

Advisor

October 2006
No. 151

A Publication of the Professional Division of DECA Inc.

In this chapter packet

As you embark on your year, one of your decisions will be about how you will raise funds for your chapter's activities. This year's roster of **Sales & Marketing Companies** comes to you as a **brochure** in the October packet. Take a good look at the resources it presents. Remember also that some of these companies have products that make managing your chapter easier. Be sure to check out what they have to offer you.

The October packet also contains a **group of classroom posters** to display new possibilities to your members. NAB Company Millikin University shows members what it has to offer. Target's poster invites your members to consider them for employment opportunities. NAB member South-Western/Thompson also presents a poster to inform and brighten your classroom.

Big changes are up for the Sunkist Challenge (formerly the 7 UP Challenge). The event not only has a new name, but a new task to challenge your computer-oriented members—a viral advertising campaign. Hang the Sunkist Challenge poster in this packet prominently to capture the interest of students who excel in computer skills and would find this a compatible event. This month the new guidelines will be available on the main Competitive Event page of the Web site: www.deca.org/celisting.html. Cadbury Schweppes Americas Beverages is the sponsor of the Challenge and also of the Community Service Project. Those who participate in the Challenge should express their appreciation for this cutting-edge event by contacting

Helen Dorsey, Mgr. of Community Relations
Cadbury Schweppes Americas Beverages
(formerly Dr Pepper/Seven Up, Inc.)
5301 Legacy Drive
Plano, TX 75024
helen_dorsey@cs-americas.com

Many thanks to our NAB companies for ICDC event judges

When it comes time to line up those essential judges for our ICDC, our corporate National Advisory Board is indeed a key player.

This year in Dallas, our corporate friends furnished 52 percent of the ICDC judges.

Safeway topped the list, with 112 judges. J.C. Penney Company, Inc., provided 70. Recruiting 30 to 40 judges each were:

Cadbury Schweppes Americas Beverage
Payless ShoeSource
SEARS
Stein Mart, Inc.
Target Corporation

Also recruiting were

Claire's Stores, Inc.
The Fashion Institute of Design & Merchandising
Finish Line, Inc.
Foot Locker, Inc.
Johnson & Wales University
Marriott International, Inc.
NAPA
New England Culinary Institute
Northwood University
T.J. Maxx/Marshalls
Walgreen Co.



Inside page 2

NAB welcome

New Sales & Marketing Company

page 3

Report on Marriott teacher externship

page 4

This year's advisor scholarship winners

page 7

Professional Corner on Marketing Research Events

Don't forget
to celebrate DECA
Week:

October 8-14!!!

See Sept. 18 and
Oct. 9 in your
Roadmap Planner.

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.

DECA's new National Advisory Board Chair shares his vision for the year



Michael Marchetti, Chair National Advisory Board



Executive Mentor Program, ICDC 2006

Dear DECA Advisors,

It's been said that every great *adventure* begins with just one step. One thing I've learned at Finish Line is that you're more excited to take that first step, and the adventure is more successfully completed, when the shoes you're wearing are a good fit!

Finish Line absolutely believes that our partnership with DECA is a perfect fit! Our partnership continues to help us achieve our business goals and helps DECA, your state and provincial associations, and local chapters deliver the valuable programs that develop our next generation of business and civic leaders and entrepreneurs.

That's only one of the reasons that I am proud to chair your National Advisory Board (NAB) and to be entering the 5th year of our *adventure* with DECA.

As chair of your NAB, I also have the opportunity to work with a broad group of companies that share my enthusiasm and are committed to building on our past successes. Collectively your NAB has committed to:

- Enhance the conference experience for members and advisors

- Expand leadership development through the Executive Mentor Program
- Build the bridge between high school DECA and Delta Epsilon Chi
- Develop new and existing membership on the NAB

As in any good partnership, however, we need your help. Please take the time to contact the local representative of your NAB companies. Introduce yourself and help us develop a grassroots relationship with your individual chapters. Through our combined efforts—your pushing up and our pushing down—we will make this the best year yet for DECA.

Your past NAB chair, Hunt Hawkins of Stein Mart, left me big shoes to fill. With your help, however, I'm confident of their fit and look forward to the adventure.

Let the adventure begin!

Sincerely,

Michael Marchetti
Executive Vice President
Store Operations, Finish Line
Chair, National Advisory Board

New Sales & Marketing company LifeRanger teaches Web Marketing skills

LifeRanger.com is a community-based search engine, similar to Google or Yellowbook, but with LifeRanger, local communities and students are the beneficiaries. DECA members can use LifeRanger as an easy, lucrative means of raising funds. How does LifeRanger work?

- Members offer affordable Internet advertising on LifeRanger's Web site to local businesses and vendors in their community.
- Fifty percent or more of the annual dues for advertising goes to DECA.
- Businesses can renew their LifeRanger membership annually, enabling DECA members to continue to raise funds year after year.
- There is NO initial investment and all materials are available in printable versions online.

Fund-raising through LifeRanger.com teaches members about Web-based advertising, managing merchants, fund-raising and sales techniques. Members will also be building an information resource for their local community and raising funds at the same time.

To learn more, go to www.LifeRanger.com and click on fund-raising or contact Billy Friedman at (305) 304-8074.

DECA advisor makes the most of Marriott externship

The following is a letter sent by advisor Lori Jacobs of Lake Washington H.S. in Washington to Andy Chaves, DECA's NAB representative from Marriott International, Inc. Lori was chosen as the first high school teacher to be involved in Marriott's externship program for college instructors of hospitality.

Dear Mr. Chaves:

Please accept my sincere gratitude for selecting me to participate in the Marriott Faculty Internship this past summer. I enjoyed this experience immensely and will share the knowledge I gained with my students.

The hospitality that you and your staff demonstrated at the Marriott corporate office was a testimony of the Marriott Mission Statement. It was a learning experience that I will treasure for the rest of my career and life. I learned so much about Marriott and about the hospitality industry.

Continuing the internship in Seattle, I had the opportunity to work at the Redmond Town Center and the Seattle Waterfront Hotel. Both properties were beautiful, yet diverse, and the staff courteous and professional. I was able to rotate through every position and learn about the skills needed and challenges faced in the hotel business.

I believe that in the future, students, teachers and local hospitality companies will benefit from my experience. I am on the agenda to do a presentation at the Washington State teacher inservice day in October. My presentation will include the needs and growth of the hospitality industry in the Puget Sound area and also information on postsecondary options and insight into DECA's new Hotel and Lodging Management event and its performance indicators.

In addition, I used my new experiences to write competitive events for DECA Inc. in the Hospitality Services Management Team Decision Making Event and the Hotel and Lodging Management Event. I used actual experiences that I had in the Marriott hotels to write those events. What I am most excited about is that my school district has agreed to let me develop curriculum for a districtwide hospitality management course that will begin next school year!

Again, let me express my thanks for this unique opportunity. My insight into Marriott and the hospitality industry will benefit not only me but students and teachers in the state of Washington. I really believe that Marriott is the best hotel company both to work for and to stay with.

Best regards,

Lori Jacobs

Lori Jacobs (right) with a fellow externship participant from Colorado State University.



We asked Lori Jacobs to comment more informally on her experiences with Marriott. Here is what she had to say.

- "The hospitality industry is so broad! At Marriott you can choose a career in restaurant, lodging, IT, finance, business services, operations, human resources and more."
- "Marriott is without a doubt the leader in the hospitality industry and demonstrated it through the faculty externship program. I enjoyed myself so much I didn't want to come home!"
- "The experience made me realize how small actions affect an industry: for example, the fact that when guests leave the 'do not disturb' sign on the door of their rooms by accident, it affects productivity for housekeeping, At Your Service and even the front desk personnel. Imagine what an impact it has when the hotel is filled with DECA members. This is a good reason to teach our students respect for our hosts!"

National Advisory Board Companies

- | | |
|---|--|
| <ul style="list-style-type: none"> 7 Eleven, Inc. American Express Foundation American Hotel & Lodging Educational Institute Anchor Blue, Levi by Most (Hub Distributing) Berkeley College Better Investing Breeze Freeze, Inc. Cadbury Schweppes Americas Beverages Claire's Stores, Inc. Coca-Cola NA College Pro Painters Conrad N. Hilton College of Hotel and Restaurant Management—University of Houston Costco Wholesale ESPN Fundraising Program Ewing Marion Kauffman Foundation The Fashion Institute of Design & Merchandising Fastenal Company The Field Studies Center of New York, Inc. Finish Line, Inc. Foot Locker, Inc. The Foundation for Investor Education Glencoe/McGraw-Hill Herff Jones, Inc. Hilton Hotels Corporation Innovative Campus L.L.C. International Franchise Association Educational Foundation, Inc. J. America J.C. Penney Company, Inc. Johnson & Wales University Jostens, Inc. Journeys JustGrabIt | <ul style="list-style-type: none"> Kendall College LEADAmerica Marriott International, Inc. Millikin University Muscular Dystrophy Association National Association of Mortgage Brokers (NAMB) National Automotive Parts Association National Honor Roll, L.L.C. National Retail Federation NBA Properties Inc. NFIB Young Entrepreneur Foundation Northwood University Nova Southeastern University H. Wayne Huizenga School of Business & Entrepreneurship Otis Spunkmeyer, Inc. Payless ShoeSource PDC Productions Piper Jaffray & Co. Safeway, Inc. Sales and Marketing Executives International, Inc. Scholastic, Inc. Sears Holdings Corporation South-Western/Thomson Stein Mart, Inc. T.J. Maxx/Marshalls TalkingRain Beverage Co. Inc. Target Corporation Tropicana Products, Inc. USA TODAY Vector Marketing Corporation Walgreen Co. Who's Who Among American High School Students Wing Zone |
|---|--|

National Advisory Board companies confer scholarships on DECA advisors

Ewing Marion Kauffman Foundation Advisor Scholarship Winners

Shown at the right with Nancie Thomas of the Ewing Marion Kauffman Foundation (right in the photo) are those recipients of the Kauffman Foundation advisor scholarships who attended this year's ICDC. Those earning Kauffman scholarships are **Sandra Atkinson**, (Franklin H.S., Va.), **Laura Benincasa** (Manchester Essex Regional H.S., Mass.), **Lynda Bommarito** (Garden City H.S., Mich.), **Michelle Boyeff** (Minot H.S., N.D.), **Greg Gregoriou** (Parkside H.S., Ontario), **Steve Knudsen** (Mountain View H.S., Colo.), **Lucinda Mason** (Demopolis H.S., Ala.), **Cynthia Nickleberry** (Townview School of Bus. and Mgt., Texas), **Darrell Rutland** (HCC Pearl/Rankin Career and Tech. Ctr., Miss.) and **Shane Thomas** (Chantilly H.S., Va.).



Congratulations to the advisors who were awarded scholarships at the International Career Development Conference in April. All scholarships were \$1,000.

J.C. Penney Company, Inc.:
3 scholarships

J.C. Penney Company, Inc., Advisor Scholarship Winners

Presenter **Lisa Proctor** of J.C. Penney Company, Inc., (left) was on hand to award the Company's advisor scholarships for 2006 at this year's ICDC. Those receiving JCPenney scholarships are (left to right) **Michael Hackman** (Columbus North H.S., Ind.), **Heather Swinehart** (Ponca City Sr. H.S., Okla.), and **Deb Moore** (Sunrise Mountain H.S., Ariz.).



Otis Spunkmeyer, Inc.:
5 scholarships

Otis Spunkmeyer, Inc., Advisor Scholarship Winners

At this year's ICDC in Dallas, Texas, **Mike DeFabio** (center), representing Otis Spunkmeyer, Inc., awarded \$1,000 scholarships to this year's recipients. This year's scholarships went to **KimBerly Clark** (Grand Forks Central H.S., Minn.), **Keri Holter** (Badger H.S., Wis.), **Christy Rutherford** (Lee's Summit West H.S., Mo.) **Blair Sawyers** (Western International H.S., Mich.), and **Susan Schutte** (Akron East H.S., Ohio).



Stein Mart, Inc.:
5 scholarships

Stein Mart, Inc., Advisor Scholarship Winners

At the right, seen with presenter Rebecca Steele (left in photo) representing Stein Mart, are those winners of the Stein Mart, Inc. advisor scholarships who attended this year's ICDC. This year's recipients are **Amy Campbell** and **Cyndi Whitton** of Rancho Verde H.S. in Calif., **Robin Holweger** (Fairmont H.S., Ohio), **Phyleshia Jackson-Jones** (Terry Parker H.S., Fla.) and **Gwendolyn Shaw** (Leesville Road H.S., N.C.).



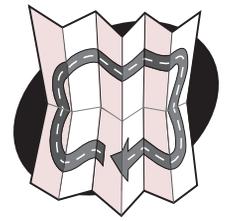
Ewing Marion Kauffman Foundation:
10 scholarships

Stein Mart and JCPenney awards go to advisors who have a relationship with the companies (work placements, Mystery Shopper, etc.). Scholarships from Otis Spunkmeyer are for professional development of any kind. Kauffman scholarships are for further education in entrepreneurship.

Watch for this year's set of application forms in January or contact DECA's marketing department, (703) 860-5000.

Addressing this year's Marketing Research Topic

Professional Corner



If you want to know how DECA's Competitive Events relate to your classroom curriculum, there's no better place to start than with the Marketing Research Events. Here are comments from two accomplished teachers who make these events a basic part of their classroom. **Dennis Sweetapple**, advisor at **Spanish River H.S.** in Florida, has conducted workshops for DECA advisors that have motivated many to get started in the events. **Kristin Torkelson** from **Bend Sr. H.S.** in Oregon also uses these events as a foundation element in her teaching. Last year a Bend member placed first in the Hospitality and Recreation Marketing Research Event at ICDC.

Early in the year (before Labor Day) Dennis's students have picked the event area they want to work in and have chosen the business. They have also outlined who they want on their advisory committee. They are allowed five people (Dennis and four others). Students must also indicate the purpose for choosing each committee member. (If parents are chosen, students must say why.)

He has asked his students how they pick a store to shop at. When his students cited word of mouth as their source, he explained that they must find out what the business thinks are its most effective media. For that reason, he thinks that with this topic students must place an employee of the store who understands the store's approach to advertising media on their advisory committee.

To deal with the advertising aspect itself, Dennis will have an advertising agency sales person come to speak to the class. This person will bring a packet and charges for ads. If you feel that students will learn more by approaching advertisers themselves, that could be a viable way to go. Dennis notes, however, that he has a lot of people doing these projects and cannot ask local advertisers to deal with the students individually without overwhelming them.

Dennis thinks that the research component to this year's topic [see sidebar] will involve a lot of work with secondary sources. In that regard, he judges that this topic will "make them understand the necessity and usefulness of secondary research."

Six or seven weeks into the year, Dennis will introduce the textbook material to help his students draw up the institutional promotion campaign that will round out their projects.

Kristin Torkelson has taught for 13 years, 11 of them at Bend Sr. H.S. She ties the written events in to her Marketing 2 and 3 classes. Everyone in those classes must do a written event, but competing is optional. She finds, however, that once they have completed the manual, most students will opt to follow through with the competition.

Kristin believes that the process of selecting a business to work with is the most crucial part of a Marketing Research Event project. She makes sure the student looks at enough possibilities to find the right fit and then works out a schedule where the student will interact with the business owner multiple times during the process.

For this year's topic, Kristin points out that their unique geographical area backs up to the Cascade Mountains in such a way that outside broadcast media do not reach their town. They will have to use local media only. She says the task for the students will be to interview the owner to find out what advertising they have used in the past and how successful it was. Then they will have to find something a little different to reach the target market.

In mid-September, she invited a representative from the local advertising federation to speak to the class, giving them a better idea of what kind of advertising is available. This input also gave the students a broader scope for seeing what creative things they could do.

Asked about survey research for this topic, Kristin said students might interview the marketing reps at each available media outlet to see what kinds of advertising packages they offer. Then they will have to compare the possibilities. She says the analysis will not be simple—it will be like "comparing apples to oranges." In addition students will have to factor in costs.

With regard to target markets, Kristin responded that first, each medium will have its own target market, and that is a factor to consider. Second, students will ask the business owners about their target markets. She points out that some small businesses may not know what their target market is, and that the student may be able to help the owner focus on a target market.

Our thanks to Kristin and Dennis for contributing food for thought with regard to this year's MRE topic.

This year the topic for the Marketing Research Events is an

advertising media analysis that will be the basis of an institutional promotion campaign.

- Students will pick a business and then analyze the advertising media available to that business and how they relate to the business's target market.
- The institutional promotion campaign students will produce should use cost-effective media to expand the business's customer base.

Two of the four **occupational areas** of the Marketing Research Events relate to familiar areas of marketing:

- Retail Marketing refers to retail sales
- General Marketing covers any marketing environment not mentioned in the other three categories

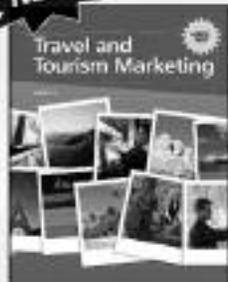
The other two Marketing Research Events apply to two important curriculum clusters:

- Business and Financial Services
- Hospitality and Recreation

We've Got You Covered!



NEW!



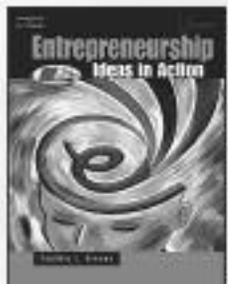
Travel and Tourism Marketing

0-538-44285-9
Driven by the key marketing functions identified in the National Marketing Education Standards, explore marketing concepts within the context of the Travel and Tourism industry. DECA Prep features prepare students for success in competitive events.



Marketing 2E

0-538-44096-1
Approach marketing as an integrated set of tasks (functions), built on a solid set of foundations (economics, finance, career preparation). Learn how each marketing function fits with the others.



Entrepreneurship: Ideas in Action 3E

0-538-44122-4
Help your students prepare for competitive events, such as BPA, DECA, or FBLA with the step-by-step process of starting and running a business. Creating a business plan is covered extensively, and a business plan project is part of every chapter.

NEW!



International Marketing

0-538-72915-5
International Marketing teaches marketing concepts within the context of the global marketplace. The text uses real-life examples to provide students with industry-specific examples to master international economics, promotion, technology, and professional sales.

NEW!



Ethics in the Workplace 2E

0-538-44395-2
Learning is interactive with this completely new edition that allows users to examine ethical situations in the workplace through the lens of ethical decision-making models. Real-world examples of ethical situations workers face bridge the gap between theory and reality.



School Store Operations

0-538-43827-4
Finally, a book that teaches students how to operate a school store – developed in conjunction with DECA! Turn your school-based enterprise into a learning laboratory.

NEW!



Making the Most of Your Internship

0-538-44432-0
Making the Most of Your Internship actively engages students using real-world learning activities and creative Web research. Students are given the opportunity to practice writing, speaking, and solving problems in the workplace.



Sports and Entertainment Marketing 2E

0-538-43889-4
Incorporating feedback from first edition users, *Sports and Entertainment Marketing 2E* includes more activities and projects, a new video, examples that cover a wider variety of teams and artists, new photos, and more comprehensive DECA prep.