



Omaha Burke High School  
12200 BURKE BOULEVARD  
OMAHA, NEBRASKA 68154-2399

September 18, 2019

Parents, Guardians, and Burke DECA Members,

I am writing this letter to inform you of a great opportunity that is available to all Burke DECA members should they choose to participate. Every two years, for over 20 years, Burke DECA members have traveled to New York City to experience the Marketing and Business Mecca of the World. In my 11 years at Burke, I have attended this conference five times, and each time I have returned home amazed, excited, and secretly wanting to live in New York City.

We typically visit in January for two, very specific reasons. One: the tourist demand in NYC has dropped, significantly reducing the cost of airfare, hotels, sightseeing, and events. Two: the 2<sup>nd</sup> Semester has just begun, and it is unlikely that your student will miss a major project or exam. Additionally, we leave on Martin Luther King Day so that students are only missing four days of school instead of five.

With the assistance of tour guides, we will navigate the Big Apple's bustling streets and screeching subways, visiting the Empire State Building, the Statue of Liberty, the 9/11 Memorial, and Central Park. We may take a guided tour of Madison Square Garden, Macy's on 34<sup>th</sup> Street, and the NBC Studios including The Tonight Show, Saturday Night Live, and Football Night in America studios. In the evening, we will entertain ourselves with shopping in Times Square, a professional sporting event (NBA or NHL), a showing of STOMP, and a Broadway show. During the day, we will meet with professionals that will speak to us about many different topics regarding many different industries. Here are a few that we have visited in the past:

- the Sports Illustrated offices to learn about how they sell magazines and ad space,
- an Entrepreneur that owns "The Hat Shop" in SoHo, specializing in handmade hats,
- A furrier, who buys animal pelts that are used in the garment industry,
- A Tony Award-winning Broadway show producer,
- A taping of a television talk show, such as The Nate Berkus Show and The Chew,
- A fashion forecasting firm that researches the trends that have yet to happen.

As you can see, we are there to learn all we can about marketing and have a great time in the process. Unfortunately, a trip of this magnitude does incur a substantial cost. While I cannot say exactly how much it will cost your student, I can tell you that in 2018, the total cost was nearly \$1700.00, and in 2016 the total cost was over \$1750.00, which included airfare, hotel and all our activities. I anticipate the cost to be similar this year as well. To help offset such a large bill, I have set up a payment plan, with a \$400 payment due in the middle of each month.

|              |          |
|--------------|----------|
| September 23 | \$400.00 |
| October 21   | \$400.00 |

|             |          |
|-------------|----------|
| November 18 | \$400.00 |
| December 20 | \$400.00 |

|                                     |           |
|-------------------------------------|-----------|
| January 13                          | Remainder |
| • Does not include food or shopping |           |

Please have an in-depth conversation about the information above and if this trip is feasible for you. If so, please complete the Parent Permission form and remit payment of \$400.00 by Monday, September 23<sup>rd</sup>, 2019. Feel free to contact me at [jay.dalton@ops.org](mailto:jay.dalton@ops.org) if you have questions or concerns.

Educationally,

Mr. Jay Dalton, MBA  
Burke High School  
Marketing Education  
DECA Advisor



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Parents, Guardians, and Burke DECA Members,

It is time to discuss Burke DECA's planned trip to New York City for our Big Apple Marketing Extravaganza. The trip is planned for January 20-24, 2020, so that we only miss four days of school and because the demand to visit New York City is lower in January than in March during Spring Break. Below is a Parent Permission and Release of Liability form that is required to be turned in along with a security deposit of \$400.00. Please complete, detach, and return it with \$400.00 to Mr. Dalton by September 23, 2019. Fundraisers will be available to help offset the cost.

Table with 3 columns: Date, Amount, and Notes. Includes dates like September 23, October 21, November 18, December 20, January 13, and a note 'Does not include food or shopping'.

Feel free to contact me at jay.dalton@ops.org if you have questions or concerns.

Educationally,

Mr. Jay Dalton, MBA



PARENTAL PERMISSION AND RELEASE OF LIABILITY
Omaha Public Schools
This form must be completed (please print) and signed as a necessary prerequisite for participation in the below named activity.

We the undersigned, as parent(s) and guardian(s) of \_\_\_\_\_ (Student's name)

do hereby give permission for \_\_\_\_\_ (Student's first name) to engage in the following activity.

Big Apple Marketing Conference with Burke DECA. New York City, NY. January 20-24, 2020.

This form & \$400 Security Deposit due: Sept. 23rd, 2019. Payment plan detailed above.

Mode of transportation: Airplane, Airport shuttle, and Subway system

\*In case parent or guardian cannot be reached in time of emergency contact:

(Name of third party) (phone No.)

We fully understand the nature of the activity(s) described above and the risk of injury or loss of property associated with that activity.

The signing of this permission slip releases the school district and its employees from any claims made by the child or on behalf of the child should injury or loss of property occur as a result of his/her participation, except when either the school district or its employees are found negligent in the performance of responsibilities associated with the activity.

We acknowledge that we have read this Permission and Release form and fully understand its contents and the consequences of signing this form.

(Father) (Guardian) Home phone No./Business Phone No.

(Month) (Day) (Year) (Mother) (Guardian) Home phone No./Business Phone No.