



Scholarships Make Dreams Come True

Leontae' Caldwell,
Vice President of Career Development

For most seniors, the year is moving at a fast pace. College is getting closer, but the cost has not changed. Do not assume that college is not for you just because you are not from a family of wealth or have the highest GPA. Scholarships are offered for many circumstances. Hans Selye said, "To make a great dream come true, you must first have a great dream." This is true about college as well. Do not stress yourself out over filling out the applications. The sooner you begin, the more time you will have to do your best. Are you up for the challenge of making your dreams come true?

The process of filling out a scholarship application is much like applying for a job. Those who are reading the applications want only the best and nothing less. This does not mean that you have to be a star athlete or number one in your class but it does mean you should have taken school seriously. The way you have conducted yourself in school reflects greatly on whether you receive a scholarship or not.

The first step in the scholarship process is to actually go and look for them. Websites such as www.fastweb.com and www.scholarshipexperts.com are great search engines to look for potential scholarships. You should start during your junior year once you receive your ACT scores. If you need help, go to your counselor's office and read some of the postings they have received. Once you find scholarships that interest you, and that you qualify for, then it is time to fill them out. Most scholarships come with an essay portion, so be prepared to write. Set aside a weekend or two so you can focus on getting the application fully filled out. When writing an essay, a good rule is to use eleven sentence paragraphs. If you have not

been taught how to do so, ask your English teacher or look for suggestions on the internet. If you have any questions, have a brief meeting with a counselor or trusted teacher so they can clear up any confusion. Thirdly, ask someone to double check your work to correct any errors.

The most important thing about the scholarship process is meeting the deadlines. For seniors the deadlines end in December for the most money but you can still submit applications once the New Year begins. Mark down the deadlines to make sure you turn in your application on time. You do not want all your hard work to go to waste do you? Trust me, the award letters coming this spring will be well worth it.

Don't forget that DECA offers over \$300,000 in scholarships each year.

Check out the Applegate Scholarship Program at www.deca.org. The deadline is January 21, 2011.



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Make Sure Your Chapter is "Living it Up"

Brooke Tomcsik, Vice President of Chapter Development

Now that your chapter is registered, you must be thinking you're finished with membership recruitment. Not the case! Hearty chapters continue their quest of expanding membership year round. The key to successful recruiting is to make sure that your chapters "live it up" this year. Create a fun environment for your members to ensure a healthy chapter for years to come. If your chapter hasn't reached its membership goal, this is your opportunity to lay the brick work for expansion this year.

"Living it up" includes planning and implementing fun, yet beneficial school events. Perhaps your chapter could conduct a scavenger hunt through your school, searching for DECA diamonds. Print off and cut out DECA diamonds, and then hide them around the school. You then put out an announcement that if a DECA diamond is found, it could be redeemed for a prize at lunch time. A great, inexpensive piece of "DECA swag" could be made from cloth bracelets with beads that say DECA on them. Another idea to raise DECA spirit is to display words of encouragement for district competitors by hanging signs on DECA members' lockers. The signs would be a great way to spark conversations with classmates who are unfamiliar with DECA. These are only a few fun events that you could plan showing everyone what your DECA chapter is all about!

The best way to grow your chapter is to recruit underclassmen to become members of your DECA chapter. Your chapter advisor has until February 1st to submit membership for eligibility to receive the Gimmie 5! Award. To be eligible for this award, you need to recruit five more members than

you had last year. Your school will be recognized in Spotlight on DECA and on the Michigan DECA website, as well as rewarded with a special classroom plaque during the State Career Development Conference!

Another great way to receive recognition is through 100% membership, which means every student enrolled in a marketing education class is also a member of DECA. Chapters who have 100% membership receive a certificate of achievement, a classroom pennant, a congratulatory letter from the National DECA officers, special recognition at the State Conference, and one additional competitor in each competitive event offered at the District Conference. Each chapter that has achieved 100% membership also receives copies of the District Conference multiple choice competitive events, copies of the State Conference participatory events, case studies, and results. If your school already has 100% membership, don't fret. You still have the option of signing up 5 alumni members or professional members for Gimmie 5 Award.

Sign up an alumni member, it is a piece of cake. We all have a friend who graduated, who loved the DECA experience. Use your selling skills to lead them to this new opportunity! Michigan DECA Alumni is one of the largest and most active alumni divisions internationally. They become part of the operation of Michigan DECA conferences, and their membership fees support the Michigan DECA scholarship fund, which helps offset the cost to members.

My final suggestion to raise your membership numbers is to recruit professional members, they also count towards Gimmie 5. Professional members can donate money or time. Judging is always welcomed and appreciated at conferences.

So what are you waiting for Michigan DECA? Get out there and "live it up!"



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School Based Enterprises

Stephanie Cardaris,
State Secretary

Some of you may be asking yourself, what exactly is a school-based enterprise (SBE)? Well it's as simple as this- it's your school store. DECA began this program to acknowledge upstanding school stores that have excellent achievements. This program not only provides standards for model school store operation, it also encourages School-Based Enterprises to strive for growth and absolute excellence.

With this program, your school store is no longer just a school store. As a DECA member, you can take your store to its utmost potential. Use the activities and accomplishments to do so, then apply it to competition. A member can even make it all the way to the International Career Development Conference (ICDC) through this program! School-Based Enterprises will receive recognition on one of three levels: bronze, silver and gold. The recognition level depends on the number and type of activities the store accomplishes within each of the twelve categories.

In order to claim credit for accomplishment of activities, School-Based Enterprises must submit a report to DECA. This report should be a Documentation Report Form for each standard and any additional documentation (photos, reports, news articles, etc.) as needed. If pursuing this program then all School-Based Enterprises must have their reports submitted to DECA Inc. by January 12, 2011. There will not be a competition at the state conference (SCDC) for this program because those who receive the gold level will automatically advance to ICDC.

School-Based Enterprises that achieve bronze or silver levels will receive recognition at the SCDC in Grand Rapids. If a school-based enterprise achieves the gold level it will be eligible to bring an advisor and one to three student manager(s) to ICDC. Once at ICDC, school-based enterprises that have achieved the gold level or re-certified at the gold level will receive recognition and an award.

Furthermore, you know those yummy cookies we all love? Well Mr. Otis Spunkmeyer supports and sponsors the School-Based Enterprise program. However, he takes this program one step further. For those who sell their products in their school store and receive recognition at the gold or re-certified gold level, then they could be eligible for one of three one thousand dollar scholarships. So not only can you make it Orlando, Florida, you could also win money by doing this!

School-Based Enterprises are great educational tools to help prepare students for the transition from high school to college or even real work. School-Based Enterprises provide many students with their first work experience while for others they provide opportunities to build management, supervision and leadership skills, something DECA likes to also promote. For more information about the School-Based Enterprises Program and competitive events visit www.schoolbasedenterprises.org. I encourage you, if you do not have this type of program at your school already, to visit this website and get started immediately. If you do have a school store already in your school, then as DECA members join this program and get your store to its utmost potential.



There is Another way to the ICDC

Jered Smart, State Historian

The ultimate destination for DECA members is the International Career Development Conference (ICDC), held in Orlando Florida in May 2011. As many know, attendance at this conference means that you are the top in the state and have earned the right to compete against DECA members on an international level. However, there is another way for members to experience this amazing opportunity. Instead of competition, there will be three workshops that will be presented by TRI Leadership. The academies are the Leadership Development Academy, Chapter Management Academy, and the Senior Management Institute.

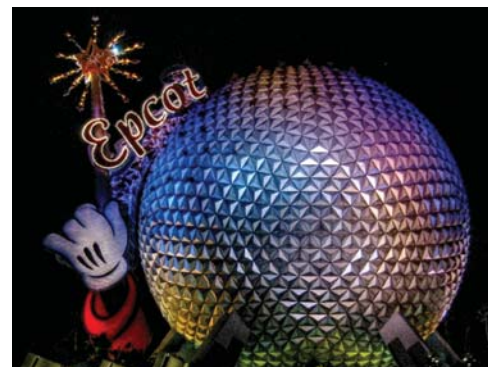
The Leadership Development Academy is a great way for members to learn leadership and management skills. Since there will be over 1,000 members in attendance, it will give you the opportunity to "Expand Your Network." The academy will take place over the course of two days, in which you will experience intense leadership training. This workshop is only open to sophomores and juniors. Talk about having fun while learning and meeting new people!

If you are interested in becoming a chapter or state officer, then the Chapter Management Academy is for you. Members will learn how to plan and successfully execute events for their chapter. If any students plan to take charge of the Chapter Awards Program, this workshop will help with your chapter advancement in that program. This academy is only open to sophomores and juniors.

The Senior Management Institute is for graduating seniors. The Institute gives seniors the skills they will need to succeed in the future with marketing and management careers.

Michigan DECA is allowed to send a select number of participants to each of the three academies, so it is very critical that all deadlines are met. The application for all workshops is available on the Michigan DECA website, www.mideca.org. Each chapter can have up to two student applications for each academy. All applications must be mailed to the Michigan DECA office by February 1, 2010. Applications may NOT be faxed or emailed.

No matter what workshop you choose to apply for, it is sure to be a great time. Good luck to everyone that applies!





The Social & Professional Network

Michelle Menthen, Vice President of Public Relations

Social networks are fun, distracting and helpful. Many of us have been using social networks for years; some networks are simply trends while others stay in our lives for a long time. Facebook is a social network that has defined our culture. Not only can you connect to friends and peers or connect to Michigan DECA, but now you can “like” pages about celebrities, random activities and businesses including Michigan DECA. Professional businesses are now using Facebook to connect with potential consumers, causing advertising to change as the world has known it.

You know those pictures and messages you see on the side of your Facebook account? Advertisements, help businesses all the time. Businesses burn a mental image of their product or service when you view these ads, hoping they stay in your mind. It is easy advertising without billboards, newspapers or television. And the best part is, no one even has to leave the house to see the ad.



expand YOUR NETWORK

Businesses use Facebook for more than just advertisements, they use it to create interest in their products and services. We encourage Michigan DECA members to “like” our fan page. Businesses do the same thing! When a business creates a page, they are able to connect with potential consumers just by having that person click the “like” or “join group” button. Creating these pages allows businesses to connect and provide information and exciting news to the people. Affiliates of that businesses can also suggest/invite others to join and introduce that product to their friends and peers, and have their peers pass it on! If you like a business, don’t forget to connect with it on Facebook, and if you create your own businesses, try and use social networking to market it to the public!

Facebook use may also affect future employment one day, so please keep it professional. You never know who may take a look at something inappropriate and not take you seriously.

Remember to “Like” Michigan DECA the next time that you are on Facebook so you can keep up to date on all of the Michigan DECA Activities.



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Civic Consciousness & Our Role

Ariana Wellings, Vice President of Civic Consciousness

One important aspect of being a DECA member is civic consciousness. You may be wondering what this means. Civic consciousness means community

service; giving back your community through volunteering and charity work. As emerging leaders, it is our duty to give back and lend a hand. Look around you and you will realize that there is so much you can do to help.

DECA supports and encourages civic consciousness in each of its members. There are many charities out there; however, you'll find a strong connection and long affiliation between the Muscular Dystrophy Association (MDA) and DECA. Every year we have a statewide competition among all the Michigan chapters to see who can raise the most money for the MDA. Chapters throughout Michigan work hard to raise money in various ways during the school year. Last year alone, Michigan DECA donated over \$50,000 to the association. If you are interested in working with the MDA, there are representatives around Michigan who can help your chapter organize an event (<http://www.mdausa.org/locate/>).

Civic consciousness is not just about raising money for a charity. It is more than that. It is about getting yourself and your chapter members involved in your community. This may be helping out at your school or organizing a local event in your community. You could help a senior citizens by shoveling driveways and sidewalks. Other ideas include helping a local organization, or volunteering at a hospital

I encourage you to join together to become civic leaders. Better yourself by helping another and you can only grow from the experience. Do something for your community as a chapter will help strengthen friendships and create great memories.

"Throughout my life, I've seen the difference that volunteering efforts can make in people's lives. I know the personal value of service as a local volunteer" said Jimmy Carter, the 39th President of the United States. No matter the size of the deed, each act makes a difference. We are the future, so get out there and get involved. Talk to your advisor, local volunteers or use the internet to help find the perfect project for your chapter to host. Remember, civic consciousness is about giving back, and there are many ways you can be active in giving back. Expand your network by becoming a more civic-conscious chapter!



The Chance of a Lifetime: Running for State Office

Jacob Balog, Vice President of Leadership Development

DECA is what defines many of us. For those who want to take their experience to the next level, running for State Office is strongly recommended. Being a State Officer requires dedication, leadership, knowledge and a passion for DECA. Running for a State Office is one of the most beneficial things you can do for yourself, school, and community, it isn't all work and no play. You get to travel to so many places in the United States, meet new and interesting people, and develop leadership skills that will carry you throughout your life and your professional career.

Every life story needs a beginning, and yours starts with the application process. Visit www.mideca.org for the application form. There is also an officer candidate guidebook available for you there.

In your life story, there are chapters to your achievements. The first chapter is the screening process. The second chapter is the campaign at the State Career Development Conference (SCDC). After successfully completing the interviews, and demonstrating your public speaking and overall knowledge of DECA, you go to SCDC. There you will give a speech at the State Career Development Conference to Michigan DECA explaining why you should be elected a Michigan DECA State Officer.

Campaigning at SCDC can get a little competitive but everyone is in it to win it. Here are some useful tips to ensure your success:

- This is the time to be on your "A" game and show the masses that you are willing to throw yourself out there and connect with people.
- Make strong connections with people during your campaign can go a long way. Also, have friends there to help with your campaign booth, advertise yourself to the public.
- Show your creative side and catch the attention of people. These booths give a whole new perspective on the person under the suit and show who you really are.
- Stay true to yourself and be honest, it only benefits you. Connect with the population to improve your shot at winning a seat as a State Officer.

It feels like it was just yesterday when I was filling out my application to run for state office. Running for state office is an adventure all on its own. An adventure I will never forget. If you're truly passionate and enthusiastic about DECA, then we encourage you to log on www.mideca.org to find out more.



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A Field Trip that Counts

Sean Cope, Vice President of Business Partnerships

Attention DECA seniors! You have now reached that point in your high school career where you are either finished with, or wrapping up, all of those painful college applications. Now, as a reward for all of your hard work and determination, you have the opportunity to visit schools and pick which one fits you best. In this article, I am going to cover the importance of college visits, as well as how they can be fun and informative.

If you have not already started visiting colleges, then that time should be fast approaching for you. Different colleges offer specific privileges to prospective students. Some of you have already made up your mind and have a solid opinion on which university is your number one. However, I suggest you still look into other schools. I had my school chosen before I even started my senior year of high school, but after exploring other options I began to develop a better understanding of which school best fit my own personality.

There are a few things that you should do as a senior to get ready for college visits. Before you start skipping days of school to go on a road trip with friends or family, the first thing you should do is to look up your high school's policy on college visits. Most high schools give seniors the opportunity to be excused from classes for up to three college visits, which do not count towards absences.

The next thing you should do before planning a visit is to go online and look at the colleges you are interested in attending, if you have not already done so. All of the college and university websites will have valuable information for you to review and compare. Included on most sites are academic standards, college life, clubs and activities you can participate in, school size and much more.

Once you have explored your college options electronically, you will then get into the more interactive art of looking at colleges. I suggest that you talk to recent or current students of the universities and colleges you are interested in attending. Current students provide an insider opinion of the school and can tell you about the academic and social settings. Do not allow them to make your decision for you, but listen to what they have to say and if it still interests you, then take the next step for exploring your college options.

Once you find out your high school's policy, found interest in a school and talked to current students of the school, you can then begin to plan your visits. There are two options in which your college visits can fall under: an officially planned university college visit day with hundreds of students or an individual college visit that is not officially planned by the university. When you go, regardless of whether it is a student event day or a day that worked best for you, my suggestion is that you take a college tour. These tours give you a chance to look at the campus and to explore the dorms that you would not otherwise be allowed to see. Often times it is even possible to sit in on lectures or talk to professors in order to learn a little bit more about the academic setting. You may also have an opportunity for free food! It is possible to get access to the dining halls to try the food that you could be eating for the next four or five years!

The process of touring and visiting colleges can be an exciting and moderately stressful part of your senior year. To make the most of it and to make sure you do not have any regrets about your decision, it is best to keep an open mind. These visits allow you to see what fits your personality best and to see what the college truly offers. These trips can be fun and at the same time, helpful in making your best decision. I wish you well in finding a college or university that best suits YOU!



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