

Central Region DECA

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Special points of interest:

- A successful DECA alumnus shares a motivational message about giving back (Page 2).
- Micah Melling has produced three political outreach resources that can be accessed on DECA's SlideShare Account (Page 2).
- The State Officer Spotlight shines on Kansas DECA's Stephonn Alcorn (Page 3).

A Word from Your CRVP



DECA Members,
I love the beginning of a new year. Actually, New Year's Day is my favorite holiday. (It just edges out Christmas).

Part of the reason I love New Year's Day is because I have an annual New Year's Eve Celebration. Starting a new year with my closest friends is always an incredible feeling. I truly value my friends and the support they have given me over the years.

Each year, as I prepare for my annual New Year's Eve Celebration, I reflect on my friendships. This year, I took quite a bit of time to reflect on the friendships I have formed during my DECA career.

I remain in close contact with many of the people who were a part of my high school's DECA chapter. I'm still endeared to the state officers I served with during both my junior and senior years. My fellow national officers will surely be life-long friends.

I've also been honored to get to know many of you. The bonds I have formed as a national officer have been truly meaningful. Connecting with so

many DECA members has been one of the top highlights of my DECA career. I truly value all of the friendships I've made, and I look forward to making more.

As you begin a new year, I encourage you to take time to reflect on your friendships. Set aside time this year to let your friends know how much you appreciate them.

DECA Wishes,

Micah Melling
Central Region VP
DECA, Inc.
2011-2012

An Alumni Perspective: Finding Ways to Give Back



by Tyler Gassaway,
Bullseye Leadership

In 2005, I was just another shy and ambitious junior student at Papillion-LaVista South High School, a suburb outside of Omaha, Nebraska. I had never heard of DECA nor did I have any intention on joining a large organization. In fact, I wasn't even sure if I was going to college. If I was, how would I get there? My family had no money to pay for it. My focus at the time was girls. Well, that and golf. And, if I was going to go to college, I was determined to make it there with my 7-iron.

Today, things

have changed a bit. I am the first college graduate in my immediate family and earned a scholarship that paid my way through Creighton University (Go Jays!). I am also a successful entrepreneur, operating my own business that allows me to travel across the country speaking to high school students. I have accomplished a lot in the past seven years and earned titles and accolades along the way, but the one title that I am most proud to claim is that of a Nebraska DECA alumnus.

Being a member of DECA had its responsibilities. It wasn't easy to fit the demands of a powerful organization into an already stressful high school schedule. What I have found is that as an alumnus, it is no different. I realized that it is a responsibility to ensure the opportunities that

were given to me are passed down to future students.

Be it a judge at a mini-competition, a workshop facilitator, or a State Officer Coordinator, I've found ways to put my time, talent, and money to work. What do you have that's valuable to our organization? What skills do you possess that can inspire the future of DECA in your school or state?

Giving back has never been so important in DECA's history. With federal funding being cut and the economy struggling to stay above water, we need the skills and talents of each of you to continue to grow our organization organically. It will soon be your responsibility to reinvest in an organization that has already invested so much in you. So be it with your wallet, a free Saturday, or your natural

ability to speak and deliver great learning programs, find a way to give back.

DECA taught me many things. It gave me the confidence to trust my values and instincts when making decisions. It taught me the struggles of being a leader in an organization that is made only of other leaders. DECA gave me a fantastic network of friends and business professionals—some whom I have made lifelong connections with. That's the reason I choose to give back. What will be yours?

For more information on Tyler and his endeavors, please visit www.tylergassaway.com.

Securing Our Future, Fighting for Funding

How does the government impact DECA? What is the Perkins Act? Do legislators really know what Career and Technical Education is? These questions, and much more, are addressed in three political outreach resources found on DECA's Slide Share Account (www.slideshare.net/DECAInc). Central Region Vice President Micah Melling has worked with federal legislators, employees of the U.S. Department of Education, and leaders in Career and Technical Education to bring you these resources. Micah has also recorded a YouTube video that helps to explain why reaching out to legislators is so important. This video can be found on Micah's YouTube Channel (MicahMelling). Please take a look at these resources and learn about how the government impacts DECA chapters.

Keys to a Great Role-Play Performance

Marketing analyst. Entrepreneur. Business manager. These are all roles you may embody during a role play for DECA competition.

The following is a series of tips for role-play performances. These may be tips you have never heard before.

(1) Before you arrive at compe-

tion, be sure to do your research—but not just on marketing terms. Read about the latest trends in marketing and business. Know any businesses that are currently in the news, too.

(2) Anticipate the questions your judge will ask you. Normally, the judge will ask you between

2-3 questions. Shortly before your presentation, take a few moments to think about the questions you may be asked and how you should respond.

(3) Focus on doing something to stand out to the judge. This can be using an impactful statistic or quote, drawing a sample flyer on your notes, or

referring to a cutting-edge marketing trend. Do something that none of your competitors will consider.

(4) Leave the judge with a firm handshake and a smile. Yes, you've been told this before, but it's extremely important. Leaving the judge on a positive note can positively impact your score.

The State Officer Spotlight is on Stephonn Alcorn



Meet Stephonn Alcorn. He's currently the Vice President of Kansas DECA, but he aspires to one day be the President of the United States.

"Ever since I was in third grade, I have wanted to be

the President of the United States. It is a goal and a dream that has stuck with me since," says Stephonn.

As a junior, Stephonn is already an accomplished DECA member. But he's not always had the best luck at DECA competitions.

"During a DECA competition when I was a freshman, I went to the restroom, and as I went to zip my zipper back up, it just wouldn't move at all," explains Stephonn.

The zipper soon fell off, and Stephonn still had to

go to his role play.

"It was really funny but embarrassing at the same time," says Stephonn. "But my judges didn't even notice!"

In addition to thinking about his future U.S. Presidency, Stephonn is the junior class president at his high school, a debater for his school's debate team, and a member of a ping pong club.

Kansas DECA is privileged to have a leader like Stephonn. And when he is President, he can certainly say that he got his start in DECA.

**"Go out there, chase your dreams, and turn some heads in the process!" -
Stephonn Alcorn,
Vice President of
Kansas DECA.**

Central Region DECA Makes a “Movement”

Eight states in the Central Region are working to “make a difference” for the Muscular Dystrophy Association by participating in The Movement. These states are: Missouri, Minnesota, Michigan, Nebraska, North Dakota, South Dakota, Wisconsin, and Kentucky. All of these states are committed to getting at least 8 chapters in their association to participate in The Movement; each of these chapters will strive to raise a minimum of \$500 more for MDA than they did last year. All of these states deserve recognition for their efforts to “make a difference” for those with muscular dystrophy.



A Letter from Your National President



Central Region
DECA,

I hope all of you are as excited about this new year as I am! When looking at 2012, I see a world of opportunities awaiting every DECA student. You all have people to meet, conferences

to attend, and ICDC to aim for!

When looking forward to this new year, remember to keep DECA in mind with your new year resolutions. Stay on your DECA game by getting involved and practicing for those competitive events.

My resolution this year is to push the limits on what I think I can achieve. We all aim to win and be successful, but if we go farther than the expectations we set for ourselves, the finished products of our effort are more re-

warding.

I want to challenge all of you to take on a little more that what you KNOW you can achieve this year. Keep pushing forward like you have done all school year, but kick it into high gear! I wish all of you the best of luck at your conferences, and I hope to see all of you at ICDC!

Happy New Year,

Claire Coker
National President
2011-2012

