

# Advisor

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Kevin Reisenauer

## From the President of DECA Inc.

As we embark upon a new school year, I challenge each of you to “Let the Adventure Begin.” The opportunities for your students are endless. It is imperative that we look outside the box—beyond

what we have done in the past—and step into the future.

As you plan your year, I encourage you to prepare students for career opportunities as well as DECA competition. But I encourage you to allow the adventure to move beyond that point. Let’s look at the DECA Diamond and the many adventures that await your students this year. More information on these adventures is included in the *Roadmap Calendar* and on the DECA Web site, and some will be featured in *DECA Dimensions* as the year continues.

### Leadership Development

There are many adventures we can encourage our students to look at in the area of leadership development:

- Chapter or state officer positions
- Project chairperson or project team member
- State Leadership Conference
- Regional Leadership Conference in Albuquerque, Minneapolis, or Washington, D.C.
- Leadership Academies at the International Conference in Orlando

### Social Intelligence

Although adventure seems to be the key word, socializing and allowing students to explore their

personal characteristics is a key to a successful DECA year:

- Online chats held by the national officers
- Networking with other chapter or state officers
- Developing teamwork within your chapter by encouraging projects such as the Chapter Awards Project and the School-based Enterprise certification process

### Civic Consciousness

Being adventurous in the community will show others how passionate and caring DECA members can be. Get involved in community programs or encourage your students to work with a local businessperson to develop a project that will benefit the business:

- Community Service Project
- DECA Week
- Marketing Research Projects
- MDA Miracle Minute or other civic project

### Vocational Understanding

Set the adventure beyond cooperative work experience or an internship by encouraging students to participate in online activities that will encourage critical thinking and creativity:

- Stock Market Game
- Sunkist Challenge
- Virtual Business Challenge

As president of DECA Inc. board of directors, I am committed to helping you, the advisor, as you “Let the Adventure Begin.” I wish each of you a year of excitement and adventure!

Sincerely,

Kevin Reisenauer, President  
Board of Directors, DECA Inc.

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# The National Advisory Board greets an impressive group of newcomers

## Fastenal

Fastenal was founded in 1967 in Winona, Minnesota, by company Chairman Bob Kierlin. From its beginning in 1967, Fastenal has expanded to become the fastest growing full-line industrial distributor. It is now the largest fastener distributor in the nation. Their service-oriented business network currently includes an in-house Manufacturing Division, a product Quality Assurance and Engineering Department, a strategic system of 12 distribution centers in the U.S., a fleet of more than 275 company-owned semi-trucks and trailers, and more than 1,800 store sites.

You can learn more about this new NAB member by visiting their Web site: [www.fastenal.com](http://www.fastenal.com). They would also like you to know about their recruiting site: [http://recruiting.fastenal.com/rc/about\\_us/index.html](http://recruiting.fastenal.com/rc/about_us/index.html).

## HomeVestors

HomeVestors of America is a franchise company that specializes in buying—and reselling—properties in need of repair. Perhaps you've heard their slogan, "We Buy Ugly Houses."

A unique franchise opportunity, for many reasons, HomeVestors is also unique for its commitment to help young people pursue an accredited degree in entrepreneurship, real estate and franchising—the three legs of their successful business model. In 2006–07, HomeVestors will sponsor two \$2,500 scholarships. See the DECA scholarship booklet.

## Target

Target launched its partnership with DECA in a big way at the ICDC in Dallas, Texas. Their Internet Café was a tremendous addition to our exhibit floor, and everyone was thrilled to have their pictures taken with Bullseye, the Target dog.

The focus of our first efforts with Target were on our employment partnership. This year we look forward to expanding those local connections, as well as introducing scholarships for both students and teachers.

## Valpak

For more than 35 years, consumers have depended on Valpak for great values and exciting offers. Their blue envelope is probably the most recognizable form in all direct mail advertising, and with a franchise network of more than 200 in the U.S., Canada and Puerto Rico, Valpak makes a perfect partner for DECA's entrepreneurship programs.

## Wing Zone

Wing Zone is a take-out and delivery quick-serve restaurant that specializes in buffalo wings. They are a franchise business operating mostly in the Southeastern and North Atlantic states.

Wing Zone first became interested in DECA through our Entrepreneurship Franchising Competitive Event. The winner of the 2005 event based his business plan on the development of a Wing Zone Restaurant. That student not only won the International Franchise Association scholarship for the event, but an additional \$5,000 scholarship from Wing Zone.

This year Wing Zone and DECA will be developing an employment partnership and promoting entrepreneurship through franchising.

## Sales & Marketing Companies welcome a new spirit product from Innovative Adhesives

Innovative Adhesives, L.L.C., offers a low-cost, high profit fund-raiser that is a "must have" for every game. **Fan-A-Peel™** is a revolutionary new stick-on, peel-off logo produced on 3M medical tape. The product is custom produced with your school logo or mascot. It replaces face paint and temporary tattoos. Let Innovative Adhesives show you how to pump up your school store sales. Online, see their products at [www.innovativeadhesives.com](http://www.innovativeadhesives.com). Or you can call (866) 926-2266 for free samples to get started.

## Have you heard about the advisor blog?

Did you know there is a blog for advisors on the DECA Web site? If you'd like to share thoughts, information—whatever advisor stuff you think is interesting—with your colleagues, do it in the blog.

You can access the blog by using the pull-downs on DECA's home page: High School, Advisors, Hot Topics/News. If you want to post a blog entry, you can do it from there or you can go to the URL [www.deca.org/blog/index.php](http://www.deca.org/blog/index.php). An alternate route to the blog is to go to the site map. Under Advisors, you can click on Advisor Blog.

What's the buzz in the advisor community? See it in the blog.



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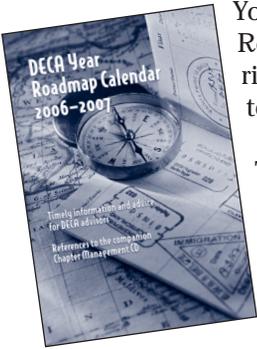
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# Enjoy the third edition of the Roadmap Planner/Calendar



You should now have received your new edition of the Roadmap Planner, along with your membership materials for this year. The calendar has all-new master teacher pages, so be sure to check them out.

The officer information at the end of the book was well-received last year, so we have freshened it and kept it in the book. We also presold about twice as many extra calendars this year as we did last year, particularly to advisors who want their officers to know about DECA dates and to use any material

that is relevant to them, especially for making a program of work and learning to run meetings.

One new advisor told us, “As a new teacher, this calendar was my best friend.” A state advisor who has been with DECA for years told us, “This calendar makes me look like I’m smarter than I am.” We hope you find it useful as well.

This version has an order form in it. Prodded by a presale request for 150 copies from one enthusiastic advisor, we have instituted quantity discounts for those ordering 50 or more extras.

The Chapter Management CD that came in the green membership box has also been updated. Give it a look.

## The planner on the Web

Don’t forget that there is an interactive index of Calendar articles on the Web site. ([www.deca.org/pdf/calendar.pdf](http://www.deca.org/pdf/calendar.pdf))

You can see some useful URLs for the DECA Web site at June 25 in the calendar. Keep this list in mind when you want to get to a topic fast.

## Using *Dimensions* in your classroom

At May 28 in the *Roadmap Planner* is some inspiration for using *Dimensions* with your class. It also directs you to several impressive worksheets drawn up by a talented teacher.

Last year we surveyed our database of second-year advisors about their usage of *Dimensions*. Here are some findings.

These advisors’ favorite features were  
Marketing subject matter articles  
Competitive event prep information

Close behind were  
Chapter Clips  
Short Stuff

They were quite inventive in how they use the magazine. **Jennifer Kersey** from Tennessee reported, “I only give it to DECA members, so

the other students WANT to read it . . . but they can’t until all of the DECA members read them and return some.” “I lay them in a display when I try to recruit new marketing students.”

From **Sheila Hudson** in Georgia: “I archive past issues and use the articles when we discuss that issue in class. Also, chapter officers use archived issues to get ideas for chapter events. Although I only have a couple of years’ worth, the *DECA Dimensions* are a wonderful teaching resource. A lot of this chapter’s success can be related to using the magazine.”

**Debra Fargo** in Virginia and **Amy Emerson** report that they use worksheets to lead students into the issues. Debra says she gives extra credit for trivia questions.

## In this chapter packet

**T**hrough the generosity of the Fashion Institute of Design & Merchandising, a freshly designed wall calendar with all important DECA dates is coming to you in this packet. These wall calendars have become a staple of our September packet, and we are grateful to FIDM for sharing the creativity of their students with us. Teach your members the lesson of expressing gratitude by sending 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  
E-mail: [mmdunn@fidm.com](mailto:mmdunn@fidm.com)

„ Anyone who does competitive events in the classroom needs the **competitive events wall poster**, also contained in the packet. Post it prominently to answer questions!

„ A **copy of the DECA Awards catalog** is also included in this packet. Ordering these products through our partner, Awards Unlimited, benefits DECA programs.

„ Pay special attention to the flyer called *DECA Connects*. This full-color piece will help you explain DECA to business and education partners. The back contains a crosswalk between the DECA Competitive Events and the career cluster curriculum model. You might even want to laminate your copy so that you can share it while keeping it in good condition.

How do our second-year advisors use *Dimensions*?

Here are the top three answers:

1. Assigning articles to read and discuss in class
2. Checking Chapter Clips for ideas
3. Using association information to explain DECA to members and plan activities

# Conference Dates for 2006–2007



## The new year in DECA

Southern/North Atlantic Region Conference (SoNAR)  
Washington, D.C.  
Nov. 3–5, 2006

Western Region Conference  
Albuquerque, New Mexico  
Nov. 16–18, 2006

Central Region Conference  
Minneapolis, Minnesota  
Dec. 1–3, 2006

The New York Experience  
New York, New York  
Nov. 15–19, 2006  
Nov. 29–Dec. 3, 2006  
Dec. 6–10, 2006

Sports and Entertainment Marketing Conference  
Orlando, Florida  
Feb. 7–11, 2007

ICDC  
Orlando, Florida  
April 28–May 1, 2007

**Please Note:**  
**This year all registration and payment for the New York Experience is due on Oct. 3. This applies to registration and hotel arrangements for all three sessions.**

Participants will have some special new treats, including a Circle Line tour setting off from the bustling area of the South Street Seaport.

Welcome to the start of a new school year, as the September/October issue of *Dimensions* focuses on the theme of DECA membership. Included in the magazine are articles highlighting this year's new National Officer Team, guidelines for creating a chapter program of work, a sampling of DECA Week activities, suggestions for successful recruitment campaigns, as well as profiles of two DECA chapters—one with a successful school-based enterprise (SBE), the other with an inspiring story about regrouping after Hurricane Katrina. There's also a profile of a recent ICDC winner who has parlayed his successful competitive event into a fruitful career path. To help your students "Let the Adventure Begin" we've also included an overview of what the DECA Web site has to offer.

We begin with an article by Mike Marchetti, the executive vice president of store operations for Finish Line and recently appointed chair of the DECA National Advisory Board. "Anatomy of an In-Store Presentation" chronicles the rollout of the Nike Air Max 360 athletic shoe through nationwide Finish Line stores. Ask students to read the piece and then come up with their own alternative theme to the "History of Air" campaign. Using poster board and graphics (shoe images are available on [www.finishline.com](http://www.finishline.com)), they can create a custom ad to attract mall customers inside the store.

In preparation for the coming year's many projects, "Creating a Program of Work" emphasizes the importance of goal-setting in order to get things done. Have students assemble to discuss their visions for the chapter and to create a mission statement. In considering what the chapter wants to accomplish in the next year, implement the SMART strategy discussed in the article. For every project or fund-raiser, set specific goals and create appropriate timetables and job assignments.

Before having students discuss plans for DECA Week, have them read "Kick-Start Your DECA Week" to get ideas of what other chapters have done to generate interest and membership.

Hold a vote for favorite idea and adopt it for your own chapter. Get started right away planning your week of activities for Oct. 8–14. Don't forget to promote your efforts through your school's newspaper. Have chapter members draft a press release touting DECA Week and submit it to the editor for publication. You can also assign a group of members to solicit a local proclamation for DECA Week. Contact the mayor or a local representative, and once a proclamation is issued, send a press release to the local media noting your chapter's acknowledgement. Check out the online PR Toolkit for advice on writing press releases. ([www.deca.org/pdf/prtoolkit.pdf](http://www.deca.org/pdf/prtoolkit.pdf))

"DECA Recruitment 101" offers great ideas for educating others in your school about all that marketing education and DECA have to offer. Among the activities the article suggests is to create a bulletin board to post in your high school to promote DECA. List the benefits of the program and indicate how to join DECA by enrolling in marketing education. Display pictures of students competing in DECA events along with the fun activities held at DECA conferences. Also, make announcements to the student body over the PA system to promote DECA. Have students get creative with the announcements and work on a variety of different scripts.

Discuss "The Nine Ps of Leadership" as a precursor to the following exercise, called Marooned: You are marooned on an island. What five (you can use a different number, such as seven, depending upon the size of each team) items would you have brought with you if you had known there was a chance that you might be stranded. Note that students are only allowed five items per team, not per person. You can have students write their items on a flip chart and discuss and defend their choices with the whole group. This activity helps members to learn about other's values and problem-solving styles and promotes teamwork. The exercise will also encourage the natural leaders in the chapter to surface.

## DECA advisors win awards

### Entrepreneurship grants:

The Consortium for Entrepreneurship Education awards Innovative Entrepreneurship Grants up to \$3,000 to support entrepreneurship programs and projects. Funding comes from the Appalachian Regional Commission, the Coleman Foundation and the Ewing Marion Kauffman Foundation.

Grants are given “to conduct, enhance, or expand activities leading to startup of student businesses, school-based businesses, or development of expertise that leads to an entrepreneur’s success.” This description of qualifying activities applies to many of you!

This year two of the 10 grants went to DECA advisors. They are:

**Vicki Hillsman**

El Dorado Springs H.S.  
El Dorado, Missouri

**Lisa M. Cline**

North Rowan H.S.  
Spencer, North Carolina

Congratulations to these industrious teachers.

The **deadline** for submitting an application for a scholarship to attend the 24<sup>th</sup> Annual Entrepreneurship Education FORUM is Sept. 15. ([www.entre-ed.org/\\_network/scholar.htm](http://www.entre-ed.org/_network/scholar.htm))

### The Leavey Awards recognize teachers of entrepreneurship

These awards honor outstanding educators who excite in their students a commitment to the free enterprise system. Applicants must conceive and implement an innovative course, program or project to develop understanding and appreciation of the American private enterprise system.

This year one of these awards was presented to a DECA advisor for a project called *The Sports Marketing Apprentice*. He is:

**Mark Steedly**

Winton Woods H.S.  
Cincinnati, Ohio

Up to 20 awards of \$7,500 each and a special award of \$15,000 are given to those who are chosen based on their applications and portfolios. Applications must be mailed by Oct. 1, 2006. Go to the Freedoms Foundation’s Web site for information and a nomination form. ([www.ffvf.org](http://www.ffvf.org))

## Program notes

Remember that the 7 UP Challenge has a new name and more. It is now the **Sunkist Challenge**. The project has changed to more closely match current Web trends. This year the project will be for a viral advertising campaign for the Web.

Complete guidelines for the assignment will be on the Web some time before Oct. 1. Please check the event guidelines to find out about this exciting change and official dates. ([www.deca.org/sunkistopen.html](http://www.deca.org/sunkistopen.html))

### The Stock Market Game starts earlier this year

Remember also that this year the **Stock Market Game** will be run only once, and that session will last longer than the previous timeframes. It **also starts earlier: Sept. 5.**

### Virtual Business Challenge

This is the second year that the Virtual Business Challenge has both a retail and a sports challenge.

### Meet the master teachers contributing to this year’s Roadmap Planner/Calendar

Marlena Belsito

*Williamsville North H.S., New York*

Nat Ellis

*Klamath Union H.S., Oregon*

Casey Hepner

*Robinson Secondary School, Virginia*

Tim Klages

*Eufaula H.S., Alabama*

Susan Krebsbach

*Broken Arrow H.S., Oklahoma*

Ken Kreutzer

*Brighton H.S., Colorado*

Bill Lind

*Delta Epsilon Chi State Advisor, Nebraska*

Gordon Nicholson

*Manchester West H.S., New Hampshire*

Karen Oxley

*Daniel Morgan Tech. Center,  
South Carolina*

Sherry Siler

*Alma H.S., Arkansas*

Cynthia Smith

*Grayson County Tech. Center, Kentucky*

Bill Turner

*Washington H.S., Indiana*

Look forward to DECA Week:

October 8–14

Two pages in the Roadmap Planner explain how master teacher Sherry Siler handles DECA Week. (See Sept. 18 and October 9.)

You and your officers can read her remarks for inspiration, and then go to the Web site for more suggestions of appealing activities. ([www.deca.org/pdf/decaweek.pdf](http://www.deca.org/pdf/decaweek.pdf))

Look also at the flyer explaining the membership campaign and adopt a strategy to become a part of it. A copy of campaign rules came with your membership roster, and you can also access it on the DECA Web site.

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

← — — — — —  
We are grateful to the advisors who shared their expertise with us in this edition of the Roadmap Calendar.

### ← — — — — — Update on the SoNAR Conference

- Conference participants will attend a hockey game featuring the Washington Capitals. The opening session will be held in the arena immediately following the game.
- Registration cost for the conference is \$90 if paid by Sept. 22 and \$100 thereafter.

Please check the Web site for deadline updates: [www.deca.org/sonar.html](http://www.deca.org/sonar.html). Housing reservations due to the hotel: Oct. 3.

# Professional Corner



To complement the fund-raising emphasis in this month's *Dimensions*, we are featuring some fresh and inventive fund-raising ideas from advisor **Laura Benincasa (Manchester-Essex**

**Regional H.S., Massachusetts)**. Laura is a fairly new teacher, but one with personal experience as a DECA member in high school. Her mock DECA competition was described in last March's issue.

You will see in this column that Laura has a knack for fund-raising. She estimates that the chapter has to raise \$100,000 each year to run their program. The number looks staggering, but the chapter has about 100 members, and those going to conferences will contribute part of their cost. The school gives them \$10,000, and then they do about \$45,000 in fund-raising. Going to state competition alone costs them \$23,000.

Laura believes that fund-raising is correlated to the curriculum, so they start their money-making projects in the fall. Their first sales project in October is holiday wreaths—each student must sell a minimum of 5. The class that sells the most gets a lunch party of pizza and soda, and bragging rights. She doesn't make the students compete within each class, because she wants to develop team spirit. She gives star stickers for each wreath sale and posts a chart to show the sales. Seeing the progress some have made on the chart motivates the others. This project yields \$7,000 to \$8,000, since they sell 800 to 900 wreaths.

Laura has great success with a "Calendar Raffle." The raffle runs for a month, with prizes given away each day of the month. The calendar (with prizes listed) is printed on every raffle ticket sold. The last time they did this fund-raiser, they had three prizes for each day. Drawings for prizes are held every day of the month, and they post the winners on the chapter's Web site.

The chapter also puts the winners in the local paper (the *Manchester Cricket*, a weekly newspaper). This exposure provides PR to contributing businesses. (They have also received publicity in two other papers.)

Raffle prizes are donated. Each student contributes one prize—some families give more. In the past, prizes have been a round of golf, dinner for six (delivering a homemade meal), Red Sox tickets, lobsters (some of the parents are fishermen) and handmade blankets. It is noteworthy that families from every socio-economic level of the class can give something.

The chapter sells 2,000 tickets for the raffle, with profits amounting to \$18,000. Because everything is donated, the only expenditure for the project is the printing cost.

Laura notes that the project is easy to link to the curriculum. Why do businesses want to contribute to this project? It gives them publicity on every ticket. Tickets have a calendar at the top and lists the prizes for the day. Tickets are on 8½-inch by 12-inch cardstock, perforated at the bottom so that the buyer can put name, address and phone number. Laura also provides a prize for the student who sells the most and also for the class that did best. The top fund-raiser receives a plaque.

To raise funds for travel to ICDC, Laura runs a program where students send out letters to obtain corporate sponsorships, usually local. She estimates the average cost of the ICDC trip at \$1,000 for every member attending. The chapter gives half and the students need to raise the other half. Members take every sponsorship off of their \$500 individual cost. Laura says most students acquire \$100 or \$200 in sponsorships. Some get it all. They note that contributions are tax deductible, and they give receipts.

Members meet the Saturday after state competition—a required morning meeting for qualifiers. The kids have to write the letters themselves. The computer teacher coaches them on the form of business letters and helps them.

Why run the sponsorship program? Laura says a lot of DECA advisors don't use the community enough. "You should have people come in—kids like this. Ask people to help work on role-plays. They see what the program does and the educational value it has for kids." This is how you lay the groundwork for donations.

A good piece of general advice from Laura is that one key to being a successful advisor is to be openly enthusiastic about your program. "Kids can see right through us. You have to understand what you're doing and put in the effort. Even body language is important. Remind yourself every day that what you're doing is important. It's a lifelong relationship with these students."



## New to online membership processing?

**A tip:** Enter the membership processing system **now** to get a feel for it and to establish your user name and password. These preliminary actions will save you from trying to acclimate yourself when you're under the actual deadlines.