



Junior Achievement®

CASTING THE VISION

JA Casting the Vision Campaign Newsletter

Deanna Freeland Increases Donation to Junior Achievement Casting the Vision Campaign



Dick and Deanna Freeland

Long time supporter of Junior Achievement, Deanna Freeland sees the importance of the programming that Junior Achievement provides to over 142,000 students every year and therefore has increased her gift to the Casting the Vision Campaign in order to bring an even higher level of engagement, technology and hands-on experiences for learning about financial literacy, workforce readiness and entrepreneurship to the youth in Northeast Indiana.

Deanna and her late husband, Dick, know first hand how hard work and good financial decisions can lead to success. Dick was employed as a full time ironworker and worked part-time at a Pizza Hut in Des Moines to help subsidize the family income. An opportunity to manage the store full time was presented, and with a leap of faith, the couple jumped into

what would soon become the operation of eleven company owned and franchised stores in Des Moines.



As the Pizza Hut Corporation went public, the Freelands had to sell their company owned stores back to Pizza Hut and choose a new territory to establish their own franchise operations. Deanna says, "We got the open territory maps and looked at the cities we could select. We pointed to Fort Wayne, Indiana, visited the city, and loved it." The Freelands opened their first Fort Wayne Pizza Hut on East State Street in 1972. Their first store became the first half-million dollar volume store in the United States. Instilling a strong work ethic into their children, the operation was a family affair., "The kids were right there working hard... every step of the way.", Deanna says. The Freelands continued to open more Pizza Huts as well as pursue a new opportunity to develop the Fort Wayne KFC franchise.

Throughout the years, the Freelands have enjoyed giving back and being involved in the community and JA is grateful for their support. As a 10 year *JA BizTown*® business sponsor, Pizza Hut, has provided thousands of students the opportunity to have hands-on learning in customer service, sales, supply & cost management, advertising, and how to be good corporate citizens. In the new JA facility, we're excited to show off the new Pizza Hut business area to students in the fall. The Freeland's support of Junior Achievement will allow us to continue providing the financial readiness and entrepreneurship skills to shape future generations of tomorrow's leaders.