

NJ DECA Diamond Points

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Business & Medicine-Kapri Kreps

In many ways I am an academic dichotomy. I adore the solidity and tangibility of the sciences. Yet, I maintain an avid obsession with literature and the malleability of the English language. Even more so than the former and latter, I love academia's "gray area," the zone in which the finite barriers between subjects are broken down to reveal an intricately designed coursework with endless possibilities and learning experiences. For me, business effortlessly fits into this middle-ground, blending together solid fact with distinctive creativity.

Throughout my high school educational experience, I have developed a decisive conclusion: I adore the academic area for its tangibility, and I genuinely love the science for the sake of being stated, while my fellow DECA members often asked, how do you become a doctor so involved in an occupation like medicine? My love for the sciences, in which I have members for the sciences, even those in the realm of

amongst my friends or in my own life. However, after attending my first State Conference that year, I was hooked. Both the thrill of

competing and the opportunity to meet people from across the state who shared the same interests and goals solidified my love for DECA, as well as my desire to run for a DECA State Office position two years later.

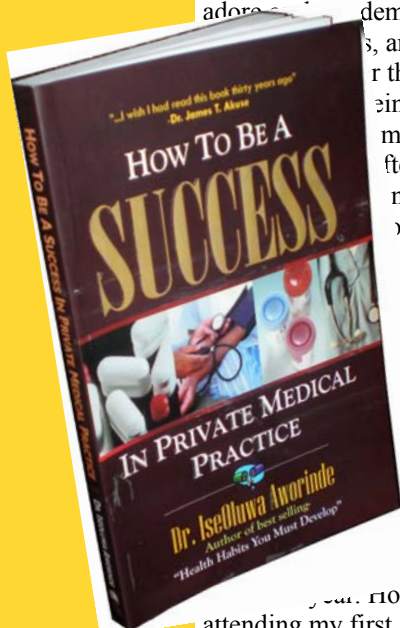
I recognized then as I do now, the real-world experience DECA provides its students. For example, by doing a role play you're essentially preparing yourself for a future college interview or a job interview down the road, and by conversing with other DECA members, you're learning how to network and also how to strike up conversations with people who might be entirely different from yourself. Regardless of what occupation you decide to pursue, these skills are invaluable.

Pertaining more specifically to a future in medicine, maintaining a broad background in business would prove useful if deciding to open a private practice or more expansively, if analyzing the economy's impact on the medical world. From my own experience in DECA, I can equilibrate a role play to a medical case study or enigma in that both require critical thought and

problem-solving. In addition, the teamwork skills I have acquired from working with my fellow State Officers can be applied later on when working with fellow medical professionals.

I am a student who plans to study the sciences, English, and business while in college, all in preparation for a career in medicine. My goal?... to become a well-rounded and innovative doctor and who puts the need of a patient and an ethical approach to medicine above all else. The skills and life experiences I have gained through DECA will certainly be utilized throughout my years in college, medical school, and while working in the medical field to achieve this goal.

If there is one thing my own DECA experience has taught me which I hope to instill in readers and fellow DECA members, it is that it is not so much *what* you do as *what you make of it* and *what you learn from it*. Regardless of your plans for the future, make the most of your time in DECA and you just may find that it becomes your most significant high school experience.



Welcome to College with EASE! -Samantha Hopkins

As 1/3 of New Jersey DECA will be leaving us, as seniors, this year they will be embarking on a life journey to find their place in this world. Yes, new people will come and replace them, however the values and marketing techniques they learned in DECA will change their lives forever.

Going into the competitive field of college and further down the road DECA students will have the competitive spirit. They know what it takes to beat their competitor. Whether it is in an interview or on a project the competitions held on the Regional, State, and International level give DECA students a step up in the "real world."

New college students will be thrown into a pool of new people when arriving on campus. Through leadership training and networking at conferences it is the hope of DECA that you took out of the experiences networking and leadership skills. Now you can be the leader in this pool of people and meet new people with ease.

Through DECA, students gain the motivation to succeed and shine amongst a crowd with the opportunities that are given to them through this program. As we say good bye and good luck to our graduating seniors as a whole DECA hopes that this organization has made a positive impact on your lives and that the memories and skills that you learned will last a lifetime.

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Highlights-Gina Matero

Throughout this year NJ DECA has been all over the USA including many memorable events in New Jersey. At each location New Jersey DECA members took part in many enjoyable leadership and business events. But which events were the best? I've listed some of the best NJ DECA events (in no specific order).

- NASHVILLE, TENNESSEE

Most NJ DECA students were able to participate in leadership academies while getting a little taste of country music all weekend long at places like the Rock N' Roll Hall of Fame and at The Grand Ol' Opry!

-STATE CAREER DEVELOPMENT CONFERENCES

Competition was fierce at our SCDC this year as

everyone was "California Dreamin'." Along with



over the world are going to be able attend places like Disneyland and a Dodgers baseball game.

As a state officer, I personally cannot wait for California in order to bond with the current and incoming state action teams.

I can honestly say every event has been amazing. Serving as Recording Secretary has been something I expected and I hoped it would be. I will have a wonderful time. Thank you for such a

"NJ DECA members can't wait to 'Make their Mark' 3,000 miles away from home in Anaheim, CA"

Marketing Profile: Pharmaceutical Sales: Novartis Oncology-Kendall Ryan

As a public entity, Novartis Pharmaceuticals, announced in its Group Annual Financial Report that it is “now focused solely on growth areas in healthcare, [and] Novartis offers a diversified portfolio to best meet these needs-innovative medicines, cost-saving generics, preventative vaccines and diagnostic tools, and consumer health products”. As a result, Novartis embraces the theme of “Winning for the Patient”, which is a worldwide program promoting patient education, care, and consideration. Part of this program includes the company’s strive to provide equal opportunity to every patient in terms of care, including drug price and availability.

Because Novartis has adopted such admirable policies and business tactics, they make for a hard competitor. However, some competitors still exist to Novartis. Some notable competitors as presented by Yahoo! Finance include: Johnson & Johnson with a market cap of \$163.84 Billion, Merck & Co. Inc. with a market cap of 60.74 billion, Pfizer Inc. with a market cap of \$117.60 billion. Novartis stands at a steady \$109.07 billion market cap, with an expectation of growth. Its enterprise is valued at \$111.74 billion with a profit margin of 17.3%. In terms of profitability as a whole, and as alluded to previously in the report, Novartis has a very good standing with a “gross profit of \$27,92 billion from an original revenue amounting to \$42.41 billion” (Novartis Finance).

Novartis is a public entity, and can be viewed as a monopolistically competitive market. Novartis is a monopolistically competitive market for several reasons. First, Novartis is a member in a market full of many producers and consumers alike, with many products being sold. Second, Novartis makes it their “business” to have some control over the price of their pharmaceutical products, and to sell it at cost. Also, Novartis is eminent of a monopolistically competitive market for it relies itself on brand advertising. The essence of the employment of its approximately 7,000 pharmaceutical representatives is to promote Novartis’ brands like Femara, Zometa, and Gleevec. The purpose of company sponsored outings, luncheon programs, is to further enforce branding, with numerical data and research as supports of course. The corporate representatives, physicians and associates and other trained professionals, from around the world to speak at conferences, at the reliability, efficiency and accompanying loyalty of the brand. In summary, Novartis Pharmaceuticals Company is a monopolistic competitor with close competition due to all of the above reasons and support above.

In such a demanding industry, with so many inelastic demands, a corporation like Novartis Oncology is the “best of the best”. In fact, this idea is essential to the company’s ultimate success. As previously mentioned, especially pharmaceutical field sales representatives, are receivers of significant benefits. One of the most important benefits of holding a job in a sales position is that the benefits received is a direct result of one’s performance. Essentially, you control your own benefits, everything from salary to stock options. The more successful you are at your job, the better off you are. In terms of wages, age, experience and education are very important factors. A bachelor’s in biology, marketing, management and/or business administration, just to name a few, is a must. A master’s degree or a doctorate is also looked very favorably upon especially if a particular individual is looking to progress “up the corporate ladder”. Next, one’s positioning is based on your education, experience, and most importantly performance. For example, for a “rep” position, the company is clearly inclined to hire an individual who is motivated to and has increased their sales volumes and works well with others and can step up and act as a leader of the team. Also, an array of specific pharmaceutical product knowledge is essential to the job as well, such as drug components, uses, side-effects, and duration and method of treatment.

I believe that the pharmaceutical market is one of relatively easy entry and exit. I think this because the industry is comprised of immense companies that have been prosperous for centuries and of course there is always the business cycle’s as well as the economy’s up’s and downs, but these companies have remained solid before and after the storm. To me, it is feasible for firms to exit the market. In this particular market, I believe that exit is easier and more plausible due to the plight of “universal healthcare” and recent emphasis, in politics and as a result of the dipping economy, on generic as opposed to branded drugs. These policies could make a significant dent in the weaker companies, and eventually in the stronger companies, but that kind of impact will take much time.

I personally see a future in the pharmaceutical market as an industry as a whole and as a personal opportunity. After graduating college with masters degree in Business Administration & Marketing, I plan to pursue a career in Marketing, more specifically one in the area of Pharmaceutical Sales, like my Mother. As a recent college graduate, I am excited, more, being familiar with the industry and its products from an early age, and its security. The most rewarding feeling of course, the reward of selling a product that will help save lives. It is the most rewarding feeling of one sale, one patient, at a time. To me, that reward is absolutely priceless.



Technology in the Business World—Tyler McIntyre

Technology in our world today helps the world communicate within seconds. Today local stores have the ability to sell anywhere in the world, all day, everyday. Over the last 10 years technology has seen exponential improvements. An example of this is the personal computer. Do you remember the first AOL? The error-ummm-derrrr-err-um? You probably remember dial-up, but now we have the ability for people to connect much faster with fiber optics. Businesses utilize this new type of technology to send petabytes of information back and forth. NJ DECA utilizes a lot of technology as well. We use webmail and Facebook to keep members and officers connected. Like a business as well, we use servers and databases

to organize our test scores and members information so that it is easy to recall. A new type of technology that maybe used in future operations in several companies is social networking. Sites such as Facebook and Myspace are growing by the millions and companies are now using their own type of collaborative nature to help submit and create new ideas from the public. The collaboration allows for users to input their ideas and share their thoughts on any topic. This type of technology is referred to as Web 2.0.

The technologies encompassed by Web 2.0 include, but are by no means limited to, blogs, tags, RSS, social bookmarking, and things such as photo tagging and submissions. The philosophy focuses on the idea that the people, who visit sites, shouldn't just

read what's available -- rather, they should be active contributors, helping customize media and technology for their own purposes, as well as those of their communities. Even the smallest organization, such as NJ DECA, has a story to share and voices to amplify. Web 2.0 can help us be heard. This new Web of connections is already allowing nonprofit supporters to build movements for social, environmental, economic, and political change. Currently NJ DECA uses Web 2.0 in our photo gallery where you are able to upload your own photo and share it with everyone. I encourage you to submit your photos to the gallery so that you can share how much fun you had. Lastly, NJ DECA has an unofficial Facebook group which people use to talk about fundraising ideas, meet new



“Even the smallest organization, such as NJ DECA, has a story to share and voices to amplify. Web 2.0 can help us be heard.”

Making Memories-Kelsey Petrusek

When we enter high school as young teenagers we never completely grasp that one-day high school will simply be a memory. However, as the end of my senior year grows near all of the memories I have made, begin to feel more important than ever before. As I think back as to what made my high school experience one that I will cherish, the first thing that comes to mind is DECA. DECA has taken me to places I never thought I would see such as Vermont, Florida, Boston, Atlanta, Nashville, and now California. I can think of dozens of friends that I may have never even met had it not been for DECA, not to mention, the friendships that I believe I have honed into life long relationships. It is safe to say that DECA is an experience that I will never forget. Even when my older sister, who was state officer in 2007, comes home to help out, I don't have to ask her why. I know it is because the fondest of her high school memories were from DECA and I am sure that years from now they will still be mine as well as my fellow state

Dear Mrs. Malik,

Whether it is organizing your store, mentoring students, helping out at competitions, or just being there for all of us, you have never failed to do your best to make everyone's DECA experience one to remember. Not only do you let us use your classroom to hold our monthly meetings, but you also go out of your way to make us cookies and make sure we all feel at home. You are a mentor to your own to students, as well as to all the students of NJ DECA. Your love and compassion for the organization and its members is apparent in everything you do. So, on behalf of NJ DECA we would like to thank you for making this experience all that it can be, and for showing us the potential we all have to succeed in our future endeavors.

*Thank you,
2008-2009 NJ State Action Team*

DECA Doings: Sports Marketing —Andrew Posen

Obviously, if you want to be successful in sports marketing, you need to learn the basics of regular marketing because marketing and sponsorship revenues fuel the multi-billion dollar sports industry. The 4 P's of marketing (product, price, promotion, and place) are the parameters that allow a marketing manager to control the marketing environment. The term product refers to tangible, physical products as well as services. Price is all about the decisions made on a product or service such as, retail price, discounts, and price flexibility. Place is about where the products are located and how they get to the customer. Promotion represents various aspects of marketing that involve a positive response from a customer that is willing to purchase a product or service. After gaining a basic knowledge of the 4 P's of marketing, you must be able to apply each towards the sports industry. The product can range from sport team apparel, to tickets and just acceptance of the team itself. Prices have to be made on each individual product. There has to be a decision on how much to sell each shirt, hat, cup, pennant, ticket, parking privileges, etc. Place decides on where the company decides to sell their product. Tickets can be sold on various online websites and in the stadium's box office. Sports apparel can be sold inside the team store, in the parking lot before a game, and in chain stores such as Modells. Promotion isn't all about selling an individual sport product or logo; it's usually about trying to sell the actual sports experience.

~~In college, personally, I will be majoring in marketing, and minoring in sports management. If my college~~ career plan is successful, I am hoping to enter the sports industry, which happens to be a highly competitive field. My goal is to help with the marketing aspects for the New York Jets or become a sports agent. However, there are many different types of jobs employed in the sports marketing/management field. For example, promotion and development directors are hired by sports teams and school athletic programs to design and implement promotional campaigns that will increase ticket sales. These directors also negotiate sponsorships in which advertisers and/or sporting goods manufacturers pay a fee to have their ads or products featured at a sporting event. Another job is a sports information director. They act as a liaison between teams and athletic departments on the one hand and the news media on the other. They prepare press guides and press releases and organize "media days" for the athletes and coaches. Athletic directors and general managers are two other jobs in the sports marketing field. They coordinate the activities of teams and athletic departments. They are also responsible for personnel decisions involving coaches, athletes, and support staff; and they often supervise employees who manage sports facilities. Sports agents or representatives is the last major profession out of the sports field. Their job is to provide a variety of services to athletes and coaches. They negotiate playing or coaching contracts, work out product endorsement fees, and provide financial, investment, and tax advice. Sports management professionals combine a love for athletics with business and marketing savvy. There is no set career track in the field. Many people pursuing the sports management field are trained in other areas, such as law, accounting, or business management, and come to sports management through their original careers. If you have a love for sports, then I would definitely consider pursuing the Sports and Entertainment Marketing/Management field.

Farwell Address-Brian Davis

Wow this year sure went by in a hurry. It seems like only yesterday I was campaigning for state president and now, I am in the process of training next year's team. First of all, I would like to thank the entire delegation of New Jersey DECA. As a state, we continue to exceed expectations as we continue to grow in number and in competition skill. Overall, New Jersey DECA this year increased to 107 chapters containing 6,919 students with an average of approximately 65 students per chapter. Those numbers were a significant increase from last year and allowed us to move to the ninth largest delegation in the country. New Jersey stepped up yet again as we were able to raise approximately \$16,771.62 for the NJ STAR Project. All of that money will be donated to the Autism Center at UMDNJ very soon. New Jersey's behavior this year was exceptional; the Crowne Plaza had nothing but great things to say about us during our state conference. Again I just want to give my thanks to every student in New Jersey DECA for putting in all the hard work that went into the community service projects, fund raising, and the various competitions which allowed New Jersey DECA to have its greatest year yet.

Next, I would like to thank Ms. Rizzo, Ms. Tirella and the rest of my state action team. Most people in our organization cannot possibly comprehend the amount of work these people put in. They work around the clock to make sure that this year's DECA experience is the best it can possibly be. At COLT, we brought in Keith Hawkins who we knew would be able to deliver a profound message and enable the students to have a great experience as well. The state officers made sure that each regional conference went as smooth as possible. For state conference, we brought in a new hypnotist Bill Pettek who captivated us all with a great show filled with plenty of laughs. My team handled the extremely difficult task of obtaining judges and making sure that all of them were where they needed to be and when they needed to be there. Tyler McIntyre worked arduously for many days to re-design the entire NJ DECA website and now it looks better than ever. These are only a small sliver of what my fellow state officers and I have done to better our organization. My team and I are continuing to work for the members of NJ DECA through June as we prepare for ICDC as well as look at various possibilities for improving next year's state conference. I thank Kendell, Andrew, Kelsey, Tyler, Sam, Kapri, and Gina for all of the amazing work they did throughout the year.

I wish the best of luck to Morgan and the rest of 2009-2010 State Action Team. They are the ones who are going to continue to propel New Jersey DECA to new heights in the future. I will admit that they have a long and difficult year ahead of them, but I am confident that they will do a tremendous job. It is truly a great experience that they will be able to take a great deal from as well. It is up to them to uphold the extremely high standards that New Jersey DECA demands. In the end, the voting delegates made a great decision as I know for a fact that Morgan and her team are going to do amazing things next year.

It was truly an honor for me to serve as this year's state president. It was an amazing experience that I will remember for the rest of my life. I did the best that I possibly could to fulfill all of the goals I promised the members of DECA at the beginning of the year. Under my presidency, the website was redesigned, membership increased, more money than ever was raised for our community service project and the overall quality of the state conference increased. These were my four main goals at the start of the year so I am very proud that they were achieved by my team and me. I will continue to work fervently until my term ends in June as well as effectively train Morgan so that she will be able to handle the enormous responsibilities that this job entails. It was never easy, but I felt as though I accomplished a great deal during my time as President. I just hope I was able to give back as much as DECA has given me.

On behalf of the 2008-2009 NJ DECA State Action team, I would like to take this opportunity to thank NJ DECA for a great and successful year. We appreciate all of your hard work and cooperation this year. Please join us in congratulating your 2009-2010 Elected State Action Team now and at Nationals. We wish them the best of luck! Also, thank you to all of our dedicated readers and contributors of DECA Diamond Points. Have a happy and healthy summer and we look forward to your continued enthusiasm next year! See you then!

—Kendall Ryan, State Communications Secretary