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Media Contact: Matthew Speas

E-mail: matthew.speas@cms.k12.nc.us

Phone: 980-343-5800

The Weather Heated Up...and Myers Park DECA was Sizzling
Myers Park DECA Shines at DECA's State Competition

DECA, an association of marketing students, hosted its 2016 Career Development Conference from March 10th - March 12th, 2016 in Greensboro, NC. Over 3,000 high school DECA members from across the state were competing for trophies.

Myers Park took over 100 students to the competition. 24 of them brought home trophies and 40% were recognized as finalists. Students competed in a variety of competitions, including individual and team business scenario role-play events. Many students presented projects that required a written paper and an oral presentation. These projects included business plans (both domestic and international), community service events, promotional plans, and marketing research projects.

First place trophies included a business plan, written and presented by Connor Speizman for his very own apparel company *Legends Live Forever*, a research project completed by Marley Nelson and Abby Levinson in which they conducted research and presented findings to a company, *MyNiche*, on how they could improve their employee engagement strategies, Milan Novakovic and Marissa Patel for their entrepreneurship promotion project in which they partnered with Junior Achievement to educate Myers Park and AG Middle on the impact entrepreneurs make on our economy and Tyler Grier and Eron Lutterman for their promotion plan for *The Sporting Gent*.

Myers Park was also received the community service award. This was awarded to Myers Park for being the most giving chapter in the state in regards to community service.

Lastly, Myers Park's very own advisor, Kimberly Edwards, was called on stage to receive the Professional Division Award. As the only recipient of this award in 2016, Kim was recognized for being a leader in DECA and Marketing Education.

Below are the 2015-2016 competition results:

Top Test:

Griffith Lovell - Business Services Marketing

Tyler Grier - Fashion Merchandising Promotion Plan

Eron Lutterman - Fashion Merchandising Promotion Plan

Baker Jarrell – Food Marketing

Eron Lutterman – Food Marketing

Josh Lampson – Principles of Business
Meghal Patel – Principles of Business
Ryan Kelly – Sports and Entertainment Marketing
Maggie Prochaska – Sports and Entertainment Promotion Plan

Top Role Play (Presentation):

Chase Hunter – Automotive Services Marketing
Abby Levinson and Marley Nelson – Hospitality and Tourism Team Event
Jack Tarrgart – Hotel and Lodging
Jay Meier - Hotel and Lodging
Mitchell Choate - Hotel and Lodging
Mitchell Longo (2 top Role-plays) – Human Resource Management
Elizabeth Buie – Principles of Marketing
Madison Spencer - Principles of Marketing
Hampton Clements – Sports and Entertainment Marketing
Ty Cobb – Sports and Entertainment Marketing
Ryan Kelly – Sports and Entertainment Marketing
Elizabeth Gardner – Sports and Entertainment Marketing
Chandler Bartol – Sports and Entertainment Marketing

Finalists:

Greyson Silverman – Accounting
Griffith Lovell – Business Services Marketing
Imani Jones – Buying and Merchandising Operations Research Event
Baker Jarrell, Bo Alexander, Sam Guptill – Buying and Merchandising Operations Research Event
Tyler Grier and Will Smith – Finance Operations Research Event
Cutter Davis and Chris Halmrast – Financial Analysis Team Decision Making
Emili Anderson and Mark Banks Farmer - Financial Analysis Team Decision Making
Baker Jarrell – Food Marketing
Eron Lutterman – Food Marketing
Mitchell Choate – Hotel and Lodging
Mitchell Longo and Thomas Price – International Business Plan
Meghal Patel and Maggie Prochaska – International Business Plan
Connor Folk and Chris Halmrast – Independent Business Plan
Crawford White – Principles of Finance
Chase Hunter and Maggie Prochaska – Sports and Entertainment Promotion Plan
Nik Bader and Harrison Singer – Sports and Entertainment Promotion Plan

6th Place

Hampton Clements, Alexis Mallis and Catie Cox – Community Service Project
Connor Speizman and Sarah Hammers – Sports and Entertainment Promotion Plan

5th Place

Ryan Lubker and Marianna Nixon – Advertising Campaign
Erin McGillicuddy and Marcy Carver Deal – Hospitality Research Event
Connor Folk and Evan Campbell – Sports and Entertainment Promotion Plan

3rd Place:

Jay Meier - Buying and Merchandising Operations Research Event
Kenia Flores and Thea Soukup - Finance Operations Research Event
Kate Eiselt and Katie Matkins – Sports and Entertainment Research Event

2nd Place:

Sydni Jacobs - Buying and Merchandising Operations Research Event

1st Place:

Abby Levinson and Marley Nelson – Business Services Operations Research Event
Tyler Grier and Eron Lutterman – Fashion Merchandising Promotion Plan
Connor Speizman – Independent Business Plan
Milan Novakovic and Marissa Patel – Entrepreneurship Promotion Project

Marketing Fundamentals Test – Top Ten

Thea Soukup

Scholarships

Connor Speizman – Sonya Williams Dismuke Memorial Scholarship
Erin McGillicuddy - UNCG Bryan School of Business

Professional Awards

Kimberly Edwards – Professional Division Award

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