2017-2018 DECA Officers

From left (front row): Charlsie Murphy, Cole Burns, Brionna Howerton
From left (back row): Karena Choi, Justin McCauley, Madison Gay, Catherine Daniel

Teachers
An Inspirational Poem Dedicated to DECA Advisors

It takes a special person
To teach a child in class.
To just keep his attention
In a world that moves so fast.

To show a child he is unique,
With talents deep inside.
To help to build his confidence,
So he can beam with pride.

To show a little patience
For a child who’s lost his way.
To a child who feels abandoned
Who has seen better days.

To inspire and to motivate,
So a child can learn and grow
To go into this big wide world
That has its highs and lows.

You are a special person.
You always give your best.
And for every child that has your class,
Their life is truly blessed.

Author Unknown
2017-2018 State Leadership Team

Cole Burns • State President • Central High School of Clay County
Kecia Burns, Advisor

Justin McCauley • State Vice President • Autauga County Technology Center
Vernessa Emerson, Advisor

Charlsie Murphy • State Vice President • Jemison High School
Sandra Cullen, Advisor

Brionna Howerton • District I Vice President • Demopolis High School
Courtney Kerby, Advisor

Catherine Daniel • District II Vice President • Holtville High School
Jennifer Daniel, Advisor

Karenna Choi • District III Vice President • Auburn High School
Lanette Fargason, Advisor

Madison Gay • District IV Vice President • Jemison High School
Sandra Cullen, Advisor

2017-2018 State Staff

Dr. Ed Richardson • Interim State Superintendent of Education
Alabama State Department of Education

Mrs. Collie Wells • Interim Deputy State Superintendent
Career and Technical Education/Workforce Development

Dawn Morrison • Education Administrator
Commerce and Information Technology

Lillie Ellison • Administrative Assistant
Commerce and Information Technology

Lisa Weeks • Education Specialist
Commerce and Information Technology

Rochelle Seals • Education Specialist/DECA State Advisor
Commerce and Information Technology
**Wednesday, February 21**

9:00 a.m. - 5:00 p.m.  ALABAMA SPORTS HALL OF FAME TOUR  
Advanced Scheduling Required

10:30 a.m.  
REGISTRATION

11:00 a.m.  
ADVISOR BRIEFING

11:45 a.m. - 12:00 p.m.  
JUDGES'/ADVISORS' SIGN IN

12:00 p.m. - 1:30 p.m.  
JUDGES'/ADVISORS' LUNCHEON/BRIEFING

1:00 p.m. - 5:30 p.m.  
HOLDING

1:30 p.m. - 5:30 p.m.  
EVENT ROLE PLAYS AND PRESENTATIONS

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### Individual and Teams

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<td>Finance Operations (FOR)</td>
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<td>Financial Literacy Promotion Project (FLPP)</td>
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</tr>
<tr>
<td>Franchise Business Plan (EFB)</td>
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All event participants must report to their competition area a minimum of 15 minutes prior to scheduled testing, role plays, or presentations.
Wednesday, February 21 (continued)

Students who are not participating in role plays or presentations must attend DECA LEADS, tour the Alabama Sports Hall of Fame, and/or visit exhibitor booths. Chaperones and advisors not assisting with role plays or presentations must accompany students.

DECA LEADS
1:00 p.m. - 1:30 p.m.  
PREPARING TO INVEST NOW ................................................................. Holding Room Ballroom 2  
Presenter: Dan Lord, Education and Public Affairs Manager  
Alabama Securities Commission

1:00 p.m. - 1:45 p.m.  
HOW TO LEAVE COLLEGE DEBT-FREE .................................................. East A  
Learn about the educational benefits of the Alabama National Guard.  
Major Tracy Colburn, Northern Area Commander for Alabama National Guard Recruiting

2:00 p.m. - 2:45 p.m.  
COLLEGE 101: TWO- AND FOUR-YEAR COLLEGE PANEL DISCUSSION .......... East A  
Ask questions and learn more about the admissions process, financial aid, scholarships, and more from knowledgeable college representatives during this informal discussion.

2:30 p.m. - 4:30 p.m.  
STATE OFFICER CAMPAIGNING .............................................................. Pre-function Area

3:15 p.m. - 4:00 p.m.  
DECA/AT&T PROJECT: DIGITAL YOU .................................................. East A  
Let’s have fun and discover how your digital footprint is more than just a simple hashtag or meme when it stays on social media forever. Learn how your online presence can shape your reputation and future opportunities with this AT&T Digital You presentation!  
Decatur High School Chapter, Gladys Patterson - Advisor

8:00 p.m. - 10:00 p.m.  
OPENING SESSION .................................................................................. Ballroom 2  
Greetings: Mrs. Collie Wells, Interim Deputy State Superintendent  
Career and Technical Education/Workforce Development  
Alabama Department of Education

Keynote Speaker/Entertainer: SVET, HIP-HOP VIOLINIST

DELEGATE ASSEMBLY - VOTING DELEGATES ONLY .................................. Ballroom 3  
Immediately following Opening Session • Chapter Roll Call - 4 Delegates per Chapter  
Cole Burns, State President (Presiding)

11:45 p.m.  
** Curfew **

Thursday, February 22

9:00 a.m.  
GRAND AWARDS SESSION ........................................................................ Ballroom 2

11:00 a.m. - 5:00 p.m.  
ALABAMA SPORTS HALL OF FAME TOUR  
Advanced Scheduling Required

IMPORTANT: Handouts will be available at the Grand Awards Session with details for making plans to attend the International Career Development Conference in Atlanta, Georgia - April 21-24, 2018.
SVET is one of the most unique acts of today as he bridges the gap between classical and modern music. SVET was born in Bulgaria with an amazing gift for music, and he started playing the violin at the age of three. He moved with his family to the United States when he was only 11. His musical journey continued to evolve throughout his high school and college career when he started to combine hip-hop along with his skills on the violin. Eventually SVET was chosen to participate in America’s Got Talent Season 7, where he amazed America with his talent which jump started his career as a professional performer.

Just as his musical career was at its peak, SVET received the devastating diagnosis of a rare form of brain cancer. SVET endured an 8-hour brain surgery in which doctors were able to remove a grape size tumor from his brain. He also endured chemotherapy along with radiation which he completed the end of 2016. SVET stayed incredibly positive throughout everything and was able to perform while receiving treatment.

SVET’s incredible will of not giving up and doing what he loved, which is playing the violin and making people happy, helped him persevere and overcome this deadly disease. Now SVET is a cancer survivor performing around the world and educating people about overcoming obstacles when all the odds are against them.

Dan Lord is the Education and Public Affairs Manager for the Alabama Securities Commission (ASC).

He organizes events to inform citizens about enforcement activities, fraud prevention and financial education programs. He received a national award for state and national contributions to investor education.

Dan is a retired Lieutenant Colonel who commanded four Air Force squadrons, managed an 800 million dollar program budget, and taught ROTC at the University of Michigan. His hobbies include saving and investing wisely.

Keynote Speaker

SVET

Opening Session Speaker

Daniel G. Lord
Principles of Business Administration Events
Principles of Business Management and Administration
Sponsored by AT&T
Principles of Finance
Sponsored by University of Alabama in Huntsville
Principles of Hospitality and Tourism
Principles of Marketing
Sponsored by University of Alabama in Huntsville

Individual Series Events
Accounting Applications
Sponsored by AUM College of Business
Apparel & Accessories
Automotive Services Marketing
Business Finance
Business Services Marketing
Sponsored by AT&T
Entrepreneurship Series
Sponsored by R&L Cabinets
Food Marketing
Sponsored by Publix Supermarkets, Inc.
Hotel & Lodging Management
Sponsored by Greater Birmingham Convention & Visitors Bureau
Human Resources Management
Sponsored by University of Alabama in Huntsville
Marketing Communications
Quick Serve Restaurant Management
Sponsored by Publix Supermarkets, Inc.
Restaurant & Food Service Management
Sponsored by Publix Supermarkets, Inc.
Retail Merchandising
Sports & Entertainment Marketing

Personal Financial Literacy Event
Personal Financial Literacy

Team Decision Making Events
Business Law & Ethics
Sponsored by AT&T
Buying and Merchandising
Entrepreneurship
Sponsored by AUM College of Business
Financial Services
Hospitality Services
Marketing Management
Sports & Entertainment Marketing
Travel & Tourism Marketing

**Business Operations Research Written Events**

- Business Services Operations
  *Sponsored by AT&T*
- Buying and Merchandising Operations
- Finance Operations
- Hospitality and Tourism Operations
- Sports and Entertainment Marketing Operations

**Chapter Team Written Events**

- Community Service Project
  *Sponsored by Alabama Army National Guard*
- Creative Marketing Project
  *Sponsored by Alabama Army National Guard*
- Entrepreneurship Promotion Project
- Financial Literacy Promotion Project
- Learn & Earn Project
- Public Relations Project

**Entrepreneurship Written Events**

- Innovation Plan
  *Sponsored by Publix Supermarkets, Inc.*
- Start-Up Business Plan
  *Sponsored by University of Alabama in Huntsville*
- Franchise Business Plan
- Independent Business Plan
  *Sponsored by R&L Cabinets*
- Business Growth Plan
  *Sponsored by Weston Transportation, Inc.*
- International Business Plan
  *Sponsored by Weston Transportation, Inc.*

**Marketing Representative Written Events**

- Advertising Campaign
  *Sponsored by Alabama Army National Guard*
- Fashion Merchandising Promotion Plan
- Sports and Entertainment Promotion Plan

**Professional Selling and Consulting Events**

- Financial Consulting
- Hospitality and Tourism Professional Selling
  *Sponsored by Greater Birmingham Convention & Visitors Bureau*
- Professional Selling
Virtual Business Challenge Chartered Association Top Performers

Auburn High School · Lanette Fargason, Advisor
Demopolis High School · Courtney Kerby, Advisor
Center Point High School · Davion Singleton, Advisor
Muscle Shoals High School · Danyelle Hillman and Kimberly Vaughn, Advisors
Hoover High School · Gerri Kimble, Advisor

2017-2018 Alabama DECA Honor Roll

The following chapters are leading the way with membership growth:

Addison High School
Bessemer Center for Technology
Center Point High School
Demopolis High School
Eufaula High School
Gadsden High School
Gunterville High School
Haleyville Center of Technology
Holtville High School
Jackson High School
Meek High School
Muscle Shoals High Schools
Oak Grove High School
Park Crossing High School
P. D. Jackson-Olin High School
Stanhope Elmore High School
Winston County Technical Center

DECA 2018 Chapter Campaign Awards

COMMUNITY SERVICE CAMPAIGN ACHIEVEMENT LEVEL
P. D. Jackson-Olin High School · Tammy Jackson, Advisor
Winston County Technology Center · Latricia Faulkner, Advisor

COMMUNITY SERVICE/PROMOTIONAL CAMPAIGN THRIVE LEVEL
Demopolis High School · Courtney Kerby, Advisor
Holtville High School · Jennifer Daniel and Kim Miller, Advisors

MEMBERSHIP CAMPAIGN ACHIEVEMENT LEVEL
Guntersville High School · Brad Lett, Advisor
Holtville High School · Jennifer Daniel and Kim Miller, Advisors
Oak Grove High School · Michael Mickens and Bryan Pope, Advisors
Park Crossing High School · LaCourtney Mitchell, Advisor

Connecting Students to Their Dreams

Mentors help students find their passions and achieve success. At AT&T, we are using the power of our network – both our employees and our technology—to provide mentoring to students and to build the workforce of the future.
The Alabama Army National Guard offers:

> Education Benefits
> Monthly Paycheck
> Tuition Assistance
> Enlistment Bonuses

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+ Total teaching flexibility - mix and match lessons from every VB simulation
+ No license renewal confusion if you currently license more than one simulation
+ Premium support on all sims (24 hour response Mon-Fri)

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COLLEGE OF BUSINESS
THE UNIVERSITY OF ALABAMA IN HUNTSVILLE

uah.edu/business
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MAKE A DIFFERENCE

Promoting Personal Finance and Investor Education!
We’re proud of our 11 years supporting DECA as an honored member of the National Advisory Board.

Congratulations students!
Best of luck in your competitions.

Publix is an equal opportunity employer committed to a diverse workforce.
THE DECA CREED

I BELIEVE in the future which I am planning for myself in the field of marketing and management, and in the opportunities which my vocation offers.

I BELIEVE in fulfilling the highest measure of service to my vocation, my fellow beings, my country, and my God – that by so doing I will be rewarded with personal satisfaction and material wealth.

I BELIEVE in the democratic philosophies of private enterprise and competition, and in the freedoms of this nation – that these philosophies allow for the fullest development of my individual abilities.

I BELIEVE that by doing my best to live according to these high principles, I will be of greater service both to myself and to mankind.