

**Friday Report:** March 14, 2014

**Subject:** Marketing DECA students head to nationals

**Strategic Target:** 5.4B

**Date Submitted:** March 11, 2014

**Submitted by:** C Fender

On March 7<sup>th</sup> and 8<sup>th</sup>, 2014 twenty-one Everett Public Schools Marketing DECA students along with over 3,000 other students from around the region took part in the DECA State Career Development Conference competition in Bellevue. A total of 14 students from Henry M Jackson and Cascade qualified for nationals and will be traveling to Atlanta, Georgia May 2<sup>nd</sup> through May 7, 2014 to compete. Students qualified in the following categories; School Based Enterprise (The Den) , Food Marketing (Groceries), Marketing Management (Retail Management Scenarios), Business Services Operation Research (rebranding a local business), International Business Plan (starting a business in a Foreign Market), Thrive (Community Service activities with Merrill Gardens Retirement Home in Mill Creek) and The Chapter Awards Project which is designed to build school and community recognition for the marketing education program and DECA chapter.