**Friday Report**: January 28, 2014                        **Date Submitted**: January 31, 2014

**Subject:** Marketing DECA students head to state **Submitted by**: C Fender

**Strategic Target:** 5.4B

On January 15, 2014 over eighty Everett Public Schools marketing DECA students embarked on Lynnwood Convention Center along with nine other area schools to compete in a variety of individual events at the Area 2 DECA regional competition. The individual events consists of two major parts; a written cluster exam and two preliminary role-playing events which effectively measure students’ proficiency in those skills identified by occupational practitioners as essential to success in a given occupation. The participants demonstrate skills described by the performance indicators in core areas of marketing, finance, hospitality and tourism, administration and appropriate career clusters and pathways as well as learn and understand the importance of: communication skills, analytical skills, critical thinking/problem solving skills, production skills and priorities/time management skills. Eleven Everett Public Schools marketing DECA students scored high enough in their events to advance to state competition which will be held this coming March in Bellevue.