

# Advisor

September 2008

No. 164

A Publication of the Professional Development Department of DECA Inc.



Roger Cartee

## From the President of DECA Inc.

As I begin my 29<sup>th</sup> year as a chapter advisor, including the last six as a chapter/state advisor, I join all of you in eager anticipation for the start of another new year committed to meeting our challenges and seizing our opportunities. Let us begin

our year by pledging to **"Make Our Mark"** so that when we return to Anaheim, California, next April for our International Career Development Conference, we can look back with pride on the impact we have made on the lives of our students, our schools and our communities. As president of DECA Inc., I pledge to do everything in my power to help each and every one of you have a successful and rewarding year.

Many changes are in the wind as DECA Inc. continues to look to the future. Developing a new and challenging strategic plan and potential major changes to how competitive events will look are just a few of the issues that the board of directors will be discussing during this year.

The opportunities are limitless, the challenges daunting and the time with our students limited, but let us accept the challenge to expose our students to new ideas and new opportunities that will indeed make a difference in their lives.

Each year I am truly humbled—as you undoubtedly are—by the role that we as DECA advisors play in the lives of our students. You **"Make Your Mark"** each and every day through leadership training, service to community, school projects, and competition and in many other ways. You provide a safe

haven for some, a spot for others to hang their hat during free time and a place within the school where your family of students can always feel welcome.

Many times throughout the year all of us have our moments of doubt about how we are affecting the lives of our students both in and outside the classroom. We have so much to offer them, but in spite of all we do, we still often question if we are doing enough to meet the needs of our students.

As school was winding down in my district, a young lady who was in my first marketing class that traveled to Anaheim 28 years ago walked into my class, handed me a letter and said, "I should have given this to you 27 years ago, but better late than never."

Her three-page letter told of the dramatic and life-changing effect that marketing and DECA had on her life, a story that I am sure many of you have heard or read during your years in the classroom. As we begin this new DECA year that promises to be full of changes and challenges, I ask you on behalf of the entire DECA Inc. board of directors to **"Make Your Mark."** If I can be of help, don't hesitate to contact me at [rcartee@ncuhs.org](mailto:rcartee@ncuhs.org). Have a great year.

Sincerely,

Roger Cartee, President  
Board of Directors, DECA Inc.

## Inside

page 2

Using this Packet

Honorary Life Memberships

What's Up in the Roadmap Calendar?

page 3

Gear Up for Entrepreneurship

page 4

Teaching Guide for Dimensions

page 7

Professional Corner



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](http://www.deca.org)  
Editor: Dawn Jones, Ed.D.  
Director of Professional Development, DECA Inc.

## Your Startup Leadership Packet

**W**e welcome you to the new year of DECA with a packet loaded with possibilities and aids. The appealing wall calendar from the **Fashion Institute of Design & Merchandising** anchors the packet. Placed on your classroom wall or outside of your classroom door, this poster announces to all that you are in business. For your chapter, it displays the upcoming benchmarks for your DECA year.

Your members can signify their appreciation of FIDM's long-term support by dropping a thank-you to

Ms. Marlene Dunn,

Dept. Chair, Merchandising

The Fashion Institute of Design & Merchandising

919 South Grand Avenue

Los Angeles, CA 90015-1421

Email: mmdunn@fidm.com

✓ **YOU WON'T WANT TO OVERLOOK** the **competitive events chart poster** in the packet. At a quick glance, you can all see the basic requirements of each of the competitive events. As your members work their way into the event structure, this chart will help them make good choices. Members can answer many of their own questions, without needing your involvement.

✓ This packet contains a **stand-alone edition of the DECA Images catalog**. Although you have a catalog in your *DECA Guide* and on the Web site, this copy circulates easily, allowing everyone to spend a few minutes shopping.

✓ Take a moment to look over the **Membership Campaign flyer** in the packet and see how it can benefit your chapter. Promoting your chapter is an essential (and curricular) activity, and the campaign can bring you recognition in a variety of ways.

✓ Got a hankering to get your members out into the wider world of DECA and marketing? Don't ignore the possibilities of the **New York Experience Conference** and the **Sports and Entertainment Marketing Conference** in Orlando.

✓ In a related vein, the flyer in the packet on **DECA's new travel program** should stay with you as you plot your itinerary for conference and other travel this year. This is a double win, helping your finances and supporting the association's efforts on your behalf.

✓ One more gem is nested in the packet. This is the **popular "DECA Connects flyer."** This great piece explains DECA and even tracks the Competitive Events Program with the Career Cluster Initiative. Laminate it and flash it around. It says a lot.

## Four DECA luminaries receive Honorary Life Memberships

At this year's ICDC in Atlanta, four DECA leaders received the association's highest award, Honorary Life Membership. All have done exemplary work of many kinds in DECA and for DECA. Three have served as long-term state advisors: (l to r) Pam McKenney (California), Ray Gormley (New Mexico) and Rick Mangini (Ohio).



The fourth recipient, Chuck Blood (Colorado), has contributed greatly to the quality and liveliness of DECA's Competitive Events Program, both by establishing his chapter as a recognized leader in the competition and by sharing his ideas with others.

## Competitive Events developments

As you read this newsletter and begin your year, you will be hearing about changes in the Competitive Events Program. These changes are not for this year, but for the outlying years. Aligning our Competitive Events Program more closely with the Career Cluster initiatives provides a lot of opportunities for our association. Be assured that if you look below the surface of the new looks that will be emerging, you will find that we are not so much changing as enlarging the program. Your favorites will still be available, and there will be new exercises as well.

As this year progresses, we will do our best to shed light on the new directions. Stay tuned. These are exciting times.

## This year's Roadmap Calendar master teachers

Anna Diekman

*Clay H.S., Ohio*

Robin Eddy

*Clarke County H.S., Virginia*

Tim Fandek

*Grafton H.S., Wisconsin*

Laurie Fraser

*Lincoln East H.S., Nebraska*

Kent Lewis

*Munster H.S., Indiana*

Deb Moore

*Sunrise Mountain H.S., Arizona*

Keith Ronkowski

*Red River H.S., North Dakota*

David Shillinglaw

*Bellevue West H.S., Nebraska*

Michelle Tontodonato

*Algonquin Regional H.S., Massachusetts*

Thank you all for sharing your inventiveness and expertise, and congratulations on your accomplishments.

## Emphasis Entrepreneurship: Now Is Your Hour

Global Entrepreneurship Week  
Is November 17–23

In November, entrepreneurship will be high on everybody's list as the annual Global Entrepreneurship Week rolls out. You don't want to miss being a part of the action!

### Step One: SIGN UP as a partner.

The enclosure on Global Entrepreneurship Week in this packet tells you more about how to sign up. DECA Inc. is already a partner, and you will have a chance to identify yourself as a DECA chapter during the process.

As a partner, you will agree to hold at least one entrepreneurship event during the week. How easy is that?

### Step Two: Brainstorm for an activity.

Several sample activities are included in the letter in the packet.

Participating in this initiative doesn't draw you off-task with your DECA program of work. Even if you don't teach a specific course in the subject, entrepreneurship is part of many things you do.

Several of our Chapter Team Events spill right over into entrepreneurship: the Entrepreneurship Promotion Project, the Learn and Earn Project, and the Community Service Project can all take an entrepreneurial twist.

### Step Three Join in with groups in 54 countries during Global Entrepreneurship Week.

As you conduct your entrepreneurship event(s), don't forget to get some mileage out of them. So take a bow. **Publicize what you're doing!**



## Entrepreneurship opportunities from the Consortium for Entrepreneurship Education

Assistance for teachers of entrepreneurship abounds through the Entrepreneurship Forum. ([www.entre-ed.org](http://www.entre-ed.org))

- More than 100 scholarships are available for teachers to attend the Entrepreneurship Forum. ([www.entre-ed.org/\\_network/forum.htm](http://www.entre-ed.org/_network/forum.htm)) Nov. 7–11, 2008, Austin, Texas. **The deadline for applying is Sept. 22, 2008.**
- **New competition for entrepreneurship instructors**  
Do you have a great story about one of your students to share? The Consortium is introducing a new award for “**Student Success Stories**” that will be presented to three winning instructors at the Entrepreneurship Education FORUM. To be considered, follow the directions on the Web site for writing **an essay of 500 words** or less. Entries must be received by Oct. 6, 2008. Prizes will include scholarships for the three instructors to attend the FORUM and a classroom set of the Consortium student magazines . . . “Future CEO Stars.” The stories will be featured in the magazine.
- **The Consortium's new “Future CEO Stars” magazine.**  
The energetic Web presence of the magazine is at [www.futureceostars.com](http://www.futureceostars.com).
- **Elevator grants for entrepreneurship teachers**  
The Coleman Foundation is sponsoring this opportunity for entrepreneurship educators to apply for small grants, up to \$3,000 each, for the purpose of creating and supporting business creation experiences that deliver a variety of opportunities for students to learn about becoming an entrepreneur. The three-page proposals are due by Oct. 6, 2008. You must be registered for the 2008 Entrepreneurship Education FORUM to be considered. Past recipients may not apply.

### Four DECA advisors received Elevator Grants last year:

**Michael Cicirale** (Illinois) is a seven-year advisor.

**Melissa Faucett** (Missouri) has been a DECA advisor for 27 years.

**Sheila Hudson** (Georgia) has been with DECA for 4 years.

**Mary Ellen McCormick** (Virginia) is an 11-year DECA advisor.

Congratulations to these genuinely entrepreneurial advisors.

### A new entrepreneurship video challenge

Time is short this year to respond to the call for entrepreneurship documentaries: **the deadline is Sept. 15**. But if you can't respond quickly, keep this in mind for the future.

The Social Equity Venture Fund—S.E.VEN invites filmmakers to **submit short films (two to five minutes) telling the story of an entrepreneur**: the odds the person has overcome, the impact they have had on the world, and how they've managed to achieve their goals. \$35,000 in prizes will be split among the top three filmmakers and the entrepreneurs they profile.

See the details at [www.sevenfund.org/cinema](http://www.sevenfund.org/cinema).

## Teaching Guide For DECA Dimensions

A **Scavenger Hunt** for this issue can be found on the Web site at the advisor page: [www.deca.org/chapteradvisor.html](http://www.deca.org/chapteradvisor.html). It is also at [deca.org/advweb.html](http://deca.org/advweb.html).

### Conference Dates for 2008–2009

**North Atlantic and Southern Region Conference**  
Nov. 7–9, 2008  
Nashville, Tennessee

**Western Region Conference**  
Nov. 20–22, 2008  
Phoenix, Arizona

**Central Region Conference**  
Nov. 21–23, 2008  
Kansas City, Missouri

**The New York Experience Conferences**  
Nov. 19–23, 2008  
Dec. 3–7, 2008  
Dec. 10–14, 2008

**The Sports and Entertainment Marketing Conference**  
Feb. 4–8, 2009  
Orlando, Florida

**International Career Development Conference**  
April 29–May 2, 2009

The September/October issue of *Dimensions* brings you resources for helping your members start up your year. They can learn job searching skills, become aware of the characteristics of good leaders, help you with your program of work, and learn about the national officers.

- As your officers and other members take up leadership roles, divide them into groups and ask them to think about times or situations when they have been empowered by a particular leader: a boss, a teacher, etc. Who has had a positive influence on their lives? How did that make them feel?

Then send them to the article “**A Coach’s Playbook for Leaders.**” Ask them to find characteristics that describe the person they remember as a mentor.

Then it’s time to ask the members which of these qualities they think are most important, and to choose several that they themselves want to develop in their own teamwork assignments.

- If your members are looking for jobs or are interested in getting their job-hunting skills up, the article called “**WIIFM? A Job!**” can develop some great skills.

This article lists the employment resources of quite a few of DECA’s National Advisory Board supporters. Ask your members to go to those sites and search for the following:

What entrepreneur founded this company?  
What is the company’s history?

What is the company’s product or service?

What area of the country are they active in?

What is the company’s mission statement or philosophy?

What are the job opportunities with the company? Where would you send a résumé?

What training does the company have for employees?

Does the company offer scholarships?

All of these questions can lead into activities such as preparing résumés, practicing interview skills and learning about professional dress.

- Shelby Talbott’s article on the National Officer Team’s program of work (“**Program of Work:**

**Keys to a Smooth, Successful Year!**”) can lead your chapter members into planning your group’s program of work.

You can see samples of chapter programs of work at [www.deca.org/advcornerresources.html](http://www.deca.org/advcornerresources.html). Your program of work will have more to do with specific activities than goals, although one good activity is to have your officers revise or create a mission statement for your chapter as a goal structure in which to develop your plan for activities.

What chapter activities do you want to do? Distribute past POWs to your students. Obtain feedback on what activities succeeded and what did not. This is a great opportunity for letting members voice their opinions. Using their feedback will create a sense of belonging among new members. Then collect ideas from each class to incorporate into the new POW.

- Kids love real life success stories. Have them read the **Executive Mentor Corner** article on **Entrepreneurship** by Joe Bourdow, the president of Valpak. As we approach Global Entrepreneurship Week next month (see the article on page three), this article will start some buzz. It’s interesting that Bourdow started with the company as a franchisee. Reading this article may help your members understand what franchising is and the opportunities it offers. Have them look around the community for franchises, and perhaps invite a franchisee to come to the class to explain why he/she chose this form of entrepreneurship.

Here are a few activities to go along with other articles in this issue.

- “**A Truly Titan Success Story**”  
Conduct a SWOT (strengths, weaknesses, opportunities and threats) analysis of your SBE. You might discover new ideas on how to improve or reposition your operation.
- **Short Stuff: “Say Something”**  
This is a truly important issue. You can create and implement a safe-driver campaign at your school. For one simple idea, have DECA members in the parking lot before and after school. As students and parents pull in/out of the parking lot, give treats to those drivers who are wearing seat belts and are not speeding.
- “**Let’s Talk: What’s in It for Me?**”  
Have members create an “elevator speech” that can be delivered to parents, employers, etc. Remember that the speech should only be the length of a normal elevator ride. Give students time to write the speech in class and then have them practice delivering their speeches.

# Professional Corner

## Ronkowski on promotion

Keith Ronkowski, advisor for the Red River H.S. Chapter in North Dakota, recognizes the importance of promoting for your chapter. The Red River chapter has more than 100 members, and it has reached a place in its development where it pays the dues for every member, a real achievement.

Keith identifies a target market for each of his courses. He targets sophomores for the Marketing/Retailing course; juniors are targeted for the Management/Entrepreneurship course and seniors take the capstone course at Red River: Model School Store. The school store course enrolls about 20 students who handle all aspects of the store: manager, assistant managers, time-keeping, finance, ordering and inventory. They have monthly store meetings. The sophomores work in the store with the seniors supervising them.

## Using the Membership Campaign

As we move toward DECA Week next month (October 12 to 18), this is a good time to see how the Membership Campaign dovetails with your need to promote your chapter. Keith's chapter achieves at the Diamond Level every year.

At first, Keith took on the membership campaign for the **recognition at the International conference**. But more than that, he says that the campaign gives the chapter activities to do. "It makes us do the things we should be doing," he remarks. It will get kids speaking on the radio, and the activities will be coordinated with ads put out by the school store's staff. The chapter prefers to continue to do

**About the membership campaign: "It makes us do the things we should be doing"**

their DECA Week activities during the one designated week because it concentrates their efforts. (Currently those applying for recognition in the membership campaign may operate their publicity efforts from the beginning of school until Nov. 15.)

## Other chapter promotions

Keith understands that the chapter has to promote itself all year long, not just during DECA Week. Since their city is fairly small, with 50,000 people, they can get their articles into the local paper whenever they want to.

The chapter members put together a DVD of 8 to 10 minutes promoting the program, and then they show it to the 9<sup>th</sup> graders. The 9<sup>th</sup> graders then fill out a survey showing interest. They follow up with a direct mailing to these individuals including a pamphlet and information on classes to take.

The chapter also puts articles into each issue of the school's **monthly parent newsletter**. They make sure to recognize students in these articles.

Travel, of course, works. The chapter went to the New York Experience this year, and they go to all of the state events. Keith also takes the 9<sup>th</sup> and 10<sup>th</sup> grade students to the DECA conference of a district in Minnesota. It presents a chance for students to participate and to see what DECA is about. He usually takes about 50 members. Add a large contingent to state competition and quite a few going on to ICDC, and the travel component of the chapter is impressive.

## Retaining more academic members

"One thing that's really helped retain more academic students is that all are required to do some project that relates to DECA," says Keith. Since they know ahead of time what they are getting into, this policy attracts the kids who are more dedicated. Sophomores all do marketing research reports, and they all create an ad campaign. Juniors all construct a business plan. The Model School Store students do chapter projects that involve students from the other classes.

Thank you, Keith, for sharing your ideas. **You will find Keith's system for motivating students through a DECA lettering system in the new issue of the Roadmap planner.** It's on page 56.

## News from the Roadmap Calendar

We love to hear how folks are using the calendar. As advisor **Gino Ortiz** (Central H.S., Florida) ordered extra copies for his officers, he explained to us how he used them.

First of all, working from the calendar "keeps us on the same page. It also gives us a chance to teach our leaders how to plan using the calendars." He also remarked, "We like to compare how we are doing things here with what others do. We revamped our officer elections based on ideas we found in the book."

## DECA Week in the Classroom

**Dave Shillinglaw (Nebraska)**, our source for master teachers ideas on written competitive events in this year's calendar planner, shared with us a great idea for teaching through DECA Week.

Each of his junior classes creates a promotion for DECA Week. The seniors then pick the best idea, and the winning junior class gets to implement the activity. It is a big, special contest for the chapter. They reach out in print, broadcasts, the Internet: "They do it all."

Last year's campaign was called "DECA—Is It in You?" Members all brought an empty Gatorade bottle and then stuffed these empties with goodies. Each member gave two of the bottles to prospective sophomores they thought would fit into the program.

This year, reports Dave, the campaign revolves around a game box with facts about DECA.