



FUTURE HORIZONS

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SPECIAL POINTS OF INTEREST:

- **Welcome back to the school—and another year of DECA!**
- **Angeline Dy offers tips for fundraising**
- **New information for the DECA year is available on cadeca.org**

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Live, Learn, Lead!

By Sri Ravipati

It's that time of year again when we purchase new pencils and fresh notebooks to prepare for the year ahead of us. But when you return to school, don't forget that it's also that time for the new DECA year to begin!

The California DECA State Action Team is looking forward to a very bright and eventful year. Our State President is Diane Keng, a senior at Monta Vista High School. The Vice President of Northern California is Allie Raaker of Tracy High School and the Vice President of Southern California is Angeline Dy of Rancho Bernardo High School. The Vice President of Civic Consciousness is Margaret Wong and the Vice President of Communications is Sri Ravipati—both from Irvington High School. Finally, the Vice President of Web

Communication is Michelle Mifflin from American Heritage High School. Brycen Woodley, the State Advisor, is looking forward to working with the state officers as they fulfill this year's program of work.

The theme this year for all conferences is "Live. Learn. Lead." The district and leadership conferences, and especially the state conference, will have the tools necessary to inspire students to do what the theme says. Students will be able to engage in leadership-building activities, competitive training sessions and engage in a multitude of activities that aren't only educational—dances will be better than ever this year! In addition, there will be several mini conferences throughout the year to help prepare for actual competition.

Increasing the involvement in CA DECA chapter projects, such

as CAP and the annual civic consciousness project, is also on this year's program of work. The state officers have a great deal in store for civic consciousness and how every chapter can become involved in making the community a better place.



Kurtis Haley shares with members his ICDC experience.



State Assemblyman Paul Fong greets the DECA honorees.

Fremont DECA Advisor, Daryl Olsen, Monta Vista DECA Advisor, Carl Schmidt, and DECA State Director, Brycen Woodley travelled with the Fremont DECA and Monta Vista DECA Students to the State Capitol in Sacramento where they were recognized for

DECA Students Make CTSO Proud

By Daryl E. Olsen

outstanding academic achievement as CTSO (California Technical Student Organization) students. The honorees present were Nancy Chen, Bruce Feldman, Liana Kiddy-Gan, Pavel Klier, Anne McManis, Jeanette Perez, and Diane Keng.

The day started with State Senator Elaine Alquist reading the citation on the Senate Floor recognizing the Fremont DECA and Monta Vista DECA students present in the gallery. They were then escorted to the State Assembly Chamber Gallery where they were honored with the reading of the citation on the Assembly Floor. After the

ceremonies, Senator Elaine Alquist, invited the Fremont DECA and Monta Vista DECA Students to the Senate Floor where they met and talked with Senator Alquist and Senator Joe Siminian. State Assemblyman Paul Fong invited our DECA students to the Assembly Chamber Floor where he met and spoke with them.

The DECA students finished their exciting day with a tour of Old Town Sacramento and lunch on the Delta King River Boat. Our DECA students have again reflected great credit on themselves, Fremont and Monta Vista, and the Fremont Union High School District.



(Above) Cypress High School officers embrace the DECA world.

“DECA is not a collection of individual school clubs, but an association of people helping each other and bringing others up to higher levels.”

Laura Choi has used her DECA experience to shape her future.



Welcome to the DECA World

Every year DECA is growing and expanding. Southern California DECA has felt this mood of expansion. Numerous new chapters have popped up in various areas of California, bravely taking the challenge of becoming a DECA chapter. Schools such as Cypress High School, High Desert Academy and A.B. Miller High School are just a few new editions to the DECA family. Becoming a new DECA chapter proves to be quite a challenge, as many new-chapter veterans may recall. Want to be successful? Start out with these three tips to becoming an amazing chapter, even if you aren't new.

For all you new chapters, there are a few things to know on developing a strong, centralized and successful DECA chapter. First and foremost is the mindset of the powerhouse of the chapter, the chapter officers. Chapter officers have a responsibility to exude certain characteristics in order to drive a successful club. Officers, especially the president, should display the drive to be responsible,

strong willed, creative, disciplined and willing to learn important factors about DECA.

The second tip is to be actively involved in the programs that DECA offers. This way, your chapter absorbs as much information and knowledge there is to improve the chapter. The key is exposure. That means attending not only the state competition but the mini, leadership and district conferences. For new DECA chapters, leadership events such as these are of utmost importance to attend. Finally is the District Career Development Conference in January. This is a very important conference for officers and members because it exposes students to the world of competition in the closest verisimilitude to the state conference.

The third tip deals with membership. A chapter is only as good as its members. So officers should take the responsibility of recruitment extremely seriously. First, chapters must ask themselves some questions. How large do I want my chapter to be? What kind of members

want to attract? What is the objective that I have in creating this chapter? Once chapters answer these questions, think about publicity, especially in the beginning of the year. Use flyers and brochures to advocate for your chapter at club rush/ club week; publicize the DECA name (DECA shirts, pencils, key chains, etc.); and be active in the school community (sell DECA sponsored planners, create fashion shows, be creative).

The fourth tip is asking for help. As new chapters, inexperience and struggle is expected. DECA is not just a collection of individual school clubs, but an association of people helping each other and bringing others up to higher levels. Ask neighboring schools for pictures, competition material, videos, stories of personal experiences that one can share with potential members. Research online resources on the DECA and CA DECA websites. Contact any of the six state officers if you have any questions, or the state advisor Brycen Woodley. (Contact info. found on cadeca.org)

Alumni Spotlight: Laura Choi

By Diane Keng

High School:
Castro Valley High School

Motivational Quote: "Two roads diverged in a wood... I took the one less traveled by, and that has made all the difference." - Robert Frost

Which College:
University of Pennsylvania, The Wharton School (majors: marketing and retailing)

Major Accomplishment After Leaving DECA:

Becoming an Assistant Buyer at Bloomingdale's in New York City

How Has DECA Affected Your Current Life:

DECA definitely opened many doors for me during my high school years. I learned to develop professionalism and confidence at the Career Development Conferences and Leadership Development Confer-

ences. I also realized I wanted to be in business, though I was not sure in what capacity. I sought out business schools across the nation, and ultimately chose the Wharton School at Penn. At Penn, I was surrounded with extremely intelligent, driven people (including many fellow DECA alumni), and countless networking opportunities. I was able to get an internship in retailing, and the rest is history!

The Best Things in Life Aren't Always Free

By Angeline Dy



Leadership and competitive conferences are fun and exciting, no doubt about that. But for most people, it's the "how to pay for it" that's the challenging part. It's no surprise that in this turbulent economy with school budget cuts, layoffs

Fundraisers are what get you to conferences (left). and skyrocketing prices, many families are tightening their wallets this year. That means that less students will have the financial means to attend pricey competitions and conferences.

What can a DECA chapter do to help this? The answer is fundraise. The first leadership conference begins in October, providing plenty of time to put together fundraisers to attend conferences.

Larger chapters tend to have more leeway to raise money. For example, Monta Vista High School hosts an annual Fashion Show which requires a large amount of time, effort and money put into the

activity before reaping the rewards. If a chapter is small, partner with another chapter and split costs.

What's important to remember is that DECA is a business club, and reaching out to businesses and the business community is extremely important. Some businesses sponsor clubs and members and pay for competition costs if members show promise.

Location is also key. If a chapter is in an area where private transportation is used more often than public transportation, car washes would be appropriate. Or if Jamba Juice is a student hot spot, have a fundraiser there. A chapter must analyze tendencies of the community and behavior of students to get the best results.

Got DECA Leadership?

By Angeline Dy

On October 17, California DECA will host its Annual Southern California Leadership Development Conference (LDC). The Northern California LDC will be October 3-4. Students will come together at these conferences to improve leadership skills, competition techniques, teamwork development and much more.

Why come to leadership? First of all, there are limited opportunities for members to attend conferences before the actual competitive year begins. LDC is a great experience not only for new members to "get their feet wet", but for experienced members to increase their competitive edge. Chapter officers will learn from ex-

perienced alumni and advisors how to accomplish the difficult task of explaining role plays to their constituents.

Another aspect of the conference is the rare networking opportunities presented at LDC. Members improve their communication abilities and confidence through meeting new people. Students will learn from each other different strategies that other chapters use in recruitment, competition training, and other important areas of DECA. Members will be exposed to a smaller scale of the larger networking opportunities at the Western Region Leadership Conference, District and State conferences.

"Not only will you learn, but you will create a basis for friends and memories for the year ahead."

For chapter officers, the leadership conference offers a chance to learn how to broaden the scope of their chapter's knowledge on the club, how to get more active in the community and how to build stronger relationships within the club members itself.

But most importantly, LDC is fun. Not only will you learn, but you will create a basis for friends and memories for the

State Officer Report with Diane Keng

Over the summer, we travelled to Sacramento to meet with the other California Technical Student Organization (CTSO) groups, such as Future Business Leaders of America, SkillsUSA, and Future Farmers of America. For a week, we were able to live the lives of assembly members. We learned the process of creating and turning a bill into a law, how to represent

constituents, and the proper etiquette for presenting on the Floor at the State Capitol. In addition, we were able to network with the other CTSSO officers and learn more about programs we were not so aware of before.. Also, we were given the chance to meet our prospective senators and assemblymen. They awarded us with plaques congratulating our participation. On the

last day, we presented our final debates at the State Capitol on the Floor. We had the opportunity of a lifetime.

Angeline and Diane (right) experience what it's like to be assembly members.





OUR MISSION

DECA's mission is to enhance the co-curricular education of students with interest in marketing, management and entrepreneurship.

DECA helps students develop skills and competence for marketing careers, build self-esteem, experience leadership and practice community experience.

DECA is committed to the advocacy of marketing education and the growth of business and education partnerships.

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Business Trends

By Diane Keng

Cloud computing is the newest commodity in the world of Web 2.0. Cloud computing is a general term for anything that involves delivering hosted services over the Internet. The name cloud computing was inspired by the cloud symbol that's often used to represent the Internet in flow charts and diagrams. Cloud computing is still in its early stages and mostly utilized by corporations. The process of cloud computing is divided into three major sections: Virtualization, Utility Computing, and Software as a Service. Cloud computing is definitely a plus when it comes to IT management budgeting and business agility/convenience.

Virtualization covers the idea that applications and infrastructures are independent of one another. Any number of applications can be run within any one server. Server virtualization in the past year has gone mainstream. According to The Yankee Group's 2006 Global Server Virtualization Survey of 750 businesses, 62 percent of respondents said they already had a virtualization solution in place or were in the process of migrating to one. Only 4 percent did not have plans to tap server virtualization. By turning servers virtual, a

physical server can be divided into multiple virtual machines, each able to run its own isolated operating environment and applications.

Utility Computing offers storage and virtual servers that IT can access on demand. Early enterprise adopters have mainly used utility computing for supplemental, non-mission-critical needs, but

Internet and a weak economy, have accelerated interest in cloud computing.

Software as a Service (SaaS) is part of the mix. A single application through the browser is delivered to thousands of customers using a multitenant architecture. In addition, it will allow users to only pay for what they use instead of renting a dedicated server. It is sold on demand, typically by the minute or the hour; it is elastic -- a user can have as much or as little of a service as they want at any given time; and the service is fully managed by the provider (the consumer needs nothing but a personal computer and Internet access).



Watch out for cloud companies as they rise to the top.

now utility computing will replace parts of the datacenter. Significant innovations in virtualization and distributed computing, as well as improved access to high-speed

10 Cloud Computing Companies to Watch:

- Amazon
- AT&T
- Enomaly's Elastic Computing Platform
- Google Chrome
- ServPath GoGrid
- Microsoft Azure
- NetSuite
- Rackspace Cloud
- JoliCloud
- Good OS