officially started his business in 2023, but the roots of his entrepreneurship began earlier when he started spinning cotton candy for a school-sponsored dance. His dream of

owning his own toy store merged with his fledgling business when his mother helped him transition her shop business office into the space that's now Sugar Twist Trinkets. McNitt's business performed well enough to hire three employees. He was able to give back to community events, donate inventory to Sheboygan's Foster Care Toy Drive, and partner with Chester's Drive-in to provide cotton candy to additional customers.

Celebrity judges for the 2024 Young Entrepreneur of the Year Event included: Jennifer Abele, Founder & Manager Partner—VC 414; Al Araque, Senior VP—Johnson Financial Group; Greg Marcus, President—The Marcus Corporation; Denise Thomas, Founder/Owner—The Effective Communication Coach.

Where are They Now?

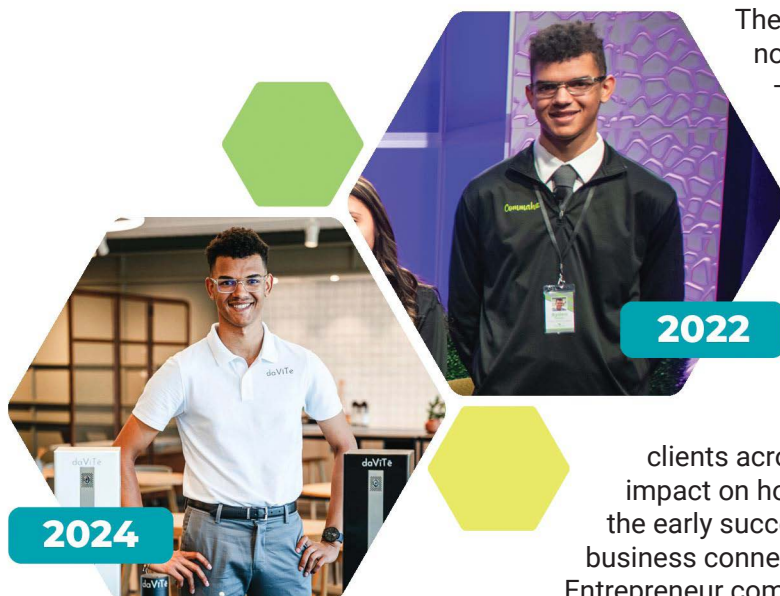
A Look at Past Young Entrepreneur of the Year Winners

The winner of our 2022 Young Entrepreneur competition was Middleton High School student, **Michael Mounajjed**, owner of Calceus Trading LLC, a business that sold hardware for mining cryptocurrency. Michael has continued as an entrepreneur, launching several new businesses while attending Rice University.

On September 6, 2024, Michael achieved a milestone that most entrepreneurs only dream of—he secured a \$2.5 million investment from Y Combinator (YC) to grow a new business called DocFlow, an algorithm that turns hours of planning residency programs to seconds of clicking. YC is one of the most prestigious startup accelerators in the world, known for launching some of today's most successful companies, such as Airbnb, Dropbox, DoorDash and Stripe. This incredible opportunity puts Michael in a select group of founders who have the backing and mentorship of one of the most impactful organizations in the startup ecosystem.



Ayden Fowler, winner of the 2022 Young Entrepreneur competition in Northeast Wisconsin, was a co-owner of Commah, a company that provided all natural air fresheners. His business didn't win the statewide Young Entrepreneur of the Year award, but he did come away with some valuable knowledge and skills that helped him grow the business and take on new ventures.



The North Fond du Lac High School graduate is now a sophomore at the University of Wisconsin – Madison where he majors in Entrepreneurship and Management, with a certificate in Leadership Studies. He works with young entrepreneurs from across the country as a National Alum Ambassador for Uncharted Learning and the InCubatorEDU program.

His newest venture is daViTe, a company that focuses on formulating custom scents to be diffused within retail locations, signature events, and even in homes. With clients across the United States, daViTe is having a lasting impact on how people view ambient settings. Fowler credits the early success of daViTe to the public speaking skills and business connections he made as a result of the JA Young Entrepreneur competition.

Regional and State Winners Earn Scholarships at JA Titan Competitions

JA Titan® is a simulation-based program in which high school students compete as business CEOs in the cell phone industry, experiencing firsthand how an organization evaluates alternatives, makes decisions, analyzes the outcomes of those decisions, and then strategizes what to do next. With a focus on financial literacy and insights into the workforce, JA Titan brings business economics to life. As students work in teams, or on their own, to make financial decisions about production, marketing, research and development (R&D), and corporate social responsibility (CSR), they begin to see how every choice relates to an organization's future success.

Between November 2023 and May 2024, students from across Wisconsin competed for scholarships in ten regional JA Titan Business Challenge competitions. The top two students from each competition advanced to the JA Titan State Business Challenge in Sheboygan. Sponsored and hosted by Acuity Insurance, this state championship is the highlight of the year for these teens who compete for additional scholarships, tour the Acuity Insurance campus, and make memories that will last a lifetime.

Eau Claire Area Winners

- 1st Place: Jack Steinke and Brogan Korger, Osseo-Fairchild HS
- 2nd Place: Nathakorn Wongweerawat and Zachary Hunt, McDonell Central Catholic HS

Green Bay/Wolf River Area Winners

- 1st Place: Luke Hammond and Rylan Bohmbach, Wolf River Lutheran HS
- 2nd Place: Logan Brooks and Richard Wang, Manitowoc Lutheran HS

La Crosse Winners

- 1st Place: Emma Hayes and Tatum Walters, Onalaska HS
- 2nd Place: Carson Nelson, Gavin Wappler and Zeke Sanders, La Crosse Logan HS

Metro Milwaukee Winners

- 1st Place: Ashlyn Malzewski, Chloe Pemberton, and Kaiya Schock, Oak Creek HS
- 2nd Place: Madyson Jenson, Mercedes Erby, and Hannah Bauer, South Milwaukee HS

North Central Region Winners

- 1st Place: Cooper Hoeksema, Drew Love and Griffin Treankler, Marathon HS
- 2nd Place: Dayton Goralski, and Aidan Alford, DC Everest HS

Racine/Kenosha Winners

- 1st Place: Ty FelleFletcher and Carson Fletcher, William Horlich HS
- 2nd Place: Karmine Cramer, Racine Case HS

Sheboygan Area Winners

- 1st Place: Nicholas Oonk, Mason Lagonowski, and Aidan Bossler, Oostburg HS
- 2nd Place: Lucas Kaiser, Jonah Walleser, and Jackson Tulus, Howards Grove HS

South Central Region Winners

- 1st Place: Mason Lavold and Sebastian Rasmussen, Waunakee HS
- 2nd Place: Caleb Wier and Nicholas Allbee, Craig HS

Washington, Ozaukee, Waukesha County Winners

- 1st Place: Nate May, Toby Hughes, and Pablo Llamazares, Brookfield East HS
- 2nd Place: Grayson Gaffney and Nick Sievert, Kettle Moraine Perform Academy

Winnebago Area Winners

- 1st Place: Jenna Rankinen and Audrey Arnoldussen, Kaukauna HS
- 2nd Place: Brennan Martin and Cody Kamin, Ripon HS

Wisconsin Students Win JA Titan National Competition

Wisconsinites have a special affinity for the legacy of a good sports team. While it may not be on par with the Packers, the Bucks, or the Brewers in its ability to sell out a venue, Junior Achievement has a solid digital sports legacy when it comes to the JA Titan Business Challenge. Three Wisconsin student teams from Shawano, Waunakee, and La Crosse competed in the virtual JA USA Titan Business Challenge on May 14, 2024.

Luke Hammond and Rylan Bohmback from Wolf River Lutheran High School in Shawano, Wisconsin earned the title of national JA Titan Business Challenge Champions.

Hammond and Bohmback competed against 34 other high school teams from across the United States in the digital competition to see which team could run the most profitable virtual company. They travelled to the 2024 JA National Student Leadership Summit in Washington, D.C., June 10th – 13th to accept their award in person and engage with innovation, business, and entrepreneurship experts, attend professional development seminars, and gain exposure to a national network of teen entrepreneurs.

Two other Wisconsin student teams finished within the top 8 spots. Mason Lavold and Sebastian Rasmussen from Waunakee High School took second place in the national competition, only 3 points behind the champions from Shawano. The team of Carson Nelson, Gavin Wappler, and Zeke Sanders from La Crosse finished in 8th place.

The nationwide half-day strategic tournament uses JA Titan, a business simulation program, which allows students to run a simulated technology company. The competition teaches students about the decisions needed to run a successful company and provides an opportunity to practice skills like critical thinking, strategic development, and teamwork. The fast-paced national event consisted of three rounds of competition, each incrementally more difficult as student competitors had to factor in recessions and other industry challenges into their business strategies.



Rylan Bohmback and Luke Hammond



Julie Granger with Mason Lavold and Sebastian Rasmussen



Carson Nelson, Gavin Wappler, and Zeke Sanders with Julie Granger

WISCONSIN BUSINESS HALL of FAME

JA Honors Three Wisconsin Business Leaders at 2024 Hall of Fame Event

Junior Achievement of Wisconsin held its 34th annual Wisconsin Business Hall of Fame™ on Thursday, May 30, 2024, at the Pfister Hotel in Milwaukee, Wisconsin. This year's laureates included Jeffrey Joerres, Stephen Marcus, and Jack Salzwedel. The event, for the second year in a row, raised over \$380,000 for Junior Achievement of Wisconsin. Kamilah Williams-Kemp, Chief Insurance Officer at Northwestern Mutual, was named Peak Performer of the Year.

Jeffrey A. Joerres



Joerres retired from Manpower in 2015 after a tenure of 22 years. As Chairman and CEO, he led the company to increase its global presence from 42 to 80 countries and grew revenue from \$8 billion to \$20 billion. His influence extends beyond the corporate world as evidenced by his service on various community boards. He has also received the Woodrow Wilson International award for Corporate Citizenship, and he is a Knight in the French National Order of the Legion of Honor.

Stephen H. Marcus



From a love of cinema that began when he worked in his family's movie theater business, Marcus helped the business grow throughout his career. After completing an undergraduate degree from UW Madison and law degree from the University of Michigan, Marcus helped his father, Ben Marcus, acquire The Pfister Hotel when it was at the brink of bankruptcy. Stepping into the role of the hotel's general manager marked the beginning of his impactful Marcus Corporation career. His leadership shaped the company's expansion beyond Wisconsin, its embrace of new technologies and its transition to a publicly traded entity when it was listed on the New York Stock Exchange in 1993.

Jack Salzwedel



The seeds of success were planted early in Jack Salzwedel, who grew up in De Forest, Wisconsin where he helped market his father's insurance company. Fast forward to 1982, when he joined American Family Insurance as a claims adjuster, ascending the ranks to become Chairman and CEO of the organization in November 2011. Under Jack's stewardship, American Family Insurance underwent a transformative evolution from a regional agency to a national enterprise, embracing technological advancements and diversifying its offerings.

CHAMPIONS of Business

Champions of Business Honors Past and Present Wausau Leaders



John L. Sturtevant



John Sonnentag



John Noel

Honoring the past and present, the Wausau office of Junior Achievement of Wisconsin held its 15th annual Champions of Business event in 2024. The event honors a past businessperson who played a part in the history of north central Wisconsin and two current leaders whose more recent accomplishments are shining examples of excellence that inspire the next generation.

The family of John L. Sturtevant accepted the Founders Award for his work to develop the Wausau Record-Herald newspaper in December of 1907. He led the Wisconsin Daily Newspaper League from 1918-1920 and served as a Vice-President of the Associated Press in 1920-21. He was the first "small-town" publisher to hold that position.

Two honorees were given the Developer Award. John Sonnentag grew his family business, Sonnentag Concrete and Gravel Company, from a single business operating from the family garage to what it is today. Now called Concrete Materials Corporation, the business operates with 20 facilities in Wisconsin, Minnesota, and Illinois.

John Noel built Travel Guard into the largest provider of travel insurance and assistance in the world. Not one to sit on his laurels, Noel also developed several other travel industry products under the John Noel umbrella – including Marathon Travel, Insure America, MultiNational Underwriters, and My Assist, that was acquired by Warren Buffet to become Berkshire Hathaway Travel Protection.

Junior Achievement of Wisconsin State Board of Directors

Dear Board Members,

When Board service becomes part of your identity, you know it's a great match of skill, purpose and the desire to support an important mission. That's how I see the generous men and women on the Junior Achievement of Wisconsin Board of Directors. Working with the talented staff of JA, we know we are doing work that makes a difference.

It's more than a checkbox on our daily activity list. It creates a collective power and passion to support the success of the next generation. Your decision to contribute your time, talent and treasure to help Wisconsin youth is valued every day. Thank you, Board Members across Wisconsin!

Susan Fronk, Junior Achievement Board Chair



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Local Leaders Across Wisconsin Make a Difference

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Portage/Wood County Area

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SOUTHEAST REGION

Racine/Kenosha Area

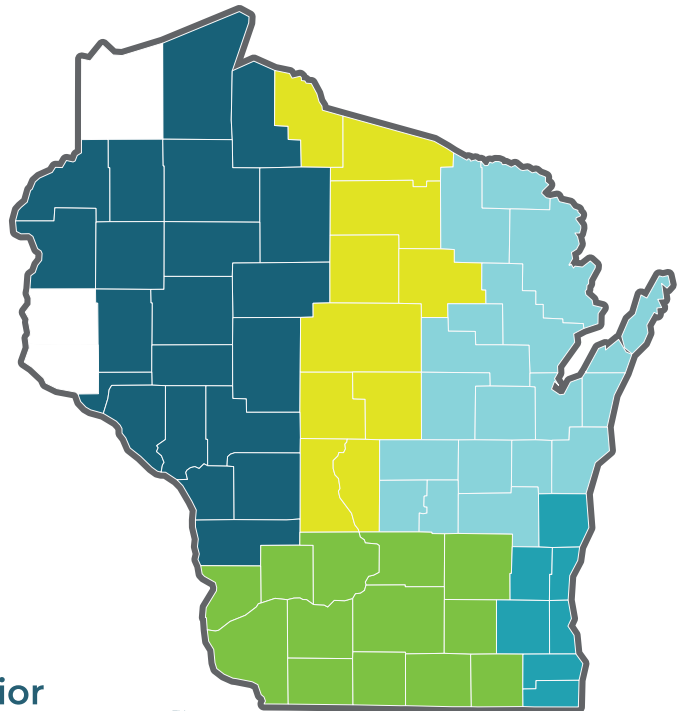
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Sheboygan Area

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Impact: Year End Data

Wisconsin by the Numbers



123,249
Students
up 1.4% over last year



898,568
Instruction
Contact Hours
up 16% over last year



7.3
Average Contact
Hours per Student
up 14% over last year



5,892
Volunteers
up 8% over last year

Top Volunteer Providers

Ranking	Corporate Partner	Students Reached
1	Aurora Health Care	6,842
2	Associated Bank	4,507
3	University of Wisconsin	3,349
4	Miller Electric Mfg, LLC	3,243
5	Market & Johnson, Inc.	2,490
6	Froedtert & Medical College of Wisconsin	2,312
7	BMO	2,003
8	Royal Credit Union	1,847
9	We Energies	1,837
10	State of Wisconsin	1,835
11	WESTconsin Credit Union	1,772
12	Wipfli LLP	1,389
13	TRANE	1,348
14	Riverside Machine & Engineering, Inc.	1,324
15	Oshkosh Corporation	1,068
16	3M Company	1,065
17	Altra Federal Credit Union	1,041
18	Nicolet National Bank	1,001

Thank you Volunteer Providers!

When we ask JA volunteers why they volunteer to teach our programs, the overwhelming response is that it gives them a sense of fulfillment. JA volunteers feel inspired by their work with Wisconsin youth. These volunteer experiences are possible because Wisconsin corporations and organizations allow their employees time off during the day to deliver JA learning experiences. The following community partners each allowed 3 or more employees to be JA volunteers in the 2023-24 school year.

3M Company	CoVantage Credit Union	Inland	Milwaukee Area Technical College	South Park Middle School
Abby Bank	Craig Montessori School	Inpro Corporation	Milwaukee County	St. Adalbert School
Advent Health	Crystal Finishing Systems Inc	ITW	Milwaukee Fire Department	St. Jude the Apostle School
Allen-Field Elementary School	Direct Supply, Inc.	J. J. Keller & Associates, Inc.	Milwaukee Parkside School	St. Vincent Pallotti School
Allspring Global Investments	Domtar Paper Company	J.H. Findorff & Son, Inc.	for the Arts	State Farm Insurance
Altra Federal Credit Union	Douglas Dynamics LLC	J.P. Morgan Chase & Co.	Milwaukee Public Library Foundation	State of Wisconsin
Amazon	Educators Credit Union	Jackson Elementary School	Milwaukee Public Schools	Target
Amcor	Edward Jones	JAMF Software	Milwaukee Scholars Charter School	TDS, Inc.
American Family Insurance	Elkhorn Area Middle School	JLL	Milwaukee School of Engineering	Teachers on Call
Andrew S. Douglas School	Elkhorn Area School District	Johnson Financial Group	Milwaukee Sign Language School	The Marcus Corporation
Ansay & Associates	Empower Retirement	Johnsonville, LLC	Milwaukee Tool	ThedaCare Inc.
Appleton Area School District	Eppstein Uhen Architects, Inc.	Keller Williams Realty	Miron Construction Co., Inc.	Thrivent Financial
Army National Guard	EY	Kennedy Middle School	Modern Woodman of America	TRANE
AROW Global Corporation	Faith Technologies, Inc.	Kenosha School of Technology	MolsonCoors	U.S. Bank
Ascension	Festival Foods	Enhanced Curriculum	Moraine Park Technical College	UMB Fund Services
Aspirus Health	First Community Credit Union	(KTEC) - West	Morgandale School	UMR
Associated Bank	FIS	Kenosha Unified School District	Motis Brands	United Health Group
Astronautics Corporation	Fiserv, Inc.	KerberRose S.C.	MRA-The Management Association	UnitedHealthcare of Wisconsin, Inc.
Audubon Technology & Communication Center	Flagstar Bank	Kiel Area School District	New Berlin Police Department	University of Wisconsin
Middle School	Forest Home Avenue	Kimberly-Clark	New Berlin West Middle/High School	US Postal Service
Aurora Health Care	Elementary School	Kohler Co.	Nicolet National Bank	Valley Communities Credit Union
Ayres Associates	Fortifi Bank	Kohler Credit Union	Nordson EDI	Van Buren Elementary School
Badger High School	Fox Communities Credit Union	Kohl's	North Shore Fire Department	Veterans Administration
Baker Tilly US, LLP	Fox Valley Technical College	Komatsu Mining Corp	Northwestern Bank	Medical Center
Bank First	Froedtert & Medical College	KPMG LLP	Northwestern Mutual	Victory School
Bank Five Nine	of Wisconsin	Kriete Truck Center	Oshkosh Area School District	Vieau Elementary School
Barton Elementary School	Froedtert Health	Krueger International	Oshkosh Corporation	Vollrath Company
BDO USA LLP	GE Healthcare	Kwik Trip, Inc.	Peoples State Bank	von Briesen & Roper, s.c.
Bellin Health	Generac Power Systems, Inc.	L & S Electric, Inc.	Peshtigo National Bank	W.W. Grainger, Inc.
BMO	George Washington Carver	La Causa Charter School	Phillips-Medisize	Walmart
Boelter + Lincoln, Inc.	Academy of Mathematics	La Escuela Fratney	Pieper Electric, Inc.	Washington County
Briggs & Stratton Corporation	and Science	Bilingual Elementary	Power of Perception	Sheriff's Department
Brown & Brown Insurance	Germantown School District	Lake Ridge Bank	Prevail Bank	Washington Middle School
Brown Street Academy	Goodwill Industries	Lakeshore Home Educators	Pricewaterhouse Coopers	Waukesha County
Bush Brothers & Company	GPS Education Partners	Liberty Mutual Group	ProHealth Care Group	Waukesha Foundry Company, Inc.
Byline Bank	Graebel Companies, Inc.	Lincoln Center of the Arts	Quad Graphics	Waukesha School District
Canterbury Elementary School	Grafton School District	Lincoln Elementary School	Quanex Building Products	Waukesha State Bank
Carl Traeger Middle School	Grant Thornton LLP	Lowell P. Goodrich School	Regal Rexnord	Waukesha High School
CCF Bank	Great Northern Corporation	M3 Insurance Solutions, Inc.	Renaissance Learning, Inc.	WCTC
Chase Bank	Green Bay Area School District	Majestic Cinema	Richard Kluge School	We Energies
ChemCeed, LLC	Green Bay Packers	ManpowerGroup	Riverside Machine & Engineering, Inc.	Webster Stanley Middle School
Children's Hospital	Greenheck Fan Corporation	Marine Credit Union	Robert W. Baird & Co., Inc.	Wedgewood Park International School
Chippewa County	Guardian Credit Union	Market & Johnson, Inc.	Rockwell Automation	Wells Fargo
Chippewa Valley Home Builders Association LLC	Gundersen Health System	Marshfield Clinic	Rogers Street Academy School	West Allis-West Milwaukee
Chippewa Valley	Hamilton School District	Mary McLeod Bethune Academy	Roosevelt Creative Arts Middle School	School District
Technical College	Hamlin Garland	Mason Companies, Inc.	Royal Credit Union	West Bend Fire Department
Citizens State Bank	Elementary School	Medford Area Public School District	RSM US LLP	West Bend Mutual
City of Eau Claire	Hampton Elementary School	Medical College of Wisconsin	Rufus King International School	Insurance Company
City of Milwaukee	Harley-Davidson Inc.	Menards	- Middle Years Campus	West Bend Police Department
City of New Berlin	Heike Wealth Management	Menomonee Falls High School	Sargento Foods	West Bend School District
City of Onalaska	Highland Community School	Merchants Bank	Schneider National	West Bend West High School
City Year Milwaukee	Hmong American	Mercury Marine	School District of Janesville	West De Pere School District
CliftonAllenLarson LLP	Peace Academy	Merrill Middle School	Secura Insurance	WESTconsin Credit Union
Community First Credit Union	Howard University	Metropolis Resort	Security Financial Bank	Wilson Elementary School
Concordia University	Humana	MGIC Investment Corporation	Sentry Insurance	WIN Technology
Co-op Credit Union	Huntington Bank	Michels Corporation	Shoreline Credit Union	Wipfli LLP
Coulee Bank	Imagineering, LLC	Miller Electric Mfg. LLC	Silver Spring Foods Inc.	Wisconsin Army National Guard
Cousins Subs Corporate Office	Individualized Developmental Educational Approaches to Learning School (IDEAL)	Milliman, Inc.	Society Insurance	Wolf River Community Bank
		Milwaukee Academy of Chinese Language	South Milwaukee Performing Arts Center	WoodTrust Bank
				Xcel Energy

Heritage Society

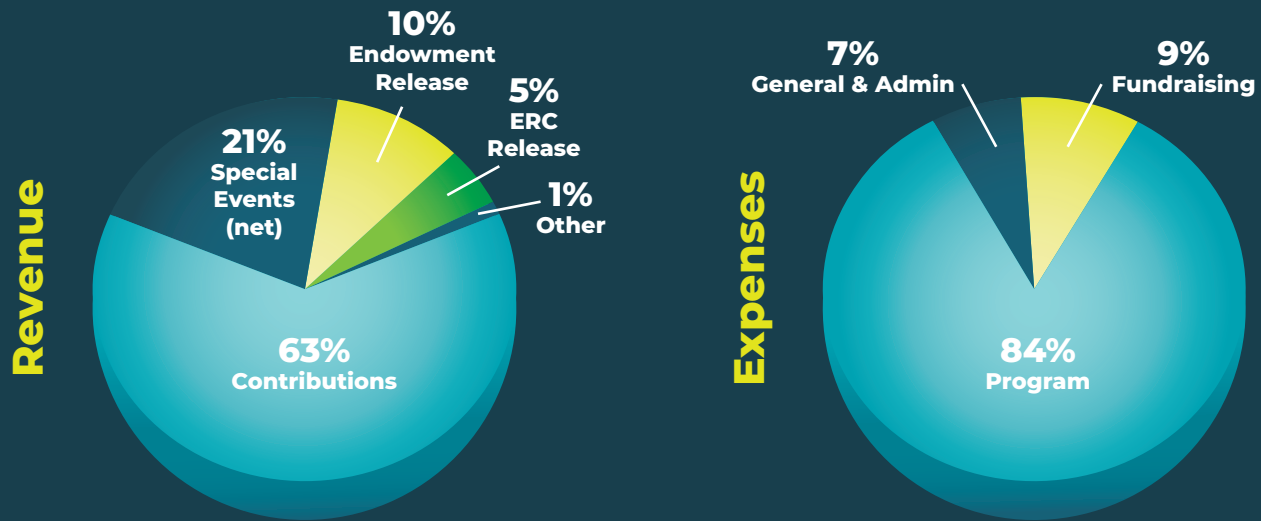
The Junior Achievement Heritage Society recognizes and honors ardent supporters who include the organization in their estate planning.

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 Bramschreiber Family Fund
 Kate & Keith Brewer
 Frank G. and Frieda K. Brotz Family
 Foundation Inc.
 Nicole & Carl Brown
 Bush Brothers & Company
 Cardinal FG
 Troy Carrothers
 Caterpillar, Inc.
 Sandeep Chalke
 Citizens State Bank
 Club Car Wash
 Compeer Financial
 Connexus Credit Union/Cares
 Consumer Credit Counseling Service
 Andrew Coopman
 CoVantage Credit Union
 Crystal Finishing Systems Inc
 Customodal, Inc.
 Michelle Daniels
 Jeff De Lonay
 Lynn & Eric Delzer
 Gabe Diederich
 Domtar Paper Company
 Eau Claire Automotive Group
 Ecolab
 Elkhart Lake-Glenbeulah Education
 Foundation Inc
 Ellenbecker Investment Group
 Albert J./Flora Ellinger Foundation
 Esco of Eau Claire
 Emil Ewald Family Foundation, Inc.
 Pete Farrow
 Cody and Molly Filipczakl Family Fund
 Fire Up & Lead
 William Fish
 Fond du Lac Area Foundation
 Gary & Gina Freels
 Froedtert & The Medical College
 of Wisconsin
 Galloway Company
 Dan Geigler
 Ralph G. or Cherie Gorenstein
 Charitable Foundation Inc.
 Mike Graft
 Julie & David G. Granger
 Greater Delafield Community Fund
 Greater Green Bay Community
 Foundation
 Jennifer & Brian Green
 Green Bay Preble Optimist Club
 Tina & Timothy L. Greinert
 Charles B. Groeschell
 Group Health Cooperative of
 South Central Wisconsin
 Gloria & Aaron M. Grundman
 Ann & Jon Hammes
 Evan & Marion Evan & Marion Helfaer
 Foundation, Inc.
 Breanna Hellenbrand
 Vernon J. Hellenbrand Scholarship Fund
 Dianna Higgins
 Christine B. Hill

Timothy E. Hoeksema
 John Honadel
 Hovde Foundation
 Kevin Howley
 HUB International
 Impact Mailing of Minnesota
 IncredibleBank
 Inland Packaging
 J.P. Cullen & Sons, Inc.
 Darren Jackson
 Mary and Jerry Jacobson Family Fund
 Jefferson Street Inn
 Juedes-Molinario Family Foundation
 Kaap Charitable Trust
 The George P. Kendall, Jr. And
 Mary Ann Kendall Charitable
 Foundation, Ltd.
 Kenosha Community Foundation
 Kiel Area Community Chest
 The King Company, LLC
 Nancy & Tom Kissinger
 Kolbe & Kolbe Millwork Company, Inc.
 KPMG LLP
 Heather Kretz
 Frank C. Kulaszewicz
 Paul Kulig
 John O. Larsen
 Lasker Jewelers
 Scott Lauber
 Greg Leick
 Lewitzke Foundation, Inc.
 E. David Locke
 Howard Ludwigson
 Luke Lundquist
 Ryan Maniscalco
 Marawood Construction Services Inc.
 Deborah & Christopher Matheny
 Lisa Mattoon
 McDonough Manufacturing Company
 Jack McGinnis
 Chris McIntosh
 Amber McPhail
 Milwaukee Tool
 Miron Construction Co., Inc.
 Mount Horeb Community Foundation
 Kate & Kenneth Muth
 Nesnah Ventures LLC
 Kelly & Chad Neumann
 Nohre & Company, S.C.
 O'Hare Wealth Management Group
 Edward J Okray Foundation
 One Community Bank
 Laura Orth
 Oshkosh Mid-Morning Kiwanis Foundation
 Melissa Parra
 Laura & Rick Parra
 Partners In Education
 Perspectives Training & Consulting LLC
 Jennifer & Scott Peterson
 Suzanne & Richard Pieper
 Jason Plante
 Prospera Foundation Fund within
 Community Foundation of Fox
 Valley Region
 PS Capital Partners LLC
 RBC Foundation
 Ann & Timothy Reardon
 V. Ross Read
 Holly & Patrick Reilly
 Rhinelander Community Foundation

Andrew Robbins
 Rocket Industrial, Inc.
 Brittany Rosales
 Rotary Club of Chippewa Falls
 Rotary Foundation of Kenosha West, Inc.
 Julie & John Ryan
 RyKey Properties
 Vanessa Schoenecker
 Maria & Tom Schuld
 Bryan S. Schultz
 Joleigh & Jon Schumacher
 David C. Scott Foundation Fund
 Secura Insurance Companies
 Charitable Fund
 Nancy J. Sennett
 Shawano Area United Way, Inc
 Shawano Optimist Club
 The Shoe Doctor
 Silver Spring Foods Inc.
 Dara Sippel
 Jeff Sippel
 Skyward, Inc.
 Snap-on Incorporated
 Snoeyenbos Family Foundation, Inc.
 Jay Sodey
 Sonnentag Foundation, LTD
 Stalene Community Foundation, Inc.
 Barbara Stein
 Jenni Stein
 Stelter Inc
 Frank and Elsa Sterner Family Fund
 Dan Storey Foundation, Inc.
 James Stuart
 E.C. Styberg Foundation, Inc.
 Sub-Zero Wolf Foundation, Inc.
 Timothy W. Sullivan
 Lee A. Swank
 Joanne & Steve Szymaszek
 Mike Szymaszek
 Matthew Tadisch
 Telly Foundation, LTD.
 The American Kettle Corn Company
 The Capital Times Kids Fund
 The Insurance Center
 Tomah Health
 Mark Toth
 United Way of Brown County
 United Way of Metropolitan Chicago
 University of Wisconsin Stevens Point
 Valley View Elementary School
 Teresa Van Horn
 Bret Wagner
 Waukesha STEM Academy -
 Saratoga Campus
 Wausau Breakfast Optimist
 Wausau Coated Products, Inc.
 Wausau Tile, Inc.
 Bill Westrate
 Joshua Wiesman
 Kamilah Williams-Kemp
 Wisconsin River Partners
 WNB Financial
 Robert Wolff
 Women's Giving Circle Of Dunn County
 WoodTrust Bank
 Charles Wright
 Marti & Andrew Wronski
 Niki Yarrington
 Fred Young
 D. Eytan Zelazo

REGIONAL OVERVIEW



Northwest Region

Northwest Area

Susan Peterson, Regional Director
2004 Highland Ave, Suite 2C
Eau Claire, WI 54701
715-214-1124
speterson@jawis.org

Coulee Area

Susan Peterson, Regional Director
2715 Losey Blvd
La Crosse, WI 54601
715-214-1124
speterson@jawis.org

Northcentral Region

Northcentral Area

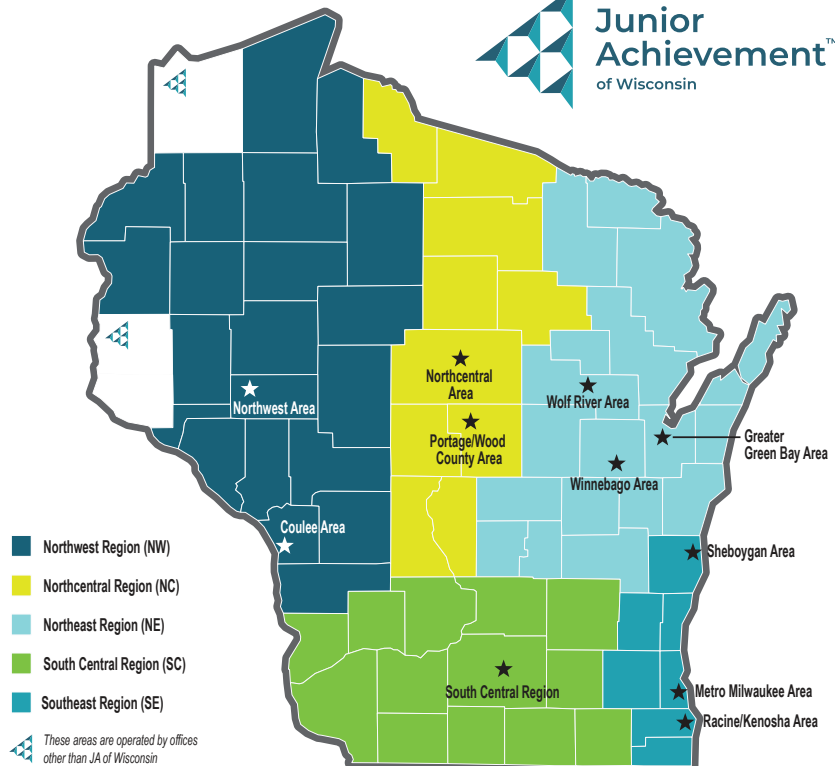
Mari Stein, Senior Regional Director
300 3rd Street, Suite L04
Wausau, WI 54403
715-842-1056
mstein@jawis.org

Portage/Wood County Area

Mari Stein, Senior Regional Director
300 3rd Street, Suite L04
Wausau, WI 54403
715-842-1056
mstein@jawis.org

South Central Region

Lori Astell, Regional Director
2800 Royal Ave, Suite 207
Monona, WI 53713
608-288-8201
lastell@jawis.org



Northeast Region

Greater Green Bay Area

Adam Sutter, Regional Director
320 Main Ave, Suite 101
De Pere, WI 54116
920-336-1444
asutter@jawis.org

Winnebago Area

Adam Sutter, Regional Director
Community First Career
Exploration and Financial
Literacy Center
11 Tri-Park Way
Appleton, WI 54914
920-882-0773
asutter@jawis.org

Wolf River Area

Adam Sutter, Regional Director
122 N Sawyer St
Shawano, WI 54166-0573
920-336-1444
asutter@jawis.org

Southeast Region

Sheboygan Area

Jenni Stein, Area Director
1930 N 8th St
Sheboygan, WI 53081
920-207-7838
jstein@jawis.org

Metro Milwaukee and Racine/Kenosha Areas

Dina Washington, Regional
Director of Education
dWASHINGTON@jawis.org

Jennifer Gryniewicz, Senior
Regional Director - Southeast
jgryniewicz@jawis.org

JA Education Center
11111 W Liberty Dr
Milwaukee, WI 53224
414-577-3800



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