

Spotlight on DECA

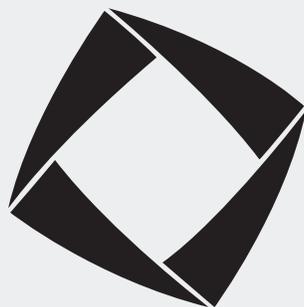
January 2018

Alumni Edition

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Inside this Issue

A Tradition of Limitless Giving.....	1
Board of Directors.....	1
Update on Alumni DECA 2.0.....	2
Figure It Out.....	3
A New Time a New Challenge.....	3
State Officer Screening Invitation.....	4
How DECA Helped Me Part #2.....	5
Membership Form.....	6
SCDC Registration Form.....	7



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.

A Tradition of Limitless Giving

By Ramsey A'Ve, Advanced Technology Academy, Class of 2008

For more than 70 years, Michigan DECA has impacted the lives of millions of members, advisors, business partners, parents and friends. Together these friends and alumni of DECA create one powerful business network. One of those individuals, a student from Detroit shares a similar story to yours, his life transformed simply by joining our great organization. This is the reason he gives back both time and tax-deductible donations.

Many of us are familiar with giving back to the organization via our support at state wide conferences and activities. However, one of the ways we can also make a massive impact to our organization is financial contributions. I get so excited knowing my contributions have a direct impact on offsetting expenses for students dreaming to attend their first State or International Conference.

As we head into Fiscal Year 2018, I ask that you consider making a Limitless donation of any size to our Michigan DECA. The reality is that your donation has the power to make a Limitless impact on the life of so many.

Think back on the skills learned, experiences gained, and doors opened simply by joining Michigan DECA. For me the chance to serve as University Student Body President, work for two Fortune 100 companies, and today share our company's vision for the future of Tech started in District 5 of Michigan DECA.

To join me visit: <http://mideca.org/support/individuals/> or by send in your payment on with the attached membership form.

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Update on Alumni DECA 2.0

By **Michael Parr**, Lincoln Park High School, Class of 2008

As discussed during my last article, Michigan Alumni DECA Division is currently in the process of taking a good look at where we are as an organization today, and where we want to be in the future.

To begin that process, several members of the Alumni Division meet in Ypsilanti in October to begin gathering feedback of members.

Four main topics were the foundation for the event:

1. Why did you join Alumni DECA?
2. How can we make being a member a better experience?
3. What roles should Alumni DECA have?
4. What are the benefits to be a member?

One can only imagine the various answers received for each of those questions. The Alumni Division Board of Directors would like to know how you would answer these questions. Send your thoughts to gmparr714@gmail.com to be incorporated into the vision for Alumni DECA 2.0.

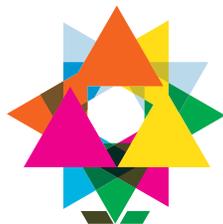
In addition to having discussions of the four questions above, those in attendance began discussing what would be our areas of emphasis where our organization would focus on providing to members.

The three areas of emphasis discussed were:

1. Professional Development
2. Networking
3. Service

Would you add or change any of these areas of emphasis? Additionally, how would you define these areas of emphasis. As mentioned above, the Alumni Division Board of Directors would like to know how you would answer these questions. Send your thoughts to gmparr714@gmail.com to be incorporated into the vision for Alumni DECA 2.0.

The coming months will be exciting for the Michigan Alumni DECA Division as we continue this process to shape our division for the future. All members are encouraged to provide their feedback and become involved in the process. More information on our progress will be communicated in future newsletters.



LIMITLESS

Figure it Out

By **Stephanie Cardaris**, Chippewa Valley High School, Class of 2011

Figure it out. It is a term used every day at Quicken Loans as a basic principle, or as we like to call it an “ISM”, we live by. The ISM stands for no matter the obstacle put in front of us whether it is in life, our career or a client’s profile, stay solution focused and figure it out. Weirdly enough, I learned this first through my stint in Michigan DECA.

In marketing class, we were always told to figure it out – figure out who the audience is, what the message you want to send to them and how you are going to convey it. Fast forward from marketing class to DECA competitions, we are given case studies and told to do exactly that figure it out. Figure out the situation put in front of you, for me it was always Sports and Entertainment Marketing, and come up with a plan to execute. Consistently, we were told to think on our feet to come up with the best presentation to be given to the judges’ only minutes later. No prior knowledge but knowing we had a job to do and had to do it well so we better figure it out.

This skill that I initially learned in high school DECA is something I greatly implemented while I was in college, learning a whole new world of classes, people, and independence; and continually implement in my life now. Weirdly enough, I was lucky to find a company who thought the same way and have built it in our culture and within ourselves. It is sometimes easier to take the negative route out, thinking the problem ahead is just too hard to find a solution for or too high to overcome. It is harder to think positively in tough situations, but if you keep the mindset of I will always figure it out and staying solution focused, the possibilities are endless.

I have reached new heights in my career, taken more risks in my life for the good, and have helped more people purchase homes than I ever thought I could by simply never letting an obstacle stand in my way. I do everything I can to figure out I can make the problem better, and if I can’t, I ask advice from someone who can. Always seeking a solution rather than dwelling on the actually problem.

I challenge you to do the same. You never know what might come out of it!

A New Time a New Challenge

By **Rosalind Dixon**, Woodhaven High School, Class of 2019

Michigan DECA Alumni welcome to 2018! Not only is it often difficult to adjust to starting college in the fall, but also it is a new challenge for us starting our adult lives. Many times, when we notice that change is about to happen we fall in to the slump of “Who, what, where, when and why?”. Throughout school we have been taught the lessons of the 5 W’s; now for many of us this can be a scary thought of figuring out who our new friends will be, what will others think of me, when will I have time to see my family and friends at home, where will I go if I have questions and why do I feel this way.

College is an exciting journey that many young adults embark on as the next step into finding the career of our dreams and the happiness that that career brings to us. When starting college or exiting college I want you all to think about these three things: When I entered college, did I do all of the things I wanted? Did I make the best out of every situation? And did I do my best to network and create relationships with others? Often times we overanalyze the situation at hand and miss the big picture.

College is a place to grow and find your identity. The values that DECA has instilled in many of us should be a constant reminder that we are Michigan DECA, and we are the global leaders of the business!

State Officer Screening Invitation

By **Stephen J. Hershfield**, Midland Dow High School, Class of 2008

For those of you who are a past State Officer, you know the process to become elected takes time and effort (and a little bit of swag). One of those time commitments includes attending State Officer Candidate Screening in Lansing. In addition to the written portion application, each Candidate attends the screening to take part in the in-person portion of the process. At the screening, potential candidates will be given a written qualification exam, participate in a candidate interview, present a 2-minute speech on “DECA, and what it means to me”, and participate in a skills activity. This is the part where you come in.

The screening panel consists of current State Officers and Michigan DECA Alumni members, typically those who have previously held a previous position as a State Officer. It is vital to have ample volunteers present at screening to assist with the interviews, speeches, and skills activity. As a volunteer, and past steller DECA participant, you know what it takes for a student to be successful as an officer. During the morning, you will observe the Candidates. Do they have what it takes to become a State Officer? Ultimately the high school students vote on who will become Officers, but it is our job to make sure each of the Candidates that give speeches onstage at the State Conference have the ability to become successful Officers for the organization.

After Screening, all the Alumni continue the day with an afternoon of networking, food, and fun. We are currently in the stages of creating an excellent agenda, details forthcoming. As further described in this newsletter, it is our goal as an Alumni Association to not only give back and help the organization but to further our professional network and abilities. This day will be full of all the above.

So the rundown:

- What: State Officer Candidate Screening
- When: Saturday, February 3, 2018 beginning at 9:00am.
- Where: Radisson Hotel Lansing, Lansing, Michigan.
- Why: To assist with the screening of the State Officer Candidates and network with the current State Officers, DECA Staff, and Alumni Members
- Who: Alumni DECA Members
- How: Get involved by contacting Dave Wait at dwait@emich.edu

How DECA Helped Me, Part #2

By Kyle Studebaker, Jenison High School, Class of 2008

It's interesting to reflect on my time in High School DECA, Collegiate DECA and DECA Alumni to compare my experiences in all three organizations. In my previous spotlight article, I discussed how my experiences in Michigan High School DECA helped prepare me for my career in marketing at Steelcase today. But High School DECA also laid the foundation for me to continue competing in DECA at the collegiate level which also prepared me for my current career.

High School DECA and Collegiate DECA both have a lot of similarities such as

- Both offer competition at the State and International levels
- Both organizations offer fun traveling opportunities
- Both organizations have similar competitive events and are structured similarly

There are quite a few differences in the organizations too such as:

- High School DECA is usually a result of taking a marketing class; Collegiate DECA is completely extracurricular at most universities
- Michigan High School DECA has a membership of over 8,750 students; Michigan Collegiate DECA is probably closer to 800 members
- High School DECA is comprised of a variety of students who may or may not go into business; Collegiate DECA is comprised of students who have dedicated themselves to preparing for their chosen career in business and marketing

The conferences at the collegiate level are much smaller but the caliber of competition there is much higher. Therefore, preparation became even more important at the collegiate level. One competition offered specifically at the collegiate level is the Executive Interview. This is a competition in which most competitors at the State Conference for collegiate DECA compete but has the most immediate relevance to a competitor life. An overwhelming majority of students competing in collegiate DECA will be interviewing for jobs within 6 to 12 months of their competition. Having a competition targeted to apply and grow your interviewing skills is a great way to help students prepare for the road ahead.

I greatly enjoyed my time competing at the collegiate level for many of the various benefits associated such as: networking with other college students going into similar fields, competing for scholarships, developing my soft skills such as communication and selling, and taking my college education and applying it directly to the competition. Probably the biggest benefit to my experience in high school and collegiate DECA was gaining a better appreciation from my education by directly applying what I was learning at the competitions. I'm now five years out of college and to this day I still use many of the skills I learned from competing in DECA. Even basic skills such as understanding how to comprehend a problem and communicate a solution to a mass audience through presentation is a very common occurrence in the business world. Being able to quickly and strategically solve an issue is important, but being able to communicate and persuade people to support your plan is just as critical.

The preparation High School DECA gave me has resonated through many stages of life and will continue to mold and shape my career in the future. High School DECA prepared me for Collegiate DECA which prepared me at an even deeper level for my career in marketing. These experiences are not something to be taken for granted but they are experiences to try and get the absolute most out of because the work you put in today in High School DECA will have a resonating effect throughout the rest of your life. I'm one person but I can tell you I've met many people who would say the same. And not just about DECA, but about any organization they've been a part of. So dive in and make the most out of your experience today because it will have an everlasting effect on tomorrow. Being able to quickly articulate thoughts in real time based on your strategy and tactical plan is a very key skill in being able to sell well.

Moving to Atlanta was a major challenge. I didn't know anyone in that city and I had never worked in a sales job before. But having my experience in DECA where I learned to have confidence talking with new people helped me be a better communicator; not just professionally as a salesperson for Steelcase but also personally as I was challenged with getting connected in a new city. High School DECA certainly helped me become more confident and a more creative thinker. These two elements also helped me leverage my experience in Collegiate DECA and Alumni DECA to continue to grow personally and professionally which I'll elaborate on in the next couple of articles.

Life Membership: \$100.00

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!

Life Membership Installment: \$25.00

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.

Annual Membership: \$20.00

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
Eastern Michigan University
Ypsilanti, MI 48197

Or Fax to: 734.487.4329

Questions? Call 734.487.DECA



MICHIGAN

DECA

State Conference Registration Form

Deadline: February 9, 2018

Name: _____

Address: _____

City, State, Zip: _____

Email: _____

Phone: _____

Former Chapter: _____ Graduation Year: _____

Michigan Alumni DECA will need assistance on Friday afternoon. If it's possible, please try to arrange for arrival before 3:00 p.m. This is not required but merely a request. Thank you.

I would like to assist with _____.

I would like a Board of Directors application.

Room Rates are per night (Check option preferred)

I would like a room on: Thursday Friday Saturday

- Quad (4 persons per room) - \$40.00 per person, per night
- Triple (3 persons per room) - \$65.00 per person, per night
- Double (2 persons per room) - \$75.00 per person, per night
- Single (1 person per room. *Max discount is \$70.00*) - \$150.00, per night

Roommate Requests:

Total Lodging Expenses \$ _____

(Registration is free for fully paid life members) + Registration Fee of \$40 per person \$ _____

+ Saturday Dinner (optional) \$20 \$ _____

= **Subtotal** \$ _____

- **Less Discount:** Number of conferences assisted with ____ multiplied by 0.10 = ____ multiplied by subtotal = \$ _____
(Remember, the maximum discount is 50%)

Total Due \$ _____

Method of Payment: Check/Money Order Enclosed. *Make payable to Michigan Alumni DECA*

Please bill my Visa/MasterCard/Discover card:

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