

# Spotlight on DECA

Fall 2011

Alumni Edition

Volume 34, Issue 2

## Aspire Higher

Courtney Clark, Board Member

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### Upcoming Dates

State Leadership Conference .....

..... November 1-2

State Career Development Confer-  
ence, Dearborn..... March 9-11

International Career Development  
Conference, Salt Lake City, Utah .....

.....April 27-May 2



#### A Publication of Michigan DECA

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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.

This year's national DECA theme is "Aspire Higher", and I challenge each of you to reflect on how you will aspire higher in the year ahead. What does aspiration even mean to you? How can you use the year ahead to make a dream come true, achieve a goal, end the year satisfied and in peace about even one aspect of your life? I do not wish to use this article as a means to add to your stress or sense of external pressure to achieve. Instead, choose the smallest goal that will still have meaning to your life.

Aspiring higher does not only apply to those who will land a great job, fall in love, or make that long-awaited trip this year. My higher aspiration is simply to remember this year. I spent the last two years of college working so hard that I can barely recount more than four or five memories from each semester. This year, I am deliberately taking more pictures and enjoying more unique experiences with my college family because it very well could be our last year together. This baby aspiration will not help me in my job search or with later graduate school applications, and it certainly will not improve anyone's life but my own, but it's an important improvement I want to make. I invite you to reflect on the following questions as you figure out your own aspirations for the year ahead:

- Who, or what, do you enjoy that is currently missing in your life? Who or what might you be lacking that you are not even aware of?
- What is one thing you found fulfilling or sustaining in high school or college that you can reintegrate into your life?
- What sort of ripple affect might this small aspiration have on other parts of your life? For example, enjoying more time spent with close friends will reduce my stress levels and increase my productivity during work and school times.

# We are going to Cedar Point

Sean Warren, Board Member

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## HALLOWEEN WEEKENDS

Hey Michigan Alumni DECA... we're going back to Cedar Point! It's been a few years, but we're ringing in the new academic year with an exciting trip to HalloWeekends!

This trip is for members, potential members, and friends. You are welcome to invite anyone you'd like - they don't even have to know what DECA is... but I'm sure we can tell them all about it!

This is HalloWeekends - for anyone who hasn't been since they started it - YOU HAVE TO GO! It's a lot of fun and the scary parts are mostly avoidable, so don't worry about kids or being too scared yourself (unless you want to be). Cedar Point is open Noon to Midnight, but you obviously don't have to stay that late if you don't want to - we'll plan arrival and departure times/places as we get closer.

We're not chartering a bus or anything like that, but I will probably be driving the Helmet Heads bus, if you'd like to carpool! We're asking everyone to go ahead and buy their ticket at Meijer, online, or at the park on the day of the trip! They run regular specials online, so we'll keep checking back on the site to see what the rates are - if you see something, post it on the Facebook group or event wall.

Here are the details...

**When:** October 1, 2011 – the park is open Noon to Midnight

**Where:** Cedar Point, Sandusky, Ohio – Car pools will meet up across the state or you can meet us at the park – upon registering, we will coordinate with you

Please register as soon as possible by RSVPing to the Facebook event or by emailing your information to me at [swarren@mideca.org](mailto:swarren@mideca.org)

You can find the Facebook event by searching for Michigan Alumni DECA. The link to the event is on the Group page.

# Collegiate DECA

**Kyle Studebaker**, Guest Columnist

Well it's that time of year again! The leaves are beginning to change, temperatures are cooling down, students are going back to school and an exciting new year of Collegiate DECA begins.

Collegiate DECA is a marketing and management organization helping students practice theories and strategies learned in the classroom through competitive events. There are many categories for events in Collegiate DECA such as marketing, finance, hospitality and management. With over 15,000 members and 200 chapters nationwide, conferences are always a great networking and learning experience as well as a fun time!

Michigan Collegiate DECA's State Conference is held at the McCalmly Plaza Hotel in Battle Creek, Michigan. This year the State Conference will be on Friday, February 3 through Sunday, February 5. And for those who take home trophies from the State Conference, the International Career Development Conference

in Salt Lake City, Utah will be awaiting them from April 21st through April 24th. Guest speakers and many emerging business leaders attend these conferences which offer an incredible chance to expand your network. Be sure to check at your college or university to see if you have a Collegiate DECA Chapter. Current chapters include Davenport University, Delta College, Kettering University, Macomb Community College, Michigan State University, Michigan Technological University, Northwood University, University of Michigan – Ann Arbor and Valparaiso University; other chapters are in the process of getting started as well!

For more information on Collegiate DECA be sure to visit either the national Collegiate DECA website (<http://www.deca.org/ready/>) or the Michigan Collegiate DECA website (<http://www.collegedecami.com/>).

See you in February at the McCalmly Plaza Hotel!

## Using DECA Skills

**Jason Whiteson**, Board Member

You finally get that call for an interview for your dream job. You put on your nicest business attire. You arrive 15 minutes early for a 10am interview. You look good, you feel good. All your studies, all of your experience, all of your desires have led you to this point. You are called into the human resource manager's office for the interview of your lifetime. The interview goes fantastic. You are qualified, the HR manager was impressed. You leave with a hand shake and a promise from the manager of future contact. Three hours later he calls you with an offer for that dream job...as a chemist.

What you just did was a real life role play. The very one you did in your DECA competitions, and practiced time and time over. That is just one example of how the activities and lessons learned in your DECA experiences will help you in the 'real world'.

Other examples of what can be used in the real world include the business knowledge, the knowledge of

finances, and the leadership skills, especially those of you who were officers in your chapter or even state officers.

DECA offers a lot of opportunity to shape your abilities to handle dealing with people. No matter what industry you go into, you will always have to deal with other humans. And despite how easy it would be if everyone was the same, and reacted predictably, it just doesn't work like that. So, it doesn't matter if your customers are your research partners in a lab, a patient needing medical attention, or someone coming into your hotel needing a room for the night. Embrace your experience that you gained in DECA. Thank your advisors, thank your fellow DECA members, and most of all thank yourself for taking advantage of a great opportunity to enrich yourself, and sharpen your interpersonal and business skills.

# State Leadership Conference in November

Jarod Foshag, Guest Columnist

This year the annual State Leadership Conference will be held in Detroit. It will be at the amazing Detroit Marriott Renaissance Center. The State Leadership Conference is the kick-off to the year of competition. It is a time for DECA members to network and attend workshops provided by advisors, FOCUS training, business leaders, and of course Alumni members. There will also be an opportunity to attend the Red Wings game Tuesday night versus the Minnesota Wild!

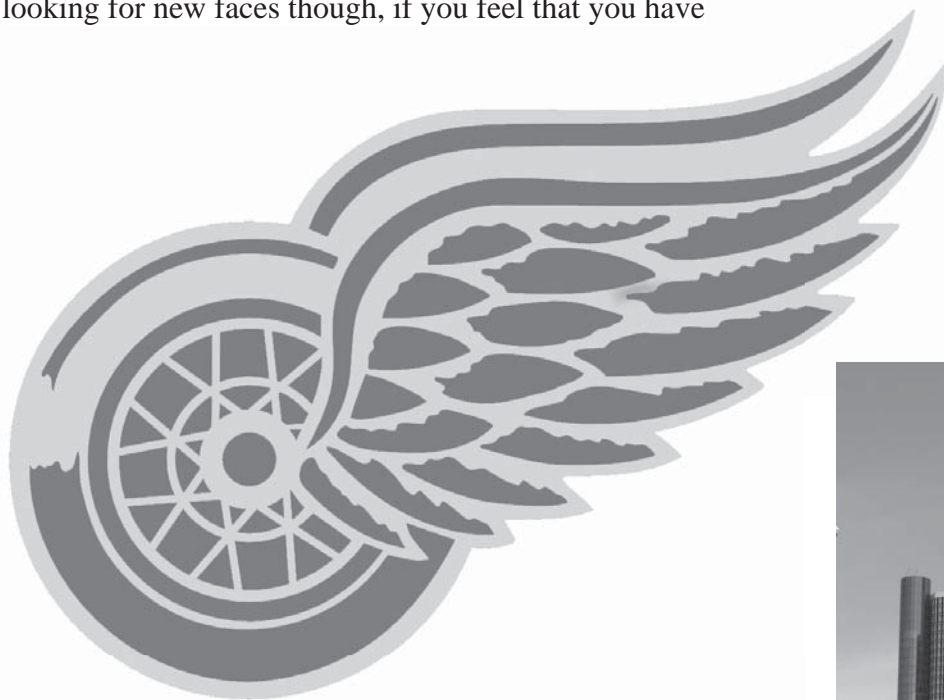
As tradition, Michigan Alumni DECA will be running the competition workshop. This is your chance to give back to DECA. This is your chance to advise the next generation on the dos and don'ts of competition. Several years running, this workshop is one of the most attended and well-reviewed workshops of the conference. We owe this to the dedicated individuals that get involved year after year. We are always looking for new faces though, if you feel that you have

competition experience or advice that you would like to pass on to the upcoming DECA members, please contact Sean Warren at [swarren@mideca.org](mailto:swarren@mideca.org). The State Leadership Conference is always a great time for everyone involved. Some of my favorite memories of Alumni are running the workshops. This is our chance as Alumni to be directly involved with the students.

This year the conference is on November 1-2, 2011. Even if you cannot attend both days or stay overnight, we could really use your help in the morning of the 2<sup>nd</sup>. We understand it's a lot to ask on a Wednesday, but this event is very important to the development of the students. Hope to see you there!

If you have any questions, please contact Sean Warren at [swarren@mideca.org](mailto:swarren@mideca.org).

The registration form is at the back of this newsletter.



# Spotlight on Kyle Studebaker

Sarah LaBean, Board Member



## ***What is your DECA background?***

I started out in DECA as a freshman at Jenison High School and I've been involved ever since then. My first year of competition didn't go as well as I had hoped, but DECA only got better as the years went on and my involvement increased. I've been to conferences such as the State Leadership Conference, State Career Development Conference, Central Region Leadership Conference and

International Career Development Conference. I've also held many officer positions such as Chapter Treasurer, Chapter President, and Michigan DECA State President. There were many incredible learning opportunities and experiences during my terms in various offices. However, many of my greatest learning experiences and trips came during my term as the State President. My experiences at the high school level of DECA were incredible learning opportunities, which is why my involvement has continued into Alumni DECA and Collegiate DECA. As a member of Alumni DECA, I've had the opportunity to assist with District Conferences, State Conferences and State Leadership Conferences. Collegiate DECA has provided opportunities to compete, travel, develop my network and continue learning about marketing. I'm headed into my 8th year being involved in DECA and I can't wait to see what other experiences and opportunities lie ahead.

## ***What is your favorite thing about Alumni DECA?***

I love being able to see the conferences from a brand new perspective and understand the time and dedication it takes from many people to help put conferences together. My little brother is currently in DECA and it's been really fun watching him have many of the same experiences as me. I've also continued to learn as well as expand my network by attending conferences as an Alumni member. Alumni members get to meet many professionals from other businesses and network with them; this is very beneficial since I'll be graduating soon and looking for a job/career.

## ***What was your favorite city to visit when traveling with Michigan DECA?***

Well, my favorite trip was Orlando in 2007 since it was my first ICDC as well as my first time at Disney World. A very close second was when all the Michigan DECA State Officers went to Reno, NV / Lake Tahoe, CA for the Western Region Officer Training Camp (WROTC). That was a blast!

## ***Any hobbies?***

You mean besides watching college football and DECA? Yes, I've actually been playing the drums for a little more than 2 years now

and I love it. I also play golf, but I've kind of been on a break from that since it takes a lot of time (which is hard to find sometimes).

## ***What advice do you have for new alumni members?***

Get involved and ask questions! Alumni DECA is exactly like DECA, the more you put into it, the more you'll get out of it. There are endless opportunities and learning experiences in Alumni DECA that are waiting for you. You just have to go get those opportunities.

## ***Where would you like to see yourself go in DECA?***

I just want to be a true life member. DECA has so much to offer young upcoming businessmen and women and I want to be sure that opportunity is always there. So my goal is to help out with as many conferences and help grow the organization as much as possible for as long as I can.

## ***What is your favorite DECA memory?***

There's a lot of them so it's hard to pick one, but one of the first memories I have that really made me want to get involved more was my trip to the Central Region Leadership Conference in Minneapolis in 2007. During the opening ceremony while we listened to Eddie Slowikowski speak was when I really realized that I wanted to be as involved in DECA as I possibly could. The ironic thing is at the same conference the next year was when I decided I wanted to run for State President. CRLC was always a great experience.

## ***What is your favorite part about SCDC?***

The social aspect of the conference. I loved going around meeting new people and hearing their story about why they were there. It was a real eye-opening experience hearing about various backgrounds of people at the conference. It helped me gain a better perspective on the world and people; it also helped me realize that there is so much to learn about people.

## ***What school are you attending, what's your major and are you in any activities?***

I am currently a Senior at Davenport University completing my Bachelors of Business Administration in Marketing with an emphasis in Advertising and Promotion. I was a Resident Assistant for 2 years, currently a member in Collegiate DECA and an intramural flag football player.

## ***If you could be any object in a grocery store what would you be and why?***

I would be the deli slicer because I really enjoy a good deli sandwich.

## ***What do you plan on doing with your major?***

I hope to get a job in marketing at either a large corporation or at a start-up business so I can gain as much experience as possible before I open my own business. And if I don't open my own business someday, then I'm looking to use my experience at the start-up or corporation to get into marketing consulting.

Thanks Kyle!

# Action Page

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

(Many employers have matching contributions to state universities.)

## Membership Information

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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 will be due for a total of \$125.00)

## State Leadership Conference

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November 1-2 Complete this section if you are registering to attend the State Leadership Conference.

**Registration Deadline: October 10, 2011**

\_\_\_\_\_ Tuesday & Wednesday \$35.00  
*Includes Red Wings Game*

\_\_\_\_\_ Housing: Quad Room: \$35.00  
OR

\_\_\_\_\_ Housing: Double Room: \$70.00

\_\_\_\_\_ Wednesday Only \$10.00

Amount Enclosed: \$ \_\_\_\_\_

### Payment Options:

\_\_\_\_\_ Check enclosed  
Make checks payable to "Michigan Alumni DECA"

\_\_\_\_\_ Please bill my Visa/MasterCard/Discover  
***Life Memberships, Installments, and Scholarship Contributions only.***

Card Number: \_\_\_\_\_ Expiration: \_\_\_\_\_

Signature: \_\_\_\_\_

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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

Address Service Requested

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# Spotlight on DECA

*Alumni Edition*

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