

The DECA Chronicle

A Publication of Arkansas DECA
Fall 2006 – Spring 2007



Alma HS DECA

What's the Buzz about DECA?

By Ashton Peters,
Alma High School
DECA Reporter

What's the buzz about DECA? That is what the Alma High School DECA chapter has had its peers asking. Already the chapter has had a busy year. Many exciting activities have drawn attention to DECA this year. New members and officers were installed at a banquet earlier this school year. Many active members have already attended exciting conferences; several members attended the leadership conference held at The Jones Center in October. Part of our local chapter officer team attended the SoNAR leadership conference held in Washington D.C. Both conferences have allowed members to increase their leadership ability and obtain new ideas as they "Let the Adventure Begin." National DECA week was also a very busy time for the chapter as a variety of activities were held. The week began with DECA sponsoring the Mr. and Miss Alma High School pageant. Packages were placed in the teachers' boxes to let them know how much DECA appreciates them. During lunch, the chapter sponsored a sports trivia contest allowing several students to go head to head with other students and test their knowledge. Also, many DECA diamonds and Buzz Lightyears were hidden throughout the school. Students had the opportunity to find these and return them to the Marketing classroom where they found out what the Buzz about DECA was and received various prizes. Many other projects have also been completed by members of the chapter including working to complete the civic consciousness project for Arkansas Children's Hospital and conducting a fire safety house for third graders as part of the public relations project. This has already been an exciting year, and we are looking forward to continuing our adventure this year.



Boys & Girls Club Fun Day

Alma High School DECA Has Busy Year

By Michael Lech,
Alma High School
DECA Junior Reporter

From interactive fun days to simple donations to children, this year in our local DECA chapter in Alma, we have been dedicated to numerous community service projects. In September, several of the DECA students attended a fun day at the local Boys and Girls Club. DECA sponsored three booths of activities including a football toss, a coloring booth and an Oreo stacking contest for the local children. This was fun and interaction for all ages there with some positive role models to look up to in the high school DECA members. In October, we hosted the annual Mr. and Mrs. AHS pageant. Our own Ashton Peters won the Mr. Alma High School category and Carleigh Valentine was the first runner-up in the Miss Alma High School category! Throughout the whole fall semester DECA students were asked to bring items for the Arkansas Children's Hospital for the statewide civic consciousness project. We have several boxes of coloring books, crayons, and games to bring to state conference. In the month of December, DECA members volunteered to wrap gifts for the Make-A-Wish Foundation in the Central Mall of Fort Smith. Small groups of DECA students went together for three hour shifts of fun and giving during the holiday season. Although the year is not finished yet, Alma DECA has already contributed much to the community with a lot still to come.

Alma HS at SoNAR



Remember:
Arkansas DECA SCDC

February 25-26, 2007
Embassy Suites
Little Rock

Arkansas High School Installs Officers, Plans Busy Year

The Arkansas High School DECA chapter has hit the ground running. The chapter advisors met with various 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. The 2006-2007 school year has begun with Arkansas High School's DECA Chapter's Officer Installation and Member Induction Ceremony. This ceremony was reinstated to give a sense of importance to both the newly elected officers and members.

The Officer Installation and Member Induction Ceremony was held at Big Jake's BBQ on Arkansas Boulevard on September 21. It began with a welcome given by Mrs. Gale Woolsey and Ms. Teresa Dow, Marketing Education Coordinators/DECA Advisors.

The president, Alexandra Flanagan, was called forward and sworn in by the advisors. Along with Ms. Flanagan the following officer were installed: Kayla Moore, Vice President; Shae Sutton, Secretary/Treasurer; Candis Upton, Reporter/Photographer; and Keshia Stiner, Historian. The remaining membership was inducted with a pledging ceremony and the DECA Creed. The DECA chapter has 70 members which is 95% of the Marketing Education program.

DECA is an association for marketing students. Marketing Education has been at Arkansas High School for over 25 years. October 8 – 14 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. 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.

During DECA Week, many of the chapter members will be attending a Leadership Conference in Ferndale, AR on Oct. 11. This is to prepare them for state competitive events, duties as officers and members as well as job skills. On Oct. 10 students all around campus will be given the opportunity to find "DECA Diamonds". The top three students that locate the most diamonds will be given gift certificates to the DECA store. Friday, Oct. 13 will be DECA T-shirt day and the members will don their new red DECA t-shirts. Announcements about DECA and DECA Week activities are published each day during DECA Week. The "eating of the beans" will be held during the week as well. This is the result of class competition pertaining to the chapter's annual sales project.

A group of DECA members will be attending the Southern and North Atlantic Regional Conference in Washington, DC during the first week of November. The annual State Career Development Conference will be held at Little Rock, AR in February and the International Career Development conference will be held in late April in Orlando, Florida.

Fayetteville High School

By Cameron Housley, Chapter Secretary

The wonderful students of the Fayetteville High School chapter of DECA have accomplished a lot so far and have big plans for the rest of this school year! So far they have hosted the Club Fair, had a very successful tailgate fundraiser, and put on an exciting activity-filled DECA week. Some of the DECA week activities included a food drive, Sundaes on Sunday, visits to the local junior high schools, a dance-off, T-Shirt Day, and a teacher appreciation day. They have also written, proposed, and been approved a grant for funds for the upcoming fashion show. We also have the honor of having Jacqueline Lockhart, Arkansas DECA President, as our chapter president!

Fayetteville High School has 100 student DECA members and 10 professional members. Linda Clay is the wonderful advisor that has been with Fayetteville DECA for 5 years.



Fayetteville HS DECA

Harrison DECA Chapter Elects New Officers

By Anna Franklin

Harrison High School's DECA Chapter recently elected and installed new officers for the 2006-2007 school year. The new officers are: Alyssa Seidl, president; Nicole Olcott, vice president; Niki Choate, treasurer; Christy Hudson, secretary; Anna Franklin, reporter; and Athena Foster, historian.

A candle lighting ceremony was held in the Marketing Education classroom at Harrison High School on September 21, 2006 to install new DECA members and officers. The program consisted of the installation ceremony followed by breakfast. The annual installation program marked the beginning of a busy year for the 83 members of the Harrison DECA Chapter.

DECA is an international association of marketing students with over 250,000 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 Orlando, Florida in April of 2007.



PICTURED from left: Alyssa Seidl, Athena Foster, Nicole Olcott, Anna Franklin, and Christy Hudson



Harrison DECA at NWA Conference

SoNAR in Our Nation's Capital

By Alyssa Seidl

Harrison DECA members, along with other Arkansas DECA members, traveled to Washington, D.C. for the combined Southern Region and North Atlantic Region (SoNAR) DECA Conference November 3-5. This exciting conference allowed students to experience our government in action through a DECA point of view. Amidst the workshops there was ample time for sightseeing. The city was founded in 1791 as the world's first planned national capital. It's a city of unforgettable memorials; a place where the striking image of the Washington Monument is never far from sight and the stirring memories of a young democratic republic are never far from mind. The capital's attractions are more than just governmental, though; students found first-class theaters, music, parks and gardens. The National Mall includes the Washington Monument, the Jefferson Memorial, the Vietnam War Memorial, the White House, the Korean War Memorial, and the Franklin Roosevelt Memorial. In close proximity, students were able to visit the many museums, including the Smithsonian Institution, National Archives, and Records Administration where the Declaration of Independence and Constitution are displayed. This impressive mingling of natural and cultural resources has made our Nation's Capital one of the most heavily visited and photographed places in the world. The SoNAR Conference in Washington, D.C. was an incredible experience for all Arkansas DECA members.

DECA 2007 Calendar

Sports & Entertainment Marketing Conference
February 7-11, 2007
Orlando, FL

International CDC
April 28 – May 1, 2007
Orlando, FL

SAM Conference
August 16 – 18, 2007
Atlanta, GA



An Association of
Marketing Students



McClellan HS DECA Officers

McClellan Elects New Chapter Officers

McClellan's Chapter of DECA installed their officer team on November 20, 2006 with a dinner at Dixie Café. The following officers were installed:

President – Mercedes Anderson
 Vice- President – Laquita McPhearson
 Secretary – Ben Holmes
 Treasurer – Secoryia Bullard

Also, Brandon Clay was named DECA student of the month and received a \$30.00 gift card to Wal-Mart.



McClellan Magnet High School Excels During DECA Week

By Ben Holmes, Secretary

The McClellan Magnet High School DECA Chapter has 100% membership. The Chapter participated in several DECA week activities. During DECA week a fact about DECA was announced everyday on the intercom. The chapter also participated in the following DECA week activities.

MONDAY: DECA pencils were placed with various teachers, and students who turned them in received a \$10.00 gift card from Wal-Mart.

TUESDAY: DECA members met for breakfast at McDonald's. DECA members hosted the "Quest for Success" lecture series with Virgil Miller, Vice-President of Metropolitan Bank as the speaker.

WEDNESDAY: DECA OFFICERS attended the Fall Leadership Conference.

THURSDAY: DECA hosted an appreciation luncheon for the teachers.

FRIDAY: DECA members wore their DECA t-shirt that was designed by Secretary Ben Holmes and Wildwear Inc. At lunch we served Pizza and cookies during both lunches to any student who knew a DECA fact (pizza was furnished by Dominoes). Sponsor, Mrs. Leslie served lunch to all

the DECA members. We attended McClellan's football game that night together.

SATURDAY: DECA members met at the Rave for a movie

The November DECA night out was skating and eating out together and the December DECA night out was our Christmas party. We also conducted a food basket project for November and a toy drive in December.



McClellan HS Advisor, Nancy Leslie, with a DECA member

Sylvan Hills High School

By Whitney Snider, DECA President

Although we are only half way through the school year, the DECA chapter at Sylvan Hills High School has been very busy with several activities. These activities include: attending the Central Arkansas Fall Conference at the 4H center in Ferndale last October, as well as fundraising for Arkansas Children's Hospital in our DECA Bookstore. We also had six members that attended the SONAR conference in Washington D.C. in November.

We kicked off the year with the elections of our chapter officers and they are: president, Whitney Snider; Vice President, Emily Nichols; Secretary, Meagan Hall; Treasurer, Gracie Ingram; Senior Class Rep, Mindy Crim; and Junior Class Rep, Melissa Hobby.

Several members will attend the state conference in February and hopefully several will go on to ICDC in April. In March we will continue our fundraising tradition for the Muscular Dystrophy Association by selling shamrocks. We are looking forward to meeting everyone at state conference. See you there.



Arkansas DECA Officers participate in officer training at C.A. Vines Arkansas 4-H Center in Ferndale, Arkansas, June 14-16, 2006.

North Pulaski High School DECA

By Allie Moore, DECA Reporter,
North Pulaski High School

This year has had a great start. Our first field trip this year for DECA was attending the Central Arkansas Officer Training and Fall Conference. It was a wonderful experience and we enjoyed it. We also attended the North Atlantic Fall Leadership Conference in Washington D.C.

A current student, Katelyn Huffman said, "The Washington D.C. trip was a great experience for anyone who wants to pursue a career in the marketing field with a leadership position."

Still to come is the DECA State Executive Council Meeting in January. President, Colton McCall said, "I want to have a blast!" We are very excited and can't wait to attend. Also our students have been hard at work making activity packets for the Arkansas DECA's Arkansas Children's Hospital Project. We want to help in all ways possible.

So far this year has been great and we are looking forward for more new DECA experiences to come.

The 2006-2007 North Pulaski High School Officers are:

Colton McCall – President
Tannis Sims – Vice President
Stephan Fields – Secretary
Allie Moore – Reporter



Arkansas State DECA Officers:
Jillian Prislovsky – Vice President of Finance
Megan Damon – Vice President of Membership
Jacqueline Lockhart – President
Alyssa Seidl – Vice President of Communications
Brooke Nixon – Vice President of Civic Consciousness

Rogers High School DECA



Rogers High School DECA officers pose with Rogers Mayor Steve Womack during his visit to marketing classes at Rogers High School. Mayor Womack declared it "National DECA Week in Rogers" in celebration of DECA week. This was one of our DECA week activities.



Rogers DECA officers made posters to distribute throughout the High School. Pictured are: Jordan Turley- VP of Membership, Claire Flores – VP of Special Events,

Kolten Carpenter – President,
Jared Sederholm – VP of Finance,
Cassandra Arnhart – VP of Civic Consciousness,
Rochelle Renteria – VP of Communication.

A "Fashion Show Development Team" has been put together to work on this year's Rogers High School / MDA Fashion Show.

This team has been working since October on planning this event. Our fashion show is scheduled for March 17. The John Q. Hammons event center has donated the use of their Grand Ballroom for this event. This donation is worth about \$10,000. Also we will have a local news celebrity, Leslee Wright as our MC. We are working closely with the local MDA representative for media support. We expect this to be a major fundraiser for MDA.

Twenty-two Rogers High School DECA members attended the NWA Fall Leadership Conference. They gained a lot of information for competition and enjoyed meeting members from other chapters.

