

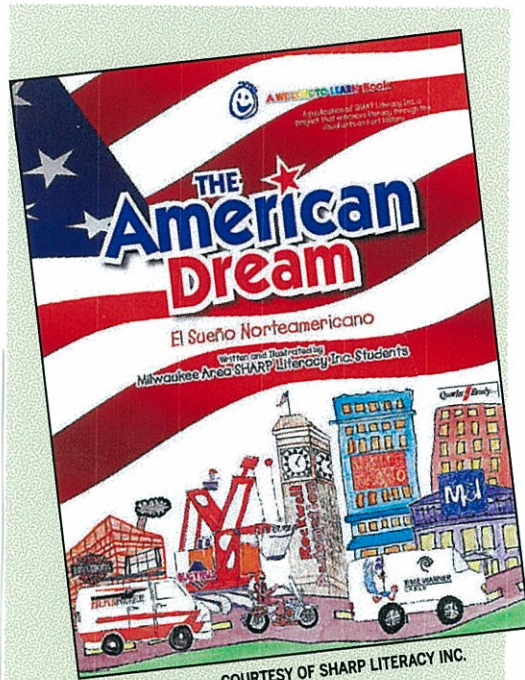
# BUSINESS

**MGIC:** Mortgage insurance company eliminates dividends. **3D**  
**American Dream:** Milwaukee fifth-graders publish business advice book. **6D**  
**Wall Street in crisis:** Greenspan admits mistakes, denies blame for chaos. **4D**

**DOW** 8691.25 ▲ 172.04 **S&P 500** 908.11 ▲ 11.33 **NASDAQ** 1603.91 ▼ 11.84 **10-YEAR TREAS** 3.68 ▲ 0.08 **EURO** \$1.2852 ▼ \$0.0014 **CRUDE OIL** \$67.84 ▲ \$1.09 **LOCAL MOVER** TEG \$45.03 ▲ \$2.10

6D Friday, October 24, 2008

Milwaukee Journal Sentinel



"The American Dream" describes jobs at 17 Wisconsin employers.

**On the Web**

For more about the book and the SHARP Literacy program, go to [www.sharpliteracy.org](http://www.sharpliteracy.org)

## Pint-size business advice

Fifth-graders' book calls high school diploma a must

By **TOM DAYKIN**  
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At this time of tanking stock markets, the newest business book, a locally written tome, doesn't discuss investment strategies.

It does advise readers that if they stay in school and work hard, they're more likely to land a good job.

"The American Dream," written by fifth-graders from several Milwaukee schools, isn't aimed at the typical business book readership. The authors are targeting other elementary school kids — especially those who may not be aware of the job opportunities that exist in their hometowns.

The book was recently published by SHARP Literacy Inc., a nonprofit group that works with at-risk elementary school children in Milwaukee.

About 5,000 copies of the 92-page softcover book are being distributed to 30 local schools to use with their fifth-grade social studies curriculum, said Marlene Doerr, SHARP executive director.

"The American Dream" features interviews with executives from 17 Wisconsin employers, including the Green Bay Packers, Briggs & Stratton Corp., Cardinal Stritch University, Harley-Davidson Inc. and Marshall & Ilsley

Corp. Most of the featured employers are businesses that are either based in the Milwaukee area or operate large operations there.

"I wanted students to think about what is right here in their community," Doerr said.

A lot of at-risk students don't think about what jobs exist, and what they need to do to get hired, Doerr said.

The book tries to make an impression by having executives talk about those issues, she said. The executives were interviewed by teams of students from 17 Milwaukee-area schools. The students did additional research on each employer, including finding examples of typical jobs, their education requirements and their salary ranges.

The chapter on mine equipment-maker Bucyrus International Inc., written by students from Victory School for the Gifted and Talented, includes a job chart. It says a machinist at Bucyrus, with a high school diploma, can earn about \$70,000 annually.

"The most important characteristics you must have to work at Bucyrus are hard work and education," the book reads. "If you don't finish high school, then it's virtually impossible to get a job at Bucyrus."

Bucyrus Chief Executive Officer Timothy Sullivan talked to the students, and took them on a tour of the South Milwaukee manufacturing plant.

"These kids were very bright and extremely inquisitive," Sullivan said. "They showed sincere desire to learn as much as they could about

our business, and the types of jobs available to them."

"The American Dream" includes some surprising tidbits.

Kurt Bechthold, president and CEO at Payne & Dolan Inc., a paving contractor, told students of St. Martini Lutheran School that he was challenged as a student because of his dyslexia.

"The teachers would give a lecture and, without any notes to review, Kurt would remember it," the students wrote. "He had to listen to the teacher, study very hard and get enough sleep to compensate for his disability."

Richard Pieper, chairman of PPC Partners Inc., which owns electrical contractor Pieper-Power, told students from Dr. Benjamin Carson Academy of Science that his industry has grown slowly over the years.

"Mr. Pieper said if he knew as a young man what he knows now, he might have selected a career in one of Wisconsin's faster-growing industries instead," the book says. "But even facing this obstacle, Mr. Pieper has managed to expand his company into four other states and hire thousands of employees."

In an interview, Pieper said the fifth-graders who talked to him "operate like little reporters. They asked a lot of good questions."

Pieper said he hopes the book helps disadvantaged children realize they can get a good job if they stay in school.

"I think any one of us, in any way we can, we should be encouraging our young people," Pieper said.