



MME Fall Newsletter

September 2010

Board of Directors

- Elizabeth Mosher, President
- Jamie Riley, President Elect
- Tim Todd, Past President
- Brian Pyles, Treasurer
- Linda Smith, Secretary
- Brenda Clark
- Cathy Cunningham
- Jennifer DeClerck
- Dave Ehrlich
- Tom Miller
- Tyler Thompson
- Dave Wait
- Jerry Whitlock

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Welcome Back By: Elizabeth Mosher

Welcome back teachers. I hope you have enjoyed and relaxed during the summer and as you prepare to get back into the classroom your MME Board has been working hard to develop essential materials for you to help with classroom experiences, curriculum and communication of Marketing Education's importance.

Through the continuous changes in education MME has created their programs of work to focus on the goals of Michigan Marketing Educators. During retreat this year we discussed the foundation of our organization and evaluated our success in achieving the goals outlined in our MME con-

stitution. Through much discussion we have found that as an organization we have many achievements. In other discussions we realized we need to continue to work through areas that will best serve our members. Our achievements include encouraging and assisting members to use high professional standards, promote the interests of Marketing Education throughout the State, unite as one state-wide organization, and promote cooperation with the State of Michigan. Specific areas we are working on include promoting to all individuals interested in Marketing Education, to communicate to the public, and encourage the promotion, improvement

and expansion of Marketing Education Programs in Michigan. Knowing that change never comes easy, these groups successfully realized there are areas of concern and have chosen to address them and create individual program of works that reflect these goals. Enjoy your school year and I am sure you will enjoy what the Board has done to help improve marketing education and support the teachers.

E. Mosher

"Be thankful for hard times in your life. Try not to look at them as bad things, but as opportunities to grow and learn."

Pay It Forward By: Jen DeClerck

Kick off your shoes, relax, and pay it forward by attending the Michigan Marketing Educators Fall Conference! The 31st Annual Conference will be at the beautiful Soaring Eagle in Mt. Pleasant, October 28 & 29, 2010. This

year's theme is "Pay It Forward." There's no better opportunity to revitalize yourself for the 2010-2011 school year. Businesses and teachers are paying it forward. Join us at the Soaring Eagle to learn how YOU

can "Pay it Forward."

The conference is going to be kicked off with creative, innovative round tables. Educators, it's your time to gather ideas and see what other Marketing teachers are doing

The Buck Stops Here, MME Bucks By: Jerry Whitlock

The goal of the Brown Bag Drawings, Silent and Live Auctions, and 50/50 Drawings are to fund our efforts to provide professional development activities through our Teacher Scholarship program and to add some fun to conference activities!

The better the prizes the more fun we have! You can add to the benefits and fun while earning MME BUCKS at the same time.

MME will award you \$25 in MME BUCKS for each Gift Card or merchandise donation with a RETAIL VALUE of \$25. You may use your MME BUCKS as you bid during the Live Auction. Purchase \$5 worth of Brown Bag Chances your MME BUCKS will earn you 25 additional FREE chances !

You may make a personal contribution, but we hope you reach out to your school store vendors, co-op employers, and other businesses in your community. What type of Gift Cards, merchandises, services, tickets to exciting entertainment venues can you find? A simple letter, phone call, or personal visit explaining the benefit of their gen-

erous donation could result in some amazing contributions.

Register for the MME Fall Conference and start looking for those donations. There is no limit to the MME BUCKS you can earn. MME BUCKS may be used for the Live Auction and Brown Bag Drawings only.

The Rules

MME BUCKS will be issued in your name. Sorry, giving your BUCKS to a friend is not allowed.

MME BUCKS have no cash value. No change will be given and MME BUCKS may not be turned in for cash.

MME BUCKS may only be used for the LIVE AUCTION and BROWN BAG DRAWINGS.

A \$25 MME BUCKS Certificate will be issued for each \$25 in retail value of your donation (single or multiple items). There is NO LIMIT to the

MME BUCKS you can earn.

Brown Bag Drawings - You choose which prize(s) you want to take home. \$1 per chance, 10 chances for \$5. You may use your MME BUCKS with each \$5 purchase (35 chances for \$5)

Live Auction - Live bidding during the evening reception. MME BUCKS must be used in \$25 increments (you may not split the BUCKS between auction items).

“MME will award you \$25...”

You may bring your donations to the MME Fall Conference or send them to

Jerry Whitlock
West Bloomfield High School
4925 Orchard Lake Rd
West Bloomfield, MI 48323

PLEASE, indicate the RETAIL VALUE on your donation. See you in Mt. Pleasant!

Pay It Forward cont.

in their classrooms. Following the round tables, our pending keynote speaker from PepsiCo will discuss their “Refresh Project.” They will show you how PepsiCo is paying it forward to the community. They are taking their money and using it to refresh the world. You will also be able to attend a variety of informational sessions. A few of the sessions will include: Branding, School Based Enterprise, LAPs, a DECA update, and technology, along with many others. You will also have the opportunity to receive a state update. Also, our “Best Practices” session is highly recommended for new teachers, but is also appropriate for other teachers to attend and get a few new fresh ideas

for their classrooms.

The fall conference gives you a chance to network with Marketing teachers from all over Michigan, while sharing and acquiring new ideas. It is a great way to take your teaching strategies and combine “borrowed” ideas to keep your classroom a fun, exciting learning environment.

Register by Friday, October 8th for the two day conference for \$185.00. The one day conference is \$125.00. Both registrations include your

Register : by October 8th

Conference : October 28th & 29th

Location: Soaring Eagle, Mt Pleasant

Cost \$185 for 2 days

MME membership for the 2010-2011 school year. The conference registration and hotel reservation forms can be found on the MME website: www.michmkted.org . Don’t miss out on your chance to spice up your classroom and stay up-to-date on marketing education.

Help . . . We Need You Now!

By: Jamie Riley

Help! I need someone . . . Help! Not just anyone. . . Help! You know I need someone . . . Hellllllll! Why the cry for help? We need you the membership of MME to help take us in a new direction, as a Board Member. This is a fun and painless way to get to know your fellow MME members in a comfortable setting.

What does it take on your part to be a member? It's easy. First we ask that you would attend our summer retreat to work on our "Program of Work" for the school year. This is three days of not only working to make Marketing Education better for each of us, but we also have fun along the way. Over the past couple of years our retreat has been held in Petoskey, and Charlevoix. In case you don't know already, these are great places to visit in the summer.

After our first day of work, we go out to dinner as a group at local or nearby restaurants for an evening of food and fun. After the second day of committee work we have been know to go to a members cabin and have a cookout and networking by the lake. After the cookout some members even like to visit different establishments in the local communities. By the way, we pay for two nights lodging while at the retreat.

Once the school year gets underway we will meet in September, October (Fall Conference), December, and April. The meetings are generally held in the Lansing area so it makes it easy for travel and we feed you while we meet. The December gathering is usually of holiday theme and a nice dinner.

What happens if you can't make a meeting? The first time we break your kneecaps, no, no, no!!! We do allow for you to miss from time to time, but it can't become a habit. We only ask that you get involved so that we can keep doing what we do for all marketing teachers around the state. So, if you are interested in being on the leading edge of what is going on in marketing education, join the Michigan Marketing Educators Board today. You can do this by contacting President Liz Mosher at elizabeth.mosher@farmington.k12.mi.us or President Elect Jamie Riley at jamieriley@hartlandschools.us. You won't regret getting involved with the best teachers organization in the state. See you soon!

New to the Board

By: Elizabeth Mosher

Welcome to Jennifer DeClerck and Tyler Thompson our new board members. Both joined last year and have been dedicated to helping our organization and have contributed a great deal to the program of work. Both teachers are outgoing, energetic and hardworking. If you have any questions about how to get involved with MME, Jen and Tyler are a great resource.

Jennifer DeClerck has been teaching for 3 years at Mt. Morris High School. She teaches Marketing I-IV, Retail Store Operations, BMA I & II and is involved in several activities such as; DECA, School Store, Sophomore class advisor, Coach 8th grade girls basketball, Athletic Mentoring, Taught Technology and Podcasting for Bridges to the 21st Century.

Jen always wanted to pursue a career in the teaching field. While in high school, she took Marketing classes and was the manager of the school store. While taking these classes she realized that she wanted to continue in the Marketing field. She decided at that point to teach marketing. The dynamics of mar-

keting interests her and she enjoys the day to day challenge of teaching. Teaching is her passion.

She jumped at the opportunity to join the board because she thought it would be a great way to work with other educators around Michigan and help build MME membership. She has new, innovative ideas and would like to work with others and help MME grow and continue succeeding. She really enjoys being a member of the MME board.

Tyler Thompson has worked at Clio High School for 3 years teaching Marketing I-II, Retail Store Operations, and BMA I. He is actively involved at his school participating as a DECA Advisor, CTE Director, Co-op Coordinator, Varsity Boys Basketball Coach, JV Boys Golf Coach and BPA Advisor. Growing up Tyler dreamed of

teaching. While at Davison High School, he took marketing courses, participated in DECA, and was the manager of the school store. His dad got him involved in the marketing and promotion of his real estate business, and he was hooked. He enjoys studying new marketing strategies.

He decided to join the board because he felt it was an excellent way to grow as a professional. He was enticed by the board members experience and resources. Unsure about what he was getting into, he knew the experience would be very beneficial to him as a marketing teacher. He has a lot to offer not only the board, but its members. He has enjoyed his experience as a board member and looks forward to continuing to make the organization more valuable to all of its members.

"Welcome to Jennifer DeClerck and Tyler Thompson..."

Nominate Your Colleagues By: Brenda Clark

Each year, MME recognizes the best of the best marketing teachers and business people for the work and effort they provide on behalf of students, communities, and our profession.

The MME award categories include:

Dr. Louis R. Graziano Marketing Education Teacher of the Year Award – this award recognizes those outstanding marketing instructors who are actively involved in their profession on a local, state, and national level, their community, their school, and in DECA.

Dr. Jack T. Humbert Outstanding New Educator Award – this award recognizes those marketing educators who have five years or less experience as marketing teachers. These are instructors who have already made an impact on their program, their stu-

dents, their peers, and MME.

Michigan Marketing Educators Award of Merit—do you know a

business-person who has made an impact on your students? Someone who has gone above and beyond in support-

ing you and your program? Nominate him/her for the Michigan Marketing Educators Award of Merit.

It is important for us to take the time and recognize teachers and professionals for their hard work. Take a few minutes to complete the nomination found on page 5 and fax it to Ann Day at Michigan DECA at (734) 487-4321. All nominations are due by September 15, 2010.

Past Award Winners

Dr. Louis R. Graziano

Michigan Marketing Educator of the Year Award

Recipient	School
Christy McGee	Saline HS
Ann Shannon	Lincoln Park HS
Jamie Riley	Hartland HS
Tim Todd	Montague HS
Julia Hunter	Detroit Martin Luther King HS
Blair Sawyer	Detroit Western International

Dr. Jack T. Humbert

Outstanding New Professional of the Year Award

Recipient	School
Nick Kawala	Utica Ford HS
Jamie DeGrand	Plymouth Canton HS
David Ehrlich	Rochester Adams HS
Julia Dalrymple	Lake Orion HS
Nathan Oake	Hartland HS
Liz Mosher	Farmington HS

“Recognize the best of the best”

Free Resources By: Jen DeClerck

Are you interested in free websites to enhance your teaching and help you? If so, check out some of the sites listed below and see which ones suite you and your teaching needs.

TinyURL lets you shorten long URLs that are too hard to memorize and break in emails. All you have to do is log on to tinyurl.com, paste the long URL, and then you will be provided with a “tiny” URL that never expires. You can also customize URLs.

<http://tinyurl.com/>



Have you been trying to find ways to keep your audience focused when presenting? By using traditional slides, your audience can lose focus due to boredom. You need to try Prezi today! You can create and present ideas, images, and videos. The presentation software lets you express your ideas while telling a story.

<http://prezi.com/>



Weebly is a free, easy to use site where you can create your own website and/or blog. It is simple! You do not need to have a website development background. A few advantages of this site include: a drag and drop editor, hosting is provided, professional designs, and powerful blogging features. Websites and blogs are great ways to enhance communication in your classes.

<http://www.weebly.com/>





Awards Nomination Form

Dr. Louis R. Graziano Marketing Educator of the Year Award-

Dr. Jack T. Humbert Outstanding New Marketing Educator

Michigan Marketing Educators Award of Merit

Procedures:

1. Each MME Member may nominate one individual (or firm) for each award by September 15, 2010.
2. After receiving the nomination, the awards committee will request of each nominee a summary of the nominee's accomplishments in marketing education. The summary should include experiences in curriculum planning and development; Michigan Marketing Educators involvement; school store or laboratory; DECA; or other marketing education activities deserving merit. The nominee will need to return the summary by October 15, 2010.
3. The committee will select recipients by October 20, 2010.
4. The award winners will be recognized at the MME Fall Conference.

I, (name) _____ from (school) _____

HEREBY NOMINATE:

(name) _____ from (school) _____

For the **Dr. Louis R. Graziano Marketing Educator of the Year Award**

(for individuals teaching marketing education at least five years)

(name) _____ from (school) _____

For the **Dr. Jack T. Humbert Outstanding New Marketing Educator**

(for individuals teaching marketing education less than five years)

(name) _____ from (company) _____

For the **Michigan Marketing Educators Award of Merit**

(for business persons or firms who have contributed to the advancement of marketing education and/or DECA)

This nomination form must be returned before September 15, 2010 to:

Ann Day; Michigan DECA; Eastern Michigan University; Ypsilanti, MI 48197

OR fax to (734) 487-4329

MME Benefits By: Tim Todd

- 10) You learn the “secret MME handshake”.
- 9) You have access to the latest marketing education curriculum.
- 8) You add a line item to the “Memberships” section of your resume.
- 7) You will get a list of proven vendors for your school store.
- 6) You get a really neat name tag at the fall conference!
- 5) You network with marketing teachers from around the state!
- 4) One word. “P-R-E-S-T-I-G-E”!
- 3) You receive the ever popular “MME Newsletter”!
- 2) You get an annual opportunity to become a “GOLD MEMBER”!

And the number one benefit of MME Membership:

You are a part of the number one marketing education organization in the world.

MME Hall of Fame By: Tim Todd

The MME Hall of Fame was established by the MME Board at its 2007 summer planning retreat. The purpose of the hall is to recognize Michigan marketing educators that have made a profound contribution in the area of marketing education.

The 2007 inaugural class included Dr. Louis Graziano from Eastern Michigan University and Dr. Jack T. Humbert from Western Michigan University. These two university professors trained dozens of high school and post-secondary marketing teachers and were chosen due to their dedication and enthusiasm.

Every year the MME Executive Board will review Hall of Fame applications and determine who will be listed for candidacy for that year. The MME General Membership will vote on the candidates. The inductees will be

received and recognized during the annual MME Fall Conference. Past recipients are:

2007

Dr. Jack T. Humbert -- Western Michigan University
Dr. Louis Graziano -- Eastern Michigan University

2008

Dr. Carl Woloszyk – Western Michigan University
Dr. Earl Meyer – Eastern Michigan University

2009

Dr. Wells Cook – Central Michigan University

The DECA Brand By: Dave Wait

All dynamic organizations and corporations periodically examine their message statements to refresh, clarify and strengthen their brand. DECA embarked on a two-year process that involves researching the use of message statements by conducting focus group sessions with the DECA community.

The result is a contemporary and enhanced brand with updated message statements that collectively define the organization while retaining our historic connections and name recognition. DECA’s key messages are communicated through our guiding principals, which are connected to our updated logo. The first set describes our signature methodology and connects to the inner points of the diamond. The second set explains the result of participation in our organization and connects to the outer points showcasing the polished leaders DECA prepares.

The four inner points of the DECA Diamond symbolize methodology used to prepare the next generation.

Integrates into Classroom Instruction - An integral component of classroom instruction, DECA activities provide authentic, experiential learning methods to prepare members for college and careers.

Applies Learning - DECA members put their knowledge into action through rigorous problem-based activities that require creative solutions with practical outcomes.

Connects to Business - Partnering with businesses at the local and broader levels provides DECA members realistic insight into the industry and promotes meaningful, relevant learning.

Promotes Competition - As such in the global economy, a spark of competition drives DECA members to excel and increase their performance.

The four outer points symbolize that DECA prepares the next generation to be:

Academically Prepared - DECA members are ambitious, high achieving lead-

ers equipped to conquer the challenges of their ambitions.

Community Oriented - Recognizing the benefit of service and responsibility to the community, DECA members continually impact and improve their local and broader communities.

Professionally Responsible - DECA members are poised professionals with integrity and high standards.

Experienced Leaders - DECA members are equipped to effectively influence their peers and provide leadership in a business setting.

The synergy of a cohesive message shared among all members in the organization allows us to more effectively propel DECA’s mission statement, guiding principals, attributes, values and brand essence. Our unified brand will result in improving recognition, convey our unique elements, develop allegiance and increase support for DECA.

Information provided by DECA’s Branding and Messaging Guidelines, 2010 DECA Inc.