



Business/Marketing Pathway-Tallmadge

News about a College Tech Prep Program from the Six District Educational Compact

12 DECA state competitors break THS record



At the DECA District Awards Ceremony, back row from left, Jake Perrin, Alexis Garrett, Anthony Ibarra, Angel Labbe, Evelyn Passarelli, Vanessa Lane, Alisa Hasanagic, Erin Parsons, Miranda Sally, Kennedy Rorar, Vinnie Sgro, Melissa Speelman, Meghan Puster and Heather Hines. Front row from left, James Novello, Zach Davis and Brogan Burns-at DECA District Award Ceremony.

Twelve Tallmadge High School DECA members qualified to compete at the 2017 Ohio Career Development Conference last spring. This is the largest number of qualifiers in the past fifteen years of DECA at Tallmadge High School. **Lisa Haller** is the teacher.

Eighteen DECA members competed at districts where they sharpened their skills in marketing and management by role-playing real-life business situations. Over 50 different competitive events are held including marketing to business management, to public relations and to entrepreneurship.

DECA membership at Tallmadge High School is open to all students in the marketing program. Interested students may contact **Lisa Haller**.



Melissa Speelman and Heather Hines concentrate at the DECA event.

Team earns free trip to Florida after placing in Top 3 nationally

Tallmadge's DECA team of **Zach Davis, Phillip Glasser** and **Vaughn Richards** placed in the top three teams in the nation in the DECA/Herff Jones Marketing Results Challenge in 2017.

Davis, Glasser and Richards earned a trip to Ponte Verde Beach, Florida to present their yearbook campaign to a panel of Herff Jones sales executives at the company's international sales conference in February.

The Business/Marketing Pathway students produced a research document and a 10-minute video outlining their marketing campaign to increase yearbook awareness and sales at Tallmadge High School.

This was the first time Tallmadge DECA earned national recognition for placing in the top three!



From left, **Vaughn Richards, Phillip Glasser and Zach Davis**.

Worksite visits include trip to Cleveland Federal Reserve

In order to learn more about historical hyperinflation, Kim Brendel's Finance class visited the Cleveland Federal Reserve for a tour in October 2017. The information they heard about finance, banking and economics helped the students gain a better understanding of how the monetary supply works in the United States.



Finance students tour the Cleveland Federal Reserve.

Attending BPA awards ceremony

Last February, Tallmadge Business Pathway students attended the Business Professionals of America awards ceremony at Barberton High School. They included **Mitchell Makuch, Alexis Swain, Logan George, Morgan Reese, Evan Makuch, Erin Parsons, Dustin Ferrell, Blake Bockus, Lawrence Bennington, Conrad Martin, Cameron Weiler, Caleb Harlos, Joseph Wymer, Nick Vaughan, Zach Blasey, Makayla Corrin and Nate Luggelle**. Their teacher is **Joni Giles**.



Six District Educational Compact

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Business/Marketing Pathway - Tallmadge

Ms. Kim Brendel, Ms. Joni Giles, Mrs. Lisa Haller, and Mr. Dave Jividen

Business Foundations-Grades 9, 10

- Prerequisite course for Business/Marketing Pathway
- Fundamental business activities
- Business processes, economics, and business relationships
- Employability skills, communications, and personal financial literacy

Marketing Applications-Grades 10, 11, 12

- Implement marketing strategies and techniques across marketing functions
- Generate, screen, and develop new product ideas
- Use marketing operations procedures to ensure marketing's efficiency and effectiveness
- Technology, employability skills, leadership, and communications
- Student participation in DECA

Professional & Technical Sales-Grades 10, 11, 12

- Sales processes and techniques emphasized
- Learn how to develop, grow and sustain positive business relationships
- Analysis of business environment on sales, customers, and competitors
- Learn how to price for profitability and promote product sales growth
- Student participation in DECA

Strategic Entrepreneurship- Grades 10, 11, 12

- Management principles and leadership skills
- Entrepreneurial focus and marketing research
- Students will create a business plan
- Students will utilize Excel to create break-even analyses, accounting fundamentals, financing

Fundamentals of Business and Administrative Services-Grades 10, 11, 12

- Fundamental knowledge and skills in general management, human resources, operations
- Business operations, business relationships, resource management
- Introduction to financial principles
- Students will use technological tools and applications to develop business insights



Job shadowing with a real estate agent

Legal Environment of Business student **Gabe Griffith** shadowed **Dave Knutty**, a real estate agent with Mosholder Realty, this fall. His Legal Environment of Business teacher is **Dave Jividen**.

Hosting annual job fair

Students in Management Principles, taught by **Kim Brendel**, hosted the annual Job Fair at Tallmadge High School last spring. This event benefits both reputable, local employers and interested working-age eligible students from THS.

The Job Fair appeals to high school students looking for their first jobs. Many heard about companies with college tuition reimbursement plans and flexible schedules.

The free service is the result of planning and fundraising throughout the year by Management Principles students.

Third graders learn about economics

In partnership with Junior Achievement, students in Management Principles participate in a program called Hometown Heroes. The students, under the leadership of teacher **Kim Brendel** teach an age-appropriate Economics curriculum to the entire third grade at Munroe Elementary in Tallmadge.

Business Finance Foundations- Grades 10, 11, 12

- Investment strategies, savings vehicles, application of financial ratios and participation in a Stock Market Simulation
- Develop leadership skills via study of Ethics, creating a digital portfolio, solving/studying real life business scenarios including participating in the student club, Business Professionals of America (BPA)
- Financial statement analysis, interpreting technical documents, and analyzing debt packages
- Project oriented class emphasizing how effectively students apply what they are learning to real world business situations.

Business Management Principles – Grades 10, 11 12

- Entrepreneurship and Management Focus designed to build effective managers/BPA membership included
- Students create a Business Plan, conduct marketing research and analyze case studies to finesse Leadership skills
- Excel skills strengthened by applying accounting and finance principles to relevant work
- Project oriented class with Risk Analysis and the Business Environment

Financial Accounting- Grades 10, 11, 12

- Students will track, record, summarize and report a business's financial transactions
- Develop financial documents, project future income and expenses
- Evaluate the accuracy of a business's financial information
- Technology, employability skills, leadership and communications will be incorporated

Legal Environment of Business- Grades 10, 11, 12

- Students will examine all aspects of business law
- Students will also research real estate and debtor and creditor laws and regulations
- Conduct legal research and study compliance law

Business/Marketing Pathway Capstone- Grades 11, 12

- Apply skills in a comprehensive and authentic way
- May include project/problem-based learning opportunities both in and away from school
- Under supervision and through community partnerships, students may combine classroom learning with work experience

BPA students take first place in four categories

In the 2017 Regional competition, students involved in Business Professionals of America finished in first place in the categories of Small Business Management, Human Resources Management, Presentation Management – Individual and Fundamental Spreadsheets. **Kim Brendel** is the teacher.

Students also earned second-place finishes in Global Marketing Team, Small Business Management Team, Entrepreneurship, Prepared Speech and Excel.

Students advancing to BPA state competition in the Spring of 2017 included **Dajana Saric**, **Alexa Sebastiani** and **Ross Haught** for Small Business Management Team; **Angelo Mariola** and **Sarina Layton** for Fundamental Spreadsheets (Excel); **Alexis Swain** for Presentation Individual; and **Emma Brown** for Human Resources Management.

In the fall of 2017, BPA members launched two fundraisers to help finance the club's real-world business experience and an end-of-the-year class trip.