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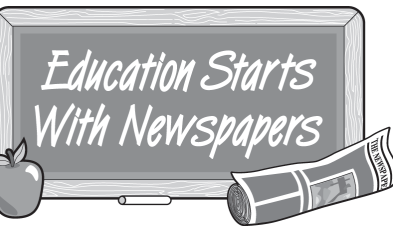
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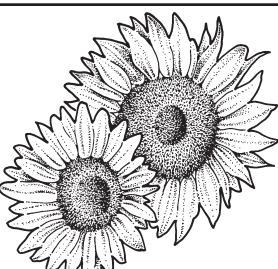

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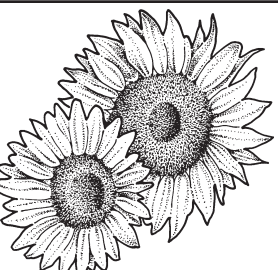
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Goodland High DECA members include (front row, from left) Charles Lammers, Mallory Younger, Kelsey Leiker, Jenna McGinley, Emily Burkett, Ashley Wing, Nicole Titus, Ana McClung, Erinn Abernathy, Kristen Lammers, Deanna Thompson and Nicole Gallentine. (Back row) Jennifer Enfield, Kelsi Ihring, Tiffany Bennett, Shasta Keys, Doug Eddleman, Aaron Geigle, Samantha Lamb, Jennifer Miller, John Hamilton, Cody Engel.

DECA members attend leadership development session

Regional in Great Bend

By Greg Stover

The Goodland Star-News

Fourteen members of the Goodland High School DECA chapter attended the Fall Chapter Development Conference this month at Emporia State University.

There, the students heard motivational speaker Matt Lohr and participated in leadership development activities.

The theme of Lohr's presentation was

"Get Real Leadership."

Lohr told the students that leadership is not complicated, but not everyone takes on the responsibility. He said that everyone has leadership potential that can be developed and urged the students to take a role in America's future.

The 280 Kansas students attending the event Oct. 15 and 16 were split into groups of around 13 students each for activities designed to introduce them to leadership and marketing concepts.

DECA, formerly known as Distributive Education Clubs of America, teaches students about business and develops their social consciousness and leadership skills. Members learn marketing techniques and develop their skills in class, on the job and

through club activities. They get to test these skills at regional, state and national competition each year.

This year's regional competition will be Jan. 16 in Great Bend. Richard Schwasinger, the high school's DECA advisor, said about 20 Goodland student will compete at the regional conference in two separate role-play cases and take written tests on their marketing skills. He said the regional competition serves as a prelude to the state conference.

The state competition will be in Overland Park March 6-9 and the national competition April 30-May 5 in Nashville. The first and second place finishers at the state will go on to nationals to face DECA members from all 50 states, Puerto Rico, Guam, the U.S. Virgin Islands, Canada, Germany and South Korea.

Goodland's chapter has 43 members this year. The marketing education program at Goodland High School offers classes at the sophomore, junior and senior levels.

Some of the projects Goodland DECA members are involved in are:

- Free Enterprise — where members persuade people to buy products and services from local retailers.
- Civic Consciousness — where members volunteer and help raise money for charitable organizations such as the American Red Cross, American Cancer Society and the Muscular Dystrophy Association. Members help maintain the Iowa Township Cemetery and pick up trash along K-27.
- Learn and Earn — where members raise money for conference expenses by operating concession stands during athletic events, the DECA Hut School Store and vending machines at school. They also co-sponsor the Homecoming Chili Feed.
- Public Relations — where members promote the efforts of the charitable organizations such as the Northwest Kansas Animal Shelter.
- High School Activities — Members participate in promotions to build school spirit in the school and in town. Some of the activities include creating in-school merchandising displays, selling school promotional products and maintaining bulletin boards.

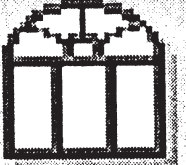


DECA members Kristen Lammers (left) and Cody Engel carried their club's banner during the Goodland High School homecoming parade Oct. 3.

Photos by Greg Stover/The Goodland Star-News

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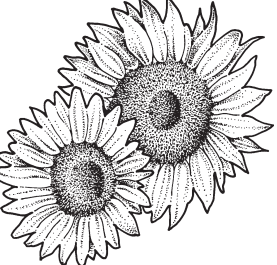
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