

advisor

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Dedicated to ME Student Development through Creative Chapter Activities

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In this chapter packet

- ◆ Information on [MarkED's Conclave](#)
- ◆ Reminder about [DECA's School-based Enterprise](#) resources
- ◆ [Sales & Marketing opportunities](#)
 - Benjamin International (novelties)
 - Custom Resources (resources)
 - Data Match, inc.
 - EZ Design
 - SnagAJob.com, Inc.
- ◆ A flyer reminding you to explain the opportunities available at [Northwood University](#). Northwood, a National Advisory Board member, sponsors the Sports and Entertainment Marketing Management Team Decision Making Event at the ICDC.
- ◆ A flyer informing you about IMAGES' Student Training Guides

Appalachian Youth Entrepreneurship Education "Springboard" Award

Through the Appalachian Regional Commission, \$2,000 grant awards will be presented to six outstanding K-12 entrepreneurial education programs in the Appalachian Region.

The Appalachian Youth Entrepreneurship Education Springboard Award will honor up to six of Appalachia's most successful entrepreneurship training programs targeted for rural young people ranging from elementary school age through high school. Award recipients receive a \$2,000 grant award for ongoing work. An outstanding teacher and student from each winning program will be honored in Washington, D.C., in March 2002.

The application deadline is January 23, 2002. Get application materials through Deann Reed, ARC (202-884-7786, dreed@arc.gov) or at www.arc.gov/programs/reginit/entrep.htm.

INTERNATIONAL CAREER DEVELOPMENT CONFERENCE AT A GLANCE

(A tentative conference schedule.)

Saturday, April 20, 2002

Career exhibits open
4:00 p.m. (teachers); 5:00 p.m.–8:00 p.m. (all)
DECA Day at Lagoon
Grand Opening Session 8:00 p.m.

Sunday, April 21, 2002

Competition briefing and manual registration
Competition testing
Career exhibits, campaign booths
11:00 a.m. (teachers); noon–4:00 p.m. (all)
Leadership Development Academy
State Officer Leadership Development Academy
Senior Management Institute
Tourist attractions
Super Dance/Fashion Show

Monday, April 22, 2002

Competition preliminaries
Career exhibits, campaign booths
8:00 a.m. (teachers); 9:00 a.m.–4:00 p.m. (all)
Leadership Development Academy
State Officer Leadership Development Academy
Senior Management Institute
Advisor Academy
Salt Lake Stingers baseball game

Tuesday, April 23, 2002

Olympic Park tour (throughout the day)
Second General Session
Third General Session
Competition finals
Election Session
Grand Awards Session 8:00 p.m.

So what are academies?

The National Academy Foundation (NAF) is an organization that promotes public school academies through advocacy and curriculum development. From their Web site: "Academies are small learning communities comprising groups of students within public high schools. Academy students take classes around a career theme—in finance, travel and tourism, or information technology—with the same team of teachers for two to four years. Partnerships with employers, the community and local colleges bring resources from outside the high school to improve student motivation and achievement."

DECA's response to the growth of academies is to present DECA affiliation as a natural extension of academy programs. DECA's Competitive Events Program provides curriculum enrichment that measures success and awards recognition. Co-op experiences in DECA can be more extensive than the six- to eight-week internships of academies. Keep in mind that academies do not have to have marketing classes in order to affiliate with DECA. In short, DECA in an academy program opens more doors!

advisor Corner

With the help of the PepsiCo Foundation, the **International Franchise Association Educational Foundation**, a DECA National Advisory Board member, has launched five pilot Franchising Entrepreneurship Programs in high schools and colleges. Two of the programs are being conducted in DECA chapters, one at Norman Thomas High School in New York City, under the leadership of **Robert Rubin**, and the other at the Townview Magnet School in Dallas, Texas, under the leadership of **Kay Frazier**.

The purpose of this concentrated initiative is to introduce minority youth to franchising. The program consists of three parts—classroom instruction, field programs and activities, and a team project. Special instructional materials have been developed for classroom use, including both students' and teachers' manuals and a simulation. In addition, Dave Thomas (founder and CEO of Wendy's International) and Michael Seid have donated copies of their book, *Franchising for Dummies*, to participating students. These materials are meant to supplement the limited materials on franchising in textbooks. Go to the IFA's Web site (www.ifa.org) to get better acquainted with IFA's educational interests. The Foundation sponsors DECA's Entrepreneurship Participating Event Franchising option.

We spoke to Kay Frazier in Dallas about her participation, and she said, "We're having the time of our lives." The project team at Townview is now finishing up the 30-page report on their chosen project, the planning of a three-faceted restaurant including a sports bar, a teen club and a family restaurant. Their franchisor mentor is Ken Myres of Tony Roma's. Additional corporate helpers have come from Genghis Grill, Pizza Inn and HomeVesters of America.

In coordination with the franchising project, on Dec. 3, 2001, Townview held a Career Franchise Day where franchisors rotated into classrooms with 45-minute presentations. For another special event, students went on an all-day field trip to PepsiCola, Tony Roma's, and Dave and Buster's. One of the major eye-openers of the project for students has been the realization that there is more to franchising than fast food. Franchisors can start up a PetSmart location, a Hair Cuttery, a formal wear business and more.

Kay says the project is complicated and presents a lot of work for the semester, but is well worth the effort. As with DECA team events, Townview's six team members have learned a lot about organizing, planning and working as a team. They have taken ownership of the project and are doing all of the work.

Kay is in her 26th year of teaching, but only five years ago moved from accounting to marketing. Why did she change? "Because marketing is where the action is," she claims. "If you like being active and innovative, marketing education is the place to be. There's always something exciting going on. We do a lot of community service, including working with a food bank and taking part in the MDA Bowl-a-Thon."

The course offerings at Townview include marketing education, office education, an academy of travel and tourism, an academy of finance and a computer networking curriculum backed by Cisco Systems that certifies students for jobs. The academy of finance runs a branch of a bank, and the DECA chapter operates a school store. Finance academies can affiliate with DECA if they choose, although the one at Townview affiliates with BPA (Business Professionals of America). At Townview, students from the finance academy who take a marketing elective can also join DECA. Kay would like to start a credit union under DECA management. Through a partnership with a local community college, students in the academies will graduate with six hours of college credit.

Townview's DECA chapter has about 115 members to date, but Kay anticipates it will grow to 150 members by January when district competitions start. One reason for the continuing growth during the year is that the DECA president (a student in the travel and tourism academy) holds periodic recruitment meetings. The sessions are advertised throughout the school and door prizes are offered. It works!

Congratulations to you, Bob and Kay, and thank you, IFA.

Advisors are hungry for tips. Fax yours to the editor of the Advisor at (703) 860-4013, or e-mail them to the Advisor editor at decainc@aol.com. We'd like to feature fund-raising innovations in an upcoming column.



Report on the CLIMB TO NEW HEIGHTS Membership Campaign

DECA Inc. is proud to report on the chapter advisors who used this year's membership campaign to climb to new heights. Here are the names of the first group to be processed.

Summit Level Chapters

Bryan Anderson, *Hamden H.S., Connecticut*
Michelle Boyeff, Kevin Reisenauer, *Minot Magic City H.S., North Dakota*
Sandy Cameron, *North Forrest H.S., Mississippi*
Ted Eberle, *Derby H.S., Kansas*
Kimberly S. Greear, *St. Paul H.S., Virginia*
Paul Grethel, *Andrew Jackson Fundamental Magnet H.S., Louisiana*
Lon Hogue, *Aliquippa H.S., Pennsylvania*
Jacqueline Huffman, *North Gwinnett H.S., Georgia*
Bill Lind, *Millard South H.S., Nebraska*

Sharon Martin, *Meade County Area Tech., Kentucky*

John McDermott, *Roseville H.S., Minnesota*

Glennetta Meadows, *Musselman H.S.,*

West Virginia

Carol Mulholland, *Johnston H.S., Rhode Island*

Brent Pfeiffer, *Theodore Roosevelt H.S., Ohio*

Sue Schleicher, *Bradford H.S., Wisconsin*

Lisa Siano, *Houston H.S., Tennessee*

Sherry Siler, *Stuttgart H.S., Arizona*

Dennis Sweetapple, *Spanish River H.S., Florida*

Harriet Wasser, *Tolman H.S., Rhode Island*

Timberline Level Chapters

Jennifer Allen, *Columbia Central H.S., Tennessee*

Veda Cook, *Southfield-Lathrup H.S., Michigan*

Heather Keller, *Bradley Central H.S., Tennessee*

Not your usual Sales & Marketing opportunity

SnagAJob.com, Inc.

SnagAJob.com is the nation's leading online destination for students seeking part-time jobs. The company reports that more than 500,000 job searches are performed at their Web site each month. Companies such as Macy's, Jackson Hewitt, Boston Market and UPS list part-time opportunities for high school students across the country on SnagAJob.com.

The SnagAJob.com Entrepreneurship Challenge

Members can learn the ins and outs of sales and marketing while selling SnagAJob.com's job-listing services to local businesses. Participants will earn 50% commission on every sale and qualify for SnagAJob.com scholarships. The company provides all the resources needed, including a marketing professional. There are no up-front costs; participation is risk-free and simple. An in-depth information packet will come to you in the mail shortly.

Learn more by phoning (877)845-6504, e-mailing deca@snagajob.com, or going to the Web site: www.snagajob.com.

A familiar name joins the NAB

Costco Wholesale

DECA Inc. welcomes Costco Wholesale to the National Advisory Board. Costco serves over 16 million members in 261 locations in the U.S. and 101 locations in Canada, Taiwan, Korea, Japan and Mexico. The Costco chain of wholesale warehouses offers business and individual customers quality, name-brand merchandise at substantially lower prices than usually found in retail or wholesale establishments.

Costco offers DECA members opportunities for training and careers and also provides DECA school-based enterprises tremendous buying opportunities.

Support for the popular Virtual Business Challenge

We are delighted to announce that Best Buy Co., Inc., an NAB member, will be sponsoring the Virtual Business Challenge for the months of December and January.

The VBC has proved to be both a great motivating activity and a superior learning tool. If you haven't examined its possibilities, be sure to do so soon. Go to www.deca.org.

Holiday Help completion cards available

Those of you who have operated an Operation Holiday Help program may receive free from DECA, Inc. completion cards for any students who finished the OHH training. These are attractive full-color cards designed specifically for the program. Don't forget to ask us for them.

Your contact for the cards is Tim Coffey. You may fax him at (703)860-4013, phone him at (703)860-5000 or e-mail him at tim_coffey@deca.org.

Essential advice on the written event statement of assurances

When you sign the written event entry statement of assurances, the document that must be included with every written competitive event at ICDC (p. 54 in your *DECA Guide*), what are you attesting?

Signing this document does not simply mean that you are witnessing the signatures of the participants. In the eyes of DECA Inc., your signature attests that you have supervised the work and know that it is the work of the participants named.



Attendees at the Western Region Conference learn to **Be!** many things

The more than 2,700 people attending the Western Region Leadership Conference in Portland, Oregon, had a wealth of activities and some great general sessions. Sandwiched between the keynote by Tipper Gore and the closing remarks by Miss America Katie Harman, (formerly Miss Oregon), the conference was packed with things to do and things to learn.

DECA members earned points by attending events including the Exhibit Hall ("Be! Mall"), five leadership workshops presented by professionals and eight panel discussions ("Be! Live"), or "Be! Adventurous," an action-packed, low-ropes style course billed as a 60-minute whitewater rafting trip. The ropes course was praised by everyone. The panels featured business executives from a variety of corporations offering insights into hospitality management, e-commerce, financial services management, food marketing, retail merchandising, restaurant management, sports and entertainment marketing, and travel and tourism. Attendees earning 60 points came away with a "Be! Proud" certificate.

The National Officers present offered three ways to do community service under the umbrella "Be! Cause." These projects were a tree-planting project, the National Officers' Coins 4 Kids for MDA and a fund to benefit victims of the Sept. 11 terrorist attack. Tours were also available to sites in the Portland area.

Add in the "B! is for Boogie" Dance and the option of attending a Winter Hawks hockey game, and all of the DECA members who gathered in Portland had a rich conference experience.

Campus life was lively at the Central Region University



From Friday, Nov. 30, registration to Sunday, Dec. 2, commencement festivities, Central Region DECA members who gathered in Kansas City for the Central Leadership Conference caught the University spirit through curricular and extracurricular activities. The action-packed opening session featured keynoter Rolfe Carawan, a former award-winning athlete, coach and educator. A dance for students followed, and advisors were treated to a separate reception at the same time.

On Saturday, the participants could choose from a world-class selection of workshops billed as "majors." Conference seals were awarded at the close of each session, and students could affix them to the CRLC 2001 diplomas in their registration materials. Attendees could major in e-commerce, entrepreneurship, international marketing or sports and entertainment marketing. Saturday night featured a "Retro-Dance." Delegates dressed in 70's clothes and the best costumes won prizes.

The conference included a Leadership Academy and a Time Travelers Adventure Course, with interactive activities to develop team building, challenge management and effective communication skills. Interactive entertainment was also offered with 10 fun challenges from a giant trike race to bubble gum blowing. The conference was rounded out with a closing session featuring Kevin Wanzer. University graduates then departed to spread their DECA spirit at home.

Advisor survey prize winners

Many thanks to those of you who helped us by filling out and faxing the survey that we published in the October *Advisor*. This information tells us what you like and what you don't. From that point, it's up to us to improve the services we offer.

We are happy to announce that Kristine Wurtz, DECA advisor at Columbus High School in Columbus, Nebraska, won the drawing for the DECA hooded jacket. Java cups were won by David Patterson of the Hutchinson Vocational Center in Hutchinson, Kansas, and by Bob Reinhardt of Cascade High School in Turner, Oregon. Incidentally, Bob Reinhardt was awarded an Otis Spunkmeyer \$1,000 scholarship at the 2000 CDC. He used the funds to attend training that helped him develop a sports and entertainment marketing class. He is now introducing the course at his school.



Advisor Web site survey results

More than half of the advisors responding to our October survey check the DECA Web site (www.deca.org) frequently. What interests you most? The top three are the *DECA Guide* and the *DECA Advisor* (neck and neck) and scholarship information. The next two are the IMAGES catalog and the advisor area with resources. We find strong interest developing in the Virtual Business Challenge.

All of the other areas mentioned in the survey generate a healthy level of interest. The newer areas of the site do attract visitors, but we hope to make them more useful to you as time goes by. Keep checking the Entrepreneurship Learning Community as it develops and also the Sports and Entertainment Learning Community and the E-commerce Learning Community. If you have resources or suggestions for these areas, be sure to e-mail them to us at decainc@aol.com.

Most of you find the e-commerce competitive events to be exciting and forward-looking, but many of you are still working toward using them. All of your individual comments were reported to the entire headquarters staff. They present some interesting and challenging ideas. Thank you, respondents. We will have more questions later this year.

Question: One advisor asked whether participants in the E-commerce Business Plan Pilot Event would be able to bring computers with Web site ideas on them into competition? The answer to that question is YES.

The Jan./Feb. issue of *DECA Dimensions* features articles on e-commerce, direct mail, finances and personal responsibility. Here are some activities your students can do as they read the magazine.

- Divide your class into small groups and have each group brainstorm ideas for an online business. Have the groups report on what product or category of product they chose to sell and who the target market is. Then have the students read the article “Successful Dot-com Offers Strategies for Success.” Now let the students evaluate whether their chosen product or service is one consumers will be willing to buy online.
- After the anthrax scares in October, the Direct Marketing Association (DMA) recommended that marketers change their mailings to reassure recipients who might otherwise be afraid to open their mail. Those guidelines are presented in this issue. Have your students bring in direct mail samples that they or their parents have received recently. Questions for discussion include: Judging by the samples, are companies following the DMA’s recommendations? Do the students believe the recommendations are still necessary? What are the advantages and disadvantages of e-mail marketing? Will the anthrax scare change attitudes toward e-mail marketing, or is the threat of being considered spam still a concern for companies?
- The article “Fix Up Your Foul Ups” provides an excellent opportunity to role-play management/employee relationships. Set up a situation in which an employee makes a big mistake and has to decide how to handle it. You could use the example from the article where an employee forgot to mail a crucial package overnight, or you could tailor the subject to a topic you are dealing with in class. If you are learning about PR, perhaps your role-play could deal with an employee making a big mistake in a press release. For a situation dealing with inventory, perhaps an employee ordered way too much of a perishable product. You can ask members of your corporate advisory committee to come into the class and help with the role-plays.

Divide the class into smaller groups and in each group select two people to role-play the

employee and the boss. When the role-play is concluded, have the two players switch roles, and see how the situation resolves itself this time. Then have the class read the article and discuss what the employee should have done.

- As a follow-up to the role-plays, discuss different personality types and ask how the boss’s personality (calm, easily angered, etc.) might affect how an employee responds to mistakes. Make sure your students consider the question from both points of view. Should the employee change his or her approach depending on the manager’s personality? How can a manager make sure that employees don’t try to cover up mistakes?
- Ask students to volunteer their own experiences with mistakes on the job. How did they handle those situations? How did they see others handle such situations? Would they respond differently now?
- Paying off credit card debt ranks right up there with losing weight as New Year’s resolutions. If you haven’t previously invited a banker or debt counselor in to talk to your class about personal finance, now would be a good time. An alternative would be to invite a bank card department manager or the manager from a store that offers its own credit cards. Topics for discussion might include: What percentage of revenues comes from interest on card debt? What is the loss from unpaid debt? What does the store or bank card issuer do to try to minimize bad debt losses?
- Are you good with math? Do you have a fellow teacher who is? Help students figure out the minimum payment on a \$500 credit card balance. How long would it take to pay off that balance, assuming the card holder paid the minimum due? How much interest would have been paid by the time the debt was retired?

Competitive Events note:

For the current year’s competition, the **Entrepreneurship Participating Event** (Independent or Franchising) has added a **Summary Memorandum**. The Summary Memorandum is included in the nine pages allotted for the manual.

Don’t forget to include your e-mail address

We are always searching for ways to get information to you faster. The Web site is one effective distribution method. But if we had a complete list of advisor e-mail addresses, we could reach you with important information immediately. Please furnish your e-mail address on your roster or e-mail it to decainc@aol.com.

We pledge that we will not distribute the information to third parties and will not burden you with trivial messages. If we have enough addresses to form a database, those on that list will receive pertinent, helpful news in a jiffy.

JUDGES, JUDGES, JUDGES: WE NEED THOSE AND MORE

As you consider your ICDC arrangements, please remember that many of those adults travelling with you can serve as judges for competition. There is no better way to participate in the excitement of ICDC than to dedicate some time to evaluating student presentations. Your contact for signing people up or obtaining further information is Randi Steen: randi_steen@deca.org.