

MEETINGS

- February 25 3:00
- SOUL FOOD
- March 4 3:00
- SPRING BREAK
- 9-13
- Meet DECA
- March 18 3:00
- SWEET MTG
- March 25 3:00

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Industry Field Trip

On Wednesday, February 18th thirteen DECA members were able to visit seven local business. Starting off at Target students were able to walk through the store and compare merchandising displays, look for POP displays, and find endcaps that were exceptionally presented. There was an opportunity for students to hear from Jim, the manager at the time, about what is important to Target as well as ask questions about KPI's that are important to the organization and other questions that pertain to Target's focus and BRAND image.

Students also stopped in to Pet Smart where they were able to see the difference indifferent types of stores and see the differences in types of marketing based on target markets for each com-

pany. Staples and Fry's were next on our list which also gave different perspectives on marketing and pricing when comparing the different types of stores.



DECA Students in front of Cal-Ranch which was the favorite stop of the day

We stopped for lunch at Hibachi Buffet and enjoyed some time sitting down and having some good food together.

Next, we went to Cal-Ranch where AM Frank took the time to fill students in on the business, management, and even offered up applications to a majority of the students! He was so kind in answering tons of questions and sent them on their way with a complimentary drink and became an additional Advisory Board Member!

Fresh, a locally owned healthy eating establishment located near Cal-Ranch welcomed us with tons of information as well! Peggy was so kind and answered many questions for our students who loved the idea of a family run business! One more stop at Dollar Tree to compare merchandising and we were on our way back. **Watch for a DECA video from this trip!**

Coming Soon....

Our Marketing students have been busy compiling information for a formal written proposal that will allow our student store to have a heat press. This will mean that we can increase our apparel sales in Colts Corner by more than 200%. The heat press will cost about \$2,000 but is

projected to pay for itself in apparel sales in the first year. The heat press will also allow us to provide a-la-carte apparel purchases where customers are able to pick the shirt, hoodie, pants, or bag that they want or bring in their own item to be pressed. Next, customers will choose

whichever designs they want for their selected item. This will provide lower price options as well as the opportunity to get multiple designs on one shirt. You can pick the front, back, and sleeve designs.

Continued on page 2....

Coming Soon... Continued



Bright ideas are fueling our growth!

“Alone we can do so little, together we can do so much.”

Hellen Keller

One of the most exciting benefits with the inclusion of the heat press into DECA's SBE is that we will be able to provide printed items at half price for any club, class, or CTSO. Be talking about this amongst other groups that you are involved in so that we can spread the word!

We will be able to customize fabric items for athletes, clubs, and even family members. We will be able to add names and numbers as well.

We will have a binder with designs that have already been created for customers to look through. Each customer will also have the opportunity to pay an additional fee for our Marketing students to create a design for them.

All in all, this is going to be a great addition to our student store and will provide great opportunities for all students to learn how to make the shirts, but also give them another level of management and

organization skills as we move towards expanding our Colts Corner operations.

If you have any questions see a Marketing I student to find out more. Be watching for updates on this project and the fundraising that we will be doing to help us turn this idea in to a reality!

Themed Meetings!!!

Be sure to watch the front page for the theme for each of our meetings!

After talking to our members we thought we would mix things up with a little “fill our tummy” motivation!

In March we will be having a Soul Food and Sweet meeting.

Not sure what Soul Food is? Well, technically it's a South-

ern thing. We are asking that everyone bring something to share that has to do with soul food. Maybe you don't like that type of food? Feel free to bring your favorite dish to share with the group and any visitors we may have that meeting.

Sweets... that is self explanatory. Any and all things sweet are welcome at this meeting.



MEET DECA.....

On March 18th we will host a “Meet DECA” meeting where students will have the opportunity to come see what DECA is all about.

This is an opportunity for students to ask questions of other students and Mrs. Hale to see if this is something that they would enjoy.

We will cover our plans for the coming year, our BRAND, the culture in DECA, and what our vision is for the next five years.

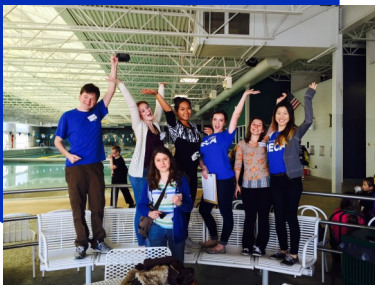
Ultimately, we are looking to let people know what we do, why we do it, and involve anyone that is interested in participating or simply inform them

of what we do!

Spread the word!

MEET DECA... MARCH 18TH... 3:00 PM IN ROOM 2314!!!

DECA Members on Thunder Mountain Games Field Trip



COLTS CORNER!



Working hard and smart to increase sales!

The word is getting out that Colts Corner is open every day and has a great supply of items for everyone! We are preparing for a retrofit for the store sometime before the end of the school year. We will be

putting cubbies in the lower portion of the store and peg-board on the top 2/3 of the store walls. This will not only create a more professional and typical store atmosphere, but will also allow us to merchandise our products more efficiently and allow the Marketing team to prepare plan-o-grams next year. This will be an excellent addition to all of the great things that are already happening in

Marketing! We now have the Keurig in the store and sales are growing as a result. Coffee is a big seller for us and has increased our sales about \$15 per day.

COMING SOON

Watch for Otis Spunkmeyer cookies that meet nutritional standards! That's right, they are the healthy version so we can sell them during school. We have just opened our account with the well known cookie manufacturer and are so excited to add this to our consumables!

**OTIS
SPUNKMEYER
COOKIES
COMING TO
COLTS
CORNER!**

2015/2016 Officer Elections

We will be meeting to elect our officers for the 2015/2016 school year in May of this year. The new officers will be in place as we go in to summer and prepare for a busy year for DECA!

Candidates will have the opportunity to self nominate throughout the month of April. Nominated candidates can prepare a flyer that shares their bio, interest, and any

information that they would like to share. These flyers will be displayed in room 2314. On Monday, May 4th, we will have a special meeting after school in which all candidates will present their ideas for the 2015/2016 school year as well as why they should be elected.

Voting will take place immediately after the meeting. The new board will be announced at our end of

year banquet which will be held on Wednesday, May 6th. The time and location of this event will be released in next month's newsletter.

We have big plans for the next school year, so be thinking about whether you are the right person to help us plan our success!

Marketing I

The Marketing I class has been busy working on many projects these past few months. Most recently we finished a Marketing Program Enhancement Proposal for the CTE Department. This covers our plans for the next few years in the program as a whole.

Early in February the class completed a flyer, newspaper ad, and radio

advertisement for the Kiwanis Book Sale that happens every year in the mall.

Currently, students are working on a commercial using still photos that were taken early in the month for the first annual Thunder Mountain Games.

Marketing students are on their sixth project of the year for people

in our community! This is no small feat and each student involved is gaining hands on experience creating real marketing products that will improve our school and our community!



Marketing students presenting to the Sierra Vista Symphony



The Marketing Program at Buena is involved in the community, professionally responsible, and building emerging leaders. We are always looking for opportunities to get our students hands on experiences that help them to think critically, analyze from a marketing perspective, and give back to our community.

Currently we offer the following courses

Marketing I

Marketing II

Starting Your Own Business



Starting Your Own Business

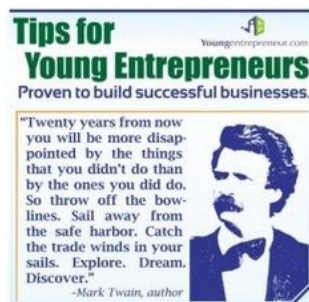
Congratulations to Georgia O'Connor for earning a job at Café' Roca in Bisbee through her excellent work ethic and presentation last semester in Starting Your Own Business!

Mark Schmitt, CGBP Center Director, was a guest for her class presentation and was active in ensuring that a good match was found for her skills and determined spirit. This is a testament to the outstanding partners that we have in the community and the future of our Marketing/ Starting Your Own Business Students!

This semester, students are working on their Shark Tank style presentations and will be presenting for their first guest panel. This panel will consist of employees from our District Office.

The business plan that each student creates is well thought out, researched, and presented in a way that ensures that they are trying to get buy in from their audience.

Interested in being on a panel? Contact Mrs. Hale for more information. We are always looking for industry leaders that are interested in being involved in what we are doing.



A HUGE Thank you to our current Advisory Board Members! You are all amazing and we appreciate you!

Ken Cecil :

General Manager
Mall at Sierra Vista

Dr. Tap :

Tap Into Wellness Chiropractic
& Jimmy Johns

Frank Resendez :

Cal-Ranch

Bill Conroy:

Fresh

Peggy Sheley:

Fresh