To: Select Presidents, Deans, Faculty
Florida Post Secondary Institutions
Corporate Sponsors
Eric Owens, State Supervisor, Marketing and Diversified Education

From: Jack J. Rose

Date: April 27, 2014

Subject: INTERNATIONAL CAREER DEVELOPMENT CONFERENCE RESULTS

Attached are the official results from the 53rd Annual Collegiate DECA International Career Development Conference, held April 22-27, 2014 at the Renaissance Washington, D.C. – Downtown.

We congratulate Johnnie Hubbard III, a senior at Johnson & Wales University, North Miami Campus, who was elected International President by the voting delegates. Johnnie served as Chapter President of the JWU Chapter and recently served the State Association as Secretary/Treasurer. In addition, Johnnie marked his eighth year of involvement with DECA and Collegiate DECA and looks forward to leading the international officer team, Team 54, to a higher altitude.

We should be very proud of all Florida members as they embraced the 2013-2014 theme, MAKE IT COUNT, in their quest for excellence. As you review the names of the award recipients, please keep in mind that all students who participated in this conference were winners, displaying their knowledge and leadership with over 1500 attendees from all over the United States, Canada, England, Guam, and Puerto Rico.

Congratulations are also extended to our dedicated chapter advisors, without whom students would not be able to participate in this conference and other Collegiate DECA co-curricular activities. Our advisors spend many long hours throughout the year on campus, assisting at the state and international conferences, and I am grateful for their dedication and commitment to our students.

We extend a very special thank you to our corporate sponsors without whom we would be able to produce the next generation of leaders. Their names/companies are included at the end of this official report.

Congratulations to Dr. Carolyn Massiah, Chapter Advisor, University of Central Florida, who was recognized as Florida’s Advisor of the Year at this year’s Opening Session.

Having completed my 51st year of involvement with DECA and Collegiate DECA, I thank the great students of Florida for allowing me to serve the past 30 years as Executive Director. Our student members and advisors are the contributing factor to our many accomplishments.

On behalf of Florida Collegiate DECA, thank you for your continued support.

If I can be of any assistance to your, please do not hesitate to contact me.
The following students received an Award of Excellence for their outstanding performance.

**Broward College – North**
Denilson Rodrigues
Ralph Cassese
Angela Gabner

**Broward College - South**
Kierstin Bast
Samira Hackshaw
Sundari Palanivel
Kimberly Rivers

**Full Sail University**
MarkAnthony Brown
Raven-Ariel Jackson
Phillip Stokes

**Indian River State College**
Chase Castellano
Zachary Moore
Ameila Strazulla
Olivia Lenau
Frank Cardenel
Billie-Jo Levoli

**Johnson & Wales University**
Matthew Weingard
Dmitriy Smirnov
Alexis Greene
Joshua Wy
Ashley Hall
Johnnie Hubbard
Brandon Aran
Julian Lopez
Antonio Boone
Naomi Espillat
Justin Dickason
Brandon Libonati
Ashley Hall
Brandon Guy
Michelle Ho
Mae Sitler
Regine Williams
Destiny Antonmmarchi
Conor Dolan
Joseph Keefer
Jamar Pittman
Northwood University
Michelle Ray
Taron Beckford
Nicholas Cooper
Juan Guerrero
Zachary Lieberman

University of Central Florida
Lisa Ben-Chaim
Christopher Burke-Jones
Brittany Hall
Emilee Jackson
Louis Jeffrey
Matt Marstaller
Lauren Olevitch
Neil Vegoinre

FINALISTS

Advertising Campaign
R. Ann James – Broward College – North Campus
Alexis Greene/Julian Lopez/Brandon Aran – Johnson & Wales University – North Miami
Ameila Strazzulla, Chase Castellano, Zachary Moore – Indian River State College

Business Ethics
Julian Guevara/Isabon Rasted – Broward College – South Campus
Olivia Lenau/Stephen Smith – Indian River State College
Brandon Libonati/Justin Dickason – Johnson & Wales University – North Miami

Business-to-Business Marketing
MarkAnthony Brown/Raven-Ariel Jackson – Full Sail University

Culinary Management Institute
Destiny Antonmarchi/Conor Dolan/Joseph Keefer – Johnson & Wales University – North Miami

Entrepreneurship – Growing a Business
Phillip Hardy – Broward College – North Campus

Entrepreneurship – Starting a Business
Denilson Rodrigues – Broward College – North Campus

Financial Statement Analysis
Nicholas Cooper/Taron Beckford – Northwood University

Human Resource Management
Ralph Cassese – Broward College – North Campus

Hotel and Lodging
Angela Gabner – Broward College – North Campus
Human Resource Management
Ralph Cassese – Broward College – North Campus

International Marketing
Lisa Ben-Chaim/Lauren Olevitch – University of Central Florida

Project Management
Phillip Stokes – Full Sail University

Sports and Entertainment Marketing
Antonio Boone/Naomi Espillat – Johnson & Wales University – North Miami

Accounting
Matt Marstaller – University of Central Florida

Banking and Financial Services
Brandon Guy – Johnson & Wales University – North Miami

Fashion Merchandising and Marketing
Michelle Ray – Northwood University
Erin Addison – Johnson & Wales University – North Miami

Hotel and Lodging
Juan Guerrero – Northwood University

Restaurant and Food Services
Ashley Sardelli – University of Central Florida

Retail Management
Sundari Palanivel – Broward College – South Campus

Travel and Tourism
Kierstin Bast – Broward College – South Campus

State Leadership Award
Kasey Layton – Johnson & Wales University – North Miami
Matthew Weingard – Johnson & Wales University – North Miami

The following students placed in the TOP 10 in their respective competitive event. Over 1500 students from the United States, Canada, England, Puerto Rico and Guam participated.

Advertising Campaign
Amelia Strazzulla/Case Castellano/Zachary Moore – Indian River State College

Banking and Financial Services
Brandon Guy – Johnson & Wales University – North Miami
**Business Ethics**  
Olivia Lenau/Stephen Smith – Indian River State College

**Business-to-Business Marketing**  
MarkAnthony Brown/Raven-Ariel Jackson – Full Sail University

**Culinary Management Institute**  
Destiny Antonmmarchi/Conor Dolan/Joseph Keefer – Johnson & Wales University – North Miami

**Entrepreneurship – Growing a Business**  
Phillip Hardy – Broward College – North Campus

**Entrepreneurship – Starting a Business**  
Denilson Rodriguez – Broward College – North Campus

**Financial Statement Analysis**  
Taron Beckford/Nicholas Cooper – Northwood University

**Hotel and Lodging**  
Juan Guerrero – Northwood University

**International Marketing**  
Lisa Ben-Chaim/Lauren Olevitch – University of Central Florida

**Project Management**  
Phillip Stokes – Full Sail University

**Fashion Merchandising and Marketing**  
Michelle Ray – Northwood University  
Erin Addison – Johnson & Wales University – North Miami

**Travel and Tourism Marketing/Management**  
Kiersten Bast – Broward College – South Campus

**National DECA Passport Program**  
Ashley Hall, Presidential Award – Johnson & Wales University – North Miami
GRAND AWARD WINNERS

Second Place
Destiny Antonmarchi/Joseph Keefer/Conor Dolan – Culinary Management Institute
Johnson & Wales University – North Miami

First Place
Denilson Rodrigues – Entrepreneurship – Starting a Business
Broward College – North Campus

A NOTE FROM THE EXECUTIVE DIRECTOR

Congratulations to DR. CAROLYN MASSIAH, University of Central Florida, who was recognized as Florida’s Advisor of the Year at the 53rd Annual ICDC Opening Session. Dr. Massiah’s dedication and commitment to her students is reflective of her excitement and enthusiasm for Collegiate DECA. Thank you, Dr. Massiah, for your untiring efforts on behalf of our students.

Making us proud of our students, Johnnie Hubbard III, Johnson & Wales University – North Miami Campus, was elected International President of Collegiate DECA. Johnnie began his DECA experience at Jupiter High School and served as president of the Johnson & Wales University Chapter of Collegiate DECA and Secretary/Treasurer of the Florida Association of Collegiate DECA. His team is credited with the establishment of 13 new chapters. His campaign theme was “Break Through” and his message, shared with the voting delegates and members, was that Collegiate DECA can break through any and all obstacles to continue to new heights. Johnnie will graduate this fall from Johnson & Wales University and is an avid supporter of the Special Olympics.

As was mentioned in the cover memo, our students would not have these opportunities if it were not for our corporate/business/education sponsors and partners. On behalf of our students and advisors throughout The Sunshine State, our heartfelt gratitude for your participation in the education experience. It truly takes each of us to make this great country greater and your financial support is duly recognized and appreciated.

Thank you.

Warmest regards,
FLORIDA COLLEGIATE DECA IS DEEPLY GRATEFUL TO OUR FRIENDS AND CORPORATE SPONSORS WITHOUT WHOM WE WOULD NOT BE ABLE TO PROVIDE OUR MANY SERVICES AND THE ANNUAL STATE CAREER DEVELOPMENT CONFERENCE TO OUR POST SECONDARY STUDENTS. WE SINCERELY THANK THEM FOR THEIR SUPPORT AND THEIR AMERICAN SPIRIT IN BEING A VALUED EDUCATION PARTNER.

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JUPITER LIGHTHOUSE REALTY – Leshia Johnson G.R.I., C.R.S.
UNIVERSITY OF CENTRAL FLORIDA
AWARDS UNLIMITED
JACK J. ROSE FOUNDATION
NORTHWOOD UNIVERSITY
BROWARD COLLEGE FOUNDATION
PUBLIX SUPER MARKET CHARITIES
WILSON ENRIQUEZ, IDEAL LENDING SOLUTIONS
INDIAN RIVER STATE COLLEGE
FLORIDA STATE UNIVERSITY
BROWARD COLLEGE – NORTH CAMPUS
AMERIMAX/DUNKIN’ DONUTS
BROWARD COLLEGE – SOUTH CAMPUS
YELLOWDOGRECRUITING.COM
PROSE PROMOTIONS, LLC
THE ROSE FAMILY
SOUTHERN WINE AND SPIRITS OF AMERICA, INC.
AWARDS UNLIMITED
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ANDREW L. WHITAKER
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