

Spotlight on DECA

November 2020

Alumni Edition

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Articles and letters welcome for publication

DECA is committed to creating and maintaining a healthy and respectful environment for all of our emerging leaders and entrepreneurs. Our philosophy is to ensure all members, regardless of race, color, religion, sex, national origin, age, disability, sexual orientation, or socio-economic status, are treated equally and respectfully. Any behavior in the form of discrimination, harassment or bullying will not be tolerated. It is the responsibility of all members to uphold and contribute to this climate.

Michigan DECA is supported by a grant from the Michigan Department of Education, to the College of Engineering and Technology at Eastern Michigan University.

Michigan DECA invites you to join us in our virtual 5K in recognition of DECA Month. The virtual event will allow DECA members to participate on any day in November and a location that works best for them while keeping social distancing in mind. As an alumni member, you can place Alumni DECA in the chapter line so that \$10.00 of your fee goes to the Alumni DECA fund to sponsor an event.

During the past six months, we have had to socially distance ourselves from activities due to the COVID Pandemic. The Michigan DECA 5K is a fantastic way for members to virtually connect with each other by participating as an individual or small socially distanced groups to promote DECA and raise support for our student-lead activities.

Individuals wishing to participate can register for the event and gear up for their own personal journey. The virtual 5k allows each participant to safely walk or run solo at their leisure, without needing to worry about massive crowds or a time limit. There is no official route or permits required. They can actively promote their own 5k event and encourage family members' and friends' involvement through social media and rally others to participate. Once completed, the member will submit their time and, if possible, a photo for recognition.



Each registered participant will receive Michigan DECA 5K swag to communicate their involvement in this fun, healthy activity! You will receive a Michigan DECA themed 5K finisher's medal, t-shirt, and water bottle.

Michigan DECA members are invited to connect with business partners and local community members to obtain sponsors for their run. All proceeds from the sponsorships will be earmarked to their chapter. The 5K fee is \$40.00 per participant, of which \$10.00 is returned to the local chapter. Additional sponsorships will provide \$35.00 of support back to their chapter for every \$40.00 sponsorship secured.

Register by December 5, 2020 at
<http://mideca.org/members/virtual-5k/>

An Invitation to Judge at the District Conferences

Michigan DECA invites you to assist as a Competitive Event Judge for one of our upcoming Virtual District Conferences. Because of COVID-19, our District Conferences will be held in a virtual setting this year. With so many students participating in some form of remote learning, we feel that it is more important than ever to be able to provide the opportunity for our members to interact with business professionals and community members. This interaction will allow them to demonstrate what they are learning in the classroom and to receive feedback and recognition for their work.

The judging will take place on a platform used for doctor telehealth visits. This platform will allow the student to present their response to the case situation and for you to be able to have a dialog with the student so that their response can be fully evaluated. Because of the new format, each judge will need to be able to participate with their computer (the technology is like meetings through Zoom, Go-To-Meeting, or Microsoft Teams, but you will not need to download a program to your device). We will provide a link to a training module a week prior to the conference and hold a Q&A session before the competition starts on the day that you will assist.

To ensure a quality experience for the students, we need all judges to be available from 8:30 a.m. until 1:00 p.m. on the day of judging. In order to ensure that you do not know the student(s) you will be judging, if you were recruited by a teacher, school, or student, you cannot judge on their conference date. Thank you for your understanding this year.

Please sign up here: <http://mideca.org/support/be-a-judge/>



Because of the process that we will need to use this year, we are looking for additional individuals to assist; if you know of a colleague that would be interested in judging, please feel free to forward this invitation. We will be able to put their experience to good use evaluating and interacting with our high school members.

Additional information on DECA and our competitive events is listed on the next page.

2020 Michigan DECA Conference Schedule

All District Conferences will be held virtually this year. In order to ensure that you do not know the student(s) you will be judging, if you were recruited by a teacher, school, or student, you cannot judge on their conference date. Thank you for your understanding.

To ensure a quality experience for the students, we need all judges to be available from 8:30 a.m. until 1:00 p.m. on the day of judging.

- December 2, 2020 - District 1 Conference
- December 3, 2020 - District 2 Conference
- December 4, 2020 - District 3 Conference
- December 9, 2020 - District 4 Conference
- December 10, 2020 - District 5 Conference
- December 11, 2020 - District 6 Conference
- December 14, 2020 - District 7 Conference
- December 15, 2020 - District 8 Conference



Please sign up here: <http://mideca.org/support/be-a-judge/>

DECA's Competitive Events serve the Student, Community, and the Nation by:

- Motivating students to assume responsibility for self-improvement and self-discipline
- Providing a vehicle for students to demonstrate competencies through individual or group activities
- Giving students an opportunity to demonstrate competencies in an environment of competition and cooperation
- Offering high visibility for everyone involved in, or contributing to, the educational goals and objectives of marketing and management
- Contributing to the development of competencies needed for careers in marketing, merchandising, management and entrepreneurship
- Providing continuing opportunities for students and group recognition
- Opening constructive avenues for individual and/or group expression

DECA offers competitive events in the following areas:

- Automotive Services Marketing
- Business Services Marketing
- Entrepreneurship
- Financial Services
- Food Marketing
- Hospitality Services
- Human Resources
- Marketing Management
- Professional Sales
- Quick Serve Restaurant Management
- Restaurant & Food Service Management
- Retail Merchandising
- Sports & Entertainment Marketing
- Travel and Tourism

Letter From The Chair

By Jason Whiteson, Milford High School, 2000

It's an understatement to say 2020 has been hectic. A little over 6 months ago, we were concluding yet another wonderful State Career Development Conference. However, we did not know that that would be the last taste of "normal".

Since, we have all been part of unprecedented times with the result of many emotions, fears, and uncertainty. Our lives have been brought to a screeching halt. We saw the ICDC cancel due to COVID-19 as well as the many seniors' last year of high school get cut short. I know my job has been affected by ridership plummeting on the trains, and even my wife's job as a first responder has taken on a whole new face.

What does this mean for the future? The simple answer is that we don't know yet. But what can we do? Well, as alumni, we just need to be prepared whenever the time comes that DECA needs our support. After all, that is what we do; we support the high school division.

I would like to think when March comes we would be in a position to gather again in Detroit for another exciting SCDC. I hope that we can be there and see as many faces of my fellow alums as possible. Will that be possible? Well, one can only hope, but safety will always be the name of the game. In the meantime, I wish everyone good health, economic stability, and happy times.



Keep Showing Up

By Ramsey A'Ve, Advanced Technology Academy, 2008

The comeback must be met with the same ferocity as the original climb. From market uncertainty to career goals being slowed, Americans from all walks of life are tackling their next chapter. Almost daily, I speak with friends and colleagues deciding what they should do next. How they should position themselves for continued growth, candid uncertainty in their current setup/employers, and fear that their original plans might not pan out?

There is no right answer for any of the referenced conversations, and I don't pretend to have them figured out (because I don't, and many days reflect on the same). What I do know is that people are stronger than they think and can change trajectory in the toughest situations. We cannot look at temporary slowing as a setback or failure, but rather an opportunity to reevaluate the climb.

These words have stuck with me since starting my career and push me forward in difficult times; "If, and when your dreams die, will you have the courage to fight and dream another dream?" This two-part question is a warning and powerful call to action. Whether you're a recent grad working towards your chosen work field or experienced professional mentoring others, I implore you to keep showing up. I realized that I'd fallen victim to comfort and consistency which was a fatal flaw. I've spent a great deal of my free time the last couple of months grounded in California. A few ways I got back on track was using this time for personal reflection, reading, staying physically active, learning new skills, planning, and socializing with my inner circle of friends. While these things may seem obvious or minuscule, it's important to be mentally and physically "in the game". What are you training for?

Looking for your next great book? Add Executive Toughness by Dr. Jason Selk and The Laws of Human Nature by Robert Greene to your fall lineup. Both have radically changed my perception.



2020-2021 Board of Directors

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Milford High School, 2000
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Interested in getting involved? Contact: alumni@mideca.org

Challenge Yourself: Five Tips For Manifesting Motivation Within

By Monique Viau, Jenison High School, 2015

In our ever-busy world, our days can easily become stressful with pressing assignments, exams, conferences, projects, or thinking deeply on a singular question; that it can be exhausting to stay motivated on each and everything we wish to. There are some simple and effective actions we can take to enhance our overall mindset while staying productive. Whether that is taking a moment to reflect on what you want to personally become more motivated on or implementing action on how to achieve those goals. You can do it, and we can all do it!

Tip 1:

Set Goals: Learn your weak spots and find how you can build upon them.

Read: *Hard Goals: The Secret to Getting from Where You Are to Where You Want to Be*, by Mark Murphy

Tip 2:

Find interests within your goals: This will increase your excitement and make it more enjoyable!

Do: Tell your friends about your goals and maybe theirs will align and you can positively encourage and compete with each other

Tip 3:

Plot your progress.

Do: Track the goals you set, how you feel, and how far you want to go

Tools: Microsoft Excel, Google Sheets, Micro

Tip 4:

Break up your goal: Making a large initiative into small steps will give yourself mini wins, and the time to feel success and happiness along the way to a larger goal.

Example: If I want to write a song, my first goal would be to find a topic that I care about.

My second goal would be to write a rough draft, tweak the piece, add in more varieties, and start sampling with friends. My third goal would be to find other local artists to partner with and hit the ground running. By the end of “mini-goal” three, I might have a new perspective, idea, or completely different end goal, but from these “bite-size” initiatives, I would understand more about what I want to achieve.

Do: Track your “mini touchdown” points for hope along the way

Do: Find small rewards you can gift yourself if you make it to those goals

Example: Buying local take-out, supporting your nail salon & getting a pedicure, or taking a long slow drive-out to a beautiful lake nearest you.

Tip 5:

Create habits that form repetition: A cycle of repeating helpful and healthy habits to continue down a path to forming.

Read: *The Power of Habit*, by Charles Duhig.

We all have the power in ourselves to manifest a happy, healthy, successful future, and the way to get there is from motivation. I’m personally looking forward to hearing some of Michigan DECA’s members, alumni, or friends’ goals. Plus, what kind of methods they are going to try to get there. Email me if you want to share and have your first positive advocate.

My Educational Path During A Pandemic

By Noah Kulhmann, Forest Hills Central High School, 2014

Our educational, social, and work lives have drastically changed in a short time. As a first-year medical student, I have felt these changes as much as anyone. Anatomy, a course most effectively taught in-person, was moved online like my other classes. I have spent endless hours sitting in my chair staring at my computer screen hoping I and others could be physically present at school. Undoubtedly, many of you are experiencing similar frustration with virtual work, online learning, and social deprivation. These issues tend to include distractions at home which, if left unaddressed, can hinder productivity and efficiency. Many assert that our current state is the “new normal.” I refuse to believe that; however, while this is “the normal,” we should strive to effectively adapt.

With a significant amount of screen time, taking the time to plan breaks. This can include walks outside (while the weather allows), eating meals away from the screen, stretch breaks, and small tasks around the home. Social deprivation may be replaced with impersonal texts, phone calls, and video chats with loved ones. If there are any distractions at home, then one can communicate with their household about preferences to make the situation better. As silly as it sounds, getting ready for the day (taking a shower, dressing professionally) will help one to feel more productive; it has been an effective means of signaling to my subconscious that it is time to work.

I hope that reading about my experiences and suggestions can provide you with some insight for dealing with these challenging times or, at the very least, remind you that other people are struggling too.

We need you!

The District Conferences will be virtual this year, and we can use your help! Help run an event or be a judge!

December 2-15, 2020

Signup today! <http://mideca.org/support/be-a-judge/>



- Life Membership: \$100.00**
- Life Membership Installment: \$25.00**
- Annual Membership: \$20.00**

Michigan Alumni DECA members have the option to invest in a Life Membership. A Life Membership means just that - you're a member of Michigan Alumni DECA for life. No more membership dues. No more annual checks. Nothing to worry about. Life Members also have their State Conference registration fee waived - currently a savings of \$40 a year!

With the installment plan, you can work toward your Life Membership over the course of five years. One payment of \$25.00 is due each year for five years. At the end of that time, you get all the benefits of a Life Membership.

Name: _____

Address: _____

City, State, Zip: _____

Email: _____

Phone: _____

Former Chapter: _____

Graduation Year: _____

Scholarship Donation (Optional)

- 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 level.

Amount: \$ _____

Michigan DECA is a 501(c)(3) educational association affiliated with Eastern Michigan University. Donations are tax-deductible.

Payment Options:

- Check enclosed - Make checks payable to "Michigan Alumni DECA"
- Please bill my Visa/MasterCard/Discover/American Express

Card Number: _____ Expiration: _____

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

Mail to: Michigan Alumni DECA
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Ypsilanti, MI 48197

Or Fax to: 734.487.4329

Questions? Call 734.487.DECA