

Volume 33, Issue 1

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State Leadership Conference

Jason Whitenson '00, Board Member

Each year in the fall, Michigan DECA puts on its State Leadership Conference. This year the conference activities will be held in Detroit, with conference activities taking place at Cobo Center on November 11 and 12.

Furthermore, Michigan DECA will be staying in the BEAUTIFUL Westin Book Cadillac hotel downtown. If you can make it on the 11th, you will be treated to a hockey game at Joe Louis Arena to see the Detroit Red Wings take on the Edmonton Oilers. The conference activities will be taking place on November 12th. As Alumni, we will be putting on a seminar all about competition. There is also the potential for another seminar in the works.

This conference is a great opportunity to pass along some knowledge and experiences to tomorrow's leaders, and also network with current Alumni members as well as business professionals. Last year's conference in Detroit was a great success, and there is no reason to think that this year will be any different. I hope to see you all there!

Additional Information

- Registration is due October 10, 2010
- The conference starts Thursday, Nov. 11; registration is from 3 - 6 p.m.
- The conference ends Friday, November 12 by 3:00 p.m.
- You can attend one day or both days.

Conference Housing Information

We are staying at the Detroit Westin Book Cadillac for the conference. All hotel reservations must be received by Michigan Alumni DECA by October 16, 2009. Reservations must be prepaid and sent with the registration form.

Registration - Thursday and Friday:	\$35.00
<i>Includes conference registration, Red Wings Game and Lunch.</i>	
Registration - Friday Only:	\$10.00
<i>Includes conference registration and Lunch.</i>	
Housing (four to a room):	\$25.00
Housing (two to a room):	\$50.00

Please note that you may be charged an additional amount if we are unable to fill the quad or double room.



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Articles and letters welcome for publication. The policy of the Michigan Association of DECA is that no person shall, on the basis of race, color, national origin, ancestry, age, gender, marital status, weight, sexual orientation, sex or disability be excluded from participating in, be denied the benefits of, or be subjected to discrimination, during any program, activity or in employment.

Looking Forward Change You Can Believe In

Jarod Foshag '05, Board Member

As the school year begins, your 2010-2011 Michigan DECA Alumni Board of Directors is working harder than ever before. The State Leadership Conference

is coming into view and the District and State Conferences are just over the horizon. There are many changes this year that need attention in order to make them go smoothly. The board needs to rely on teamwork and leadership from both board and alumni members. One of the challenges this year will be the State Career Development Conference. It is located in Grand Rapids this year. We

are extremely excited about the new location and the changes that come with it. My hope is that we see some new faces in the Alumni division, possibly members who live in the Grand Rapids area who can finally participate at SCDC due to their close proximity. There will be some Alumni changes at the State Leadership Conference this year. Alumni members run a workshop every year at SLC; typically this

workshop is based on competition. We are possibly running two workshops this year, both on competition. This means that we need all hands on deck.



This year is going to be a lot of fun, but we need help. I am sending out the Michigan DECA Alumni distress signal! My challenge to all members is to get involved with one more conference than last year. If you attended only SCDC, then this year attend SCDC and SLC. If you attended SCDC and SLC last year, then add on a district conference. I am calling for more active members; we need

new blood and new ideas! We have big plans this year, but the board cannot do it alone. Call your DECA teams, and get your old friends involved. If you would like to get involved, but don't know how, please email me at jfoshag@yahoo.com. I will point you in the right direction.

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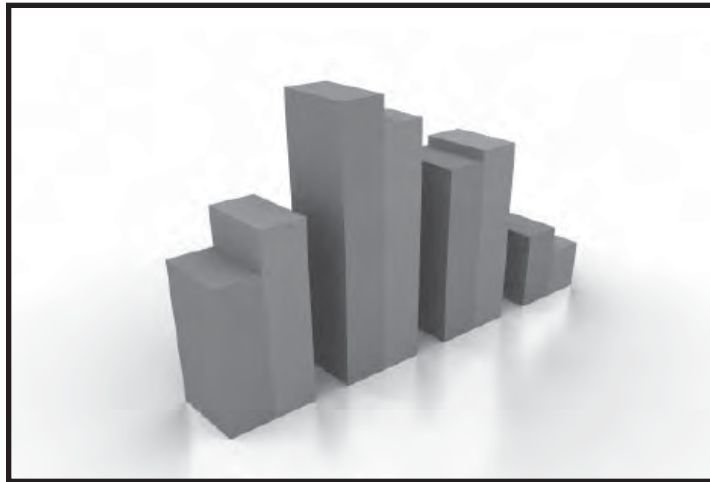
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Current Marketing Trends

Do's and Don'ts of Social Media Marketing

Sean Warren '03, Board Member

While the principles of marketing have stayed consistent over time, the way organizations communicate with the public is changing. More and more people use social media sites like Facebook. The demand has grown for smart phone applications. Companies target their loyal customers with a more personal approach. The trend of “give me your information and we’ll send you information and coupons” began through the use of direct mail and has slowly moved to e-mail. As our physical and electronic mailboxes have become flooded with advertisements, these channels have become less effective. I get five to ten emails daily from retail stores, political action groups, and non-profit organizations that I have voluntarily given my information to. I rarely read the body of an email after seeing the subject line; however, when the subject line is of interest to me, I can easily be called to action.



Social Media Marketing

If your organization is consumer-based, chances are you have a Facebook fan page and a Twitter account. If not, you could be missing out on hundreds or even millions of devoted customers or donors. When someone ‘likes’ your Facebook fan page or decides to ‘follow’ your Twitter feed, you have instant access into their everyday lives. Since they invited you, communication is welcome and when done right, enjoyed. When using Social Media correctly, you can communicate with core or potential customers without the interaction feeling like an advertisement. This gives loyal customers a feeling of exclusivity. Here are some tips for a successful social media marketing campaign:

Keep it Short: Twitter does this for you with character limits, but Facebook status updates and wall posts can be lengthy. Like e-mail marketing, people read the subject and decide if they want to continue. If it looks lengthy, they won’t even read the first sentence.

Limit Communication: There is no faster way to be removed from someone’s feed than posting updates every few hours. You will flood them with too much

information and if they continue to follow you, they may hide your updates or just bypass them. Posting once per day is the maximum, and at least once per week. It’s fine to respond to comments as often as you’d like, as long as you’re not updating everyone.

Keep it Interesting: You should not look like advertisements. Keep people interested in following

your organization. Industry related news, special deals, and fun stories are great posts that people will enjoy reading.

Call to Action: Not every post should contain a link, but if you’re advertising a sale or event, why not post a link to your website or event page? This gives the follower an effortless opportunity to give you feedback or more business.

I wouldn’t be very true to this article if I didn’t encourage you to join our Michigan Alumni DECA group on Facebook, if you haven’t already!

Look for my column in the next newsletter, where I will continue discussing how your company or organization can leverage Mobile Marketing, specifically mobile web pages, text messaging, and smart phone applications.

The Process of Getting a Job: Do's and Don'ts

Laura LaVasseur '03, Board Member

In the State of Michigan, we currently have a 13.2% unemployment rate which means there thousands of people in the state looking for work. As an employer, it shocks and surprises me that for as many people as are looking for work, the lack of effort that sometimes goes into filling out an application, forming a resume, and arriving prepared at an interview. I have several tips from someone who is a hiring manager of what I look for and what to avoid...

First and foremost, when you are begin to look for a new job take some time to put together your resume. The most important thing to do: Hit the spell check button. You would be surprised how many spelling and grammatical errors I find when looking at resumes. When a prospective employer sees them, they most likely will toss it in the trash. This is a very simple step that will help you get to the next level in the hiring process. If you are unsure about your spelling or grammar have a friend or neighbor take a look at your resume. Two pairs of eyes are always better than one!

Once you feel like you've put together a solid resume that highlights your employment history and qualifications, the next step is to get it out there!! Whether you

apply for a job that has an actual application, or submit your resume via email with a cover letter attached, be sure to really think out what you are writing on your application and how you present yourself. With the unemployment rate that we currently have, most job postings get hundreds of applicants and you need to think about what you can do to set yourself apart. The key is to sound professional and educated and above all present your best self. Get your application recognized and get the call requesting an interview.

The interview really gives you an opportunity to shine and set yourself apart. This is your one chance to sell yourself to a prospective employer. Be sure you look the part for the job you apply for. You always want to appear dressed for success. Prospective employers like to see that you are serious about the position and that you took time to look presentable and professional. Many employers will refuse to interview an applicant if they are not dressed appropriately so keep that in mind. During the interview, it is extremely important to appear confident. When you meet your interviewer for the first time it is important to give them a very firm handshake, this shows you are confident and professional. First impressions really are everything and you only have one moment to make that impression. During the interview sit up straight and answer confidently. Be sure to actively listen when the interviewer is speaking and show interest in the position and what they have to say about it. It is also extremely important that you come prepared with questions. It is inevitable that after the interviewer is done asking their questions of you that they will in turn ask if you have any questions. It is best to ask at least one to two questions, which shows you have done research and are eager to find out more about the position and the company. This will set you apart from other applicants. When you apply for any position, it is important to present your best self. You only get one shot and you need to make it the best one possible!





Member Spotlight

Rosalind Dixon

Lacey Edwards '02, Board Member

For this edition of Spotlight, I had the pleasure of interviewing Rosalind 'Roz' Dixon. For those DECA Alumni members who are recent high school graduates, you may remember her from the 2008-2009 State Officer Execu-

tive Council. This is her fifth year of being involved in DECA, and her second year as Alumni member.

Roz is a 2009 graduate of Woodhaven High School. Her advisors in high school were Lisa Meyer and Colleen Bury, and she credits her older brother with getting her interested in DECA. He competed during high school, and taught her the advantages of DECA. First and foremost, he told her that her network would expand and there was no limit to the opportunities that would come from it. Roz competed in Apparel and Accessories her sophomore year, and although she was in the top 10, she did not earn a spot to go to that year's International Career Development Conference (ICDC). With the first year of competition under her belt, she decided that next year she would compete in a different event, and run for a position on the State Officer Executive Board. Roz and her partner earned first place in Public Relations at the State Career Development Conference (SCDC), and she won the State Office election. She went to the ICDC in Atlanta as a competitor, and the following year went to the ICDC in Anaheim as an Officer. Roz says that being a State Officer was the best time of her life.

Her favorite DECA memory was when she was ended her term during the 2009 SCDC. She says, "It was very hard to leave after meeting so many great people...this is why I decided that I wanted to be an Alumni member." This is a sentiment I often hear when speaking with new DECA Alumni members. Many of them say that their experience at DECA conferences profoundly impacted on their lives, and are the reason they joined DECA Alumni.

Alumni gives Roz the opportunity to maintain the friendships she has built during the past few years. Her favorite part is being able to meet new people and expand upon her network of friends and colleagues. She learned the necessary tools to work effectively in both team and individual settings. If there is one word that can sum up what Roz gained from DECA, it would be "confidence". She has the confidence to step out of her shell and take the time to get to know others and understand them.

Roz attends Northwood University, where she is dual majoring in Advertising and Marketing Management. She chose these fields because she wants to open her own advertising firm. She also has an interest in law enforcement, and may go down that path before opening her advertising firm. Roz is in the Delta Zeta sorority – Xi Eta Chapter, which also has some fellow DECA Alumni members. On behalf of the Michigan DECA Alumni Board of Directors, thank you for your participation and hard work. We look forward to working with you at future events! To contact Rosalind, please look her up via Facebook or email her at dixonr24@northwood.edu.

Become a Life Member!

Jason Whiteson '00, Board Member

So when you are entering the world of Alumni DECA, you have two choices. You can either join for a year, which is \$15, or you can join for the rest of your life, which is either \$100, or five installments of \$25. Some questions come to mind though, like "Why on earth would someone join for life?" "What are the benefits?" and "Does a life membership mean giving up my firstborn to DECA?"

Well the answers to those questions are pretty simple: join because all the cool kids are doing it; there are more benefits that I can count; and no, you don't usually need to give up your firstborn to DECA.

Let's focus on question 2, and that will clear up everything else (hopefully). The first, most important benefit of being a life member comes right down to money. If you attend only the state conference, you will pay for your life membership in two years by not having to pay those pesky registration fees. Those can run from \$40 bucks on up. Add on top of that your two years of membership fees and you are in the red when compared to a lifetime membership. The second benefit is that you get a really cool plaque stating that you are a life member. You get that on stage at the state conference. Everyone likes a little public recognition right?

So what are you waiting for? Stop paying year to year, reduce your costs for attending conferences, and join as a lifetime member of Michigan Alumni DECA. I hope to see you on stage this March!

Scholarship Contribution

Yes! I'd like to contribute to Alumni DECA's fund that provides travel scholarships to DECA members that qualify to compete at the International Career Development Conference.

Amount: \$ _____

Michigan DECA is a 501(c)(3) educational association affiliated with Eastern Michigan University. Donations are tax-deductible and serve as a Tax credit on your state Income Tax.

Name: _____
Address: _____
City, State, Zip: _____
Email: _____
Phone: _____
Former Chapter: _____
Graduation Year: _____
Current Occupation: _____

Payment Options:

- Check enclosed - Make checks payable to "Michigan Alumni DECA"
- Please bill my Visa/MasterCard/Discover/American Express - **please note that this option is for Life Memberships, Installments & Scholarship Donations only.**

Card Number: _____ Expiration: _____

Signature: _____ Card Verification Number: _____
(three digit code from back of card)

Mail to: Michigan Alumni DECA
Eastern Michigan University
Ypsilanti, MI 48197

Or Fax to: 734.487.4329

Questions? Call 734.487.DECA

Action Page

Membership & Conference Registration

Name: _____
Address: _____
City, State, Zip: _____
Email: _____
Phone: _____
Former Chapter: _____
Graduation Year: _____
Current Occupation: _____ Employer: _____

Membership Information

Complete this section if you are sending in your membership fees.

State and National Fees: \$15.00 _____

Life Membership - Optional: \$100.00 _____

Life Membership Installment: \$25.00 _____

(Four additional installments of \$25.00 are due for a total of \$125.00)

Payment Options:

Check enclosed - Make checks payable to "Michigan Alumni DECA"

Please bill my Visa/MasterCard/Discover/American Express - **please note that this option is for Life Memberships, Installments & Scholarship Donations only.**

Card Number: _____ Expiration: _____

Signature: _____ Card Verification Number: _____
(three digit code from back of card)

State Leadership Conference

November 5-6 Complete this section if you are registering to attend the State Leadership Conference.

Registration Deadline: October 10, 2010

____ Thursday & Friday \$35.00
Includes Red Wings Game

____ Housing: Quad Room: \$25.00
OR

____ Friday Only \$10.00

____ Housing: Double Room: \$50.00

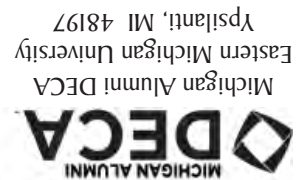
Amount Enclosed: \$ _____

Mail to: Michigan Alumni DECA
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Ypsilanti, MI 48197

Or Fax to: 734.487.4329

Questions? Call 734.487.DECA

Address Service Requested



Spotlight on DECA

Alumni Edition

*Check out the ALL NEW State Leadership Conference
in Detroit - Including a Red Wings Game!*

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The Process of Getting a Job

Becoming a Life Member
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