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Lincoln Park DECA students compete at International Career Development Conference

LINCOLN PARK, Mich. – Two Lincoln Park High School DECA students competed at the 2018 International Career Development Conference held April 20-25 in Atlanta, Georgia. For the second straight year **Melanie Duvall** and **Collin Clem** competed in the Financial Team Decision Making event at the international competition for marketing students.

DECA, INC is a 501 (c)(3) not-for-profit career and technical student organization with more than 215,000 members in the United States, Canada, China, Germany, Guam, Mexico, Puerto Rico and Spain.

“DECA is a great extracurricular activity for students because it helps students develop business and marketing skills, and also helps them develop leadership skills such as, creative problem solving, time management and public speaking,” said **Ann Shannon**, Lincoln Park High School teacher. “DECA also provides students with opportunities to network with like-minded students from around the world and professionals functioning in fields they are interested in pursuing.”

Lincoln Park DECA is run by Shannon and fellow teacher **Leslie Daunter** and will celebrate 30 years next school year. Shannon is responsible for launching Lincoln Park DECA in 1989.

DECA prepares high school students to be business leaders and entrepreneurs by training them in marketing, finance, hospitality and management. The principles learned in each competitive event contribute to helping every student become college- and career- ready upon graduation from LPHS.

Clem, LPHS class of 2018 Valedictorian, credits DECA for the real-world opportunities it provided him to meet professionals working in his chosen field of finance.

Each competition is two-fold and features a rigorous industry-specific standardized test and role play/simulation in front of a judge, followed by questions after presenting. This requires students to apply the core knowledge learned in the classroom to develop solutions to the problems they’ve been assigned.

“While we are honored to host our annual district competition at Baker College each December and participate in other competitions across the state and country, Lincoln Park DECA is about more than competitions,” Daunter said. “Our chapter actively plans community service and school pride campaigns to instill in our students the importance of giving back to the community. Last October we raised \$12,000 for U of M’s Pediatric Oncology Rehabilitation Unit and we are all excited to raise money for Muscular Dystrophy this year.”

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