

The DECA Chronicle

Step Up to the Challenge

Arkansas DECA, this year, has been given the challenge to meet 2,000 members statewide. As we get closer and closer to meeting this goal, remember that everyone can help us meet and exceeded this number.

Tell all of your friends to join DECA, and be persistent. Explain the different competitive events, give examples of projects and events your chapter has done, and don't forget to mention the numerous scholarships you can apply for.

Facebook is also a great way to remind people about joining. Expand your network

and invite your friends to our state Facebook group, and to the national DECA page. When your friends log on and see DECA on their newsfeed, it can remind them to pay dues, or to think about state competition.

One great way to help boost your chapter's membership is to contact alumni, and ask business professionals to join the alumni and professional divisions of DECA. It can give your chapter contacts in the professional world along with needed community support. Invite your school's administration to attend our state conference in Little Rock this year. Ask them to join the professional

division, and they will be able to first hand see the benefits of joining and help to support DECA activities in your school.

DECA is a great organization with great opportunities. Whether you are preparing for state competition, organizing a community service activity, or raising money for charity, you will have a more enjoyable DECA experience when you are working with your friends.

Phillip
VanDerBerg, VP
of Membership

Points of Interest:

- Letter from Mr. Brock
- The Ultimate Power Trip
- Civic Consciousness Projects
- Springdale Blood Drive

Alma DECA: Tabby, Not Shabby

The Alma DECA chapter is involved with many projects. Currently, we are collecting coke tabs for the Ronald McDonald House Foundation. The entirety of Alma High School is encouraged to save their tabs and bring

them in to our Marketing classroom where we already have thousands of



tabs. Everyday new tabs are added in an effort to pay for housing for the parents with sick children.

-Cajun Furr,

Reporter

NWA Fall Mini Conference

On November 1st, DECA students from across the area gathered at the Embassy Suites in Rogers for the Northwest Arkansas Fall Conference. Teryl Robinson, Lacy Patterson, and I officiated the meeting. Our keynote address was given by Justin Cole, Assistant General Manager from the NWA Naturals baseball team. He gave an explanation of the Naturals' management team and their plans for the upcoming season. At the end of our opening session all members attending took a practice exam to help prepare for state competition. There were four different workshops for the members to attend from the

charities the officer team chose to support, and one focusing on business etiquette. Mary LeWallen from Arkansas Children's Hospital gave an overview of what the hospital does. She also informed us on what our fundraising efforts go to support. Mellissa Wood from the Razorback Chapter of the Muscular Dystrophy Association gave a presentation that explained different events sponsored by MDA. The annual MDA Lock-in, MDA summer camp at Camp Aldersgate in Little Rock, and the MDA telethon are just some of the events put on to raise money and awareness for MDA. The Make-A-Wish Foundation workshop was presented by

Gwen Moore. Ms. Moore explained the goals of Make-A-Wish and how DECA can help. Our business etiquette workshop was given by Tiffany Hellerstedt from Tiroa Consulting. She gave DECA members examples of the do's and don'ts of professional dress, and etiquette. After the workshops and lunch, we ended the conference with the awards ceremony. The top performers on the day's exams were given medals and plaques for their work. Everyone in attendance had an excellent time and learned more about how they can help others through DECA.

Phillip VanDenBerg,
VP of Membership

North Pulaski: Improving and Excelling

The DECA association at North Pulaski High School has started this year with lots of exciting activities. New members have joined and new officers have been elected to represent our chapter. DECA meetings and activities have already taken place and more are still to come.

DECA meetings are every third Thursday of the month. The new officers elected were: President Breanna Willis, Vice President Jalon Lloyd, Secretary/Treasurer Haley Henderson, and Reporter Brittnee Jones. The officers create new activities at each of the meetings to keep all members updated and entertained about our organization. Team work is what we're about!

On October 7,

2010 the Central Arkansas Fall Mini Conference was held at Pulaski Tech in North Little Rock. Twenty members of our organization were able to attend this event. All students participated in a cluster exam, and Logan Anderson from our chapter won fourth place in the Marketing Cluster.

The North Pulaski DECA Chapter has a goal to achieve higher reorganization than in the past. We plan to raise over \$500 dollars for MDA, Arkansas Children's Hospital, and the Make-A-Wish foundation this year. Our chapter's president, Breanna Willis, encourages all members to participate and compete in the upcoming 2011 State Career Development Conference.

Our chapter has constantly created ideas to raise money for our partners such as, "Beggin' For Charity," for MDA, ACH, and Make-A-Wish and "Birthday Shout-Outs" for Make-A-Wish.

Our DECA chapter plan to have 50% of our members compete at State this year and have a great number attend ICDC in Orlando 2011. We have plenty more events to attend and much time to prepare. We plan to make this the best DECA year at North Pulaski High School.

Brittnee Jones,
Reporter



Central Arkansas Fall Mini

On October 7, 2010, the Central Arkansas Fall Mini Conference was held in North Little Rock at the Pulaski Technical College. At the conference, a competitive test was given, there were three break-out sessions, and a guest speaker enlightened the DECA students in dressing for success.

After the opening session, the DECA students immediately took the competitive test. All DECA students attending the conference were required to participate in this event. There were several different test categories to choose from at this conference, just like at every other DECA conference. Each and every time DECA students compete, something new is learned from the experience. That is truly what DECA is about; learning new things by taking on challenges.

Once the test was completed, students remained in their seats for the guest speaker, Phyllis Dickerson. Phyllis is from Little Rock and travels frequently to speak to

students about the benefits of dressing for success. Her words were full of beneficial information to any young student needing to dress appropriately for the business type setting. While being serious and giving the students information, she was also very funny and enjoyable. She most certainly knew how to keep everyone's attention. After hearing her, DECA students unquestionably left the conference with new-found knowledge on how to adequately "dress for success."

Following her speech, DECA students were given a lunch break. After lunch, there were three break-out sessions. One was for MDA, where Justin Wise and Erica Dierich informed all the students about its organization and gave multiple fundraising ideas. The other session was for Arkansas Children's Hospital. In this session, Jessica Buckler thoroughly explained how ACH helps children all over Arkansas and what is necessary for them to do so. She also told of their fundraisers

they were currently having and asked our DECA students to participate. The last session was for the Make-A-Wish Foundation. This session was lead by Jamie Deason. She described step by step what was required before a child could actually get a wish granted. She also told of various other ways that students could contribute in smaller monetary forms.

At the end of the day was the closing session. At the closing session, awards were given to the top competitive event scorers. During this Central Arkansas Fall Mini Conference, much was learned. DECA students left the conference with a greater knowledge of our charities and more importantly, why we fundraise for them. This conference was also very beneficial to students so they could be able to pick out an attire for the business setting. I look forward to seeing everyone again at our next conference!

Morgan Gower, VP
of Civic Consciousness

*The Arkansas State
Career Development
Conference is February
28 through March 1!*

Fayetteville High School DECA

So far DECA has had a good start to the 2010-2011 school year. We have 120 members in the club and have had many volunteers willing to help out with all of our projects. We have continued to work the concession stand at football games, and all proceeds are helping to pay funds for conventions and travel for DECA. We have started planning and working on our annual Fashion Show which will be held February 24 at the Fayetteville Town Center. The Fashion Show proceeds go to Arkansas Children's Hospital. We have helped Student Council with the Food Drive at school, and we are currently organizing a Hygiene Drive. We had 25 members attend Fall Conference in Rogers, and had a first place winner in the Business and Administration Exam. We are excited for the remainder of the school year, and can't wait for SCDC in Little Rock!



Halsey Brooks - Fayetteville DECA

Springdale is out for blood!

SHS DECA hosted the Fall Blood Drive at Springdale High School. It was held on October 27. DECA members were responsible for organizing and advertising the event. They are working closely with the Community Blood Center of the Ozarks. This year's theme was "DeStickable Me—Blood Shortages are Despicable"!



The donor goal was 120 units; however, SHS surpassed that and collected 137 units of blood from students, teachers, and staff members! According to the Community Blood Center of the Ozarks, each unit of blood saves three lives in the Northwest Arkansas region.

-Cynthia Whitaker

"The event was a unique opportunity for marketing students to get insight into the day-to-day marketing..."

Harrison DECA With The Memphis Grizzlies

Twenty-two members of the Harrison DECA Chapter participated in the 10th annual Sports Career Day with the Memphis Grizzlies on November 8. This event was an educational workshop presented by the Memphis Grizzlies' management team. The event was a unique opportunity for marketing students to get insight into the day-to-day marketing and sales operations of this NBA sports organization. Speakers from

four different departments in the Grizzlies organization talked about their role with the team. The following departments were represented in the panel discussion: Promotions, Ticket Sales, Corporate Partnerships and Marketing Communications. In addition to the panel discussion, there was also a college fair featuring some of the best business and sports marketing programs across the Mid-

South. After the presentations and college fair, the Harrison students visited Beale Street. Later, the students returned to FedEx Forum to watch the Memphis Grizzlies defeat the Phoenix Suns.



Rogers Heritage: They mean business!

The Rogers Heritage High School DECA Chapter has been busy this year with expanding their membership. Through their efforts, the chapter is 130 members strong. The chapter has stayed busy this year with organizing various activities, including its 1st Annual “Concert for Wishes” benefitting the Make-a-Wish Foundation. The concert featured several talented artists from Rogers Heritage High School. The Officer Team also participated in the Muscular Dystrophy Association Telethon hosted at the Northwest Arkansas Mall. The officer team volunteered their time answering phones and taking pledges from donors. They recently prepared a float to be featured in the Roger’s Community Christmas Parade. Despite the cold, all members involved had a great time getting DECA’s name out to the community. The chapter is now turning its focus to organizing their 2nd Annual “Spring into Fashion” Show; showcasing the latest spring wear and prom fashions.



Alma DECA Stops, Drops, & Rolls

“The officer team volunteered their time answering phones and taking pledges from donors.”

Alma Intermediate School Fire Safety Day, sponsored by Alma High School DECA, was held on October 21, 2010. Fire Safety Day was designed to teach the third graders at Alma Intermediate School about fire safety. This program was first started when some teachers and students around the Alma School District had house fires. Alma DECA students then decided that fire safety is something that is important for students to learn, but is a topic that was not

touched on in class. Alma High School DECA students were assigned third grade classes to which they had to teach about



fire safety. The students learned a song, had a “lesson plan” on different aspects of fire safety, took

quizzes to become “Junior Fire Marshalls”, played fire safety games, and then walked over to the Alma Fire Department. At the Alma Fire Department, the firemen gave the students tours of three different fire trucks and explained to them how each part of the trucks helped in a fire. The Van Buren Fire Department also provided a smoke house for the children to crawl through, which is a small trailer that recreates a house fire.

Maggie Kidwell,
Fire Safety Day Co-Chairman

The Ultimate Power Trip



Having the chance to visit the Nation's Capitol was an experience in itself. However, being there for the Ultimate DECA Power Trip made it the best experience! The energy at the trip was defiantly powerful, but I wouldn't expect anything else from DECA. If you attended, I'm sure you know exactly what I mean. Your state offices, other Arkansas DECA members, and I started off the trip by

having the opportunity to meet with Arkansas's Legislators and educational staffers. We discussed the impact DECA has had on our futures and what it has taught us, while stressing the importance of the Carl Perkins Funds and how the funds are being used in our schools. During the conference we heard from, Josh Shipp and *Eddie Slowikowski*. Both are incredible speakers who shared their life stories and important messages. One of my favorite parts of the trip was competing with Team Bacon in the Epic Start-up Experience. Not only was this fun, but it gave us the chance to explore the city while network-

ing with other state officers from New Mexico, Alabama, Arizona, and Vermont. If you have the chance to attend something like this you should, because the Ultimate DECA Power Trip expanded my network.

-Teryl Robinson,
President

"The energy at the trip was defiantly powerful, but I wouldn't expect anything else from DECA."



Photos by
Teryl Robinson

Harrison DECA: Grounding the Competition

DECA's House of Grounds is a specialty coffee shop operated by Harrison High School students. The coffee shop is a school based enterprise (SBE) operating under the supervision of the Marketing Education program at Harrison High

School. DECA's House of Grounds serves as a laboratory for the development of management, marketing, and entrepreneurial skills.

The Harrison DECA students pictured met with Mr. Jackie Mathis (pictured second

from left) of Pippin Wholesale Company to generate new product and business ideas. Mr. Mathis has 33 years of experience as a sales consultant with Pippin.



"We have started putting together our group events for State, and everyone is getting excited to compete!"

Tigers Roared in DC

This November, some of the Bentonville DECA officer team traveled to Washington DC to participate in the DECA Power Trip. We had a great time seeing all the incredible monuments and joining in on such a great weekend for national DECA. While we were on the trip, we were able to compete with almost 4,000 students, and came back with 7 national medal winners!

The medal winners were Jessie Nemesi, Claire Zettle, Shannon Martin, Ashley Cates, Erin Suchy, Lily Mertz, and Brandon Eddins. Also, Bentonville DECA got invited to present a workshop on our Prom Fashion show. Lily Mertz and Erin Suchy, along with Mrs. Wary, presented a great workshop on this long lasting Bentonville DECA tradition.



The room was standing room only and they did a great job! When we got back to Bentonville, it was back to hard work on the DECA front. We held our first big group meeting, and we are now preparing for our "Simply Elegant" prom fashion show coming up in January. Also, we have started putting together our group events for State, and everyone is getting excited to compete! Can't wait to see you at State!

Bentonville DECA officer team

Arkansas DECA

It is hard to believe the year is just about half over. I have had the privilege to serve the last three years on the DECA Inc. Board of Directors as Arkansas State Advisor and the this year as Board President. DECA remains in the forefront in their programs and their insights into the future of Career and Technical Student Organizations. Below is just a few of the initiatives being done and looked at for this year, along with updates on Arkansas.

Membership development continues to be a large item where we are making great strides. Membership numbers continue to run ahead of last year, but we have not hit our goals yet. Collegiate DECA is working very hard to increase their membership base. High School also continues to have great membership campaigns. I was privileged to participate in the Membership initiative where nine states came in and with the help of chapters that have been high performing we worked together to work through and develop strategies for increasing the membership in the lower performing states. All sizes of chapters were included and it was a great professional development and it helped increase the attitude and initiative of the nine states involved to go back and work harder increasing their membership. As a board I am hopeful we will see fit to continue this effort with nine more additional states each year. Arkansas membership is running slightly ahead of last year. We have set a state goal of 2,000 members this year and we are within 300 of reaching that goal. I feel certain the Arkansas membership and advisors will rally and hit this mark with no problem.

The new branding has helped with membership increases giving us a common logo and a common theme. Collegiate DECA continues to embrace the new name change along with the new logo and it has worked in conjunction with High School Division to create an atmosphere of a unified and very strong brand. Arkansas has invested in some new branding displays to show our support for the new brands and they turned out great. They were used at the fall conferences and everyone was very impressed with them.

DECA just finished its first Entrepreneurship themed conference and it was a great success. Three regions came together in November to have "The Ultimate Power Trip" and it was hugely successful. Students from all over got the chance to experience what Washington D.C. has to offer. This great experience integrated learning of Entrepreneurship, Hospitality, and Marketing while also throwing in a little History lesson as well. What better way to teach our students the need to continue to become good productive society members as well. Arkansas attendance was 85 at the "Power Trip"; awards were given to several members for their excellence in the role play and testing challenges. Also, the interactive challenge awards for both days of competition included Arkansas members on both winning teams. Congratulations to everyone.

The Fall National Advisory Board meeting was held in conjunction with the Power Trip Conference and was a great success. Attendance by NAB members was high and the commitment shown from those industry members was phenomenal.

As board chair this year I have appointed two committees together two committees to look at some changes in the governing structure. First we have the Governance committee and we will be looking at the governance issues with the board and how the Executive Director works to make sure there is a seamless division of the duties that both will perform. Next is the board policies committee and that one is going to look at the structure of the board itself and the policies and procedures with how we work. Myself and Melissa as Chair Elect are going to serve on both committees. I have selected both current and past board members to help with the committees along with former chairs as well. We have also included some members that have not served on the board but have been very active lately in DECA.

State conference in Little Rock continues to look good; we are looking for a record breaking attendance year. International conference in Orlando looks to also be a great conference and we hope everyone gets involved and hope to have some international winners on stage this year.

I continue to feel proud to be your Arkansas DECA state chair and appreciate everything everyone does to support it. The local advisors are a great bunch and do their work very well integrating the curricular pieces into the everyday curriculum. Also, your DECA state co-advisor Ginger Fisher in our office continues to work very hard for you and we appreciate everything she does.

I'm looking forward to the rest of the year and years to come.

Jim Brock

