



PRESS RELEASE

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January 1, 2023

Mounds View High School DECA Recognized for THRIVE Level Chapter Campaigns

Arden Hills, MN – Mounds View High School DECA was among 525 chapters that achieved THRIVE level recognition this year and will be commended at DECA's International Career Development Conference (ICDC) held April 22-25, 2023 in Orlando, FL.

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.

Mounds View DECA members completed the community service campaign, bringing over 309 pounds of food and raising over \$2700 in dollars to the Ralph Reeder Community Food Shelf in four days, partnering with Chick-Fil-A, Green Mill, and Dairy Queen. In addition, students completed the promotional campaign. This entailed doing three pieces of school outreach, one piece of community outreach, and working with three DECA alumni as guest teachers from industry. The school outreach activities included: 1) working with director Kat Rafael in the commercial industry to learn about video promotion strategies for a commercial that will be aired on television in late January featuring chapter members, 2) doing chapter community building activities and strategies for holiday theme events to promote our 2 student-run businesses, and 3) welcoming and promoting the DECA organization to incoming 9th graders. Another big event that was new this year was our chapter's first ever pop up shop for Homecoming. We brought our store outdoors, and we doubled business in one day.



The Mounds View High School DECA members who contributed to the THRIVE recognition were Gillian Anderson, Dhruv Bhinde, Emma Bratland, Lauren Coffey, Kristen Cosgrove, Audrey Coverstone, Chris De La Torre Ramales, Kate Demeny, Bryce Dullum, Aeron Echano, Marissa Halvorson, Andrew Heaberlin, Hazel Holmdahl, Berit Hudson, Graham Hutchcroft, Sofia Ivanov, Tollie Jackson, Payton Kaufman, Garima Khatiwada, AJ King, Celine Klum, Olivia Krueger, Thomas Liechty, Jizelle Lobley, Elsa Lohman, Juliana Peterson, Aidan Petrich, Ben Schultz, Thanishka Shetty, Liam Thurston, Lonnie Trapp, Ella Westerman, and Yohans Yemane.

For more information about Mounds View DECA, visit <http://www.moundsviewdeca.org>.

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