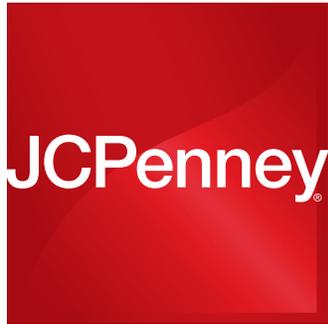


J.C. PENNEY COMPANY, INC.



Every Day Matters™
jcp.com

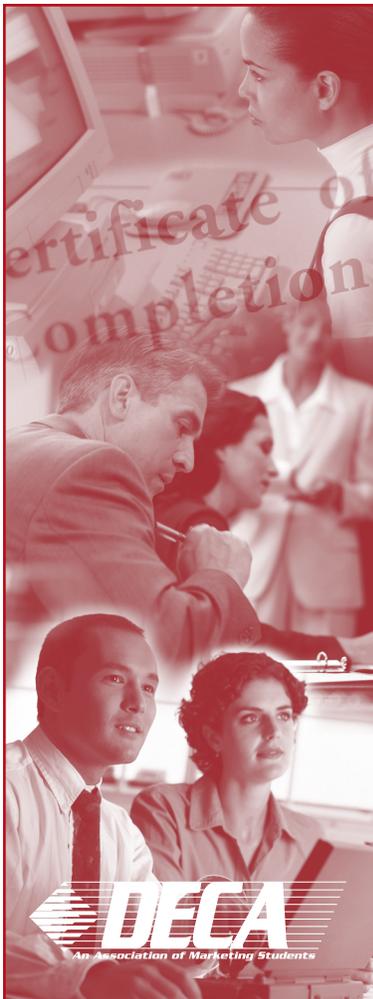
DECA ADVISOR PROFESSIONAL DEVELOPMENT SCHOLARSHIPS

A Rewarding Partnership

For over 50 years, the J.C. Penney Company, Inc. has partnered with DECA in support of marketing education and DECA. The company's commitment to DECA's advisors and members includes its active National Advisory Board membership and its sponsorship of DECA's Apparel and Accessories Series Competitive Event. In addition, JCPenney is continuing to provide an outstanding opportunity for advisors. JCPenney will award three professional development scholarships of \$1,000 each to advisors who have partnerships with JCPenney.

This year you may be eligible to win a scholarship worth \$1,000!

DECA is responsible for evaluating and selecting scholarship recipients. Applications must be postmarked no later than March 3, 2008, and mailed directly to DECA Inc. Recipients will be notified in late March.



For 2007-2008

JCPenney is awarding these professional development scholarships to high school DECA advisors/marketing education teachers on the basis of the applicant's:

- Partnerships with JCPenney
- DECA participation
- Leadership ability
- Community involvement

The three winners must use their professional development scholarships for training (i.e. college courses, conferences, and internship programs) in the field of marketing. **The scholarship cannot be used to attend a DECA conference.**

Time Frame

- Application deadline is March 3, 2008
- Winners notified late March
- Winners recognized at ICDC in April 2008
- Scholarships must be used between May 2008 and March 2009

The Application Process

The following items **MUST BE** included with each completed application form and the necessary substantiating information, and should be forwarded directly to DECA Inc., postmarked no later than March 3, 2008.

1. A statement describing partnerships with local JCPenney store(s)
2. A statement describing DECA participation
3. A statement describing leadership ability
4. A statement describing community involvement
5. Letters of recommendation from a school administrator and a community leader (include office and organization)
6. A copy of applicant's current chapter membership roster as verification of national membership

Mail to: DECA Inc.
JCPenney Scholarship Program
1908 Association Drive
Reston, VA 20191-1594

**Application for the J.C. Penney Company, Inc.
DECA Advisor
Professional Development Scholarship Award**

Name _____

Home Address _____

City/State/Zip _____

Home Phone # _____ E-mail Address _____

School Name _____

School Address _____

School City/State/Zip _____

Principal's Name _____

School Phone # _____ School Fax # _____

Inclusive dates teaching _____

Inclusive dates of DECA involvement (as chapter advisor) _____

Partnership with Local JCPenney Store

Describe your involvement with the local JCPenney store(s) (add pages as needed).

DECA Participation

Describe DECA participation (state and national), involvement in area, regional and district activities, overall promotion of DECA, etc. (add pages as needed).

Leadership Ability

Describe leadership training, leadership roles for marketing education and/or DECA at the state or national level, etc. and how you plan to use the scholarship for professional development (add pages as needed).

Community Involvement

Describe your involvement in the community (add pages as needed).

Date

Signature of applicant

Completed applications must be postmarked no later than March 3, 2008. Applications may NOT be faxed. For more information or additional copies of the application, contact DECA Inc. at 703-860-5000. You may use a copy of this original application.