

# NJ DECA Diamond Points

"DECA has taught me much more than marketing; I have learned how to represent myself and this organization in a professional environment, speak eloquently, and believe in myself. I am still in awe of what this organization has done for me and what it is capable of doing for others."- Uzo N. Ogu

## Getting to Know Your National Officers –Gina Matero

Each year only five members of DECA are selected by voting delegates to represent every DECA member on a national level. The skills required to lead such an immense number of students are countless. These students must surpass the expectations of every student and every advisor. They have to be more than what people expect from an average leader. DECA officers must be able and willing to demonstrate the fun and importance of DECA and also travel to the many places that DECA will lead them. This year your DECA national officers are Uzo N. Ogu, Michael LeVecque, Isaac Robinson III, and Shelby Talbott.

Your 2008-2009 National DECA President is Uzo N. Ogu from Sugar Land, Texas. She held the office of Texas DECA State President. She is overly qualified to be in charge of 180,000 students. During her senior year of high school, Uzo (pronounced Oozie) was a reporter for the school newspaper, a National Honor Society officer, and Student Body President.

An excerpt from Uzo's journal found on DECA.org:  
April 27

Throughout my caucuses all I could think about was the speech session. What would be my four questions? Would anyone understand my speech? How can I show every voting



delegate how much this organization has changed me? Thankfully I made it through the speech for the most part unscathed – a few mispronounced words but

nothing too dramatic. After the speech and questions I was relieved to have other members come up to me for photos and to schedule caucuses, my message was starting to get to people!

Michael LeVecque attends Northeastern University where he currently juggles his time between college and being the North Atlantic Region Vice President. During the 2007-2008 school year, Michael was a Massachusetts DECA

State Officer. He started DECA because it was required of his marketing class' curriculum but after experiencing DECA to its greatest ability, he is eager to help you, "Make your Mark".

An excerpt from Mike's journal found on DECA.org:  
Monday, April 28– I finished the remaining five caucuses on Monday. I ended up caucusing with every state/province in the North Atlantic Region other than Delaware, who were not participating in the election process. Monday was a little less chaotic than Sunday, but it was still very tiring. Nevertheless, I went to the Celtics vs. Hawks game on Monday night! I am a diehard Celtics fan, as my family has season tickets. It was heartbreaking to see them lose, but it was still an enjoyable experience. After the game, I went back to the hotel and didn't get that much sleep because I was very anxious about the Election Session in the morning.

After holding the offices of both Missouri District 7 Vice President followed by Missouri DECA State President, Isaac Robinson III knows what it takes to be a successful leader. As Central Region Vice President, Isaac believes in the opportunities and possibilities of the Central Region.

An excerpt from Isaac's journal found on DECA.org:  
**May:** The past two weeks, since the election, have been amazing. My school is still celebrating having its first national officer and Missouri remains enthusiastic about running and electing its first national officer in 33 years. My adrenaline is still pumping at the thought of being a national officer. I have begun planning how to successfully execute my campaign promises and best serve the members of the Central Region.

Shelby Talbott, our Southern Region Vice President, currently attends the University of Tennessee Knoxville. Her enthusiasm of DECA started at the chapter level as her chapter's vice president. During her senior year, she was able to stay active in DECA while being a part of many activities and taking multiple Advanced Placement classes.

An excerpt from Shelby's journal found on DECA.org:  
**July:** Officer training is coming so quickly but I can't stand to wait! Working on my speeches and workshop reminds me of just how much I truly love this organization. I miss Team 63 so much and can't wait to be in action with them once again. Despite the fact that we spent such a short time together at ICDC, I feel as if we have bonded so much just from all of the emailing and short talk we have done since then. Everyday I realize how truly blessed I am to have gotten involved with this wonderful organization, and I only hope that I can give as much back to DECA as it has given to me!

Unfortunately, there is no Western Region Vice President this year but hopefully next year we will receive a wonderful addition to our leaders of DECA. Each current officer can be reached through e-mail. Their e-mails can be found on DECA.org along with their full bios and journals.

## Attending any DECA Conference is a Privilege –Samantha Hopkins

Attending any DECA Conference is a privilege that must be taken advantage of the fullest extent. Many great speakers take time out of their busy schedules to come, with the intent, to make a difference in the lives of DECA students. When attending these conferences there are a few practices that students must do to try and remember some of the ideals given to them.

As teachers always say, bring a pen and paper! Even though you are not in a classroom setting it is beneficial to write down major topics or motivational quotes that a speaker says. One quote that struck me

personally from the COLT conference by Keith Hawkins was, “You do not buy your time, you own it!” I wrote that quote down my sophomore year of DECA. I am now a senior and still remember those words of wisdom. When he made that statement this October I, personally, felt great I remembered this information, and applied those words to my life.

For some people, writing things down is not the best way to remember information. So a second tool for utilizing all the time allotted for you at conferences is to listen. The students who sit there and listen gain more from a lesson than students who

are talking. It is also disrespectful to the speaker when students continue speaking while these people are trying to instill their knowledge within them.

My last word of wisdom, when at conferences, is participate and network. All of the other students are also there to have fun and meet new people. Most speakers are interactive and ask you to participate in different tasks to help build your networking skills. When students do not participate it defeats the purpose of the activity.

All seminars are held to help students better their lives and careers. Now is the time to perfect the little skills that will give you the step above your competition; that is not fortunate enough to attend these seminars. Author Greg Anderson once said, “...focus on the journey, not the destination. Joy is found not in finishing an activity but in doing it.” Seize every moment and opportunity given to you in DECA because you may not have another chance to do these things ever again.

## “The Storm of Caring”-Kelsey Petrasek

There are many different fun ways for your school to fundraise for the STAR project. Below is a list of various ideas that you and your school can enjoy doing while earning money for a good cause!

-One idea many people seem to enjoy is donating a dollar to autism. With this idea your school would print out pieces of paper that are shaped like puzzle pieces that each individual can write their name on. Each chapter member walks around with these and when someone donates a dollar they will write their name on the puzzle piece. You then hang up all of the pieces in a window or on a wall where the whole school can see who donated. “Every year North Brunswick uses this fundraising activity,” says Mrs. Malik Of North Brunswick HS. “ This year we used a puzzle theme because of Autism. In pervious years we used pumpkins

because of the fall, we used ghost with the slogan ‘Help Scare Away Cancer’, and we used raindrops with the slogan ‘The Storm of Caring’.”

-Another idea is to have one or two students sit by the end of the line in your cafeteria. Then you can ask the students that just bought there lunch for their change. Most students end up putting that extra quarter in their pocket and forget about it, but all the loose change adds up!

-Also, selling candy is always a great and easy way to make money! Everyone loves candy, so have your chapter members carry around a box of chocolates or lollipops and sell them for a dollar. Inform the customers that either all or a portion of the money you raise will be donated to autism and you have a simple and hassle free STAR fundraiser.

As you can see it is easy and fun to be very creative with this project. If you have any questions on how to organize any of these fundraisers or have other ideas you would like to share, please e-mail me at [Kpetrasek@njdeca.org](mailto:Kpetrasek@njdeca.org).



“...and we used raindrops with the slogan ‘The Storm of Caring’.”



## Accounting and You-Tyler McIntyre

A great skill to have is accounting. Accounting is the backbone to any well organized and managed company. There are several different terms that should be known when talking about accounting. Some of the basic accounting terms that you will encounter are revenues, expenses, assets, liabilities, income statement, balance sheet, and statement of cash flows. Several companies hire CFOs and accountants in order to make sure that their company is financially secure. These accountants look at how much money the company collects from buyers or customers, called the revenue. When a company pays off all of its outstanding debts and operating costs (expenses) the remainder is called the profit. In public companies, profits can be reinvested into the company or given back to the share holders as dividends. Also accountants have to keep a balance sheet about all of the company's liabilities and assets within a given time period. Everything owned by a business that has value to it is called an asset. Assets include cash, accounts receivable, inventory, land, buildings, and equipment. A liability is an obligation to use or give assets in the future to someone or something. Lastly statement of cash flows is normally a table that shows the money that is going into and out of a company. These are very common terms in accounting and many small business owners are very familiar with them since most do their own books.

As a treasurer accounting is a very important skill to have. For those who do not know what a treasurer does, a treasurer is a person who is responsible and looks after funds. As the treasurer for NJ DECA I have to look over the balance sheets and expense reports every month in order to make sure that the funds are properly spent. My basic accounting skills allow me to understand and interpret all of the sheets. I report these numbers to your other state officers so that everyone knows NJ DECA's current state.

Lastly accounting not only will help you in the future but also in DECA competition. There are several categories that either do with or use accounting expertise. A great example that uses accounting indirectly is the Stock Market Game. If you want a better chance of winning rather than just blindly pick 10 of your favorite and biggest companies a good way to do research is to read the earning reports. All public companies are required to post their earning and report them to the Securities Exchange Commission. This is public data and anyone can access the reports. Every report shows assets, liabilities, earnings, revenue, and other financial information; in some cases it also includes previous years. This is good when picking stocks because it ensures that you will not pick a com-

### Mr. Keith Hawkins-Andrew Posen

On October 22-23, during the NJ Colt Conference, New Jersey chapter officers and state officers all had the privilege of watching Mr. Keith Hawkins work his magic while discussing leadership skills. Before discussing the actual event and my opinion about it, let me briefly talk about his biography. "Keith Hawkins is one of America's top professional youth speakers. Keith has dedicated his life to the human race with his work. His mission is to help make this world a place where we understand and value all people by building meaningful relationships." While growing up, Keith Hawkins had to live in a rough area in Los Angeles with his family. Keith was forced to overcome major life challenges such as hunger and poverty as a young boy. Keith's life story is one of triumph through hard work and determination. His presentations are genuine and straight from the heart, which is why all who hear Keith speak are motivated to make positive changes in their life, their school, and ultimately the world. Keith has been a professional speaker for well over a decade and his passion for speaking could-

Assets		Liabilities and Owners' Equity	
Cash	\$6,600	<b>Liabilities</b>	
Accounts Receivable	\$6,200	Notes Payable	\$30,000
		Accounts Payable	
		<i>Total liabilities</i> \$30,000	
Tools and equipment	\$25,000	<b>Owners' equity</b>	
		Capital Stock	\$7,000
		Retained Earnings	\$800
		<i>Total owners' equity</i> \$7,800	
<b>Total</b>	<b>\$37,800</b>	<b>Total</b>	<b>\$37,800</b>

pany that is poorly funded, liabilities that exceed assets and one that will file for bankruptcy soon. Also another way accounting could help you is when you are weighing the decision to or not to purchase stock on margin (borrow from the bank). The stocks that you bought on margin will be a new asset but the money you borrowed will be the new liability, and the question becomes, "will my assets exceed my liabilities?"

Accounting is a great skill to have in any profession. It allows for companies to budget spending as well as understand their current situation, especially in this market. Now more than ever accountants are being used by businesses because of the recession. Accounting will help you in the two most important places: DECA and life.

Cash flow from operations	\$4,000
Cash flow from investing	\$(1,000)
Cash flow from financing	\$(2,000)
<b>Net increase (decrease) in cash</b>	<b>\$1,000</b>

Accounting will help you in the two most important places: DECA and life.

n't get any higher. Some major highlights in Keith's motivational speaking career has been speaking at the United Nations Global Summit, being interviewed by *Time Magazine*, being featured in a national communication book, *Between One and Many*, and lastly, co-authoring two books... *Teen Power* and *GO MAD*. Mr. Keith Hawkins graduated from California State University of Chico. Now a days, Keith lives in Sacramento, California, with his wife Lori, and their daughter named Kambria. Keith and Lori have both dedicated their lives to

helping and motivating people. Their goals in life are to provide real inspiration to every person that they speak to. Keith Hawkins personally said on his website, "Being real with people, especially students, is the best way to not only impact lives, but to change lives. With this philosophy, our goal is to provide services that will change the outlook of your school or organization. We believe in offering these programs in a personal, fun, and real way so that all who are involved feel engaged."

I have to say, hearing

**Mr. Keith Hawkins...**

Keith Hawkins speak, was one of the greatest experiences that I have ever had in my life. After listening to Keith's performance, I firmly believe that I came out of that conference with a whole new perspective on life. Sure before I was leader to my peers and in my community. However, after listening to Keith, I realized how much better of a leader and as a person in general, I could become. He enforced the ideas of being real with yourself, not judging others, and doing what is right no matter what other's opinions

are. The one phrase that sticks out in my mind that Keith Hawkins talked about was the quote "I don't get ready...I stay ready." This quote hit me as soon as I heard it; I even made it my senior quote. Most people normally say that they will do something as soon as they're ready or say they're not ready to overcome an obstacle when the unexpected happens. On the other hand, Keith Hawkins taught me that I shouldn't have to get ready when something goes along. Rather, I should always stay ready, so that when the unex-

pected happens, I can already be prepared to tackle the major obstacle ahead of me. Other things that Keith Hawkins did besides motivate us through his own words were make us meet new people, open up to strangers, and talk about our true feelings to one another. People of many different backgrounds all came together in these exercises. Many of the students said how they were amazed of how easily that they were able to open up to such strangers, because they haven't even told some of their best friends some of the secrets that they had just spoken about.

In the end, Keith Hawkins taught everyone at the NJ Colt Conference a major lesson about leadership and life. I believe he impacted everyone who attended the conference, in a way that nobody would have ever expected him to. Words just aren't enough to describe his performance. He was absolutely phenomenal! I would love the opportunity to listen to Keith speak again because I learned so much from just a few hours with him. If anyone is interested to listening to Keith speak or requesting him to perform for a group of people, you can visit <http://www.keithhawkins.com/>.

## Interview with Mrs. FitzGibbon, Scotch Plains-Fanwood High School DECA Advisor– Kapri Kreps

**How long have you been the Scotch Plains-Fanwood H.S. DECA Chapter's Adviser?**

I am in my third year as the SPFHS DECA Advisor

**Did you always know that you wanted to work in a business-related field?**

I was a double major in finance and marketing in college. I always thought I would work in business. I worked for Citibank in New York and I also worked in Corporate Training for a division of GE. I never thought I would ever end up teaching high school. People who knew me in college are always surprised to hear I became a high school teacher.

**What college did you attend and what was your major?**

My undergraduate degree is a double major in finance and marketing from Fordham University. I have a Masters degree in Education from Montclair State

**What is your favorite thing about teaching marketing/business to high school students?**

Students learn quickly that Marketing is relevant to every aspect of business. As a teacher you can always find a current example of a principle of marketing to help your students understand a concept.

**In what ways has your experience as a DECA Adviser been entirely different from what you expected it to be?**

I never thought that I would enjoy it as much as I do. Our chapter is very active and there are opportunities to participate in a wide variety of activities. One example is that we are attending the DECA Day at the Nets on December 10th.

**Describe your most rewarding experience as a DECA Adviser?**

There are so many. I think watching students who are quiet and shy come out of their shell in DECA through activities and competition.

**Briefly state some of the topics you teach your students which you feel are most important.**

My background is in corporate training. I use some of the teamwork games that I used in my training sessions in the classroom.

**How do you feel about using technology in the classroom/ how do you incorporate technology into your teaching?**

I actually teach some network concepts and Internet concepts in my classes. I use my background as a Microsoft Systems Engineer to give my students an overview of local area networking.

**What does your chapter do to prepare for competition, and how successful has the preparation been?**

We have a mandatory practice requirement for students. They schedule time after school to work on sample role plays and test strategies. We also do some extemporaneous speaking drills during class to work on our public speaking skills. I have been very pleased with our results.

### Describe some of your chapter's successful fundraising/ community service projects. What do you think makes these successful?

Each year we run a Powderpuff football game the Saturday after Thanksgiving. This year the money raised goes to the STAR project. The girls pay to play and get a t- shirt. The football players in DECA act as coaches. We sell concessions and charge admission at the gate. The freshmen play the sophomores and the juniors play the seniors. This has become a really popular event. I think it is popular because of the rivalry that has developed and what fun the girls have every year.

#### What is your definition of success?

I associate success with happiness as opposed to affluence. I consider myself successful because I love my job and I have a great family that I enjoy spending time with.

#### What advice would you give to a new Adviser?

DECA is not just a job, it's an adventure. Hang on and enjoy the ride. And, never be afraid to ask someone else for advice. During my first year as a DECA advisor I had Mrs. Malik from NBTHS, Mrs. Malec from Spotswood and Mrs. Rizzo the State Advisor on speed dial on my cell phone.

## SPFHS DECA Chapter "Kicks Off" a Successful Fundraiser for the STAR Project-Kapri Kreps

More than 200 spectators crowded the Scotch Plains-Fanwood High School (SPFHS) football bleachers Saturday, November 29 in support of an a newly-honed SPFHS tradition: the Powderpuff Football Game. This event allows girls the opportunity to test their football skills during a head-to-head matchup of juxtaposing grade levels (freshman girls vs. sophomore girls followed by junior girls vs. senior girls); and all for a good cause.

The proceeds of the event will go towards the NJ DECA STAR Project, helping to fund autism research at the Autism Center of UMDNJ. Admissions were open to all, with a suggested ticket price of \$3.00. In addition, "Powderpuff 2008" t shirts were included in the girl players' sign-up costs for \$15.00 a pop. 164 DECA members played and 25 DECA members/ football players coached.



"The proceeds of the event will go towards the NJ DECA STAR Project, helping to fund autism research at the Autism Center of UMDNJ."

## An Entrepreneurial Idea of Entertainment-Kendall Ryan

Each year, NJ State Officers and advisors alike combine their best efforts to select entertainment for NJ State Competition. In previous years, events like motivational speakers; like the one and only Amy Gallinger; talent shows, dances, and a hypnotist. All have been increasingly popular throughout the past years but NJ DECA always wants something more. This year, each state officer was instructed to research and develop and pursue his/her choice of entertainment. As the State Communication Secretary, it is under my jurisdiction and role, to serve as "chairman" of this sort of assignment. Thus, I have developed the following ideas.

This summer, following NJ State Officer Training, NJ Advisor Mrs. Rizzo was approached by entertainer David DiMuzio and I was instantly intrigued. I was taken aback by his charisma and enthusiasm. His unique skills remained in mind when it was my turn to begin my search for the State Entertainment.

Mr. DiMuzio is a man of rare talent and passions. He began performing at the tender age of twelve and soon performed at NBA Half-times. It was all uphill from there, soon winning "The International Juggler's Association World Championships" in 2001 and soon there after being named "Headline Entertainer" at Disney, Royal Caribbean, and Princess Cruise lines. At this time, David was only 18. David's fame quickly spread to over 50 countries and 5 continents. Most recently, last year, David's voice was heard by the right producer, and he now is on his way to the top of the charts with his debut album "Not Alone". As a result, David DiMuzio now juggles to his own music, combining his two unique passions.

Fear not, although David is a known national performer, he has raved about today in high schools, middle schools, and club conferences like DECA's sister organization FBLA. For more information, you can check out David DiMuzio on the web at <http://www.daviddimuzio.com>.

**David DiMuzio...**

NJ DECA is currently investigating further Mr. DiMuzio and he is being considered among many of the possible choices for the NJ State Competition's Entertainment. Although your state officer team cannot confirm that David will be our entertainer yet, we can assure all of our members that you will "experience the difference" and "make your mark" with whatever entertainment we choose. We look forward to seeing and entertaining you there!



[www.daviddimuzio.com](http://www.daviddimuzio.com)

**Who Is Mr. President-Brian Davis**

*"As a leader, you need to be able to connect with those you are representing."*

This article is titled "who is Mr. President" and there is a very simple answer to this question: I would like to believe that I am just like everyone else.

Probably the most interesting thing about me is that I have three older brothers. It was never easy being the youngest of four boys, most of the time it proved to be very entertaining. I am grateful for having three older brothers because they were able to teach me about many different aspects of life which helped me grow and mature as I got older. I learned about DECA through my older brother Steven. He was a three year member, chapter president and got to go to all of these places for conferences, so I decided to join as well. I was also able to see my brother mature through DECA helping to improve many aspects of his life in dramatic ways. I wanted to have a similar maturation because I was fairly shy growing up.

DECA was able to improve my confidence and several other aspects of my social skills. I was terrified of public speaking only a few years ago. Although I have not completely mastered the skill as of yet, I do try to make public speaking a fun experience as much as I possibly can.

I wanted to run for state president of DECA since my freshman year. It was a long and difficult task which proved to be more challenging than I could have ever anticipated. It took me months to come up with a campaign that I thought would attract people to want to vote for me. It took me several weeks just to write out my speech, and I cannot tell you how annoying it was practicing it over and over again. The actual campaigning was pretty difficult was well; having to wake up at five in the morning to start setting up my campaign booth and such. However, looking

back, I have to say that it was one of the greatest experiences of my life. Not only was it a great challenge, but it was a task that I was able to be creative and have a lot of fun with.

I am just like any average high school student. I wake up every morning extremely tired, dreading the day of school to come. Most of my classes, I look at the clock every minute just waiting for the day to end. After school, I go home and grab a slice of pizza before heading off to work for four hours. Then after work, I will eat dinner, do my homework, maybe watch a little television before going to sleep and beginning the cycle all over again. On the weekends, I do the same things that most other kids do: hangout with my friends, watch movies, watch football, just very basic things. I would say I live a very typical lifestyle which I feel is a major component in being a good leader.

As a leader, you need to be able to connect with those you are representing. You need to be able to know what some of the problems are firsthand so it makes it easier to find solutions. I do not consider myself to be above anyone else; I feel that in order to be effective in my position, I cannot have an ego, that way, I can connect better with all of the members of DECA. Being able to work together with other members of the state action team is another important part of being a successful President. So far, I feel that whenever we have a meeting, it does not feel like work because we are able to have such a good time working together. With seven other state officers I have to remember that it is not all about me so I let all of my other officers make decisions and speeches in situations that normally the President will take. By letting the other state officers have just as much power, it keeps morale within the team high which makes working together very easy. I feel as though staying connected and not having an ego makes a great President and are attributes that are very rare with most leaders throughout history.

It is impossible to compare myself to another historical leader just because I do not feel above anyone else in DECA in any way. I am just an ordinary high school student just trying to do his fair share for the organization. I feel that I am different from most historical leaders because there is always such a gap between most of them and the ones that they represent while I am always asking my chapter about ideas on how to improve the conferences and such. Since I am just an ordinary high school student trying to make a little difference before I go to college, I feel that it is unfair to compare me to any other leader throughout history.

NJ DECA

*We are here.*

*Where are you?*

Now seeking and

Accepting DECA

Member of the Month

Submissions!

*Download application  
now!*

*Visit us at [njdeca.org](http://njdeca.org)  
for more details!*

## State Officer Bio — Brian Davis, President



[www.njdeca.org](http://www.njdeca.org)

*Brian Davis is the 2008-2009 New Jersey State President. He is presently a senior at North Brunswick Township High School and has been an active member of his DECA Chapter for the last three years. His love and inspiration for DECA came from his older brother Steven who served as chapter president four years ago. Brian has also competed in the sports and entertainment marketing as his brother did before him.*

*Brian ran for state president in 2008 because he felt that he could best serve DECA with his leadership skills. He received a wealth of knowledge and experience attending the 2007 COLT conference, the 2005 and 2007 NARCON conferences, the 2005, 2006 and 2007 NJ State Conferences and 2008 ICDC where he took part in LEADS.*

*Brian also works at Camp Greylock in Massachusetts during the summers where he teaches baseball to campers. He previously attended Camp Greylock for 7 years where he learned important lessons in competition and good sportsmanship that he is now able to impart not only to his campers but in DECA as well. In his free time, Brian enjoys playing baseball, soccer, tennis and football. Brian has also participated in many DECA fundraisers including The Angel Project for Needy Children, Fundraising for Cancer Research and Aid for Victims of Hurricane Katrina. Along with his many interests and activities, Brian is an honors student at NBTHS and has been inducted into the National Honor Society.*

*After high school, Brian hopes to join former state president, Lee Rudin, at Tulane University where he will major in Business. Brian is looking forward to the upcoming year with great enthusiasm and determination. He promises that the State Action Team members will put forth all of their effort to insure that New Jersey DECA will have a spectacular year.*