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For Immediate Release:

Durango, CO: Ski Barn Management Team recognizes Student Groups for creation of Advertising Campaign

Kenny Malara and Jackson Lacek of the Ski Barn recognized top performers in Durango High School's Social Media, Advertising and Professional Sales (SMAPS) class for their work in creating a comprehensive advertising campaign for the locally owned business.

Students teams created unique advertising materials centered around a theme designed to reach Ski Barn's customer profiles. The teams, or "advertising agencies" presented their plans while competing for top prizes from the Ski Barn in a variety of categories.

The winning team, 3G-F, was comprised of DHS students Elise Gilleland, Dalton Garrett, Teagan Garand and Chantel Foltz. Their campaign's slogan was "From our Family to yours", highlighting the Ski Barn's commitment to providing fun, safe ski equipment to families. 3G-F's campaign also included print ads, direct mail, email, a radio ad, a sales promotion plan and a social/digital media plan. They also included a plan to enhance Ski Barn's visual merchandising by matching the newly chosen logo with a new paint scheme on the outside of the building.

"3G-F's proposal creates a seamless customer experience across all media: traditional, digital and brick and mortar. We think the ideas contained in "From our Family to Yours" will cement Ski Barn's position as the #1 alpine ski outfitter in the 4 corners for many years to come", commented group leader Gilleland.

"I was very impressed but not surprised with the quality of work from all the teams. We have already implemented ideas from several of the groups on social media and plan to do more in the coming months" commented Ski Barn Marketing Manager Malara.

Among other winners was the agency Black Diamond Advertising, which won the prize for a logo redesign. Students Marcus Meyers, Nicholas Woodward and Braden Lyons collaborated on a logo that places a family on a ski lift chair which is also an outline of a barn (see attached illustration). "I had a lot of fun on this project and didn't realize marketing could be a possible career option for me. Now I do.", commented Lyons.

SMAPS class helps students build immediate skills that can help them gain employment and succeed in the business world. Students wanting to go further with their projects can become DECA members and compete against Colorado's best emerging business leaders.

Further information about marketing coursework and DECA at DHS can be found at www.durangohsmarketing.weebly.com. Please contact marketing instructor Dave Dillman at 970.259.1630 ext 2247 or at ddillman@durango.k12.co.us.



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Caption: Black Diamond Advertising's winning logo as determined by management of the Ski Barn. The logo redesign was part of a local business-school partnership to give students a chance to solve a real-world business challenge.