

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