

# the DECA Connection



A Product of Oregon DECA's State Officer Team

## How To Get Your Chapter Involved *by Stephanie Schmidt*

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Oregon DECA's chapters boast many members who are interested in all that DECA has to offer. Aside from attending conferences such as SCDC, WRIC and ICDC there are a multitude of other ways that chapters and members all around Oregon can get involved!

Even though competitive events and projects can be time consuming it is important to set aside time for other activities, especially as a chapter. One thing that many chapters struggle with is developing a sense of unity, because so much time is devoted to projects. A good way to further develop chapter bonds is through other types of chapter activities.

Granted, some chapters are larger than others and thus organizing group activities may

be harder for some chapters than for others, it is still important to take the time to plan some type of activity to participate in aside from conferences.

While the DECA diamond's four points stand for social understanding, civic consciousness, vocational understanding and leadership development, many chapters and/or members forget to apply each point outside the realm of competition.

As a chapter and an organization it is important to be involved in your local community. Being a part of the community allows outside groups and individuals to view Oregon DECA and its members and understand all that it is that we do and how we give back to the state and communities that have given to us. Building a strong community bond can

also serve as a helpful asset in times of difficulty regarding issues such as funding. Without the community support that DECA is given throughout the state, it would be difficult for us to function as we do.

Outside chapter activities can range from many different types of things such as road clean up days to haunted houses, any type of activity that you can participate in that integrates both your chapter members and the community will prove to be beneficial to you. For strengthening your chapter you may consider some of the following ideas: participating in or starting a park or road clean up day, throwing a talent show for members of the community, creating a float for a local parade,

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### OREGON DECA

We, the 2005-2006 State Officer Team are excited for all the year's upcoming activities. We hope you will get involved at the local, state, and international levels and push yourself to learn more about DECA and Marketing!

## Make The Stage *by Curtis Haley*



If you haven't felt it yet, you're missing out. Imagine if you will:

You're standing on a stage. Pulsing techno music invades your ears, bouncing your eardrums and matching the thud-THUMP, thud-THUMP of your heart. Hundreds of your peers are looking right at you. The lights are on. The cameras are on. YOU are on.

Then your name gets called – ELATION! You're headed to Dallas, Texas to compete at ICDC in your competitive event as State Champion.

Many DECA members believe that it's simply not in the realm of possibility for something like this to happen. They tell themselves things like, "People like ME never win anything," or "There's probably a bunch of people who are better."

If you have this mindset, you're right – there will be a bunch of people who are better than you. But this superiority isn't something natural – no one is born with some remarkable, comprehensive knowledge of Marketing. Winners win because winners try.

Here are some tried and true "secrets" for excelling in competition at SCDC, whether it be as a competitor, a leader, or as an active chapter member:

**\*ATTEND THE DISTRICT SKILLS COMPETITIONS** – For many chapters, this is the only chance for their members to experience firsthand what competition will be like. For first-year members,

it's a fantastic way to orient yourself with the organization. For returning members, it's another chance to hone the skills you already possess to give yourself a competitive edge

Each District will be having a PHENOMENAL District Skills Competition sometime next year. The DSC's will have everything from workshops with State Officers and former State Titlists, to competitive training, to an actual simulation of what SCDC will be like.

This is your best chance to meet the people you want to learn how to lead, or compete head-to-head against the people you'll be competing against at State before the REAL trophies are handed out.

**\*ATTEND WROTC AND WRLC** – The Western Region Officer Training Camp (WROTC) and Western Region Leadership Conference (WRLC) are both amazing opportunities for potential leaders that are held every year. However, with 13 states in our region, it's often difficult for chapters from Oregon to make it. This year, though, Oregon is in luck – WROTC and WRLC are in the City of Roses: PORTLAND!

If you're an Officer at any level from Chapter to International, WROTC is the place for you. The conference will be held from August 8<sup>th</sup> to 10<sup>th</sup> at Portland State University, and, as of this writing, is the ONLY Officer Training Camp being offered in the world. Organized by TRI Leadership, the three-

day camp will give you tools of the trade that will help you develop success for both your chapter and yourself.

If you're NOT an Officer (yet), don't fret – WRLC is the place for everyone! Held from November 17<sup>th</sup> to 19<sup>th</sup>, the conference will introduce exciting ways to sharpen your abilities, with activities such as a SURVIVOR simulation. Mark your calendars and watch the Oregon DECA website at [www.ordeca.org](http://www.ordeca.org) for more information.

**\*WORK, WORK, WORK!** – No accomplishment is unattainable for DECA members. As freshmen from Willamette DECA, no one believed that my partner and I could win at State and go to Nationals. Through massive amounts of studying, we got Second Place and got to go to Orlando. Then, no one thought anything would happen at Nationals. One month and countless tests later, my partner and I were Top Ten in the World!

Use your marketing book. Use your testing notebooks if your chapter offers them. If you're running for an office, begin campaign preparations early and work as hard as possible to be ready for SCDC.

This year offers endless possibilities. As your State Officer Team, we are dedicated to providing opportunities for you to excel – as they say in Dallas, it's up to you to grab the bull by the horns.

"No one is born with some remarkable, comprehensive knowledge of Marketing. Winners win because winners try."



## ICDC Recap *by Jennifer Hylton*

ICDC, WOW!!! That's all I can say. So many people from so many different places. I am amazed by how well our competitors performed and how well they represented Oregon DECA! Oregon DECA returned from Anaheim with 3 first place finishes, a 2<sup>nd</sup> and 3<sup>rd</sup>

place finish and many semi finalists and finalists. Great job everyone! Not to brag but OREGON DECA ROCKS!!!!!! In addition to our outstanding competitors, Oregon was proudly represented by our Voting Delegates and LDA, SMI, and LEADS

Participants. You guys are awesome! The memory of Disneyland is amazing, especially the fun evening activities. For those who saw Fantasmic, amazing huh? I don't know about you, but I cannot wait for ICDC 2006 in Dallas, Texas. Yee-Haw!!



*State Officer Stefanie Schmidt won first place in Entrepreneurship Written this year in Anaheim*

**Thank You Oregon DECA Competitors  
Our Tradition of Excellence Continues!!**

## Grants Pass DECA *by Elizabeth Corbett*

Travel, competition, fundraising, and community involvement are big parts of DECA and therefore they are a big part of DECA at Grants Pass High School (GPHS). Though GPHS DECA is fairly new, as it was started in 1993, it is a very familiar part of every day life for students there. Its student store, The Cave, is a hangout for students before

school and at lunch.

Grants Pass DECA members are involved in as much as they can be, from raising money for tsunami survivors to their involvement in the New York Experience. Also they do their best to keep the community involved by inviting community members to be professional members and as judges.

GPHS DECA also likes to keep involved in Oregon DECA. They participated in both Southern Oregon district level competitions, the state level competition, and the international level competition in Anaheim. This year one of their members, Elizabeth Corbett is representing District 3 as their Vice President.



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volunteering at a local organization, hosting a mass garage sale – selling things that chapter members don't need anymore and then having profits go to your chapter or a local organization, having a fundraiser competition between several community leaders – having community members donate money to see community leaders take a pie in the face etc, creating a haunted

house around Halloween and charging admission so profits go to your chapter, throwing a bake sale or a car wash, hosting a raffle where prizes are donated and profits from raffled items go to the chapter.

There are so many different ideas and options for chapters to participate in not only to build better relationships with each other and with the community but also to help raise funds for the many different

activities that we participate in. If you are from a smaller chapter you may consider partnering with another nearby chapter for community-based activities. Whatever you decide upon doing, make it interesting, make it fun, and make it something that works for your chapter. Remember the importance of community support and find a way to give back to the communities that have given to you!

**Get your DECA chapter involved by having fundraisers, volunteering, and having chapter meetings.**

## Curtis Haley— *President*

Contrary to popular belief held by everyone from my friends to my family to everyday people who meet me on the street, DECA is not the only thing going on in the life of Curtis Haley.

If you name an extracurricular activity offered by Willamette High School, I'm probably involved in it. I'm currently the ASB Vice President, an active second-year member of NHS, a State Champion in both Debate and FBLA, the guy who reads the Daily Announcements over the PA system, an avid Wolverine sports fan, back-up sports announcer for the basketball team,

and a writer for both [www.beaverfootball.com](http://www.beaverfootball.com) and the 20Below section of the Register-Guard.

I also have high aspirations for the future: I wish to become the ASB President of Willamette High School this year, along with attending either Stanford University or the University of Michigan. My ultimate goal is to become involved in the political world, as a Senator or even President.

I believe that the most important thing in life is helping yourself and those in need with your natural abilities and aptitude. Through

DECA and Leadership class, I've organized several activities to benefit needy children in the United States and Belarus.

Most of all, though, I want to develop as a human being. I am looking forward to using this position to meet new people, inspire them and give them opportunities to excel while growing in the process.

My first DECA Advisor, Bill Compton, once gave me a quote: "Choice is the rudder that guides our destiny". I hope to be the rudder that guides us all to safe ports.



## Stefanie Schmidt— *Secretary/Treasurer*

Hello fellow DECA members and advisors! My name is Stefanie Schmidt. I am a third year DECA member from Sprague High School and for the remainder of this year and up until SCDC of next year I am your Oregon DECA Secretary/Treasurer. For the past seventeen years of my life I have lived in Salem and the surrounding areas with my wonderful family.

I started out my freshman year at

Silverton High School before transferring to Sprague, where I joined, DECA, Speech and Debate and YMCA's Youth and Government program. For the past three years I have been actively involved in each organization and also served in leadership positions within each. I have attended ICDC for the past three years, last year placing in the Top 20 in Entrepreneurship Written, and this year taking 1<sup>st</sup> in Entrepreneurship

Written with my two partners Zach Herbel and Nick Gower.

I look forward to further success not only for myself but also for the State of Oregon throughout my term as your Oregon DECA Secretary/Treasurer. We have a great team of officers this year who are eager to serve your needs. Thank you Oregon DECA for allowing me to be one of your own!

## Katelyn Fethers— *Publicity Director*

Hello Oregon DECA, my name is Katelyn Fethers and I am your State Publicity Director. I am a junior at Lake Oswego High School and on the State Champion girl's lacrosse team. I also play soccer, kite surf, and enjoy traveling. I am on the Lake Oswego Youth Council, which aids the city through youth opinion. I have learned a lot about fundamental government through this, but I am

looking to major in commerce or international business with an emphasis on tourism and languages in college.

Prior to living in Lake Oswego, I moved around a lot, living in places like Australia, New Zealand, England, and Switzerland, where I learned French. Languages and business are my passions. I have been involved in Lake Oswego

High School's marketing department since ninth grade, am active in my DECA chapter, and have attended ICDC twice. I hope to fully fulfill my position on the state officer team and be available for every chapter. My email is [or.deca.pd@gmail.com](mailto:or.deca.pd@gmail.com), feel free to contact me about anything concerning DECA during this upcoming year.

## Caitlin Farney- *District I Vice President*

Hey Everyone! I am your District I Vice-President. I have been involved in DECA and marketing since I was a freshman. Being a junior now, I most definitely can say it has been one of the best moves of my High School career.

I love DECA, which is something that hopefully over the year, will become obvious to each of you as I work to fulfill my duties as an officer. DECA has given me the opportunity to learn what the world of business requires to become a

great leader. I hope over the next year I will be privileged enough to meet other students as passionate for this organization as I am. Where else are you trained to be the future “wow’s” of the world of business?

I am active in other parts of my high school as well. Being from a small town, Hermiston, Oregon, you learn to do or die. I am involved in Speech and Debate, Drama, and spend as much of my free time as possible going to rock shows; rock

is passion to a beat.

I hope to grow up and become a business professional starting in leadership training, work in advertising involving graphic design, and eventually start my own business.

I thank you all for being involved in DECA and preparing yourself for the wonderful world of business. Because of the extraordinary experiences I’ve had as a member, I can honestly say you won’t regret being involved!

## Jennifer Hylton— *District II Vice President*

Hi my name is Jennifer Hylton. I am currently a resident of Salem, Oregon. I am a sophomore at Cascade Senior High School and will be turning 17 on September 26. I am actively involved in DECA and FCA. I am a member of the American Red Cross Youth Council, Habitat for Humanity and Salem Interfaith Hospitality Network. I am also a Varsity Cheerleader, for the third

year, and am a JV/V tennis player. For leisure I am a golfer. I was on the school team last year but learned I am much more aggressive on the tennis courts. I attend First Presbyterian Church in Salem, Oregon and am a strong believer in Christ. My family includes John and Julie Hylton and my dog Beauty. I am the current Miss Sparkle America Oregon and planned on at-

tending the national pageant, but due to the low number of state winner entries the pageant will be postponed. One random fact, I was born in San Antonio, Texas and am the biggest University of Texas fan. Ask anyone and I will guarantee they will say, “Yup, she’s going to college there and plans to surround her life around their sports teams!”



Don't forget to check out our newly  
updated state website at  
[www.oregondeca.org](http://www.oregondeca.org)

# Oregon DECA

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Oregon DECA  
An Association of Marketing Students



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## Important Dates *by Caitlin Farney*

As we look back and shed a tear on the sensational ICDC conference, we find a glimmer of inspiration of what's to come. I am very pleased to report that the 2005-2006 members are in for one of the greatest and exciting years in Oregon DECA history.

### **WRLC – Western Region Leadership Conference**

*November 17-19* : Portland, Oregon

All members of DECA are welcome to attend this conference, dealing with leadership and exciting speakers on how to become a great member and leader of the business world. This year's theme is "Real".

### **District Skills Competition**

Each district will be holding their

own separate skills competition that will help DECA members practice for State. Several Events from the state-wide competition bracket will be featured here, along with a great opportunity to meet others from your area, and hear from speakers. **District I Skills Competition will be on October 1st at Lake Oswego High School. DII Skills Competition will be on October 29th at Cascade High School.**

### **SCDC – State Career Development Conference**

*March 5-7* : Jantzen Beach, Oregon

This is the major competition for all Oregon DECA members. All competitive events will take place here, along with the election of the

DECA was started in 1946 as the Distributive Education Clubs of America.

It is an association of marketing students that provides educational and career opportunities to high school and college students in the fields of marketing, management, and entrepreneurship. DECA is an internationally respected program. DECA works with industry leaders with scholarships and job opportunities for the 180,000 members.

2006-2007 state officer team. Those who do well in their respective events will move on to International competition.

### **ICDC – International Career Development Conference**

*April 29 – May 2* : Dallas, Texas

The finale of the DECA year will take place here. The nation's top competitors will compete in marketing events, along with L.E.A.D.S (Leadership Education and Development Series), and Senior Management Institute.

On behalf of the Oregon State Officer team, I would like to personally invite you all to participate in this year's coming events. We hope to see you all there!