

DECA Community Food Drive - Best Year Ever!



Once again KM Marketing & DECA members rose to the occasion and made this year's community wide food drive one of the most successful ever. For over 40 years DECA members have canvassed neighborhoods in the Lake Country community, collecting food for the Kettle Moraine and Waukesha County Food Pantries. Students select neighborhoods from a map located in the Marketing classroom, and create a team with other students then set out to do the necessary work. As the food drive grew over the years, a partnership between Target Corporation and JB Hunt



became a vital component as a 54 foot trailer is provided every year for the students to load and store the collected food until it can be transported to the Pantry. Pick N Save (Kroger Foods) continues to provide a pallet of approximately 6000 paper bags that are used both as a marketing tool (during drop off) and collection container (during pick up). It is amazing to see our students work together and participate in an activity that benefits so many others. The support of our business partners and community members who donate so generously prove overwhelming that Kettle Moraine is a great place to teach, learn and live.

Marketing and DECA - Learning from the Experts



On October 20th, over 50 Marketing/DECA members jumped on a bus and headed into Milwaukee for some "real world" learning. First Stop.... SUMMERFEST Headquarters. Legendary Bob Babish (Director of Entertainment) spent time sharing with the students about the business side of the music/entertainment industry. From no nonsense business advice to "off the cuff" stories from the past, students were able to get a glimpse at how things at Summerfest come together. Next stop - Harley Davidson Museum! Chris Nelson - Director of Customer Experiences, organized a team of experts from both the motor company and the museum to work with students in small groups and share their business expertise as well as discuss future career opportunities available to our students. A huge thank you to Lindsey Dracca - Marketing Lead, Tim McCormick- Project Manager, Public Relations & Communications and Joe Gustafson- Marketing Channels. After meeting with the team, KM students had the opportunity to tour the museum and



learn about Milwaukee's most iconic motorcycle brand. Lunch in the Historic 3rd ward, exposed students to the renovated and trendy business district on Milwaukee's south side. Last but not least... Whirlyball in Brookfield. Here students were given the opportunity to work in teams and network with one another as they

took part in the newly developed business area of brookfield square mall. This was a great way to end a great day as all students has the opportunity to play both together and against one another.

