

# Advisor

May 2008

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## In this chapter packet

The new DECA year will show your members how to **Make their Mark** through DECA. This packet's contents will help you plan and advertise your coming year. Other conference information appears in the column to the right.

◆ DECA's **New York Experience Conference** remains the premier fashion and finance activity for your members. What better spot than the Big Apple to feel the pulse of marketing and merchandising in fashion, finance and entertainment? Decide on one of the THREE sessions we offer and start laying the groundwork to attend. A flyer is in this packet.

◆ Use DECA's **Make Your Mark** membership campaign to publicize your chapter and motivate your members. The campaign flyer in this packet tells you all the details.

## Don't forget to preorder your extra copies of the Roadmap Planner

Each registered advisor will receive a copy of the planner/handbook in late summer. If you want extras for your officers or for others, please preorder by June 2, 2008. Each copy is \$10 (including shipping and handling). **An order form is in this year's edition.**

## Start planning your conference experiences for 2008-09

State Association Management Conference	Anaheim, California	Aug. 21-23, 2008
DECA Week		Oct. 12-18, 2008
Southern and North Atlantic Region Leadership Conference	Nashville, Tennessee	Nov. 7-9, 2008
Western Region Leadership Conference	Phoenix, Arizona	Nov. 20-22, 2008
Central Region Leadership Conference	Kansas City, Missouri	Nov. 21-23, 2008
The New York Experience	New York, New York	Nov. 19-23, 2008; Dec. 3-Dec. 7, 2008; or Dec. 10-14, 2008
Sports and Entertainment Marketing Conference	Orlando, Florida	Feb. 4-8, 2009
High School International Career Development Conference	Anaheim, California	April 29-May 2, 2009

## What a difference the 2008 ICDC [X]perience made! Thanks to all!

This year's International Career Development Conference in Atlanta, Georgia, gave attendees a chance to shine through competition, leadership training, expanding business and personal networks, and enjoying the beautiful city of Atlanta. In all, 14,000 student members, advisors, corporate supporters, judges, mentors and workshop presenters contributed to the peerless capstone [X]perience of DECA.

Thank you, host committee, event managers, judge recruiters, presenters and attendees for making it happen. Congratulations to everyone!



Help your members  
develop their unique  
mark this year and at the  
2009 ICDC in  
Anaheim,  
California

## You went, you competed, you learned, you got scholarships— Now tell everyone



**Postconference press release templates for those who placed in competitive events and/or received scholarships are available online for you to download, customize and send to your local media.**

Everyone who attended the Atlanta ICDC has something to crow about. Let your school and community know of your exploits. This is a basic principle of chapter management.

DECA has tools that make it easy for you to let the world know about your members' ICDC successes.

We have prepared convenient, easy resources on our Web site to help. **Postconference press release templates for those who placed in competitive events and/or received scholarships are available online for you to download, customize and send to your local media.** With these new tools, you will have accurate, complete information to pass on to those media outlets that you judge to be the best in your community.

To use these resources, go to the DECA Web site: [www.deca.org/eventpr.html](http://www.deca.org/eventpr.html). Simply download the Word file appropriate to your event or scholarship, then fill in the brackets with your relevant information. Feel free to add information or edit the press release template to suit your needs.

Don't forget to let DECA know if your press release gets picked up by your local paper. Please send news clips to Lyn Fiscus at DECA Inc., 1908 Association Drive, Reston, Virginia 20191.

## Deb Moore elected to ACTE post

DECA advisor Deb Moore of Sunrise Mountain High School in Peoria, Arizona, has been elected as vice president for the Marketing Education Division of the Association for Career and Technical Education. In this position she will also serve as an ex-officio member of DECA's board of directors.

Congratulations, Deb, and many thanks for your service to ACTE and DECA.

Look for some teaching perspectives from Deb in DECA's new edition of the Roadmap Calendar.

## Competitive Events news for the coming year

### A NEW EVENT IN FINANCIAL LITERACY

Hold onto your hats. You're going to love this one! The Competitive Events Task Force has suggested and the board of directors has approved for next year another promotion event like the current Entrepreneurship Promotion Project.

This event will be called the **Financial Literacy Promotion Project**. We all know that our members and others in the community increasingly need a realistic, clear understanding of how to operate financially. The current home mortgage crisis has shown how those who do not know how to think through financial considerations in their lives can make disastrous decisions about their money and their prospects.

This event, like the Entrepreneurship Promotion Project, challenges DECA members to understand enough about issues to share their knowledge effectively with others. The event is a project that will fall under the Chapter Team Events. Watch for the guidelines on the Web site in June.

### The New Marketing Research Event Topic for 2008–2009

*Each year the Marketing Research Event topic changes. This year the topic is a familiar kind of research, but in the current economic setting, it might take on new meaning.*

*The official wording of the topic will appear in the DECA Guide and on the Web site. This is a working description:*

The 2008–2009 topic for each occupational category is the development of a promotional campaign based on the results of a current customer profile. While many businesses are under economic pressure and are experiencing declining sales, understanding customer spending patterns and trends can be critical to their success. Students will conduct marketing research to identify how companies can maintain their current customer base as well as expand their business. Based on the results of the research, the participants will develop a list of potential strategies that could be used to maintain/increase sales. Next, the participants will develop a promotional campaign to maintain/increase sales.

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Director of Professional Development

## School-based Enterprises certification grows

The number of advisors using the SBE certification process to improve and recognize their school stores continues to grow. For 2007–2008, the numbers of Gold Level certified and recertified chapters rose from 70 to 91.

States with the largest number of certified SBEs include Virginia with 8, Wisconsin with 10, Michigan with 12 and Washington with a whopping 23!

Now that the SBE program culminates in an SBE Academy at the ICDC, there's never been a better time to start the certification process. Solidify and recognize your members' accomplishment in your SBE by organizing and documenting your school store curriculum.

Take a look at the details of the certification process to see what level you might want to try for ([www.schoolbasedenterprises.org](http://www.schoolbasedenterprises.org)). To get your school store certified or recertified, go to the SBE Web site early in August and print out the latest version of the guidelines for next year.

### Bronze Level Certified

*Anacortes High School, Washington*  
Jodie Wireman  
*Bothell High School, Washington*  
Ron Cooper

### Silver Level Certified

*Algonquin Regional High School, Massachusetts*  
Michele Tontodonato  
*Appleton North High School, Wisconsin*  
Cyndi Dechant  
*Briar Woods High School, Virginia*  
Martha Belote  
*Careerline Tech Center, Michigan*  
Kay Markovic  
*Fond du Lac High School, Wisconsin*  
Tammy Krug-Pickart  
*Hazen High School, Washington*  
Ray McCabe  
*Helena High School, Montana*  
Stephanie Thennis  
*Kentwood High School, Washington*  
Jane Walburn  
*Nashua High School North, New Hampshire*  
Stacy Gingras  
*North High School, North Dakota*  
Craig Erickson  
*Randolph Career and Tech Center, Michigan*  
Monica Jones  
*Rio Grande High School, New Mexico*  
Chris Vigil  
*Riverside High School, Washington*  
Cory Bartlett  
*Whitnall High School, Wisconsin*  
Jamie Bauerkemper

### Gold Level Certified

*Akron-Firestone High School, Ohio*  
Jill Sweitzer  
*Basha High School, Arizona*  
Mary Ann Rezzonico  
*Broad Run High School, Virginia*  
Cheryl Daley  
*Buena High School, Arizona*  
Beth Philyaw  
*Capital High School, Washington*  
Angel Elam  
*Centennial High School, Tennessee*  
Robbie Reed  
*Cheney High School, Washington*  
Jeff Pike  
*Cherokee Trail High School, Colorado*  
Melissa Schwartz  
*C-TEC, Ohio*  
Karen Oberlander  
*Davison High School, Michigan*  
Matt Ames  
*Decatur High School, Washington*  
Krys Ellis  
*Douglas High School, Arizona*  
Lourdes Mora

*Eldorado High School, New Mexico*  
Jan D'Anza  
*Franklin High School, Michigan*  
Colleen O'Neill Roberts  
*Graves County High School, Kentucky*  
Stephanie Stanfill  
*Hamden High School, Connecticut*  
Bryan Anderson  
*Hillsboro-Deering High School, New Hampshire*  
Marc Payeur  
*Independence High School, Tennessee*  
Lindsey Meador  
*Jordan High School, Utah*  
Wayne Dittmore  
*Kamiakin High School, Washington*  
Olivia Kelly  
*Kettering Fairmont High School, Ohio*  
Robin Holweger  
*Lapeer County Ed/Tech Center, Michigan*  
Carrie Turner  
*Madison L Follette High School, Wisconsin*  
June Anderson  
*Merrill High School, Wisconsin*  
Carrie Pierschalla  
*Monarch High School, Colorado*  
Rudy Sumpter  
*Montague High School, Michigan*  
Tim Todd  
*Moore Norman Technical Center, Oklahoma*  
Nancy Holt  
*Musselman High School, West Virginia*  
Glennetta Meadows  
*Neenah High School, Wisconsin*  
Mary Steel  
*Oak Harbor High School, Washington*  
Eric Peterson  
*Olympia High School, Washington*  
David Eby  
*Pasco High School, Washington*  
Laura Jones  
*Pinckney Community High School, Michigan*  
Cas Scranton  
*Potomac Falls High School, Virginia*  
Kathy Chrisman  
*Redmond High School, Washington*  
Grace Brady  
*Richland High School, Washington*  
Stephanie Schirm  
*Rochester Adams High School, Michigan*  
David Ehrlich  
*Spotsylvania High School, Virginia*  
Bruce Chadwick  
*Taylor County High School, Kentucky*  
Patty Evans  
*Todd Beamer High School, Washington*  
Greg Phillips  
*Wando High School, South Carolina*  
Kirk Beilke

## Virtual Business Challenge Winners: Challenge 2

Below are the winners of the second VBC Challenge of this year. At the ICDC, 16 teams from the retail option (8 each challenge) and 8 teams from the sports franchising option (4 each challenge) participated in a live event final. ICDC winners were not known at press time.

### Central Region, Retailing

1. Youz be bum cuzzo, Glen Oak H.S., Ohio  
*Advisor: Kathleen Lower*
2. Global Domination, Warrenton H.S., Mo.  
*Advisor: Margaret Kernell*

### North Atlantic Region, Retailing

1. waves of cunha II, Greater Lawrence Tech. School, Mass.  
*Advisor: Francisco Torres*
2. Ravioli Fully Loaded, Hillsboro-Deering H.S., N.H.  
*Advisor: Marc Payeur*

### Southern Region, Retailing

1. 666, North Miami Beach Sr. H.S., Fla.  
*Advisor: Glenn Rubinstein*
2. Revenge of PEZ, Miami Southridge Sr. H.S., Fla.  
*Advisor: Robert Gordon*

### Western Region, Retailing

1. Seyuoia, Kamiakin H.S., Wash.  
*Advisor: Heidi Wilson*
2. fOOD SpOILS, American Heritage Academy, Calif.  
*Advisor: Dennis Mifflin*

### Central Region, Sports Franchising

Oneders, Blue Valley North H.S., Kan.  
*Advisor: Lindy Diaz*

### North Atlantic Region, Sports Franchising

MnD, Norristown Area H.S., Pa.  
*Advisor: John Shaw*

### Southern Region, Sports Franchising

First Place\*, North Miami Beach Sr. H.S., Fla.  
*Advisor: Glenn Rubinstein*

### Western Region, Sports Franchising

The Sweetest Girls, Capital H.S., Mont.  
*Advisor: Karen Conn*

## Look ahead to submitting your chapter news to *DECA Dimensions*

Copy for the Sept./Oct. issue of *Dimensions* is due on **July 7, 2008**.

Copy for the Nov./Dec. issue is due **September 5, 2008**.

If you've just elected officers for the fall, have the new officers prepare information about your best activities for submission to their member magazine. This can be a part of their orientation and training.

Send your information to [dimensions@deca.org](mailto:dimensions@deca.org).

## Sunkist Challenge Round 2 winners

Winners in the Sunkist Challenge Competitive Event created a "Good Vibrations" viral advertising campaign. Viral Advertising includes email, mobile [text, SMS]) instant messaging and/or social networking page/space via blogs or MySpace.

**Xiaoke Cui**, Rock Bridge H.S., Missouri *Advisor: Cheryl Van Kirk*

**Tom Dang**, Kent Meridian H.S., Washington

*Advisor: Gene Kolczynski*

**Ahmed Ghozzi**, Warrensburg H.S., Missouri

*Advisor: Cheryl Yung*

**Timothy Lowe**, Buchholz H.S., Florida *Advisor: Sandy Yancey*

**Jason Mathew**, Tappan Zee H.S., New York

*Advisor: Mark Bergling*

**Drew Peterson**, Elk River H.S., Minnesota *Advisor: Sonja Weiler*

**Jake Turner**, Warrensburg H.S., Missouri *Advisor: Cheryl Yung*

**Chris Vidal**, Terre Haute North Vigo H.S., Indiana

*Advisor: Cathie Bryant*

## ICDC Sunkist Challenge scholarship recipients

(Each won a scholarship of \$2,500 and was recognized during the Closing Session at ICDC in Atlanta)

### Overall winners

**Tom Dang**, Kent Meridian H.S., Washington

*Advisor: Gene Kolczynski*

**Ryan Everson**, Davison H.S., Michigan

*Advisor: Matt Ames*

**Michelle Feibusch**, Oceanside H.S., New York

*Advisor: Mary Peres*

**Timothy Lowe**, Buchholz H.S., Florida

*Advisor: Sandy Yancey*

## DECA supports Library of Congress Campaign

### *Inspiration across the Nation*

Is one of your students a budding or seasoned artist who wants to make a mark through creative expression? If so, the Library of Congress invites that student to submit his/her own creative work as part of its new Library of Congress Experience, which showcases the creativity and contributions of some of America's earliest leaders and greatest minds.

Every artist's submission will be part of the online mosaic and select entries will be chosen to be part of the Library's permanent collection. Artists may choose to submit in the form of stories, poems, video, audio, photos—anything that can be transmitted in an electronic file. Help your students explore, discover and be inspired! For more details, visit [www.deca.org](http://www.deca.org) and click on the Library of Congress button or visit the Library of Congress Web site at [www.loc.gov/experience](http://www.loc.gov/experience).

SBE recertified Gold Chapters (cont. from p. 3)

*Wayzata High School, Minnesota*  
Heidi Wolbert

*Western International High School, Michigan*  
Blair Sawyers

*White River High School, Washington*  
Randy Wilson

*Woodhaven High School, Michigan*  
Lisa Meyer

**Gold Level Recertified**

*Albuquerque High School, New Mexico*  
Eric Strauss

*Auburn High School, Washington*  
Lori Jacobs

*Auburn Riverside High School, Washington*  
Douglas Aubert

*Bartlett High School, Tennessee*  
Cathy Bishop

*Blue Valley West High School, Kansas*  
Diana McBride

*Broken Arrow High School, Oklahoma*  
Susan Krebsbach

*Buchholz High School, Florida*  
Donna Martin

*Burlington Co. Institute of Technology, New Jersey*  
Helen Morris

*Cache High School, Oklahoma*  
Irene Runnels

*Capital High School, Montana*  
Karey Conn

*Centennial High School, Tennessee*  
Robbie Reed

*Cinnaminson High School, New Jersey*  
Fae Zuckerman

*Concord High School, New Hampshire*  
Kim Barnett

*Delsea Regional High School, New Jersey*  
Patricia Lamborne

*Dominion High School, Virginia*  
Sandi Tucker

*Elk River High School, Minnesota*  
Sonja Weiler

*Fargo South High School, North Dakota*  
Sara Smith

*Freedom High School, Virginia*  
Laura Smidt

*Fruitport High School, Michigan*  
Danielle Forberg

*Grand Forks Central High School, North Dakota*  
Kimberly Clark

*Heritage High School, Virginia*  
Ryan Witzig

*Kamiak High School, Washington*  
Patti Lane

*Kell High School, Georgia*  
Angela Kovachi

*Kelso High School, Washington*  
Rick Davis

*Kimberly High School, Wisconsin*  
Connie Kalninas

*Lake Stevens High School, Washington*  
Karen Morton

*Lee County High School, Georgia*  
Walter Burgess

*Lee-Davis High School, Virginia*  
Donna Ellis

*Lehigh Career & Technical Institute, Pennsylvania*  
Cyndee Barkley

*Lincoln East High School, Nebraska*  
Laurie Fraser

*Lindbergh High School, Washington*  
Yetta Rouse

*Mariner High School, Washington*  
Philip Isernio

*Nashua High School South, New Hampshire*  
Lesla McQuesten

*North County Career Center, Vermont*  
Roger Cartee

*Olentangy High School, Ohio*  
Samantha Schultz

*Plymouth South High School, Massachusetts*  
Doris Bishop

*Sabin-Schellenberg Center, Oregon*  
Tiana Briones-Smith

*Sevier County High School, Tennessee*  
Cindy Rule

*Southfield-Lathrup High School, Michigan*  
Veda Cook

*Southwestern High School, Kentucky*  
Ronald Hall

*Sparta High School, Wisconsin*  
Jamie Adams

*Stone Bridge High School, Virginia*  
Donna Celio

*Sussex Hamilton High School, Wisconsin*  
Skip Hay

*Wausau West High School, Wisconsin*  
Carl Hert



SBE photos from Hamden H.S. in Connecticut.

SBE  
SBE  
SBE

# Professional news

## Where are your professional organizations in 2008–2009?

### MarkED's 2009 Marketing Education Conclave

This year's annual gathering of marketing educators will be held in **Portland, Oregon**, from **June 21–25, 2008**. For complete information visit [www.mark-ed.org](http://www.mark-ed.org). The auction of state baskets and NAB contributions at ICDC provides scholarships for a group of new advisors to defray the costs of attending.

### The 26<sup>th</sup> Entrepreneurship Education FORUM

Entrepreneurship educators will see "Where weird works" in **Austin, Texas**, at the annual FORUM of the Consortium for Entrepreneurship Education. This year the Forum will take place from **November 7–11, 2008**. **Teacher scholarships** for attendees are available and are due September 22, 2008. Also check

## Outstanding Service Awards conferred at ICDC 2008

### DECA Inc. recognizes eight dedicated leaders

#### Richard Addison, Vermont

#### Retired Marketing Teacher/DECA Advisor, High School Division

Prominent in Vermont for decades, Richard Addison is viewed by his peers as a leader in both marketing education and DECA. Now retired as a teacher and DECA advisor from the Southwest Vermont Career Development Center in Bennington, he served for 37 years in that capacity. He has never missed a local, state or international conference. He served as a competitive event judge and helped organize Vermont State CDCs. Richard also served as an ICDC event coordinator while also functioning as an adult assistant. When North Atlantic Regional Conferences were held in Vermont, he offered valuable coordinating aid.

Mr. Addison was an important part of the DECA team when advisors around the country gathered to work on changes to marketing. He has served as a panelist at several ICDC functions as well as at a number of DECA State Association Management Conferences earlier in his career.

#### Mary Ellen Colella, New York

#### Former State Advisor

Mary Ellen Colella has been involved with New York State DECA and DECA Inc. for over 20 years. During this time period she served as the New York state advisor.

She has been a great supporter of DECA programs. Because of Mary Ellen's leadership, New York formed a State Business Partnership organization that provides scholarships to New York State students to attend the ICDC. Under her leadership, New York DECA has grown significantly in size and level of involvement. As an effective innovator, she began the current practice of holding the New York DECA fall leadership conference in conjunction with the North Atlantic Regional Leadership

out their **Elevator Grants** (\$3,000) for inventive projects. Proposals are due October 6, 2008. There's a lot more at the Consortium's Web site: [www.entre-ed.org](http://www.entre-ed.org).

### ACTE, the Association for Career and Technical Education: Convention and Expo

ACTE's Convention and Career Tech Expo will take place **Dec. 4–6, 2008**, in **Charlotte, North Carolina**. Early birds (before July 1) can register at reduced rates. For the complete picture, see the ACTE Web site at [www.acteonline.org](http://www.acteonline.org).

### The Marketing Education Association Conference

The Annual MEA Conference will be held in **Las Vegas, Nevada**, from **Jan. 16–18, 2009**. Check their Web site at [www.nationalmea.org](http://www.nationalmea.org) for specific plans as they become available.

Conference, strengthening participation in NARCON.

Mary Ellen Colella is a role model all students, advisors, and staff can emulate. She has served on DECA's Secondary Advisory Council, North Atlantic Regional Council and Competitive Events Committee.

Her personal and professional qualities and her dedication have earned her DECA's Outstanding Service Award.

#### Lori Hamff, Texas

#### State Advisor, High School Division

Lori has served as a chapter advisor, Texas state advisor, Southern Region Council chair, DECA Inc. board member and both president and secretary of DECA Inc. She has worked tirelessly in each position to promote DECA's ideals, mission and, most importantly, our students.

In addition to the offices identified above, she has volunteered as ICDC conference coordinator, has hosted ICDC and Southern Region Leadership Conferences and has contributed to DECA in countless other ways. Her colleagues proudly describe Lori's organizational and motivational skills, her professionalism, her ability to solve problems, and her love of DECA.

#### Dr. Dawn Jones, Virginia

#### Director of Professional Development

Dawn began her career with DECA in the Publications Department. There she developed publications used by students, advisors and DECA's business partners. As her understanding of DECA grew, she began to find opportunities to apply her knowledge as a former university professor of education to DECA. Her love for teaching became the foundation for the *DECA Advisor*, a publication that highlights and shares the incredibly creative teaching techniques used by DECA advisors. She expanded that

(Continued on page 10 )

# DECA IMAGES



## [X]perience: Graduation Goodies



### Graduation Stole

Satin fabric is screened with the DECA crest.

Gold DSTLE \$12.00

Blue DBSTLE \$12.00

White DWSTLE \$12.00

### Certificate Holder

Heavyweight linen paper folder in blue with DECA logo stamped in gold foil. It is slotted to hold an 8 1/2" x 11" certificate.

DSCRHD \$2.50

Save on 12 or more \$2.00 each



### Graduation Tassels

Available in blue and gold and adorned with a hanging DECA emblem.

DSTSSL \$6.00

### DECA Satin Ribbon

20 yard spool of single face satin fabric ribbon.

DSRBN \$12.00



### Gift Pen

Modern styled metallic twist action pen with comfort grip in satin black nickel. The DECA logo is laser engraved. Packaged in a coordinating metallic cylinder. Refillable black ink. Gift boxed.

DSGPN \$15.00



### Honor Pin & White Honor Pin

Designed as a special pin to be awarded for outstanding achievement or as recognition of service. This pin has an extra long spur, which can be worn on letter jackets.

Gold DSHPN \$4.00

White DWHPN \$4.00



### Graduation Recognition Award

Check out [www.deca.org](http://www.deca.org) for the full line of certificates offered through DECA Images. Certificates are sold individually. Each certificate is \$.65. Buy more and save—purchase 100 or more certificates for \$.60 each.

[www.deca.org](http://www.deca.org)

## The Next Stop:

### New Products

Remember to shop online this summer. Visit [www.deca.org](http://www.deca.org) to view our full range of hot-off-the-press competition materials. Watch for sneak previews of our newest apparel and accessories from the upcoming 2008–2009 catalog.

Contact DECA Images Customer Service for more detailed ordering information at (703) 860-5006 or [deca\\_images@deca.org](mailto:deca_images@deca.org). Or visit us at [www.deca.org](http://www.deca.org).



# Professional Corner

## Written Event pointers for the coming year

### Why not go online?

In this column, **Pat Lamborne**, advisor at **Delsea Area H.S.** in New Jersey, provides us a plan for using written events in the classroom. She shows us how she organizes the work and then explains how she and her students experimented successfully with an online system for writing and reviewing written manuals.

#### Break it down

We've said it many times—you can use written competitive events in your classroom by breaking them down into parts and making them class assignments. For those who object that not all of their students are DECA members, here is an approach that shows the utility of the event structure for all class members.

Pat requires that each of her upper level students write a term paper for the first semester that follows the outline of a written event. She works with three of the written event outlines (the Marketing Research Events, the Entrepreneurship Written Event and the Internet Marketing Business Plan Event), assigning each part of the outline as a five-page paper (saving the Executive Summary until the very last, when the papers are being put together for competition). Each section has points and a due date.

**Under each part of the outline, she adds her own hints.** That is, she explains more about what each section of the outline should contain. These are teaching tools to help the students understand the outline sections and get them started in the right direction. **The subjects that are covered in each of the outline points are the substance of your curriculum that apply to that event.**

Pat assigns grades to each section of the term paper as it develops. By January, as they are headed to the state conference, her students are ready to put it all together into a manual with an executive summary and all of the required documentation.

#### Going online

Last year, some upper-level students approached Pat about doing their written event/term paper work online. They thought this could solve several problems: one, they couldn't stay after school

to get her help and, two, they hated dealing with all that paper as they made revisions.

So she looked into the possibility. "This year it's all done online," she says. She attended a seminar at her school on how to use a Google site for written work. That presenter helped her set the site up. She is designated as a "collaborator" on the students' sites so that the students can do their work online and she can have access to it. Members who are working as teams can also work together as collaborators on the site without having to get together in the same place. Best of all, each person's work and revisions are transparent: each person can see what the other has done.

The students love this. It allows them to work on their papers under her guidance, and they don't have to stay after school to do it.

The paperless system appeals to all of them. The kids can work at home, and she is not carrying around piles of paper. Teams can work from separate locations. They don't go to hard copy until just before they start preparing for state competition.

#### How does she control the work?

Pat tells students when she will be going online to look at their work. This is a heads-up to have the work ready for her to see. The system allows her to see not only when they have opened and closed their files, but the actual work and revisions that they have done. "They can't just open and close it" to register that they were on the site.

Pat says she can tell whether the students have done their own work. ("I pretty much know what they're capable of.") She may talk to a student and ask him/her to start again. The school also has a license for a Web resource that can run student papers through the Internet to see if kids have picked up other people's work. She hasn't had to do this yet, but the students know she can.



#### Written Event Tip:

Tip: If you are looking at the outline of the Marketing Research Events, notice that there is a separate section of the guidelines called "Objectives." These are a little more easily digested by students, says advisor Dennis Sweetapple, a longtime mentor on written events.

Note also at the left that Pat Lamborne rewords the outline with a description of what she wants to see in each section.

#### Personal note:

Pat Lamborne told us that out of about 130 teachers at her school, only two other teachers are working with their students' written work online, and they are AP teachers. "I'm the only normal teacher who does this," she says. But we know that DECA advisors aren't ordinary!

## Outstanding Award Winners (Continued from page 6 )

### Don't settle for being ordinary

All of these DECA experiences can help you and your members

### Make Your Mark!

#### The DECA Roadmap Planner/Calendar

When your planner arrives this summer, sit down and spend some time with it. More than just dates, the planner tells you about DECA programs for the year and provides good advice from master teachers.

#### Planning Fund-raising

Keep a file of ideas from:

*Dimensions* "Chapter Clips,"

the *Advisor* newsletter

from the DECA Web site:

([www.deca.org/advcornerresources.html](http://www.deca.org/advcornerresources.html))

and [www.deca.org/mainsmpage.html](http://www.deca.org/mainsmpage.html))

#### Attending fall leadership conferences

See the dates on page 1 of this newsletter.

#### Using the Online Competitive Events in your classroom

Introduce your members to

The Virtual Business Challenge—Retailing or Sports Franchising option

The Stock Market Game

#### Moving along in Competitive Events

Spend some time with the guidelines and the changes for this year.

Add to your resources from Images.

effort to include the annual DECA planner that provides teachers with a great planning and organizing tool for managing their chapters. She recently developed and is managing an online mentoring program for more than 400 new chapter advisors each year.

Dawn has also provided leadership to the development process for competitive events, editing state and international role-plays and case studies for more than 15 years. She has given nearly 20 years of outstanding service on the DECA Inc. staff.

#### Jim King, Florida State Advisor, High School Division

Jim has served Florida and DECA Inc. throughout his outstanding career. His service includes that of a chapter advisor, state advisor and DECA Inc. board member. During Florida's organizational restructuring, while working as an assistant principal, Jim accepted the responsibility of a trustee of Florida DECA, wrote and managed the state grant to Florida DECA, hired Ed Fleming as the first independent contracted state advisor and oversaw Florida DECA's finances.

When Ed Fleming died unexpectedly, Jim again stepped in to lead Florida DECA through that difficult time, ultimately retiring from his position as assistant principal and assuming the role of Florida state advisor, where he continues to provide exemplary leadership.

#### Dr. Julie Lyman, Missouri Former State Advisor, High School and Delta Epsilon Chi Divisions

Since her tenure as a national officer, Julie has contributed greatly to DECA and its members. As a high school teacher and chapter advisor she provided the benefits of DECA to her students and encouraged the further development of the program in her school. At the University of Missouri-Columbia, Julie worked closely with preservice teachers and professional development programs for DECA advisors to improve their local programs.

Once she began work at the Missouri Department of Education, she led a growth in state membership, developed effective state officer programs, built support in the business community for DECA, and created growth in the overall quantity and quality of students' DECA experience. Her

service and leadership on the Central Region Board of Governors was a great asset to that organization. Julie worked tirelessly to plan and coordinate a very successful Central Region Leadership Conference in Kansas City. She used her skills to help National DECA recruit and welcome judges for the Career Development Conference in St. Louis. Her ongoing commitment and support of DECA are shown by her continuing participation in DECA activities at all levels.

#### Kevin Reisenauer, North Dakota Marketing Education State Advisor/ State Supervisor, High School and Delta Epsilon Chi Divisions

Kevin has served for several years as the National Officer Elections Coordinator for both the High School and Delta Epsilon Chi International Conferences. He is presently chair of the Competitive Events Task Force.

Kevin provided outstanding service as a member of the DECA Inc. board of directors as well as two-time board president, leading the development of DECA's strategic plan and overseeing major revisions of the competitive events program. Additional contributions to DECA at the international level include:

- Panelist at the State Association Management Conference state advisor training workshops
- Central Region Council

#### Stephen Rogers, California Business Dept. Chair/DECA Chapter Advisor, High School Division

Stephen Rogers, marketing teacher at Mt. Whitney High School in California, has been very instrumental in providing leadership to DECA as well as to California business and marketing education. For the past 15 years, he has assumed the facilities management portion of the state career development conference. He has produced many state and regional officers and a national DECA president. This current year, two of the California state officers are from Mt. Whitney High School. Steve is also a valued member of the California DECA board of directors.



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