



Marketing Management

Career-Technical Education Program News from the Six District Educational Compact



The Rider Zone in action with Gwyn Erhard (Woodridge), Philip Vorhauer (Roosevelt), Kelsey Bedillion (Woodridge), Theoren Brown (Roosevelt)

Sydney Leavery (Roosevelt) wearing a Neon football night shirt



The Rider Zone is open!

Due to the pandemic and social distancing, *The Rider Zone*, Roosevelt's official team apparel provider was closed during the 2020-2021 school year. This year saw the return of *The Rider Zone*, which is managed completely by the students in the Marketing Management program. Both the Level I and Level II classes work cooperatively during football games, lunch periods, and during other events to sell the student-designed merchandise.

The students are responsible for all facets of *The Rider Zone* including: inventory, design, sales, marketing, and purchasing products from area vendors.

Students also created limited run "game day tees" for each football game this year to help increase school spirit. Each game had a theme, including neon night, formal night (homecoming game), and Pink Out (breast cancer awareness game), to name a few.

The Rider Zone is having one its most successful years to date. Instructor and advisor, **Brent Pfeiffer**, has credited this with the students designing all of the products. Brent states, "With the students designing the products, they have a vested interest in selling the apparel and feel a real sense of pride when they see the students and teachers walking the halls wearing their designs."

Marketing Students Compete at the OHSA Championships



Aaron Dutt (Woodridge)

The Marketing Management program and Kent Roosevelt DECA have earned a reputation for their "Tradition of Excellence" due to their students' commitment to hard work and winning, whether it is inside the walls of the Marketing Management classroom or in the arena, on the course, or on the field. Two of the Level II Marketing Management students and their athletic teams excelled in their respective sports to earn bids to the OHSA State Championships.

Aaron Dutt (Woodridge) raced at the Fortress Obetz sports complex in Obetz, Ohio where he placed 6th individually and led his team to a second place finish at the 2021 OHSA Cross Country State Championships.



Sydney Leavery

Golfer **Sydney Leavery** (Roosevelt) and her teammates competed at The Ohio State University Golf Club's Gray Course where they finished 10th as a team in the OHSA Girls Golf State Championship.

Both plan to continue their athletic careers and the study of business in college.



Six District Educational Compact

Cuyahoga Falls • Hudson • Kent • Stow-Munroe Falls • Tallmadge • Woodridge

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Roosevelt DECA Members Place at 2021 Virtual Competition

During the school year, DECA members take part in the organization's competitive events program. The competitions are designed to simulate real-life business scenarios and test students' academic understanding and skills development.

The DECA International Career Development Conference (ICDC) is the highlight of the DECA year. Each year, the top competitors in each event are recognized for their outstanding accomplishments. More than 17,000 students from around the world competed in last year's virtual ICDC with 31 members of Kent Roosevelt DECA representing their chapter.

Kent Roosevelt DECA continued its tradition of excellence with ten students in four events qualifying for finals in their respective competitions. Eight of the ten members in three events placed in the top 10 of their events!

Students receiving individual honors were (listed in order pictured):



Aaron Dutt (Woodridge) & Andrew Shaheen (Woodridge) – 4th place Franchise Business Plan



Lillian DeMattia (Roosevelt) & Maggie Oldham (Roosevelt) – Finalist (Top 20) International Business Plan



Kiki Kiskadden (Roosevelt), Paige Thompson (Roosevelt) & Skyler Longgood (Roosevelt) – 7th place Business Services Operations Research



Emma Brustoski (Cuyahoga Falls), Jocelyn Berry (Cuyahoga Falls) & Jenai Blake (Cuyahoga Falls) – 5th place Project Management Financial Literacy

Success Story

Marketing Management welcomed back **Alex Smigel**, 2020 Roosevelt graduate and Marketing Management completer earlier this school year. Alex spoke with Level I students about his college journey and how Marketing Management prepared him for both college and real-world experiences.



Alex Smigel

Alex now attends West Virginia University, majoring in Supply Chain Management. Completing the Marketing Management program at Roosevelt helped Alex get a head start with his future. Alex shared that Marketing provided him with a foundation for all of the college level business courses that he has taken to date. His first marketing class at WVU even used the same textbook that he used in the Marketing program! Alex explained how Marketing Management prepared him for more than just the content; it prepared him for life and the experiences that would come his way. Alex states, "The projects and the DECA competitions help prepare you for the real world more than most classes do."

Class Connections



Paige Thompson (Roosevelt) and Lily Schiller-Stacey (Roosevelt) are Level I and II "siblings" pictured here at the RHS Leadership Retreat

Each year, Level I and Level II students go through a process to select big and little sibs for the year. These relationships between classes build the family-like atmosphere that the Kent Roosevelt Marketing Management program fosters in and outside of the classroom. Level II students will help mentor the Level I students throughout the year.

Level I and II students work together on their DECA projects, *The Rider Zone*, and other events hosted by the Marketing Management program. The bonds formed between students ultimately teach communication skills that have helped alumni adjust to college life and beyond.