



October/November 2011

Edison Marketing Department

Where Students Thrive and Success is Contagious

Department News

As we approach the Thanksgiving break, the marketing department is as busy as ever. FCPS DECA has completed the District Leadership Conference role-play competitions (see DECA news), the Fair Oaks Mall Annual DECA Gift Wrap Fundraiser is around the corner, and the New York City trip is less than 2 weeks away!

DECA News

FCPS DECA District Leadership Conference (DLC) @ Lake Braddock SS

This past **Monday, November 7th**, over 700 FCPS marketing students/DECA members competed in marketing related role-play competitions. Students competed in various events such as food marketing, apparel & accessories, sports & entertainment marketing, and hotel marketing, to name a few.

With the exception of 9th grade only events (Communication and Job Interview), students are judged in 3 categories: DECA test, role-play # 1, and role-play # 2. Scores are combined and overall winners are determined.

If you would like to learn more about DECA role-play events, click on the link below:

[DECA](#)

Well, Edison DECA did pretty well at DLC! Of the 13 students that participated in role-play events, 5 students placed in the top 3 overall. Here are the results.

<u>Event</u>	<u>Student</u>	<u>Place (1, 2, or 3)</u>
Food Marketing	Danielle Rollins	(Test) – 3rd
Food Marketing	Danielle Rollins	(RP # 2/Professional Development) – 3rd
Food Marketing	Kokhob Yohannes	(RP # 1/Customer Relations) -3rd
Human Resource Mgt)	Mariam Zeratsion	(RP # 1/HR Mgt)-3rd
Human Resource Mgt	Mariam Zeratsion	(RP # 2/HR Mgt) -3rd
Human Resource Mgt	Mariam Zeratsion	(Overall- 3rd Place) – 3rd
Quick Service Rest Mgt	Dil Amerkhail	(RP # 2/Selling)-2nd
Quick Service Rest Mgt	Dil Amerkhail	(Test)-2nd
Quick Service Rest Mgt	Dil Amerkhail	(Overall – 3rd Place) -3rd
Restaurant Full Service Mgt	Susan Lu	(Test)-3rd
Restaurant Full Service Mgt	Susan Lu	(RP # 1/Customer Relations)-3rd
Restaurant Full Service Mgt	Susan Lu	(RP # 2/HR Mgt) – 1st
Restaurant Full Service Mgt	Susan Lu	(Overall – 2nd Place) -2nd
Job Interview	T.G. Mussie	(Overall - 2nd Place) -2nd
Job Interview	Ahmed Mohamed	(Overall - 3rd Place) -3rd

Congratulations to these students!

DECA Week Highlights: October 24th – 28th

During DECA Week, there were many activities put together by the leadership team. The goal for the week is to promote DECA awareness amongst the students and faculty here at Edison. Mission accomplished! What a great week. Here is the day by day schedule of events and a few pictures.

Monday: DECA Week Announcements!

Tuesday: "Girls in pearls, Guys in ties"! DECA members came to school in their most professional attire.

Wednesday: DECA diamond day! Paper DECA diamonds were placed underneath chairs in the cafeteria.

Whoever was sitting on them received a candy treat.

Thursday: Ice Cream Social! Check out the pictures below.

Friday: DECA t-shirt day!



How can you get involved in DECA? For students there are marketing related competitions (district, state, and national), field trips, fundraisers, community activities, and more. Parents can also be involved. Parents who are members of the business community are always welcome to come into class to speak to our students about their experiences in the business world.

[Parent Volunteer Form.doc](#)

Why Should I Join DECA? It's very simple. Top employers and colleges know the value of DECA. They want you to be involved. Employers want the most highly trained marketing professionals they can find. DECA is where it all starts for teenagers and learning about marketing, workplace readiness skills, leadership, community awareness, and social skills.

Student Dues for 2011-2012: \$30 (Dues account for local, state, and national dues). Also included in membership are all the activities we do in the marketing department and a 2011-2012 EHS DECA Chapter t-shirt!

EHS DECA now has a “hooded sweatshirt”



If you would like to order, please see your marketing teacher or click on the order form. Orders will be right after the Thanksgiving break.

[DECA & Field Trips 2011-2-12\Sweat shirt order form.doc](#)

DECA Fundraisers

Students that are interested in fundraising to supplement the costs for the New York City field trip or an official EHS DECA sweatshirt have a few options.

Candy Fundraiser”: Take 2!

As we did in the beginning of the school year, students could sell a box of candy and receive a \$30 credit towards their DECA membership dues. Due to the popularity of the products and the relative ease in selling it, we’ve decided to order more candy!

FCPS DECA Fair Oaks Mall “Holiday Gift Wrap”:

In a long-time partnership with Fair Oaks Mall, FCPS DECA is responsible for providing employees for a “gift wrap” store front located in the mall. Each day, beginning Friday, November 25th going through Saturday, December 24th, participating DECA programs in FCPS are assigned specific days to manage the store. Patrons that come in to get their gifts wrapped are donating to FCPS DECA programs. Schools receive a lump sum payment to their program. This is a great fundraiser for Edison DECA!

Edison DECA will be providing students to work in the store the following days:

Tuesday, November 29th 7:30 am – 10:00 pm

Thursday, December 8th 7:30 am – 10:00 pm

Saturday, December 10th 9:30 am – 9:30 pm

In order to participate, students must carry a minimum of a C average in all of their classes. Students that volunteer to work a shift, can either earn a \$25 credit towards a field trip or an EHS DECA sweatshirt, or earn extra credit points in their marketing class. Stop by and see us!

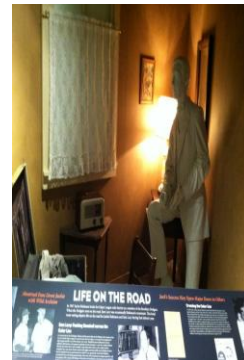
Field Trips

Thursday, October 13, 2011

Baltimore, Md. Camden Yards, Sports Legends Museum, and Hard Rock Café

DECA members experienced the world of sports and entertainment marketing by traveling to Baltimore and taking a tour of beautiful Camden Yards, home of the Baltimore Orioles. Also, we visited the Sports Legends Museum and had lunch at Hard Rock Café near Baltimore's Inner Harbor.

Here are a few pictures of the trip:





Thursday – Friday, December 1-2, 2011

New York City

- DECA members will be overwhelmed by what they see! So many places to tour and visit. To name a few, students will tour MetLife Stadium, home of the NFL's Giants and Jets, Rockefeller Center, Planet Hollywood, NBC Today Show, Madame Tussaud's Wax Museum, the NHL store, and more. It's going to be a great trip!

What's Happening in Our Classes

Sports & Entertainment Marketing: Recently, students completed an economics unit where they designed their own stadiums for their EFFL Fantasy Football Teams. The stadiums addressed all the economic aspects of stadium design and construction. They did an excellent job!

Introduction to Marketing: Currently, students are engaged in mini units aimed at gaining a better perspective on the other marketing classes being offered here at Edison. Units include Sports and Entertainment, Fashion, Entrepreneurial, and Global.

Marketing 1: Recently, students completed their economics unit along with their Lemonade Stand Project. Currently, students are working on their Product Planning unit.

Hotel Marketing: We continue to explore careers, hotels, restaurants and universities that have majors in hospitality/travel and tourism. There are many upcoming activities that we would love to share with newsletter readers including our December trips to **ICE** at National Harbor, MD and our Williamsburg/Virginia Beach trip to the Great Wolf Lodge and VB Convention Center. Our District DECA Competition will take place on Monday, November 7th at Lake Braddock HS in Burke. Students who advance to the State Conference will be notified in November and will travel to Norfolk, VA in March. By this printing, we will be planning our tours of the Waterford Reception Hall and visits to several other hotels. 😊

Pictures Of Students

Marketing 1 students are enjoying the food they made for the “Halloween Snack Project”:



On behalf of the marketing department, thank you for reading about what is going on in our department. The goal for this newsletter is to keep students, parents, faculty, and business community up to speed with us. The school is off to a fast and successful start. Let’s keep it going!

If you have any thoughts or comments, please don’t hesitate to let us know. We love hearing from you.

Sincerely,

The EHS Marketing Department!