



FUTURE HORIZONS

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SPECIAL POINTS OF INTEREST:

- Spotlight on former CA DECA State President
- "Live Out Loud"- a Foothill DECA charity event for Haitian relief
- Ways to Improve for next year!

INSIDE THIS ISSUE:

- Mr. and Mrs. NorCal Winners 2
- How To: Leave a DECA Legacy 3
- CC at NorCal CDC! 4
- Marketing Trends: Mobile 5
- DECA Q&A 7

California DECA's Fundraising Success

By Margaret Wong, CA DECA Vice President of Civic Consciousness

This year, California DECA's partner organization is American Cancer Society. So far this year, California DECA has raised over **sixteen hundred dollars** for ACS, which is a tremendous accomplishment! The State Officer Team is extremely proud of this effort made by our organization. This number will also continue to grow thanks to the DECA Triathlon, which will take place during our State Career Development Conference in Irvine this March.

Throughout the year, the State Officers held many fundraisers that led to our success. We sold California DECA wristbands, collected donations at the DECA Dollar Denim Dances, and

held the Mr./Ms. NorCal Competition. The California DECA Wristbands have been sold out since the District Leadership Development Conferences and are now a fashion trend that matches anything (including our beloved DECA blazers and khakis!).

Collecting donations at the DECA Dollar Denim Dances has become a new tradition for the State Officers. Even though it is difficult to collect money and stamp DECA Members at the same time, we have thoroughly enjoyed counting hundreds of dollar bills, loads of coins, and making change for members that only bring twenty-dollar bills to the dances. The Mr./Ms. NorCal

Competition was definitely a big hit at the Northern California District CDC and was one of our largest contributing fundraisers to the American Cancer Society. With all our contestants running around the room convincing people to donate to ACS in order to help them win the title of Mr. and Ms. NorCal, we raised over seven hundred dollars in three minutes!

Your State Officer Team thanks you for your participation in our fundraisers, and are happy to share this success with you!



Q&A With A DECA Competitor In His Final Year

By Angeline Dy, CA DECA Vice President of Southern California

After three years of competing in DECA events, Andrew Murrow is still in the game. Once they got started, DECA is an addiction that most people continue as long as they can. Andrew, a senior at Rancho Bernardo High School, is one of those members that realized his passion for DECA very early, but sadly his time as a high school DECA member will so run

out. So what's on the mind of a three-year DECA competitor? California DECA asked him just that.

Q: What is one thing that has changed from your first DECA experience to now?

A: I am a naturally shy person. But I joined DECA in my sophomore year and now I'm a senior.

I became so much more open with people after I joined DECA, especially since the environment of the conferences is filled with such friendly people. I can now easily just go up to people at

Continued on page 3,

COMPETITOR

The Life of Mr. and Ms. NorCal

By Allie Raaker, CA DECA Vice President of Northern California



Lauren gets ready to perform her favorite dance moves on stage (above) while Jonathan shows the crowd some moves of his own (below).



In January, Northern California DECA crowned a new Mr. and Ms. NorCal at the Northern California District Career Development Conference. This month, California DECA checks in with Mr. NorCal (Jonathan Chang of Lynbrook DECA) and Ms. NorCal (Lauren Knuppe of Foothill DECA) to see how they're adjusting to life as DECA royalty.

Mr. NorCal – Jonathan Chang

Understandably, Jonathan Chang was thrilled to receive this highly esteemed position. Many DECA members might wonder what someone has to do in order to become Mr. NorCal. For Jonathan, it was as easy as dancing his way into the hearts of Northern California DECA. His dance moves, big heart and vivacious personality were just a few reasons why he became this year's Mr. NorCal.

So what is Mr. NorCal up to now that he has won his crown? Jonathan is extremely

excited about the upcoming State Career Development Conference, and has been enthusiastically preparing for the rigorous competition waiting for him in Irvine. Jonathan not only wants to achieve success in competition for himself, but he also wants to bring home the gold to make Lynbrook DECA proud. Jonathan will keep his title until next year's Northern California District Career Development Conference, and we are sure that he will bring nothing but pride to the region as he carries the title of "Mr. NorCal" for the coming year.

Ms. NorCal – Lauren Knuppe

This year, Lauren Knuppe was chosen as the first ever Ms. NorCal. She captured the hearts of the audience with not only her amazing dance moves, but with her sense of humor as well. Lauren is a senior at Foothill High School and the chapter president of Foothill DECA. She is one of the hardest working people at her school, and is always look-

ing for ways to make other people smile.

Lauren competed in the Mr. and Ms. NorCal competition with fellow Foothill DECA member Kyle Suchland, who is also a senior. Even though Lauren is excited to share in her victory with Mr. NorCal, Jonathan Chang, she still believes thinks that her partner would have been great for the position of Mr. NorCal, as well. Before NorCal CDC, they spent many practices working to perfect their dance routine, which was one of the highlights of the conference for many members.

Currently Lauren is working with other members of Foothill DECA to organize a talent show. The project will also serve as the basis for her Community Service Project, which she is preparing for competition at the State Career Development Conference. If her next talent show is as successful as her performance at NorCal CDC, it's safe to say that Lauren should have no challenges raising

◆ *COMPETITOR, continued from page 1*

conferences and introduce myself without being scared or nervous.

Q: What is one thing that you wish you could have done better as a DECA member when you first got involved?

A: I definitely wish I could have joined DECA my freshman year. I feel like I could have improved more in competition and also had so many more fun experiences and met so many

more people. I also wish I could have run for state office because it is another way that I could have further involved myself in the DECA experience. But it was an opportunity that I did not realize I had until later.

Q: What was your favorite part of the District Career Development Conference?

A: My favorite part was definitely the trip we took to Scan-

dia. It was great for me to actually get to know the people in my chapter a lot better. At school we have training sessions and meetings, but we had no time to actually bond and have fun as a chapter. So Scandia was a great time to do that in a really fun environment. It is one of the things I will miss most as a DECA member

Foothill DECA Hosts “Live Out Loud” Talent Show

By Brian Wu, Foothill DECA Public Relations Officer



On February 16th, Foothill DECA presented the “Live Out Loud” Charity Talent Show. Hosted by Allie Raaker and Lauren Knuppe (above), the talent show featured many acts from Foothill and neighboring schools. The night also included a silent auction in which several amazing gift baskets were auctioned off to the audience, in addition to a raffle. Thanks to sponsors such as Thriving Ink, located in downtown Pleasanton, Foothill DECA was able to raise more than \$3500 to aid victims of the earthquake.

Many talented students put on a spectacular show featuring 20 acts, ranging from Bhangra dancing to piano compilations to a cappella singing. After everyone had performed, the entertainers were given 2 minutes to take donations from the crowd. While all of the participants were fantastic, the three who raised the most money were given First, Second, and Third Place awards. First Place went to Arianne Olarig from Foothill for her amazing singing and guitar playing. Second Place went to Jessica Sin from Foothill for an exotic Tahitian dance. Third place went to Mia and David from DHS for their performance of a Lady Gaga compilation. The crowd was amazed at the variety of talents present at our local schools.

Thanks to the performers, sponsors, and the audience, Foothill DECA donated a substantial amount to the Haitian disaster and raised awareness as well. The recent earth-

quake killed over 200,000 people, injured over 300,000, and has left one million Haitians homeless. Understanding the DECA principles of leadership and civic consciousness, Foothill DECA students acted quickly to support the recovery effort. Further donations can be made to the American Red Cross, and all donations are tax-deductible and will go directly to helping Haitian relief efforts.



How To: Leave a Legacy In Your DECA Chapter

By Sri Ravipati, CA DECA Vice President of Communications

A wave of anticipation has begun to wash over the California DECA community as members prepare to watch the Louisville Bats and scream for Lady Antebellum. The International Career Development Conference is fast-approaching, which means that graduating DECA students everywhere will be saying goodbye to DECA soon.

The majority of socially-active high school seniors will spend this time examining their achievements in retrospect. They will proudly recount their contributions and look back at a successful year satisfied.

However, what about life after DECA? It is a thought that rarely crosses our minds until we reach the end of the year. You may have been successful in your chapter, but consider this: What if members never recall your achievements? Your contributions will suddenly become worthless when your chap-

ter reaches a standstill and members cannot progress.

Leaders may pave the road to success, but legacies are left when leaders go back and guide people down the same path. If you really wish to make a difference in your chapter, you will be sure to do several things:

Reach out to next year’s officers: Let them know the challenges to expect as a new officer and give them advice for how to best combat these problems.

Throw an end-of-the-year DECA extravaganza: End the year with a bang and host a fundraiser! Picnics at the park or a trip to an amusement park are a few ideas to raise money and strengthen your chapter.

Hand down materials: give remaining members a preview of the materials you prepared this year that will help make next

year more successful for them.

Offer to visit and help: If you know how to execute a flawless role play and write a written event worthy of First Place, share the knowledge! Leave your contact information with the new officer team and be insistent on returning for practice sessions before conferences. In fact, host a few group sessions with other alumni to leave your tips and tricks within your chapter.

Don’t leave with a measly “good bye, see you when you visit!” Leave with a “we’re definitely going to call you next year!” Ensure that your chapter is in safe hands for years to come. And if you’re a chapter officer next school year, start brainstorming during the summer ways to recruit more members, as well as ideas for potential fundraisers—as graduating seniors will tell you, a year can fly by very quickly.



Alameda DECA (right) chanted “H-O-H-O-R-H-O-R-N-E-T-S, Hornets, Fire it Up! Fire it Up!” during the Mr./Ms. NorCal Competition 2010. They also has a decorative both (above) that showcased their chapter’s civic consciousness activities.

Civic Consciousness at the NorCal CDC

By Amanda Duong, Alameda DECA Vice President

Alameda DECA showed off their hard work throughout Breast Cancer Awareness Month by participating in the Civic Consciousness Showcase held during the first night of the Northern California District Career Development Conference.

The Alameda DECA booth consisted of flyers, lollipops, lanyards, raffles, bracelets, and a binder documenting all Breast Cancer Awareness community service events thus far this year, while asking for donations for the American Cancer Society. Wendy Li, Amanda Duong, Isabel Smith, Joanna Tangpos, Brittany Belt, Lori Nguyen, and Tammy Vo helped out in the booth, in-

forming NorCal participants about the importance of finding a cure for breast cancer, as well as showcasing Alameda DECA events.

For the Ms. DECA Pageant, Joanna Tangpos, a member of the Alameda DECA Public

Relations team, showcased her talent with Brittany Belt, Tim Watanabe, and Ben Paik, by performing a dance which included the original Alameda Hornets cheer. “H-O-H-O-R-H-O-R-N-E-T-S, Hornets, Fire it Up! Fire it Up!”



California DECA Sponsor: FIDM (Fashion Institute of Design and Merchandising)

By Diane Keng, CA DECA State President

In every issue of Future Horizons, California DECA enjoys taking the opportunity to shine our spotlight on one of our valued business partners. We are grateful to all of our business partners and supporters for their commitment to preparing California DECA members to be tomorrow’s leaders in marketing, management, and entrepreneurship.

This month, we recognize one of DECA’s most important supporters: the Fashion Institute of Design and Merchandising (FIDM). This year marks the

30th year that FIDM has served on DECA’s National Advisory Board, making it one of DECA’s most loyal partners. They have been provided countless California DECA members with insight into fashion marketing, and have a prominent presence in California through their four campuses in Los Angeles, San Francisco, San Diego and Orange County. Together, FIDM and DECA have worked together to develop the next generation workforce in fashion merchandise marketing, and to allow

students to experience an authentic high-end fashion show at the 2009 International Career Development Conference.

FIDM offers almost two dozen exciting majors for students interested in careers in the fashion industry, as well as study tours and exchange programs in the fashion capitals of Paris, Rome, Milan, London and New York City. California DECA is grateful to FIDM for their strong support for our members, and for their dedication to developing future leaders in the fashion industry.

Marketing Trends: Mobile Internet Devices

By Diane Keng, CA DECA State President

In the last few years, our generation has seen the consumer electronics market begin to be filled with multiple types of mobile internet devices. A mobile internet device (MID) is a multimedia-capable handheld computer that provides wireless internet, such as the recently announced iPad from Apple, or the several kinds of Netbooks that have been available for a few years. Typically MID's lack the full capabilities of a computer and are designed more for entertainment, but the difference between an MID and a computer is becoming smaller with each passing month. MIDs are larger than smartphones but smaller than a desk-

top or laptop computer. They are not only helpful for accessing entertainment, but they also provide an easy way to stay in contact with other people when away from a computer.

Experts believe that in the next three to five years MID's will become the new trend in consumer electronics. Rather than purchasing laptops or PC's, the young adult market (between ages of 15 and 25) will find MID's more appealing and will begin shifting away from the heavier systems. MID's are light, portable, and sleeker than the traditional devices we use now. As the

devices continue to become more popular, the price of purchasing an MID will decrease, thus increasing the appeal to consumers. Many technology companies are beginning to focus more on MID's: in fact, Asus, Apple and many other computer companies are working to create their own version of the devices as the race to develop the first widely-used MID intensifies.



Better Business Bureau On Vetting Haiti Earthquake Charity Appeals

By Alison Southwick, BBB Wise Giving Alliance Spokesperson

After the terrible earthquake in Haiti during January, millions of dollars in aid was donated by Americans to various charities to help with the relief efforts. However, not all charities are equipped to help and some might be fraudulent. The BBB Wise Giving Alliance offers the following six tips to help Americans decide where to direct donations:

Rely on expert opinion when it comes to evaluating a charity. Be cautious when relying on third-party recommendations such as bloggers or other Web sites, as they might not have fully researched the listed relief organizations.

Be wary of claims that 100 percent of donations will assist relief victims. Despite what an organization might claim, charities have fund raising and administrative costs. If a charity claims 100 percent of collected funds will be assisting earthquake victims, the truth is that the organization is still probably incurring fund

raising and administrative expenses.

Be cautious when giving online. Be cautious about online giving, especially in response to spam messages and emails that claim to link

it may be difficult to get new aid workers to quickly provide assistance. See if the charity's website clearly describes what they can do to address immediate needs.

Find out if the charity is providing direct aid or raising money for other groups. Some charities may be

raising money to pass along to relief organizations. If so, you may want to consider "avoiding the middleman" and giving directly to charities that have a presence in the region. Or, at a minimum, check out the ultimate recipients of these donations to ensure the organizations are equipped to effectively provide aid.

Gifts of clothing, food or other in-kind donations. In-kind drives for food and clothing—while well intentioned—may not necessarily be the quickest

way to help those in need - unless the organization has the staff and infrastructure to be able to properly distribute such aid. Ask the charity about their transportation and distribution plans.



to a relief organization.

Find out if the charity has an on-the-ground presence in the impacted areas. Unless the charity already has staff in the effected areas,

How Your Chapter Can Improve After Competition

By Angeline Dy, CA DECA Vice President of Southern California

“DECA is more than just an organization focused on the business world – it’s also about making the world a better place..”

As much as competition is important for a DECA chapter, it is not the only thing in which a chapter can excel. Many times, a chapter may have difficulties figuring out what to do after the State Conference. After all the training has been done, it might be easy for students to lose interest if their chapter is not active.

Luckily, the DECA Diamond represents all of the other areas that can be emphasized once competition is over: Leadership Development, Civic Consciousness, Vocational Understanding and Social Intelligence. Here are some suggestions for how to implement them:

Join the Chamber of Commerce. Frequently volunteering at Chamber events will get awareness of your chapter in the business community and members will further learn Vocational Understanding. Your chapter can

also gain valuable professional members, sponsors or future business references that will be beneficial in later years.

Create Social Activities. It is important for chapter members to maintain a strong bond with each other even after the Career

that can keep members feeling involved.

Help The Community, Build Civic Consciousness.

DECA members not only enjoy participating in social activities, but while socializing a chapter can also help the community. DECA is

more than just an organization focused on the business world – it’s also about making the world a better place. Chapters can work with another service club like Rotary to get ideas for community service such as a beach clean-up or packaging food for the hungry.

Prepare for the Coming Year. The

weeks after the State Conference are the best time to hold chapter elections! This will excite people and give members an opportunity to be more active in the chapter through the end of the year, as well as give you a head start in preparing for next year.



Development Conferences are over. These social activities can range from small events like bowling and movie nights to large events such as planning a fashion show. Both kinds of social events create a purpose of actively participating with a DECA chapter



CA DECA Spotlight: Niza Oun

Position: 2002-2003 California DECA State President

Birthplace: Logan, UT

High School: Rancho Verde High School

A Favorite DECA memory: Attending the Leadership Seminar with other DECA leaders at Washington, DC

DECA Events: I attended all types of DECA (competitive and leadership development) events

Motivational Quote: “Listen to your heart. Once you find

the beat, you will always walk in tune.” - Unknown

Which college/graduate school did you attend?: University of California in San Diego

Major accomplishment after leaving DECA: Being a part of the first generation of people in my family to earn a college degree

How has DECA affected your current life? I learned a tremendous amount of business in DECA. I gained useful exposure to marketing strategies that I use in my current position. The

management and communication skills I learned from DECA are especially helpful when working with associates and clients from across the globe.

What would be your advice to all the DECA members that want to succeed? I recommend DECA members take advantage of all the opportunities that DECA provides; courses, workshops, competitions - these are great training tools for the real world!

Q&A: What Did Your DECA First Competition Feel Like?

By Angeline Dy, CA DECA Vice President of Southern California

We all remember the first nerve-racking days of DECA competition when we felt like we had no idea what we were doing. For this issue of Future Horizons, we asked Yifan Huang, a sophomore, and Roshan Sharma, a senior, about what it was like competing in DECA for the very first time.

Yifan Huang, Sophomore

Q: How did you feel going into your first role play?

A: I was extremely nervous. Unlike a lot of my companions, I didn't go to the Mini-Competition and only had experience in role plays during the few training sessions that we had. My first



role play was extremely difficult, but I got the hang of it during my second role play. It was really surprising that it wasn't as bad as I would have thought – I even got First Place in my first role play!

Q: Give one word that you would use to describe your experience at the District CDC.

A: Indescribable.

Q: What was your favorite part of the conference?

A: My favorite part of the conference was definitely the opening session and the Game Night that followed. It was my first glimpse into the environment of DECA competition, and I got to meet so many people through the DECA Carnival and the random games that we played with my chapter. I really got to know my chapter a lot better through those activities.

Roshan Sharma, Senior

Q: Give one word that you would use to describe your experience at the District Career Development Conference.

A: Enlightening. It was a great time for me to see where I was in relation to everyone else. It was like a test almost. Afterwards I got to see the results and see what I did well and what I did badly. Through observing my flaws, I could work to improve on them for the next time.

Q: What was your favorite part of the conference?

A: My favorite part of the conference would definitely be the competitions. It was great that the competitions taught people to work

on their feet. It's great to realize that a person uses business concepts and gets to apply them to the world of competition. This is where people in essence get to prove themselves – they just have to go for it, whether they are fully prepared or not.



Q: What aspect of the conference were you most surprised about?

A: I was actually surprised about competition. I was scared to compete, but when I got right into the actual role play, it was exciting and it just flowed for me. I was surprised because I thought that I was going to get dead last and choke during the competition but I didn't – I won First Place in Advertising Campaign with my team, as well as First, Second and Third Place in Marketing Management Series.

CA DECA Spotlight: Anagha Vaidhyanathan

Birthplace: Bangalore, India

High School: Monta Vista High School in Cupertino

Position: 2006-2007 California DECA State President

A Favorite DECA memory: My first international conference: ICDC 2005 in Anaheim, CA. I can still remember the roar of 15,000 of the best competitors from around the world banging noisemaker balloons at the opening ceremony one minute and proudly displaying their trophies the next.

DECA Events: International Business Plan

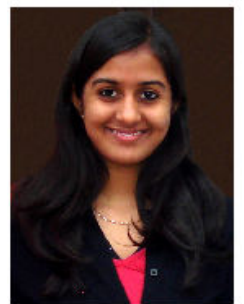
(IBP), Marketing Management Series (MMS)

Which college/graduate school do you attend?: Wellesley College, MA; London School of Economics, UK

Major accomplishment after leaving DECA: Interning with Morgan Stanley in San Francisco and Manhattan (The big apple!).

How has DECA affected your current life?: DECA allowed me to develop relationships with mentors, colleagues, and friends who have both cautioned my risks and encouraged my interests. The organization provided me with a fantastic foundation

in business while peaking my interest in travel. During college, I took the opportunity to study in Europe and learn about economics, finance, and business from the international perspective. My experiences have given me the confidence and professionalism to discover new challenges and face them head on. I've discovered my passion for currencies, cultures, and cuisines and treat each new event as a stepping stone to realize my dreams.





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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“Let’s go, CA DECA!” -State Officer Team



Bottom row left to right: Angeline Dy (Vice President of Southern California), Michelle Mifflin (Vice President of Web Communications), Sri Ravi-pati (Vice President of Communications), Diane Keng (State President), Top row left to right: Margaret Wong (Vice President of Civic Consciousness), Allie Raaker (Vice President of Northern California).