



DECA Chronicle



Fall of 2009

Get to know your state officers....

What's Your Favorite...?

Sonic Happy Hour Drink: *Strawberry Limeade*

Movie: *Sweet Home Alabama*

Marisa Shaw

Food: *Mexican or Italian*

"President"

Color: *Yellow*

Vacation Spot: *Destin, Florida*

Hobby: *canoeing*

Music: *Country*

Quote: *"Be the change you wish to see in the world"*

Zoo Animal: *Monkey*

Restaurant: *Olive Garden*

What's Your Favorite...?

Sonic Happy Hour Drink: *Strawberry Limeade*

Movie: *A Cinderella Story*

Hannah Bushy

Food: *Pasta*

"Vice-President of

Color: *Yellow and Aqua*

Civic Consciousness"

Vacation Spot: *The Beach*

Hobby: *I love to sing*

Music: *Everything...I'm not kidding*

Quote: *"Delight yourself in the lord & He will give you the desires of your heart"*

Zoo Animal: *Panda Bear*

Restaurant: *Rain forest Café*

What's Your Favorite...?

Sonic Happy Hour Drink: *Strawberry Limeade*

Movie: *The Holiday*

Savannah Valentine

Food: *Chicken*

“ Vice-President of

Color: *Red*

Communication”

Vacation Spot: *The Beach*

Hobby: *I love to Dance*

Music: *Country*

Quote: *“If you knew you would never fail how big would your dreams be?”*

Zoo Animal: *Polar Bear*

Restaurant: *Talano's*

What's Your Favorite...?

Sonic Happy Hour Drink: *Cherry Vanilla Coke*

Movie: *Tommy Boy*

Richard Vines

Food: *Pizza*

“ Vice-President Finance”

Color: *Purple*

Vacation Spot: *New Orleans*

Hobby: *Football*

Music: *Classical and Rock*

Quote: *“Geaux tigers”*

Zoo Animal: *Tiger*

Restaurant: *Johnny's Pizza*

President's Letter-Marisa Shaw:

Since being elected Arkansas State DECA President in February of 2009, I have had some of the most eye-opening and skill-enhancing opportunities and chances of my life. These opportunities vary from getting to travel around the country and state to meet with other DECA members and advisors to working with my fellow state officers to create a more efficient DECA program in the State of Arkansas. I originally took on the title of Arkansas State President because I feel that I have what it takes to improve DECA as a whole; but the bigger picture is that DECA has helped to better me as a person through the following activities.

At our Mt. Magazine meeting earlier this year, State Officers and Advisors alike vowed to increase proceeds for our national and state charities, which include Arkansas Children's Hospital, MDA, and (as of recently) Make A Wish. While brainstorming how to help inform members about these organizations, we decided to include another well-known charity to our list. By adding the Make A Wish foundation we feel like we have the opportunity to reach out to a larger amount of donators not only to increase income but also to inform people of the need.

Over the past few years there has been a new trend sweeping the nation and we are proud to report that Arkansas DECA has joined the trend. Going Green can be done in more than one way, but one of the ways Arkansas DECA has joined in on the movement is by reusing our flashing pins from last year. Mr. Brock reported that we had hundreds of the "Go Green" flashing Arkansas pins from last year. In a matter of seconds we came to the conclusion to recycle and reuse these pins for the upcoming year. This will not only save money, but also materials needed to make new pins.

The State Officer team and I have worked very hard over the last year to improve and encourage DECA throughout the state. By putting myself in unfamiliar places and situations I have become a better speaker and listener. Also, by brainstorming with my team to "step out of the box" I have discovered many characteristics I encompass that I was not aware of before I became so involved in DECA. I hope you all continue to encourage DECA in your schools and also work hard to improve areas that have fallen behind. Thank you all for helping make this a successful year.

A Message from State Co-Advisor –Ginger Fisher:

Hello from the Arkansas Department of Career Education and Arkansas DECA. We have had a very busy and productive start to the new school year. DECA Advisors attended the Marketing In-service at Mount Magazine State Park in September. Students and Advisors attended Fall Conferences in Northwest Arkansas and Central Arkansas in early October. The Northwest Arkansas conference had almost 300 in attendance and the Central Arkansas conference boasted attendance of just under 200. The Keynote speaker and workshop presenter for both conferences was Mr. Arthur Matthews, Chief Operating Officer and Partner of diversityofficers.com. He also serves as a Visiting Professor at the University of Arkansas -Sam Walton School of Business and is on the faculty at NYU and Cornell University School of Industrial and Labor Relations. Many students and advisors commented about how fortunate they were to hear Mr. Matthews speak and also enjoyed his interactive presentations. A great deal of planning went into the conferences. Thanks to the wonderful advisors who assisted in making arrangements for the workshop presenters at each conference. They did a GREAT job!

Right now, we are gearing up to attend the Southern Region Leadership Conference in Orlando. A special DECA session will be held inside Universal Studios -Orlando. Thirty-eight Arkansas DECA delegates will be attending this conference where leadership training and networking opportunities with other states should be great. We are excited and are looking forward to a fun-filled, educational opportunity to remember!

Plans are underway for the State Conference as well. We are going to be in beautiful Rogers, Arkansas at the Embassy Suites Hotel and Convention Center. We are expecting guests from National DECA as well as speakers from around the state. Competitions will be held and plenty of fun and networking opportunities with other DECA members from across the state are being planned as well. Be sure to study hard for your competitive events and gear yourself up for a great time! The International Conference will be held in Louisville, Kentucky this year and competitions there are expected to exceed 15,000 entries. Activities include hanging out at Fourth Street Live, a baseball game, tours to Louisville Slugger and possibly a dinner theater performance of “Hairspray” along with other activities to be announced. Arrangements have been made for a special performance by Lady Antebellum for DECA members only at the Louisville Convention Center.

Many chapters are working very hard to promote and increase their membership. 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 needs an increase in membership, so be sure to talk to all of your friends and classmates about the wonderful opportunities being a member of DECA affords each of you! Let’s make this year better than ever as we **Live Learn Lead** our way through a wonderful school year and into the future!

A Word From Mr. Brock:

Thank you Arkansas DECA for letting me serve as your State Adviser and as your State Chair. It is great to be part of an organization that with so many integrated curricular opportunities which develops young men and women for the future. As I have traveled the state of Arkansas I have met students and advisers hard at work in activities and conferences with such dedication that it makes you proud to be a part of it and be associated with it. Through the many activities in which DECA members are involved leadership skills are developed and lasting friendships are made. Your involvement in DECA will prepare you for the challenges you will be faced with throughout life. This year's national logo sums it up you need to prepare to "LIVE LEARN LEAD" and DECA can help you obtain that goal. Have a great year I look forward to seeing everyone at the conferences and seeing all the winners continue on to the International Career Development Conference in Louisville, Kentucky.

Jim Brock

Arkansas State Advisor and State Chair

NWA Mini Fall Conferene

Dear Arkansas DECA,

The 2009 NWA Mini Fall DECA Leadership Conference was great. It was held at the Embassy Suites in Rogers, Arkansas. The hotel was very nice and we're very thankful for their hospitality. There were many guest speakers at the conference and they all did a fantastic job of sharing their expertise on life and marketing. I would like to thank them for their great presentations and wish them to come back to next year's conference. The Embassy Suites fed us lunch and we had one more session to go before the conference closed. I invite those who didn't come to this year's conference to next years because it was a fun learning experience that you will enjoy. LIVE LEARN LEAD

Sincerely,

Richard Vines-Arkansas Vice President of Finance

Harrison Attends Northwest Arkansas Fall Conference

Twenty-two members of the Harrison DECA Chapter recently attended the 7th annual Northwest Arkansas Fall Leadership Development Conference in Rogers. The meeting was held at the John Q. Hammons Convention Center of Northwest Arkansas on October 5. Over 300 students from participated in the annual conference.

Delegates to the conference listened to keynote speaker Dr. Arthur Matthews discuss the importance of motivation to career success. Dr. Matthews is the Chief Operating Officer and Co-Founder of Matthews & Matthews Consulting which is a human resources and labor workforce company. Dr. Matthews serves on the adjunct faculty at Cornell University School of Industrial and Labor Relations and as an Adjunct Associate Professor at New York University and the University of Arkansas. He has and continues to provide training and consulting for many organizations in such areas as workplace diversity, negotiations, mediation, arbitration, team building, human resources, leadership, communication skills, equal employment opportunity, conflict resolution, and workforce development.



PICTURED: Members of the Harrison High School DECA Chapter at the annual Northwest Arkansas Fall Leadership Conference

HARRISON DECA CHAPTER ELECTS NEW OFFICERS

Submitted by Christian Mitchell

Harrison High School's DECA Chapter recently elected and installed new officers for the 2009-2010 school year. The new officers are: president: Melissa Swanson, vice president: Victoria Villines; treasurer: Randy May; secretary: Leslie Goucher; reporter: Christian Mitchell; and historians: Jasmin Richardson, David Ray, and Halie Duck.

A candle lighting ceremony was held in the Marketing Education classroom at Harrison High School on September 11, 2009 to install the new DECA officers. The program consisted of the installation ceremony followed by breakfast. The annual installation program marked the beginning of a busy year for the 85 members of the Harrison DECA Chapter.

DECA is an international association of marketing students with over 300,000 members. The organization provides co-curricular instruction that supports the American Free Enterprise System. DECA is also designed to provide its student members with career training in the fields of marketing, management, and entrepreneurship. Also, students have opportunities to gain leadership experience by serving as local, state, and national officers.

The Harrison Chapter is making tentative plans to attend the International DECA Conference to be held in Louisville, Kentucky in April 2010.



Standing: Christian Mitchell, Halie Duck, David Ray, Leslie Goucher.

Seated: Victoria Villines, Randy May and Melissa Swanson.

Harrisons MDA Lock-up

Twelve Harrison DECA members volunteered for the Muscular Dystrophy lockup. Those student serving as volunteers where Melissa Swanson, Jasmin Richardson, Paige Clayborn, Curtis Taylor, Makenzie Moore, Victoria Villines, Randy May, Halie Duck, Christian Mitchell, Kirstie Blair, Karri McClatchey, Chelsea Troy. The Harrison lockup raised over \$12,000 for MDA.

In 2008 more than 75,000 visits were made to MDA's 230 association-affiliated clinics and 20 ALS centers for diagnostic and follow-up care. MDA also provided tens of thousands of flu vaccinations to help prevent serious respiratory complications, and thousands of consultations on physical, occupational and respiratory therapy. MDA also assisted with the purchase of over 3,400 wheelchairs and leg braces and with repairs to nearly 4,900 wheelchairs. Recycled equipment pools maintained in local MDA offices across the country provided well over 4,500 adaptive devices.

Each year over 4,300 children and young adults with neuromuscular diseases spend a week at an MDA summer camp. During Summer Camp skills are developed and taught for year-round use, and a child with a disability can just be a child among friends. For children with neuromuscular diseases, MDA camp is a wonderful place offering a wide range of activities specially designed for young people who have limited mobility or who use wheelchairs.





Arkansas State Career and Development Conference

March 3 and 4, 2010

Dear Arkansas DECA Members,

I would like to start by wishing everyone a very happy and safe holiday season. Although school work is starting to slow down and Winter Break is right around the corner, I want to take this opportunity to remind you of the upcoming Arkansas State Career and Development Conference in March.

This year's conference will be held at the Embassy Suites/ John Q Hammons Convention Center in Rogers on March 3 and 4. If you have free time while at the conference, there are plenty of restaurants, shops, and other leisure time activities minutes from the event.

We would like to increase attendance at this year's conference so please plan on signing up and competing this year. You will gain valuable presentation experience and also have the opportunity to network with hundreds of other students from around the state.

We look forward to seeing you in March and good luck at the conference.

Marisa Shaw- Arkansas State DECA President

Southern Region Conference

The 2009 Southern Region Conference went great this year. The conference was held in Orlando, Florida where Southern Region students attended different sessions to learn how to **Live Learn Lead** in DECA. While Southern Region students were attending the sessions Southern Region State DECA officers attended DECA Leads where the officers learn to communicate, listen and take back idea's to improve one's chapter. Your Arkansas State DECA officers had the



chance to teach other chapters what they think it takes to be a leader in DECA. The Arkansas State officers held their own session at the conference called "Shoes of a Leader." During this session we asked each of the chapters to draw any kind of shoe and write down six characteristics they thought made a leader and to give a situation as to when one of the

characteristics would be used in DECA. The one with the best shoe would receive a plaque to take back home to their chapter. The sessions was a complete success, each chapter worked as a time, communicated, was creative and had fun. All of the shoes were great and it was a difficult decision for your Arkansas officers to make, but our winners from North Carolina we felt they did the best. This conference was an eye opening and learning experience and it is something that I feel taught the students that attended this session to truly **Live Learn Lead**.



Savannah Valentine

Vice-President of Communications

Civic Consciousness Report-Hannah Bushey:

Arkansas State DECA is off to a great start! I am confident in the fact that this year, each chapter will be given opportunities to live up to their tremendous potential. Civic Consciousness will be raising money for three different charities: MDA, Make a Wish Foundation, and Arkansas Children's Hospital. Our first activity we will be doing is "Bowling for Wishes," which will not only involve DECA members, but members of each chapter's community as well. Each chapter will be encouraged to talk to a local bowling alley about renting out the bowling alley for an afternoon or night. We will be charging a few extra dollars to each participant, and giving all proceeds to DECA to give to the Make a Wish Foundation. This will take place sometime in December-January; more details are to come.

Thanks!

Hannah Bushey

Vice-President of Civic Consciousness

MCCELLAN MAGNET HIGH SCHOOL

CHAPTER OF DECA

Makara McDaniel is leading McClellan's Chapter of DECA as President. Constance Clay is Vice-President, Icy Jackson is Secretary, Andrea Freeman is treasurer and Rachelle Lair is reporter.

In August DECA members hosted a teacher breakfast to welcome the teachers to the 2009-10 school year. In October, officers attended the Fall Leadership Conference at Pulaski Tech.

In observance of National DECA week (October 11-17, 2009), McClellan's chapter of DECA shared "DECA" facts and promoted the benefits of DECA each morning during the school announcements. DECA members showed their appreciation to teachers with a dessert at lunch and treated administrators to lunch. DECA hosted a member luncheon and wore their DECA shirts to school. Finish Line, a National DECA Advisory Board Company, came to McClellan to promote Finish Line's annual DECA Day. The store manager, Andrew King and assistant manager, Koran Price handed out employment opportunity pamphlets, a product magazine, and a drawing was held for 2 \$25.00 gift certificates at Finish Line in Park Plaza Mall. Senior DECA member, Jarica Evans is employed at Finish Line.

McClellan's Chapter of DECA has 100% membership for the 2009-2010 school year.



North Pulaski High School DECA attends the Central Arkansas Fall Mini Conference

By: Caitlin Wilson, Reporter

The North Pulaski High School DECA club started of this year by electing new officers! After hearing speeches from all the candidates, the DECA members voted and elected the 2009-2010 officers. Congratulations to Kenny Guerrero, President; Ashley Logan, Vice President; Breanna Willis, Secretary; Caitlin Wilson, Reporter; and Taylor Witcher and Benton Bajorek, Class Representatives. The next order



North Pulaski DECA members working on the DECA quiz during Opening Session at the Fall Mini Conference

of business was to prepare for and attend the Central Arkansas Fall Mini Conference. Here, students broke out into three sessions to learn more about marketing and career preparation. Each session had something interesting to offer our students. Junior, Haley Henderson stated, "I never found the stock market interesting because I didn't know much about it before. After learning more about it in one of the breakouts, I actually think it's pretty cool." Senior, Taylor Witcher favored a different session. She stated, "The Dress for Success session was my favorite. I know the basics on how to dress for interviews and work but Ms. Dickerson mentioned things in her presentation that I had

never thought of before." In each session, there was either something new to be learned or a new outlook on something was introduced. In addition to all the new knowledge gained, the members of the North Pulaski DECA club got the chance to meet new people or catch up with old friends. In the 'What is Your Diversity Quotient?' session, students were required to talk to somebody from another school. One North Pulaski student, Megan Shipley, introduced herself to a student from another school as if they had never met. They later realized that they've been friends on Facebook for a long time. During the closing session, we were very pleased to find out one of our own students, Mariah Mongno, got the highest score on the opening DECA quiz! All in all, the Central Arkansas Fall Mini Conference was a great experience for the DECA members from North Pulaski High School. We are all looking forward to the next Conference we get to attend!



NPHS DECA members learn how to "Dress for Success" from Ms. Phyllis Dickerson

Arkadelphia High School DECA Chapter

The Arkadelphia High School Chapter of DECA-An Association of Marketing Students, installed five officers and twenty-eight members on October 27th. The installation ceremony was conducted during 2009 AHS CTE Student Organization Induction Ceremony. The organization is under the leadership of their advisor Mrs. Clair Mays. DECA officers for the 2009-2010 school year are: Sequoia Williams (President), Britlee Williams(Vice President of Membership), Tiffani Willis(Vice President of Civic Consciousness), Amber Bailey(Vice President of Finance) and Jordan C. Williams(Vice President of Communications). During homecoming week, senior Erika Roberts was voted DECA Sweetheart. Erika represented DECA in the citywide homecoming parade. DECA seniors Amber Bailey, Sequoia Williams, Lauren Montgomery, Britlee Williams, and Brittany Cordero were voted to the AHS Football Homecoming Court. DECA Officer and 2009 ICDC competitor Amber Bailey was the 2009 Arkadelphia High School Homecoming Queen! Congratulations Amber! Arkadelphia High School DECA also plans to attend the 2009 Memphis Grizzly Pro Sports Career Day on November 10. Students will participate in the college/career day and watch the Grizzlies take on the Portland Trailblazers. DECA is also looking forward to State Conference in Rogers next semester!



It is the DECA Sweetheart senior Erika Roberts.



DECA Officers in the picture: Britlee Williams, Tiffani Willis, Sequoia Williams, Mrs. Clair Mays, Amber Bailey, Jordan C. Williams

Stuttgart High School DECA Chapter

Helloooo Arkansas DECA! Stuttgart High School DECA is celebrating DECA week November 2-6, but we are kicking it off Friday, October 30 by doing “Freaky Friday Frankfurters” during lunch and tailgating before the Lonoke vs. Stuttgart football game. The Marketing Management students designed a t-shirt to go along with and promote the evening’s festivities. Hannah Bushey, State Vice-President of Civic Consciousness, is finalizing details for the “Bowling for Wishes” events to benefit the Make a Wish Foundation to be held in December and January. Each chapter will be receiving information by the end of November to help with your local events. Please take lots of pictures!!!!

Three members will be traveling in a couple of weeks to Orlando to attend Southern Region Conference. They are really excited about the trip and to experience more sweet DECA activities.

The Central Arkansas Mini Conference was fun and the speakers were great. Hannah was a little nervous about being on her own up at the microphone, but she handled herself like a pro! It was fun to meet students from other schools around central Arkansas.

Stuttgart is getting ready for the annual Wings Over the Prairie Festival over Thanksgiving week. DECA students will be working at the promotional booth selling festival t-shirts, coffee mugs, sweatshirts, and other promotional items for the festival. This is always a fun activity that lets us “give back” to the community.

That’s all the news from Stuttgart at this time. We are getting ready for conference in February. See you all in Rogers!





Fayetteville High School

DECA Chapter

So far for the 2009-2010 school year we have celebrated DECA week by doing different activities around our school and community, helped to kick off the city wide food drive, and participated in homecoming festivities. For DECA week a group of our members helped serve food to the homeless at St. Paul's Episcopal Church. According to many of the students, it was a humbling experience and an awesome way to help out the locals. Also, we gave a tour and answered questions about our school store for teachers who were wanting to start a similar program at their school. Last, for DECA week, members helped the library to promote a signing party for an author who formally attended the University of Arkansas. Something we are very proud of is our first place trophy for the poster contest which took place for the football game against Jefferson City. Also something great, is that we now work one of the concession stands at the football stadium, proceeds going to MDA. Last, DECA got to participate in the Homecoming parade with a convertible holding our presidents, vice presidents, and advisor.



A Word From Alma High School

DECA Chapter

The Alma DECA Chapter is very excited about this year. We are planning lots of exciting events that will help inform and entertain the Alma Community. The events that Alma DECA is planning are: having our annual membership drive, painting the paws on our downtown street, attending the NWA leadership conference in Roger, Arkansas, sponsoring the Mr./Mrs. Alma High School contest, DECA Week, DECA Banquet, Fire Safety Day, Pumpkin Patch, MDA Service Project, aire-looms Open House, Make a Wish Service Project and Our DECA Christmas party. The DECA members will also be preparing for the state conference in Rogers, Arkansas. All of the Alma DECA Chapter is hoping to have another successful year.

-Shelby Farris



Alma DECA Chapter

October 11-17 was a week dedicated to DECA. The Alma Chapter used this week to raise awareness with fun games for the students, and even earn money for a cause.

Throughout the week, students enjoyed a game of “Name that Tune”, a competitive event where students listened to a clip of a song and raced to name the tune, and a scavenger hunt including the entire lunch room in the search for random items. Each day, students would also put loose change in jars to be donated to the Arkansas Children’s Hospital, but Friday was the big money day. Students paid money to duct tape the principals to the wall. The principals were good sports about their coworkers joining in on the fun.



By the end of the week, the Alma Chapter was only slightly short of reaching their goal to attain 140 members, but it is expected to reach that goal shortly! Chapter advisor Sherry Siler describes DECA Week as being like Christmas. “It only comes once a year.” Members certainly made the most of their time, and the week was exciting for all and very successful. -Jacqui Fercho



Taping a principal to the wall during DECA Week!



Fire Safety Day at Alma Intermediate School

By Teryl Robinson-Chairmen

On Tuesday, November 3, 2009, the Alma High School DECA Fire Safety Crew visited Alma Intermediate School for Fire Safety Day. The Fire Safety Crew taught the third grade class of 250 students about fire safety.

Two DECA members were placed in each third grade classroom to teach the students fire safety and what to do in case of a residential fire. The students then took a quiz together and were presented with a certificate stating they had become a Jr. Fire Marshall. The DECA members sang songs and led activities that helped the students learn about fire safety.

The third graders were then taken to a Smoke House provided by the Fort Smith Fire Department. The Alma Fire Department also brought four fire trucks loaded with fire safety equipment to display for the children. The Alma Fire Fighters, Fort Smith Fire Fighters, along with the Alma DECA program described how to escape a burning building, be safe exiting, and have a special meeting place outside their house.

Teryl Robinson, Chairman of this project for the third graders, said “This was such a fun and productive day, We had almost as much fun as the third graders!” DECA member, Miranda Humphries said “I enjoyed having the interaction with the children!” Karen Goodner, co-chairman of the project said “This was not only a wonderful learning experience for the third graders, but also presented a chance for Alma High School DECA to be leaders in the community.”

Mayor John Ballentine declared the day Alma Intermediate School Fire Safety Day.

