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Durango High School Marketing and DECA Program Announces Fall 2014 Partnerships

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Durango, CO – October 9 ,2014 – Durango High School Marketing and DECA are proud to announce partnerships with local businesses for the Fall 2014 semester. Students in the Sports and Entertainment Marketing class competed to design the best visual merchandising display for the fly fishing shop Duranglers, located in downtown Durango. In a separate effort, students in the Marketing in Action class are conducting marketing research for local businesses wishing to improve outreach to a new demographic.

Kyle Hartley, manager of Duranglers, selected DHS seniors Dylon Bonecutter and Kaylynn Daignault as the best from more than 30 presentations. “I was impressed with the effort and quality of all the students’ presentation, but Dylon and Kaylynn’s design was the best. Their design took into account the unique dimensions of our south window display. I’m excited to work with them and some DECA members to implement their design in our storefront for the holidays,” commented Hartley. Students were tasked to create a window design that included a focal point, balance, line and color coordination. In addition to visual merchandising, students in Sports and Entertainment Marketing learn other marketing strategies including promotion, pricing, branding, and interpersonal skills.

Students in Marketing in Action classes are also working with these local businesses to conduct marketing research to help them improve an aspect of their business:

Bonecutter Trading Company Inc.	BootBarn
C & J Gravel Products	Double Tree by Hilton Hotel
Durango Coffee Company	Durango Doughworks
Durango Joe’s Coffee	Durango Mountain Resort
Durango TV	Himalayan Kitchen
James Whitley (Attorney)	Jean Pierre Bakery
Renaë Marie Apparel	Risley CPA
Swan Wealth Advisor	The Yellow Carrot
Willow Tree Kennels	

In addition to their work in class, some students will be presenting their projects with DECA, an organization for emerging leaders in marketing, finance, management, hospitality, fashion and entrepreneurship. DECA members will compete regionally in Glenwood Springs, statewide in Colorado Springs, and nationally in Orlando, Florida, this year as they sharpen their business skills.



## DECA

For more information on how your business can become involved with Durango High School Marketing or DECA, please contact Dave Dillman at 970.259.1630, ext. 2130 or at [ddillman@durango.k12.co.us](mailto:ddillman@durango.k12.co.us) or visit the class website at [durangohsmarketing.weebly.com](http://durangohsmarketing.weebly.com)

Caption 1 from attached photo: Kyle Hartley of Duranglers poses with his son and DHS seniors Dylon Bonecutter and Kaylynn Daignault after naming their holiday visual merchandising the best from more than 30 competitors. Bonecutter and Daignault will have the opportunity to implement their design this holiday season at the shop on 923 North Main Avenue.



Caption 2 from attached photo: Bonecutter and Daignault's award winning work depicts a warm holiday scene of a home with flyfishing gear as gifts. Wading socks take the place of stockings from the chimney while strike indicators take the place of ornaments on the tree. Viewers are reminded of major brands available in Duranglers through a balanced display, with the tree as the focal point. The design is drawn to scale with perspective of the actual window display at Duranglers.

