

South High DECA Excels

3/10/17



On Friday night, March 10th, Great Neck South DECA (Distributive Education Clubs of America) returned from a historic and successful trip to the SCC (State Career Conference) in Rochester, New York. Our chapter brought 83 students, and 38 of these students qualified to compete this April at the International Career Development Conference (ICDC) in Anaheim, California—a groundbreaking 46% of our students! Furthermore, 59% of the students who attended SCC placed in the top 10 of their event, competing against approximately 60 students from all over New York state. Even more excitingly, 70% of our students who competed this year were awarded with a top 10 honor, whether it be for their roleplay or test. In addition, we had two students qualify for ICDC through the Stock Market Game—a simulation of the real stock market where students can manage a virtual investment portfolio in real time. These students were named finalists for the New York Region among almost 1,000 competitors.

At SCC, students competed in a wide variety of events, ranging from Automotive Services Marketing to Business Finance Series to Advertising Campaign to Fashion Merchandising Promotion Plan. Some students competed in a roleplay event—an event in which students present inventive ideas from the viewpoint of a company

employee. These students have only ten minutes to create an entire plan solving the problem their company faces, pushing them to think both innovatively and pragmatically. Other students competed in manual events. These students prepared for months, writing either 11 or 30 page papers, outlining their plans to increase the visibility or profitability of real companies. These students contacted real executives and conducted immense amounts of research in order to create accurate yet ambitious plan for their respective company. Regardless of the diverse events they competed in, our students each possessed one similarity: each student devoted a colossal amount of time to preparing for SCC. For over a month, experienced club members and our devoted advisors, **Ms. Demetres and Mr. Vine**, have proctored mock role-plays and presented marketing, finance, and management tutorials for younger members, showing them the “DECA ropes” and preparing them for competition. We are so thrilled with our club's accomplishments so far this year.

Qualifiers for the 2017 International Career Development Conference

1st Place

Aram Baghdassarian – Business Growth Plan

Rachel Brenner – Automotive Services Marketing

Kevin Ho – Advertising Campaign

Shrinath Viswanathan – Personal Finance Literacy

2nd Place

Kelly Foo – Food Marketing Services

Weiting Hong – Business Finance Services

Sebastian Kaczor – Business Service Marketing

Celine Macura & Eugene Yi – Hospitality Team Decision Making

Wendy Mo & Isabel Ugolini – Fashion Merchandising Promotion Plan

Jake Raphael – Hotel and Lodging Management

Kerr Yoo – Business Growth Plan

3rd Place

Amanda Cohn & Shayna Zeitlin – Fashion Merchandising Promotion Plan

Jiarong Fann – Accounting Applications

Andersen Gu & Nicholas Langel – Marketing Management Team

Jin Mo Koo – Human Resources Management

Haley Raphael & Josephine Zheng – Business Law and Ethics Team Decision Making

Jack Tucker – Independent Business Plan

4th Place

Cara Becker & Susie Fendt – International Business Plan

Jackie Haimovici – Sports & Entertainment Marketing

Julia Kelly & Brian Volk – Sports and Entertainment Promotion Plan

Jonathan Wong – Food Marketing Services

5th Place

William Ban & Bradley Sheen – Business Growth Plan

Abby Efrem & Emma Motelson – Travel and Tourism

Jeremy Feng – Restaurant and Food Service Marketing

Clara Goldberger – Hospitality and Tourism Marketing Operations Research

Max Hsiao & John-Carlos Saponara – Financial Services Team

Ben Kobliner – Human Resources Management

Aric Zhuang – Quick Serve Restaurant Management

Stock Market Game

Andrew Chen & Adam Pramberger