

# Ken Beno

Business, Marketing, and Information Technology  
State Superintendent Advisory Council

## Education Committee Chair at the Wisconsin Broadcasters Association (WBA)

“Expertise in business, marketing, and information technology are imperative in the 21<sup>st</sup> Century work environment. The Wisconsin Broadcasters Association (WBA) strives to introduce students at the secondary and post-secondary level to these areas so that they will be better prepared to enter the competitive marketplace.”

