



FOR IMMEDIATE RELEASE: January 27, 2012

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Lake Travis High School DECA students advance to state

Thirty-five students from the Lake Travis High School (LTHS) DECA program have advanced to state competition after earning 17 first place finishes at the District V competition held Jan. 21 at Copperas Cove High School in Copperas Cove ISD.

DECA is a Career and Technical Education student organization and uses the tagline, 'an Association of Marketing Students.' It is one of the largest student organizations on the Lake Travis campus with 126 student members. Forty of those students elected to compete in various business and marketing events against 18 other high schools in the central Texas region.

Students who earned top performances include the following:

- **Rachel Baird, Tori Irons, and Brock Kenyon:** Business & Operations Research/Buying & Merchandising, *Flowers by Nancy*
- **Morgan Boone and Rachel Spelman:** Business Operations Research/Buying & Merchandising, *Adorn*
- **Taylor Atwell, Burklee Berry, and Alex Gosch:** Chapter Community Service Project, *Families For Families*
- **Toni Cruse, Cody McCrary, and Taylor Skinner:** Chapter Creative Marketing Event, *Balfour/Letterman Jackets*
- **Adele Verrengia and Heather Zakour:** Chapter Entrepreneurship Promotion Project
- **Katie Berry, Liza Happel, and Hunter Hendrix:** Chapter Public Relations Project, *Unsilence The Violence* (domestic violence)
- **Madeline Hector:** Entrepreneurship Participating Independent Business, *Universi-T-Shirts*
- **Dylan Delagarza:** Entrepreneurship Written Creation of skateboard store, *Skate Over*
- **Justin Wolfe and Cole Woods:** Finance Operations Research, *Chase Bank*
- **J.D. Donahey and Christina El Hage:** Finance Operations Research Citibank, *Double Your Cash Reward*
- **Hansen Harris, Michael Null, and Josh Pearson:** Hospitality & Tourism Operations Research, *Rudy's BBQ*
- **Samara Cooper and Brooke Fry:** Learn And Earn, *The CAV Zone*
- **Carley Crow and Micah McVaney** (alternate): Principles of Hospitality & Tourism Individual Series Event
- **Ryan Smallwood:** Professional Selling for a language learning software
- **Jack Gist, Erika Jones, and Alyssa Leslie:** Sports Entertainment Operations Research, *Austin Golf Trail*
- **Luke Hutton** (alternate): Sports and Entertainment Marketing Individual Series Event
- **Cameron Oates, Erica Perez, and Zach Stewart:** Sports and Entertainment Promotion Plan, *Families for Families*

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In addition, Brooke Fry was elected as President for District V, while Lyndy Watkins currently serves as the Texas DECA State Reporter, a position he was elected for in the fall of 2011.

DECA students are coached by marketing teachers Jill Oates and Anthony Shipp. “I am so excited that our business students see the value in going above and beyond our traditional curriculum and choosing to compete against other Texas business students,” said Ms. Oates. “These students will have a definite advantage when they enter the workforce.”

All 35 students have advanced to state competition scheduled for February 28 – March 3, 2012 in Corpus Christi. Over 5,000 high school students will compete for a place on the Texas DECA Team and a trip to the International Career Development Conference in Salt Lake City, Utah in late April.

Anyone interested in sponsoring the students’ trip to the Texas DECA Career Development Conference may contact Ms. Oates at oatesj@ltidschools.org, or by phone at (512) 533-5821.

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A TEA Exemplary District, 2009-2010

In 1981, Lake Travis Independent School District was formed in a move to build an educational program which would better meet the needs of the students from the Lake Travis area. More than 6,900 district students are serviced by eight campuses: Lake Travis High School; Lake Travis and Hudson Bend middle schools; and Lakeway, Bee Cave, Lake Travis, Lake Pointe, and Serene Hills elementary schools. For more information, visit www.ltidschools.org.