



JCPenney®

Every Day Matters™

J.C. Penney Company, Inc.

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 5, 2010, and mailed directly to DECA Inc. Recipients will be notified in late March.



For 2009-2010

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 (3) winners may use their award to attend DECA's Chapter Summer Advisor Institute, or the award may be used for professional development at a conference which provides continuing education credits in their field.

Time Frame

- Application deadline is March 5, 2010
- Winners notified late March
- Winners recognized at ICDC in April 2010
- Scholarships must be used between May 2010 and March 2011

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 5, 2010.

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
