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Durango High School DECA Students Qualify for National Competition in Orlando, Florida

March 2, 2015

Website: www.durangohsmarketing.weebly.com

For Immediate Release:

Durango, CO, March 2, 2015-- Four Durango High School (DHS) DECA members qualified for DECA's International Career Development Conference (ICDC) by placing in the top 5 at the DECA State Leadership Conference (SLC) held at the Broadmoor Resort in Colorado Springs February 21-24, 2015. Two additional students qualified in a nationwide online stock market competition. The six students advance to DECA's International Career Development Conference to be held April 24-29, 2015 in Orlando, FL. The qualifying students and their events include:

DHS Deca Member/Grade	Result/Competitive Event
Abby Scott, 9 th grade	5 th Place/Entrepreneurship Innovation Plan
Jenna Engelken, 10 th grade	5 th Place/Financial Operations Research
Mason Stetler, 11 th grade	2 nd Place/Buying and Merchandising Operations Research
Jared Webster, 11 th grade	2 nd Place/Buying and Merchandising Operations Research
Joaquin Valdez, 11 th grade	8 th in region, 1 st in Colorado, Stock Market Competition
Charles McClung, 11 th grade	8 th in region, 1 st in Colorado, Stock Market Competition

In addition to the top finishers, Violet Witchel (9th grade) attained the level of finalist in Buying and Merchandising Operations Research. McClung and Valdez also qualified for the final round in Business Law and Ethics Team Decision Making Event. In addition to the top finishers, Colorado DECA recognized Witchel, McClung and Valdez onstage with medals for their accomplishments. Witchel, Engelken and Paxton Scott were double qualifiers at the SLC for their written work and their top finish at DECA regionals held in Glenwood Springs, CO on December 8, 2014. A total of 11 Durango High School DECA members competed at the SLC while participating in workshops delivered by professionals in business, entrepreneurship, finance, marketing and management.

Colorado DECA also recognized two Durango business people as 2015 Friends of DECA. They recognized Julie Snider-Popp, Durango 9R School District Public Information Officer and Marketing Director, for her work in raising DECA awareness in the community. Kyle Hartley, manager of Duranglers, also received recognition for his work with Durango High School's Sports and Entertainment Marketing class in the fall of 2014. Hartley also consulted with Stetler and Webster on their award-winning Buying and Merchandising Operations Research Plan. Snider-Popp and Hartley will receive their awards from DHS DECA officers and members in separate recognition ceremonies this spring.

In addition to submitting written entries, all DECA members presented their ideas to judges in professional careers aligned with the respective events.

Abby Scott's plan detailed her ideas for a new line of comfortable yet fashionable active wear for women. Engelken's plan centered on her research improving awareness of Swan Global Investments, a financial services company. Stetler and Webster conducted extensive observational research on the effects of visual merchandising on foot traffic for the local fly shop Duranglers.

"We worked hard on our Duranglers research and writing our plan," commented Stetler, "but it was so great to work with Mr. Hartley and see how visual merchandising has a direct impact on sales. I've learned so much and had so



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much fun this year in DECA! ” In addition to their presentation, Stetler and Webster wrote a 30-page Operational Research Plan, exploring ways to expand fly fishing demographic appeal.

More than 2,700 Colorado high school students participated at the DECA SLC in more than 40 events. The top 450 from Colorado will advance to ICDC, where more than 17,000 will compete. DECA, an organization for emerging leaders in marketing, management, finance, fashion, hospitality and entrepreneurship, has more than 8,000 members statewide and approximately 200,000 members in the United States, Canada, Mexico, and Germany.

Since 1946 DECA has sought to enhance college and career opportunities by providing co-curricular programs that integrate into classroom instruction, applying learning in the context of business, connecting to business and the community, and promoting competition. As an integral part of the classroom, DECA's industry-validated, competitive events are aligned with National Curriculum Standards. Students are motivated by the potential for travel, recognition and even awards as they learn classroom content and gain access to the scholarships and case awards recognizing DECA members for outstanding achievement.

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.

Caption Below: Durango High School Members pose with their awards following the DECA State Leadership Conference held February 21-24 at the Broadmoor Resort in Colorado Springs. From the left: Clay Mickelson, Jared Webster, Mason Stetler, Chris Blevins, Paxton Scott, Joaquin Valdez, Charles McClung, Tanus Yoder, Jenna Engelken, Abby Scott, Violet Witchel

