

The Community Page

It's DECA week



Members of this year's DECA marketing class at Goodland High School include (front row, left to right) Timothy Brydich and Tiffany Schwasinger, co-presidents of DECA 2; Nicole Titus, treasurer; Jenny Huddy, secretary; Randi Gray, vice-president; and Jenna McGinley, Stuco representative. (Middle row, left to right) Charles Lammers, Tharon Barber, Kristen Lammers, Ashley Wing and Ana McClung. (Top row, left to right) Bryce Chatfield; Destiny Wing, Stuco representative; Jennifer Enfield, DECA store manager; and Kelsey Leiker. Not pictured are Kevin Andrews, James Cearley, Teagan Raile, Kelsey Ihrig, Amber Gagliardo and Kayla Williams.
Photo by Rachel Hixson/The Goodland Daily News

Students do activities to celebrate association

By Rachel Hixson
The Goodland Daily News

Marketing students at Goodland High School are setting up promotional displays, doing class presentations, talking to reporters and getting ready for an annual competition in celebration of national DECA week.

DECA is an association that prepares students for careers in marketing, e-commerce, management, merchandising and other related fields. It also teaches members how to be leaders and how to manage their time and money.

The organization used to be called Distributive Education Clubs of America, but the name was shortened to just DECA in 1991.

DECA was formed in 1946 and currently has state associations and local chapters nationwide and in other countries. The association has more than 185,000 members in about 5,000 chapters.

This year's DECA class at Goodland High so far has 21 members, but instructor Richard Schwasinger said usually more students join as the school year progresses.

This week is important for all DECA students, as it is designated as national DECA week.

Next week is important for Goodland DECA students, too, as they will attend the Fall Leadership Conference in Emporia on Wednesday and Thursday.

To celebrate DECA week, Goodland students are setting up promotional displays at the high school, talking with radio, television and newspaper reporters and making presentations about marketing to high school and junior high classes.

The students are also selling "win-win"

cards for \$7 and holding a sale at the DECA store in the high school.

Schwasinger said people can use the win-win cards to get daily discounts at 15 Goodland businesses. He said the written projects, he said, because they attract business to stores while raising money for the DECA club.

Members are also using the week to socialize and prepare for the Kansas State DECA Career Development Conference in March. The club will hold a social, a meeting and chapter officer training sessions and organize manuals for the state conference.

Schwasinger said events at the state conference include interviews, tests, role plays and written projects. He said the written projects, which outline a retail situation, are usually 40 to 50 pages long and have to be perfect.

The DECA students who are going to state use DECA week to figure out what topic they are going to base their written project on, he said, and start organizing their manuals.

Goodland DECA students were successful at the state competition last year, with five students qualifying to compete at the International conference in Salt Lake City and three placing high in different events.

In the Learn & Earn Project, Randi Gray and Timothy Brydich took first at the state conference. Tiffany Schwasinger and Bryce Chatfield were second in the Free Enterprise Project and Destiny Wing finished third in the Marketing Management Series Competition.

Schwasinger said last year was a good year for DECA.

"We were just successful everywhere we went," he said.

Schwasinger said it will probably be another successful year, as all of the international

qualifiers have returned.

"We'll easily have five qualifiers if not more," he said.

The instructor said he has a charismatic group this year.

DECA students are sort of kicking off the new year with the Fall Leadership Conference.

Students who are going include Timothy Brydich, Ashley Wing, Destiny Wing, Jenna McGinley, Ana McClung, Jennifer Enfield, Tharon Barber, James Cearley, Charles Lammers, Kristen Lammers and Kelsey Leiker.

Other members of DECA include Randi Gray, Tiffany Schwasinger, Bryce Chatfield, Jenny Huddy, Nicole Titus, Kevin Andrews, Teagan Raile, Kelsi Ihrig, Amber Gagliardo and Kayla Williams.

The fall conference is not a competition, Schwasinger said, but a time for the students to receive leadership training and meet with other DECA students.

He said Goodland is the smallest school in Kansas to have a DECA class. Oakley had one for a couple of years, Schwasinger said, but then let it go, and Norton's program died when the instructor retired.

Schwasinger said that means students here always compete against students from larger schools.

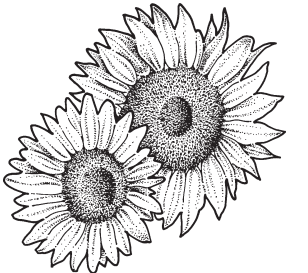
DECA is worthwhile, he said, because it teaches students time management, budgeting, social intelligence and how to correctly run a business. Some students will go into a business-related field, Schwasinger said, and some won't, but they all will benefit.

"It pushes them to get ready for after-high school life," he said,

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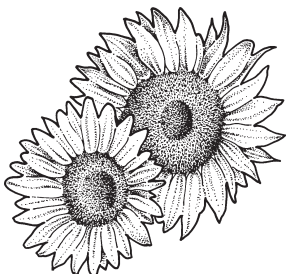
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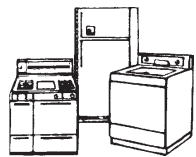
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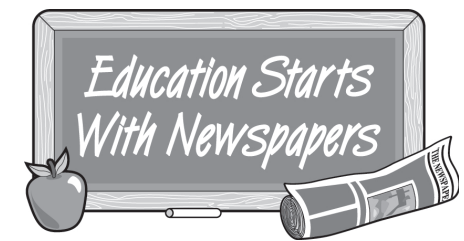


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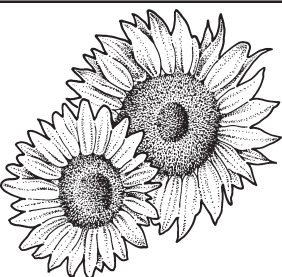
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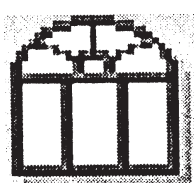
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