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Media Advisory

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Arkansas DECA Chapters to Hold State Conference This Weekend

Little Rock – More than 400 Arkansas DECA members representing 40 schools will meet at the Robinson Center and the Doubletree Hotel in Little Rock Feb. 22 and 23 for the career and technical student organization's 63rd annual State Career Development Conference.

The conference, themed "Make Your Mark," will feature presentations from state and DECA leaders, a talent show with performances by DECA members, a silent auction, the election and installation of new Arkansas DECA officers, and nearly 80 competitive, career-oriented events. Event finalists will qualify to compete at the DECA International Career Development Conference scheduled for Apr. 29-May 2 in Anaheim, Calif. The State Development Conference will hold its Awards Assembly at 10 am Monday, Feb. 23 at the Doubletree Hotel Ballroom.

"The students competing in the DECA conference are, without a doubt among Arkansas's best and brightest," said Arkansas Department of Workforce Education Director William L. "Bill" Walker, Jr. "This conference helps them hone their skills so they can become the professional, community and civic leaders of tomorrow."

DECA has chapters in more than 4,000 high schools in the U.S., Puerto Rico, Guam, Mexico, Germany and Canada. With over 180,000 members – mostly juniors and seniors – DECA's high school division is recognized and endorsed by all 50 state departments of education and the U.S. Department of Education.

DECA membership is open to students with a career interest in marketing, management, hospitality, finance, entrepreneurship, or business administration. DECA programs complement nationally-recognized curriculum standards in the classroom and then further incorporate realistic educational experiences which may not be available through classroom instruction alone.

DECA provides specific programs for classroom teachers to use in student development and achievement. The principles guiding the association's programs are curriculum-related career skills, workplace experiences, community service and the development of business leadership capabilities.

For more information about DECA in Arkansas, contact Department of Workforce of Education Program Manager Jim Brock at (501) 682-1797 or visit DECA on the web at <http://dwe.arkansas.gov/DECAsite/index.htm> or www.deca.org.

