

NEWS RELEASE

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Sheboygan High School ‘CEOs’ Run Companies, Break Records

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SHEBOYGAN, Wis.—In a record-breaking turnout, 59 student teams representing nine Sheboygan area high schools went head-to-head in a hotly contested business competition last week at Acuity Insurance headquarters in Sheboygan. The annual JA Titan® Business Challenge by Junior Achievement takes place in a virtual marketplace where teams work together as CEO’s in the cell-phone industry. Acuity Insurance in Sheboygan hosted and sponsored the statewide competition.

The nail-biting, winner-takes-all event brought out southeast Wisconsin’s shrewdest business and marketing-minded students who experienced first-hand the high stakes that come with pursuing winning – and losing – business strategies. Although the companies were simulated, there was real money on the line with the two top winning teams taking home scholarships and a spot at the state-level competition in May.

First place and second place honors went to teams from Sheboygan North High School where the top finishing team members will each receive \$1,000 scholarships and second place team members will each receive \$500 scholarships. Both teams now advance to state.

“It’s inspiring to see so many students step into the role of business leaders for the day where they build confidence, teamwork, and real-world financial skills,” said Sara Larson, General Manager of Staff Claims at Acuity. “It was an unforgettable day of learning and competition. It’s a privilege to partner with Junior Achievement and the many community sponsors who help make opportunities like this possible for new generations of leaders.”

In addition to Acuity’s Title sponsorship, the event was made possible with support from Johnsonville, Sargento, Sartori, Masters Gallery, Oostburg State Bank Johnson Financial Group, BMO and United Way of Sheboygan County and emceed by Jerry Jones of O’Hare Wealth Management.

About JA Titan®

JA Titan is part of Junior Achievement’s Financial Literacy Pathway recommended for high school students in grades 9-12. The competition teaches students how to navigate the decisions needed to develop a successful company and provides the opportunity to practice life skills including critical thinking, strategic development, and teamwork. The JA Titan business challenge provides an understanding of how management decisions affect a company’s success. JA programs support



national and state standards in reading, mathematics, social studies, and work and career readiness.

About Junior Achievement

Junior Achievement is the world's largest organization dedicated to giving young people the knowledge and skills they need to own their economic success, plan for their future, and make smart academic and economic choices. JA learning experiences are delivered by corporate and community volunteers and provide relevant, hands-on lessons that give students from kindergarten through high school knowledge and skills in financial literacy, work readiness, and entrepreneurship. Additionally, Junior Achievement is expanding its reach to 18-to-25-year-olds to provide young adults with critical life skills. Since 2021, Junior Achievement volunteers have taught life skills learning experiences for 14,253 students in Sheboygan County. For more information, visit sheboygan.ja.org.