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Eight DHS students to attend DECA State Conference in Las Vegas

*By Renee' LaBonte-Jones
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Students of the Dayton Chapter for Distributive Education Clubs of America (DECA) continue to impress, as eight students ranging from freshmen to seniors prepare to compete in the organization's State Career Development Conference, scheduled in Las Vegas on Feb. 17 and 18.

The purpose of DECA is split into two main intentions, to encourage student in marketing related classes to pursue such careers, and to promote understanding and appreciation of the free enterprise system. The students to attend are Emily Gerhart, Alejandra Leon, Britni Beck, Kelly Combs, Brian Gaab, Cameron McGifford, Brittany Campbell, and Lela Branstetter.

Each student attending the conference is given the opportunity to compete in many different marketing competitions, which reflect actual business practices. Of the 500 members expected to be competing at the state level in Las Vegas, those who are named winners in their events will continue to the DECA International Career Development Conference to be held in Louisville Kentucky in April.

Some of the events students compete in at this conference include principles of business and hospitality, the events of Kelly Combs, technical sales, which both Lela Branstetter and Britni Beck compete in, and apparel and accessories marketing, which is a new event for Emily Gerhart. Though most competitors are individual, Dayton boasts a team entry of Brian Gaab and Cameron McGifford competing in sports entertainment marketing. Brian Gaab will also be competing in virtual business, for which in past years he ranked first in the west and fifth in the nation.

Other goals of the DECA members include Emily Gerhart running as president in the elections for state officers in the 2010-2011 school years. Among her responsibilities would be to run all chapters of Northern Nevada, and to try to encourage and gain more chapters from other schools. Being well versed in what is expected of a DECA official, having been involved with DECA in past years, Emily Gerhart stands a fighting chance, despite running thus far against an unknown number of candidates.

Renee' LaBonte-Jones is a Dayton High School student. Her teen beat covers west-central Lyon County. Have a story idea? Photo? Contact Renee at dhswhatsup@gmail.com
