

Advisor scholarships— Why not you?

Perhaps you've seen those advisors who won scholarships walk across the stage at the International Career Development Conference and wondered, "Why don't I try for that?" Great question!

We talked with three of this year's scholarship winners: **Michael Hackman** of Columbus North H.S. in Indiana, and **Cyndi Whitton** and **Amy Campbell**, both of Rancho Verde H.S. in California. Here's what they said.

Why did you apply for the scholarships?

MH: I read the criteria for applying and felt I was qualified based on my 30 years of teaching and being a DECA advisor.

CW: I wrote for multiple scholarships to enrich my entrepreneurship teaching.

AC: These days there's not a lot of funding to further education, take courses or go to conferences. I used to feel frustrated when I saw others winning scholarships and wondered how to do it.

Was the application process difficult?

MH: The directions were very clear. It just takes a little time to gather the information and get the letters of reference.

CW: The forms are easy to fill out. It took me about an hour to fill out the form.

AC: I was able to meet the deadline in two days.

How will you use your award?

MH: I will attend the Entrepreneurship Forum in November and the National Marketing Education Association conference in January.

CW: I have used my scholarship award to help me work toward a master's degree. I also hope to use awards to attend conferences that the local district won't pay for.

AC: I used some scholarship money to complete a master's degree. I'm also interested in getting more administrative training so I can be better at the things I already do with DECA, taking a broader leadership role, making me more creative and more prepared if I help with conferences. As a graduate of the Fashion Institute of Design & Merchandising, I also want to attend fashion conferences to refresh my roots.

Do you have advice for others?

MH: You need to be involved not only in your school and DECA, but also in your community.

CW: Just write for them. We do things every day that qualify us for the scholarships. It's easier than you think. People just forget to do it.

Cyndi based her Stein Mart application on her

work with the Stein Mart Mystery Shopper Program. She notes that the Kauffman Foundation wants to put more entrepreneurship into marketing classes. For that application she documented the work she did creating a course in business, economics and entrepreneurship that qualified in California as an academic elective toward graduation.

AC: When I became the activities director as well as working with DECA, I was more involved in the community. I also helped to run the district and leadership conferences. This all helped.

Amy is impressed that corporations give so many scholarships through DECA. She also believes that teachers should approach companies about giving even more scholarships. She thinks that teachers in each state should be encouraged to solicit one or more scholarships from local businesses. "If every teacher knew he or she could qualify for a scholarship, the quality of teachers would rise."

Are there any side benefits (other than the award itself) to winning a scholarship?

MH: The local recognition from the principal and members of the faculty at my school reinforced the importance of business/marketing education and DECA involvement. It demonstrates that our courses are an important part of the total curriculum offerings in high school and that DECA provides both students and teachers recognition for all of the hard work we do.

AC: The scholarships make you feel that you can be rewarded for your good work. Winning the scholarship brings a good name to our profession. The news goes to the district office and you can show that this is what DECA is doing on the national level. The district is happy and also impressed that the teachers are winning. They are proud of their teachers and also are more willing to give their support by giving you classes and allowing students to go on trips.

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

Otis Spunkmeyer, Inc.:

5 scholarships

Stein Mart, Inc.:

5 scholarships

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.