

Advisor

November 2006

No. 152

A publication of the Professional Development Department of DECA Inc.

In this chapter packet

If you're looking for a way to make a splash in your classroom or even the school hallways, this is the packet for you. The November packet contains FOUR wall posters underwritten by four of our most staunch corporate supporters.

> A brand new entrepreneurship poster comes through the Ewing Marion Kauffman's sponsorship. The foundation sponsors two entrepreneurship competitive events: the written event and the independent business option of the participating event. They also provide scholarships for advisors to enrich their entrepreneurship teaching. This year DECA is partnering with the Foundation to promote EntrepreneurshipWeek USA. (See the article on page 11.)

Please thank the Kauffman Foundation for their generous involvement by contacting

Bob Strom, Director

Ewing Marion Kauffman Foundation

rstrom@kauffman.org

> South-Western/Thomson has designed and sponsored the new poster showing how the company's textbook resources join with DECA in producing successful careers. South-Western sponsors the Hospitality and Recreation Marketing Research Event. **Your members who are interested in hospitality and recreation marketing can send them a note of thanks.**

Eve Lewis, Executive Editor

South-Western/Thomson

eve.lewis@thomson.com

> Entrepreneurship's franchising possibilities have led 7-Eleven and the International Franchise Association Educational Foundation to their sponsorship of the Franchising option of the Entrepreneurship Participating Event. Use this poster to introduce the concept of franchising to your members. These long-time partners deserve a thank-you for the poster and for their

efforts on behalf of DECA competitors. **Ask some members to drop a note to**

John Reynolds, President

IFA Educational Foundation, Inc.

john@franchise.org

Nancy Lear

National Community Relations Manager

7-Eleven, Inc.

nlear01@7-11.com

> A poster from Finish Line rounds out the quartet of lively, informative posters in this packet. Finish Line has developed a vigorous program of support for both DECA and ΔEX chapters. Their National Advisory Board representative also serves as the chair of the NAB this year. With scholarships and also with support for Delta Epsilon Chi's Collegiate Leadership Academies, Finish Line makes vital contributions to DECA. **Please encourage and thank Finish Line for their support with a message to:**

Michael Marchetti

Executive V.P., Store Operations

Finish Line

mmarchetti@finishline.com

Guidelines for the Sunkist Challenge are now up on the DECA Web site.

It's all new, not just the name. Take a look!

Fall Round Entry request due Nov. 30, 2006.

Submission deadline Dec. 2, 2006

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Are you a new DECA advisor? Welcome! We're here to help

If you have not been receiving our new advisor email information, but wish to be included, please send your email address and any questions you have to dawn_jones@deca.org.

Meet Julie Kandik, our new DECA Images director

DECA Inc. is proud to introduce the new director of DECA Images, Julie Kandik. Welcome!

Julie is an experienced DECA advisor, and one who has made an impact on DECA in her seven years of teaching. With a bachelor's degree in apparel management from the Philadelphia University of Textiles and Science and a master's degree from Bowling Green University, Julie was well-equipped to enter the teaching field. She also knew how to develop a full-fledged DECA program, and has served as advisor for three chapters, including the new program at Freedom H.S. in Virginia.



Julie has made a name for herself in the world of

school-based enterprises. She was one of two main contributing writers for the South-Western/Thompson textbook *School Store Operations*. She has also attained gold-level certification for her chapter's SBE and is dedicated to the practice of teaching students through the school store. As you can imagine, expertise in developing new products, choosing apparel, dealing with vendors, exercising quality control and all of the other tasks of running an SBE, along with her background in apparel, have equipped her well for her new position.

Julie wishes to continue enlarging Images' curricular offerings, including both familiar DECA related materials and other supplementary resources to "provide teachers with helpful products." Says Julie, "Our product line has to change regularly, making sure we keep it fresh." As a successful advisor herself, Julie has her finger on the pulse of classroom teachers as she assumes her duties with DECA Images.

Here's an example of Julie's creativity in the classroom. At the beginning of the year with her new Principles of Business and Marketing students, Julie showed them part of an episode of *The Simpsons* where Mr. Burns has lost his fortune. As he addresses a group of young people who want to be in business, he says, "Friends, family, religion—these are the three demons you must slay to be successful in business." Julie leads a discussion about this attitude and asks the students to write a 5-paragraph essay on whether they agree or disagree with that statement. One of the side benefits of this exercise is that the teacher gets to assess the writing skills of the students. He/she then knows which students will need help with writing and is also better able to guide them into groups as they approach team events.

As Julie approached her course offerings, she examined the competencies/performance indicators that the course encompassed. She then chose which events lent themselves to those objectives. For example, with her Principles of Business and Marketing course, she emphasized entrepreneurship, so she steered students toward the entrepreneurship events. Co-op students were guided toward Ad Campaign and the Fashion Merchandising Promotion Plan. Students in Advanced Marketing were ready for Entrepreneurship Written or the Marketing Research Events.

Focus on scholarships

A new scholarship for advisors

The Target Corporation has expanded its involvement with DECA by instituting new scholarships for DECA advisors.

Here are the particulars:

- The scholarships are employment focused. This means that advisors who place students with Target stores will be eligible for the awards.
- Three scholarships will be awarded.
- Each scholarship will be for \$1,000.
- These scholarships will include an essay question for advisors to respond to: "At Target, we convey retail as a viable career option. How do you incorporate retail into your DECA chapter and what qualities do you foster in your students that would make them successful leaders in our company? Maximum 100 words."

Student scholarship applications are on their way to you

DECA is mailing the booklet containing the scholarship applications for your members. Be on the lookout for it and help your members evaluate which scholarships they might be successful at. Also help them identify the parts of the application process and the timelines. At this stage, you can show them tips on how to gather information and fill out the forms. This advice and the pieces they gather as they go through the process will help them as they apply for funds from other scholarship sources as well. The forms are also downloadable from the DECA Web site.

Be a role model. Apply yourself!

The advisor scholarship applications will come to you in the January Chapter Packet. Document what you do, and you may well receive funds to help with your professional development.

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Your date with Orlando Adventure— DECA's ICDC Tours for 2007

DECA Day at Universal Studios Orlando and Universal's Islands of Adventure

Saturday, April 28, 2007

9 a.m. to 6 p.m.

Universal Studios

Finally, you can break into showbiz and be the star for a day at this real working film and TV studio. Universal Studios Orlando is unlike any place on earth. There's something for everyone, with full-scale movie production sets you can actually walk through and experience!

Universal's Islands of Adventure

The Islands of Adventure theme park is the spot for serious thrill seekers of all ages. On five amazing islands—Marvel Super Hero Island®, The Lost Continent®, Jurassic Park®, Seuss Landing™, and Toon Lagoon®—you'll discover fantastic new worlds with something for everyone.

Advance pricing

One-day, One-park ticket with transportation <i>(Transportation on April 28 only)</i>	\$48
One-day, One-park ticket without transportation <i>(Retail value \$67)</i>	\$40
Two-day, Two-park ticket with one day of transportation <i>(Transportation on April 28 only. On your own for the second day.)</i>	\$72
Two-day, Two-park ticket without transportation <i>(Retail value \$85)</i>	\$64

Onsite (at the Orange County Convention Center) pricing

One-day, One-park ticket with transportation on April 28 only	\$53
One-day, One-park ticket without transportation	\$45
Two-day, Two-park ticket with one day of transportation on April 28	\$77
Two-day, Two-park ticket without transportation	\$69



Please note: DECA bus transportation to Universal parks will run on **Saturday, April 28, only.** (DECA members purchasing multiple-day tickets will be responsible for finding their own transportation on the other day.) **No refunds** will be given for Universal Studios or Universal's Islands of Adventure tickets.

Continued on the next page

DECA Day at SeaWorld Orlando

Sunday, April 29, 2007

Noon to 8 p.m.

SeaWorld Orlando is the world's premiere marine adventure park with 200 acres of world-class shows, thrilling rides and unforgettable animal encounters. More than 80 million visitors have explored the mysteries of the sea with up-close animal interactions and exhilarating thrills. New state-of-the-art rides such as "Kraken" and "Journey To Atlantis" twist, turn and drench guests with unprecedented thrills, while amazing animal encounters include killer whales, dolphins, sea lions, stingrays and more.



Advance pricing

Afternoon ticket with transportation on April 29 only	\$48
Afternoon ticket without transportation	\$40
<i>(Retail value \$65.98)</i>	

Onsite (at the Orange County Convention Center) pricing

Afternoon ticket with transportation on April 29 only	\$53
Afternoon ticket without transportation	\$45

Please note: DECA bus transportation to SeaWorld will run on Sunday, April 29, only. **No refunds will be given for SeaWorld tickets.**

Dolly Parton's Dixie Stampede

Friday, April 27, 2007 • Sunday, April 29, 2007 • Monday, April 30, 2007



Visitors and locals agree that Dolly Parton's Dixie Stampede Dinner and Show is a fun-filled, action-packed extravaganza that everyone should experience! It's the perfect place for families, friends and groups to gather for spectacular special effects and amazing stunts by the most talented performers in the area.

Advance pricing

Without transportation	\$30
<i>(Retail Value \$48.99)</i>	

*Transportation on your own! Tickets will **not** be sold on site at the convention center.*

DECA has reserved seats for each show. Tickets are sold on a first-come, first-served basis. Show dates include: Friday, April 27; Sunday, April 29 and Monday, April 30. Shows start at 6:30 p.m.

DECA Day at Walt Disney World Parks

Tuesday, May 1, 2007

11 a.m. to 6 p.m.

Magic Kingdom

Follow your Disney dreams to a place where storybook fantasy comes to life for children of all ages. Seek out adventures, create magical memories with beloved characters and discover the fun where imagination reigns.

Epcot

Gather with family and friends to celebrate the fascinating cultures and numerous wonders of the world around you through dazzling shows, interactive experiences and amazing attractions. Marvel at the power of the human imagination to set the spirits soaring.

MGM Studios

Salute the world of showbiz—from the Hollywood classics of yesteryear to the best in popular entertainment. Take center stage as the star of your own adventure: from rock 'n roll fantasy to Broadway-style stage spectaculars, from the silver screen to the TV screen to behind the scenes. And when you share it as part of your Magical Gatherings experience—now that's entertainment!!

Animal Kingdom

Disney storytelling comes to life in a kingdom brimming with fun, wonder and adventure. Join together with your circle of loved ones to savor thrilling attractions, shows, the majesty of nature and the fascinating animals—real and imagined—that enrich our planet.

Advance pricing:

Two-Day Park Hopper ticket with one day of transportation \$120
(Transportation on May 1 only. On your own for second day.)

Two-Day Park Hopper ticket without transportation \$112
*(Retail value—not sold at the gate)
Park hopping to four theme parks. Good any two days during the conference.*

Onsite (at the Orange County Convention Center) pricing:

Two-day park hopper ticket with one day of transportation (May 1 only) \$125
Two-day park hopper without transportation \$117

Please note: DECA bus transportation to Disney will run on Tuesday, May 1, only. DECA members purchasing a hopper ticket will be responsible for finding their own transportation on the other day. **No refunds** will be given for Walt Disney World Theme Park Tickets.

Continued on next page

Teaching Guide

For DECA dimensions

Teacher tip

Here's a generic activity you can use with any issue of *Dimensions*. It's a scavenger hunt for ideas.

Divide your class into smaller groups and assign each group one article in the magazine that you think is important or has worthwhile content (a different article for each group). Have the individuals in each group go on a scavenger hunt in the article for the one key sentence they think will help them most or that they think is the most interesting statement. Each group member should pick out one key sentence.

Then have the groups report their key sentences back to the larger group. The groups can list the key sentences they located on a large poster or piece of newsprint. As the whole class hears about the articles in this way, they will be able to identify articles they will want to look at further. Even listening to the key sentences will teach important lessons.

This exercise provides an overview of the magazine and also teaches members how to find the heart of a written piece—a valuable academic lesson.

The November/December issue of *DECA Dimensions* is a treasure trove of information on how and why students should take part in DECA's competitive events. These articles will help you encourage students to compete, and will also help everyone understand how to go about participating.

“Cracking the Code for Competitive Event Success” shows how this successful chapter conducts their event preparations. It includes specific practical steps and suggestions for both members and advisors. Recently retired advisors Debbie and Keith Ewert joined with their colleague, David Burke, to produce these suggestions. They are well worth your attention.

“The Adventures of Creating and Competing with a Written DECA Event” offers clear and concise advice to your members from Mary Ellen McCormick, a well-seasoned advisor. While the Highland Park article mentioned above deals more with the actual research and writing, McCormick's article provides easily digestible steps for everything from choosing a topic to preparing the presentation. These two articles complement each other beautifully and should both explain the process and inspire members to get involved.

This year's Miss Virginia, Adrianna Sgarlata, has contributed an article showing how her DECA involvement and competitive event participation gave her the courage and skills necessary to spearhead an anti-bullying movement. Everyone likes a DECA success story, and this one is worth your members' attention. Not only does the article show how Adrianna's involvement with Robinson Secondary School DECA influenced her life, it also shows how one individual can make a difference.

Several articles in the issue provide emotional and motivational support for undertaking the competitive events or other schoolwork.

Kent and Kyle Healy challenge members to take a look at the fears that keep them from undertaking unfamiliar activities. (**“Conquering Fear of Failure”**) Students may have a hard time discussing their personal fears in front of others, so you might want to structure a discussion around the central question in the article: “What would you do if you knew you could not fail?” Then let

the members read the article and ask what they think is the most useful piece of advice in the article. You can also help by pointing out all of the win-win aspects of doing competitive events that don't depend on winning the competition itself—developing skills, meeting businesspeople, learning to speak in public, and so much more.

The excellent article **“How to Beat Procrastination . . . in a Minute or Less”** addresses a problem we all have. As your members approach their work on a competitive event or their schoolwork in general, they will face the temptation to put it off until the last minute. Ask them how they feel when deadlines approach and they have not done the work.

- Both you and the students can benefit from strategies for getting the work started. Ask the students to read the article and list two (or more) techniques they think can help them make progress.
- Then ask each student to go to the board or a flip chart and write down the suggestion they think will help them most. Have them put their initials after that suggestion. If their chosen point is already on the board, they can add their initials to that item. This list can serve as a reminder to all that they are in charge of getting their work done and they know techniques that will help them.

When you teach about branding, the article **“The CEO As Brand”** presents an interesting wrinkle on the topic. Here's an activity:

- Ask your students to write down on a piece of paper a company they might want to head or a product they might want to sell.
- Once they have written this down, ask them if they think they would make a good spokesperson for the company or product. What kind of sales pitch would they give as spokesperson?
- Then ask them to identify any CEOs or company owners they know of who appear in advertisements for their companies. Focus them on both national media and local businesses. Have the class discuss whether they think these CEO spokespersons are effective and why.
- Now have them read the article. How effective do they think these business owners/managers are as representatives of their products? Would the students buy these products because of the personal ads? What risks does a company take when it puts its CEO front and center? What does it gain?

New research shows the value of DECA

Last year, data was collected through a survey of DECA student and professional members. Researchers at the National Research Center for Career and Technical Education (NRCCTE)—notably Dr. Corinne Alfeld—have now analyzed the data and issued a report. The data was collected from a random sample of DECA chapters (38), so the data on teachers is representative. The students were a convenience sample chosen by the advisors and represent a group of active DECA members.

The student member data indicated many positive characteristics of our members. They are engaged in their classwork and are highly motivated, as indicated by agreeing with statements describing them as, for example, putting forth effort, feeling that what they learn is useful, being excited about their classes, placing a high value on learning. Their confidence level is high, with 50 percent agreeing and 44.4 percent strongly agreeing that they have the skills and abilities to complete their academic work. Also, “their confidence in their ability to get and keep a good job is very high.”

Here are the reasons the student sample reported for joining DECA (multiple responses allowed):

- 92% To explore future job or volunteer opportunities
- 84% To expand my knowledge and skills
- 82% To increase my job opportunities
- 76% To have fun
- 76% To eventually move into a well-paid job
- 76% To look good on a college application
- 75% To get an interesting job in the future
- 41% To work with people who have different backgrounds than I have
- 39% To be involved in the community
- 32% My teacher wanted me to
- 26% To join a network of others committed to community service
- 20% To be with my friends
- 11% My parents wanted me to

From the study: The students surveyed “all plan to continue their education post high school. More than half hope to obtain a four-year college degree, and almost 40 percent hope to complete a graduate degree.” When asked about *realistic* goals, “most [79.8%] still thought they would obtain at least a bachelor’s degree; none expected to stop their education after high school.”

In regard to career awareness, “almost all of the students reported that they knew what they wanted to be when they are 30 years old, and most had thought about and were fairly certain about their choice. Researchers found that “A surprisingly high proportion of DECA students reported that they had three or more [helpful] adults in their lives (besides their parent).” Having such adult support, says the study, is important “to adolescents’ self-esteem, effort and well-being.”

The survey analysis shows that you and your fellow DECA advisors are adept at teaching SCANS-type skills (those that have been identified by the Labor Secretary’s 2000 report or by industry-validated curriculum standards). Slightly more of your teaching corresponds to career skills than to strictly academic skills, but the academic emphasis is nonetheless high. The study’s teachers report that their assignments “quite a bit” or “definitely” involve challenging reading (76%), writing reports on real-world problems (66%), and using math to solve real-life problems (74%).

Also, “most teachers answered ‘quite a bit’ or ‘yes, definitely’ to questions regarding encouraging learning and achievement practices in their students, such as pushing themselves [89.5%], practicing self-discipline [89.4%], and using their imaginations to solve problems [89.5%].” Also high on the advisors’ objectives were a range of teamwork skills—leading [73.7%], compromising [92.1%], sharing responsibility [94.7%], working with others they don’t like [81.5%], being reliable [73.7%].

The study concludes: “The DECA teacher advisors completing this survey are highly involved with and committed to DECA and encourage both independence and teamwork in their students. The DECA students completing this survey appear to be very self-directed and ambitious. Furthermore, DECA students have clear plans for their future careers and have given these plans considerable thought. Taking four or five semesters of marketing was not uncommon, and three-fourths earn Bs or better in school. Almost all plan to complete a 4-year college degree. This indicates that, at least for the students who completed the survey, participation in DECA appears highly compatible with a rigorous high school education.”

Alumni Artwork joins our Sales & Marketing Companies

Through Alumni Artwork, DECA chapters can raise funds by selling a unique, yet affordable, custom frame line designed specifically for high school students and parents. The company offers many framing options that display combinations of senior pictures, a graduation announcement, a tassel or an invitation. Each frame is matted with your chapter’s choice of color and foil stamped with your school’s name.

Alumni Artwork will create a custom display frame and also send as many full-color brochures as you need at no cost to your chapter. You will not need to place any orders until after you have finished sales within your school—so the company can provide you exactly as many frames as you need. This fund-raiser has no up-front cost and no minimum—it’s completely risk free. With as much as \$30 profit per frame sold, your chapter can easily reach its fund-raising goal—while helping students and their families preserve high school memories forever.

To reach them, email robin@alumniartwork.com or visit their Web site: www.alumniartwork.com.

Gear up for opportunity: DECA partners with EntrepreneurshipWeek USA: Feb. 24 – March 3, 2007

In June, the U.S. House of Representatives declared that February 24 to March 3, 2007, will be EntrepreneurshipWeek USA. DECA has joined with partners organizing the week, including the Ewing Marion Kauffman Foundation, the *New York Times* and *Inc.* magazine, to promote the project and make resources available to you. The event promises to educate and encourage young people to fulfill their potential as entrepreneurs.

With the help of the extensive list of appropriate activities included in the EntrepreneurshipWeek USA packet, the week will inspire young people to view themselves as entrepreneurial. That packet will be posted on DECA's Web site as we near the event (www.deca.org). You will also find more information about it in future *Advisors* and in *DECA Dimensions*.

Another major player for the week is the veteran organization the Consortium for Entrepreneurship Education (www.entre-ed.org). The Consortium's Entrepreneurship Education Forum this month in Phoenix will use the opportunity to increase its large store of entrepreneurship activities and focus them on EntrepreneurshipWeek USA. You can find helpful suggestions for activities on the Consortium's Web site.

DECA and its partners are asking groups to do the following during EntrepreneurshipWeek USA:

- Schedule activities related to your Entrepreneurship Promotion Plan event.
- Hold an activity related to entrepreneurship to be held at state career development conferences held during the week.
- Join with local postsecondary institutions to take part in appropriate activities.
- Promote the week through the media. (An appropriate media kit will be available to help with this as we approach the week.)

Resources are being developed to help you take part. There will be links to the prepared packets on both the DECA Web site (www.deca.org) and at www.EntrepreneurshipWeekUSA.com.

Are you starting your Entrepreneurship Promotion Project now?

Get some help from the list of EntrepreneurshipWeek USA activities

Here are several activities from the EntrepreneurshipWeek USA promotion packet that fit the bill.

Entrepreneur Hall of Fame

Students can explore and research the history of prominent entrepreneurs and their businesses. They can then create displays or presentations to show at school or another venue. This activity can be local or can be a worthwhile addition to your state conference.

Innovation Expo

Organize an interactive entrepreneurship fair. Invite entrepreneurs, investors, franchisers, suppliers, innovators, etc., to showcase their work to the general public. This event can be organized in a large open space where vendors set up booths to display their products or services to visitors and spectators.

The Many Faces of Entrepreneurs

Entrepreneurs come in all shapes and sizes, and each faces unique challenges and situations. Engage students in a discussion, led by a diverse group of entrepreneurs, to provide encouragement and information to assist others to follow in their footsteps.

What Type of Entrepreneur Are You?

For any and all aspiring entrepreneurs, a little direction is always helpful. Develop an interactive questionnaire to assist potential entrepreneurs to find their niche and discover their passion.

Future Entrepreneurs Weekend

Ask local entrepreneurs and business leaders to help with a two-day entrepreneurship camp. Have entrepreneurs discuss the challenges and gratification associated with becoming an entrepreneur. Host seminars on topics such as turning a product idea into a reality, using their product to fulfill a social need, or learning from common entrepreneurial missteps.

How to Make It Big in Business

Organize a day for aspiring entrepreneurs to observe and experience the day-to-day operation of a business venture. Invite local small businesses to open their doors and to share their experiences with up-and-coming entrepreneurs.

Poetry Slam

Organize a poetry slam for students to express what entrepreneurship means to them or to honor entrepreneurs from their area or from around the world. Not only is a poetry slam another way to celebrate entrepreneurship, it also demonstrates that people with all interests—poetry, film, art, business, technology—can be entrepreneurs. This can be a contest judged by local entrepreneurs and/or poets.

The DECA Inc. Entrepreneur Gallery:

Do you know former DECA/ΔEX members who started their own business or who have become known as entrepreneurs? Tell us! We want to recognize these alumni.

You can download a nomination form through DECA's Web site. The form is at www.deca.org/entrepreneuroftheyear.html.

A note from Target on employee evaluations for your members

Recently DECA was contacted with questions about completing student evaluations with one of our newest employment partners, Target.

Some local advisors were confused by Target's policy of not releasing team member/employee review information to anyone other than a Target team member/employee. This policy is common among our large retail partners and operates only to protect the team member's/employee's privacy and the employment partner.

The Target guideline is in no way intended to be an impediment to a successful employment partnership between your chapter and your local Target store(s).

Target conducts regular team member reviews. These reviews are given to the team member. DECA recommends that you require your students to turn these reviews in to you as an assignment. If the regular review does not align with your grading period, Target will conduct an off-cycle review for your students upon their team member's request. Again, you should require that your student submit the off-cycle review as an assignment.

DECA and Target thank you for your understanding and flexibility in making this important partnership work. If you have any questions about the Target partnership, please contact DECA Inc.



**What's your BIG idea?
take it on!**

EntrepreneurshipWeek USA

Feb. 24-March 3, 2007

www.EntrepreneurshipWeekUSA.com

Specific EntrepreneurshipWeek USA activities
for DECA chapters may be found at
www.deca.org/entrepreneurshipweekusa.html.