



FOR IMMEDIATE RELEASE  
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## **DECA Holds 61<sup>st</sup> Annual International Career Development Conference**

*Nearly \$500,000 awarded in cash, prizes, and scholarships*

Orlando, FL – The Distributive Education Clubs of America (DECA), an international association of high school and college students studying marketing, management and entrepreneurship, begins its 61<sup>st</sup> Annual *International Career Development Conference (ICDC)* at the Orlando Convention Center today. Over 15,000 conference participants from around the country and the world are in attendance for this extraordinary four day conference experience.

“We are incredibly proud of our students, all of whom have worked tremendously hard throughout the year for the opportunity to be here today. With DECA’s membership at an all-time high, this year’s ICDC promises to be not just our largest, but our most competitive to date,” said Edward L. Davis, Executive Director of DECA. “It is an honor for both DECA and our corporate partners to recognize the outstanding achievements of these future leaders.”

Student attendees are competing at the conference for nearly \$500,000 in cash, prizes, scholarships, and awards to be presented on stage by representatives from DECA’s corporate partners and notable invitees. Of their more than 60 corporate partners, those with a major presence at this year’s conference include: Cadbury Schweppes Americas Beverages, Otis Spunkmeyer, Inc., Safeway, Inc, and Target. Florida-based corporate partners include Publix and Universal Studios.

“Publix values its relationship with DECA and is delighted to have the opportunity to sponsor this year’s Administrators’ Day featuring workshops specifically for administrators of Career and Technical Education programs. A growing concern within the grocery industry is our ability to find well-qualified, highly motivated, and loyal employees. One reason our relationship with DECA and the administrators of these programs is so important is because of the critical work they do to provide the next generation of America’s workers with the skills they’ll need to succeed in the workforce,” said Patti Breckenridge, Recruiting Manager, Publix Super Markets, Inc.

DECA chapters continue the tradition of applying the latest marketing techniques to community service projects that benefit thousands of local and national organizations. Logan Broadbent, Central Region Vice President of DECA and a former DECA award winner, knows how important this aspect of DECA can be. According to Broadbent, “DECA has not only helped me identify a career path, but it has also engrained a sense of civic consciousness into me and my fellow DECA members. DECA is a socially conscious community. With two family members suffering from cystic fibrosis I have first hand knowledge of how important community support and social understanding can be for those of us with debilitating health issues. Thanks to DECA, many of my peers understand this now.”

For more information on Distributive Education Clubs of America and its 61<sup>st</sup> Annual *International Career Development Conference*, please visit [www.deca.org](http://www.deca.org).

- More -

## ABOUT DECA

DECA is a 501-(C) (3) not-for-profit student organization preparing its membership for careers in marketing, management and entrepreneurship. DECA operates in all 50 United States, the District of Columbia, Puerto Rico, Guam, the Virgin Islands, Canada, Mexico and Germany. The United States Congress, the United States Department of Education and the state, district and international departments of education authorize DECA's programs.

Throughout the year, nearly 200,000 DECA students representing approximately 5,000 schools from all 50 states, District of Columbia, Puerto Rico, Guam, the Virgin Islands, Canada, Mexico, and Germany have competed at local, state and provincial competitions built around real life situations in marketing, management, and entrepreneurship. More than 11,000 exceptional students have earned a coveted place, either for career competition or for one of the many leadership development opportunities, at this exciting conference.

### AWARDS TO BE PRESENTED INCLUDE:

- **Top Honors for International Winners of DECA's Career Competitions:** These competitions represent career pathways in five categories: Business Management and Administration, Entrepreneurship, Finance, Hospitality and Tourism, and Marketing, Sales, and Service. Each of these categories has been identified by the U.S. Department of Labor as "high-growth" for jobs in the U.S. Economy.
- **DECA Outstanding Service Award:** An award presented to marketing education professionals who have made distinguished contributions to further the mission of DECA Inc. at the national level for more than five years.
- **2007 Honorary Life Membership Awards:** This is the highest award DECA can bestow on an individual. Nominees are recommended by a state/provincial association, and then approved by the appropriate DECA committee and the DECA Board of Directors.
- **Years Service of Award:** This is an honor presented to members of DECA's National Advisory Board. This year's recipients are Hilton Hotels Corporation, Journeys, American Hotel & Lodging Educational Institute, and Finish Line, Inc.

### ABOUT DECA'S POSITIVE IMPACT ON THE ORLANDO BUSINESS COMMUNITY

- DECA's total economic impact on the Orlando business community is estimated at \$14 million
- 15,000 people, from every U.S. State, U.S. Territory, Canada, Mexico, and Germany will be staying in Orlando for four days.
- DECA's 15,000 participants will occupy 15 Orlando hotels, over 5,000 rooms, and a total of 25,000 room nights.
- DECA's ICDC will conduct tours and special events with Orlando area attractions including: Universal Studios, Sea World, Disney World, the Dixie Stampede, and Wet & Wild.
- Among the many local services, local charter companies will be used to transport 15,000 conference attendees

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Media Notes: To receive more information about this event or to interview a member of the 61<sup>st</sup> Annual International Career Development Conference, please contact Shelley S. Hymes at 202-364-3438 or [shelley@angelenterprisesdc.com](mailto:shelley@angelenterprisesdc.com).

