



PRESS RELEASE

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Homer High School DECA recognized for Thrive Level Chapter Campaigns

Homer, NY – Homer High School DECA was among 1,100 chapters that achieved Thrive Level recognition during the 2024-2025 school year and will be commended at DECA's International Career Development Conference (ICDC) held April 26-29, 2025, in Orlando, Florida.

Each fall, DECA offers four campaigns for chapters to complete as part of their program of leadership for the year. These campaigns are designed to grow membership engagement and build lasting partnerships within the school and local community. Chapters that achieve Thrive Level receive a commemorative pennant, flag and plaque. The chapters also have an opportunity to participate in ICDC. In order to receive Thrive Level recognition, the chapter completed two out of three chapter campaigns, including the community service campaign, ethical leadership campaign, and promotional campaign. Alternatively, the chapter could have participated in the membership campaign, which challenged the chapter to attain two of three goals: recruit 20 professional members, recruit 20 alumni members or increase student membership by 20 more members from the previous school year.

Of the 4,127 DECA chapters, only 1,000 chapters earned recognition in DECA's chapter campaigns and only 1,214 chapters earned recognition in DECA's membership campaign, Homer was able to get top recognition in both.

There were 44 total Homer DECA members who contributed to the Thrive recognition. The membership was led by President Anna Aldrich, as well as the rest of the executive officers' team: Kennadie Taylor, Patrick Maslin, Ethan Maslin, Gunnar Tyrrell, and Brayden Partigianoni.

Homer DECA started off the year with Cookies for First Responders on 9/11, followed by a clothing drive, as well as hosting a Toys for Tots event in school as well as a drive through event that was hosted by the Homer Fire Department. For the Toys for Tots event, they also partnered with the Homer Police Department as well as the high school baseball and softball teams. Throughout the beginning of the school year they also assisted with working the outdoor concession stand when needed, creating videos, menus, and tracking expenses as well. They also participated in open house as well as sponsoring a logo design contest for the district. They will remain busy this year as they are planning to host a carnival during the month of May. They continue to stay busy being a part of the community all while preparing for their Career Conferences.

"Our returning members made a commitment last June to take our Chapter to the next level and they have put in the hard work and time to gain this recognition. It shows them that their hard work and commitment has paid off and they can accomplish anything that they set their minds to" said Mike, Chapter Advisor.

About DECA Inc.

DECA is a career and technical student organization that prepares emerging leaders and entrepreneurs with a career interest in marketing, finance, hospitality, and management. DECA enhances the preparation for college and careers by providing co-curricular programs that integrate into classroom instruction, apply learning, connect to business and promote competition. DECA student members leverage their DECA experience to become academically prepared, community oriented, professionally responsible, experienced leaders. DECA is a 501(c)(3) nonprofit with over 287,000 members in 4,000 high school and college chapters in the United States, Canada, Puerto Rico and Germany.

For more information about DECA, visit www.deca.org.