

# Happy New Year From the Business and Marketing Department!



**“Your Future is Our Business!”**

## What's Going on in MARKETING?

### New York City Trip

Seventeen students went to New York City with the Advanced Marketing class. This four day trip encompassed tours, meeting with industry professionals and gaining insight into their careers. Other aspects of the trip included history, sports, and the arts and how it relates to business and marketing.



### Sports and Entertainment Marketing Conference

Some of the Association of Business members headed to Green Bay on December 16. Students heard from two industry speakers, went on a tour of Lambeau, the Resch Center and also to the Packer Hall of Fame. The group also attended the Men's Green Bay Phoenix game.

## Fantasy Football Challenge

### SEM Class Winners of the Social Media Award

The Sports & Entertainment Marketing class competed in a nationwide fantasy football challenge over a 10 week period. They created a marketing plan, stadium, fan experience and much more and were recently named the winners for their “Social Media Plan.”



## What's Going on in FINANCE?



### MyLIFE

Personal Finance students participated in the MyLIFE Event on Friday, December 15th. We had over 50 community volunteers come in to help and there were about 150 students that went through the simulation. MyLIFE is an interactive financial simulation that helps students prepare for the “real world.” A big THANK YOU goes out to all of our volunteers! This event would not be possible without your help!



## VITA (Volunteer Income Tax Assistance)



Several of our Accounting students will be attending VITA training this month through Kenosha United Way. Students will be trained on basic tax preparation and will take a test to become certified tax preparers.

## What's Going on in **BUSINESS & TECHNOLOGY?**



### **Yearbook**

Baby Picture Information is here for Senior Parents! Please see our school website or yearbook website for more information: [www.westoshayearbook.weebly.com](http://www.westoshayearbook.weebly.com)

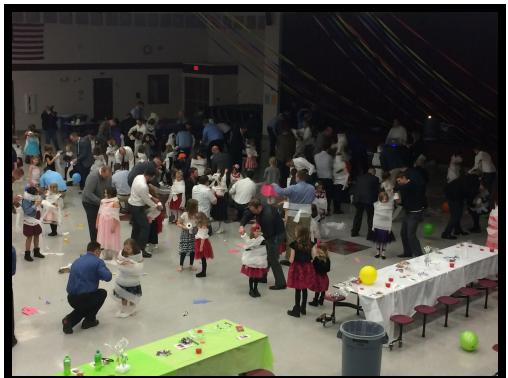
*It is not too late to order a yearbook! Please visit: [www.yearbookforever.com](http://www.yearbookforever.com) to order yours today!*



### **School Website**

The new Alumni Spotlight has given us an opportunity to highlight the great things CHS alumni are doing. If you have a former student, relative or friends that you would like to see please submit their name, short bio and picture to [grieserj@westosha.k12.wi.us](mailto:grieserj@westosha.k12.wi.us)

## What's Going on in **ABS?**



### **Father/Daughter Dance**

The Associate of Business Students (ABS) hosted their 7th Annual Father Daughter Dance with a Candyland theme on December 1st. Fathers and daughters danced the night away, took silly pictures in the photobooth, colored pictures, participated in dance floor activities and helped us raise over \$1500 that we are donating to the Muscular Dystrophy Association and March of Dimes.



### **Competition Season**

ABS members will be competing in DECA Districts held at Racine Case HS on January 6th. We then take it over to FBLA Regionals at Pewaukee HS and compete on February 3rd. Students have a chance to win awards and make it to the State competitions held in March and April.