

Here's your chance to preorder extra planners! See page 3.

A Publication of DECA

Advisor

January 2007

No. 153

A publication of the Professional Development Department of DECA Inc.

Inside

page 2

Investment Education Project

ICDC travel discounts

page 3

Preorder form for new Roadmap Planners

page 4

Regional Conference reports

page 5

Employer survey on workplace skills

page 6

Teaching Guide for

International Career Development Conference at a glance

(A tentative conference schedule)

Saturday, April 28, 2007

DECA Day at Universal Orlando
Career exhibits, campaign booths

Set-up 9 a.m.–2 p.m.

4 p.m. (teachers); 5 p.m.–8 p.m. (all)

Grand Opening Session

Sunday, April 29, 2007

Competition briefing and manual registration

Competition testing and briefing
Career exhibits, campaign booths

8 a.m. (teachers); 9 a.m.–4 p.m. (all)

Executive Mentor Program

VIP Day

Leadership Development Academy

DECA LEADS

Senior Management Institute

Chapter Management Academy

Advisor Academy

Fashion Show

DECA at Sea World

Advisor Reception and Auction

Monday, April 30, 2007

Competition preliminaries

Career exhibits, campaign booths

8 a.m. (teachers); 9 a.m.–3 p.m. (all)

Leadership Development Academy

DECA LEADS

Senior Management Institute

Chapter Management Academy

Advisor Academy

Tuesday, May 1, 2007

Second General Session

DECA Day at Disney

Competition finals

Leadership Luncheon

Leadership/Scholarship/NAB Reception

Election Session

Grand Awards Session

In this chapter packet

As you look through the packet, be sure to pull out the advisor scholarship applications and examine them. Ask yourself whether you need funds for professional enrichment and then start filling out any that are appropriate for your goals. You deserve this help!

➤➤ Again J.C. Penney Company, Inc., presents you with a wall poster celebrating their partnership with DECA chapters and their sponsorship our **Apparel and Accessories Series Event**. The Company wants to encourage your members to explore a future in their business. JCPenney supports you and your members through scholarships as well. Signal your thanks to JCPenney with a note to:

Lisa Proctor

J.C. Penney Company, Inc.

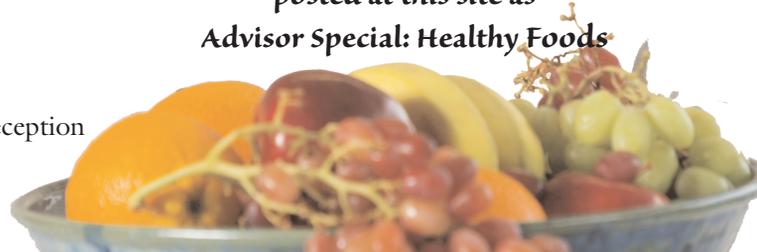
lproctor@jcpenny.com

American Hotel & Lodging Educational Institute Certified Hospitality Instructor

If you are a secondary school instructor teaching a hospitality curriculum, consider taking advantage of the AH&LEI's Summer Institute to start a certification in hospitality.

Three levels of courses are offered at the summer institute. Completing those and doing 120 hours of an internship qualify you for the certification. See www.ei-abla.org for details.

This issue contains a special section on healthy food tactics for your school store. The supplement is posted at this site as Advisor Special: Healthy Foods



DECA-BetterInvesting Investment Education Project works to increase financial literacy among youth

The Investment Education Project (IEP), an innovative investment education initiative created by DECA and BetterInvesting, has begun the second year of a four-year pilot program. The IEP is funded by a New York Stock Exchange (NYSE) Foundation grant of \$340,000 over four years.

Building Wealth provides teachers with the tools and training they need to better educate high school students about financial literacy. Over four years, the program will train 900 high school students about the U.S. economy and how to take control of their personal financial destinies through long-term investing. MarkED, the marketing education resource center, developed the Building Wealth curriculum. DECA and BetterInvesting continue to seek additional financial support to expand the program beyond the initial 900 students.

On November 10, 2006, 23 teachers from high schools across the U.S. participated in a seminar where they were trained in the Building Wealth curriculum and BetterInvesting's proven, long-term investing principles.

"During the first year of Building Wealth, we were able to introduce a group of high school students across the country to investing principles, techniques and tools for stock and mutual fund selection in a way that is engaging and fun," said Dr. Ed Davis, executive director of DECA. "With 23 new teachers now trained in the curriculum and BetterInvesting's principles, we will enable even more students to take control of their financial futures."

"BetterInvesting and DECA built on the successes of the program's first year to improve and set goals for this year," said Robert O'Hara, senior vice president of development for BetterInvesting. "You are never too young to begin investing, and the Building Wealth program encourages students to learn about the importance of financial literacy, empowering them to plan for a more secure and rewarding financial future."

The *DECA Advisor* is published seven times during the school year at monthly or bimonthly intervals. It is a publication of DECA Inc.
1908 Association Drive
Reston, VA 20191-1594
(703)860-5000
Fax (703)860-4013 • www.deca.org
Editor: Dawn Jones, Ed.D.

Discounted ICDC flights through American, Continental and United

DECA has arranged with these airlines for special considerations for those traveling to the 2007 ICDC in Orlando. **Enjoy savings when making airline reservations by using the following information:**

AMERICAN AIRLINES: (800) 433-1790 5 a.m. to midnight CST
Discount Code: A8747AS

Travel window is April 16–May 6, 2007

CONTINENTAL AIRLINES: (800) 468-7022

Agreement Code: ADN0NP Z Code: ZUBA

Travel window is April 16–May 6, 2007

UNITED AIRLINES: (800) 521-4041

Account Code: MTG07

Discounts are not available if making reservations online.

Travel window is April 17–May 6, 2007

Special car rental discounts for ICDC

As you look toward ICDC, be sure to consider the special rates DECA has arranged. For cars, choose from Avis Rent-a-Car or Hertz.

AVIS: Call (800) 331-1600 or online at www.avis.com

To receive savings on car rental rates, use this code:

AWD# J098056

Sample rates from **AVIS:**

- **Compacts** at \$38.00 daily, \$141.00 weekly, weekend day \$34.00
- **Full-size, 4 door** at \$44.00, weekly \$187.00, weekend day \$40.00
- **Minivans** at \$58.00 daily, \$260.00 weekly, weekend \$54.00

HERTZ: Call (800) 654-2240

To receive savings on car rental rates, use this code:

Code: CV#033J0004

Sample rates from **HERTZ:**

- **Compacts** at \$38.00 daily, \$144.00 weekly, weekend day \$34.00
- **Full-size, 4 door** at \$44.00, weekly \$190.00, weekend day \$40.00
- **Minivans** at \$49.00 daily, \$262.00 weekly, weekend \$54.00

ICDC Airport Shuttle Information

Mears Transportation Group and **Total Transportation Solutions** are the official airport shuttle companies for the DECA/ΔEX ICDCs between April 19 and May 4, 2007. For discount information, contact:

- **Mears Transportation Group**

Contact: Customer Service
(800) 759-5219

- **Total Transportation Solutions**

Contact: Melissa Kern, (407) 582-0330
mkern@ttsorlando.com

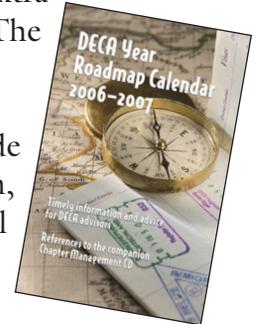


Preorder Form for DECA's 2007-2008 Roadmap Planning Calendar

Order extra
planners for
next year!

Each registered advisor will receive a free copy of the planner. If you would like extra copies for your officers or for others (principal, etc.) you can order using this page. The cost of each extra book is \$10 (U.S.) including shipping and handling.

Mail the order form **with a check or money order** (no purchase orders, please) made payable to DECA Inc. to: Dawn Jones, DECA Inc., 1908 Association Drive, Reston, VA 20191. Questions? Phone Dawn Jones at (703) 860-5000 or email dawn_jones@deca.org.



We offer quantity discounts for those who want to purchase larger amounts:

50 copies or more	\$7.50 each
100 copies or more	\$6.50 each
150 copies or more	\$5.50 each



As you order, please answer a few short questions for us.

1. My two favorite features in the planner are:

2. Please improve the calendar by (New topics? New features? New format?)

.....

Roadmap Planner Order Form

Please send me _____ copies of DECA's 2007-08 Roadmap Planning Calendar. **Included is a check or money order** made payable to DECA Inc. for \$10 (U.S.) per book (or choose the appropriate price from the quantity discount list). The price includes shipping and handling. Payment must be enclosed. **Only prepaid orders will be filled.** Orders must be received by May 1, 2007. Books will ship in mid-summer.

Mail books to:

Name: _____

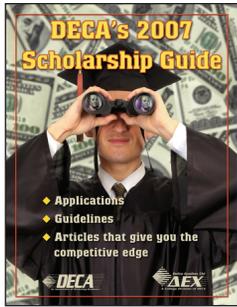
Chapter: _____

Address: _____

Phone: _____ Email: _____



SoNAR paints the town in Washington, D.C.



Student member scholarship applications must be postmarked by Feb. 16, 2007.

Please remind your members to refer to the checklist in the scholarship booklet to make sure they have included everything and that it is submitted in the correct order.

Applications are also at www.deca.org in PDF form.

That member on the stage at ICDC could be one of yours!



For 1836 attendees, DECA's Fall Leadership Conference for its Southern and North Atlantic Regions took full advantage of its Washington, D.C., location. This was not an ordinary class trip to the nation's capital. The conference's structure used the unique ability of DECA to connect with the functions of government and business in the country's most important city. Access, interactivity, corporate involvement, a rich array of informative sessions leading to certificates—this conference had it all.

With the help of DECA's Congressional Advisory Board, participants received an insider's view of D.C. through workshops at the Capitol led by congressional staff members. The government workshops dealt with the how-tos of advocacy and why every vote counts. This government track also routed members through VIP tours of the White House, the Library of Congress and the Supreme Court.

For sports and entertainment marketing certification, a team of managers from the Washington Capitals hockey team offered members insight into sports marketing, media and broadcasting, and sales. All conference attendees met for the first evening to enjoy a hockey game followed by the conference's opening session in the arena at the Verizon Center.

Workshops on topical tracks led to certificates. Four tracks represented the career cluster areas of marketing, sales and service; finance; entrepreneurship and hospitality. Other tracks were chapter management and entrepreneurship. Dedicated sessions for chapter officers taught leadership skills, a natural accompaniment to the Washington area's main industry of organizational and government activity.

Advisors also attended workshops, with several focused on fund-raising and school-store operations. Both advisors and student members enthusiastically attended sessions presenting advice on competitive events.

The Target Corporation, a new member of the NAB, delivered workshop sessions on market-

Continued on page 5

The WRLC fires up its members

For 936 enthusiastic DECA members, Albuquerque, New Mexico, was the place to get "Fired Up" during the Western Region's Leadership Conference.

From Nov. 16 to 18, these fortunate folks experienced DECA enrichment set against the backdrop of the beautiful Southwest and the rich cultural heritage of New Mexico. Among the workshop presenters were regional businesses like the Albuquerque International Balloon Fiesta, the New Mexico Tourism Department, the Albuquerque Convention and Visitors' Bureau, and the Isotopes Baseball Team. Target Corporation also presented their "Marketing the Brand" workshop, custom designed for all of DECA's regional conferences.



Chapter and state officers benefited from a four-hour featured workshop led by Laurie Stewart. Those who attended will certainly return to their chapters with a renewed sense of direction and many new leadership skills.

Following a Sandia Peak tram ride and dinner,

Continued on page 5



The CRLC braves the elements to inspire and inform members

With around 2,300 Central Region student and advisor members registered for the CRLC in Minneapolis, a Midwest snowstorm didn't dampen either the attendance or the enthusiasm. The conference offered plenty of workshop and leadership opportunities mixed with social occasions and exciting general sessions. At the opening session, keynoter Eddie Slowikowski had the crowd on its feet, starting the proceedings on a high energy level. Central Region Vice President Logan Broadbent presided at both the opening and closing sessions, helped along by a state officer from each state in the region.

A dance on Friday evening and the iPlay It Party sponsored by Target on Saturday night kept everyone entertained. Target brought along their signature dog, and who can resist Bullseye?

Continued on page 5

New study shows the importance of the enabling skills for success at work

We know that the chief challenge for career and technical education (CTE) teachers today is to document and demonstrate how our curriculum teaches and reinforces the academic skills society needs. Last January's *Advisor* special supplement on academic integration with the marketing curriculum pointed out the truth of this proposition.

Keeping that in mind, we should always be aware that an applied skills curriculum helps to make basic academic knowledge operational. That has been the power behind CTE courses and organizations. They are a bridge between the traditional classroom and life activities.

A survey in the spring of 2006 by four organizations* concerned with work force readiness now offers findings to bolster the part of your mission that helps prepare students for careers. They asked employers to identify the skills they think are critical for success in their industries and to judge whether their new employees possess these skills.

From the Executive Summary: "A combination of basic knowledge and applied skills are perceived to be critical for new entrants' success in the 21st century U.S. workforce, but when basic knowledge and applied skills rankings are combined for each educational level, the top five 'most important' are almost always applied skills."

The three most important are:

- Professionalism/work ethic
- Teamwork/collaboration
- Oral communications

One top-ranked skill expected to increase in importance is:

- Creativity/innovation

Other applied skills that appear on the list of industry needs are:

- Critical thinking/problem solving
- Diversity
- Leadership
- Ethics/social responsibility

Think about how you integrate competitive events into your classroom. Then look at this list of industry-identified skills crucial to career success. You can easily see how the problem-solving scenarios and written event projects develop the skills new entrants to the work force need.

The report also mentions several areas of deficiency at two of the school levels surveyed. The skills listed as deficient for high school graduates were written communications, professionalism/work ethic and critical thinking/problem solving. Three very important skills listed as adequate (not excellent) for high school graduates were diversity, teamwork/collaboration and information technology application.

Judging graduates of two-year colleges, the survey found that employers listed those new employees as deficient in writing in English, written communications and leadership.

* The study is called *Are They Really Ready to Work?: Employers' Perspectives on the Basic Knowledge and Applied Skills of New Entrants to the 21st Century U.S. Workforce*. The four groups involved are the Conference Board, the Partnership for 21st Century Skills, Corporate Voices for Working Families and the Society for Human Resource Management. You can find the report at www.21stcenturyskills.org.

SoNAR in D.C.

ing the Target brand and on the daily company operations that determine how the company develops and sells products. These Target workshops are also being delivered at DECA's Western and Central Region conferences.

From the hockey game the first evening to a night tour of D.C. (sponsored by the Target Corporation), conference-goers punctuated their work with memorable periods of fun and excitement, including visiting the lively exhibit hall. Rousing opening and closing session speakers (Byron Garrett and Phil Boyte) also motivated and inspired. These high school students were more than tourists—they went home with increased professional abilities and indelible memories.

WRLC in Albuquerque

Target again proved to be a reliable partner. The corporation sponsored a Friday night dance where professional dance instructors taught members how to dance salsa, line dance and swing. These fortunate DECA members enjoyed every minute and stayed involved until the last dance.

Saturday afternoon workshops passed along advice on succeeding at competitive events. Many conference-goers enjoyed a bus tour to Santa Fe. The bus drivers, who were also tour guides, led a walking tour of the downtown, making the free time that followed much more enjoyable.

CRLC in Minneapolis

Attendees lined up to have a picture taken with the famous canine.

Members earned certificates by following tracks through the Saturday workshops, spelled out in the conference's colorful program. Added to the traditional tracks for workshops were several unusual categories: technology in business and financial literacy.

Major support for the conference was provided by NAB members Target Corporation and Finish Line. Best Buy and Wells Fargo also contributed support. Add in a little time for shopping (it's a short hop to the Mall of America), and by the time speaker Patrick Henry had energized the crowd at the closing session, attendees were truly inspired to continue their DECA adventure with new vigor and commitment.

- ◆ *Competitive Event Prep* is the theme of the January/February issue of *Dimensions*.
- ◆ A second set of articles relates to the upcoming **EntrepreneurshipWeek USA**, scheduled for February 24–March 3, 2007.
- ◆ Another article is a creative presentation of the **laws and ethics of music piracy**.

As your members continue **preparing for event competition**, this issue presents methods for improving their chances at success. If you choose, you can use these articles as springboards for adding your own techniques. The articles will certainly reenforce the basic principle: practice, practice, practice.

Jeff Ewing, Southern Region vice president, has presented just a few pointers for members to focus on as they prepare oral presentations (“**Making Your Presentation Last.**”) Sometimes paring back the advice to the basics is most helpful for members, especially at early stages of competition.

The bulleted sidebar of suggestions on how to prepare for competition is also useful for showing members activities and strategies they can accomplish step by step. These are just suggestions. You can put up your own bulleted list of ideas for your committed members.

Three successful competition coaches provide tips for event success in the article, “**Preparing to Play: Secrets of Successful Role-play Presentation.**” Considering that many competitors really don’t understand how the role-plays work until they compete in one, they need all the explanations and pointers they can get. Go over these tips with your members, and don’t forget to find a way to for them to practice a role-play in their chosen occupational area. Teams for the MDMs will need this practice to see what their combined strengths and weaknesses are and work out a strategy.

Logan Broadbent, the Central Region vice president, conducted an informal interview with Stan Friedman of MaggieMoo’s. The resulting article, “**Moo-ving on Up!**” will appeal to your students. Friedman’s point is that entrepreneurs who choose to take on a franchise have a lot of advantages over those who try to create a business

entirely on their own. Have the students read the article and then ask them, in small teams, to discuss Friedman’s assertion that “Franchising allows people to be in business for themselves—not by themselves.” Ask a student or team of students to interview a local franchise owner to see if Friedman’s claim is true.

An interesting activity for your members would be to assign them the task of listing the franchise businesses in your community. This research can help them become aware of the variety of franchises that exist. Once the students have completed their lists of franchise businesses in your community, write them down on sheets of newsprint and try to sort them into types—fast food, retail, etc. Then have the class look at the pie chart that comes with the IFA article. Do their lists contain businesses in all of the categories represented on the pie chart? If not, ask them to find examples of franchise businesses in those areas.

Students can then read the International Franchise Association’s (IFA) article called “**Entrepreneurship Through Franchising.**” The IFA’s article demonstrates the strong economic contribution made by franchised businesses. Help students list out some of the basic statistics the article presents. With your students, look over the chart with percentage changes in the numbers of franchise systems. Ask them if the chart accurately presents what they see in the community.

Are you looking for a relevant topic to help you with a unit on business law and ethics? The article called “**Keeping Music Humming Along**” presents the dilemmas involved in a subject near and dear to your students (and perhaps to you as well). Have your students read the article to inform themselves of the basic legalities of copying music for their use, and have them take the brief quiz at the end. Conduct a short debate between two teams arguing the opposite sides of this issue. Hold a class discussion wrapping up the debate, phrasing the basic questions in terms of business: What is the basic goal of a business? (To make a profit.) Should businesses and business entrepreneurs (musicians and composers) give their work away for free? Would you? Then ask the larger question: What techniques does the music industry have to prevent piracy? If these safeguards are not effective and enforceable, does that mean that individuals don’t have to follow the rules? Be sure to emphasize the economic effects of piracy as they are listed in the article.

It’s a no-brainer We can’t judge events without judges

As you prepare your members for competition, please help us keep an eye on the final event—ICDC in Orlando. Scan your delegation for folks who want to see the REAL conference. **Involve your delegation adults in DECA at its best. Enroll them as judges!**

Check out the judge section on our website: www.deca.org/judging.html. Contact Randi Bibiano at (254) 698-3151 or e-mail her at randi_bibiano@deca.org.

**On page 3 you
can order extra
Roadmap Planners
for next year!**

**This is a
prepaid preorder
opportunity. You
will automatically
receive a planner
for each regis-
tered advisor. If
you want extras,
this is your
chance to order
them. They will
not be sold in the
summer or fall.**