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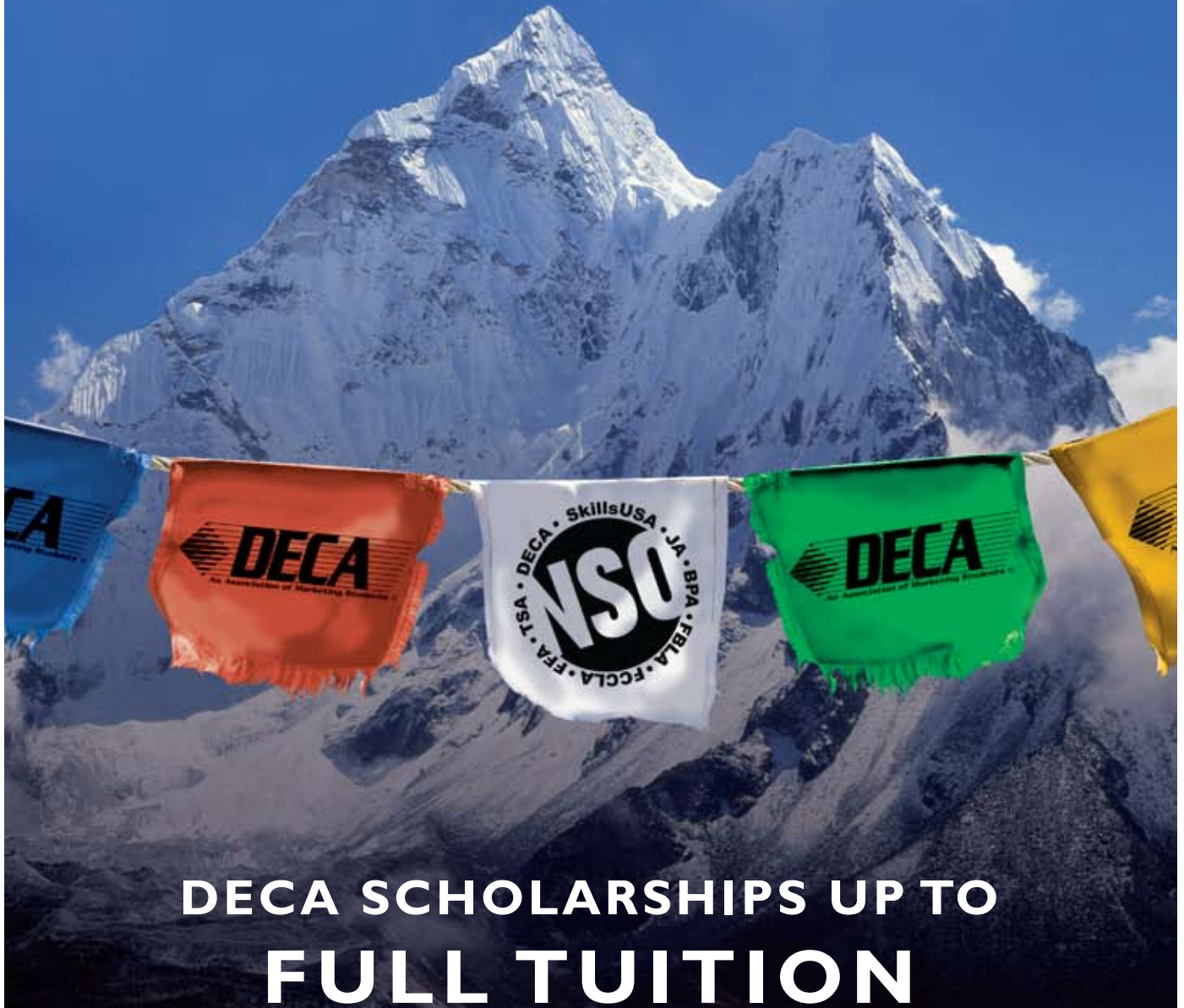
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DECA is REAL!

In addition to the networking, travel and all the fun you experience as a DECA member, you are most importantly gaining real experience that will provide you skills to be successful in your future careers. Many members think of DECA as an organization that will help them throughout high school, but little do they know, the skills they gain from DECA will always be with them. Let's take a look at a few of the different aspects of DECA and see how they relate to the real world.

School-based Enterprises

It may just seem like a requirement for your class, but it is an actual job! You are running a real profit-earning store. You experience entrepreneurship hands-on while choosing and designing products, selecting vendors, and performing and analyzing market research. You also learn about financing and testing your store's ability to make money, the true measure of its success. You also gain experience in administration and management while reviewing what works and what needs improvement. You can take all of these experi-

ences and skills with you to your next place of employment, giving you a head start.

Competitive Events

Competing in one of DECA's competitive events can prepare you for endless experiences. Whether it is obtaining extra knowledge you need to succeed in your marketing class or the business you work with, there are many things you get out of competition. As a co-curricular organization, DECA challenges you to apply what you learn in the classroom to real life business situations. You can gain knowledge both from preparing and studying for your specific event or business plan or from the actual role-play scenario and presentation itself. Experience what your chosen career choice will be like and challenges you may face. You have an opportunity to interact with corporate professionals and practice mastering that

tough interview. Competitive events are a great preview of what's to come.

Chapter Activities and Service Projects

Planning an event or activity may seem like somewhat of an easy task, but for those of you who have actually done it, you know exactly what I mean when I say, *it's not!* No matter what the case, we all usually run into some troubleshooting when trying to plan an event, but it only prepares us for a more successful outcome. The organization and responsibility that goes into planning an event for your chapter or a local fund-raiser in your community will be invaluable training. These experiences are great to put on your résumé and talk about during interviews to exemplify some of your real accomplishments.

Real-World Opportunities

Some of DECA's goals are to provide members with the opportunity to develop skills and competence for marketing and business related careers, build self-esteem, experience leadership, and practice community service, but you get so much more out of your DECA experience than that. Not many students can say they have seen what it is like to run a business from start to finish or what it is like to plan a successful charitable or service event to benefit their community. DECA's real-world activities make our programs so beneficial to you as a member. With these programs, you have the opportunity to take what you learn in class and translate those lessons into experiences that will benefit you throughout your life!

Best Wishes,



Ryan Dyck
National President
High School Division
decaryan@gmail.com



A group of five teenagers, three boys and two girls, are smiling and posing in formal attire. The boys are wearing tuxedos, and the girls are wearing formal dresses. The background is dark.

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Motivated, Multi-tasker

By applying the ideals of learning and leadership to your career, you can start your own business. Involvement in DECA is a great avenue for students interested in entrepreneurship, because DECA's programs give members a

detailed look at what it takes to create a successful business. Competitive events geared especially for entrepreneurship allow DECA members the opportunity to decide if entrepreneurship is the right path for them.

Recently, I read an article about 20 qualities that make a successful entrepreneur. The article, from www.wheronearth-group.com, made several

good points—one of them that “suc-

cessful entrepreneurs have characteristics that set them apart from other people.” As I continued reading, I started to think about characteristics that would make a successful entrepreneur. Keep reading to see which ones were listed on the Web site.

Do you think you have the qualities that will make you a successful entrepreneur? Take this quiz to find out!

1. Usually, when starting my English papers, I'm self motivated. No one has to remind me to complete the task at hand.

a. True b. False

2. Sometimes, when the outcome I am hoping for doesn't happen, I just give up.

a. True b. False

3. I am the most indecisive person I know—I can't even decide what type of pizza I want!

a. True b. False

4. I love to multi-task—and I'm still

able to get things done.

a. True b. False

You are on the road to entrepreneurship if you answered:

1. **True.** An entrepreneur must be self motivated. Without self motivation, ideas will never be implemented, projects will not be completed and people working around you will also lose motivation.

2. **False.** A successful entrepreneur must be able to accept the fact that sometimes things do not go according to plan. Although that idea may not be successful, the entrepreneur must be able to overcome failure and plan for the future.

3. **False.** If you are going to build a successful business, you must be able to make decisions quickly and carefully. Although all angles must be considered, a successful entrepreneur should be willing and able to make decisions and stick with them.

4. **True.** Multi-tasking successfully is a key to entrepreneurship. At one time, an entrepreneur may have many different projects being started and finished and must be able to handle it all!

When it comes to entrepreneurship, there are many opportunities and resources throughout DECA to get started. I encourage you to visit the DECA Web site, www.deca.org, or talk with your advisor about how to take the next step to success!

Julie Laven

Julie Laven
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Mark Your Calendar!

November 2009

- 6–8 North Atlantic Region Leadership Conference, Buffalo, NY
- 6–10 Entrepreneurship Education FORUM, Norfolk, VA
- 12–14 Western Region Leadership Conference, Reno, NV
- 13–15 Southern Region Leadership Conference, Orlando, FL
- 15 High School online membership and dues deadline
- 16 Copy due for January/February DECA *Dimensions*
- 16–22 Global Entrepreneurship Week
- 18–22 New York Experience Conference I, New York City, NY
- 19–21 ACTE Annual Convention and Career Expo, Nashville, TN

- 20 Virtual Business Challenge I ends
- 23 Sports and Entertainment Marketing Conference deposit due

December 2009

- 2–6 New York Experience Conference II, New York City, NY
- 4–6 Central Region Leadership Conference, Minneapolis, MN
- 9–13 New York Experience Conference III, New York City, NY
- 16 Sports and Entertainment Marketing Conference final registration due
- 17 Deadline for Honorary Life Membership and Outstanding Service Award Nomination Packet
- 18 Stock Market Game ends
- 29 Virtual Business Challenge II ends



Discover the Many Rewards of Fresh-Baked Cookies!

Scholarship Rewards

Otis is proud to sponsor 11 new scholarships for chapters that run school stores (SBEs). Download the scholarship application at www.DECA.org/schol.html.

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- 3 - \$800 Awards to advisors who manage school stores
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Otis will also continue to offer five \$1,000 scholarships to senior officers as part of the DECA scholarship program.

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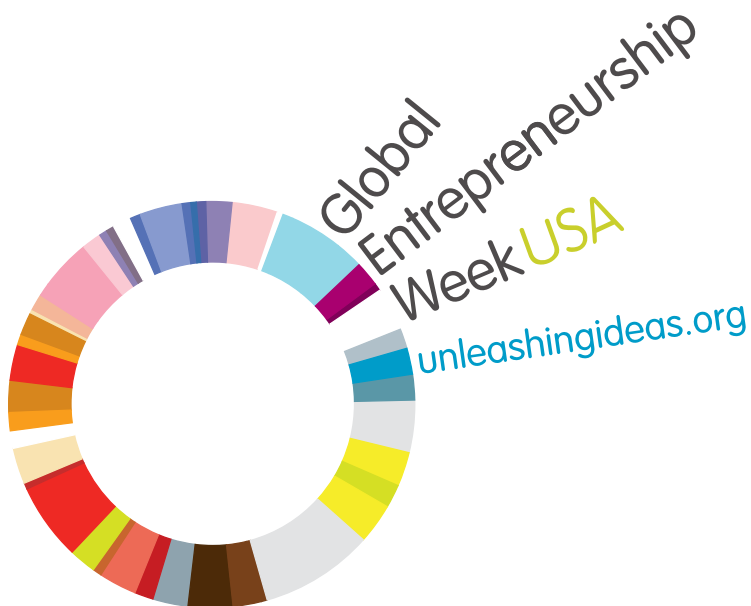
A New Imperative: We're Now An Entrepreneurial Nation

by Jonathan Ortmans
President, Global Entrepreneurship Week

When the DECA chapter at tiny **Wellston High School** in Oklahoma got involved in Global Entrepreneurship Week/USA (GEW) last fall, they planned to simply sell a few batches of cookies and donate the profits to breast cancer awareness. However, response to their endeavor was so high that by the end of GEW, the students expanded their merchandise to pretzels and muffins. They earned \$500 for their chapter, donated \$2,000 to breast cancer awareness and picked up a host of business skills along the way.

Similar discoveries were made in Montana when **Sentinel High School DECA** members participated in the Montana Manufacturing Extension Center conference.

"Being able to have my students network with small business owners involved in local manufacturing activities was a great experience for the students," said Mark Hartman, DECA chapter advisor at Sentinel.





Global Entrepreneurship Week/USA is a world-wide campaign to inspire youth around the world to start something different and think big. While there is no shortage of challenges facing the world, there is also no shortage of ideas to solve these challenges. The task is encouraging minds to unleash these ideas, and that is where GEW steps in.

High schools, universities, community organizations and individual volunteers around the country help organize events during the week—November 16–22, 2009—that encourage youth to think with an innovative and entrepreneurial mindset. Last year's GEW involved more than 1,800 events in the United States alone that were attended by more than 140,000 people. They ranged from a discussion on hip-hop and entrepreneurship in Kansas City, to a Mentoring Madness session at the New York Stock Exchange, to a seminar at the University of Illinois in Champaign, Ill. All of this took place against the backdrop of a global movement to inspire entrepreneurship

that engaged 77 countries.



DECA once again joins Global Entrepreneurship Week/USA as a 2009 global partner in this endeavor. Individual chapters can get involved by signing up as a partner. By doing this, chapters can offer DECA members a chance to interact with people all over the world. DECA members can connect with people who are interested in sharing ideas and experiences through mentoring, networking, virtual forums and more. Fostering these connections and skills is vital to teaching the next generation of entrepreneurs.

"There is a cultural change in big corporations," said Ed Davis, executive director of DECA. "Kids have to be entrepreneurs about their careers. Even kids that go to one company have to exhibit that entrepreneurial sense, because they're not going to stay there forever. They have to figure out what they can use from that experience. I think entrepreneurship can really help develop that skill set."

Global Entrepreneurship Week/USA activities are designed to encourage youth to use their creativity by challenging them to think outside of the box. Be part of a global movement. Consider how you will participate in this year's Global Entrepreneurship Week/USA. ♦

To sign-up as a partner, visit www.unleashingideas.org/usa.



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Create value from nothing in the Global Innovation Tournament

Hundreds of students from throughout the world are gearing up to compete in a most unusual global competition: they will have just eight days to create as much value as possible from a common, world problem and convey their results in a short video posted to YouTube. Conducted by the Stanford Technology Ventures Program (STVP) at Stanford University as an official activity of Global Entrepreneurship Week, the competition

music, entertained, helped the disabled, made political statements, educated children and more.

Hundreds of institutions in dozens of countries have participated in the competition since its inception. DECA chapters are encouraged to conduct the competition in their respective areas and submit their winners to STVP, which will then coordinate global judging. The local winners in most locations will be announced during Global Entrepreneurship Week, Nov. 16–22, and global winners will be announced online on Thursday, Dec. 3, at www.unleashingideas.org.

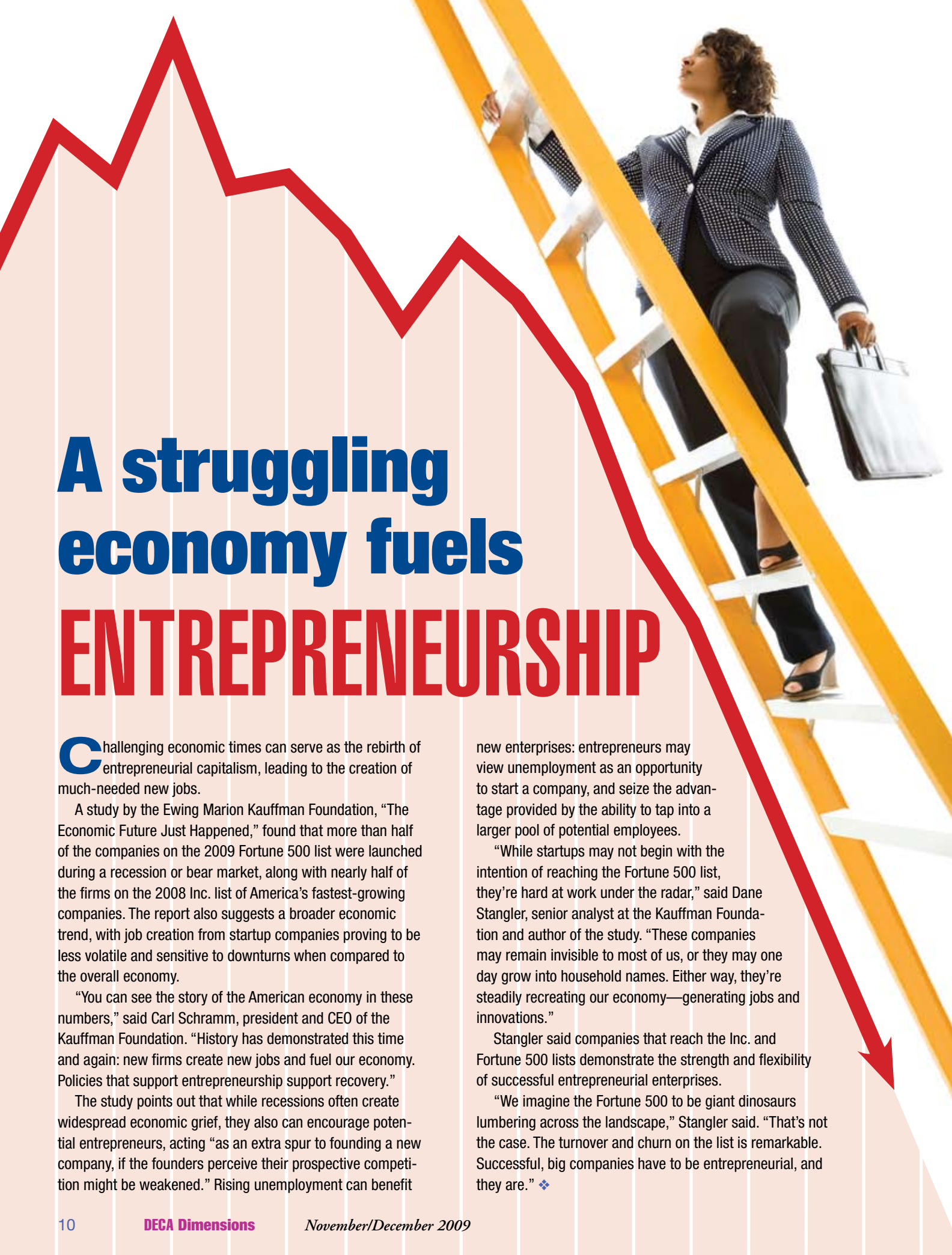
“This is the fourth time we’ve run this competition, and the results are always astounding,” said Tina Seelig, executive director of the Stanford Technology Ventures Program and creator of the competition. “An event like this demonstrates just how much entrepreneurial potential there is among our young people and how much they are capable of achieving when inspired to create value.”

Get started today at www.unleashingideas.org/tournament. You can view last year’s winners as well as all global submissions. ❖

encourages students to work in teams, challenge assumptions, seize opportunities and be creative. Most of all, it gives them a taste of what it’s like to be entrepreneurial by creating value while working with constraints, such as limited time and resources.

Past versions of this competition involved common, everyday objects, rather than world problems: Post-It Notes®, rubber bands and water bottles. Teams invented products, raised and donated money, composed





A struggling economy fuels ENTREPRENEURSHIP

Challenging economic times can serve as the rebirth of entrepreneurial capitalism, leading to the creation of much-needed new jobs.

A study by the Ewing Marion Kauffman Foundation, “The Economic Future Just Happened,” found that more than half of the companies on the 2009 Fortune 500 list were launched during a recession or bear market, along with nearly half of the firms on the 2008 Inc. list of America’s fastest-growing companies. The report also suggests a broader economic trend, with job creation from startup companies proving to be less volatile and sensitive to downturns when compared to the overall economy.

“You can see the story of the American economy in these numbers,” said Carl Schramm, president and CEO of the Kauffman Foundation. “History has demonstrated this time and again: new firms create new jobs and fuel our economy. Policies that support entrepreneurship support recovery.”

The study points out that while recessions often create widespread economic grief, they also can encourage potential entrepreneurs, acting “as an extra spur to founding a new company, if the founders perceive their prospective competition might be weakened.” Rising unemployment can benefit

new enterprises: entrepreneurs may view unemployment as an opportunity to start a company, and seize the advantage provided by the ability to tap into a larger pool of potential employees.

“While startups may not begin with the intention of reaching the Fortune 500 list, they’re hard at work under the radar,” said Dane Stangler, senior analyst at the Kauffman Foundation and author of the study. “These companies may remain invisible to most of us, or they may one day grow into household names. Either way, they’re steadily recreating our economy—generating jobs and innovations.”

Stangler said companies that reach the Inc. and Fortune 500 lists demonstrate the strength and flexibility of successful entrepreneurial enterprises.

“We imagine the Fortune 500 to be giant dinosaurs lumbering across the landscape,” Stangler said. “That’s not the case. The turnover and churn on the list is remarkable. Successful, big companies have to be entrepreneurial, and they are.” ❖

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Groundwork

Creating a Business from the Beginning

Most high school students have plenty going on in their daily schedules between schoolwork, sports and after-school jobs. This leaves little-to-no time for themselves. Moore High School (Norman, Okla.) senior Christa Caho, however, has created her own balance of school, work and personal growth through her daily work with 1,000 pound animals.

A DECA member, Caho is the owner of Git-R-Done Groundwork, a start-up business that offers personal horse training and groundwork for pasture horses. Groundwork is essentially the development of trust and respect between riders or owners and the animal.

"Driving around Oklahoma, and Norman specifically, you'll see so many beautiful horses who look bored and sad, and I knew I had the ability to change that," said Caho.

She grew up with and around horses, and with a mom who rode horses on a track to exercise them, it seemed natural that Caho would work closely with them, too. Her family owned horses, and Caho broke her first colt at 14.

"We got him when I was 12, and after I broke him, I trained two horses for our neighbor. That's really how it started for me," she said.

That neighbor spread the news of Caho's work to others in need of groundwork for their horses, and a new business was

born. The name, in fact, was from a motivational sign Caho had in her room.

Over the past four summers, Caho has volunteered at the Cross Timbers Equestrian Center in Norman. In exchange

for her work at the center, she was given jumping and dressage lessons, a technique where the rider uses slight movements to control the horse. "I'd get dropped off at 6:30 a.m. and just work the entire day until my mom picked me up," she said.

Her time, experience and love for horses has been the easy part of starting her business; learning how to operate a business while finishing



high school is the tough part. Caho attended a tour of Moore Norman Technology Center (MNTC) during Tech Tours with her high school, and instead of visiting three areas of interest, she remained fixated on the small business entrepreneur class.

"Right away I felt that I belonged in this class. I knew it was the way I'd learn how to really make my business idea happen," said Caho. Her morning hours at MNTC now count toward elective hours on her high school schedule, and she said she loves "starting off each morning the right way."

The class, which is available to high school juniors and seniors and adult students, has already given her the foundation she believes will last a lifetime.

"I've learned how to truly work with clients and listen to their



needs over just telling them what I can offer. It also becomes more like a working friendship and relationship with the horse owners for me," she said.

One of her toughest skills was developing a cost list and then sticking to it.

"In the beginning, I'd befriend the client and lower my costs because I either really liked the person or their horse. I learned quickly that's not the best way to do business. Now I set the price and we sign contracts together," Caho said.

While still in the beginning stages of business, Caho markets her services through an online horse trainers Web site, word-of-mouth and information cards and fliers at feed stores such as Atwoods and Tractor Supply Co. She just recently launched a new Web site to promote her services.

Clients trailer their horses to Caho's land for the 30 or 60-day training time. During that time, she establishes a working trust relationship with the horses before riding them.

"I do a lot of the work in our round pen and then get them saddled up pretty soon after that. It's like art to me; you get a horse you've never met and they're so scared and don't know what to expect, and over just a few weeks they develop trust in you and will do work for you. I love it," she said.

This past year, Caho competed in DECA's Entrepreneurship Participating Event.

Long term, Caho would like her business to become her primary job, but has also considered committing to a school of veterinary medicine. "It's hard to imagine everything working out at this point; I feel like I'm already trying to do so many things at once, and I'm just a junior in high school," she said. ♦

Turning a



Into a

Reality

By Christopher Young

Michele and Brandon Spry always knew they wanted to do something on their own—yet together. “We didn’t know, however, that our dream would turn into reality years down the road,” said Michele. The Sprys own Midway Electric, Inc., a small business in the heart of America where the customer is the number one priority.

When the electrical company Brandon was working for closed, he and Michele opened Midway Electric, Inc. “When we originally started out, there were two guys and a van,” Michele said.



With a free-standing building, 14 employees and eight years of ownership, they are now at the helm of a quickly-growing company that was recently named the Columbia (Mo.) Chamber of Commerce’s 2009 Small Business of the Year. Midway Electric, Inc. also received a Blue Ribbon Small Business Award from the U.S. Chamber of Commerce.

Combining their strengths, Michele manages the business operations as the company’s president, while Brandon brings the required electrical expertise and project management skills

as the vice president. With a shared vision, the two focus on taking care of their customers and their employees.

“We do anything and everything we can to make the customer happy,” said Michele, referring to their practice of providing their customers options, identifying immediate vs. long-term solutions and simply “treating people as you want to be treated.”

Just as much as the company is about its customers, it is also about its employees. “Midway Electric, Inc. is its own family,” Michele said. “You have to take care of your employees just as good as your customers.” They support each other during the good times such as weddings and births, the difficult times such as funerals, and even perhaps the strangest times such as celebrating their receptionist’s Chihuahuas’ appearance in a Disney movie.

Getting Started

“You have to find someone who believes in you,” said Michele who is a firm believer that any entrepreneur needs a good banker, attorney and accountant. “They work to keep you out of trouble, but they also know your capabilities,” she said.

Since 1998, the Sprys have worked with the same bankers, who pushed them to write a business plan that mapped out the most immediate challenge—the first week in business—to five and ten years down the road. They conducted marketing research, determined goals and objectives and reviewed the “worst-case scenario.”

“If you plan for the worst-case scenario, you’ll be fine,” she said noting that not every day was easy and there continue to certainly be challenges.

Building Clientele by Setting Yourself Apart

The key to Midway Electric, Inc.'s increasing customer base was determining its differentiating element—a commitment to customer service. Although there are many residential and commercial electrical companies, Michele feels none of them offer customer service similar to Midway Electric, Inc. They provide their cell phone numbers to their customers and tell them to call them any day, any time.

As Midway Electric, Inc. became more successful, they hired additional employees and Michele started working full time. Instantly, she became the company's brand by volunteering in the community, networking with industry and making key contacts. Rather than spending money on vast print or broadcast advertising activities, Midway Electric, Inc. relies on word-of-mouth of satisfied customers, one telephone directory advertisement, and strong name recognition through participation in community events.

Most recently, the Sprys were featured in one of Hawthorn Bank's advertisements as part of the bank's campaign to show their support of local businesses.

Moving Forward

Midway Electric, Inc. keeps growing but never forgets its roots. "We realize we are a small business," Michele said highlighting that certain things work for larger companies that won't work for small businesses.

"You have to figure out new ways to do old business," said Michele, who most recently launched a fan page on Facebook to complement their value-oriented Web site.

Additionally, through participation in the Small



Brandon and Michele Spry, owners of Midway Electric, Inc., were recently spotlighted in an advertisement for Hawthorn Bank.

Business of the Year contest, the Sprys learned techniques and ideas from fellow finalists. The networking and researching about new trends in the electrical profession for small business owners is important, Michele said.

Shaping the Future

Michele realized through DECA that she aspired to be in a management and ownership position, and she enjoys encouraging today's students to find their strengths. She volunteers annually as a DECA competitive events judge to help influence the next generation of leaders and entrepreneurs.

"DECA puts you in a position to think like an owner or manager at a early age," Michele said. "I always thought I was more of a leader rather than a follower, and DECA confirmed that." ♦

Michele Spry was a marketing and cooperative education student and DECA member, and her husband, **Brandon Spry**, was a cooperative education student at Hickman High School in Columbia, Mo.

Here are Michele's five tips for starting a business:

1. **Create a business plan.** Think about your niche market, your employees, and the timeline. Are you going to still love what you are doing 20 years from now?
2. **Search to find the best banker, accountant and attorney.** Ask other business owners for recommendations, and do your own research. These three people are going to know everything about your business so you must trust them.
3. **Get involved in organizations and your community.** Seek opportunities that match your interests and will mutually benefit your business. Your local Chamber of Commerce is a great place to start.
4. **Surround yourself with positive people.** Of course you want to hear good things, but you also need constructive criticism so you can modify and expand your business.
5. **Never give up!** Every business goes through difficult times and you might ask "Why did I do this?" You did it because it was your dream. Business owners learn something everyday and must be receptive to change. There is no manual for owning your own business—be creative, adopt a positive attitude and get the right people on your team!



Inspiring International Entrepreneurship

After discovering that more than 25 percent of all businesses in their city were owned by minority residents and noticing an increase in minority students and DECA members, three members of **Fairfax (Va.) DECA** developed the International Entrepreneurship Career Day.

To inform English for Speakers of Other Languages (ESOL) students at Fairfax High School about the entrepreneurial opportunities available in their own community, project leaders Valerie Cartagena, Preeti Deol and Joe Riley-Ryan enlisted the help of the ESOL community.

During the planning stages, they asked ESOL students in DECA to promote the International Entrepreneurship Career Day to their classmates. Their contributions and suggestions for the career day

engaged them in chapter activities and created a strong, diversified event.

With the assistance of their DECA advisors and Tim Hoffman, director of ESOL programs, Cartagena, Deol and Riley-Ryan identified key messages, activities and participants.

The 90-minute event—held trailing on the successful Global Entrepreneurship Week in November 2008—provided an overview of the definition of entrepreneurship

and then encouraged ESOL students to visit stations in small groups.

At the stations, students participated in personality assessments, an entrepreneurial vocabulary game, a discussion with an entrepreneur and a “create your own business” activity. During the “create your own business” activity, the participants identified products and services and created print advertisements.

A guest entrepreneur and owner of Nina’s Housecleaning Services, Olfeina Valerncia shared her insights on the demands of owning a successful business—the long hours, hectic schedule and the necessity of problem solving skills.

Born in El Salvador, Valerncia answered many questions about

her personal background as well as general business ownership during small group discussions.

“It was inspiring for my students to see someone like them who is successful, because it made them believe that they could be successful too,” said Deborah Pettit, ESOL teacher at Fairfax High School.

A follow-up survey of participants indicated that more than 73 percent will strongly consider an entrepreneurial career.

“I found that it was a rewarding event for all involved, a valuable experience, and I hope it continues annually,” said Hoffman.

Their activity earned Cartagena, Deol and Riley-Ryan third place in DECA’s Entrepreneurship Promotion Project event at the International CDC in Anaheim in May 2009.

“Educating the ESOL students about entrepreneurship is very important because it inspires and motivates them to work hard in school and take advantage of the DECA opportunities afforded to them in the field of entrepreneurship,” they said in their written entry. ❖

Interested in Entrepreneurship?

While many of DECA’s competitive events embody the entrepreneurial spirit, these competitive events focus primarily on starting your own business.

Entrepreneurship Participating Event-Independent
Entrepreneurship Participating Event-Franchising
Entrepreneurship Promotion Plan Event
Entrepreneurship Written Event
International Business Plan Event
Internet Marketing Plan Event
Learn and Earn Project Event

For event guidelines, visit
www.deca.org/celisting.html.



ABOUT THE PROJECT

bataFILMS and DECA are proud to announce the launch of our Entertainment Marketing Project! This project provides DECA advisors an exciting new partner for teaching entertainment marketing. It provides students actual entertainment products around which they can apply their classroom learning and compete! The Project also operates as a fundraiser for chapters - the more you learn, the more you sell; the more you earn!

For more information visit: www.bataFilms.com

PROJECT OVERVIEW AND TIMELINE

This project presents an entirely new vision for entertainment marketing and bataFILMS views project participants as our partners in this new vision! Participants will be official licensees of our products and direct contributors to the refinement of our business model. Participants and advisors will have access to proprietary research and analysis that will give you unique insight into this dynamic industry and help you to develop a winning plan.

Stage One: Submit Your Entertainment Marketing Plan Online by Oct. 30th

Stage Two: Execute Your Plan and Track Results Until March 30th

Stage Three: Evaluation and Recommendations due April 7th

FUNDRAISING OPPORTUNITIES

\$2.00 profit on every theatre ticket sold!

\$4.00 profit for every DVD sold!

Additional profit from other merchandise- TBA

BATAFILMS DIRECTOR'S CLUB PRIZE

Primary Advisors for the top three teams' - from both the Theatrical Release and DVD Only Markets - and the Association Advisors from the top 3 selling state/provincial associations will become a Charter Member in the bataFILMS Director's Club. Club Members (and their spouse/guest) will be bataFILMS' guests at the San Diego Comic-Con International Independent Film Festival, July 22-25, 2010.

ABOUT THE FILM

The Entertainment Marketing Project revolves around bataFILM's first full-length feature comedy, *The Strip* to be released in select theaters on December 4th, 2009. *The Strip* is a PG-13, character driven comedy dissecting the lives of five employees of a low-end electronics chain called Electric-City. The employees find creative ways to stave off boredom and their impending adulthood.

View our Trailer at:

www.thestripthemovie.com



bataFILMS



ETHICS

and the

Entrepreneur

By John Stiles, Western Region Vice President

Every day, hard working Americans open their own business for the first time. There is always the chaos in start-up concerns such as hiring and legal issues. As an entrepreneur myself, I understand the importance that these early decisions and their implications in the function and ultimate success of a business.

However, I also believe that sometimes other important factors get lost in the transition into the business world. *Ethics* and *morals* usually sit on the back burner to other more prevalent and time relevant paperwork and decisions. Experience has taught me that if you have only one thing once you establish your business, it better be *ethics*.

Operating a business without ethics is like riding a bike without foot pedals and can lead you to a situation from which you can never recover. Ethics determines the perception of that business in the community. That perception is often based on the business's policy on customer service, and how they treat their staff and vendors.

This touchy issue of business ethics has been around for years. The common question is: How can we have a universal business ethics code when this issue is clearly based on personal behavior and decisions? The answer is simple. Ethics involves your participation in the community, how well you handle your staff, the ease of doing business with you and other manageable issues. Almost every decision made in a business should have an ethical backing or reasoning. If it does not, the results and repercussions could be detrimental to your success.

Much like we learned in elementary school: always follow the golden rule, and you will be fine. This principle, however, only goes so far. When you break down ethics and morals, it seems simple, right? Wrong. Every day business owners and entrepreneurs are faced with a decision that has an ethical ramification. As a busi-

ness owner, it becomes difficult to make these decisions, as someone inevitably comes out on the losing end of the decision.

This brings about another question that many business owners have. How do you justify an ethical decision when the outcome still harms someone? The ethical decisions that you make will often times not be backed by statistics and research, but rather a personal "gut feeling" about the right thing to do in the situation. You still have to sleep at night. Looking at yourself in the mirror and justifying a decision can often times be difficult, but as you grow as a leader and a person, this becomes easier and easier. Behind every ethical decision should be a lesson to be learned on your behalf or others affected by the decision.

So how do ethics and entrepreneurship tie into DECA? Think of DECA as your company. This is an international chain with representatives at the local, state, and international levels. Think for a moment what DECA would be today if it did not stand for ethics and morals? It would likely lose the support and shine that it has now. DECA has allowed us to expand our knowledge in ethics through social intelligence, community service, competitive events and more. It has allowed us to grow as members of both the business and civic communities.

You cannot learn ethics in a textbook or from a television show. This is something that you apply and grow within your everyday life. Making your life and your business the best that it can possibly be through integrity, perseverance, honesty, and ethics will be the light at the end of your tunnel and the key to your business success. ❖

John Stiles owns and operates Stiles Lawn Care. Opened in the spring of 2005, this company has grown from one account to a client base of 170 while supporting the community along the way. Recognized nationally by the Young Entrepreneurship Foundation and Junior Achievement, Stiles Lawn Care is now a NFIB member.

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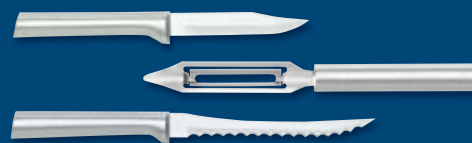
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Fund Raising



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DECA Members Turned MOGUL



What do cupcakes on a stick, a live support help desk, a Web hosting server and a music mixing station have in common? These are each the foundations of businesses owned by DECA members. *Dimensions* interviewed four aspiring moguls who have already launched their own businesses—complete with business plans, customers, products or services and payroll. They share with you their insights into the challenges, rewards and futures of their businesses.

If you are an aspiring entrepreneur, visit these Web sites for more information about starting your own business as well as scholarship opportunities.

International Franchise Association Educational Foundation, Inc.
www.franchise.org

National Federation of Independent Business www.nfib.com

National Foundation for Teaching Entrepreneurship
www.nfte.com

Young Entrepreneur Foundation

www.nifb.com/YoungEntrepreneurFoundation

Daniel DeLong Telvisio Solutions www.telvisio.com

With a knack for computers and an entrepreneurial passion for making a sale, Daniel DeLong of Wisconsin had employed 12 support technicians by the age of 14. After guidance from a



mentor, Daniel founded Telvisio Solutions in 2005 to provide customized help desk and support services through channel partners. By standardizing operations for fielding live support calls, Telvisio lowers the cost of service and improves customer satisfaction for its clients. Daniel earned top 10 honors in the Internet Marketing

Management Team Decision Making Event at the International CDC in 2009.

What has been the biggest reward in operating your own business?

When I initially started working, my incentive for operating my own business was the paycheck. Today, my biggest reward

for operating Telvisio is knowing that we put people to work every day—parents raising families, students continuing their education and others paying off loans.

What is the best lesson you have learned in operating your own business?

I have learned a lot about taking business risks. In fact, I highly encourage high school students to take the risk of starting their own businesses while in school. Students can afford to take more business risks with a significantly lower price to pay if an idea fails. After all, the great majority of teenagers do not have a family to feed or a mortgage hanging over their head.

What advice do you have for aspiring teen entrepreneurs?

1. Create personal and academic goals.
2. Take your ideas to people you trust and ask for feedback.
3. Measure your results. Do the things that work, and stop doing the things that do not.

How did your participation in DECA influence your operations of your business?

Through competition, I have improved my ability to present new ideas to people I have never met, and through chapter workshops, I have learned unique leadership and team-building skills that I can bring back to Telvisio and apply right away.

Jessica Cervantes
Popsy Cakes
www.popsycakes.com

After discovering the biggest drawback to cupcakes is their messiness that leaves frosting all over the hands of children and



then on sofas, walls and floors, Jessica Cervantes invented Popsy Cakes. A Popsy Cake is an enhanced cupcake on an edible cookie stick. Jessica's innovation won her the National Foundation for Teaching Entrepreneurship's national business plan competition, beating 25,000 of her peers. Because of her leadership and entrepreneurial talents, Jessica was also tapped to be the founding president of the John A. Ferguson High School (Florida) DECA chapter.

then on sofas, walls and floors, Jessica Cervantes invented Popsy Cakes. A Popsy Cake is an enhanced cupcake on an

What motivated you to start your own business?

Becoming an entrepreneur signifies that I have the freedom to become everything I can for myself and realize my full potential. Taking notice of the national craze for cupcakes and my own passion for baking, I decided to create a business that incorporated both aspects.

What is the best lesson you have learned in operating your own business?

First, I have learned that time management is crucial to the success of business. We are only given 1,440 minutes a day. Secondly, I have learned to value customers and their needs. Making a profit is important as long as I don't diminish the quality of the product that the customer is purchasing.

What are your future plans?

Imagine having a Popsy Cakes store right next to every Starbucks across the world. Amazing!

Dave Buono
DJ Buono

If you're looking for Dave Buono on the weekend, chances are very good that you'll find him deejaying in Massachusetts. After all, he has spent seven of 10 weekends the past five years working. His father, a radio personality, introduced him to the industry at the age of nine, and Dave instantly pieced together a small deejay system in his bedroom. He now has three professional systems and 10 employees.

What has been a challenge in operating your own business?

A disc jockey is responsible for about 85 percent of an event's success and is one of the biggest and most important investments of the night. Being so young, people associate my age with inexperience, and it's my job to prove to them that my company is not only just as good—but better—than our competitors.

What has been the biggest reward in operating your own business?

I have forced myself since the age of 10 to work with adults. I may be performing for a group my age, but in most cases, my contract-signing clients' ages range from early 30s to late eighties. I can't act like a typical 18-year-old in this setting. Since most of my childhood was devoted to creating this company, my level of maturity has skyrocketed. Today, I'm as comfortable speaking with a bride about the most important day of her life with ease and maturity as I am talking to my friends about last night's Red Sox game.

What advice do you have for aspiring teen entrepreneurs?

Time is money. Operating a business is a full-time job, whether you want to believe it or not. Each and every day there is something that must be done in order to keep records up-to-date and staff and clients informed.

What are your future plans?

I plan to expand operations to more employees with larger events. My dream after college would be to own my own nightclub. This industry is highly competitive. Anybody can buy a boom box and call himself or herself a deejay, but it takes countless hours of practice and dedication to perform the perfect mixes. You must have the ability to read a crowd and know your music.

How did your participation in DECA influence your operations of your business?

DECA provided me with a real-life view of how businesses operate. The courses that I took involving DECA only further provided me the knowledge to excel in every area of running my business—especially ones that I was weak in. My DECA advisors helped me so much and used my business for in-class examples. This was incredibly helpful experience as I was able to put theory into practice not only in the classroom but right into my business.



Zach West

Zach West Web Design and West Way Hosting

www.zachwest.com

It might be 9 p.m., but Zach West may be answering e-mails in his virtual office in New York. With little start-up financing needed, Zach started a Web design business that has transformed to offer more comprehensive Web marketing and host-



ing strategies. As a participant in DECA's Entrepreneurship Participating Event, Technical Sales Event and Internet Team Decision Making Event during three-years of membership, Zach has attained skills that perfectly align with his growing company's operations.

What motivated you to start your own business?

My motivation was my passion for success, my web development and graphic design skills, and, of course, my undying dedication to entrepreneurship. My journey to success did not

come easily; it was an arduous planning and learning process that began in middle school when I first began to develop my skills and knowledge about graphic design software. In time, I combined my internal entrepreneurial drive with that knowledge and began to develop a concept for a business. Like most ideas, this plan did not take shape overnight, but crystallized over time as I determined exactly how I wanted my business to run.

What is the best reward of owning your own business?

I am always in charge of what I do and when I do it. I have created not only a business entity but also a lifestyle of sorts—one that comes with advantages. Being an entrepreneur has given me the ability to balance my academic, business and personal life in a way that would not be possible otherwise.

What advice do you have for aspiring teen entrepreneurs?

Find your own place and find something you enjoy doing. Follow your intuition and do something you are absolutely happy with.

How did your participation in DECA influence your operations of your business?

Without DECA, my business started out more computer-related as I was mostly building Web sites. Now, I have expanded my business and do more marketing and consulting. DECA has also helped me in college, because everything we are doing in class, I know already because of DECA.



NORTHWOOD UNIVERSITY

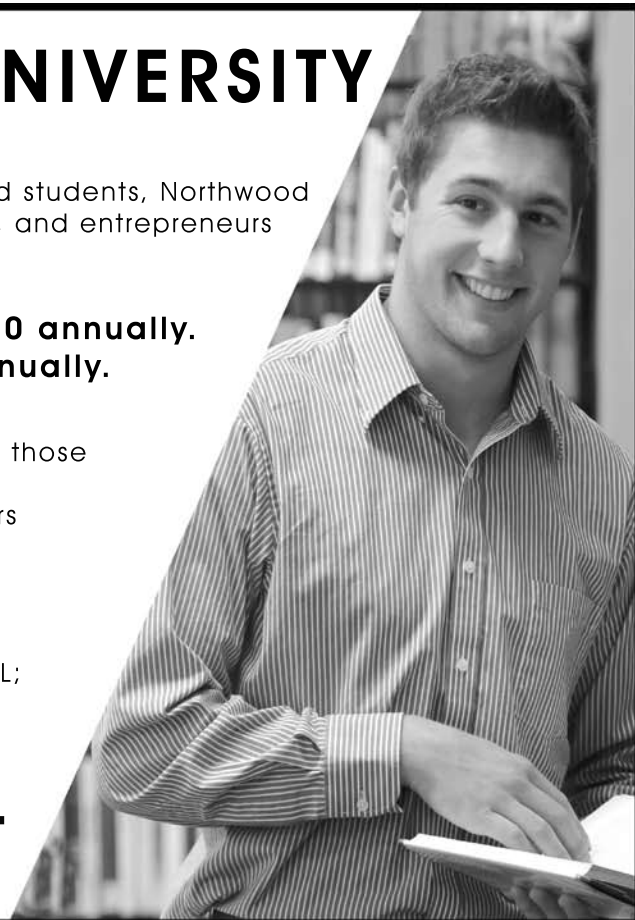
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Striving for Success

Larry Sablosky, senior executive vice president and co-founder of Finish Line, shares 10 strategies for achieving success.



Sometimes people get very lucky to be in the right place at the right time, and I feel as though I am one of those people. Luck does play a role. However, I believe that the harder you work, the more effort you put forth, and the more diligent you are every day, the luckier you will be. As I look back over my career at Finish Line, I had some very specific theories on which I based my actions.

1. There is no substitute for hard work.
2. Go to work with the attitude that each day you will learn something; use what you learn, and improve your performance.
3. Be a leader; set an example, and teach what you expect. If you do, people will rally around you, do what needs to be done, and understand why they are doing it.
4. Be a positive part of the team. It is important not to be perceived as superior to the rest of the employees. If the employees feel you are part of the team, they will support you instead of fight you for success.
5. In our business, like so many others, every decision you make should have the best interest of the customer in mind. When you understand the customer is the one who pays the rent, overhead, and your salary, you will likely make the proper decisions.
6. Understand your concept. If you do not have a concept, you will not be able to effectively market to your customer. Understanding who and what you are will enable you to merchandise, market, display, and sell your goods effectively.
7. Be creative and be a trendsetter with your ideas. If you continually copy what your competitors are doing, the best you will ever be is number two. Take a chance and try new and exciting ideas. Some will not work, but don't consider that a failure. Pick yourself up and try again. That indicates a winner.
8. Treat people with dignity. When you treat people with respect, it is amazing how much harder they are willing to work toward your common goals.

9. To follow #8, be honest and forthright, and shoot straight with people. Even though it might seem easier to soften your comments to people, the honest and sincere approach is more effective in the long run.
10. It wasn't until after I stopped working full time that someone asked if I had a management philosophy. I had to think about how I had approached my business. I ran my part of the organization with the goal of putting people in the frame of mind to do what I wanted done. Not to do what they wanted done and not to have to do what I wanted, but to want to do what I wanted done. It was a culture I was trying to breed at Finish Line, and with the help of my partners, I think we accomplished that goal. ♦

Present to Finish Line executives at their world headquarters!

Finish Line and DECA are pleased to announce our latest partnership—the Finish Line Challenge. In this innovative real-world activity, DECA members in teams of one to three will conduct research studies at Finish Line retail stores, develop recommendations for improvement, and turn their findings into a five-minute YouTube video.

The top three teams will be flown to Finish Line's corporate office in Indianapolis, Indiana, to present their findings and ideas to corporate executives. The overall winning team will receive a travel prize to cover that team's expenses to the ICDC in Louisville, Kentucky.

The deadline to post video entries to YouTube is November 30, 2009, so don't delay!

For complete guidelines, visit www.deca.org/finishlinechallenge.html. Eligibility to attend the international conference is determined by the state/provincial associations, based on their policies.

DECA chapters raise \$425,000 for MDA®

Representing the hard work of DECA members across the nation for 2008-2009, Ryan Dyck, DECA National President, presented a check for \$425,000 to Muscular Dystrophy Association youth ambassador, Luke Christie, on the Jerry Lewis MDA Labor Day Telethon.



From left, Alex Givan, Stacy Michas and Evan Barrett, the first place ICDC Community Service Project event winners from Cherry Creek (Colo.) DECA, joined Ryan for the presentation.

Setting the Pace

Waynesville (Mo.) DECA netted the largest contribution by a single DECA chapter last year. Waynesville DECA members Helen Hackney and Danielle Short, pictured with their advisor Peggy Arnold and Luke Christie, MDA's youth ambassador, presented a \$27,783 check during the Jerry Lewis MDA Labor Day Telethon.



Take Your Entrepreneurial Spirit to College

When you go to college, plenty of entrepreneurial opportunities will be waiting through **Delta Epsilon Chi**, the college division of DECA. Delta Epsilon Chi's International CDC offers competitive events, activities and workshops focused around entrepreneurship.

The Entrepreneurship Challenge, sponsored by the International Franchise Association Educational Foundation, Inc., encourages members to effectively execute opportunity identification and assessment—the process of how to identify opportunities in the marketplace and then assess their basic feasibility. Scholarships are awarded to the winning teams.

The Entrepreneurship Event awaits as well as a dynamic speakers series of entrepreneurial experts in Delta Epsilon Chi's premier academies.



DECA Delta Epsilon Chi

Delta Epsilon Chi has more than 200 chapters at two-year and four-year institutions across the United States and in Canada. Visit www.decacollegeconnection.org for a list of chapters so you can continue your DECA experience beyond high school.



The DECA Wall

We asked you on **DECA's Facebook Fan Page**: "What you are most looking forward to this year?" Here are some of your responses:

Clint from Mississippi: I am excited about seeing old friends I made at competitions, and I am ready for the New York Experience.

Sam from Texas: This is my second year. I can't wait until state, but my goal is to get to internationals this year.

Johnny from Arizona: DECA *Dimensions* has become an excellent resource for our chapter. The compelling articles within the magazine greatly compliment its polished exterior.

Be sure to check out www.facebook.com/decainc for our next question. Your comments might show up here in a future issue.

A New Entrepreneurial Venture for the Charger Enterprise

Diversifying product lines

By Veda Cook

The Charger Store within **Southfield-Lathrup H.S.** in Lathrup Village, Michigan, attributes its success to innovation, foresight and diversification of product lines. Since the 2003 opening of a second venture, Charger Café has enticed students to satisfy their savory glands by grabbing a cup of hot chocolate on the way to class after facing a wintry Michigan morning. Most recently, the two ventures welcome the newest addition to the family of Charger stores—the Charger Network.

Change is essential to the survival of any business. With the inspiration that “movement is life and stagnation is death,” Charger management strives to keep the Charger brand fresh through product diversification. The recently-opened Charger Network offers large-format printing. The store can create large-format prints for displays, banner-length prints, seasonal decorations and venue maps

and guides, thus expanding its target market through extended product lines.

After attending classes and learning about these new products and processes, Charger associates searched for the best price through extensive research. They took many factors into consideration when making their purchasing decisions.

There is a strong argument for supporting your own economy, which was significant for Charger associates who understand entrepreneurs are

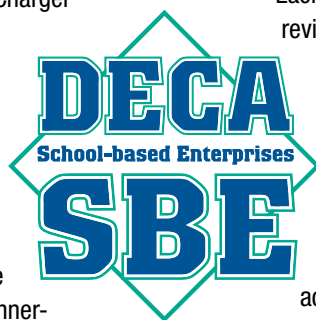
trying to survive the effects of the weak economic climate in Michigan.

Purchasing equipment and supplies directly from the factory—without middlemen, agents, distributors, importers or wholesalers of any kind—was not an easy or very accessible option as recently as five to 10 years ago for a small operator. The process that once took days, weeks or months and amounted to a considerable expense can now

be accomplished in a few hours or less online. With the aid of the Internet, Charger associates can source product manufacturers from around the globe and buy direct.

Even with the assistance of the Internet, the fact remains that companies often have to buy in large quantities, especially from overseas manufacturers who need to sell by the container load to justify expenses for competitive pricing.

Each year, the store associates of the Charger Store review the marketing plan to reassess the target market and customer profile in hopes of offering innovative products. ♦



Veda Cook is the CEO of operations (DECA advisor) of the Charger Stores in Southfield-Lathrup H.S. This store has achieved Gold-Level (Recertified) Certification in DECA's School-based Enterprise Certification Program.

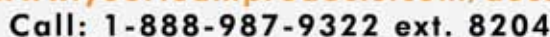
Earn recognition for your School-based Enterprise through DECA's certification program

Participation in DECA's School-based Enterprise (SBE) Certification Program is an excellent opportunity for SBEs to earn recognition for outstanding achievement and validate that the school store is an integral learning activity of the classroom curriculum.

SBEs that achieve gold level certification will be eligible to send one advisor and one to three student manager(s) to the International Career Development Conference with the approval of the state advisor. During ICDC, those SBEs will receive on-stage recognition and participate in the SBE Academy. SBEs that achieve bronze or silver level certification will be recognized at the state level.

The postmark deadline to submit documentation to DECA for verification of the achievement level is **January 15, 2010**. Visit www.schoolbasedenterprises.org for the guidelines.





Fired up for sports marketing

In just two weeks, **East Newton** (Granby, Mo.) **DECA** identified a cause and developed and sold a new product. To increase school spirit and promote the sports program, DECA members designed class t-shirts with a special quote for each class on the back of the shirt. The front of all t-shirts read "Let's Get Fired Up! EN!" Members were responsible for organizing, promoting and selling the t-shirts in time for the first home football game.



North Dakota Governor proclaims DECA Week

North Dakota Governor John Hoeven proclaimed October 11–17, 2009, as DECA Week. The North Dakota state officers shared with Gov. Hoeven their goals as state officers as well as DECA Week activities.



The Spirit Spot adds mobile food cart

Buchholz (Gainesville, Fla.) **DECA** kicked off the school year with the annual grand opening of The Spirit Spot, the chapter's gold re-certified school-based enterprise. The opening highlighted a new merchandise layout, improvements to the snack counter and an addition of a portable food cart. They report strong pre-sales during freshmen orientation, project high-profits during football season and anticipate a school-wide fashion show to introduce the 2009-2010 collection of themed apparel featuring new designs.



Recruiting mania

Klamath Unions (Klamath, Ore.) **DECA** passed out free sno-cones on registration day and showcased DECA experiences at a booth. The chapter also hosted many games for incoming freshmen during orientation such as human toss, water balloon toss, tarp turn over game and more.



Starting the school year right— with breakfast

The **Ponca City** (Okla.) **DECA** chapter sponsored its annual employer/employee breakfast for students enrolled in the work-based learning course and their supervisors. The breakfast thanked employers for their commitment and was an opportunity to educate guests on the responsibilities of the student, employer and school.



One just isn't enough

Each year, **Stafford** (Falmouth, Va.) **DECA** members develop a collection of community service activities to benefit various agencies in their community. Riding on the success of last year, members will continue the community service project in which almost 100 members participate. They have already gathered more than 130 sweatshirts and 53 coats and collected more than 1,000 pounds of newspapers. Members also collected school supplies to “stuff the bus” and food for an area food bank.



Seven charities in seven months

Lincoln East (Neb.) **DECA** members met Tyler Merrick, founder of Project 7, at the National Restaurant Trade Show in May 2009. As a result, five DECA members have teamed up to make a difference in their school by selecting seven local charities to support during seven months of the school year. To spark curiosity and interest, members displayed posters around the school and sponsored a school store that sells a variety of snack items including slushies. For each slushy sold, half of the profit will go to the selected charity of that month.



Want to see your school in Chapter Clips?

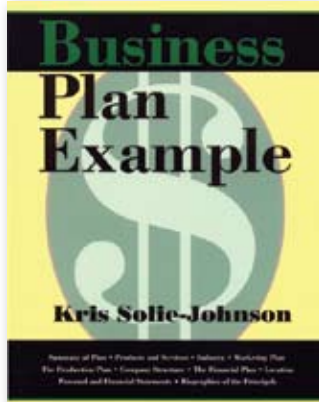
Send a description of a successful activity or program sponsored by your DECA chapter, along with a high-resolution photograph of your event to deca_dimensions@deca.org.

We are especially interested in your Global Entrepreneurship Week activities.

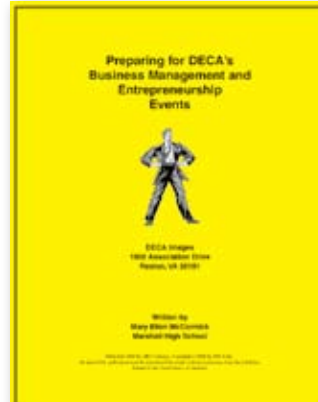
You could find yourself in the pages of a future issue of *Dimensions*!

Entrepreneurship

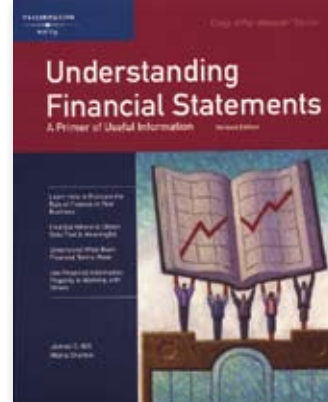
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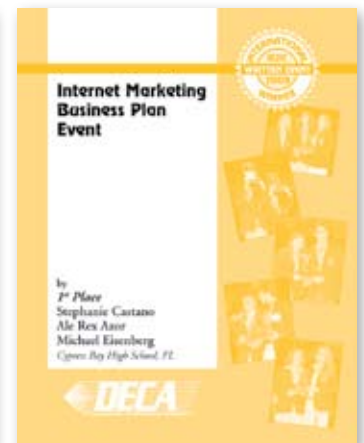
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