

**DATE:** February 28, 2019

### **HIGH SCHOOL STUDENTS ADVANCE TO INTERNATIONAL DECA COMPETITION**

Five Dripping Springs High School students have qualified for the International DECA Competition based on state results. The state competition was held in Dallas; 27 students from DSHS competed. Students who will compete in Orlando, Fla., in April are: Teagan Crewson, Valari Graham, Lily Sethre-Brink, Varun Verma, and Riley Wheaton.

DECA's industry-validated competitive events are aligned with the National Curriculum Standards in the career clusters of marketing, business management and administration, finance, and hospitality and tourism. DECA's flagship evaluation process involves students in both a written component such as an exam or report and an interactive component with an industry professional serving as a judge.

In addition to demonstrating mastery on a 100-question test on Business administration, students completed two surprise-topic role plays on the following topics:

**Valari Graham: Retail Merchandising**

1) building and enhancing customer loyalty and 2) additional income streams and customer amenities for large retail stores.

**Teagan Krewson: Entrepreneurship**

1) determining the best hiring strategy for a business and 2) site selection for business location.

**Lily Sethre-Brink: Marketing Communications**

1) incorporating paper advertisements in bulk shipments and 2) job promotion utilizing social media in the marketing industry.

**Varun Verma: Business Finance**

1) analyzing the effects of balloon payments, especially as it relates to cash flow statements and 2) calculating the payback period and net present value of a capital expenditure decision.

**Riley Wheaton: Sports and Entertainment Marketing**

1) determining the best for return customers and employees at an escape room and 2) recommending appropriate market data and surveys for an underperforming movie theater.

Michael Lemonds is the faculty advisor for DECA.

