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Subject: JACKSON DECA HEADS TO NATIONALS

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Henry M Jackson High School DECA just returned from another successful trip to Bellevue for the 2017 State Career Development Conference, a yearly event where the best and brightest DECA students in the state get to show off their skills and hard work for a chance to compete in Anaheim, CA this April. The Jackson DECA chapter, led by advisor and marketing teacher George Brush, brought 23 students who competed in a variety of categories, such as Human Resource Management, Business Finance, Community Service, and more. In all, Jackson DECA will be sending nine talented members to represent their school and state at the International Career Development Conference alongside 20,000 high school students who have earned their place at the conference. The following JHS students have qualified for the conference in their respective categories:

Tabby Daly, Junior, Lauren McNutt, Junior & Janaya Webb, Junior - Thrive

The "Thrive" chapter recognition project provides slots at ICDC as an award for documenting how the Jackson DECA chapter has exemplified the ideals of DECA as an organization and promotes the success of its members through curriculum and assistance. For completing this project, Tabby, Lauren and Janaya will attend a day-long seminar with ideas about how to further progress the chapter and promote a culture of success within our school.

Reed Havens, Junior, Alyssa Mannetti, Junior & Kate Moon, Junior - School-Based Enterprise Food Operations

One of Jackson High School's biggest point of pride is the DECA-led student store aptly titled, "The DEN". Part of the Marketing curriculum, the DEN teaches junior and senior DECA students how to run and operate a real business in food service that teaches skills like promotion, financial analysis, and customer relations. Members Reed Havens, Alyssa Mannetti and Kate Moon completed a 30-page Gold level recertification document that reflected on multiple aspects of running the business. They achieved their goal of Gold level certification, allowing them to travel to Anaheim and give a presentation about their SBE and compete against 200 of the best school stores in the nation. Jackson has had great success in this event in years past, highlighted by a first place finish in 2013 by Bre Fee and Chase Weholt. We hope for similar results this time around!

Danielle Aldrich, Junior - International Business Plan 4th Place

Danielle participated in the International Business Plan event, a project where she brought an existing American business or brand to a foreign country and planned how to adjust the business model to the different culture. She choose Build-A-Bear as her company and Beijing, China as her location. Danielle had recently traveled to Beijing last summer with her family and was able to do research for her project. During that time, she took pictures, interviewed Chinese kids about their thoughts on Build-A-Bear, and talked to other business franchise owners in China to collect real numbers and data. With that, Danielle completed a 30-page paper detailing a future plan about operating in China. She placed 4th in her category at State with stiff competition and plans on doing even better in Anaheim.

Jack Ellis, Senior & John Henry, Senior - Community Service Project 1st Place

Senior DECA officers Jack Ellis and John Henry set a goal at the conclusion of the 2015-2016 school year: Take home a first place trophy at ICDC. Jack and John competed in a team project sophomore year that qualified for the state conference, but that experience only gave them a taste of what hard work and passion could produce. This time around, they would not settle for anything less than excellence and found their niche in the Community Service Project event, a natural choice for a student government leader/DECA Treasurer (Jack Ellis) and Eagle Scout/DECA President (John Henry). In researching potential organizations to serve as benefactors of the Community Service Project, the seniors came across a statistic that made their choice

obvious. 1 out of 21 students in the Everett Public School District has dealt with homelessness in their lifetimes, a number that was too tragic to ignore. To help raise awareness and combat the issue, Jack and John contacted the Cocoon House, a teen homeless shelter in Everett that works with teenagers in the Everett Public School District and provides them with resources to help break the cycle of homelessness. The Community Service Project is a chapter project, meaning that every one of Jacksons 96 DECA members had to be involved in the project. This was Jack and John's biggest obstacle, but they overcame this by creating a variety of events that achieved multiple goals and did more than simply write a check. Some of these events included a toiletry drive competition between rival middle schools Gateway and Heatherwood, an event that raised 7 bins of toiletries and gave the students a connection to their future high school. Another event was a Walk-a-Thon fundraiser that raised over \$1,150 and boosted chapter camaraderie. These and several others were what made this project so memorable and really made an impact on the students dealing with homelessness. The senior DECA members achieved a first place finish at the State Career Development Conference, a feat unseen by a Jackson HS project since Olivia Bircher, Danae Fitz & Carinne Rawlins' Business Operations Research Project in 2010. They have moved one step closer towards their goal set so long ago, and won't let anything stop them from achieving it.

These nine DECA members will take the flight down to Anaheim for the International Career Development Conference on April 25th and return (hopefully with medals!) April 30th, so make sure to wish them luck and congratulate them on this amazing achievement!



JACK ELLIS / JOHN HENRY
COMMUNITY SERVICE PROJECT