

Spotlight on DECA

Winter 2010

Alumni Edition

Volume 34, Issue 1

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SCDC 2011: The Amway Grand

Laura LeVasseur and Jason Whiteson, Board of Directors Members

It's still 2010, but not too early to start thinking about the State Career Development Conference coming up on March 18-20, 2011. This year promises to be a very unique experience when compared to previous conferences. In general, we will continue the same roles, manning the booth, math and economics test administration, working the doors, and assisting at sessions. In keeping with the tradition, there will be an alumni dinner on Saturday at one of the downtown Grand Rapids restaurants.

This year with the change in location of the State Career Development Conference to beautiful Grand Rapids, we will also get to experience a whole new hotel! As someone who spends most of my life working in a hotel, I can tell you that this hotel is downright amazing! We are truly lucky to be able to experience a hotel such as this!

An excerpt from the Amway Grand Plaza website:

During your stay at the Amway Grand Plaza, you'll experience the timeless beauty of the early 20th century alongside today's contemporary styling.

All 682 guest rooms are generously appointed, featuring thoughtful amenities for your comfort and enjoyment. So no matter which room you receive, it's sure to be a visit you'll always remember.

The rooms feature the "Grand Bed" with pillow top mattresses, down pillows, and 250 thread count sheet which for a hotel is quite the treat. They also feature luxurious bath amenities and all rooms feature spectacular views of Grand Rapids happening downtown area.

Another great feature of the Amway Grand is that they have shopping located right in the hotel. Whether you forgot to pack something, are looking for that perfect gift to take back home, or are simply in the mood to shop, you'll find everything here inside the hotel.

The Amway Grand also has three award-winning restaurants located within its walls. At the 1913 Room, you can enjoy French influenced cuisine at Michigan's first and only AAA Five Diamond restaurant. Cygnus 27 proudly features globally influenced American entrees and the Grill at 1913 is a steakhouse known for their savory dishes. In addition, the Amway is also home to GP Sports Bar, the perfect place to unwind after a long day, with a burger and pizza and catch a game on one of their 40 TVs. They also have a Starbucks, perfect for those early mornings and Cornucopia which features food on the go for breakfast, lunch, or dinner.

The Amway Grand is the perfect location to host the State Career Development Conference next year. The Board of Directors certainly hope you will take advantage of this great opportunity to be a part of something new and experience what this amazing hotel and city have to offer. But no matter the location, Alumni DECA always has a wonderful time and memorable experiences at SCDC. We hope you have a wonderful holiday season and enjoy your New Year's celebrations.

Watch for the January newsletter to see how you can register for the conference.



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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.

Answer the Call

Jarod Foshag, Alumni Chairperson

Think back to when you were competing in DECA. Remember the district conferences? Do you remember how nervous you were for your first role-play? How exciting it was waiting for the results? For most of us, that was our first DECA experience. It is that time of year again. District conferences are just around the corner, as new and returning students are honing their role-play skills just for that day. It is a very exciting time for DECA. This is our chance to spark the DECA interest into a new generation. Let's make this first impression a good one. In order to do this, we need your help.

Michigan DECA is always in need of judges at these district conferences and DECA looks to its Alumni for help. We as Alumni need to answer the call, because if not for the judges, the conferences would not be possible.

There are eight districts, which means that we have eight different conferences, all different dates, and locations.

If you enjoyed your first Michigan DECA experience, help us usher in a new generation of DECA members with a great first impression. Help them learn and grow.

Being a judge is not hard, nor is it stressful. Anyone that has graduated more than three years ago is eligible, especially former DECA members. You know what it takes to compete; you know how it feels to sit in front of a complete stranger. You know what it takes to be a winner. This is a perfect time to give back to DECA. Pass along the knowledge that was passed on to you.

Please contact me at jfoshag@yahoo.com, or go to mideca.org if you are interested in helping us at the district conferences.



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Current Marketing Trends

Sean Warren '03, Board Member

In the last newsletter, I started looking at Current Marketing Trends. We focused on the benefits of Social Media Marketing and how every organization should have a Facebook page and Twitter feed. I would like to repeat this introduction from the last newsletter: "While the principles of marketing have stayed consistent over time, the way organizations communicate with the public is changing. With more and more people using social media sites like Facebook and with the growing demand for smart phones and applications, organizations have targeted their loyal customers with a more personal approach." Today, we're going to continue with how your organization can leverage Mobile Marketing, specifically mobile web pages, text messaging, and smart phone applications.

Mobile Marketing

Text Messaging: Organizations that grow and thrive are ones that collect information from their customers, and use it! Many organizations collect the information, store it, but never leverage the information to meet business goals. Like email, sending text messages to customers should be an opt-in program, where customers request to be updated. Like with social media, an organization then has the responsibility to keep messages short, relevant, and infrequent. Otherwise, over-communication can cause the customer to detest seeing any type of advertisement from you. There are many benefits to text message marketing, but the most attractive is the immediate call to action. Many political groups use this access on and before election day to mobilize and remind potential voters to get to the polls. Locally, American Cycle and Fitness uses text messages to occasionally distribute a special coupon. They collect loyal customer information by asking the customer at the register to be added to the list, creating an opt-in relationship with the customer. Since they don't over-use this access, the text messages are not only welcome, but expected with great anticipation. This gives their loyal customers a feeling of exclusivity. Think of the power, "sales are slower than normal today", offer 10% off for 1-day only and send it to your loyal customers. They receive the message instantly, no matter where they are.

Mobile Web Page: Having a mobile version of your website is very important. You want to make the site simpler and less graphically demanding, so the user can easily access your information on a small screen. It is also key to take into account the slow internet connection and processing speed of some mobile devices. However, these mobile pages can be too simple, forcing the user to visit the full site. This can be frus-

trating when the full site is too advanced for the web browser of the smart phone, making it impossible for your customer to access your information. When someone is searching for information on your website via their mobile device, they are ready for action. Much like the phone book, people searching here are ready to buy. Not giving them the information they need could lead them to your competitor or a third party site. **Mobile Applications:** Developing an "app" for your organization may be more costly than setting up a facebook, but these new avenues are very effective. It means that your customer has access to your organization, anywhere, at anytime. An app might not get you new customers, but it will retain customers and cause higher frequency of use and exposure to your brand, therefore creating customer loyalty. Many apps are very limited or seem irrelevant; however, a good app will research what a customer would like to browse while mobile. Many applications will link a user to the organizations mobile web page, which is inexpensive and somewhat effective. Some examples of organizations that are effectively using these applications are PNC Bank, UPS, and Autozone. The PNC Bank app allows you to access each of your PNC account balances and recent transactions, transfer funds, locate a bank, and even pay bills. UPS gives you the opportunity to track a package, but also give you full access if you have a My UPS account, automatically tracking each package you ship using your UPS account. With the Autozone app, you can enter and save multiple vehicles, making it simple to find parts and prices with a great search tool.

Expand your Network

Join the Michigan Alumni DECA group on Facebook!
You can also join the Michigan DECA group on Linked In.



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: _____

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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 Form

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)

Credit cards are now accepted for Life Memberships! To pay for your Life Membership via credit card, complete this section. (Please note, we can only accept credit cards for Life Memberships. Yearly memberships must be paid by check or money order.)

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: _____

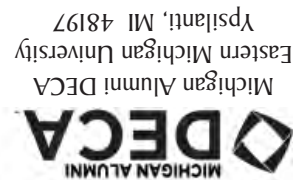
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Address Service Requested



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