

# DECA CHRONICLE



## State Officer Team

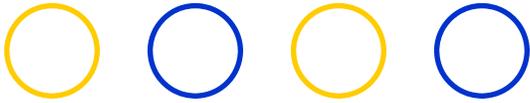
Hello friend!

My name is Emily Hunter, and I'm your State DECA Vice President of Civic Consciousness for the 2007-2008 year! I'm very excited that I have this opportunity and am going to take advantage of it! I'm 17 years old and a Senior at Harrison High School. I work as a teller at First Federal Bank in Harrison. When I have spare time, you'll most likely find me outdoors. Some of my favorite hobbies are fishing, hunting, 4-wheeling, paint balling, and all water sports! Family means the world to me and spending time with them is crucial. I live with my dad and mom, Tim and Sherry, and my older brother, Blake. Friends are also very important to me and mine have helped me to become the crazy girl I am today! My smile is permanent and I love to laugh. I'm very outgoing and love to make a difference in others lives.

Hey everybody!! My name is Chelsey Deal and I am your State DECA VP of Communications. I am 17 years old and I attend Alma High School. I am a very determined person when it comes down to success. I play volleyball and I run track. My hobbies other than sports are riding four wheelers, going to the lake (and all the water sports included!), fishing, and most of all spending time with my friends and family. I AM SUCH A FAMILY PERSON! I work for my dad at Deals Electric. My parents are Gary and Barbara Deal. I also have a sister, Carrie, who is 28. I am really excited about this upcoming year in DECA. You have the best team and we are so dedicated to making this experience the best time of your life.



From Left to right: Samantha Madden, Emily Hunter, Mackenzie Dardenne, Anna Lee Carter, Chelsey Deal



### Letter from the Editor

Hey everybody! I am your DECA Chronicle editor. For those of you who do not know me, my name is Chelsey Deal and I hold the position of VP of Communications. I am very excited about getting to design this for all of you. However, I need your help to make the Chronicle a success. This is the first of the two editions I plan on sending. As the year passes, please collect pictures, awards, or anything you may want everyone to know about your chapter. You are more than welcome to e-mail me at [a\\_town\\_deal20@yahoo.com](mailto:a_town_deal20@yahoo.com). I hope you enjoy the new style of the Chronicle!

Chelsey Deal  
VP of Communications

### ICDC in the Peach State!!

By: Samantha Madden

Hello Georgia! That's right guys, we are going to the Peach State for the 2008 ICDC. Atlanta, you better watch out because 15,000 DECA students are coming your way with the New Year. Last year was a blast having all of Arkansas together in Orlando, Florida. We rocked that town! Atlanta has a lot of interesting places that your chapter may visit while there. One exciting place in which you might want to visit is the Centennial Olympic Park where the 1996 Olympic Games were held. Not only is it a monument for the games but a memorial for the bombing that took place during the games. Atlanta also holds The King Center, which honors the civil rights legend Martin Luther King Jr. If you want some place to settle the rumbling in you stomach, you will want to check out the restaurants. Café Intermezzo or Figo Pasta are awesome choices or if you want a taste of the down home southern Bar-beque try Jim 'N Nick's Bar-B-Q. I predict that this Conference will be a blast! So get ready for next year in Atlanta, Georgia.

### HOW MANY IS TOO MANY?

By: Anna Lee Carter

This question is posed to many humans in society today. It is asked thousands of times just for the benefit of those who believe that a club or social group could become "overcrowded." As a result students in high school or college extracurricular groups begin to feel overlooked and unimportant to the overall future of the program.

However this is not how DECA members feel about the enrollment capacity in the state of Arkansas. The overall goal is to broadcast the vital points and guidelines of DECA and its purpose to students of all ethnic groups, races, and even to students who are sure they will have no career in the Marketing field.

As Vice President of Membership in the state of Arkansas, I, Anna Lee Carter, encourage every student exposed to this work, as a DECA member or non-DECA member, to promote the ideals of DECA and what DECA can create in a career oriented environment. I also challenge the members to realize that with an increased DECA membership rate opportunities of their own will increase as well.



## DECA Supports ACH and MDA by Emily Hunter

This year I have big plans for our Civic Consciousness projects! For Arkansas Children's Hospital and The Muscular Dystrophy Association, I have come up with some new ideas that hopefully everyone will want to help out with. I hope that this year we can double the profit received last year for both ACH and MDA. Hopefully, we can do even more than that. I want to suggest some ways that every DECA Chapter can use to start the 2007-08 year with a successful Civic Consciousness Project. First, each Chapter could hold a garage sale to raise money for ACH or MDA. Everyone has stuff that they'd like to get rid of, but they don't want to simply throw it away. This would be the perfect opportunity to raise much needed funds for ACH or MDA. The whole school can also get involved by donating items for the garage sale. Of course your Chapter will want to advertise your garage sale in the local newspaper and by placing flyers around the school. Another idea for raising money would be a fashion show. Congratulations to all those schools working on a fashion show project. If you currently conduct a fashion show, consider designating a part of the proceeds to benefit either MDA or ACH, or both! If your Chapter doesn't currently sponsor a fashion show, please explore the possibility of having one during the 2007-08 school year. This would be a great educational opportunity and a way to raise funds for ACH and/or MDA. I look forward to working with all DECA members in Arkansas on Civic Consciousness Projects in the coming year. Please contact me at ehunter@gobs.k12.ar.us if I can be of any help.

### Dates to Remember

March 15- 17, 2007

DECA State Officer Training

Rogers, Arkansas

August , 2007

DECA SAM Conference

Atlanta, Georgia

September 16-17, 2007

DECA State Executive Council Meeting

Rogers, Arkansas

Embassy Suites

October 10, 2007

Central Arkansas Officer Training and Fall Conference

Ferndale, Arkansas

4-H Center

October 16, 2007

NWA DECA Mini Fall Leadership Conference

Springdale, Arkansas

Jones Center

November 18 – 20, 2007

DECA Southern Region -Fall

Leadership Conference

San Antonio, Texas

Marriott

Atlanta, Georgia

January 13-14, 2008

DECA State Executive Council Meeting

Rogers, Arkansas

Embassy Suites

February 24-25, 2008

Arkansas DECA State Career Development Conference

Rogers, Arkansas

Embassy Suites

April 26-29, 2008

DECA International Career Development Conference

Atlanta, Georgia



*Orlando Pictures  
ICDC 2007*





# ARKANSAS DECA 2007



## State Career Development Conference



### INDIVIDUAL SERIES EVENTS

#### Accounting Applications

- \*1. Charlette Beasley, Arkadelphia
- \*2. Charity Standley, Siloam Springs
- \*3. Deidra Jones, Alma
- 4. Haley Kiser, Harrison
- 5. Andrew Franco, Har-Ber
- 6. Chassidy Boze man, Fair

#### Apparel & Accessories

- \*1. Tyler Dallison, Bentonville
- \*2. Mariah Thomas, Alma
- \*3. Madison Horne, Gravette
- 4. Jessica Chitwood, Alma
- 5. Dean Morris, Central
- 6. Anna Cleek, Bentonville

#### Automotive Services Marketing

- \*1. Christa Lynn, Bentonville
- \*2. Tyler Cox, Harrison
- \*3. Colton McCall, North Pulaski
- 4. Walter Dial, Bentonville
- 5. Jesse Ellis, McClellan
- 6. Cody Riddle, Alma

#### Business Services Marketing

- \*1. Ashton Peters, Alma
- \*2. Niki Choate, Harrison
- \*3. Zachary Valentine, Alma
- 4. Kayla Shores, Bentonville
- 5. Lesleigh Moore, Sylvan Hills
- 6. Stephan Fields, N. Pulaski

#### Food Marketing (AL)

- \*1. Anna Franklin, Harrison
- \*2. Nikki Johnson, Arkansas
- \*3. Cynthia Holland, Clarksville
- 4. Key'ona Clayton, Central
- 5. Lisa Black, Bentonville
- 6. Elizabeth Copher, Alma

#### Food Marketing (ML)

- \*1. Ben Raney, Harrison
- \*2. Tracey House, Alma
- \*3. Nick Mashek, Springdale
- 4. Branden Clay, McClellan

#### Hotel & Lodging Management

- \*1., Katie Terry, Alma
- \*2., Molly Patterson, Alma
- \*3., Cassandra Hannum, Harrison
- 4., Catharine Stransky, Alma
- 5., Brodie Newcomb, Central

#### Marketing Management

- \*1. Kristi Anderson, Alma
- \*2. Shandon King, Harrison
- \*3. Nathan Tennant, Fayetteville
- 4. Blake Lewis, Sylvan Hills
- 5. Raybecca Beckham, Alma
- 6. Brian Matney, Gravette

#### Quick Serve Restaurant Management

- \*1. April Hatcher, Bentonville
- \*2. Amanda Goodner, Alma
- \*3. Kelly Johnson, FSNS
- 4. Bradley Burns, Har-Ber
- 5. Xia Xian Lacey, Fayetteville
- 6. Andrea Waldron, Oak Grove

#### Restaurant & Food Service Management

- \*1. James Travis Evans, Central
- \*2. Devan Main, Gravette
- \*3. Sarah McCall, Bentonville
- 4. Kelli Roper, Alma
- 5. Megan Cook, Sylvan Hills



### **Retail Merchandising**



\*1. Lance Branscum, Jacksonville

\*2. Abby Richards, Stuttgart



\*3. Kenneth Curry, Bentonville

-4. Damon Baxter, Oak Grove

-5. Emily Hunter, Harrison



-6. Katie Kidwell, Alma

### **Sports & Entertainment Marketing**

\*1. Micah Parks, Alma

\*2. Jared Sederholm, Rogers

\*3. Josh Mohline, Har-Ber

-4. Caleb Dickson, Stuttgart

-5. Colin O'Donnell, Fayetteville

-6. Marcus Hagler, Harrison

### **MANAGEMENT TEAM DECISION MAKING EVENTS**

#### **Business Law & Ethics**

\*1. Brittany Nichols, Luke Leichner, Harrison

\*2. Jordan Miller, Ray Simone, Bentonville

\*3. Rachel Harris, Sarolta Brannen, Sylvan Hills

#### **Buying & Merchandising**

\*1. Casey Patrick, Brock Curtis, Harrison

\*2. McKenzie Ingold, Caitlyn Sears, Alma

\*3. Diego Trujillo, Nathaniel Cosio, Rogers

-4. Melissa Steele, Amber Hadley, Morrilton

-5. Jade Summerville, Asha Floyd, Arkadelphia

### **E-Commerce Management**

\*1. Chase Clemons, Thad Blankenship, Stuttgart

\*2. Brittnee Crawford, Ashley Fondren, Harrison

\*3. Eli Steiger, Chris Jackson, Bentonville

-4. Shayna Nail, Allie Moore, North Pulaski

-5. Aaron Young, Tyler Woosley, Alma

-6. Jalisa Criswell, Kalia Brazeal, Morrilton

### **Financial Analysis Team Decision Making**

\*1. Malena Outhey, Venusa Phomakay, Alma

\*2. Chelsey Bruner, Danilo Sandoval, Bentonville

\*3. Charlene Heimsch, Paschall Leus, Stuttgart

-4. Samantha Madden, Lauren Zimmerman, Harrison

### **Hospitality Services Team Decision Making**

\*1. Cheryl Johnson, Hannah Hearn, Harrison

\*2. Robin Jones, Lauren Ragland, Stuttgart

\*3. Laura Harvey, Joanna Newburn, Clarksville

-4. Juana Valdez, Jessica Herrera, Springdale

-5. Jordan Strohm, Ivy Strohm, Bentonville

-6. Jamie Downum, Shalee Doss, Har-Ber

### **Sports & Entertainment Marketing Team Decision Making**

\*1. Cameron Magee, Jayme James, Bentonville

\*2. Kirbi Allen, Nikki Griffin, Springdale

\*3. Tyler Pharr, Matt Seeley, Siloam Springs

-4. Justin Elkins, Steven Dicks, West Fork

-5. Shelby Davis, Brea Broadfoot, Alma

-6. Brian Ratzlaff, Lindsey Beck, Morrilton



**Travel & Tourism Marketing**

- \*1. Courtney Brazael, Whitney Chism, Morrilton
- \*2. Megan Damon, Jose Acosta, Clarksville
- \*3. Amy Ridenhour, Amy Melvin, Siloam Springs
- 4. Michelle Knowlton, Shayla Hickerson, Bentonville
- 5. Brittany Gardner, Haley Godwin, Alma
- 6. Hannah Raleigh, Ragan Frame, Har-Ber



**MARKETING RESEARCH EVENTS**

**Business & Financial Services**

- \*1. Kallie Eoff, Kitiara Pinkley, Harrison
- \*2. Aaron Martin, Harrison

**General Marketing**

- \*1. Blake McFall, Harrison

**Hospitality & Recreation Marketing**

- \*1. Jessica Rogers, Loren Martin, Harrison

**Retail Marketing**

- \*1. Tyler Newby, Brandon Brandes, Harrison

**WRITTEN CHAPTER TEAM EVENTS**

**Community Service Project**

- \*1. Jordon Turley, Claire Flores, Rogers
- \*2. Eric Mahfouz, Anna Carter, Corey Porter, Stuttgart

**Learn & Earn Project**

- \*1., Jade Slaughter, Kali Buske, Arkadelphia

**Public Relations Project**

- \*1., Brittany Dawson, Brittany Thorn, Tiffany Kendall, Clarksville
- \*2., Kristi Anderson, Molly Paterson, Ashton Peters, Alma
- \*3., Athena Foster, Jessica Rogers, Nicole Olcott, Harrison
- 4., Ariel Knox, Jade Summerville, Asha Floyd, Arkadelphia
- 5., Autumn Taylor, Amanda Ruckeer, Morgan Echols, Arkadelphia

**BUSINESS MANAGEMENT and ENTREPRENEURSHIP EVENTS**

**E-Commerce Business Plan**

- 1. Jackson Smith, Jared Carmichael, Brandon Turley, Rogers

**Entrepreneurship Participating Event – Franchising**

- \*1. Carleigh Valentine, Alma

**Entrepreneurship Participating Event – Independent**

- \*1. Grant Roe, Alma

**Entrepreneurship Written Event**

- \*1. Kolton Carpenter, Rogers

**International Business Plan**

- \*1. Amanda Banwarth, Ryan Isabell, Bentonville

**MARKETING REPRESENTATIVE EVENTS**

**Advertising Campaign (70%)**

- \*1. Maggie Treece, Alma
- \*2. Ross Boling, Sarah Barnett, David Krisell, Stuttgart

**Fashion Merchandising Promotion Plan (70%)**

- \*1. Justin Walker, Arkadelphia
- \*2. Chelsey Deal, Alma
- \*3. Savannah Valentine, Alma
- 4. Haley Kochen, Rogers
- 5. Haley Prowell, Rogers



**Technical Sales**



\*1. Michael Lech, Alma

\*2. Jacqueline Collins, Harrison



\*3. Kenneth Sage, Springdale

**QUIZ BOWL**

**Arkansas DECA Quiz Bowl**



\*1. Kolten Carpenter, Jared Sederholm, Brandon Dubose, Patrick Curran, Rogers

\*2. Tyler Newby, Brandon Brandes, Blake McFall, Spenser Bowen, Harrison

**SCRAPBOOK**

**Arkansas DECA Chapter Scrapbook, ,**

\*1. Harrison

\*2. Alma

\*3. Arkansas

-4. Rogers

-5. Bentonville

-6. Oak Grove

**ARKANSAS DECA SWEEPSTAKES**

\*1. Alma

\*2. Harrison

**\* indicates National competition eligibility (excluding 70% manual score requirement)**

**- indicates alternate for National competition**

**NOTE: All individuals and chapter projects receiving plaques will be eligible to compete in National competition. The other finalists will be alternates for National competition in the event any eligible contestant cannot attend the National Career Development Conference.**

