



Finance and Investment Challenge Bowl

The FICB is a financial literacy learning opportunity where high school students can use their knowledge in a competitive, fun manner, through an academic challenge. Student teams participate in a live, college-bowl quiz tournament by answering questions that align with the Wisconsin Standards for Personal Financial Literacy and Economics, and the Jump\$tart National Standards for Personal Financial Education.

FICB is organized and conducted by Asset Builders, a Wisconsin nonprofit organization with a mission to promote financial education, in cooperation with many programming partners around the state.

The FICB is all about finance – there is no content from other subjects. We come to you by hosting live tournaments around the state. Our in-person interactive format, with students playing through a series of games in a tournament setting, is an effective learning strategy that reinforces lessons already being taught in the classroom and celebrates student achievement in an atmosphere of friendly competition. The best evidence of the value teachers see in the FICB is the fact that the program is growing and almost all teachers bring students to the tournaments year-after-year!

HOW IT WORKS

The FICB is a live, college-bowl quiz tournament held as a field trip during the school day. Teams of high school students initially compete in a regional tournament; the teams that finish in 1st- and 2nd-place at their regional tournament advance to the state championship tournament. Both teams that advance to the championship from any given region can be from the same high school.

The preferred number of students on a team is 4. Fewer than that is fine if the number of students from a school who wish to compete doesn't make 4-person teams possible.

The teams compete in a tournament bracket. We guarantee 2 games for each team; most teams play more games than that. As long as a team keeps winning, they keep playing! We also have a consolation bracket, so it is never a “one and done” situation.

Contact: Richard Entenmann of Asset Builders at 608.663.6332
info@assetbuilders.org www.ficbonline.org

The schedule for each tournament follows this format:

8:00 am – Light breakfast is served (bagel/donut, coffee, juice, etc.) – no charge

8:30 am – First set of games begin

30 minutes are allotted for each game; play is continuous through the day using a bracket system

12:00 pm - Lunch is served – no charge. Tournament play resumes immediately after lunch

2:30 pm – Championship game concludes; trophies presented and photo opportunity!

HOW TO SIGN UP

Teachers can register their teams by emailing Asset Builders at info@assetbuilders.org and/or natasha@assetbuilders.org, or calling 608 663 6332.

The registration fee is \$25 per team, which can be mailed as a check or brought the day of the tournament. If this is a barrier to participation, teams can receive a scholarship upon request. Schools can bring multiple teams, depending on the level of interest by other schools at any given tournament. Teachers are encouraged to contact Asset Builders to register teams early, and not wait until the deadline.

It is the responsibility of the teacher/school to arrange transportation and subs.

HOW STUDENTS SHOULD PREPARE

The FICB questions ONLY have to do with finance - they do NOT include material from non-finance related subjects.

If students are already taking classes in personal finance, economics, marketing, or the like, they will know enough to be competitive and have fun. They may not know all the answers, but the point of the FICB is education!

- Please take a look at these videos taken at previous tournaments:
<https://www.youtube.com/channel/UCKKGLDHSInlaKw6OWsMXEnA> - a picture is worth 1,000 words!
- Broad guidance as to the topics that may be tested at the Challenge Bowl may be found at:
<https://ficbonline.org/about-the-ficb/ficb-content/>
- Sample question sets from previous school years and a set of the game-day rules can be found at: <https://ficbonline.org/sample-question-sets/>

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WHAT DO OTHER TEACHERS SAY?

Teachers find the FICB to be a valuable experience for their students, and almost always return to the tournament year after year.

“GET A SUB FOR THE DAY? I know planning for a day away from school means three times the work; however, the FICB is one of those rare events that is actually worth it. If you want to get your students excited about financial literacy...look no further...this event is the carrot! The first day of school this year I had several students come and ask me, ‘When is the FICB? I want in!’ I promise both you and your students will have a great time.” – P. Kubeny, Rhinelander High School.

“I witnessed a life-changing experience for two Hispanic, poverty-stricken students.... after all, society expects Hispanic males to drop out of high school and work in low-paying jobs. The students were victorious and took first place in the Challenge Bowl and are now outstanding students at UW-Madison. They learned from the Bowl to compete and WIN!” – V. Kalman, Milwaukee South Division High School

“You really do a nice job organizing the day and keeping things moving along. Our students really enjoyed the day, and a few students commented that they appreciated hearing that there are so many different career opportunities in the financial sector. That’s an added bonus to the financial literacy education goal of the day. Little Chute actually won the consolation championship. In the words of one of my students, ‘We got it handed to us, but we still had fun!’” – L. Fischer, Kimberly High School



Madison Tournament



Racine/Kenosha Tournament



Milwaukee Tournament



La Crosse/Coulee Tournament



Green Bay Tournament



Wausau Tournament

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WISCONSIN SCHEDULE FOR 2024-25 SCHOOL YEAR

Wausau Regional Tournament

11/6/24 at NorthCentral Technical College

Eau Claire Regional Tournament

11/12/24 at Chippewa Valley Technical College

Madison Regional Tournament

12/3/24 at Wisconsin Dept. of Financial Institutions

Green Bay Regional Tournament

12/6/24 at University of Wisconsin – Green Bay

Racine/Kenosha Regional Tournament

12/11/24 at Carthage College

Rhineland/Northwoods Regional Tournament

1/8/25 at Nicolet College

Rock County Regional Tournament

2/6/25 at Blackhawk Technical College

Wisconsin Rapids Regional Tournament

2/13/25 at Mid-State Technical College

La Crosse/Coulee Regional Tournament

2/19 – 2/20/25 at UW-La Crosse

Lakeshore Regional Tournament

2/27/25 at Lakeshore Technical College

Milwaukee Regional Tournament

3/4 - 3/6/25 at ManpowerGroup

Whitewater Regional Tournament

3/14/25 at UW-Whitewater

Appleton Regional Tournament

3/18/25 at Fox Valley Technical College

Northland Regional Tournament

4/9/25 at Flat Creek Lodge, Hayward

Wisconsin Championship Tournament

May 21, 2025 at TruStage, Madison

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