



HIDDEN VALLEY HIGH SCHOOL

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Future Business Leaders of America

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Dear John and Steve

I would like to thank you for your understanding and support of our program. I know that legislation and other factors are making it more difficult to navigate the administrative landscape when it comes to Perkins spending and program needs. As much as I truly appreciate how much you have helped me learn about the new process of program renewal, I believe the students in our program are going to be the true beneficiaries of the labor you have undertaken and endured.

Aside from the sincere thanks given above, I am writing this letter in an attempt to explain and rationalize a request for professional development funds for a Marketing conference. I have enclosed the initial information packet with moderate details about the conference. Despite the enclosure, I think it is necessary to explain the conference and how it will be beneficial to myself and students.

During the past several years, we have seen a greater push toward eBusiness and the important role the internet has taken in the new economy. As I watch this ever developing role continue to transform business practices, I see that it is leaving my current practices and course content behind. It is imperative that we continually embark upon professional development strategies that keep pace with market advancement, yet opportunities for development of marketing skills in the new media are for the most part less than academic and more a sales pitch. The professional development model I have been following is very good, yet falls just short of the mark in the area of new media marketing.

Additionally, I have taken on more courses as teachers retire and now teach the majority of computing technology courses. This has really been a blessing and advancement to my Marketing program! We have been able to keep kids more engaged by using the technology to put theory into practice with publications, writing, business identity, finance and internet presence. We have, in fact, dominated state competition in technology related events so far this year and expect a great showing at our state conference. Yet, there is still a lot more to implement.

As I have been working on my Program of Study renewal, I have wrestled with the idea of moving my program in the direction of an eMarketing focus (MKPG01). I realized that I do not teach enough of the focus area knowledge and skills to do so at this time, despite an ever growing number of students with an interest in this course of study. My current web development courses currently focus on the technical aspects of design and although this has merit, the real skill to learn is the content development framework for this arena.

Therefore, after many hours of anguish and thoughtful consideration, I decided that the next step is for me to learn more about the development of these skills and integrate it into my current courses. This, I believe, will give my students a competitive advantage when they complete my program. I take a lot of

pride in their success and know that in this ever changing economy, they need any advantage they can earn.

This starts with my development. I belong to several Marketing organizations and receive many newsletter subscriptions, some paid and some free. Of the most intriguing of these is a group called The Immediate Edge or The Edge for short. They teach concepts I have not seen anyone else teach. Their philosophy bridges the gap between current “old” economy Marketing practices and the “New” economy reality. It is a concept that keeps both sides “in play” and brings them together to work toward the overall goal of an organization. With an emphasis on consumer satisfaction and ethics, it is truly a one of a kind philosophy in the traditional world of business and education.

As a member of The Edge community, I have access to attend a marketing conference only available to Edge members. I would like to take advantage of this opportunity and learn more about how to tie offline and online marketing together in the “new” economy. This is just what I need to advance my program to the next level I have been desirous of for a long time. This is a rare one of a kind conference that brings together both traditional and nontraditional marketing experts.

In addition to the eCommerce Marketing topics of the conference, there are specific workshops designed for the “academic” members of the group. These will focus on Business Writing, Marketing planning and strategy and publications. All major parts of my program! This conference is endorsed and co-hosted by the highly acclaimed American Marketing Association and their flagship web entity *marketingpower.com*. They will be hosting social marketing and branding workshops which by themselves cost thousands of dollars to attend.

I understand the trip is costly, but so is my not seeking this additional development when it comes to the future of my students. This is a really different request for me, as I have never used Perkins funds to attend a conference not organized by FBLA. Normally I would not make such a request, but the last year of working through my program and teaching new subjects has really changed my perspective. Plus, conferences like this with such diverse and well known speakers just do not exist on a normal basis, especially at this low price. For confirmation, take a look at the conferences listed on *marketingpower.com*.

An additional explanation is necessary as well. The company organizing the conference is an Australian based company, though 80% of the speakers are US citizens. This is the third and final edition of the conference which has been held in the UK and Australia the past two months with amazing reviews by the world wide community of Edge members. Edge members are people of all walks in the business and academic community. There are many highly respected members of the business world that participate in this group. Among them are many CEOs and high level executives from technology based corporations to small product vendors.

Thank you for your consideration, and please contact me if you have additional questions, concerns or just want to chew at my ear a while.

Yours in Success



Dale Fisher

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