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Durango High School Marketing and DECA Program Announces Spring 2015 Awards and Officer Positions for 2015-16.

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Two Durango High School DECA members won second place in Creative Marketing Project at the International Career Development Conference (ICDC) DECA conference held in Nashville, Tennessee April 23 to 26, 2016. Mason Stetler and Jared Webster became Durango High School's first students to be recognized at the DECA Grand Award Ceremony with their 2nd place finish project about a new healthy grab and go lunch option at Durango High School, the Demon Deli. Stetler and Webster wrote a 30-page marketing plan on the Demon Deli and presented their plan to Nashville business leaders.

The two seniors worked closely with Durango 9-R's Nutritional Services Department to design the Demon Deli, shape its menu, and implement key marketing strategies designed to build student interest and increase sales of the business. "I was so pleased to see our work on the Demon Deli recognized by the judges as a way to revolutionize the way students view food offerings at their respective high schools. We think The Demon Deli will serve as a model that can be scaled to a national level and can address the rise in obesity among our youth," commented Webster. "At the end of the day, its not all about revenue and monetization, its about developing healthy eating habits among our young people to avert a growing crisis in this country," added Stetler.

They competed against nearly 200 teams from around the USA and several countries. To reach ICDC, Stetler and Webster placed third at the Colorado DECA Leadership conference in February 2016. They then used the time between the conferences to improve their plan and rehearse their presentation. More than 2000 teams competed in Creative Marketing Project internationally.

In addition to Stetler and Webster, DHS DECA members Charley McClung, Tanus Yoder, Joaquin Valdez, Abby Scott, Harry Steinberg, Jenna Engelken and Paxton Scott also attended ICDC.

Facing similar competition in their respective events, the team of McClung, Yoder and Valdez placed 11th in Independent Business Plan and the Team of Scott and Scott placed 13th in Marketing Communications Team Decision Making.

"DECA has been a great experience for me and it has helped me prepare for college and career in so many ways. One way it has helped me tremendously is to build my confidence. I feel if I prepare carefully for interviews or presentations, I can succeed. I learned that in DECA and much more. I'm going to miss the DECA friendships I made but will keep building my skill set!" commented outgoing senior and DECA officer Joaquin Valdez.

More than 18,000 of DECA's 210,000 members vied to compete at ICDC. Of the 18,000 participants in Nashville, roughly 10% advance to finals. Despite the high caliber of completion, DHS DECA's



DECA

final results represent a new high point in the programs three year existence. The results summary below:

Team	Event	Place
Abby Scott and Paxton Scott	Marketing Communication Team Decision	13 th
Jared Webster and Mason Stetler	Creative Marketing Project	2 nd
Joaquin Valdez, Charlie McClung, and Tanus Yoder	Independent Business Plan	11 th

Not only did the Durango DECA Chapter perform exceptionally well in competition, but its members gained invaluable real world experience while in the city of Nashville. They visited Vanderbilt University, The Grand Ole Opry, The OpryLand Hotel, Nashville Sounds Baseball, a Tennessee State Park, and experienced several Southern Barbeques. The members of DHS DECA will carry memories of the ICDC 2016 with them for the rest of their lives.

In addition to career-based competition and meaningful experiences, DECA members engaged in leadership academies and networking opportunities with more than 200 internationally recognized businesses. DHS DECA prepares emerging leaders for college and careers in marketing, management, finance, hospitality, fashion merchandising and entrepreneurship.

Community business members, parents and students wanting to become involved with DECA are invited to contact advisor Dave Dillman at 970-259-1630, ext 2247, or via email at ddillman@durango.k12.co.us. More information on DHS DECA can be found at www.durangohsmarketing.weebly.com.



April 26, 2016: Mason Stetler (left) and Jared Webster celebrate their 2nd Place finish in Creative Marketing Project at DECA's International Career Development Conference held in Nashville TN



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April 26, 2016: DHS DECA members share a moment before entering DECA's International Career Development Center Conference held in Nashville's Music City Center.