

AN OPTIMIZATION INITIATIVE  
FOR WISCONSIN'S YOUTH,  
USING SPORTS AS THE HOOK



BRIDGE & BUILD  
WISCONSIN

AUG 2  
7-9 '18

UNIVERSITY OF WISCONSIN MILWAUKEE  
SCHOOL OF PUBLIC HEALTH



# AGENDA:

## MISSION:

Mission: To produce an economically productive and civil society by 2030 by using sports as a hook to motivate, educate and connect youth.

Goal: The boot camp will equip students with basic elements of fiscal literacy, life, entrepreneurship and leadership skills for their development as workers and citizens.

Students will understand:

Key elements of a work ethic, The difference between income and wealth (net worth),

Operational effect of compounding (rule of 72 – doubling your money)

The entrepreneurship startup process, The basic elements of a “pitch” (a presentation about an idea or product)

Private equity vs. publicly traded stocks, Developing your leadership skills/human capital,

Dreaming big and making it happen!

## TUESDAY, AUGUST 7

▶ **8:00 AM:** MEET & GREET at Eleven 25 @ Pabst (1125 N. 9th St, Milwaukee, near the new arena)

**10:00 AM:** UW-MILWAUKEE SCHOOL OF PUBLIC HEALTH (1240 N. 10th St, Rooms 109, 119 & 129)

Welcome from the UW-Milwaukee Panthers, WAGET, Asset Builders and ProSquared

MICHAEL MORGAN, former UW Football Badger and Career Executive

Ice Breaker and Orientation

FRANCES PITT, Motivational Speaker and Communications Specialist

DANIEL MOORE, Former UW Badger, ProSquared Protege

Dream big and making it happen

MICHAEL TUCKER, Student at University of Indiana and RW Baird Intern

Building Wealth: The New BLING

ROBERT WYNN, Founder, Asset Builders and ProSquared

▶ **NOON:** Lunch with a speaker or video message

**1:30 PM:** UW-MILWAUKEE SCHOOL OF PUBLIC HEALTH

The Miracle Mindset – Miracle Day

CHARLIE WILLS, Former UW Basketball Badger, Charlie Wills Team, First Weber

Create your perfect week: Gratitude, Affirmation and changing your mindset,

Sales, Creating raving fans plus one, How to create deep relationships

Communication and networking, Givers gain,

and Mindset of getting to see and talk to the boss

**5:00 PM:** FREE TIME

**6:00 PM:** DINNER

**7:00 PM:** Eleven 25 @ Pabst Character building

JOE CHAPMAN, Former Marquette Basketball Eagle,

Joe Chapman Basketball Academy

**9:00 PM:** FREE TIME

**10:00 PM:** Lights Out

## WEDNESDAY, AUGUST 8

▶ **7:45 AM:** Eleven 25 @ Pabst

Breakfast and Announcements

**8:30 AM:** UW-MILWAUKEE SCHOOL OF PUBLIC HEALTH

**8:30 AM:** Warmup and Review

**9:30 AM:** Interactive panel: Entrepreneurship

GARY VAUGHN, Moderator, Lawrence University

QUE EL AMIN, Young Entrepreneurs Society

BEN ENGEL, Trending UP

**10:30 AM:** Access to capital, including angel capital

ROBERT WYNN, Moderator, ProSquared

DANA GUTHRIE, Johnson Controls Engineer and

Alchemy Angels

EDWARD BRYANT, Byline Bank

PAUL LARKIN, JP Morgan Chase

**NOON:** Lunch with a speaker or video message

SPENCER TILLMAN, CBS Sports, Former NFL Professional

▶ **1:30 PM:** UW-MILWAUKEE SCHOOL OF PUBLIC HEALTH

Tools to build your career

Building your personal brand

Going through the door and getting the job

ANTONIO AVERY, Junior Achievement

Presentation skills

Prepping for the pitch

FRANCES PITT, Motivational Speaker and

Communications Specialist

MATT MIXON, Former Producer at CBS

**5:00 PM:** FREE TIME

**5:30 PM:** SOCIAL EVENT AND DINNER

**7:30 PM:** Eleven 25 @ Pabst auditorium

Using social media to build your brand

Social media and Bridging and Building

through sports

**10:00 PM:** Lights Out



# AGENDA:

THURSDAY, AUGUST 9

A PITCH CONTEST WILL TAKE PLACE ON  
THURSDAY, AUGUST 7 WITH PRIZES !

**8:00 AM:** UW-MILWAUKEE SCHOOL OF PUBLIC HEALTH  
Breakfast and Pitch contest

**10:00 AM:** Field Trip

**11:30 PM:** Lunch: Off the Block Pizza from Mentoring Positives, Madison  
Will Green and Donale Richards, Mentoring Positive

**2:00 PM:** Eleven 25 @ Pabst  
Depart for Concordia University – Wisconsin

**3:00 PM:** Concordia University and Kapco Park, home of the Lakeshore Chinooks  
SHAWN KISON, Concordia University  
MICHAEL DIETZ, Concordia University  
Chinooks baseball entrepreneurship story  
Job shadowing Chinooks interns in the stadium and on the field  
Sports business careers  
Professional sports negotiations: role playing

**4:30 PM:** Concordia Center for Environmental Stewardship.  
Professional athlete contract negotiation simulation  
Professor Dan Underberg, Dir. Sports Business and Hospitality

**5:40PM:** Depart walking to Kapco Field.

**6:20 PM:** Kids are recognized on the field by Chinooks announcer.  
Awards and certificates [Certificates to all participants]  
[Need confirmation from Shawn Kison]

**6:35 PM:** Chinooks vs. Battle Creek Bombers  
Game food ,Pitch contest awards, Participation with interns

**8:00 PM:** or agreed upon time: Departure

FIRST: \$200

SECOND: \$100

THIRD: TWO \$50 PRIZES

FOURTH: FIVE \$20 PRIZES

# THANKYOU:

- ▶ Antonio Avery, Junior Achievement  
Daniel Underberg, Concordia University  
Ed Snodgrass, Lakeshore Chinooks;  
Frances Pitt, Milwaukee Area Technical College  
Greg St Fort, Let's Keep Building  
Heidi Calderon, Let's Keep Building
- ▶ Gary Vaughan, Lawrence University  
Joe Chapman, Joe Chapman Academy  
Donale Richards, Mentoring Positives  
Shawn Kison, Lakeshore Chinooks
- ▶ Charlie Wills, First Weber  
Ben Uphoff, Thrivent Financial  
Dana Gurthrie, Quarles and Brady  
Marc Maculen, Quarles and Brady  
Milwaukee Admirals  
Milwaukee WAVE

