

TO: Youth Council

Date: 3/5/02

FROM: Marketing and Leadership Committee

For Action
 For Information
 Meeting Notes

SUBJECT: Golden Valley Distributive Education Class of America (DECA)

PROPOSED MOTION:

Information Only

DISCUSSION:

DECA is a non-profit student organization for students interested in careers in business, marketing, and entrepreneurship. There are approximately 200,000 dues-paid DECA members. The Golden Valley DECA chapter from Golden Valley High school is the largest chapter in California with an annual membership of between 175 and 250 students. For the past three years, Golden Valley DECA members have earned recognition and awards at the district, state, national and international level of competitive events.

Six DECA members are currently working on a Creative Marketing Project and Public Relations Project. They have created a teen entertainment guide (What's Up In Merced?) which highlights popular activities and events in the greater Merced area. Sections include best places for teens to eat, where to take a date, annual events, and clubs and organizations. The DECA members are in the process of completing the guide - complete with coupons for teens to clip and use at local establishments.

The students have worked since September on this project. It won first place in the DECA Northern District Competition. Next comes the California DECA State Competition in Irvine.

The students are hoping to obtain financing to cover printing costs of the first publication from the Youth Council. Their request for funds will be forwarded to the Operations Committee.

ATTACHMENTS: N/A