

The CMEA Quarterly

A publication of the
Colorado Marketing
Education Association

From the President Gary Tenhulzen

First, I want to thank all of you who joined us at the CMEA Fall Conference in September, your attendance and participation is critical to the ongoing success and professional development that has been the milestone of our organization. We had over 90 marketing professionals attend this year's conference and I want to single out a few of our peers who always make major contributions to the event:

Ken Kreutzer – The master of ceremonies and the best auctioneer I've ever heard.

Mark Stevens – Our heart and soul of CMEA as the leader the past couple of years.

Phil Grindrod – Our "sound guy" spent numerous hours and his own sound equipment that saved CMEA hundreds of dollars.

Kara Weikel – Representing several new marketing teachers who listened to their peers and ventured into a new world called "CMEA".

John Bucci – Who tirelessly spends so much quality time with the new(er) teachers with his wisdom and common sense.



Chuck Blood – Who cares so much about our marketing students and teachers and still gives back to us with his coordination with state judges.

Gary Light – Who continues to be Gary Light.

Tom Darnell – For being a businessman who understands the importance of marketing programs in high schools.

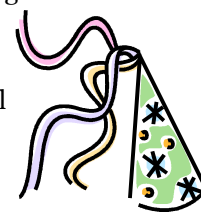
Ev Vaughn – Who wears so many hats within Colorado DECA and still has that contagious smile- he cares about us more than we know.

My fellow CMEA board members – the time and commitment you give to this

organization is without doubt very precious for all of us.

For Rand Coolman – Who said finally, "yes"...

Enough on the "cutesy" stuff! Get ready for some DECA deadlines and CMEA fun! We all have to turn in our registration and manuals to Colorado DECA by January 16, 2008! After you have completed that fun task, drop by the CMEA Social Get-together for some refreshments, compliments of CMEA. We would love to see all of you and visit for awhile. Please see the information on page 7 about the social event.



I look forward to seeing everyone at State. And, one last word, that is better spoken by someone outside of DECA. The column on page 2 was written and printed in the Mile High Newspapers - Arvada Press on Wednesday, November 29, 2007. It's what we are all about, great job District 2!

From the Treasurer Jill Valentine

Most of you know that CMEA is a non-profit organization. Then how do we make money and where does it go? The only source of income for our organization is from our yearly auction held at our fall conference. The generous contributions of our members on auction items ranging from the practical (Chaparral's officer training book) to personal goodies (sporting event tickets) to the absurd (Coolman's face on a t-shirt). The point is, no matter what we bid on, it goes to great causes and an outstanding organization.

CMEA is proud to announce that

our two scholarships highly involved the local chapter **\$1,000 each**. The other funds raised go towards things like our fall conference facilities and speakers, service plaques awarded at State, our after-State registration and spring socials and much more.



awarded to students at level, are now

The amount that was raised at the 2007 auction was \$6,085!! This is tremendous, however, there are still **nine** people who have not paid for their auction items. The total missing for the account is

\$1,435, which will significantly cut into the budget of all the things we try to do. Bills were mailed in early October and a reminder email was sent in November. If you are one of these people, please don't delay and send your payment right away! If you are not sure if you are one of these people, please feel free to contact me (720-972-4453 or jill.valentine@adams12.org). I'm willing to re-send an invoice if needed. Please make checks out to CMEA, sorry no credit cards are accepted. Payments should be sent to: CMEA, Attn: Jill Valentine, 5321 E. 136th Ave., Thornton, CO 80602

Thanks to everyone for your support of our organization!

As I see it: There's still hope for our young people

By [Joe McGowan](#)

November 29, 2007

I find it easy to get discouraged as I contemplate the future of our younger generations. When I see young people passing my home on the way to or from a nearby high school, I wonder where their parents were that morning.

There are the baggy trousers, hanging disgracefully low around the waist, the pant legs dragging on the sidewalk. Then there are the baseball caps turned backwards. I see absolutely no sense in that style. I often wear a baseball cap, especially when I am jogging or up flying in a small airplane. Having the bill in front offers protection from the sun.

And then there is the dress on many of the young women — scanty and with very little color coordination or what I would consider to be style. Again, where are the parents?

On the other hand, however, I periodically have a connection to students involved in DECA in their schools. DECA used to stand for Distributive Education Clubs of America, if I recall. These days it is simply DECA. It is for students interested in a future career in marketing and business.

In recent years, I have watched a grandson progress through the DECA in his high school until this year he became president of his DECA group. And on occasion, I have been invited to be a judge at district, regional or state DECA competitions. That's one of the most gratifying things I have done.

About two weeks ago, I was among the adult judges at the District No. 2 DECA conference held at a hotel in the Denver Tech Center. Schools competing were from the Cherry Creek School District.

Students representing their high school's DECA group worked in pairs. That morning, they were given two assignments. They had about 10 minutes to look over their assignment and prepare themselves for a meeting with the judges.

The first assignment was to try to sell their "product" to the judges. The second assignment was to try to solve a customer's human relations problem. They had seven minutes to make their presentation to each team of two judges. The judges then evaluated the students' presentation. Winners will go to the state competition early next year in Colorado Springs.

Judging the groups of students was difficult. I felt they were all exceptional students and that in every case they had done a tremendous job of preparing to "sell" the judges in just seven minutes.

These young people were, of course, fully versed in today's electronic age and were able to tell the judges how their product could reach a wide market through use of the Internet. I found their solutions to be extremely creative.

Furthermore, all of these young students were extremely well-dressed. I realize their instructors and advisers had given them plenty of advice on attire for the business world and for this session with adult "judges." But they seemed completely comfortable in the "dress-up" clothing.

My co-judge, a young woman not too many years out of college, and I agreed after the judging had ended, that we wanted to rate all of the students as No. 1. All of the students, from the various high schools, were very impressive.

While all of this was make believe role-playing, it certainly is preparing these young people for life in the business world. And it renewed my faith in the so-called younger generation.

Joe McGowan, a former Golden resident, now lives in Lakewood. He is a former Associated Press bureau chief and foreign correspondent. Comments: [joedos2@comcast.net.olu](mailto:>joedos2@comcast.net.olu)

Next Year We're Headed to Vail Rand Coolman

There's NO comparison.....

Mark your calendars, day-timers, (and for those that keep track of their lives electronically) put it in your system for next year's CMEA conference. A change is taking place and it will happen September 18-20 2008. Next year's conference is in the beautiful village of Vail Colorado at the gorgeous Vail Marriott Resort. This is one of the best places to be when the fall



colors are changing in the Colorado Mountains. The Vail mountain resort is the largest single ski mountain in North America and come see what this

place has to offer. The agenda is jam packed with activities, speakers and tours.

The Vail Marriott resort is one of the premier hotels in the Vail village.

It has been recently renovated and the staff is excited to be working with the CMEA group. The CMEA officers are working to have information about the conference on the CMEA



website very soon. You will be able to register online for the conference and link to local Vail sites for where to go and what to see while there.

Keep checking the CMEA site for conference information. Costs for the conference should be available on the CMEA website in the spring so you will have information to request Perkins funds to attend. So mark it down, don't be that one who didn't attend and missed what everyone will be talking about.

Mr. Peer - Does he ever teach class?

This has been a question commonly asked during the first few weeks of the 2007-2008 school year at Thornton High School. This year Anna Fowler and I added a new component to our marketing staff by working with a student teacher, Nicole Reinan.

Nicole is a post-secondary student at Regis University working on her teaching license for both business and marketing. This is an experience most of us get to go through that provides us with many long days and late nights either grading papers,



writing detailed lessons while integrating standards, working on the professional portfolio, calling parents about students grades and attendance, attending DECA socials/ events, trying to understand what DECA is, traveling with students, and gathering as many resources as possible to make the first teaching position a little less stressful.

This year gave me a different perspective on the student teaching experience and below is a list of a few things that I learned.

- It's taken me way too long to write this because I forgot how to think

for myself

- I have found all kinds of stuff that has been in the room since 1974 that I never knew existed (Steve Urban)
- I thought I was organized
- Somehow I still work 3 hours in the lunch room
- How/where am I going to spend the more than generous stipend that Regis provides?
- I never believed it before, but Anna does work harder than I
- I couldn't write the entire article so I had to ask for Nicole's help (see below)

Student Teaching vs The Corporate World Nicole Reinan

Since handing in my portfolio yesterday to my night class professor, Mr. Peer now thinks I have enough brain cells remaining to "help him out" on this one! So hear I go...

Student teaching has been an exciting and overwhelming experience for me this semester; one with many sleepless nights and long days. After everything that happened this semester, I

can honestly say I do not regret my decision to change careers. It has been a whirlwind semester, filled with meeting wonderful Marketing teachers and students. I've been able to relive my McDonald days making fries in the cafeteria and have amazed myself that I have the mental capacity to lesson plan, grade, manage classes and still make my NFL picks on a weekly basis. You never

know what you can do until you try!

Transferring from the corporate world of software to Thornton High has provided a reality check for me in many ways. I have prepared a "Top Ten" list to state some of the many lessons I will leave Thornton with. Some funny, some sobering, but overall, all are enlightening and have further reinforced that I am grateful to have made my career change.

Top 10 Signs You Have Finished Your Student Teaching At Thornton High

1. You think that chili cheese fries and a soda create a balanced meal. (Just ask 300 students at Thornton on a daily basis).
2. You now own comfortable, 'practical' shoes due to your toes going numb in your fashionable high heels.
3. You have mastered eating a piece of pizza, while working in the kitchen, managing 12-15 student employees during lunch.
4. You sympathize with your own DECA advisor at Holmen High School in Holmen, WI and plan to provide a much belated thank you!
5. You have adapted to students using your classroom as a locker. Dirty gym shorts anyone?
6. You swear to your husband that a 7:30 pm bedtime is not only for 2 year olds anymore and is actually quite sexy.
7. You realize the amount of effort put into a lesson or unit by the teacher does not always equal the students' success.
8. You realize that camaraderie and support amongst Marketing teachers are essential for survival!
9. You have let the school resource officer talk you into putting on student-confiscated hand cuffs.
10. You realize that the need for Career and Technical Education has never been more than now!

Marketing Teacher of the Year

Do you know someone who should be nominated for Marketing Teacher of the Year? Nominations forms can be found in the Colorado DECA Advisor's Handbook on pages 136-138. These forms will be made available on the website for the nomination process next year.

Point of Sale Hilary Wimmer

Running a DECA store is hard work! How can you make your life easier? Try a point of sale system. Point of sale systems are computerized systems that have many benefits including tracking inventory, revenue, cost of goods, and profit. In addition, point of sale systems archive data daily.

This means that you can

retrieve past sales for any day, week, or month. Point of sale data makes it easier for teachers and students to see the "big picture" of the store operations.

The system generated reports and data can be used by upper level students to



make decisions to guide your store's future operations. In addition, you may be able to write a Perkins Grant to purchase a point of sale system. Check with your local CTE

Director for additional information about Perkins Grants.

Wet Students Enjoy the WRLC Kristi Sampson

Over twenty Colorado DECA chapters attended the 2007 Western Region Leadership Conference (WRLC) in Seattle, Washington from November 16th through 20th. The conference was a huge success as DECA students networked with business professionals, toured local companies, attended workshops, and learned from touring the Seattle tourist sites. Most students were fortunate enough to stay out of the rain long enough to see the Space Needle, Experience the Music Project, and the Puget Sound area.



close proximity to the convention center and the famous Pike's Place Market. At the market students enjoyed watching airborne fish, tasting local produce and shopping from numerous artisans. The market was also close to the very first Starbucks, where students noticed an "old" logo and learned how the company has changed their branding over the years.

Every school attending the western regional conference attended a guided tour of a Seattle based company. Some tours included Safeco Field, Costco, The Seattle Times Printing Plant, Microsoft Visitor's Center, and Tully's Coffee.

students learned from leadership workshops covering topics such as skills for success, financial literacy, competition tips, time management, and online safety.

One of the highlights of the trip was listening to keynote speaker, Albert Mensah, at the closing session. His presentation was interesting and his message was strong—we should all be thankful for what we have and we should all aim high to achieve greatness!

The Seattle Western Region Leadership Conference was a huge success. All of the students and advisors who went had a fantastic time. If you missed the WRLC this year, we hope you and your students will make it to next year's conference in sunny Phoenix, Arizona.

Colorado's chapters were housed at the downtown Hilton Hotel, located in

In addition to the fabulous tours,

Avoiding Penalty Points in DECA Written Events Jim Konrad

As 2007 comes to an end, we are reminded that just around the corner is the joyous season of DECA written events! Woo hoo! As we prepare to help our students get their manuals in order, there are several reminders to address regarding penalty points.



More often than not, the same basic mistakes are made each year regarding penalty points. Learning how to avoid these mistakes will give your students a better chance to avoid penalties for state and qualify for the national conference. Penalty points will range from -5 points per infraction to disqualification. No one wants to see a student work hard on a manual only to get hammered by a penalty or disqualified because they didn't understand the rules.

Take a look at the list below and hopefully it will help your students avoid penalty points this year. **This list does not include ALL items that can be penalty pointed**, just those things that are penalized most often. **Carefully study the penalty point pages available in information already sent to you.** You can find penalty point information on pages 97-99 of the Colorado DECA Handbook and page 73 of the 2007-2008 DECA Guide published by National DECA. Be sure to pay close attention to the information in the box on page 97 of the Colorado DECA Handbook.

Common (but not all) mistakes we typically see can be avoided by knowing the following information:

1. Be certain to include a sticker in the upper right corner on the outside of your manual folio. This sticker **must** include the following information in this order: 1) Name of Contest 2) Name of Student(s) 3) Name of School
2. A signed statement of assurance must be hole-punched and placed in the front of the manual in the official DECA folio.
3. Three copies of the manual must be submitted; one in an official folio and two additional copies, each stapled in the upper left corner.
4. Make certain that the body of the manual contains at least 60% of the total maximum page allotment for that manual. For example, a 30-page manual should contain at least 18 pages of presentable material excluding the appendix and bibliography.

before page 19 if writing a 30 page manual. Remember that if a student turns in a manual that is made up mostly of pictures, tables and charts, it will be disqualified. The purpose of this rule is to make certain that competing manuals are "legit" and not just a free ride to the State DECA Conference. We will disqualify a manual if it does not have at least 18 pages of "presentable material." To play it safe, make sure at least 18 pages of typed (which may include pictures, charts and graphs) material is included before starting the appendix and bibliography.

5. The page identified as page #1 must be the Executive Summary.
6. Major content must be double-spaced, not space and a half. Title page, table of contents, executive summary, bibliography, appendix, footnotes, long quotes, material in tables, figures, exhibits, lists, heading, sample letters, forms, etc. may be single spaced. **A general rule to follow: if in doubt, double-space! Many penalty points could be avoided by double-spacing.**
7. Handwritten corrections will be penalized. This goes for writing page numbers by hand. In addition, you cannot use "white-out" and then type or write something over the white-out.
8. The page numbers of each section must appear in the Table of Contents. Follow the guidelines word-for-word in order to avoid penalty points.
9. Make certain that all pictures are scanned and placed as digital files. You cannot glue or scotch tape an actual picture on to a page.
10. The title page of the paper must follow the guideline as described for each individual event in The DECA Guide. Check carefully as each event is slightly different. The title page is **not** numbered. Avoid adding additional information to the title page.
11. As silly as it sounds, make sure the manual is numbered in correct order and that all sections are in correct order. Many times pages and sections are out of place.



Once again, these are simply some of the more common penalty pointed items. Hopefully it will help you and your students. Carefully follow the penalty point pages mentioned above to avoid all penalty points.

**Best of luck with your students written events
and we'll see you at the Broadmoor!**

Reflection **Steve Urban**

Life is fragile and fleeting. It is hard to believe that we will never see Jim Tierney again in this life. In fact it is almost unbelievable. No pun intended but Jim was as healthy as a horse one moment and then a tragedy occurs. It is amazing to think how quickly life can change as we know it. We have all heard it a thousand times: Life is too short, enjoy it while you can. We as Marketing/DECA educators have had three poignant examples of dynamic individual's lives being cut way too short. Lyle Wood, Brent Davies and now Jim Tierney were seemingly healthy at one moment enjoying life and their families and then in an instant everything changes. All three of these individuals have left an indelible mark on our profession. All three had incredibly dynamic programs in their hay day. (pun intended for Jim) Most individuals that have only been around Marketing for only ten years probably do not remember the dominance that Lyle, Brent, and Jim had as teachers of Marketing and DECA. They were powerhouses and forces to contend with. They were all incredibly competitive to say the least.

DECA can be a battle ground if you are competitive and want your kids to do well. If we are real honest with ourselves we would admit that we always want "our" kids to do well and win. There in lies the rub. You have sixty or seventy programs with advisors all wanting the same results, individual and program recognition. Each year we attempt to rectify the issues that occur with conflicts so that problem doesn't rear its ugly head again. The truth of the matter is that DECA has so many events with so many rules that it is very difficult to solve every issue forever. There is a lot of room for human error even with our best attempts. I think the thing most everyone would agree is that Jim Tierney had the ability to make a decision. He was able to clear up a lot of the gray area we had in DECA. I think that is what I respected the most about Jim. I didn't always agree but there is comfort in knowing that someone was making the hard calls and sticking by the decision. I would say that Jim did it to a fault. He rubbed a lot of people the wrong way. Like it or not that was Jim Tierney. He would not allow you to make your problem everyone's problem. I would hope that this consistency could remain.

As Marketing Teachers starting a new year I would hope that you are energized from your time off ready to give it 100%. You are the one person in that classroom who can change a person's life forever. You have an incredible responsibility to be the best most prepared teacher you can possibly be for your students. Do something dynamic. Lyle Wood, Brent Davies, and Jim Tierney all had something in common in the fact that they were all dynamic in their own unique way. They changed the lives of their students. I can tell you first hand of individuals from each of their programs that have told me personally that these programs have changed their lives completely for the better. I would hope that when something like the death of a colleague occurs we can stop and reflect. We need to ask ourselves how we can be better through the example of the lives of the individuals that we respect that have gone before us. Be grateful for what you have and the position you are in to make a difference. Not everyone can say that. Teaching is the best profession. Treasure each day and make it your masterpiece.

New CMEA Board Policy

The following policy was adopted at the last CMEA board meeting. The purpose of this new policy is to ensure that newer members will continue to influence the organization along with our experienced, veteran teachers.

A reminder - officer positions include: Past President, President, Incoming President, Secretary, and Treasurer. These are in addition to the 4 board members.

"Incoming board members (not officers) cannot have served the previous year in any position on the CMEA board."

Scholarship Information

Scholarship Name	Scholarship Award	Scholarship Amount	Number of Scholarships Available	Scholarship Application Deadline
Jim E. Tierney Memorial	One year	\$3000.00	2	January 30, 2008
Brent Davies Performance	One year	\$1000.00	1	January 30, 2008
Lyle Wood/ Colorado DECA Student of the Year	One year	\$1000.00	1	January 30, 2008
Colorado DECA/ Harry Applegate	One year	\$1000.00	2	January 30, 2008
Colorado Marketing Education Association	One year	\$1000.00	2	March 28, 2008

Check out the New CMEA Website!!!

The CMEA website is currently up and running. Information about joining CMEA, the CMEA Newsletter, best teaching practices, 2008 Fall CMEA Conference information, and links to a variety of resources and sites are or will be available on the new site. Our new website will be located at www.coloradome.org.

Turn-It-In Social

On Wednesday, January 16th we will all gather at the Tavern at Lowry to celebrate the deadline of state registration. The event will strategically take place next to the State DECA office where we will all be “dumping” our manuals and paperwork.

Please join your colleagues for drinks and appetizers sponsored by CMEA.

The fun starts at 3PM and food is served at 3:30.

Hope to see you all there!

DECA Night at the Nuggets

9th Annual DECA Night at the Nuggets and the Colorado Mammoth will be Wednesday, March 12th.

Don't miss the great opportunity to fundraise for your chapter and for a enjoyable social event for your members!

Tickets are still only \$15. Contact Jason Parker of the Nuggets at jparker@pepsicenter.com for more tickets.

Get them now—they will go fast!