

Fall 2005



# DECA Chronicle

*New Competitive  
Events*

*Chapter News*

*What's Leadership?*

*President's Letter*

*Hello From Mr. Brock*

*Editor's Clip*

**Arkansas**

# Presidents Letter...

## **Greeting to All DECA 2005-2006 members,**

I would like to welcome all of you back to school. I am excited to see what we have in store for the year. I know that you all will have a wonderful time with your individual DECA chapters. I can't believe how the summer has flown by so fast. It seems as though we got out of school a couple of weeks ago but reality is we have been out for two months.

This year your state officers have a lot of fun and exciting things planned for you. I really hope that each and every one of you is involved. We are proud to have our State conference at the wonderful Hilton Hotel in Rogers. But that is not the best part. We get to go to Orlando, Florida and to Dallas, Texas this year. I really hope that we will have a wonderful turn out to our state conference and it would be even better if we have a lot of people get to move onto Nationals with us and join us in Dallas, Texas to represent our state with pride.

Like always, the state officers are here to serve you. We

will be glad to listen to any suggestions or thoughts that you might have towards our conferences or what we can do for individual chapters. We are here for you! This year you have an incredible officer team that has already gone to camp in Heber Springs and has mastered the job of team work. We work together as a team in everything. The whole officer team looks forward to meeting new people at the conferences and possibly making new friends.

To conclude this, I just want to encourage everyone to go to all of our conferences because believe me you will not regret it. They will be full of so much fun. I also want to encourage last year's members that are continuing this year to bring your friends to the individual chapter meetings and help our membership grow. Let's make this year the best one yet and let there be no regrets because in Arkansas DECA we have fun not regrets.

Thank you,  
Hope Staten

## Hello From Mr. Brock

**H**ello from the State Department and Arkansas Association of DECA.

Things have been very busy and productive. Students and Advisors attended the DECA Southern Region Conference in Orlando where leadership training was great, I think everyone came away refreshed with new ideas. The opening session was held at Universal Studios at the “Fear Factor” venue.” The Marketing representatives from Universal were in charge and it was fun and educational session!



Fall mini conferences were held in Conway and in Springdale and were a great success. The central Arkansas conference boasted attendance of over 200 for its first year to be held. The NWA conference also increased their attendance to 195. A great deal of planning went into the conferences and everyone including the students did a great job. Thanks for a job well done.

Plans are underway for the state conference as well. We are going to be in beautiful Rogers, Arkansas, at the Embassy Suites, and we are expecting guests from National DECA as well as speakers from around the state. Competitions will be held and fun time is planned as well. Be sure and study hard we are expecting a record number of participants.

The International conference will be held in Dallas this year and competitions there are expected to exceed 15,000 entries. Activities include Six Flags and a rodeo, along with other activities to be announced. Negotiations are ongoing for national talent to perform at opening session, we never know until we get there and are always surprised!

National DECA week was a great success. Many chapters sent in their activities, Promotion of DECA membership is working. We are very proud of our DECA students and they should be proud of being DECA members and being associated with such a great student organization. Arkansas DECA is growing! We experienced almost 30% membership growth last year – lets make this year even better while we “Explore New Frontiers.”



# New Competitive Events

This year DECA has made some changes to the Competitive Events. Two new events have been added and one event's name was changed. The new events are Accounting Applications, a individual event, Business Law, and Ethics Management Team Decision Making Event. A brief description of both events are below. The Full Service Restaurant Management Series Event's name has been changed to the Restaurant and Food Service Management Event. The event has the same concept, just a change in the name.

Accounting Applications has been added as an Individual Series Event. Accounting Applications will focus on the application of financial data to process to business planning, including collection and organization of data, development and use of reports, and analysis of data to make business decisions. Concepts include understanding the source and purpose of financing purposes. Performance indicators will be available on DECA's Web site.

Business Law and Ethics Management Team Decision Making Event has been added to the competitive event program. For the purposes of this event, business law will include contracts, product liability, employment, and types of business ownership. The case study will present an ethical dilemma where competing values are weighed, and that can reasonably be argued from each side. Case studies will not involve questions of whether a certain action (or lack of action) constitutes a violation of law (i.e. stealing), nor will the situation have a seemingly simple answer.

The Full Service Restaurant Management Series Event is now named Restaurant and Food Service Management Event.

Check out the other events with your advisor or you can always check out [www.deca.org](http://www.deca.org) for more information.



By: Blaine Jernigan V.P. of Membership



## SPRINGDALE DECA MEMBERS RECEIVE HONORS AND RECOGNITION

Congratulations to the following Springdale High School DECA members for their honors and accomplishments this semester!

\* Stephen Boyd recently placed 2<sup>nd</sup> in the AAAAAA State Golf Tournament. He will be competing in the Overall State Golf Tournament on October 12-13.

\* Hillary Rutledge was elected Senior Maid for SHS Homecoming 2005. She is a two-year member of the SHS Volleyball team, is involved in HOSA, and will graduate with Medical Honors.

\* Payton Huskey was selected as “Employee of the Week” at Best Buy in Fayetteville. He has been employed there for only two months. He works in the Home Theater department.

Above Picture: (L-R: Stephen Boyd, Hillary Rutledge, Payton Huskey)



## *Alma High School DECA Chapter*



The Alma High School DECA Chapter decorated the high school halls with banners like this one during DECA Week. There were more than 20 banners in the halls and in the Student Union. These “attention getters” worked, especially the “Not in DECA, what the heca!” banner.

Submitted by Nick Boerjan,  
Alma DECA Reporter

# Harrison DECA Visits Silver Dollar City

On Thursday September 15, approximately 40 members of the Harrison High School DECA Chapter visited Silver Dollar City in Branson, Missouri. The group arrived at 10:00 AM in Reunion Hall where they listened to presentations from members of the marketing department. The meeting was organized by Hollye Gurley, Group Sales Manager for Silver Dollar City.

Sarah Whitten of the Market Research Department talked about secondary and primary research. She explained that information collected by other sources (secondary data) is useful in decision making. She pointed out that the collection of primary data is the key focus of her department. She explained that the first step in conducting effective market research is to define the research objectives. She emphasized that the purchase of effective advertising media is a direct result of sound market research. A well-defined customer profile will facilitate planning for future attractions. She explained that customer surveys conducted by her department directly impact such decisions as naming new rides and what future festivals might be hosted by Silver Dollar City.

Crystal Kendrick of the Publicity and Public Relations Department discussed the media contacts made by her department. She explained the creation of her department's press kit, which includes up-to-date press releases and photo disks for use by different media. Ms. Kendrick discussed the value of recent national publicity received in the Wall Street Journal and USA Today. She emphasized that her department takes the information learned through market research and uses it to focus promotional efforts. She explained that during a "media day" members of the press are invited to Silver Dollar City to enjoy, and hopefully report on, the different festivals and new attractions offered by the theme park.



**\*Submitted by Crystal Dodson**

# *Sylvan Hills High School DECA Chapter*

**S**ylvan Hills High School DECA is off to a good start this year. In addition to our annual fundraising for Arkansas Children's Hospital, we are collecting money for the Red Cross.

As we all know, Louisiana, Mississippi, and Alabama have all been tragically affected by Hurricane Katrina. Teamed up with The Family Career and Community Leaders of America club, and our school's Student Government, we asked students to donate money during lunch time for the past two weeks. Our efforts are not finished yet, but we have already collected over \$400 and many items to aid in helping these people. In March we will be selling Shamrocks as a fundraiser for Muscular Dystrophy Association to help them continue work in therapeutic and rehabilitative follow-up care, and sending kids to MDA's summer camp at Aldersgate.

Our membership is a little down this year due to smaller class sizes in the marketing courses, but we are still gaining new members almost every day. Our DECA school store is doing well, but sales are also down a little from last year. We have just elected our 2005-2006 DECA chapter officers. They are:

President:	April Bumpus
Vice President:	Emily Nichols
Secretary:	Krystal Peters
Historian:	Megan Hall
Treasurer:	Whitney Snider

Over twenty students have signed up to go to the Central Arkansas Fall Leadership conference on October 12, and we have eight students that are planning on attending the Southern Region Leadership conference in Orlando in November. We hope to have the opportunity to meet members from many different Arkansas DECA chapters.

*\*Krystal Peters, Secretary*



# Bentonville High School

It has been a great year for the Bentonville Chapter. Our new 2005-2006 officer team is as follows:

President	Ryan Serfass
Vice President	Laura Hysell
Senior VP	Emily Steiger
Junior VP	Brittany Chaufy
Sophomore VP	Eli Steiger
Secretary	Andy Boecker
Treasurer	Katie Salley

We have been busy with DECA week and the many activities during that week. The activity of the week being "DUCK Tape a Teacher". It was a huge hit! We raised over 200 dollars that went to MDA. We had an initiation for all members and an officer installation.



Southern Region made a splash in our memories! We rode with Alma on their bus to Orlando. We had an awesome time at Universal and learned a lot at the workshops!

Now we are preparing for state and our excited it is so close to us!

\* Submitted by: Emily Steiger



# Fayetteville High School

**HAVE YOU HEARD ABOUT THE OVERWHELMING, BREATHTAKING AND AMAZING Marketing CLUB (DECA) THAT MS. LINDA CLAY IS OFFERING FOR ALL FAYETTEVILLE HIGH SCHOOL Marketing STUDENTS? IF NOT LET ME BE THE ONE TO INFORM YOU:**

**THE FAYETTEVILLE HIGH SCHOOL DECA CLUB FUNDRAISING COMMITTEE MET TWO TIMES THIS SUMMER ON THEIR OWN TIME TO VOLUNTEER AT FUNDRAISING ACTIVITIES FOR MDA.**

**FHS DECA OFFICERS RECENTLY DID A FUNDRAISER CALLED 'THE MIRACLE MINUTE' IN WHICH EVERY STUDENT IN FAYETTEVILLE HIGH SCHOOL HAD ONE MINUTE TO DONATE AS MUCH MONEY AS THEY COULD TO THE HURRICANE KATRINA FAMILIES. THE FUNDRAISER WENT VERY WELL THE DECA COMMITTEE RAISED 1,000 DOLLARS IN ONE MINUTE, THE DECA OFFICERS WERE VERY PLEASED WITH THE RESULTS.**

**THE DECA OFFICERS AND MEMBERS HAVE RECENTLY BEEN TAILGATING BEFORE EVERY FOOTBALL GAME SELLING DINNERS. WE HAVE RAISED A LOT OF MONEY FROM THESE EVENTS.**

**THE DECA OFFICERS RECENTLY HOSTED THE FAYETTEVILLE HIGH SCHOOL CLUB FAIR. THERE WERE MANY STUDENTS WHO STOPPED BY TO JOIN A VARIETY CLUBS.**

**FAYETTEVILLE DECA CURRENTLY HAS 71 STUDENT MEMBERS AND 12 PROFESSIONAL MEMBERS! LET'S GET EXCITED ABOUT DECA AND MAKE IT A GREAT YEAR!**



**>> ON JUNE 13<sup>TH</sup>, (PICTURED ABOVE FROM LEFT TO RIGHT), CAROL DUNN, BRANDON NEWELL, IRASEMA RITTER, ZAC RITTER, STEPHIANE DUNN, LINDA CLAY AND BOB CLAY VOLUNTEERED AT THE MDA GOLF TOURNAMENT AT THE FAYETTEVILLE COUNTRY CLUB.**

**DECA OFFICERS FOR 2005-2006**  
**PRESIDENT: AMANDA ROSEN**  
**CO VICE-PRESIDENT'S: BRANDON NEWELL**  
**ALEX HEAD**  
**SECRETARY: SPENCER LAMB**  
**TREASURER: ZAC RITTER**  
**REPORTER: NICOLE SIGEARS**  
**PARLIAMENTARIAN: JACQUELINE LOCKHART**



**>> PICTURED AT THE MDA JERRY LEWIS TELETHON IN WHICH ALEX HEAD, TANNER HORN AND LINDA CLAY WERE IN CHARGE OF ANSWERING THE PHONE FOR DONATIONS (NORTHWEST ARKANSAS RAISED OVER 400,000 DOLLARS.)**

*\*Respectfully submitted,  
Nicole Sigears  
Fayetteville High School  
DECA Reporter*



# Arkansas High School

October 9 – 15 is National DECA Week. DECA formerly known as the Distributive Education Clubs of America is one of the largest student organizations in the nation and has been well known since its development in the late 1940's. Now DECA is known as "An Association for Marketing Education".

On October 6, Mayor Horace Shipp of Texarkana, Arkansas proclaimed that week Texarkana, Arkansas DECA Week to show his support of Arkansas High School's Marketing Education program and DECA Chapter.

Mayor Shipp was approached and gladly gave his support to this proclamation. The officers of the Arkansas High School DECA Chapter are: President – Josh Eddings, Vice President – Julian Wynn, Secretary – Tabitha Whittington, Treasurer – Jamie Gipson, Reporter – Brittany Douglas, Historian – Erin Easley, Photographer – Justin Grissom and Parliamentarian – Jordan McDaniel. The Chapter Advisors are Mrs. Gale Woolsey and Ms. Teresa Dow.

Some of the items stated in the proclamation were the mission of DECA, how DECA and Marketing Education foster productivity in business and industry, and how DECA helps students develop skills and competence in marketing careers. The proclamation also reiterated that DECA strives to develop a greater appreciation of the responsibilities of citizenship through character education and is committed to the advocacy of marketing education and the growth of business and education partnerships.

So far this year the Arkansas High School DECA Chapter has been quite busy. The members collected and contributed \$2,000 to the American Red Cross for Hurricane Katrina Relief. The chapter also collected funds for DECA, Inc.'s "Each One, Reach One" campaign to provide assistance to DECA Chapters that were affected by the latest hurricanes. The officers and members were inducted on October 5 at the chapter's Officer Installation and Member Induction Ceremony in which many parents and administrators attended.

The Arkansas High School DECA Chapter is coordinating several activities for National DECA Week. The chapter is collecting new toothbrushes to give to the Arkansas Children's Hospital for care packages to families. It is having a "Find the DECA pencil" day to raise awareness throughout the high school. Announcements are in print and on the high school's Razorback TV channel. The chapter is having a DECA T-shirt day. The officers and many of the members are attending a Fall Mini-conference at the University of Central Arkansas to prepare for this year's activities and state competition.

As you can see the chapter has hit the ground running. The chapter advisors will be asking many of the local business owners and managers to participate in an advisory council to gain input to help launch the students and the marketing program into newer and up-to-date trends and activities. Please respond to the affirmative if asked.

\*Teresa Dow, Marketing Education

870-774-7641 x 331

October 6, 2005



## Russellville High School

Russellville chapter has been very busy. We just completed a Home Interiors Candle fundraiser where we were very successful, but not nearly as successful as our Otis Spunkmeyer Muffins were last year!! We will still have to look at another fundraiser in order to make enough money to hold our annual Employer Appreciation Dinner. We are in the process of ordering spirit items to put in our school store in hopes that that will bring in some additional income.

21 of our members attended the first annual Central Arkansas Fall Leadership Conference where we learned how to dress for success and some valuable information about test taking and roles plays.

On Friday, October 14, approximately 25 of our members will volunteer at the London Fun Fair where we will operate games and face paint for the elementary students. *\*Submitted by Kate Harness*

## What is Leadership to You?

Leadership is something that your state officers learned through tough experiences and fun experiences. Your officers went to Heber Springs, Arkansas for State Officer Training. We had a lot of fun being there but along with having fun we had our patience tested. But the best thing is that the patience that was being tested learned to go away and leadership took over it. Even though all the officers might have thought that they would be strong leaders they learned that they still had room to improve in some areas. Along with learning leadership we learned how to work as a stronger team. Ms. Dunn was generous enough to let the officers to take over her lovely lake house. There couldn't have been a better place for these experiences. Ms. Siler and Mrs. Spalding used their creative minds and came up with games that put us into different situations in leadership and we had to lead our team out of problems. One of the games that we had to do was Ms. Siler tied our hands together in twos and we had to wrap a gift. The key was to communicate with each other and succeed in wrapping the gift. You should have seen some of the presents. Emily and Courtney's gift look really good but the most surprising thing was that they Mr. Brock and Blaine completed their gift better. Needless to say, your state officer team now works together harder and they are stronger leaders. Thanks to the DECA advisors we will now have one of the strongest teams that Arkansas DECA has ever had.

*\*Submitted by Hope Staten  
Arkansas DECA State President*



# .: Editors Clip.:

It has been a pleasure to be your Vice President of Communications! The memories I've made and the valuable lessons learned will never be forgotten! Good luck to everyone competing at state this year and hopefully on to Dallas!

Explore New Frontiers,  
~Emily Steiger

## Your 2005-2006 Officer Team

<<Hope Staten >>  
President

<<Kourtney Swilley >>  
VP of Finance

<<Kimber McPeak >>  
VP of Civic Consciousness

<<Blaine Jernigan >>  
VP of Membership

<<Emily Steiger >>  
VP of Communications



**Dates to  
Remember:**

**\*February 25~27, 2006**

State Career &  
Development Conference  
Embassy Suites, Rogers

**\*April 29~May 2, 2006**

International Career &  
Development Conference  
Dallas, Texas