

ST.PAUL, Minn. April 2005 – Postal Credit Union (PCU) in Woodbury is working with Tartan High School DECA students for the fourth consecutive year to create marketing pieces that will appeal to the credit union's teenage members. The students conduct research and then write credit union direct mail brochures, web site articles, and more.

The venture gives DECA students at the Oakdale, Minn., school the opportunity to learn more about marketing while helping PCU develop promotions that will appeal to its 13-17 year old members. DECA, which stands for Distributive Education Clubs of America, is a nationwide club that was formed in 1946 to help interested students develop skills in marketing, management and entrepreneurship.

“This is one of the many ways PCU is working to make a positive difference in the communities we serve,” said PCU President Russ Plunkett. “By providing high school students with hands-on marketing experience, we are giving them an opportunity to further their education in an area of interest to them.”

Tartan High School DECA teacher Craig Spreiter shares similar feelings about the partnership.

“The pieces that have been created are incredible, and the students love seeing their ideas come to life,” Spreiter said. “I appreciate working with organizations like PCU who really do value the community.”