

Lake Orion High School Marketing Students Head for the State Finals

Lake Orion High School marketing teacher and DECA advisor Julia Dalrymple called the Jan. 12 DECA marketing competition a success.

"The event went well," Dalrymple said. "We had great success and had more than 25 students go on stage after they won awards. That's out of about 50 participants."

DECA is a high school vocational organization established for students interested in pursuing a career in marketing and business, Dalrymple said. Students compete in an occupational area, such as advertising, restaurant marketing, apparel and accessories.

There were 17 different high schools from the Michigan DECA district 7, which covers areas in Macomb and Oakland counties. Winners from the Jan. 12 event will go on to the state conference, which will be held in Grand Rapids in March.

"This was just another great year for Lake Orion High School," Dalrymple said.

The competition, she said, was broken down into two categories — one is leadership, where students are given a role-playing situation. They had 10 minutes to prepare and could take as many notes as they wanted. Then they role-played in front of judges who decided how well the participants did in solving the problem they were given.

The role-playing situations varied, Dalrymple said. Depending

on the situation assigned, a student might have had to handle an angry customer or come up with a campaign to sell something.

The second category was the written test. The results of the two parts were combined to determine the winners in each of the 30 categories. There were 10 winners in each category. Students were limited to competing in only a single one.

Lake Orion High School has a marketing curriculum, Dalrymple said. Students from those classes participated in the January event.

The organization DECA dates back to the 1940s, and its name once stood for Distributive Education Clubs of America, but there have been so many changes to the organization, which is national, that it's now just DECA.

Dalrymple said that the high

school, in addition to participating in DECA events, also works closely with the Orion Area Chamber of Commerce.

"Our students are planning the chamber's Spring Community Expo," Dalrymple said. "This year's expo is taking place on May 9."

The event will be held in the high school's gym and businesses belonging to the chamber will set up displays, Dalrymple said.

Then the public can walk around the gym and see just what goods and services local businesses can provide their customers.

"There will be free food and games as well," Dalrymple said. "It's just another example of the chamber working with the high school and making a contribution to the community and the students at Lake Orion High School."



The Lake Orion High School DECA group

OU Business School Planning to Host Special International Case Competition

This year, Oakland University's School of Business Administration is hosting a virtual International Case Competition (ICC), with a guest list of more than 200 schools worldwide.

The competition is open to full-time undergraduate business students with junior or senior standing at the university they repre-

sent. Teams must consist of four students from each university.

Applications must be submitted online by Thursday, Feb. 21, and registration will be accepted on a first-come, first-served basis.

The competition will consist of three rounds. The initial case for round one will be distributed to teams by Feb. 28. Students will an-

alyze the case and submit a video presentation, written presentation and a written summary by March 18. Teams will virtually present their analysis and solution to the judges' panel.

The top 12 teams will be chosen by April 1, and will compete in the second round on May 4. Teams will have 48 hours to pre-

pare for a live feed presentation.

Each team will have 20 minutes to present, followed by 15 minutes for questions and answers. The top three teams will have 12 hours to revise their presentations before the final round on May 5.

Each member of the winning team will receive an iPad. More info visit at www.oakland.edu.

Chamber's Cigars and Conversation Event Set for Feb. 28

Remember the days of the Smoker? An event where business colleagues would get together over good cigars at the local lodge and have the chance to interact in a more informal way?

Well, the Auburn Hills Chamber of Commerce does and is holding a "Cigars & Conversations" networking event on Feb. 28, between the hours of 5 p.m. and 7 p.m. at the Clansman Pub,

behind the King's Court Castle, 2325 Joslyn Road, in Lake Orion.

For more information on how to register, contact the Auburn Hills Chamber at 248-853-7862 or go to auburnhillschamber.com.

Business Owners Told What to Watch for with Obamacare

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There will also be tax credits and cost-sharing subsidies for purchasers and employers. The new law also defines who's eligible for these subsidies and who is a part-time and who is a full-time employee. It will also define what is a small business, what is a large business and what each of these types of businesses' responsibilities are in offering health insurance.

"This does get complicated," Manyam said. "It's really important for employers to get a handle on who are their part-time and their full-time employees. We

are already seeing shifts in the health care market and seeing decreases in the uninsured. We do expect the new laws will shake up how people make their health care decisions."

Mattar said after the formal presentations were completed that the employers he's talked with are concerned how penalties will or will not be assessed, and whether they have to offer insurance plans at all. Some of the smaller businesses may decide to get out of it altogether and let employees buy their own insurance.

On the employee side, Mattar said, he believes that most employees would prefer to still get a

plan through their employers instead of having to look at all the different options provided to individuals.

"The cost to employers won't go down," Mattar said. "Health care reform has a lot of fees for employers and those tend to trickle down one way or another to employees. From what I've seen, business owners are nervous about this. I don't see any saying, 'yeah! Obamacare is coming, wahoo.' Even three years after the bill was passed, there are still a lot of unknowns. I urge business owners to do their homework. Consult experts who have read the regs and are conversant with it."

Omission and Correction: Chrysler Future Product Plan

Chrysler has released, along with its 2012 profit statement, the company's most recent product plan for the future.

In the previous edition of the *Oakland Tech News*, Chrysler, analysts and local media weighed in to discuss Chrysler's plan to introduce 47 new or refreshed vehicles. The article quoted *The Detroit News*; Dale Buss, a contributor to *Forbes.com*; Rick Deneau, head of brands at Chrysler; and Dave Cutting of forecasting company LMC Automotive.

The last four paragraphs of the story was omitted. The omitted part is printed here, or go to www.oaklandtechnews.com/plan to read the complete story.

The omitted ending:

"The product plan hasn't re-

leased any names so we'll have to wait and see about the future of vehicles like the Jeep Patriot and the Jeep Compass, concluded Cutting."

Chrysler's sales last year rose by 21 percent, which was higher than the industry's 14 percent increase in sales. It is making a profit and its vehicles are popular with the public. Marchionne himself admitted that while Chrysler has made great strides, there is still work to do.

Cutting said that Chrysler helping Fiat shouldn't be seen as a terrible thing. After all in 2009, Fiat came to Chrysler's rescue. And he's not sure that anyone is really doing well in Europe, but these things tend to be cyclical.

Ultimately, Chrysler's altering its product plan could be seen as a wise reaction to market forces.

Certainly, the company is doing much better than people expected just a couple of years ago, Cutting said.

We regret this error, which was caused as follows. The original story, which fit the space allotted, was expanded right before the paper went to press. When the revised text was flowed onto the page, no one checked that it fit the space. Given the significance of this story, we felt that correcting and explaining was merited, as well as creating a web page with the story intact. What occurred is inexcusable, but indicative of our over-reliance on software at times. Simply put, nobody thought to check the page again after it had been released a second time.

— Bill Springer, publisher


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