

Friday Report: March 14, 2014
Subject: Marketing DECA students back from nationals
Strategic Target: 5.4B

Date Submitted: March 11, 2014
Submitted by: C Fender

On Friday May 2nd thru Wednesday May 7th fourteen students from Henry M Jackson and Cascade High School boarded a plane and headed to Atlanta Georgia for the 68th Annual International Career Development Conference (ICDC). At the opening session of the ICDC, students were awed by guest speaker, Fran Tarkington, a football Hall of Fame member who has been an entrepreneur in 19 different companies. His message of helping others and meeting the needs of society was well received and taken to heart by our students who, proved themselves as eloquent ambassadors.

Both schools had students compete in the school based enterprise project which is a 90 page written documentation and presentation of the standards which are met in the school stores. Students also competed in the following events: Food Marketing (Groceries), Marketing Management (Retail Management Scenarios), Business Services Operation Research (rebranding a local business), and International Business Plan (starting a business in a Foreign Market). Overall, the time and experience that these students had in Atlanta will be remembered for a lifetime.