

# MME FALL NEWSLETTER

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SEPTEMBER 2009

## MME Fall Conference Update

By  
Jamie Riley

The MME Board of Directors cordially invites you to attend the 30th Annual Fall Conference, October 22 & 23, 2009, at the conveniently located Soaring Eagle Resort in Mt. Pleasant. This year's theme is "It's All About You" – Combining Academics and Technology with Your Marketing Program. We hope you will be able to attend Michigan's only statewide professional development activity designed for just for you.

We will start this year's conference out with a bang and give you a few surprises along the way. To begin with our keynote speaker will be Debbie Silver, a well known Consultant, Humorist, and Keynote Speaker. "Be a Teacher – Be a Hero" will be Debbie's focus of the keynote. She will have you laughing and get you charged for a great conference with her wit and humor. Debbie will also be presenting at one of our breakout sessions with her

presentation of "Calgon, Take Me Away! A Stress Management Workshop for Educators."



You will also be able to attend a variety of sessions that will help you not only feel good about what you do in your classroom, but show you new technological changes to make your class easier to teach and more fun for student learning. A few of the sessions will include: Bloggin Made Easy, Moodle with Martin, Google Tools, America's Marketing High School, Cool Things to do With Digital Pictures, and DECA Updates. We will also be offering one or two "Best Practices" ses-

sions on Thursday of the conference.

With all of the ongoing academic and graduation requirements we need to stay up-to-date with our programs. When you leave this conference you will not only be a little more pampered, but you will leave with a wealth of information to help you better serve your students.

Register before September 30, and pay only \$185 (\$200 after the 30<sup>th</sup>). The fee includes MME Membership for 2009-10. The one day conference fee is \$125. Don't forget to complete the hotel reservations form and send it in to the Soaring Eagle. All forms can be found at our website at: [www.michmktd.org](http://www.michmktd.org). Put your marketing program in the forefront of education and join us at the conference October 22<sup>nd</sup> and 23<sup>rd</sup>. See you there!

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## PREZ SAYS!!!! BY: TIM TODD

-Welcome back!

I would like to take this opportunity to tell you about a committed group of marketing professionals we have on the Michigan Marketing Educators Board of Directors. Additionally, I will share with you just a peek of what happens during our summer retreat.

I suppose when I was younger and overwhelmed by all of the requirements of a new teaching updating curriculum, teaching, DECA advisor requirements, like we all have, I didn't give much thought to the inner workings of the MME.

I would attend the fall conferences, learn a few new tricks of the trade and go home and resume my busy life. Little did I know that I would be on the MME Board and writing to you about this impressive organization that you are a part of.

The MME year begins in July with the Summer Retreat that has taken place in Petoskey for the past several years. The first days activities involve (among other items) getting the latest reports from the Michigan Department of Education and Michigan DECA.

Then time is given for the various groups to prepare our Program of Work. The areas covered are: Membership, Finance, Communications, Leadership and Professional Development and Awards and Recognition. During work group time, ideas are batted around and an action plan is formulated. This activity continues into late afternoon and continues into the second morning.

The next item was a Conclave Report including discussion about scholarships, attendance and location of

## PREZ SAYS...CONTINUED FROM PAGE 1



Now I hope that you are sitting down for this item . . . are you ready? . . . . Okay. This fall MME will roll out a new organizational logo. Yes, yes, I know how much you liked the old one - but times change and so must we.

Meeting dates for the next several MME Board Meetings are planned and if you would like to join us to see what goes on-you are most certainly welcome to attend.

The third day of the retreat includes reports from each of the Program of Work Committees.

Finance led a discussion about the budget and finalizing the numbers for 2009-2010.

Membership will update the MME directory to include all marketing educators in the state.

Communication plans to purchase software to send blast emails and will develop a survey to learn of MME member preferences.

Awards Committee will work on updating the website with Professionals of the Year.

The entire Program of Work for 2009-2010 had the full support of the board.

Now I didn't mention while we worked during the day, we did relax a bit at night. You know that as marketing educators we had to help out the local economy. And so we did . .

And there you have it . . . . a fairly typical MME summer retreat . . . . busy, fun, with always time for a few laughs and very productive.

It will be my pleasure to work with these dedicated professionals this year.

Make it a Good Year,

Tim

## MME AWARD NOMINATIONS BY: DAVE WAIT

### Marketing Education Recognition Awards

The Michigan Marketing Educators invites you to recognize a colleague for one of our service awards. Because most of you are the only marketing education teacher in your buildings, recognition for our accomplishments often goes unnoticed. The Michigan Marketing Educators Awards program is a way to recognize deserving teachers for their contributions to their school and to the profession. Any MME member can nominate individuals for the awards listed below. Complete information on each award can be found and a nomination form can be found on the MME website at [www.michmkted.org](http://www.michmkted.org) The deadline to nominate someone for our 2009 awards program is October 1, 2009.

The Dr. Louis R. Graziano Outstanding Michigan Marketing Educator Award is for teachers have taught more than five years.

The Dr. Jack T. Humbert New Professional of the year award is for individuals that have taught marketing education for three to five years.

The Michigan Marketing Education Award of Merit is for business persons or firms who have

## BECOME A GOLD MEMBER!!!! By: ELIZABETH MOSHER

### Become **GOLD**

MME offers sharing of lessons and classroom ideas, development of professional workshops, including the annual Fall Conference, scholarship opportunities to attend conclave, awards and recognition of outstanding professionals and advocates at the State level for segmenting and CTE.

Show extra support for MME by becoming a GOLD member. Being a gold member will give you recognition at the MME Fall conference with a special conference gift including a \$10 gaming card.





## IT'S AUCTION TIME AGAIN BY: CATHY CUNNINGHAM

MME is once again planning on our live and silent auction, held at the Fall Conference, to be our major fundraiser of the year. MME cannot do it without your help. We rely on your generous donations to this event. We encourage you to hit your friends, relatives, vendors and school store for auction items.

If you cannot come up with anything there, try doing an extra credit activity with your students. We pass out a sheet talking about our auction and organization and ask students for items that would be appropriate for our conference, with a minimum retail value of \$25. We offer extra credit points

based on the value of the item. After a gift is received, we supply the student with a thank you letter on school letterhead so the donor (parents, employers, etc.) has it for tax purposes.

We are also happy to accept gift cards for our brown bag drawings. We would appreciate a minimum value of \$25, but we can always create a grab bag of gift cards of lesser value as well.

When all else fails, go out and buy something to donate. We won't be successful unless all of our membership gets involved. This money raised helps offset the costs of our conferences, allows us to give

student members a real discount and enables us to line up well-known speakers.

Please do your part. If everyone gives one item, we'd have a record number! All you need to do is e-mail a description of what you are donating, including retail value, to Cathy Cunningham ([catherine.cunningham@farington.k12.mi.us](mailto:catherine.cunningham@farington.k12.mi.us)), and then bring it with you when you come to the conference or drop it off with a board member prior to Tuesday, October 20, 2009. The finance committee thanks you, your entire organization thanks you. We look forward to seeing you at the conference.

Cathy Cunningham

## RESOURCES, RESOURCES, RESOURCES BY: DAVE EHRlich

Did I say resources? Like many teachers, I have been spending time searching the Internet to find some great ideas to build into my program. Recently, I discovered the Vocational Information Center's "Business and Finance Related Sites" page that contains dozens of valuable links. It includes a wide variety of categories, including:

- Business Basics and Tutorials
- Advertising and Public

### Relations

- Economy Resources and Statistics
- Financial, Insurance & Investment
- Forms, Business Plans and Templates
- Hotel Industry and Travel Industry
- Human Resources
- Law
- Business Directories and Links

- Small Business
- Management and Leadership
- Marketing
- Teaching Business
- Sales, Exporting, Trade
- Business Lesson Plans and Activities
- Researching Companies

If any of those intrigues you, then check it out for yourself: <http://www.khake.com/page13.html>

Have a great year!





## Awards Nomination Form

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

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

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**Michigan Marketing Educators Award of Merit**

### Procedures:

Each MME Member may nominate one individual (or firm) for each award by September 30, 2009.

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, 2009.

The committee will select recipients by October 17, 2009.

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 30, 2009 to:

Ann Day; Michigan DECA; Eastern Michigan University; Ypsilanti, MI 48197  
OR fax to (734) 487-4329