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Chapter 1

Events and Due Dates

2009-2010 Events and Due Dates

Please review this calendar carefully. We have revised the format to include both the event dates and all of the material due dates. We are no longer giving postmarked dates. These are the dates the items need to be “in hand”.

Cancellation Policy of all events: “NO refunds after cancellation deadline.”
Emergency situations will be reviewed (Medical or Family). Housing Payment Policy for all events: “Every effort will be made to grant requested housing choices. However, if a request cannot be granted, a school/chapter will receive an invoice for additional payment, or a refund in payment to reflect actual housing usage.”

September		
Event	Date or Due Date	Instruction or Submission Information
WI DECA Board Meeting	TBD	Conference Call – 2 – 4 p.m.
Stock Market Game	September 8, 2009 – December 18, 2009	See Page 170 in DECA Guide. To Participate, go to: http://deca.smgww.org/cgi-bin/hailogin
Olympia Leadership Lab Registration Due	September 21, 2009	Online Registration: www5.dpi.state.wi.us/deca/default.asp Cancellation Deadline: October 7, 2009
October		
Event	Date or Due Date	Instruction or Submission Information
Kalahari Leadership Lab Registration Due	October 9, 2009	Online Registration: www5.dpi.state.wi.us/deca/default.asp Cancellation Deadline: October 23, 2009
DECA Week	October 11 – 17, 2009	Celebrate!!!
Olympia Leadership Lab Code of Conducts Due	October 14, 2009	Mail to: WI DECA 125 S. Webster St. Madison, WI 53703
Advisor Appreciation Day	October 16, 2009	Chapter Advisors we appreciate you and all of your dedication!!!!
WI DECA Miracle Minute	October 16, 2009	See Chapter 7 of the DECA Handbook
Olympia Leadership Lab	October 21, 2009	See you there!!!
Virtual Business Challenge I	October 26, 2009- November 20, 2009	See Page 174 in DECA Guide. To Participate, go to: http://vbc.knowledgematters.com/vbc/
November		
Event	Date or Due Date	Instruction or Submission Information
Kalahari Leadership Lab Code of Conducts Due	November 2, 2009	Mail to: WI DECA 125 S. Webster St. Madison, WI 53703

Central Region Leadership Conference Registration Due	November 4, 2009	Online Registration: www5.dpi.state.wi.us/deca/default.asp Cancellation Deadline: November 20, 2009
Entrepreneurship Education Forum, Norfolk, VA	November 6 – 10, 2009	Go to this link for more information: http://entre-ed.org/network/forum.htm
DECA Dues 2009-2010 Initial	Initial Membership is Due: November 6, 2009	Online Registration: www5.dpi.state.wi.us/deca/default.asp \$14/person - \$6 State and \$8 National
Kalahari Leadership Lab	November 9 – 10, 2009	See you there!!!!
December		
Event	Date or Due Date	Instruction or Submission Information
DECA Membership Campaign Due to National DECA	December 1, 2009	This is not a postmark by date. This is when it needs to be received by National DECA.
Central Region Leadership Conference Minneapolis, MN	December 4 – 6, 2009	See you there!!!
Acts of Kindness Forms Due	December 15, 2009	See Chapter 7 of the DECA Handbook.
January 2010		
Event	Date or Due Date	Instruction or Submission Information
Virtual Business Challenge II	January 4, 2010 – January 29, 2010	See Page 174 in DECA Guide. To Participate, go to: http://vbc.knowledgematters.com/vbc/
School-Based Enterprise Certification	January 15, 2010	Documentation postmarked to: DECA Inc. 1908 Association Drive Reston, VA 20191.
District Career Development Conferences		See Below
District 1 – UW Stout	January 2010 TBA	Coordinator: Debbie Stanislowski
District 2 – North Central Technical College	January 2010 TBA	Coordinator: Eric Siler
District 3 – Oregon High School	January 2010 TBA	Coordinators: Melanie Johnson and Robert Hutchison
District 4 – Kimberly High School	January 2010 TBA	Coordinator: Cyndi Dechant
District 5 & 6 – Kettle Moraine High School	January 2010 TBA	Coordinator: Steve Melzer
District 7 – Milwaukee Area Technical College	January 2010 TBA	Coordinator: Ray Yankus
DECA Dues 2009-2010 - Additions	Additional Membership is Due: January 30, 2010	Online Registration: www5.dpi.state.wi.us/deca/default.asp \$14/person - \$6 State and \$8 National

SCDC Quota Extension Report Due	January 30, 2010	Fax hard copy to Sara Baird at 608-267-9275 Approvals will be notified by February 3, 2010
State Officer Applications Due	January 30, 2010	Mail hard copies to: Holly Gregory 1080 Lowell Drive Oconomowoc, WI 53066
February		
Event	Date or Due Date	Instruction or Submission Information
Service Associate Application	February 2, 2010	Fax to: Michelle Kutz, Kenosha Tremper, 262-359-2187
SCDC Project Deadline	February 6, 2010 – This is in hand.	Mail hard copies to: Linda Plourde 130 Quarterdeck Drive Madison, WI 53705
SCDC Conference, Housing, and Competitive Event Registration – This includes voting delegate registration.	February 6, 2010 All attendees must be on your membership.	Register on-line at: www5.dpi.state.wi.us/deca/default.asp Mail Payment to: WI DECA Attn: CTSO Accountant 125 S. Webster St. Madison, WI 53703 Cancellation Deadline: February 13, 2009
SCDC Code of Conducts Due Advisor and Student	February 6, 2010	Mail to: WI DECA 125 S. Webster St. Madison, WI 53703
SCDC Special Needs Form Due	February 6, 2010	Mail to: WI DECA 125 S. Webster St. Madison, WI 53703
SCDC Judges – Written Project Judge Registration Due	February 10, 2010	All Tuesday Judges must register before this date to judge written projects. www5.dpi.state.wi.us/deca/judges.asp
State Government Day	February 12, 2010	CTSO State Officers Attend
Corporate Student Scholarships Application Postmarked	February 12, 2010	(All non-Harry Applegate Scholarships) Send to: DECA Inc. 1908 Association Drive Reston, VA 20191-1594
SCDC Planning Meeting Madison, WI	February 12, 2010	Holiday Inn @ the American Center. Conference Leadership Team must attend.
WI DECA Board Meeting	February 12, 2010	Holiday Inn @ the American Center 9 a.m. – 3 p.m.

State Officers Screening Location to be announced	February 13, 2010	State Officer Application Due January 30 th . Mail hard copies to: Holly Gregory 1080 Lowell Drive Oconomowoc, WI 53066
MDA Contribution Forms and Payment Due	February 13, 2010	Mail to: Heather Micoley MDA Green Bay 2670 S. Ashland Ave #203 Green Bay, WI 54304
Charitable Contribution Forms Due	February 13, 2010	Mail to: Annie Welsh Oconomowoc High School DECA 641 E Forest St Oconomowoc, WI 53066
100 Hours of Service Forms Due	February 13, 2010	Mail to: Annie Welsh Oconomowoc High School DECA 641 E Forest St Oconomowoc, WI 53066
WI DECA Scholarship also known as the Harry Applegate Scholarship Due	February 17, 2010	Mail to: Foundation for Wisconsin DECA PO Box 5085 Madison, WI 53705-0085
Professional Development Scholarship	February 17, 2010	Mail to: Foundation for Wisconsin DECA PO Box 5085 Madison, WI 53705-0085
Red Apple Award Applications Due	February 17, 2010	Mail to: WI DECA 125 S. Webster St. Madison, WI 53703
Alumni Excellence Award Forms Due	February 17, 2010	Mail to: WI DECA 125 S. Webster St. Madison, WI 53703
School Official and Friends of DECA Award Forms Due	February 17, 2010	Mail to: WI DECA 125 S. Webster St. Madison, WI 53703
Gold Chapter and Gold Student Portfolios Due	February 25, 2010	Mail to: John Zimmerman Janesville Parker High School 3125 Mineral Point Janesville, WI 53545

SCDC Late Arrival Form Due	February 25, 2010	Mail to: WI DECA 125 S. Webster St. Madison, WI 53703
March		
Event	Date or Due Date	Instruction or Submission Information
SCDC Wednesday Judge Registration Due	March 2, 2010	www5.dpi.state.wi.us/deca/judges.asp
SCDC Luggage Search Verification Due at Registration	March 9, 2010	This form must be turned in at Registration Headquarters upon arrival at conference.
State Career Development Conference Grand Geneva, Lake Geneva, WI	March 9 - 11, 2010	See you there!!!
International Career Development Conference Meeting	March 11	Immediately Following Grand Awards Part II Leadership Academy and Senior Management Applications are due at this time.
International Career Development Conference Registration Due	March 26, 2010 NO REFUNDS AFTER CANCELLATION DEADLINE!	Register: www5.dpi.state.wi.us/deca/default.asp Cancellation Deadline: April 2, 2010
April		
Event	Date or Due Date	Instruction or Submission Information
New State Officer Orientation, Madison, WI	April 3, 2010	Location to be determined. All new State Officers must attend.
X2 Training for ICDC Competitors Madison, WI	April 4, 2010	Extra Training for the ICDC Competitors to prepare them for International Competition. Please sign up!
International Career Development Conference Louisville, KY	April 24 – April 27, 2010	See you there!!!
May		
WI DECA Board Meeting	TBD	Conference Call – 2 – 4 p.m.
June		
Event	Date or Due Date	Instruction or Submission Information
Chapter Officer Workshop Registration Due	June 21, 2010	Madison Campus. All new State Officers must attend. Register: www5.dpi.state.wi.us/deca/default.asp Cancellations Due: July 9, 2010

2010-2011 Events and Due Dates For Planning

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Emergency situations will be reviewed (Medical or Family). Housing Payment Policy for all events: “Every effort will be made to grant requested housing choices. However, if a request cannot be granted, a school/chapter will receive an invoice for additional payment, or a refund in payment to reflect actual housing usage.”

July 2010		
Event	Date or Due Date	Instruction or Submission Information
WI DECA Board Meeting	July 6, 2010	AmericInn, Monona - 9 a.m. – 3 p.m.
Chapter Officer Workshop, Madison, WI 2 copies of your Code of Conducts should be brought with you. 1 gets turned in at onsite registration.	July 27 – 29, 2010	Madison Campus. All new State Officers must attend.
August 2010		
Event	Date or Due Date	Instruction or Submission Information
State Association Management (SAM) Conference , Orlando, FL	August 12 – 14, 2010	Orlando, FL – State Advisor and DECA Inc. Members to attend.
September 2010		
WI DECA Board Meeting	TBD	Conference Call – 2 – 4 p.m.
February 2011		
WI DECA Board Meeting	February 11, 2011	Holiday Inn @ the American Center 9 a.m. – 3 p.m.
March 2011		
Event	Date or Due Date	Instruction or Submission Information
State Career Development Conference Grand Geneva, Lake Geneva, WI	March 8 - 10, 2011	
April 2011		
Event	Date or Due Date	Instruction or Submission Information
International Career Development Conference Orlando, FL	April 30 – May 3, 2011	
Revised 08/14/09		



Chapter 2

New Advisor or New Chapter Steps to Success

New Advisor or New Chapter Steps to Success

Welcome to WI DECA!!

Whether you are a New Advisor to a Current Chapter or a New Advisor starting a New Chapter, the following "Steps to Success" should assist you in your new journey.

1. Contact the [State Office and National Office](#) and supply the following information:
 - Your Name
 - Your Email Address
 - School where you will be teaching
 - School Phone Number
 - School Fax Number
 - State if this is a New Chapter, Re-Activated Chapter, or Currently Affiliated Chapter

2. Try to attend the New Teacher Workshop. DECA information is one portion of the Workshop. See [Calendar of Events](#) for date, time, and location. Contact [Sara Baird](#) for more details. Another Professional Development option would be to attend one of the Chapter Advisor Summer Institutes that are sponsored by [DECA Inc.](#)

3. Recruit DECA Members for your Chapter.
 - Contact [Dan Becker, WI DECA VP Chapter Development](#) - Excellent resource to speak with students.
 - DECA Week is October 11 - 17. Excellent time to promote DECA within your school using DECA Events hosted by your Marketing Students. DECA Sample Events are listed in the DECA Handbook in [Chapter 1 – Events and Due Dates](#).
 - Have students view the [Pictures](#)
 - Ask advisors through the Marketing Education ListServ for more ideas. See [instructions](#) to register on the Marketing Education ListServ.

4. Register your chapter through online registration. [MMEE and WI DECA Online Registration](#)
***Instructions are located in [Chapter 4](#) of the [DECA Handbook](#).

5. Rely on [Calendar of Events](#) to assist you through the DECA year. This has all of the events, dates, and registration deadlines listed chronologically for planning your year.

6. Contact WI DECA District Coordinator for your area. District Coordinators are listed in the DECA Handbook in [Chapter 6](#). District Competitions begin in January.

7. Attend a WI DECA sponsored Fall Leadership Experience. See [Chapter 5](#) of the DECA Handbook for Sample Agendas, Leadership Lab Overview, guidelines, and Code of Conducts.

- Log in to [Marketing Education and WI DECA Online Registration Website](#).
 - Click on "Other Conferences and Workshops" in the left navigation bar of the window.
 - Leadership Experiences offered are: Olympia Resort in Oconomowoc, which is a 1-day lab, and Kalahari Resort in Wisconsin Dells, which is a 2-day lab.
8. You should receive a "New Advisor" packet from National DECA. This will include a membership cd, a "Roadmap" Calendar, a DECA Guide, and classroom accessories. Use these as resources throughout the year.
9. Register on the [Marketing Education ListServ](#). Excellent resource of our Marketing, Management, and Entrepreneurship Educators in the State of Wisconsin.
10. Start preparing students for District, State, and International Competitions. The following are excellent resources for competitive events:
- The DECA Guide.
 - [Chapter 6](#) of the DECA Handbook
 - National DECA Website [Competitive Events Overview](#). The summary contains samples of performance indicators, exams, and events.

Other Resources

- [National DECA - New Chapters](#)
- [WI DECA State Officer's Website](#)
- [Wisconsin Marketing, Management, and Entrepreneurship Education Website](#)
- [PRO DECA - Alumni Association](#)
- [The Foundation for Wisconsin DECA](#)
- [National Student Scholarship Opportunities](#)



Chapter 3

Overview of DECA

DECA's Mission Statement

The mission of DECA is to enhance the co-curricular education of students with interests in marketing, management, and entrepreneurship.

DECA helps students develop skills and competence for marketing careers, build self-esteem, experience leadership, and practice community experience.

DECA is committed to the advocacy of marketing education and the growth of business and education partnerships.

Goals of DECA

To carry out this mission, the following is a statement of DECA's goals:

1. To develop leadership abilities.
2. To develop social and business etiquette.
3. To develop an understanding of civic responsibility.
4. To develop ethical behavior in personal and business relationships.
5. To develop an understanding of the role of the free enterprise system in a global economy.
6. To develop occupational competencies needed for careers in marketing, management, and entrepreneurship.

Wisconsin DECA Objectives

1. To cause students to demonstrate and further develop the competencies important to success in marketing, management, and entrepreneurship.
2. To inspire and develop leadership ability in students of marketing, management, and entrepreneurship.
3. To improve the human relationships of students of marketing, management, and entrepreneurship.
4. To improve the self image and success pattern of each student of marketing, management, and entrepreneurship.
5. To enable students of marketing, management, and entrepreneurship to demonstrate and further develop in their responsibility as citizens in our free enterprise system.
6. To crystallize career development of students in students of marketing, management, and entrepreneurship.
7. To secure the involvement and support of educators, business people, legislators, and parents for education in marketing, management, and entrepreneurship.

The DECA Creed

I believe in the future which I am planning for myself in the field of marketing and management, and in the opportunities which my vocation offers.

I believe in fulfilling the highest measure of service to my vocation, my fellow beings, my country, and my God--that by so doing, I will be rewarded with personal satisfaction and material wealth.

I believe in the democratic philosophies of private enterprise and competition and in the freedoms of this nation--that these philosophies allow for the fullest development of my individual abilities.

I believe that by doing my best to live according to these high principles, I will be of greater service both to myself and humankind.

Official DECA Emblem

The official DECA emblem is a diamond shaped design that is moving forward to represent the motivated members of DECA. Each point of the diamond signifies a working part of the organization. The four points are: Vocational Understanding, Civic Consciousness, Social Intelligence, and Leadership Development.

SOCIAL INTELLIGENCE
CIVIC CONSCIOUSNESS
LEADERSHIP DEVELOPMENT
VOCATIONAL UNDERSTANDING

Official Wisconsin DECA Logo



The official Wisconsin DECA Logo is a diamond shape, which incorporates the 4 points of the National DECA Emblem. The Wisconsin Logo also includes the moving diamond, which symbolizes the motivation and dedication of local members over 13,000 strong.

The DECA Story

Introduction and Overview

DECA is a co-curricular, student-centered organization specifically designed to provide activities that will motivate students to learn marketing competencies that will prepare them to become skilled, employable workers in marketing, management, entrepreneurship, and marketing related careers.

The purpose of DECA is to provide learning opportunities to those enrolled in marketing and marketing related courses through goal-oriented chapter activities. The focus of these activities is on developing greater understanding and appreciation of marketing, management, entrepreneurship, and related marketing careers. These activities contribute to occupational competence by promoting greater understanding and appreciation for the responsibilities of citizenship in our private and free enterprise system.

Any student enrolled in a marketing education or marketing related course anywhere in the United States, the four U.S. territories, and Canada can be a member of DECA. **Membership is now also open to students who have taken a marketing course in the past or will be enrolling in the future.** The organization is nonprofit, nonpolitical, and totally student oriented. All chapters are self-supporting with members paying local, state, and national dues. Each chapter elects its own student officers, and the local instructor serves as the chapter advisor. All chapters within a state comprise a state association, which is under the leadership of the state advisor. Each state elects student officers for its division. The national organization is composed of all of the state and provincial associations.

The DECA chapter is to the marketing education program what a civic or professional organization is to a group of business people. Chapter activities are recognized as a part of the total educational program because they develop leadership skills, professional attitudes, business competency, better citizenship, characteristics, and social growth of the individual. These same activities serve the instructor as a teaching tool by creating interest in all phases of marketing, management, and entrepreneurship.

DECA activities provide members with an opportunity to serve as leaders and followers, and with an opportunity for them to receive local, state, or national recognition which they may otherwise not have.

A Brief History of DECA

During the period between 1937 and 1942, when cooperative programs in Marketing Education or Distributive Education, as it was called then, were becoming more widely established, the students in these marketing and distributive education classes began to form Distributive Education Clubs.

First, Distributive Education students were employed away from the school campus at their training stations during the afternoon—at a time when many of the other students in their school were involved with the school's extra-curricular activities. The Distributive Education students were, therefore, missing a very important part of school life. Secondly, these students of Distributive Education had a common interest—their great personal desire for professional and personal

growth. Thirdly, they felt the need to belong, to develop professionally and socially, and to be a part of the group.

Thus, school "clubs" began to spring up all over the country. These early "clubs" adopted many names—Future Retailers, Future Distributors, Future Merchants, and Distributive Education Clubs.

Between 1941 and 1944, when it became apparent that the strength of local units was growing and when they began to feel the need to communicate with each other, a few states held state-wide meetings of Distributive Education Clubs. By 1945, a few states had officially organized State Associations and were holding state conferences. During this time, the idea of national organization was born.

In 1946, the United States Office of Education invited a representative committee of State Supervisors of Distributive Education to meet in Washington, D.C., with representatives of the USOE and the American Vocational Association to develop plans for the national organization of Distributive Education Clubs and to prepare a tentative constitution and an organizational chart.

As a result of this preliminary meeting, the national organization was launched and the first Interstate Conference of Distributive Education Clubs was held in Memphis, Tennessee, in April, 1947. At that meeting, delegates from twelve states unanimously adopted a resolution to form a national organization. The organization was officially endorsed by the National Association of State Directors of Vocational Education, meeting at the same time in Chicago, Illinois. Officers were elected and committees were appointed to prepare a charter application and a constitution for consideration at the next year's conference.

The second national conference, held in St. Louis, Missouri, in 1948, saw the adoption of the constitution and the official name, The Distributive Education Clubs of America, designated DECA, and the acceptance of 17 charter member states. These were Arkansas, Georgia, Indiana, Kansas, Kentucky, Louisiana, Michigan, Missouri, North Carolina, Ohio, Oklahoma, South Carolina, Tennessee, Texas, Utah, Virginia, and Washington.

In 1953 a national headquarters for DECA was established at 1010 Vermont Avenue, NW, Washington, D.C., with the help of the American Vocational Association.

The first issue of the DECA DISTRIBUTOR, the national publication of DECA, was presented during the second annual convention in St. Louis, with financial assistance of the first donor to DECA—the Sears-Roebuck Foundation. The same donor made possible the employment of DECA's first full-time staff person, and the first executive secretary of DECA was employed in July 1953. Initially, funds and moral support came primarily from the Sears-Roebuck Foundation. Other business organizations learned of DECA and they became interested. Several gave financial aid. In 1957 donors to DECA made it possible for DECA to add a Member Service Division to its national headquarters plus the employment of a member service director. In addition, a National Leadership Training Conference for the DECA National Officers began during 1958.

DECA continued to grow and progress. By 1960, the National DECA staff expanded to include not only an executive director (formerly the executive secretary) and member service director, but also

a public relations director and publications director. The weeklong training conference for national officers was expanded to three weeks.

State presidents were allowed to attend a weeklong national training semi-nar put on by the national officers and DECA staff. A National DECA Week was established and expanded to DECA Month, and National Headquarters was moved to Falls Church, Virginia.

Membership in DECA has continually increased. From 793 members representing 12 state associations in 1947, DECA has grown to more than 165,000 members representing 54 State Associations, including all fifty states, Puerto Rico, District of Columbia, Guam, and the Virgin Islands. In 1980, DECA became international with the issuance of an association charter to Canada.

In 1975, a National DECA Center Funding Campaign successfully established a permanent home for DECA. The National DECA Headquarters was built at 1908 Association Drive in Reston, Virginia. The National DECA Headquarters houses the Directors, who are responsible for the administration of National Headquarters and for executing the policies established by the Board of Directors. Other staff members are employed by the executive director for the development, promotion, and coordination of the many DECA activities between National Headquarters and the state associations.

Wisconsin DECA History

High School Division

Marketing Education (formerly known as Distributive Education) was introduced to Wisconsin High School students in 1965 when the first State Supervisor, Wayne J. Harrison, was hired. Karl Powell came on board as Milwaukee City Supervisor and Dr. Harland Samson started training and re-training teachers. John Hudson, a National DECA staff member, came to Wisconsin to explain DECA, after which those present voted unanimously to make DECA the official youth group for Distributive Education. The following year, 50 delegates from 11 chapters participated in the first state conference. Twenty-five students attended the National Leadership Conference in Chicago. The WDECA constitution was accepted in 1967 and Wisconsin won its first national award at the 1968 Houston Conference.

In 1968 Wisconsin and Minnesota started Leadership Labs for local chapter officers and members. In 1995 six leadership labs were attended by over 1000 students at 6 different locations. The first lab trainers were teacher-coordinators such as: Jack Schleisman, Gary Searle, Dennis Mannering, and Paul Zenifski. Dennis and Wendy Mannering provided training in the 80's and today three former national officers provide that training: Todd Gehrman, Melissa Goltra, and Matt Meuleners.

Four regions were created in 1972, each headed by a state officer. As membership continued to grow, the state was re-organized into 8 districts in 1977. State Officers were also reorganized with one statewide President and eighth District Vice-Presidents. 1973 was the first year Wisconsin had a candidate for national office.

Wisconsin was a major force (along with other states) in the reorganization of competitive events. The 1974 Chicago Conference introduced competency based competitive events. Wisconsin continued to pilot and provide leadership for competency based competitive events, and by 1976 our competitive events program was almost exclusively the occupational series and projects that we know today.

1975 saw the introduction of Chapter Officers Workshop co-sponsored by WDECA and University of Wisconsin Stout and Whitewater. 1975 also saw the kick-off of the national campaign for DECA Headquarters. Harry Applegate, the National Executive Director, attended the 1976 conference to receive our \$10,000 check, earning the privilege to have a Wisconsin Room in the national center. Mitch Eveland was elected Central Region Vice-President in 1977, Wisconsin's first national officer. That year we had 800 students at the state conference, a long way from 50 in 1965! We were 14th in national membership.

The 80's and early 90's brought continued growth and achievement in marketing education and DECA. Some milestones include: 4th largest state in DECA membership, annual competitive events writers' workshop, 120 programs (eighteen with two or more teachers), two teacher education programs, strong state and national leadership, legislation passed for state leadership, well-trained and dedicated teacher-coordinators with an active professional association, hosted two Central Region Conferences, membership in MarkED, hosted a National Conclave, started Wisconsin Academy for Marketing Educators, introduced Co-op Skill Standards for Marketing.

Since the mid-1990's, state leadership in marketing education was provided by Wayne Harrison, Marie Burbach, and Ann Westrich. Gary Searle and John Hedstrom both served one-year appointments while Wayne was on leave to create the Marketing Education Resource Center, originally known as the Interstate Distributive Education Curriculum Consortium. Others also providing leadership were: Doug Gregg and Richard Regner. Wayne Harrison, Karl Powell, and Marie Burbach all served on the National DECA Board of Directors and all were elected Chair and served as President of DECA, Inc. DECA Central Region Vice Presidents included: Mitch Eveland, Mike Nass, Heather Lamberg, Melissa McGarry, Tammy Neeb, and Caryn Voskuil (2005-2006). National Presidents have included: Todd Gehrmann, Diana Stein and Nick Rezny.

Since 2006, Wisconsin DECA leadership has been provided by Sara (Adornato) Baird who serves as the Education Consultant and DECA Advisor. Denise Byrd is the Operations Assistant and has been in Marketing, Management, and Entrepreneurship since 2002. This year Wisconsin boasts a #2 standing in the country for membership at the secondary level with close to 13,000 members and more than 135 programs state-wide. Since 2003, Wisconsin DECA has seen a 33% growth rate in number of programs operating. In addition, the State Career Development Conference at the Grand Geneva Resort and Spa hosts more than 1,100 students annually.

Divisions of DECA

HIGH SCHOOL DIVISION: DECA is a student-centered organization whose program of leadership and personal development is designed specifically for students enrolled in marketing, management, and entrepreneurship education. Any student enrolled in a marketing education instructional program in the nation, the U.S. territorial entities, and Canada is eligible for membership in DECA at the local, state, and national level. At the classroom level, marketing

education students form a chapter and elect their own student officers. The marketing education teacher-coordinator serves as the chapter advisor.

DELTA EPSILON CHI: In 1958 some post-secondary institutions attempted to establish DECA chapters. In 1961, the Post-Secondary Division, also known as the "Junior College" Division, was established and open for membership to those marketing education students who were enrolled in less than baccalaureate degree programs. In 1982, the name of the division was changed to "Delta Epsilon Chi." Membership was also extended to marketing, management, and merchandising students in four-year colleges and universities.

COLLEGIATE DIVISION: The Collegiate Division of DECA was formed in 1970 as a division of Distributive Education Clubs of America. This division functions as a student/professional division. The Collegiate Division is directed toward developing its members for careers as marketing education teacher-coordinators, and as DECA chapter advisors.

ALUMNI DIVISION: The Alumni Division of DECA serves DECA in a supporting role. Membership in the Alumni Division is available to any former high school, Delta Epsilon Chi, or collegiate DECA member, or any member of these divisions who is completing his/her last semester prior to graduation. Members may join through their local chapter, state association, or through National DECA.

PROFESSIONAL DIVISION: The Professional Division of DECA was established primarily to provide teachers of marketing education a means for identification with DECA beyond that of being chapter advisor. Active members include: DECA chapter advisors, local or state supervisory directors, teacher/educators and other professional marketing education personnel, cooperative employers, school administrators, board of education members, parents, advisory committee members, and others who are helping advance and support DECA on the local, state, and/or national level.

Importance of DECA to the . . .

. . . **STUDENT:** Marketing Education students have common objectives and interests in that each is studying for a marketing career objective. DECA activities have a tremendous positive effect upon the attitudes of students. DECA members learn to serve as leaders and followers and have opportunity for local, state, and national recognition that would not otherwise be possible.

. . . **SCHOOL:** DECA chapter activities are always school-centered, thus contributing to the school's purpose of preparing well-adjusted, employable citizens. Chapter activities serve the Chapter Advisor as a teaching tool by creating interest in all phases of marketing and serve as an avenue of expression for individual talent. The Chapter is the "show window" for student achievement and progress. It attracts students to the Marketing Education program who are interested in careers in marketing and management and assists in subject matter presentation.

. . . **COMMUNITY:** DECA members have made numerous studies and surveys to aid the economic development of their own community. Marketing projects continue to encourage this type of contribution. Many businesses favor employing Marketing Education students because of their interest in education, their attitude toward careers in business, and their related school study.

Many leaders in business and government have praised the DECA program for its civic-related activities.

. . . **NATION:** Marketing Education instruction and the related DECA activities constantly emphasize America's system of competition and private enterprise. Self-help among students is the rule rather than the exception, and DECA leaders give constant encouragement to continuing education. History has proven that whenever a nation's channels of distribution fail to function, that nation is short-lived. As DECA attracts more of our nation's youth to study marketing and management, the total Marketing Education program becomes a vital necessity to our national economy and to the well-being of our society.

DECA Fact Sheet

NAME: DECA, An Association of Marketing Students

DATE ESTABLISHED: 1946

MISSION: (1) To enhance the inter-curricular education of students with interests in marketing, management, merchandising, and entrepreneurship. (2) To help students develop skills and competence for marketing careers, build self-esteem, offer leadership opportunities, and enable them to participate in community service activities. (3) DECA is committed to the advocacy for marketing education and the growth of business and industry partnerships.

MEMBERSHIP: 57 state associations, including the District of Columbia, Canada, Puerto Rico, Guam, the Virgin Islands, and the Canadian provinces. Student membership is approximately 165,000 members.

HEADQUARTERS: 1908 Association Drive, Reston, VA 22091, (703) 860-5000

TAG LINE: Developing Future Leaders for Marketing and Management

COLORS: Blue and gold

NATIONAL EXECUTIVE DIRECTOR: Dr. Ed Davis

STATE ADVISOR: Sara Baird

WI DECA Center Inc., Director: Holly Gregory

State Officer Trainer: Sara Zwiefelhofer

REGIONS OF NATIONAL DECA: Western Region (13 states and Guam); Central Region (13 states and Manitoba, Canada); North Atlantic (11 states, District of Columbia, and Ontario, Canada); Southern Region (12 states, Puerto Rico, Mariana Islands, and Virgin Islands)--
(<http://www.deca.org/pdf/regions.pdf>)

DIVISIONS OF DECA: High School Division, Delta Epsilon Chi Division, Collegiate Division, Alumni Division, and Professional Division.

LOGO: DIAMOND with Descriptor, “An Association of Marketing Students”

DECA Terminology

DECA: DECA used to stand for Distributive Education Clubs of America. However that acronym is outdated and the tagline “an association of marketing students” is used.

National Board of Directors: Eight Members of DECA, Inc., elected to set policy for National DECA and The DECA Foundation.

Wisconsin DECA Board of Directors: Ten members that include three state officers, five chapter advisors, the state advisor and the associate state advisor.

DECA: Identifies a program of student activity relating to marketing, management, and entrepreneurship and is designed to develop future leaders for marketing related careers.

National DECA Headquarters: National offices of DECA, DECA, Inc., and The DECA Foundation, housed at 1908 Association Drive, Reston, Virginia, 22091.

Wisconsin DECA Headquarters: Department of Public Instruction, 125 South Webster, P.O. Box 7841, Madison, WI 53707.

DECA, Incorporated: Legal identify of adult group responsible for the student program of DECA.

Marketing Education: Identifies a program of instruction in marketing, management, and entrepreneurship.

DIMENSIONS: Official publication of DECA.

DECA Times: Official State Officer Publication.

National Advisory Board (NAB): Companies and organizations which contribute \$1000 or more annually to DECA and have membership on DECA's National Advisory Board. Each member company names a liaison person to represent that organization in DECA affairs.

Partnership For Progress: State program that encourages business people, association, foundations, and individuals to assist with providing quality activities and services at affordable costs to the membership.

National Voting Delegates: Student representatives, usually new state officers, selected by themselves, to conduct the official business of the student organization (DECA) and approved by the state advisor.

International Career Development Conference: Annual climax of year's DECA activity, the purpose of which is to recognize outstanding individual and group leadership.

State Career Development Conference: Annual climax of year's state DECA activity with members participating in competitive events. Recognition is given to outstanding individuals and groups.

DECA Foundation: Created to assist and encourage DECA members to continue career study in marketing, merchandising, and management.

What is the correct and incorrect DECA terminology?

Correct	Incorrect
chapter	club
marketing student	Marketing member
DECA member	DECA student
Competitive Events	Contests
Career Development	National Leadership
Sales project	Fund raising
Chapter Advisor	Club sponsor



Chapter 4

Membership

DECA Membership Information

Register membership at <http://www5.dpi.state.wi.us/deca/default.asp>

Complete by: November 6, 2009

Dues

Each member pays state dues of \$6, and national dues of \$8. (Some chapters also charge local dues or school activity fees.)

Due Dates

State and national dues must be sent in to Wisconsin DECA no later than November 6 using www5.dpi.state.wi.us/deca/default.asp website. Additions to the membership roster can be made through January 30, 2010. Dues received after January 30, 2010, will not be applied to increasing a chapter's quota for the state conference.

Everyone attending any DPI-WDECA sponsored activities must be a DECA member.

Unified Membership Policy

Wisconsin and National DECA have unified membership policies. This means that all members of Wisconsin DECA must also be members of National DECA.

Who Can Be a DECA Member?

1. Students currently enrolled in marketing education, small business management, entrepreneurship, sports marketing, international marketing, and other courses determined to be within the total marketing education program.
2. Students who have been enrolled in any marketing or marketing related class. These members are referred to as in-school alumni. It is a local chapter decision to extend membership to this group of students.
3. Students who plan to enroll in marketing education or marketing related courses. These students should have an interest in marketing for career or career enhancement purposes. It is a local chapter decision to extend membership to this group of students.
4. DECA members can be from any grade in the district as determined by the local chapter advisor.

Who Should Enroll In Marketing And Marketing Related Courses?

Students in marketing and marketing related courses can be there for any of the following reasons:

1. They have a career interest or career objective in marketing, management, or entrepreneurship.
2. They have a career objective in a non-marketing career but take marketing and marketing related courses to enhance their career pathway.
3. They have a general interest in marketing or they are exploring career opportunities in marketing, management, or entrepreneurship.

Minimum Chapter Size

National DECA requires that each chapter must have at least 10 members and that the chapter advisor(s) must also be DECA members. (Policy in effect since 1994)

Chapter Advisors must also be members per national DECA policy.

Membership Benefits

- | | |
|---|--|
| 1. Membership lapel pin | 11. Opportunities to meet people from other chapters and states. |
| 2. Membership card | 12. Personal and professional development |
| 3. Four issues of DECA Dimensions | 13. State Officer Services to local chapters |
| 4. A member calendar (in DECA Dimensions) | 14. District and state newsletters |
| 5. Recognition | 15. Local chapter activities |
| 6. Competition | 16. FUN! |
| 7. Leadership development | |
| 8. Career enhancement opportunities | |
| 9. Business support | |
| 10. Visibility and credibility | |

Chapter and State Association Services

1. The National DECA Guide
2. Quality products in DECA Images
3. *The DECA Advisor*
4. Monthly Chapter Packet
5. National Officer Travel Support
6. Competitive Events
7. Corporate Sponsorship
8. State Chapter Handbook
9. Chapter Leadership Guide
10. Chapter mailings
11. State Officer Support

What Is 100% Membership? (Needed for Quota Extensions for State Conference)

100% membership means that all students who are part of the total Marketing Education program are dues-paying DECA Members. If entrepreneurship, small business management, sports marketing, school store management, etc., are considered part of the Marketing Education Program, then these students must also be members for a chapter to claim 100% membership status.

Benefits Of 100% Membership

1. Every student has the opportunity to be involved in local, state, district, and national DECA activities. Membership provides many ways for students to develop personal and professional goals that increase their employability.
2. Members develop team work, problem solving and critical thinking skills that will last a lifetime.
3. Quotas for state conference are determined based on membership. 100% chapters can request an increase in their quota. See definition of what qualifies a chapter for 100% membership.
4. 100% chapters are recognized at the State Conference. Chapter Advisors receive recognition for promoting and achieving 100% membership.
5. National DECA provide the following rewards to 100% chapters:
 - A letter to your principal
 - A 100% membership banner
 - A special advisor pin
 - A 20% discount on a selected group of DECA Images items

Membership Campaign 2009 – 2010

Diamond Level

Goals to Achieve

- ✓ Recruit 10 or more student members than last year, or achieve 100% membership.
- ✓ Recruit 10 or more alumni and/or professional members.
- ✓ Implement 5 PR/Promotion activities between the start of school and Nov. 13.
- ✓ Designate one day of DECA Week as "DECA Serve Day" where all activities are focused on one or more community service projects.

Rewards

- ✓ Recognition onstage at the International Career Development Conference.
- ✓ Special Diamond level plaque for classroom display.
- ✓ Letter of commendation to your principal.
- ✓ Acknowledgement in *Dimensions* and *Advisor* and on www.deca.org.
- ✓ Diamond Level Certificate.
- ✓ Membership cards/pins for members/advisors.

Gold Level

Goals to Achieve

- ✓ 5 or more members than last year
(No documentation is required for the gold level. Recognition will be based on the membership report at DECA Inc.)

Rewards

- ✓ Gold Level Certificate.
- ✓ Membership cards/pins for members/advisors.

100% Membership Chapter

Goals to Achieve

- ✓ 100% membership means that 100% of the marketing education students are DECA members.
- ✓ Submit membership to DECA Inc. by November 13.

Rewards

- ✓ Congratulatory letter from the 2009–2010 National Officer Team.
- ✓ DECA Images discount coupon.
- ✓ 100% membership certificate.
- ✓ 100% classroom pennant.
- ✓ Membership cards/pins for members/advisors.

New or Reactivated Chapter

(No documentation is required for this level. Recognition will be based on the membership report at DECA Inc.)

Rewards

- ✓ Welcome letter from Dr. Edward Davis, Executive Director, DECA Inc.
- ✓ Congratulatory letter from the 2009–2010 National Officer Team.
- ✓ DECA Images discount coupon.
- ✓ DECA 50th Anniversary History Book.
- ✓ New/Reactivated chapter certificate.
- ✓ Membership cards/pins for each member/advisor.



Must be submitted to DECA's High School Division by December 1, 2009

Activities used for the DECA Membership Campaign must be public relations/promotions that raise the visibility of the chapter in your school and your community. They can also help with recruitment. A list of suggested promotions and activities can be found at www.deca.org/campaignactivities.html.

Regular DECA chapter activities or activities involving only DECA chapter members do not qualify as DECA Membership Campaign activities. Projects that will run throughout the year or will be conducted after November 13 do not qualify as Membership Campaign activities. You could, however, have a kick-off event for a long-term project, hang a poster, submit a newspaper article, or find some other creative way to let the community know what DECA is doing. One activity must be a community service project or projects highlighted as "DECA Serve Day."

Use the following as a checklist for your Diamond Level submission:

1. Go to <http://www.deca.org/pdf/MemCampReport.pdf> to access the DECA Membership Campaign Reporting Form and submission guidelines.
2. Print out the Reporting Form, fill in the requested information and use as the first page of your submission.
3. Entry should be submitted in a DECA folio.
4. List your 5 DECA Membership Campaign activities using complete descriptions that illustrate the promotional aspects of the activity. Example: The DECA students at Edwin O. Smith High created a commercial to be aired on their local public access channel so parents and other community members could learn what DECA was all about. Their commercial, titled, "DECA Exists", went beyond the norm by reaching out to people beyond the school walls.
5. Describe in detail your "DECA Serve Day" (community service) activity.
6. Attach a copy of your paid roster report.
7. Entries must arrive at DECA headquarters by December 1, 2009.

Important Note: Because of problems with large files not transmitting through email correctly, DECA will accept an email transmission of your entry only on an "At Your Own Risk" basis. We strongly suggest that if you use this method, you follow up your submission with a phone call (703-860-5000) to be sure the entry was received at membership_campaign@deca.org.

Registration Instructions

To insure successful online registration, follow the step by step instructions.

1. Go to: <http://www5.dpi.state.wi.us/deca/default.asp> (This is a link directly to the site. After printing these instructions, click on the link above and begin your registration.) **Please bookmark or add the following website to your favorites. This is the site we will be doing all membership and event registration from.**
2. Login (all lower case letters).
Your userid: first name initial and full last name (ex. dbyrd)
Your password: pword

Everyone has the generic password until you login. You will be required to change your password at entry. Please make it something you will remember, as you will need it for the remainder of the year.
3. Change your password.
4. Click on “Go to next step”.
5. Verify your teacher information for accuracy. You will need to put in your new or current information. Please put in your home information. (We use this for summer contact information, Chapter Officer Workshop, and also for any important correspondence that cannot wait until school starts.)
6. After corrections are made or all information is correct, go onto the survey. You will only have to revise any changes to last year’s survey. Please make sure all information is accurate! If you will have 100% membership by the February 6th Additions deadline, make sure and check the 100% membership box or you will not receive recognition for it.
7. If you are finished with your Survey, click on “Save and Mark Complete.” If you need to come back to the survey later, click on “Save my survey for later”. You will not be able to proceed to membership, until the survey is completed. If you do not have a DECA Chapter, your part of the registration is complete. Thank you! If you do have a DECA Chapter, please proceed.
8. Click on “Go to next step”.

-If you have a DECA Chapter, please proceed-

You should be on the Membership Roster page. You **will not** be able to edit after adding members. Please be accurate with your entries – **any errors need to be corrected before submission to National DECA**. If any errors are submitted to National DECA, you, the chapter advisor, will be responsible for contacting WI DECA and National DECA for the correction.

Note: Asterisk (*) fields are required by National DECA. Phone, fax, e-mail address, and address are required for Alumni and Professionals only. **If you do not have this information filled out, your roster will not submit the names.**

1. Enter all advisors first. Primary Advisors should be the main contact for all registration and membership information. NOTE: This does not mean “Rank,” this is merely one contact person per chapter. The Primary Advisor should be the main contact person for the chapter, regarding all membership and registration. National DECA also requires this function.
2. Select “Type”. (Primary Advisor, Secondary Advisor, Student Teacher, Student, etc.)
3. Enter Last Name. **DO NOT USE ALL CAPS!** Capitalize only the letters that should be according to the spelling of the Name. Example: Van Beek
4. Suffix: If individual has a suffix on their last name, please enter it here, but **DO NOT use any punctuation**. Example: Jr or Sr
5. Enter First Name. **DO NOT USE ALL CAPS!** Capitalize only the letters that should be according to the spelling of the Name. Example: LoriBeth
6. Middle Name: If you have students with the same first and last names, please enter their middle initial or name.
7. Choose Gender. **BE ACCURATE!** This information is vital for housing on conference or workshop registrations.
8. If you are entering a student, choose the grade level. Please be accurate, this information is being tracked for statistical information. *(Example: Jane Doe should not be in High School DECA for 7 years, she also cannot be a senior this year, and a freshman next year, or the year after.)*
9. If you know your student’s employer, please enter it in the Student Employer box.
10. If you are entering a Professional or Alumni member, you will need to enter their phone number, fax number, email address, and mailing address. **THIS IS REQUIRED BY NATIONAL DECA.**
11. Click “Add Member to Roster” Button.
12. Either click review roster list, or add a new member.
13. Follow steps 1 – 12, until all members are entered.
14. If you are entering a partial initial roster, **STOP HERE!** Otherwise proceed.
15. Click on the Download Tab.

16. Click on "Download Initial Roster Students".
17. Click "**SAVE**". DO NOT OPEN. A window will appear and ask you where you want to save the file.
18. Change file name to "09initialstudents", do not change the extension. It needs to stay as a ".csv" file. Save this to your desktop, so it is easy to find.
19. If you did not have any Professional or Alumni members, skip this step, otherwise, click on "Download Initial Roster Professional and Alumni".
20. Click "**SAVE**". DO NOT OPEN. A window will appear and ask you where you want to save the file.
21. Click on "**Save**". Change file name to "profalumni09", do not change the extension. It needs to stay as a ".csv" file. Save this to your desktop, so it is easy to find.
22. Click "SAVE"
23. Click on "National DECA Membership Registration" on the download tab.
24. Click on "Click Here!" You will need to set up a National DECA login and password.
25. Choose appropriate action. Either you are an advisor for an existing chapter, or you are starting a new chapter.
26. Look up Chapter Id number. This number is also listed on your printed WI DECA Roster.
27. Input the user name and password you will use for the year. You will receive a confirmation email from DECA, Inc. You may use your login immediately.

If during the year, you forget your user name and password, just come back to this screen and choose "**Forgot your user name or password?**" Type in your email address that was used to register and the information will be emailed to that address.

28. If you are a **new chapter**, you will need to **register a new chapter**.
29. Use the Click Here to confirm that your chapter was not active last year.
30. You will be transferred to an alerts screen. If there are no alerts, you can hit "OK" and you will then be directed to the **Edit Chapter Information**. Verify and update all information. Remember 100% membership is at the end of the year.
31. Choose "Update Student Membership Roster."
32. Click on "**Click Here**" to upload your students.
33. Click on "**Browse**."

34. Find "09initialstudents.csv" and click on it. Then click Open.
35. Click on **Upload**. Wait for confirmation. Close confirmation window. Click "Close" on Update student Roster. Do Not Duplicate this process or you will duplicate your membership.
36. You will click "**Update Advisor Membership Roster**." You will need to manually enter all advisors, if all advisors are not listed. Verify accuracy on all advisors.
37. Click the "Add" button.
38. Add contact information.
39. Add years of service and if this is a new advisor.
40. Choose advisor type.
41. Click "**OK**" to add the advisor. Repeat the same steps for each advisor. Click close.
42. Click on "**Update Alumni and Professional Membership Roster**" on Main menu.
43. Click on "**Click Here**" to upload a ".csv" file.
44. Click on "**Browse**."
45. Choose your file on your desktop called "profalumni09". Click on it and click open.
46. Click on "**Upload**." Click "Close." Do Not Duplicate this process or you will duplicate your membership.
47. Click on "**Submit Roster to DECA**."
48. If you have entered your entire initial roster and will not be adding any more until after the November 7th deadline, click on "**My Initial Roster is complete**."
49. An Invoice should appear in a separate window. Print, sign, and submit for payment.

Please make sure to include the invoice with your payment to:

**WI DECA
CTSO Accountant
PO Box 7841
Madison, WI 53707-7841**

DO NOT CLICK MY INITIAL ROSTER IS COMPLETE, until you are done with all initial membership that is due **November 6, 2009. Just log out.**

Note: Once you have completed an area, the next time you log in, you will go directly to where you have left off.

An Invoice will pop up.

Print, sign, and give a copy to your Business Office for payment.

All payments should include a copy of your invoice and should be remitted to WI DECA before or on the registration deadline. If you are unable to meet these requirements, please call Sara Baird at 608-267-9253.

We appreciate all of your hard work and dedication. As a “strong” and “determined” state association, together we can make this work. If you have any questions please feel free to contact either of us at the State Office.

Online State Conference registration should be available early in January. An email with instructions on how it works will be sent out as soon as it is available.

If you have any questions or problems, please contact Denise Byrd: denise.byrd@dpi.wi.gov, or at (608) 266-8837

NOTE: At any time throughout the year, if you would like a complete copy of your “Full” roster, it is available on the registration website. See the menu on the left side of your window. There is an option available that says “Full Printable Roster”.

Why You Should Be Involved In DECA

Joining DECA means joining over 160,000 young men and women who are serious about careers and personal growth and the future of our country.

DECA, Inc.

- Your chapter receives member services which include: two chapter packets, the DECA guide, DECA DIMENSIONS, posters, and brochures. Many state association mailings are also provided to local chapters.
- As a DECA member, you can gain leadership skills by serving on committees and holding offices on local, state, and national levels.
- DECA members receive copies of DECA DIMENSIONS (DECA's official student publication).
- DECA members have the opportunity to use DECA's resources for recruitment, civic appearances, chapter activities, and career development and to show to business people.
- DECA members can prepare articles, take photos, and share their activities through the national publication, DECA DIMENSIONS
- DECA members learn marketing research through participation in projects.
- Since 1976, you have had a National DECA Center, a home for DECA. Be sure to stop by your National Center for a tour when you're in the Washington, D.C. area.
- Through DECA Images, DECA members have the availability of many items designed to improve their marketing skills and prepare for DECA activities as well as their career objectives.
- The Scholarship Awards program encourages higher education among those students with ability and who need merit assistance.
- Your voting power means that you take an active part in determining the organization's program and policies.
- DECA members have the opportunity to develop skills in ownership, financing, and managing one's own business through participation in the Entrepreneurship competitive events.

Community Awareness

- Special projects and chapter activities developed by DECA provide members with the opportunity for interaction among community, state, and national leaders.
- Through involvement in civic projects, DECA members develop an awareness of community needs and work toward making our world a better place in which to live.
- DECA members can help develop community awareness and involvement in local and regional charities through involvement in projects.

Conferences

- DECA members have an opportunity to participate in state, regional, and national leadership and career-related conferences.

Competitive Events

- DECA members have the opportunity to learn valuable sales, management and entrepreneurship skills through participation in the projects.
- Participation in DECA's competitive events provides members with practical experience and recognition.
- Through participation in competitive events, conferences, and DECA's program of student activities, DECA members develop an understanding of the Free Enterprise System and the principles that make our country great.

Educational Outreach Partners

- Nationally known companies support you as members of DECA's National Advisory Board.
- The Congressional Advisory Board and Friends of DECA serve you and are always willing to help.

DECA Membership Code of Ethics

As A DECA Member:

- I will be sincere and honest.
- I will accept each task with confidence in my ability to perform my own work at a high standard.
- I will strive with the guidance of my family, teachers, advisors, business persons, and my own initiative, to do my best in making my community, state, and nation a better place to live.
- I will strive to develop a cooperative attitude and will exercise tact with and respect for other individuals.
- I will be steadfast in my beliefs and in my responsibilities as a citizen.
- I will demonstrate good sportsmanship in competition by being modest in victory and gracious in defeat.

Why DECA IS FOR YOU . . .

DECA is the only student organization operating through the nation's schools to attract young people to careers in marketing and management.

DECA encourages social intelligence through satisfactory social and recreational activities, as well as to enhance one's responsibility to our society.

DECA encourages free enterprise and economic awareness through individual instruction, marketing projects, exposure to successful business leaders, and by practical experience in business establishments.

DECA encourages civic responsibility through professional conferences, chapter activities, school improvement projects, and support of community projects.

DECA provides each member an opportunity to participate in many activities designed to teach its members to be not only a leader but also a follower.

DECA maintains a series of chapter, state, and national competitive activities--all designed to stimulate and motivate classroom interest, career encouragement, and vocational competence.

DECA believes in competition and offers awards and recognition to student members and advisors for outstanding accomplishments.

DECA maintains and supports scholarship programs to assist and encourage its members toward higher education.

DECA funds are used directly for student benefit through its programs of student activities: Awards & Scholarships, Career Development Conferences, Program Development, Civic Consciousness Projects, Member Service, Public Information, Leadership Training, and Educational Projects.



Chapter 5

Leadership Development

Central Region Leadership Conference

Registration Information

Registration materials are online at <http://www5.dpi.state.wi.us/deca/default.asp>

On the left-hand menu, click on “Other workshops/conferences.”

When: December 4 – 6, 2009

Where: Minneapolis, MN

Visit <http://www.crlc.mndeca.org/> for up to date information regarding CRLC in Minneapolis!

A packet of information will be distributed via email when received by WI DECA.

WI DECA Leadership Labs

Cancellation Policy of all events: “NO refunds after cancellation deadline.” Emergency situations will be reviewed (Medical or Family).

Housing Payment Policy for all events: Every effort will be made to grant requested housing choices. WI DECA has instituted a “Flat Rate” policy for all events excluding ICDC, which will have the different rooming choices.

Leadership Training

FOCUS Training will use this important year to help Wisconsin DECA members realize the importance of being forward thinking leaders. Lab participants will leave conferences with enthusiasm and a better understanding of DECA. We will explore leadership through interactive, exciting, and challenging activities. We are sure that Wisconsin DECA members will find our new approach to the Leadership Labs a valuable experience.

The FOCUS Training team will provide Leadership Lab participants with the tools to build successful careers and exciting lives. The trainers will concentrate on issues and concepts that will be important to the participants' futures as leaders in any area. Concepts of cooperation, teamwork, competitiveness, inevitable change, group dynamics, and many other components of leadership will be covered.

Leadership Lab The Olympia Resort, Oconomowoc – 1 Day Leadership Lab	October 21, 2009 Costs: Student Fee: \$32	Online Registration Due: Sept. 28, 2009 Cancellation Deadline: Oct. 3, 2009 www5.dpi.state.wi.us/deca/default.asp
Leadership Lab DECA Kalahari – 2 Day Leadership Lab	November 9 – 10, 2009 Costs: Student Reg: \$50/person Stud. Housing: \$35/person Adult Housing: \$70/person	Online Registration Due: Oct. 9, 2009 Cancellation Deadline: Oct. 23, 2009 www5.dpi.state.wi.us/deca/default.asp

Sample Two-Day Lab Agenda

Late Afternoon, Lab starts at 3:30 pm

Group Dynamics - Activities that demonstrate the importance of working within a diverse group will be featured. The trainers will take the concept of teamwork a step further and look at the internal and external factors that affect the success of a team.

Vision - Becoming a leader means developing the ability to remain on the cutting edge. The trainers will use activities that emphasize the importance of being progressive visionaries. They will also develop skills like innovation that will be useful in our competitive world.

Self-Direction - Any leaders must possess the quality of being self-directed. It is this internal drive that separates the successful and the mediocre. The trainers will focus on these pressures, which drive leaders to achieve more for themselves and others.

Day One: Evening

Negotiation - The trainers will explore the art of negotiation. Their activities will teach delegates how to get more out of life through careful and creative tactics. Excellent for help in finding and keeping a job.

Forming Relationships - The trainers have found that many students want to develop more meaningful relationships. They will assist the delegates in developing the skills needed to develop strong and healthy personal and professional relationships.

Day Two: Morning

Risks - In order to succeed one needs to take risks. Although risks can be positive, they are often associated with negative results. The trainers will promote taking positive risks for personal and organizational improvement.

Understanding of DECA - The trainers will work with the delegates to help them better understand DECA and how it relates to marketing education.

Problem Solving - The ability to creatively find solutions to challenges is a very important quality leaders possess. The trainers will concentrate on the process of finding the "right answer." They will teach the delegates to focus on the heart of the problem and not just to attack the symptoms.

The Project - The trainers will develop a case problem that will require the participants to use the skills they have developed throughout the lab and limited resources to create the best solution.

Closure - The trainers will close these two days with a commitment activity. They will emphasize the importance of cooperation and compromise.

Sample One-Day Lab Agenda

Morning: Lab starts at 8:15 a.m.

Group Dynamics - Activities that demonstrate the importance of working within a diverse group will be featured. The trainers will take the concept of teamwork a step further and look at the internal and external factors that affect the success of a team.

Vision - Becoming a leader means developing the ability to remain on the cutting edge. The trainers will use activities that emphasize the importance of being progressive visionaries. They will also develop skills like innovation that will be useful in our competitive world.

Self-Direction - Any leaders must possess the quality of being self-directed. It is this internal drive that separates the successful and the mediocre. The trainers will focus on these pressures, which drive leaders to achieve more for themselves and others.

Understanding of DECA - The trainers will work with the delegates to help them better understand DECA and how it relates to marketing education.

Afternoon

Negotiation - The trainers will explore the art of negotiation. Their activities will teach delegates how to get more out of life through careful and creative tactics. Excellent for help in finding and keeping a job.

Forming Relationships - The trainers have found that many students want to develop more meaningful relationships. They will assist the delegates in developing the skills needed to develop strong and healthy personal and professional relationships.

Problem Solving - The ability to creatively find solutions to challenges is a very important quality leaders possess. The trainers will concentrate on the process of finding the "right answer." They will teach the delegates to focus on the heart of the problem and not just to attack the symptoms.

Closure - The trainers will close the one-day experience with a commitment activity. They will emphasize the importance of cooperation and compromise.

Leadership Lab Guidelines

1. Students who have already attended a workshop last year can attend again per advisor approval. **The workshop is targeted to all marketing education students.**
2. Chapters should limit their participation to the ratio 1:12 and provide additional chaperones if more than 12 students are registered for the conference. Chapter Advisors must be present for the entire workshop.
3. Invoice and payment should be sent to: WI DECA, Business Office, 125 South Webster, P.O. Box 7841, Madison, WI 53707-7841
4. Advisors are expected to be knowledgeable of the experience their students are involved in. All advisors are highly encouraged to observe an entire workshop. You will find it very worthwhile as well as helpful in your classroom. **Advisors are requested to be very visible during the entire workshop.**
5. All registration is done online. Please adhere to all deadlines. Please check the dates of the labs and the due dates on the calendar found in chapter 1.
6. All students should be placed in quad housing, if you do not have enough students to fill a quad, please select a school to house with. Every effort will be made to grant your request but there is no guarantee that we can do so. **Due to the Flat Rate Fee, there will be not cost increases if your students end up in a triple, due to lack of students to combine in rooms.**
7. The student conduct forms must be signed by each student in advance of the workshop. **This form does not have to be sent to WI DECA for the Leadership Labs.** It is the teacher's responsibility to have this form in their possession during the entire activity. The advisor conduct form states that you agree to have the forms with you during the workshop.
8. Curfew times must be enforced by the advisors. Curfew means students must be in their own rooms and quiet. Please review all policies with students. The policies and procedures must be signed in advance of participation.
9. **EVERY EFFORT WILL BE MADE TO ASSIGN ROOMS PER ADVISOR REQUEST.**
10. Refund Policy—WI DECA will refund hotel workshop money using the following guidelines: All cancellations must be received by the cancellation deadline.
11. Substitutions of the same sex after the cancellation date are acceptable for the hotel.
12. Substitutions of a different sex after the cancellation date will depend on room availability.
13. Substitutions of either sex before the deadline date are acceptable for registration fee with no additional charges.



This Code of Conduct needs to be sent to WI DECA by the Cancellation Date for each event. This is to ensure that we receive your form before we leave for the event. Mailing Address: WI DECA, PO Box 7841, Madison, WI 53707-7841.

WDECA LEADERSHIP LABS

Local Advisor and Procedures and Responsibilities

WDECA requires EACH local advisor and chaperone attending any DECA function read and sign a copy of this form and return it to the DECA State Office with your invoice and payment.

1. Local advisors are responsible for discussing the Student Delegate Conduct Practices and Procedures form with all students attending the Lab so that all students thoroughly understand their responsibilities as delegates. **The advisor agrees to have all Student Conduct Forms in their possession during the Lab.**
2. Local advisors are responsible for knowing the whereabouts of all their students at all times. Each local advisor should establish a policy with his/her students prior to the conference in order to meet this regulation.
3. Advisors must have with them at the conference a list of their students, as well as home telephone numbers and parent's or guardian's names.
4. Curfew will be enforced. Local advisors are responsible for room checks to ensure their students are in their assigned rooms.
5. No use of tobacco will be permitted at the general sessions, banquet, competitive events, or special interest sectionals. Delegates under 18 are prohibited from using tobacco products at any time per new Wisconsin State Law.
6. Identification badges will be worn at all times.
7. Chapter advisors are responsible for supervision of their delegates' conduct and shall be available to their students at all times. Advisors are to sit with their students during designated sessions unless they are responsible for another activity at the same time.
8. All advisors and chaperones shall refrain from the consumption of alcoholic beverages at any time during a state, regional, or national sponsored DECA activity where students are in attendance.
9. No advisor or chaperone can leave the grounds and/or conference facilities without signing out with DECA conference security or conference trainers.
10. The local principal and/or designated administrator will be contacted in emergency situations if the local advisor cannot be located within a reasonable amount of time or is unable to give proper amount of supervision. Student emergencies include: accidents, possession of drugs or alcohol, breaking conference rules, family emergencies, and any other situation designated as an emergency.

"I have read and fully understand the DECA *Local Advisor and Chaperone Procedures and Responsibilities* and agree to comply fully with these guidelines."

Advisor's and Chaperone's signature

Principal's signature

Chapter Name _____

In case of emergency the following local administrators should be contacted:

Name: _____ Title: _____

Cell Phone: _____ Home Phone: _____

Name: _____ Title: _____

Cell Phone: _____ Home Phone: _____



These forms do not need to be sent to DPI for Leadership Lab. Each student must turn this form into the advisor with all requested signatures before he/she can participate in the Lab. The advisor is to have all signed forms for each student in their possession during the Lab.

Wisconsin DECA LEADERSHIP LABS

Student Delegate Conduct Practices and Procedures

The DECA State Office requires EACH delegate attending any DECA Conference or Workshop to read and sign a copy of this form. The advisor should bring all copies of this form with them to the training. It is recommended that each local advisor review this form with chapter members so that there is no misunderstanding of the rules, regulations, and responsibilities of the conference participants.

1. The term "delegate" shall mean any DECA member attending the conference.
2. There shall be no defacing of public property. Any damages to any property or furnishings in the hotel rooms or buildings or in the conference center must be paid by the individual or chapter responsible. Local chapters will be billed directly by the hotel or conference center for any damages.
3. Delegates shall keep their advisors informed of their activities and whereabouts **AT ALL TIMES**. **Each local advisor should establish a policy with his/her students prior to the conference in order to meet this regulation.**
4. Delegates should be prompt and prepared for all activities. Delegates should be financially prepared for all possibilities.
5. Boom boxes and other large music machines are not allowed at the lab. Delegates may use "walkmans" and other small music machines with individual earphones.
6. Delegates shall stay in designated housing, not with friends or relatives.
7. Only registered delegates and official conference guests are to be at the conference and hotel.
8. Room doors must be kept **open wide** at all times when members of the opposite sex are visiting.
9. No alcoholic beverages or controlled substances, narcotics, etc., in any form shall be possessed or consumed by delegates at any time, under any circumstances.
10. No use of tobacco will be permitted at the general sessions, banquet, special events, tours, special interest sectionals, or in public facilities or private facilities in accordance with the new state law that prohibits use by minors.
11. Delegates shall not use their own cars or ride in cars belonging to others unless accompanied by an adult advisor. No delegate shall leave the hotel grounds unless accompanied or given permission by their chapter advisor.
12. Delegates are required to attend all sessions and conference activities.
13. Identification badges will be worn at all times.
14. Professional business attire must be worn to all lab activities. Blue jeans and other denim-type clothing are not considered professional dress so they cannot be worn to Lab sessions.
15. Chapter advisors will be responsible for the supervision of their student delegates.
16. All delegates must honor lab curfew as announced. Curfew is defined as being quiet, in your own room.
17. Delegates agree to conduct themselves in a professional and ethical manner at all times and follow the directives of official lab staff, other adult supervisors, and hotel/housing staff.
18. The student delegate will also be responsible for following all local school rules of conduct.
19. Delegates violating or ignoring any of the conduct rules may be sent home immediately at their own expense. Parents, school officials, and state advisor will be notified. Delegates violating or ignoring any of the conduct rules will subject their entire delegation to being unseated.

I have read and fully understand the *DECA Student Delegate Conduct and Procedures* and agree to comply with these guidelines. I understand the necessity of these rules for the success of the conference. Furthermore, I am aware of the consequences that will result from violations of any of these regulations.

Delegate's signature

Advisor's signature

Chapter Name

Principal's signature

To Parent/Guardian:

I have read and agree to abide by the DECA Conduct Practices and Procedures. We also agree that the school officials, the chapter advisors, and the state DECA staff have the right to send my son/daughter home from the activity at my expense if he/she has violated the Code of Conduct and/or his/her conduct has become a detriment.

I agree to pick-up my son or daughter if it is determined they must go home.

I also authorize the advisor to secure the services of a physician or hospital and to incur the expenses for necessary services in the event of accident or illness, and I will provide for the payment of these costs.

Insurance Company Name _____ Policy Number _____

I HEREBY CONSENT to release the Department of Public Instruction from liability in the event of injury to the above named student. This consent is valid with the exception of deliberate violation of the student's constitutional rights or damage committed or injury incurred as a direct result of DPI employees not acting within the scope of their employment.

Parent or Guardian's signature

Parent or Guardian's email address

Address _____

Phone Number (Evening)Area/No. _____

Phone Number (Daytime)Area/No. _____

COW

Chapter Officer Workshop

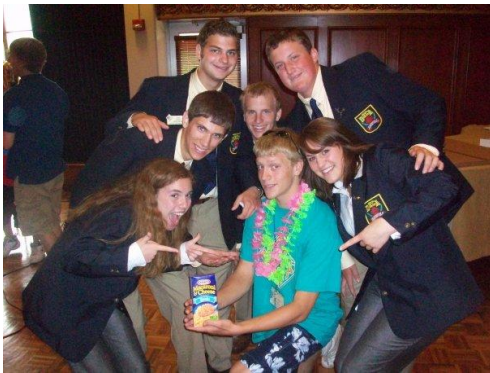
The Chapter Officer Workshop is held during the summer around the UW-Madison Campus area. This 3-day training session for chapter officers is usually held at the end of July. It is an excellent opportunity to complete your Strategic Plan for the year, obtain leadership training, and work on team-building.

Wisconsin DECA has changed the programming for COW. Contact some of the chapters who attended for feedback on the new “MXC Challenge” programming.

2009 COW CHAPTERS

Appleton West High School
Ashland High School
Badger High School
Black River Falls High School
Brown Deer High School
Hamilton High School
Kenosha Bradford High School
Menomonie High School
Monona Grove High School
Mosinee High School
New Berlin Eisenhower High School
New Berlin West High School
Oconomowoc High School
Sparta High School
Sun Prairie High School
West DePere High School

MXC CHALLENGE 2009



Chapter Activity Checklist

What's In Your Strategic plan?

1. Activities to Attend

- Chapter Officers' Workshop-July
- Central Region Leadership Conference-November
- Fall Kick-offs, September
- District Career Development Conference-January
- Winter Leadership Lab-February
- State Officer Screening-February
- State Career Development Conference-March

2. Local Chapter Activities

- *Develop a Strategic plan (key activity)
- Visit Your Legislator Day
- Presentation to School Board
- Advisor Appreciation Day-October
- Sponsor a food shelf--Food pantry drive
- Sponsor a clothes drive--Donate to charity
- Reach-out to middle school students and involve them in DECA
- Assist middle or elementary school classes develop a small business
- Introduce marketing and DECA to middle and elementary school students
- Provide educational programs on safety
- Invite employers to a kick-off appreciation breakfast or luncheon
- Sponsor end-of year appreciation banquet for employers, parents, and other supporters
- Sponsor a DECA Dance after sporting event or whenever
- Install officers and initiate new members at potluck dinner
- Invite legislator to speak at one of your activities--business appreciation luncheon, installation of officers, community activity, parent's night, etc.
- Sponsor a parents' night
- Submit logo contest entries
- Conduct a study night prior to districts and state
- Submit Acts of Kindness description to appropriate state officer
- Submit articles to district officer for district newsletter and success award
- Invite your district officer or state president to local activity
- *Sponsor a child for MDA camp--in State Officer POW
- *Donate proceeds of an event to MDA
- Field trip combining business and fun
- Clean-up your community project, adopt-a-highway
- Work with chamber of commerce on community project
- Work with civic organization on a project (Rotary, Lions, Women's Club, etc.)
- Sponsor a community improvement project

- Make presentations before numerous civic organizations
- Operate concession stands at school and community activities
- Operate a school store or other in-school enterprise
- Sponsor a carnival for a needy cause
- Sponsor sales projects for participation in DECA activities
- Feature chapter and program during DECA Week
- Submit articles for publication in school, community, business, and district publications
- Promote special events and sales through school store
- Sponsor a school activity--air band contest, pie-throwing, spring cook-out, or raffle

Qualities Of An Ideal Chapter

- Has 100% membership
- Participates in DECA Week
- Completes Gold Chapter Requirements
- Encourages chapter members to complete Gold Students requirements
- Participates in Partnership for Progress either through direct or indirect involvement
- Keeps in touch with State Officer(s) or State President
- Recognizes administrators and other school officials for their support
- Recognizes business people and other supporters of the program
- Read and distribute DECA Dimensions
- Demonstrates a professional image
- Involved in the community
- Nominates advisor for Golden Apple Award
- Promotes the program and chapter in and outside the school
- Finds a way to involve all chapter members in activities
- Elects officers who organize chapter meetings
- Officers function as a team
- Officers delegate work and involve other
- Officers gain support for Strategic plan from chapter members and school administrators
- Officers demonstrate enthusiastic leadership
- Active membership
- Advisor(s) who are actively involved
- DECA is integrated into the classroom
- Alumni are involved
- Regular chapter meetings are held inside and outside the classroom
- Establishes a chapter communications network to keep members informed

Wisconsin DECA Model Chapter

What is a Model DECA chapter? If a chapter is striving to be a great chapter, they should establish a local Strategic plan that presents a master plan of action. Each month members should plan, organize, and implement various activities that improve the lives of members, along with those of the school and community.

Here is a “model” list of activities a chapter could sponsor. It is not the only way a chapter can achieve greatness, but rather a sample list for consideration. It is an example of what a Gold Chapter would do throughout the year. Requirements for reaching Gold Chapter status are listed in Section 2, and also on Wisconsin DECA’s website www.wideca.org.

July

- Chapter Officer Workshop-create Chapter’s Strategic plan
- Possible Chapter outing

August

- Decorate School Store
- Head Start on Recruitment- Class Registration

September

- Membership Recruitment (ex. Sign up, get a doughnut)
- Sales Project
- Parent Night

October

- Miracle Minute- 1st
- DECA Week -ex. School Store Promotion, Guest Speaker

November

- Wisconsin Leadership Labs
- Central Region Leadership Conference

December

- Adopt-a-Family
- Holiday Social

January

- Ask Alumni to help to prepare for competition
- District Career Development Conference

February

- Valentine’s Day Dance
- Study sessions for competition

March

- State Career Development Conference
- Sales Project

April

- MDA fundraiser
- International Career Development Conference

May

- Elections of Chapter Officers
- End of the year banquet
- Installation of Officers

One of the most important traits of a Gold Chapter is to have 100% membership, which means to have every student in a Marketing related course also be a DECA member. When creating your Chapter's Strategic plan, separate all activities under categories of the DECA Diamond, try to keep an equal amount under each category. Try to do at least one Chapter activity a month, and make sure to do a Public Relations activity for every activity.

Sample Chapter Activities

Bowl-A-Thon

Sample Activity

Planning

- Contact bowling alley, ask for discount or donation of facilities
- Set specific time and date
- Find prizes, try to get them donated (high scores, money raised, or raffle)
- Get and prepare food and refreshments
- Draw up pledge sheets (by pin or straight pledge)
- Decide who you will target (who will participate)
- Organize committee to set up
- Prepare for supervisors during bowl-a-thon
- Form a clean up crew
- Invite the media or prestigious people to attend
- Promote through flyers, announcements, radio, and newspaper
- Possibly get a minimum fee of pledges to participate

Ideas/Implementation

- Committee to set up food and prize tables
- Registration table set up (name tags)
- Sign in (straight pledge forms can be collected)
- Decorate - put up poster of sponsors
- Bowl
- Replenish food table
- Periodically or following bowling, give out donated prizes
- Clean up
- Follow up
- Thank you notes to sponsors
- Make an exciting check presentation
- Invite media
- Take pictures
- Collect pledges (by pin)

Comment:

- A good day to hold a bowl-a-thon is Sunday after 1:00PM due to the fact that some businesses are closed.

Introduction of Marketing to Elementary Students
"Where Do Cookies Come From?"
Sample Activity

Planning

- Decide age level you want to work with
- Contact school and teacher to arrange project
- Decide if you will do this activity with more than one class
- Define purpose of activity - Introduce marketing to younger students
- Set date and time for activity
- Determine how many DECA students will need to participate
- Plan the amount of ingredients you will need
- Make a list of material you will need to bring (posters, markers, etc.)
 - Decide what to do with students while they are not going through the stations and after they are finished
- Get local sponsor such as Mrs. Field's Cookies or a local grocery store to donate cookies

Ideas/Implementation

- Ask local cookie store (Mrs. Field's Cookies) or a grocery store to sponsor activity
- Buy cookie ingredients
- Bring cookie sheets and other materials to school
- Make signs for each "store" for ingredients (i.e. Flour)
- Make play money for students to buy ingredients during activity
- Set up tables for each "store" and a final "store" where they get cookies
- Students go around to each station and learn something about marketing
- One "store" talks about advertising their product, one importance of competition, distribution, and how it affects price. You can be as detailed as you like.
- Have teacher give a quiz about previous subject so students can earn play money to buy cookie ingredients to make cookies
- Students use play money to buy cookie dough
- Students turn in cookie dough to "Mrs. Field's Store" to get final cookies.
- After students go through the entire "cookie assembly line" they should understand what marketing is
- Possibly end activity with students making a poster of what they think marketing is to hang in room

End of Year Banquet

Sample Activity

Planning

- Where?
- When?
- Food?
- How many people to attend?
- Decorations?
- Cost?
- Who will speak? Contact speaker(s)
- What will they talk about?
- How much should we charge?
- Plan invitations and thank you letters
- Plan a year-in-review activity (ex. slide show)
- Invite co-op employers
- Thank you gifts?

Ideas/Implementation

- Welcome
- Explain DECA
- Eat
- Introduce chapter officers
- Recognize co-op employers
- Year-in-review
- Special awards
- Introduce guest speaker(s)
- Introduce State Officer(s)
- State Officer(s) give(s) closing and thank you

DECA Week

Sample Activity

Planning

- Form a committee to organize event
- Ask for suggestions
- Decide what you want to accomplish
- Plan special events
- Get approval for specific events

Ideas/Implementation

- Have announcements during the week
- Start off week with something involving whole chapter
- Hold special events
- Wear DECA shirt to receive extra credit
- Wear DECA colors
- DECA fashion show
- Signs on lockers of all DECA members
- DECA announcements
- Contact Mayor for proclamation
- Sale in school store
- Thank you or small gift to advisor
- Displays all over school
- Electronic signs
- Marquee of school
- PSA on radio
- Newspaper article
- Community service projects (visit hospitals)
- Recruitment activities
- Guest speaker
- Have DECA games in marketing class
- End week with something involving whole chapter (breakfast)

Fashion Show *Sample Activity*

Planning

- Decide who to donate funds to (MDA, Special Olympics, etc.)
- Find facility (make sure it's large enough, will they donate facilities?)
- Target audience
- Decide who will model clothes (male and female)
- Decide central theme
- Promote show
- Newspaper, radio, television; Invite media
- Create own articles, flyers to businesses, school, PA announcements
- Choose various stores to borrow clothes from
- Set up fitting time for models
- Meet with models and discuss inventory of clothes
- Decide how to group clothing together (60's apparel, sports, evening)
- Choose music and commentators
- Meet again with models to collect inventory form and go over runway patterns
- Write commentary (clothing magazines have great ideas)
- Plan for refreshments
- Purchase decorations and form committee
- Gather dressers to assist models in changing
- Contact hair styling salon, ask them to donate expertise by doing hair
- Visit facilities, plan for sitting room, changing facilities, and runway
- Hold a dress rehearsal and go through entire show with music in facility
- Create program, include: brief description of clothes, model's name, sponsor, coordinator, commentator, etc.

Ideas/Implementation

- Set up dressing rooms and stations to do hair
- Arrange clothing in order of show on racks
- Check sound system
- Set up chairs if necessary, decorate facility
- Set up information booth about organization you are raising money for
- Set up donation bowl or collect general admission
- Pass out programs
- Run show
- Clean up
- Inventory to secure merchandise
- Follow up
- Return merchandise the following day
- Thank you notes to sponsors and participating stores
- Document what went on for future references
- Give pictures to yearbook staff and DECA officers

Food Drive

Sample Activity

Planning

- Set up dates for food drive
- Gather core planning committee
- Set up chart to document collections
- Select a local organization to donate food to
- Contact the organization to find out what is needed (clothing, food, etc.)
- Promote the drive
- Posters, flyers, PA announcements
- Media (newspaper, radio)
- Gather volunteers to collect donations (a good time is during home room)
- Gather boxes to store donations
- Set up a collection site for collectors to drop off and store donations

Ideas/Implementation

- Collect daily food donations
- Chart donations received
- Bring donation to organization
- Take pictures of pick up or drop up
- Follow up
- Thank participants
- Thank you to collectors
- Announce donations made - report success

Introduction of Free Enterprise to Elementary Students

“Fun Fair”

Sample Activity

Planning

- Determine date and time to hold Fun Fair
- Call schools and arrange with various classes to have a booth
- Determine prizes and whether they can be donated
- Arrange facility to have Fun Fair (High School gym works well)
- Decide how many booths you want
- Plan promotion of Fun Fair
- How many DECA members will be needed to run the fair?
- Determine your budget and goal of money you want to raise
- Get approval for the activity

Ideas/Implementation

- Set up committees to work on various aspects of the project (prizes, booths, promotion, etc.)
- Contact local classes (elementary/junior high) to rent booths
- Give presentation how free enterprise and the Fun Fair will work
- Each Booths has a game or contest that requires a certain number of tickets
- Set up a table to sell tickets for booths
- The booths are run like a small business and get to keep a portion of the profit they make at their booth
- Set up tables for each booth and help set up game to be played
- Draw map of where each class' booth will be located
- Design incentive for booth that raises the most money or has most participants attend
- Promote Fun Fair through local schools; media, parent/teacher conferences, etc. (invite students, parents, and sponsors)
- The Fun Fair is open to the public within a certain age range
- Buy or ask for donations for small prizes for winners at each booth
- After Fun Fair make presentation to class on how much money they made
- You may have to rent certain games like the “bean bag toss” which comes out of the profits

Installation Banquet

Sample Activity

Planning

- Decide purpose: Just to install officers or introduce parents to DECA?
- Decide where
- Vote on new officers
- Date and time
- What food will be served?
- How many in attendance?
- Decorations
- Cost
- Who will speak? Contact speaker(s)
- What will speakers talk about?
- How much to charge?
- Plan invitations and thank you letters
- Designate someone to take pictures

Ideas/Implementation

- Welcome
- Explanation of DECA
- Introduce special guest(s)
- Slide show
- Introduce guest speaker(s)
- Introduce State Officer
- Vice President installs all officers
- Initiation of new members
- New president closes banquet and thanks attendants

Parents' Night

Sample Activity

Planning

- Form committee
- Decide date, time, place
- Purpose of parents night
- Will food be served? If so, what?
- Theme
- Contact parents
- Cost

Ideas/Implementation

- Set up
- Have banquet
- Collect money
- Program
- Clean up
- Agenda
- Call to order
- Eat
- Tell about program
- Slide show
- Guest speaker
- Parent DECA quiz bowl
- Answer questions
- Recognition of new chapter officers

Sales Projects

Sample Activity

Planning

- Decide what is to be sold
- Ask members what they want to sell
- Location and set up
- Contact fundraising companies to get brochures and information
- Decide when to hold the sale
- Think of incentives for high sales
- Advertise sale
- Make quota for all members to sell

Ideas/Implementation

- Fruit sale
- Pizza sale
- Candy bars
- Tanning stuff
- Cookies
- Coupon books
- Magazines
- Hypnotist/comedians
- Wreaths
- Christmas ornaments
- Nuts
- Cheese/sausage
- Rummage sale
- Car wash
- Buy "shares in stock"
- Profit sharing
- Raffle

How to Run A Meeting

GETTING THE MEETING UNDER WAY

With any meeting, the beginning is crucial. Follow these rules in opening your meeting to take advantage of every chance of success.

1. Start on time. This is probably the most violated of all meeting rules and, paradoxically, the easiest rule for the leader to enforce. You have full responsibility and control over the opening of the meeting. Don't wait for the one person who isn't there. Think of everyone who IS!
2. State the purpose of the meeting clearly. Restate the purpose of the meeting even if an agenda was circulated previously.
3. State your ideas positively. Point out the importance of the meeting. Show that the meeting is worthwhile.
4. Use vivid words that will make your ideas sound interesting.
5. Keep the meeting short. Opening remarks should be limited to a minute and a half.

MAKING THE MEETING WORK

1. Remain impartial.
2. Keep the meeting moving.
3. Watch for emotional "build-ups." You must keep control of tense situations.
4. Draw contributions from all members of the group.
5. Stress cooperation, not conflict.
6. Guide meetings from problem to solution.
7. Use humor to reduce tension.
8. Watch the time.
9. Keep organized.
10. Respect the person who has the floor.

Meeting Agenda

Sample Script

Call to Order

President: "I now call to order the fifth meeting of the Kennedy High School DECA Chapter." (rap gavel twice)

Invocation (optional)

Chapter officer.

Pledge to the Flag

Chapter officer: "Will the membership please stand, face the flag and recite the pledge with me?"

DECA Creed

Chapter officer: "Please remain standing as we recite the DECA Creed."

Roll Call

President: "Will the secretary please take roll?"

Secretary: (Call each member's name and record if they are in attendance. After roll has been taken, tell if quorum has been established.) "Mr./Ms. President, there are _____ members present, quorum has/has not been established."

Approval of the Minutes

President: "Will the secretary read the minutes of the last meeting?"

Secretary: (Reads the minutes.)

President: "Are there any corrections to the minutes?" (Members give corrections if any are in order.) "If there are no (further) corrections, I will entertain a motion to approve the minutes as read (corrected)."

Chapter member: "I move to approve the minutes as read (corrected)."

Second chapter member: "I second the motion." (No discussion on this motion.)

President: "All those in favor, say 'Aye.' All those opposed, 'No.'"

President: (Announce motion is passed or not.)

Officer Reports

President: "We will now move into a period of officers' reports."

President: (Gives short verbal report.)

"Are there any questions?" (Answers questions.)

"Will the vice president please give his/her report?"

Vice President: (Gives short verbal report.)

(Continue process for other officers.)

Committee Reports

What Every Committee Chairperson Should Know and Do . . .

1. Never start a meeting without an agenda.
2. State the purpose of the meeting at the beginning and read the agenda.
3. Keep the meeting moving.
4. Speak clearly. Be sure you are heard.
5. Prevent general *hubbub*. Don't let the meeting break down into a series of private conversations.
6. Talk to the whole group, not to any individual.
7. Keep the speaker talking clearly and audibly.
8. Sum up what has been said and get a decision, if the meeting has been called for action, as well as information.
9. Recommend committee study when discussion shows the meeting is not coming to an agreement.
10. Keep control of the meeting without cutting off discussion.
11. Don't argue with any speaker. The chairperson is the umpire, not a contestant.
12. If you have a comment, get another chairperson to preside while you participate.
13. Don't squelch a troublemaker; ask the group for their opinion.
14. Be aware of the physical comfort of all -- temperature, drafts, lights, thirst.
15. Before closing the meeting, check results. See that nothing is omitted that needs to be said or done.

Goal Setting

The benefits of goal setting are very significant, and apply to both you as an individual and also to the group that sets goals.

The ten benefits of goal setting:

1. Improves your **self-image** (or the image of your group).
2. Makes you aware of your **strengths**, which can be used to overcome obstacles and provide solutions to problems.
3. Makes you aware of your **weaknesses** so you can begin to improve them and make them into strengths.
4. Gives you a sense of **past victories** and provides a **stimulus for present successes**.
5. Helps you **visualize and plan** actions to achieve the goals and then **carry them out**.
6. Gives you a **track to run on** so you can see where you have to go.
7. Forces you to **set priorities** and thus establishes the proper **direction** of your pursuits.
8. Defines **reality** and separates it from wishful thinking.
9. Makes you **responsible** for your own life and makes your group responsible for its own successes.
10. Serves as a criterion to **sharpen decision-making**.

Clearly Defined Goals

Goal setting can be a very gratifying, positive feedback system for you and your group. You select a goal you wish to reach, carry out a plan of action to achieve it, experience the satisfaction of accomplishment, and are encouraged to set another goal.

To begin, you need to be able to define your goal in a clear, precise statement. Your goal should meet the following guidelines:

Is it realistic, attainable, and feasible but challenging?

Does it have a target date for completion?

Does it have measurable results?

Is it clear, specific and understandable?

Is it meaningful and desirable?

Is it beneficial?

Is it flexible and does it have more than one method of attainment?

Is it related to DECA's stated objectives?

Overall, is it SMART (Specific, Measurable, Achievable, Reaching, Timely)?

You Can Set A Goal By Answering The Following:

Why: Clarify the needs and purposes that are the basis of your goals.

What: Generate the possibilities and narrow the alternatives to the ones you really intend to pursue.

When: Identify when you're planning, work sessions, and the actual event or results will take place.

Where: Determine the location(s) of any event(s).

Who: Delegate responsibilities equally to all members to accomplish a group goal and plan whose help you'll need for personal goals.

How: Decide how you will implement the selected alternative(s).

Setting Goals

Goals include a direction, a target, and a deadline. However, goals do not really state how they will be accomplished. To indicate how a goal will be achieved, it is necessary to detail exactly what behaviors or steps will be done or taken in order to reach the final goal. The steps involved in attaining a goal are called strategies. Each strategy represents one small step towards reaching your goal.

Summary to Goal Setting

Brainstorm what it is that you or your group wants to do, to possess, to share, to contribute, and to become.

Set both short-term goals (for this week, today, and this minute) and long-term goals (for this month, quarter, this year, five years).

Write down all of your goals, listing each in order of priority. Refer back to them often.

Choose activities that achieve your goals. This means that you must consciously choose to do those things that relate directly to your most important goals.

Consider the advantages and disadvantages of each goal and each activity.

Strategic Plan

The Master Plan

Your strategic plan is your master plan to lead the chapter. It is a must for effective management. A chapter of only a few members with a strategic plan has the ability to achieve more than a chapter with hundreds of members without a strategic plan.

Too often leaders simply continue the strategic plan of previous leaders without examining the chapter's current position. It may be wise to continue pursuing the objectives of past leadership, but only if it is best for the current circumstances.

For example, the leadership of a particular chapter may have devoted the last five years to generating funds for an important state project. Last year the project was successfully completed. If the current chapter leaders continue to devote a majority of their efforts to raising financial support for the completed project, they would be misdirecting their activities. The past need or challenge has been met. The chapter's current circumstances do not require the generation of financial support for that particular project.

Your strategic plan is a comprehensive plan of action. It serves as a guiding light to direct the chapter's activities. It is a timely, specific itemization of the chapter's priorities or objectives to meet current challenges.

Developing a Strategic Plan

A beneficial well-rounded program of student activities does not "just happen," it must be developed. Development of a strategic plan requires sound thinking and careful planning. What, when, where, who, and how are important questions which must be considered well in advance. In order to get a broad view of the whole-proposed program; it is necessary that the entire plan be put on paper. A great opportunity to achieve the entire strategic plan process is by attending COW in July.

Any program of student activity developed and put into action by the local Chapter should be done in keeping with the needs of its members and in harmony with available human and community resources. It is important for the advisor to alert the students to the need for a strategic plan.

One effective way for getting the program of student activity down on paper, where every member can see it, is to begin by making a list of the regular and proposed special meetings for the year. The number of regular meetings would, of course, be governed by the rules and regulations of the local Chapter's bylaws. Special meetings would be determined by looking ahead to a specific and seasonal school, community, and business activity.

After the over-all schedule of meetings for the year has been agreed upon, at least as far as can be determined, then it becomes necessary to decide the "what," "when," "where," "who," and "how" of regular and special meetings falling within the various months. Here is where the actual "shaping-up" of the strategic plan begins. At this stage, specific committee and individual assignments should be made and plans developed for following through on the assignments.



Chapter 6

Career Development Conferences

DISTRICT CAREER DEVELOPMENT CONFERENCE

District Coordinators

*District Coordinators will be contacting you regarding District Competitions that are held in January.
If you do not hear from them, please contact them.*

District #	District Coordinator(s)	District Competition Location	Coordinator Contact Information
1	Debbie Stanislowski	UW-Stout	Phone: 715-232-3195 Email: stanislowskid@uwstout.edu
2	Eric Siler	Midstate Technical College	Phone: 715-422-7178 Email: Eric.Siler@wrps.org
3	Melanie Johnson Bob Hutchinson	Oregon High School	Phone: 608-204-3201 or 608-829-9969 Email: mthiel@madison.k12.wi.us or roberth@mcpasd.k12.wi.us
4	Cyndi Dechant	Kimberly	Phone: 920-832-4322 Email: dechantcynthia@asds.k12.wi.us
5	Steve Melzer	Kettle Moraine	Phone: 262-369-3612 Email: Melzer@ahs.k12.wi.us
6	Steve Melzer	Kettle Moraine	Phone: 262-369-3612 Email: Melzer@ahs.k12.wi.us
7	Ray Yankus	Milwaukee Schools	Phone: 414-475-8391 Email: yankusrj@mail.milwaukee.k12.wi.us

Chapter Listing by District

<u>District 1</u>	<u>District 3</u>	<u>District 5</u>
Altoona Ashland Black River Falls Chippewa Falls Eau Claire Memorial Eau Claire North Ellsworth Gale Ettrick Trempealeau Holmen Hudson LaCrosse Central LaCrosse Logan Melrose Mindoro Menomonie Northwestern Onalaska St. Croix Falls Sparta Superior Tomah	Beloit Memorial DeForest Dodgeville Highland Janesville Craig Janesville Parker Madison LaFollette Madison West McFarland Middleton Monona Grove Mount Horeb Oregon Sun Prairie Waunakee	Arrowhead Brown Deer Cedarburg Germantown Grafton Hartford Union Kettle Moraine Mukwonago New Berlin Eisenhower New Berlin West Oconomowoc Port Washington Slinger Watertown Waukesha North Waukesha South Waukesha West West Bend Whitnall
<u>District 2</u>	<u>District 4</u>	<u>District 6</u>
Adams Friendship Antigo Auburndale DC Everest Edgar Lakeland Union Marshfield Medford Merrill Mosinee Necedah Stevens Point Wausau West Wisconsin Rapids Lincoln	Appleton East Appleton North Appleton West Ashwaubenon DePere Gibraltar Green Bay East Green Bay Preble Green Bay Southwest Green Bay West Kiel Kimberly Mayville Menasha Neenah New Holstein New London Oshkosh West Sheboygan North West DePere	Badger Elkhorn Greendale Hamilton Kenosha Bradford Kenosha Tremper Muskego Oak Creek Racine Case Racine Park South Division South Milwaukee Westosha Wilmot
<u>District 7</u> Milwaukee Entrepreneurship Milwaukee Hamilton		

STATE CAREER DEVELOPMENT CONFERENCE

UPDATES:

New Chapter Team Project! Financial Literacy Promotion Project. Check the DECA Guide for the guidelines.

Business Operations Research Project (formerly Market Research)—see topic and guidelines below. Same information can be found in the 2010 DECA Guide.

School-Based Enterprise Project. WI DECA believes that every competitor must compete at districts and state prior to competing at Internationals. Therefore, even those students who qualify through Nationals in SBE, must compete at SCDC. You may ask for a quota extension based on SBE submission in early February.

DECA Folios – DECA Folios style has changed this year. You may continue to use existing folios at this time. There is no need to purchase new ones if you already have DECA folios from past years.

See <http://deca.org/celisting.html> for more information related to all competitive events.

The www.DECA.org link has charts of all competitive events, how many participants, what comprehensive exam is taken and which performance indicators link to the event.

The Competitive Events Program

DECA offers a comprehensive program of competitive events based on the career clusters and national marketing education standards in the areas of marketing, finance, hospitality and tourism, and business management and administration.

It is believed that competitive events are congruent with sound educational practices and enhance educational purposes. Therefore, DECA competitive events are learning activities designed to evaluate students' development of essential knowledge & skills needed for entry and/or advancement in the field of marketing, management, or entrepreneurship. The DECA Competency Based Competitive Events Program facilitates effective integration of DECA as an integral part of the total Marketing Education instructional program.

Purposes and Rationale

- To contribute to the development of competencies needed for careers in marketing, management and entrepreneurship.
- To evaluate individual and team achievement of the competencies through careful measurement devices.
- To provide opportunities for student and team recognition.
- To provide constructive avenues for individual or team expression, initiative, and creativity.
- To motivate students to assume responsibility for self-improvement and self-discipline.
- To provide a vehicle for students to demonstrate their acquired competencies through individual and team activities.
- To assist students in acquiring a realistic self-concept through individual and team activities.
- To help students participate in an environment of cooperation and competition.
- To provide visibility for the educational goals and objectives of Marketing Education.

To do this, competitive events are aligned with the national career clusters model and the national marketing education standards.

Tier 1: Business Administration Core

This tier represented the skills and knowledge that were identified as common across the business related clusters of Marketing, Business Management and Administration, Finance, and Hospitality and Tourism. The Business Administration Core is composed of 13 areas: Business Law, Communication Skills, Customer Relations, Economics, Emotional Intelligence, Entrepreneurship, Financial Analysis, Human Resources Management, Information Management, Marketing, Operations, Professional Development, and Strategic Management. **This tier is for freshmen or sophomore first year competitors ONLY.**

Tier 2: Career Cluster Core

The second tier of specificity represented those skills and knowledge that were identified as common across the marketing, finance, hospitality, and business management and administration pathways. **These are Team Decision Making Events and Research Events.**

Tier 3: Career Cluster Pathways

This tier addressed the content of a variety of broad-based occupational opportunities called Pathways. These focus on the five marketing pathways, the four hospitality pathways, the five finance pathways, and the five BMA pathways. **These are individual series and Marketing Representative Events.**

Tier 4: Organization, Leadership & Management

The final tier of specificity contained curricular content unique to a product/service. It addresses job opportunities associated with each pathway. In Professional Selling, for example, some job opportunities are pharmaceutical sales, real-estate sales, and advertising sales. **These are Business Plans and Chapter Projects**

Competitive Events Chart

Tier	Events	Instructional Level	WI Category
Organization, Leadership and Management	Advertising Campaign Community Service Creative Marketing Entrepreneurship Participating Entrepreneurship Promotion Entrepreneurship Written Fashion Merchandising Financial Literacy Promotion International Business Plan Internet Marketing Plan Learn & Earn Public Relations Technical Sales	Higher-Level Performance Indicators	Team Projects (Category 3)
Organization, Leadership and Management	Entrepreneurship Participating Technical Sales	Higher-Level Performance Indicators	Individual Projects (Category 4)
Career Cluster Pathways	Accounting Applications Apparel & Accessories Automotive Services Business Services Food Marketing Hotel & Lodging Management Marketing Management Restaurant Quick Service Rest. & Food Service Management Retail Merchandising Sports & Entertainment	Prerequisite, Career Sustaining, Specialist	Individual Series (Category 1)
Career Cluster Core	Business Law & Ethics Buying & Merchandising Financial Analysis Hospitality Services Sports & Entertainment Marketing Travel & Tourism	Prerequisite, Career Sustaining, Specialist	Team Decision Making (Category 2)
Career Cluster Core	Business Services Operations Buying & Merchandising Ops Finance Operations Hospitality & Tourism Ops Sports & Entertainment Mkt. Ops	Prerequisite, Career Sustaining, Specialist	Research Events (Category 5)
Business Administration Core	Business Administration Finance Marketing Hospitality & Tourism	Prerequisite, Career Sustaining, Specialist	Principles (Category 6)
Other	Gold Chapter Gold Student Public Speaking Virtual Business (online only) Stock Market (online only)	N/A	Special (Category 7)

General Qualifications and Guidelines for Entering Competition

- All participants must be **active DECA members** with the current year's dues on file with State & National DECA prior to the date of registration for the State Career Development Conference.
- At the state level, a participant may enter one competitive event/project from two different competitive event categories plus any special entry from Category Seven. Category Seven is comprised of events with limited or no activity at the national conference.
- At the state level, if a participant competes in multiple events where the student has to take a written exam more than once, a participant will take the exam **only once** and that score will follow them through competition. For example: a student competes in Apparel and Accessories Marketing in Category 1 and Advertising Campaign from Category 3, they will have to take the Marketing Exam for both. At state, the student will only take the Marketing Exam one time and the score will follow them.
- The **seven competitive event categories** are:
 - 1) Individual Series
 - 2) Team Decision Making Events
 - 3) Team Projects
 - 4) Individual Projects
 - 5) Research Events
 - 6) Principles
 - 7) Special

Overview and Guidelines of Competitive Events

The Individual Occupational Series Include:

- ◆◆ Accounting Applications
- ◆◆ Apparel and Accessories Marketing
- ◆◆ Automotive Services Marketing
- ◆◆ Business Services Management
- ◆◆ Food Marketing
- ◆◆ Hotel and Lodging Management
- ◆◆ Marketing Management
- ◆◆ Restaurant Management, Quick Service
- ◆◆ Restaurant and Food Service Management
- ◆◆ Retail Merchandising
- ◆◆ Sports and Entertainment Marketing

Individual Occupational Series Guidelines:

Individual students compete in four events:

1. Role Play--100 Points
 2. Role Play--100 Points
 3. Occupational Marketing Exam, MBA Research --100 Points
 4. Economics, Math, and Marketing Exam, MBA Research--100 Points
- Students **cannot** enter the Team Decision Making category.
 - Individuals can choose an Individual Occupational Series as their only competition at the state conference.
 - The top seven individuals in each occupational series will represent Wisconsin in international competition.
 - Performance Indicators to be tested for the role-plays will be distributed approximately one month in advance of the state conference.
 - Individuals can choose to enter up to **two** additional competitive events from categories (3, 4, 5, 7).

Category Two: Team Decision Making Events

The Team Occupational Series Include:

- Business Law and Ethics
- Buying and Merchandising
- Financial Analysis
- Hospitality Services
- Sports and Entertainment Marketing
- Travel and Tourism

Team Occupational Series Guidelines:

Two member teams compete in events:

1. Case Study 1--100 Points
2. Case Study 2--100 Points
3. Occupational Marketing Exam, MBA Research--100 points
 - Students **cannot** enter the Individual Occupational Series category if they are entered into this category.
 - **Rationale:** Both are considered occupational series and time and space does not allow for multiple entries.
 - Team members can choose a Team Occupational Series as their only competition at the state conference.
 - Team members can choose to enter up to **two** additional competitive events from two of three other categories (3, 4, 5, 7).
 - Students from two different chapters can form a team of two for this category. There is no written report or materials due in advance; however it is advised that the students discuss their mutual preparation for competition.
 - **Rationale:** A chapter may have only a single student interested in this category, which requires a team to contact other chapters to find the second team members. The same team members will compete at nationals if they qualify.
 - The top seven teams will represent Wisconsin in national competition.
 - Specific content performance indicators to be tested for the case studies will be distributed approximately one month in advance of the state conference. Refer to the DECA Guide for more information.

NOTE: At state there will be two case studies based on the same guidelines. At internationals, there will be one case study, the score will be doubled and then added to the written to test to determine the series finalists.

Category Three: Team Projects

The Team Projects Include:

- Advertising Campaign (test)
- Community Service Project
- Creative Marketing Project
- Entrepreneurship Promotion Project
- Entrepreneurship Written Project
- Fashion Merchandising Promotion Plan (test)
- Financial Literacy Promotion Project
- International Business Plan
- Internet Marketing Plan
- Learn and Earn Project
- Public Relations Project

Team Project Guidelines:

Teams of **one, two, or three** students participate in two events:

1. Written Project--60 Points
2. Project Presentation--40 Points
3. Comprehensive Exam—100 points (**for ADC, FMP and TS ONLY**)

Team members or individuals must choose to enter one additional competitive event from categories (1 OR 2, 7). Team members can choose to enter an additional project from Category 4; together, those two projects can be the only competition a student enters at state conference.

Note: If an **individual** entering this event double qualifies for nationals in another category, and chooses to enter national competition in that other category, a different chapter member **will not** be able to enter the team project at nationals.

Note: If a team member from a team of **two or three** double qualifies for nationals in another category, and chooses to enter national competition in that other category, the remaining team member(s) can compete with the project at nationals.

Rationale: At least one member of the team at the state conference must be on the team for national competition.

- Guidelines for the written project and presentation are published in the national DECA Guide.
- All projects must abide by all items listed in the Statement Of Assurances found in the National DECA Guide.

Category Four: Individual Projects

The Individual Projects Include:

- Entrepreneurship Participating
 - Written Project (see DECA Guide)
 - Project Presentation—100 points

- Technical Sales (test)
 - Comprehensive Exam—100 points
 - Sales Presentation—100 points

Individual Project Guidelines:

- Individuals must choose to enter one additional competitive event from categories (1 OR 2, 3, 5, 7).

- Team members can choose to enter an additional project from categories 3 or 5, together those two projects can be the only competition a student enters at state.

- All guidelines are published in the DECA Guide

- The top five entries are eligible to participate at the international conference.

- All projects must abide by the items listed in the Written Statement of Assurances.

Category Five: Business Occupations Research Projects

The Research Projects Include:

- Business Services Operations Research
- Buying & Merchandising Operations Research
- Finance Operations Research
- Hospitality & Tourism Operations Research
- Sports & Entertainment Marketing Operations Research

Research Project Guidelines:

Individuals or teams of two to three compete in two events:

1. Written Project--60 Points

2. Project Presentation--40 Points

- Team members or individuals must choose to enter one additional competitive event from categories (1 OR 2, 7).
- Team members can choose to enter an additional project from Category 3 or 4; together, those two projects can be the only competition a student enters at state conference.

Note: *if an **individual** entering this event double qualifies for nationals in another category, and chooses to enter national competition in that other category, a different chapter member **will not** be able to enter the team project at nationals.*

Note: *If a team member from a team of **two or three** double qualifies for nationals in another category, and chooses to enter national competition in that other category, the remaining team member(s) can compete with the project at nationals.*

- At least one member of the team at state conference must be on the team for national competition.
- All guidelines are published in the national DECA Guide.
- The top five entries are eligible to participate at the international conference.
- All projects must abide by all items listed in the Statement Of Assurances found in the National DECA Guide.

Category Six: Principles of Business Administration

(Freshmen OR Sophomore First Year Competitors ONLY)

*Per DECA, Inc. guidelines a student must be a first year member
in order to compete at ICDC in the PBA Events.*

The Principles of Business Administration Category Includes:

- Business Administration
- Marketing
- Finance
- Hospitality & Tourism

Principles of Business Administration (PBA) Guidelines:

1. Comprehensive Exam (by cluster)--100 Points
2. Role Play—100 points
3. Economics, Marketing, Math Exam—100 points

PBA Guidelines

- Individuals may choose to enter one additional competitive event from category (7).
- Category seven entry is highly recommended to make a second competitive event: Public Speaking, Gold Chapter, Gold Student, Virtual Business Challenge, Stock Market, Leadership Credential
- **Rationale:** First time competitors are asked to focus their attention on one role play and one written test along with one entry from Category 7. Time and space does not allow for more than these multiple entries.
- The top seven entries are eligible to participate at the international conference.

Category Seven: Special

The Special Category Includes:

Students can choose to participate in this category for a third activity.

- **Gold Chapter Awards Program**

Chapter submits portfolio of activities one month prior to conference. There is no activity at the state conference. Gold chapters will be recognized at the state conference.

- **Gold Student Awards Program**

Students submits portfolio of activities one month prior to conference. There is no activity at the state conference. Gold students will be recognized at the state conference.

- **Public Speaking**

Students present their speech at the state conference.

- **Virtual Business**

Competition through national DECA, no state level competition—see national DECA web site at <http://www.deca.org/pdf/VBC2009.pdf> or page 174 in National DECA Guide.

- **Stock Market Game Investment Challenge** (Retail, Sports, and Financial)

Competition through national DECA, no state level competition— see national DECA web site at <http://www.deca.org/pdf/SMG2009.pdf> for guidelines and instructions. Use the following link to register and login for competition: <http://vbc.knowledgematters.com/vbc/>

- **Leadership Credentials**

Students participate in the Executive Leadership Seminar at the State Career Development Conference. Students may choose to earn one, two, or all three credentials during the school year. A student could achieve the national credential without first achieving the local or state level credential (and likewise with the other credentials). A student can earn credentials for leadership demonstrated throughout their entire length of service in DECA and marketing education. *See Chapter 7 of the WI DECA Handbook for more information.*

Gold Chapter Project

(WI ONLY Project)

Objectives:

1. To encourage chapters to conduct activities and projects.
2. To build member involvement.
3. To encourage membership in local, state, and national DECA.
4. To build school and community recognition for the Marketing Education program and DECA chapter.
5. To suggest activities and projects that strengthens the local chapter.
6. To offer an option for competitors to advance to the International Career Development Conference.

Description

- The Gold Chapter Project will provide GOLD recognition. The recognition will be determined by the type of activities a chapter completes in each of five categories.
- Chapters will claim credit for activities by submitting a report consisting of Activity Report Sheets and documentation. Chapters will submit their reports to the State Advisor

(Mail to John Zimmerman at Janesville Parker) for verification of the Award Achievement.

Format Guidelines

Title Page: The first page of the project is the title page, which will not be numbered and will list the following:

- Level of Achievement (Gold)
- Name of DECA Chapter
- Name of High School
- School Address
- City/State/Zip
- Date

Table of Contents: The second page is the Table of Contents, which must list every heading of every section and the page on which that section starts. The Table of Contents may be single-spaced and may be one or more pages long. The page(s) will not be numbered.

Body of Chapter Awards Program Entry: The body of the entry starts with Section 1. Membership, and continues in the sequence outlined here. The first page of the body is numbered 1 and all following pages are numbered in sequence. A sample Activity Report Sheet is enclosed in these guidelines. Use additional pages to document activity.

Gold Chapter Project Entry Checklist

In addition to following the outline below, please observe the suggested format. The purpose of these rules is to make competition as fair as possible among participants.

- The entry can be submitted in an official DECA binder or a DECA scrapbook (*not a DECA folio*).
- Binders and scrapbooks are available from DECA Images. You can use any type of scrapbook or binder.
- The body of the written entry must be limited to the below listed numbered pages, including the appendix (if an appendix is attached), but excluding the title page and the table of contents page. Page limits for each award level are: **Gold** - not to exceed 85 pages.
- The pages must be numbered in sequence, starting with Membership and ending with DECA Week. The title page and the table of contents page need not be numbered.
- Major content of the written entry can be single spaced or double spaced in any size of readable type.
- The entry must be typewritten or word processed. Charts and graphs must be computer generated.
- Fold-outs, attachments, paste-ups, photographs, tabs, etc., may be used.
- Clarification: Each activity can count only once and cannot be repeated. Each activity within a section must be of a different type.**
- The entry may include activities conducted after the previous year's state conference and prior to the submission deadline the following year.

Project Outline

1. Membership

Include copy of National DECA roster.

2. Chapter Standards *Each claimed activity must be different and cannot be repeated in any section*

- a. Meeting minutes
- b. Program of work
- c. Chapter Constitution
- d. Elections
- e. Advisory Committee
- f. Chapter Meetings
- g. Alumni involvement
- h. Business involvement in addition to training sponsors
- i. Installation of Officers activity
- j. School Board Presentation, **Other**

3. Promotion/Public Relations *Each claimed activity must be different and cannot be repeated in any section*

a. In-School Activities

Bulletin Board, P.A. Announcement, Reader Board, Marquee Message, Posters, Displays, School Paper, Recruitment, Local Brochure, Teacher Recognition, **Other**

b. Community

Newspaper, TV, Radio, Transit, Billboard (Outdoor), Community Marquee Fairs, Parades, Festival, Display in Community Place, Civic Appearance/Presentation

c. Regional/State/National

New Dimensions, State Newsletter

4. Chapter Activities *Each claimed activity must be different and cannot be repeated in any section*

a. Professional Activity

Guest Speaker, Seminars, Field Trips, Employee-Employer Function, Mini-Conference, Other

b. Community/School Service

Food Drive, Clean-up, Vote, Blood Drive, Anti-Drug, Homeless, Senior Citizens Concession stand, School Store, Scholarship, Donation, **Other**

c. Sales Project

See DECA Approved List for suggestions— any sales project is acceptable including school store

d. Recruitment

e. Social & Recreational

f. Alumni Activities

5. DECA Week *Each claimed activity must be different and cannot be repeated in any section*

DECA Week Promotion, Proclamation, Open House, Promo-Piece,

Civic Appearance, Article Published, Media Appearance Guest Speaker, State Officer Appearance, **Other**

Gold Chapter Project

Sample Activity Report

The following information should be included with each activity. The chapter can use this format or develop their own.

Name of Activity:

Designated Level of Achievement: ____ Gold

Description and Documentation of Activity

Gold Chapter Documentation

Each activity should include the following Information (Name of activity, date, purpose, pictures, and promo pieces, if any).

Section I. Membership Roster (Advisor will provide)

Section II. Chapter Standards (ex. Minutes, POW, Chapter constitution)

- _____
- _____
- _____
- _____
- _____
- _____

Section III. Promotion/Public Relations

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____

Section IV. Chapter Activities

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

Section V. DECA Week

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

Gold Chapter Verification

We verify that all activities included in this report are presented in an accurate manner, and took place within the last year starting at the close of the previous year's State Conference.

Documentation Signatures

- Chapter Name
- Chapter Advisor Date of Signature
- Principal Date of Signature
- LVEC or School to Work Coordinator Date of Signature
- Chapter President Date of Signature

Gold Student Project

Objectives:

1. To encourage students to participate in a variety of activities and projects.
2. To develop leadership and organizational skills.
3. To encourage active participation in local, state, regional, and national DECA.
4. To build school and community partnerships for the Marketing Education program and DECA chapter.
5. To suggest activities and projects that strengthens the personal and professional development of students.
6. To encourage the building and development of student portfolios.
7. To offer an opportunity for student competitors to participate at the International Career Development Conference through a student interview at State.

Description:

The Gold Student Project will provide recognition at the gold level. The recognition will be determined by the type of activities a student completes in each of six categories. These activities can relate to DECA, the Marketing Education classroom, or the related work-based learning. Students will claim credit for activities by submitting a report consisting of Activity Report Sheets and documentation. Students will submit their reports to the State Advisor (**mail to John Zimmerman at Janesville Parker**) for verification of the award level. Wisconsin DECA will provide awards and will recognize all gold students at the State Career Development Conference.

Who Can Apply?

All students can complete the requirements of the gold student project. All students will also receive a plaque in recognition of their achievements. Those attending the state conference will receive recognition. All students who will be submitting a project must declare their intent by the designated date. Students do not have to be a member of a 100% chapter.

Who Qualifies For Internationals

The following guidelines are used to determine who qualifies for internationals:

1. The student successfully completes the gold level of the Gold Student Project.
2. The student must participate in the State Conference.
3. The following sliding scale will be used to determine how many gold level students qualify for nationals:

10-40 chapter members = **1** gold level student

41-80 chapter members = **2** gold level students

81-120 chapter members = **3** gold level students

120+ chapter members = **4** gold level students

Format Guidelines

Title Page: The first page of the project is the title page, which will not be numbered and will list the following:

- Student Awards Program
- Designated Level of Achievement (Gold)
- Name of Student
- Name of DECA Chapter
- Name of High School
- School Address
- City/State/Zip
- Date

Table of Contents: The second page is the Table of Contents, which must list every heading of every section and the page on which that section starts. The Table of Contents may be single-spaced and may be one or more pages long. The page(s) will not be numbered and do not count towards the page quota.

Body of Student Awards Program Entry: The body of the entry starts with Section 1. Membership, and continues in the sequence outlined here. The first page of the body is numbered 1 and all following pages are numbered in sequence. A sample Activity Report Sheet is enclosed in these guidelines. Use additional pages to document each activity.

Entry Checklist

- The project can be submitted in any type of binder or scrapbook.
- The body of the written entry must be limited to the below listed numbered pages, including the appendix (if an appendix is attached), but excluding the title page and the table of contents page. Page limits for each award level are: **Gold** - not to exceed 85.
- The pages must be numbered in sequence. We are looking for quality rather than quantity.
- Major content of the written entry can be single spaced or double spaced in any size of readable type.
- The entry must be typewritten or word processed.
- Fold-outs, attachments, paste-ups, photographs, tabs, etc., may be used.
- **Clarification: Each activity can count only once and cannot be repeated. Each activity within a section must be of a different type of activity.**
- The entry may include activities conducted after the close of the prior year's state conference to the submission deadline the current year.

Project Outline

1. Gold Student

Member of local, state, and national DECA

2. Involvement In Chapter And Classroom Organization And Management *Each activity can count only once and cannot be repeated. Each activity within a section must be of a different type of activity.*

- a. Involvement in Chapter meetings
- b. Assisted with the development of chapter Program of Work
- c. Participation in local chapter elections (candidate or organization)
- d. Provide leadership to local chapter activity
- e. Participation in or presentation to local Advisory Committee
- f. Presentation to school board, school administrators, guidance counselors, or other school officials
- g. Participation in organization of alumni activities
- h. Assisted in the development of partnerships with business and civic organizations
- i. Provide leadership to installation of officers activity, employer appreciation activity, or other chapter function involving employers.
- j. Certified as a Partnership for Progress member with presentation to businesses association, etc.
- k. Hold a leadership position within chapter (officer, committee chair, etc.)
- l. Create or improve something for the classroom
- m. Organize a classroom activity
- n. Improve something at your training station.
- o. **Other**

3. Promotion And Public Relations *Each activity can count only once and cannot be repeated. Each activity within a section must be of a different type of activity.*

a. In-School Activities: Organization of, provide leadership to, or creation of any of the following:

Bulletin board, P.A. announcement, reader board, marquee message, posters, displays, article in school paper, recruitment of students, program brochure, letter to the editor, teacher, administrator or guidance counselor recognition, **Other**

b. Community: Organization of, provide leadership to, or creation of any of the following:

- a. Newspaper, write letter to editor, write article, develop ad
- b. TV or cable, make appearance, have media cover activity
- c. Radio, create program, be interviewed, develop public service announcements, and promote an activity
- d. Transit ads, Billboard (Outdoor), Community Marquee, Fairs, Parades, Festival, Display in Community Place
- e. Civic Appearance/Presentation
- f. **Other**

c. Local, District, State, or National

- a. New Dimensions (national publication), submit activity to “Chapter Happenings” section, submit article for publication
- b. DECA Times (state newsletter), submit article to State President
- c. District Newsletter, submit article to District Vice President
- d. Create local chapter newsletter for parents, business people, students, school staff, etc.
- e. **Other**

4. Chapter Activities *Each activity can count only once and cannot be repeated. Each activity within a section must be of a different type of activity.*

a. **Activity:** Organize, plan, provide leadership to or create any of the following:

Guest speaker, career, leadership, self-improvement seminars, field trips, employee-employer function, District meeting (attend), interview professional, give career presentation to class, investigate career, write to legislator, visit legislator, work with a civic organization, make a presentation to a civic/community organization, develop a business plan, promotional plan, marketing plan, etc., watch and report on Marketing related video or TV program, read and report on marketing related book, **Other**

b. **Community/School Service:** Organize, provide leadership to, volunteer for, or work with the following:

Food drive, clean-up, get out the vote, blood drive, anti-drug, homeless, work in a city, county, state, national campaign, senior citizens, beautification project, concession stand, school store, scholarship, donation, special Olympics, flood relief, church function, **Other**

c. **Sales Project**

- a. Participation in marketing related sales project is acceptable including school store

d. **Recruitment**

- a. Participation in any recruitment activity for marketing education and DECA
- b. Work with non-active members to be involved
- c. Recruit new DECA members, Help recruit students for marketing education

e. **Social & Recreational**

- a. Plan, organize, or provide leadership to a social DECA activity

f. Alumni Activities

- a. Work with an alumni
- b. Interview an alumni
- c. prepare for competition with an alumni
- d. invite an alumni to speak at an event
- e. write an article about an alumni
- f. Other**

g. DECA Competition:Participate in competition on the local, district, state or national level

5. DECA, Marketing Education, or Free Enterprise Week (Can be any month that is best suited for the program)

Provide leadership to, organize create, or participate in:

DECA Week promotion, proclamation, open house, promo-piece, civic appearance, article submitted, Media appearance, guest speaker, state officer appearance, guest speaker, industry visit, recruitment activities, presentation to class, junior high, middle school, elementary school, any type of promotion in school or in community, decorate lockers, career day, special contests,
Other

6. Examples Of Best Work

Examples of best work can be from related work-based learning, school store, classroom, or DECA. This section can repeat activities already described.

Training station report, class assignment, special project report, computer project, display, bulletin board

Business plan, marketing plan, promotion plan, this is my training station report, design a new product or service

Other

Gold Student Project

Sample Activity Report

The following information should be included with each activity. The student can use this format or develop their own.

Name of Activity:

Type of Involvement (Check all that apply)

_____ Leadership Role _____ Creation _____ Planned/Organized

_____ Participation _____ Other (Specify) _____

Description and Documentation of Activity

Public Speaking

Sponsored by the Wisconsin Speakers Association

<http://www.wisconsin-speakers.com/blog/>

Purpose:

1. To develop public speaking skills.
2. To promote leadership development.
3. To further enhance the development of communication skills.
4. To provide recognition for students gifted in public speaking.
5. To develop a partnership between the Speakers Association and DECA.

Guidelines:

- Send one outline of speech to State Advisor two weeks prior to state conference. Please bring one copy of your speech outline to the state conference.
- Each speech must be the result of student effort. Facts and working data may be secured from any source. The speech must be prepared by the student. Advisors may serve as consultants and assist with style, documentation, and organization.
- The content of the speech may relate to any aspect of marketing, marketing education, or DECA.

An outline of the speech is to be sent to Sara Adornato, postmarked on the date all projects are due for the state conference. The student may use a copy of the submitted outline during their speech presentation.

Notecards may also be used. Bring several copies of submitted outline to SCDC. Note: the judges for this event do not recommend detailed note cards.

No visual aids may be used.

Each speech should be five (5) minutes in length. A timekeeper will stand after three minutes. The timekeeper will record the length of the speech. There will be a 5 point deduction for each full 30 seconds over or under five minutes. Therefore, a speech between 4 ½ and 5 ½ minutes will not receive any deductions.

Eligibility:

All DECA members are eligible. Each chapter may submit three (3) students in this event.

The speech must be new and original. It cannot be prepared or delivered for any other contest, class, speaking event, etc. Students entered for the second or third time cannot use the same topic or speech.

Awards:

The top four finalists will be recognized at the Grand Awards. The top five will also qualify to attend the national conference. All scholarships are awarded by the Wisconsin Professional Speakers Association.

Public Speaking Evaluation

Preliminary _____ Finals _____

Chapter _____

Content

Relationship and importance to DECA or marketing or business _____ (10)

Purpose clearly stated _____ (5)

Credibility and accuracy of statements _____ (5)

Subject pertinent to DECA marketing or business _____ (5)

Subtotal _____ (25)

Organization

Quality of written outline (spelling, punctuation, grammar) _____ (5)

Topic adequately developed _____ (5)

Logical sequence of ideas _____ (5)

Accomplishment of purpose _____ (5)

Subtotal _____ (20)

Delivery

Audience centered not self-centered _____ (5)

Voice quality, contrast, and inflection _____ (5)

Diction _____ (5)

Appropriate gestures _____ (5)

Eye Contact _____ (5)

Clear, specific language _____ (5)

Confidence _____ (5)

Personal Appearance _____ (5)

Extent to which speech was sincere,
interesting, understandable, and convincing _____ (15)

Subtotal _____ (55)

TOTAL SCORE _____ (100)

Time Penalty Points _____

Deductions For Not Adhering To Guidelines _____

FINAL SCORE _____

Time _____ Over _____ Under _____ Timer Initials _____

Judge Initial's _____

Student Professional Dress Code **State Career Development Conference (SCDC)**

Female	Male
<ul style="list-style-type: none"> • Blazer or business suit with dress blouse 	<ul style="list-style-type: none"> • Business suit with collared dress shirt and tie
<ul style="list-style-type: none"> • Skirt or dress slacks with dress blouse or dress sweater • DECA blazer 	<ul style="list-style-type: none"> • Sport coat with dress slack, collared shirt and tie with dress slack, dress sweater with shirt with dress slack • DECA Blazer
<ul style="list-style-type: none"> • Dress shoes and stockings (pumps, heels, flats) 	<ul style="list-style-type: none"> • Dress shoes and socks
<p>Not allowed Female</p> <ul style="list-style-type: none"> • Athletic shoes or sport shoes, anything denim or denim like, sandals, flip-flops, or open toed shoes • Flannel shirts, t-shirts, casual and baggy sweaters, tops or pants 	<p>Not allowed Male</p> <ul style="list-style-type: none"> • Athletic shoes or sport shoes, anything denim or denim like, sandals, or flip-flops. • Flannel shirts, t-shirts, casual and baggy sweaters, tops or pants
<p>Professional Dress Code for All State Activities Includes presentation time with judges and on-stage time during award ceremonies!</p>	

DECA Business Casual

- Casual slacks (e.g., Dockers), blouse or shirt, socks, and casual shoes.
- **Jeans, t-shirts, and athletic shoes are not included in business casual attire.**
- **Dance Attire**
- Casual slacks or jeans with blouse, shirt, or t-shirt. Shoes are required.

The following are unacceptable during DECA activities:

- Skin-tight or revealing clothing
- Midriff-baring clothing
- Clothing with printing that is suggestive, obscene, or promotes illegal substances
- Athletic clothing
- Swimwear



2010 Business Operations Research Events

The 2010 topic for each business operations research event is the development of a strategic plan to enhance the current employee-training program of an existing business. The training program relates to characteristics such as training content, methods of instruction, selection of media used for instruction, etc. Using an existing business of their choice, participants will research the current training program and its effectiveness. Participants will develop a strategic plan to enhance the current training program.

The business operations research events provide an opportunity for the participants to

- clarify the business's current desired objectives for the employee-training program
- design a marketing research study to determine the current actual results of the training program
- conduct the marketing research (in depth interviews, focus groups, customer surveys, etc.)
- based on the results of the research, develop a strategic plan to enhance the current training program
- present the research findings and proposed strategic plan in a role-play situation to the business's owner/manager

The business operations research events involve the preparation of a strategic plan to enhance the current employee-training program of an existing business. The participants must

- select an actual local business operation or organization
- design a marketing research study
- conduct a marketing research study
- analyze the results of the research study
- prepare a strategic plan to enhance the current employee-training program of the business
- present in a role-playing situation
 - the design of the research study
 - the findings and conclusions of the research study
 - the strategic plan for enhancing the current employee-training program of the business



2010 Business Operations Research Events Outline

- I. EXECUTIVE SUMMARY
One-page description of the plan
- II. INTRODUCTION (Background Information)
 - A. Description of the business or organization
 - B. Description of the community (economic, geographic, demographic and socioeconomic factors)
 - C. Description of objectives for the current employee-training program
- III. RESEARCH METHODS USED IN THE STUDY
 - A. Rationale and description of research methodologies selected to conduct the research study
 - B. Process of conducting the selected research method(s)
- IV. FINDINGS AND CONCLUSIONS OF THE STUDY
 - A. Description of the existing employee-training program
 - B. Description of the structure of the current employees (management and employees)
 - C. Effectiveness of the current employee-training program
 - D. Conclusions based on the findings
- V. PROPOSED STRATEGIC PLAN (Including application of marketing concepts and technology usage)
 - A. Goals/objectives and rationale (short- and long-term benefits to the business of enhancing the employee-training program)
 - B. Proposed activities and timelines
 - C. Proposed budget
- VI. BIBLIOGRAPHY
- VII. APPENDIX

An appendix is optional. Include in an appendix any exhibits appropriate to the written entry, but not important enough to include in the body. These might include sample questionnaires used, letters sent and received, general background data, minutes of meetings, etc.

SCDC Double Qualifiers for ICDC

If you happen to have a student double qualify for ICDC, you and your student will need to make a decision **at the conclusion of awards session, just prior to the ICDC meeting.**

In order to help with this decision, please review the following scenarios:

NOTE: At no time will you be able to add a student to a team event who has not competed at the State Career Development Conference.

Individual Series Events

If the student who double qualifies decides to **take their project and not compete in their individual occupational area**, then the next person beyond the 7th place jumps into that spot. This is referred to as a “bump”. This can absolutely happen, so make sure all of your students attend the ICDC meeting, or make sure **you know their intention to attend ICDC in case they get bumped.** ***You will not be given time to “check with them”; you will have to make a decision on the spot!*

Individual Series Events	# of Participants	Written Exam
Accounting Applications	1	Yes – Finance Cluster Exam
Apparel & Accessories Marketing	1	Yes – Marketing Cluster Exam
Automotive Services Marketing	1	Yes – Marketing Cluster Exam
Business Services Marketing	1	Yes – Marketing Cluster Exam
Food Marketing	1	Yes – Marketing Cluster Exam
Hotel & Lodging Management	1	Yes – Hospitality and Tourism Cluster Exam
Marketing Management	1	Yes – Marketing Cluster Exam
Quick Serve Restaurant Management	1	Yes – Hospitality and Tourism Cluster Exam
Restaurant & Food Service Management	1	Yes – Hospitality and Tourism Cluster Exam
Retail Merchandising	1	Yes – Marketing Cluster Exam
Sports and Entertainment Marketing	1	Yes—Marketing Cluster Exam

Team Decision Making

If the student who double qualifies is part of a team event, *Occupational Team Events*, the student pulling out will put the team in a bind. That spot can be filled with another student who **competed at state, and did not qualify**, however the team will suffer, especially if the substitute student is not familiar with the area. If you do not have a person to fill the spot, then the next team in line gets moved up and will attending ICDC in that area.

Team Decision Making Events	# of Participants	Written Exam
Business Law & Ethics	2	Yes – Business Management and Administration Cluster Exam
Buying & Merchandising	2	Yes – Marketing Cluster Exam
Financial Analysis	2	Yes – Finance Cluster Exam
Hospitality Services	2	Yes – Hospitality and Tourism Cluster Exam
Sports & Entertainment Marketing	2	Yes – Marketing Cluster Exam
Travel & Tourism	2	Yes – Hospitality and Tourism Cluster Exam

Team Projects/Research Events

If the student double qualifies and is part of a 1-3 person written project (not chapter team project) and decides to pull out and go in their occupational area or another project area that project then gets taken to ICDC **by the remaining person (s)**. **No substitutes can be added. If it was a 1-3 person project and it was originally presented by only 1 person, that project does not go!** The next project in line then gets moved up and will attend ICDC in that category.

Team Projects/Research	# of Participants	Written Exam
Advertising Campaign	1 to 3	Yes, Marketing Cluster Exam
Fashion Merchandising Promotion Plan	1 to 3	Yes, Marketing Cluster Exam
Technical Sales	1 to 3	Yes, Marketing Cluster Exam
Entrepreneurship Written	1 to 3	No
International Business Plan	1 to 3	No
Internet Marketing Plan	1 to 3	No
Entrepreneurship Participating-Independent	1	No
Entrepreneurship Participating-Franchise	1	No

Written Chapter Team Events

If the student double qualifies and is part of a 1-3 person **chapter team event**, the person who double qualifies can pull out and the project can continue in occupational series event. If that team would like a substitute **this can be done**, however the spot must be filled with a chapter member who **competed at state and did not qualify and worked with the project in their local chapter**.

Written Chapter Team Events	# of Participants	Written Exam
<u>Community Service Project</u>	1 to 3	No
<u>Creative Marketing Project</u>	1 to 3	No
<u>Entrepreneurship Promotion Project</u>	1 to 3	No
<u>Financial Literacy Promotion Project</u>	1 to 3	No
<u>Learn & Earn Project</u>	1 to 3	No
<u>Public Relations Project</u>	1 to 3	No

INTERNATIONAL CAREER DEVELOPMENT CONFERENCE

Online Registration for ICDC: www5.dpi.wi.state.us/deca/default.asp

The ICDC Registration Packet will be available at the Meeting held after the close of SCDC.

At the national level, a student can enter one competitive event, per national policy.

- A chapter or individual activity that takes place at the local level can be part of only one project. For example, if the chapter sponsors a carnival for a scholarship fund, the carnival can appear in only one project.
- All written entries with national competition must adhere to all items listed on the **statement of assurance** found in the National DECA Guide. A signed copy of the statement of assurance must be attached to the front cover of the DECA folio.
- All written entries must be in a **DECA folio** at both the state and national levels. Folios may be purchased through DECA Inc. Images. Visit www.deca.org for details.
 - DECA Folios are new this year. You may continue to use existing folios at this time. There is no need to purchase new ones if you already have DECA folios from past years.
- All participants must attend all **orientation and debriefing sessions** at the state and national levels along with all competitive activities.

Future Locations

International Career Development Conference

2010	Louisville	April 24-27
2011	Orlando	April 30-May 3
2012	Salt Lake City	April 28-May 1
2013	Anaheim	April 24-27

Be sure to plan for travel days before and after the conference if possible.

Qualifications for Entering International Conference Competitive Events

General Rules and Regulations

- All participants must be active members of DECA with the current year's dues on file with DECA, Inc. prior to March 1 of the current school year.
- All participants and written entries must be approved and authorized for entering competition by their state/provincial association through official competitive events registration forms.
- All participants and written entries must meet the specifications set forth for each activity.
- All participants must have participated in state/provincial, district and/or local competition.
- All entry forms and creative entries must be submitted by the state/provincial advisor or designee according to announced deadlines.
- A participant may enter only one of the competitive events with a participatory component during DECA's international conference.
- No additions or substitutions may be registered for competition after the deadline set forth by DECA, Inc.
- A written entry may not be entered in more than one international conference competitive event during a given year.
- Once a written entry is entered in international conference competition, the identical content material may not be entered in international conference competition again.
- All participants must attend the briefing sessions scheduled for their competitive event during the international conference.
- Participants are required to follow the official DECA dress code, which requires that they wear an official DECA blazer for all phases of competition during which they come in contact with a judge or judges. See a complete statement of the dress code on the following page.
- All written entries must include a signed copy of DECA's Written Event Statement of Assurances.

International Conference Dress Code

General sessions, workshops, exhibits, elections registration, orientation, and testing:

Female	Male
<ul style="list-style-type: none"> • Blazer or business suit with dress blouse 	<ul style="list-style-type: none"> • Business suit with collared dress shirt and tie
<ul style="list-style-type: none"> • Skirt or dress slacks with dress blouse or dress sweater • DECA blazer 	<ul style="list-style-type: none"> • Sport coat with dress slack, collared shirt and tie with dress slack, dress sweater with shirt with dress slack • DECA Blazer
<ul style="list-style-type: none"> • Dress shoes and stockings (pumps, heels, flats) 	<ul style="list-style-type: none"> • Dress shoes and socks
<p>Not allowed Female at any national session</p> <ul style="list-style-type: none"> • Athletic shoes or sport shoes, anything denim or denim like, sandals • Flannel shirts, t-shirts, casual and baggy sweaters, tops or pants 	<p>Not allowed Male at any national session</p> <ul style="list-style-type: none"> • Athletic shoes or sport shoes, anything denim or denim like, sandals • Flannel shirts, t-shirts, casual and baggy sweaters, tops or pants
<p>International Conference: Appearance Before Judges during competitive events</p>	
Female	Male
<ul style="list-style-type: none"> • Official DECA Blazer with skirt or dress slacks and a blouse or an Official DECA Blazer with a dress 	<ul style="list-style-type: none"> • Official DECA Blazer with dress slacks, collared shirt and necktie
<ul style="list-style-type: none"> • Dress shoes with stockings (NO OPEN TOE SHOES!) 	<ul style="list-style-type: none"> • Dress shoes and socks



Chapter 7

Award Applications and State Initiatives

Red Apple Advisor Award

Purpose:

To recognize chapter advisors for their dedication and commitment to students. The award is presented at the state conference after a nomination process is completed by local chapter members.

To receive the Red Apple Advisor Award:

1. Current students must nominate advisor by completing the nomination form. A nomination may be submitted once every three years.
2. The following letters of recommendations must accompany the nomination:
 - one letter from the principal or district administrator
 - two letters from the parents of current or former students
 - three letters from current students
 - two letters from alumni
3. Nomination papers and letters must be submitted by the deadline
4. The award will be presented at the state conference for all complete applications received by the due date.

Mail application to:

Sara Baird
DPI-WDECA
PO Box 7841
Madison, WI 53707

608-267-9253
FAX 608-267-9275
sara.baird@dpi.state.wi.us

Red Apple Advisor Award Nomination

Deadline date of February 17, 2010

Name of Advisor _____ Chapter _____

Length of Service to Chapter _____

Name of chapter member to contact if needed: _____

Letters are enclosed from the following people:

Principal or District Administrator:

1.

Current or former parents

1.

2.

Current students

1.

2.

3.

Alumni students

1.

2.

Briefly summarize in the space provided, three major reasons the chapter advisor is being nominated

1.

2.

3.

Mail to:

Sara Baird

DPI-WDECA

PO Box 7841

Madison, WI 53707

Alumni Excellence Award Guidelines

The Alumni Excellence Award is designed to recognize outstanding alumni members. The application form must be completed by the chapter advisor and submitted to WDECA.

1. Applicant must be an active Alumnus of your Marketing Education program.
2. Applicant should be a successful marketing or business employee. Your nomination should be based on the participation, assistance, and the guidance they have demonstrated on the local and state levels. Judging at district and state events is noteworthy.
3. Application must be neatly typed or printed.
4. Application form is limited to two pages.
5. Application forms must be submitted by February 17, 2010 to:

Sara Baird
125 S. Webster
P.O. Box 7841
Madison, WI 53707-7841
6. All nominees will be presented the award based on your recommendation. Please arrange for your nominee to be present at the State Conference the second day during the Grand Awards, Part One.

Alumni Excellence Application

Name _____

Address _____

Phone _____ Will be present on the second day of conference ___ Yes ___ No

Place of Employment

Job Position

Advisor's Name

High School DECA Chapter

Explain why you feel this person should be recognized as an outstanding alumnus. List activities the alumni member was involved in.

School Official Excellence and Friends of DECA Awards

Award Guidelines

The School Official Excellence Award or Friends of Wisconsin DECA is designed to recognize contributions to the success of your program. Included in the broad category of school official is: district administrator, school board member, LVEC, principal, guidance counselor, parents, or business people. The application form must be completed by the chapter advisor and submitted to WDECA.

1. Applicant must be a local school official, parent, business person, or community member.
2. Applicant should have made a significant long-term contribution to the success of marketing education and DECA at the local level. You should be able to list on the application specific decisions, actions, contributions he/she has made to the benefit of your program.
3. Application must be neatly typed or printed.
4. Application form is limited to two pages.
5. Application forms are due February 17, 2010 to:

Sara Baird
125 S. Webster
P.O. Box 7841
Madison, WI 53707-7841
6. All nominees will be presented the award based on your recommendation. Please arrange for your nominee to be present on the second day of the conference at an evening session.

Check One **School Official Excellence Application**
 Friends of DECA Application
(Check one. The award is essentially the same)

Name _____

Address _____

Phone () _____

Will be present on the second day of the conference ___ Yes ___ No

Place of Employment

Job Position

Advisor's Name

High School DECA Chapter

Indicate why you are nominating this person for the award. Indicate the significant decisions, actions, and contributions they have made to the success of your program.

Marketing Educator Professional Development Scholarship Program

Application Process:

1. Indicate your name, address, school phone number, and number of years teaching.
2. List your accomplishments as a marketing educator. Include experiences in all aspects of your program and experiences as a professional educator. Limit your description to 5 typewritten pages. Each activity/experience should indicate your role and responsibility.

Examples: You could include your classroom instruction, on-the-job training, projects, DECA activities, program development and improvement, professional development, special committees, educational responsibilities beyond regular contract time, local, district, state, or national level involvement, advisory committee activities, alumni development, professional organization involvement, promotional activities, etc.

3. Write an essay that describes your educational philosophy and professional goals. The essay is not to exceed two typewritten pages.
4. Include the following letters of recommendation/endorsement with your application:

- 3 letters from current or former students

- 1 letter from a school administrator

- 1 letter from a teaching colleague

You can include additional letters from business people, students, alumni, colleagues, parents, etc. Total letters are not to exceed 10.

5. Indicate how you would use the \$500 cash award to advance your professional career in marketing education. **Examples:** university credits, workshops, Conclave participation, professional library, conferences, etc.

6. Applications are due on the designated date to:

Sara Baird
DPI-WDECA
P.O. Box 7841
Madison, WI 53707.

Overview

The Wisconsin DECA Board of Directors established the Marketing Educator Professional Development Scholarship Program to recognize the accomplishments and professionalism of marketing educators. Each marketing educator is encouraged to nominate themselves or a colleague. Applications will be reviewed by the Board of Directors. They will select the "best of the best" to be recognized at the State Career Development Conference. A \$500 cash award will be presented for professional use.

Selection Criteria:

The Board will review each application independently. They will confer as a group and make their selection. One award will be presented each year. In making their selection the Board will consider the following:

- Program development and improvement (i.e. on-going projects, new projects, enrollment, promotion, curriculum revision, and update)
- Training Station Development (i.e. work with employers, methods, and techniques)
- DECA Activities (i.e. student involvement, program of work, local, district, state, and national involvement)
- Professional Development Activities (i.e. courses, workshops, conferences, reading, writing)
- Special Assignments and Responsibilities (i.e. activities that relate to education or marketing education that take place outside of regular contract time, committee involvement, competitive events, series director, offices held, and recognition received)
- Recommendations and Endorsements
- Philosophy and Goals

Guidelines:

1. The Board will select the one best applicant annually. They can choose not to present the award if it is determined that no acceptable applications have been received.
2. Each Board member will review each application independently. The Board will gather to discuss their decision. If a consensus cannot be reached, voting will be used.
3. The money can be used for professional development purposes only. The awardee(s) will be asked to share their intended purposes before the money is presented. Follow-up documentation describing how the money was used should be sent to the Board of Directors. Payment for expenditures will be determined by the recipient and President of the Board.
4. Marketing educators who apply, but are not selected, will be encouraged to resubmit and update their application the following year.
5. Award recipients can apply after a five-year period.
6. Current Board members cannot apply.
7. Every applicant will receive acknowledgment from the Board. The recipient will receive a cash award, plaque, and letters of recognition.
8. All information provided in the applications will be kept confidential. All applications will be returned.
9. All applicants should be currently employed as a marketing educator on the secondary level.

Member of the Month

Purpose:

To recognize outstanding WI DECA delegates for their commitment and dedication to their chapters. This award will be given out every month to a student who has exemplified their leadership capabilities.

To Become Member of the Month:

- You can be nominated by a fellow DECA delegate from you chapter, your Advisor, or a state officer.
- They must fill out an application and accompany the application with a color picture of the nominee.
- The application can be found on the Wisconsin DECA web-page and WI DECA handbook
- Applications are due the second Friday of every month
- A award recipient will be chosen every month

Member of the Month Application

Name of Nominee: _____

Chapter: _____ Advisor: _____

Name of Applicant: _____

Phone Number of Nominee: _____

Chapter Address _____

Nominee Information:

Age: _____ Grade Level: _____

Relationship with nominee (circle one)

Advisor *Fellow Officer* *Fellow member* *Other*

If other, please specify: _____

Number of years involved in DECA: _____

Why is your nominee qualified to be the Member of the Month?

What are some of the achievements your nominee has contributed to your DECA chapter?

Tell us one extraordinary action that your nominee has done.

Remember Applications are due on the second Friday of every month!

E-mail applications to:

Dan Becker

Becker.Dan44@gmail.com

Innovative Chapter Award

Introduction:

The Innovative Chapter Award is an award that is designed to recognize WI DECA chapters for innovative programs regarding competition and member recruitment. Chapters who receive this award will receive a certificate two weeks after submission of application and recognition on the WI DECA web page. When submitting this application include any pictures from your event.

You may earn the award by submitting:

- A successful membership recruitment activity that your chapter held
- A competition preparation approach that improved your chapters performance
- Other successful activities or initiatives dealing with membership and competition

Innovative Chapter Award Application

Chapter: _____ Advisor: _____

Name of Applicant: _____

Phone Number of Chapter: (____) _____

Chapter Address: _____

1. What activity or initiative did your chapter complete?

2. How was the above described activity or initiative innovative?

E-mail Application to:

*Dan Becker
8060 N. 60th Street
Brown Deer WI, 53223*

Becker.Dan44@gmail.com

Acts of Kindness

An award for Civic Consciousness and Community Involvement Activities

Purpose:

To encourage members and chapters to become involved in their school and community

To encourage chapters to include civic consciousness activities in their strategic plan

To foster good relations between DECA and other associations

To recognize those outstanding chapters who are bettering their community

Description:

Any chapter who completes the Acts of Kindness form will receive recognition at the District Career Development Conference in January. Chapters will also be recognized on the WDECA website.

.When a chapter completes an Act of Kindness; they will be recognized at the State Career Development Conference with a ribbon to wear on their name badge. This will be an acknowledgement for giving back in a positive, community service oriented manner through DECA. The award is given for each chapter activity whose main purpose is to help, improve, or to show acts of kindness to any individual, organization, association, group of people, or cause that needs and wants support.

Guidelines:

- As a chapter, choose a group, individual, or cause to support with services or funds
- Design and conduct the activity or service. If funds are raised, donate the proceeds to the group or cause
- Gain positive publicity for the group or cause and the DECA chapter
- Complete the Acts of Kindness form and mail it to Annie Welsh, Vice President of Civic Consciousness, no later than December 15, 2009.

•

*You can find the Act of Kindness Goal Form on WI DECA's website at www.wideca.org. It is due December 15, 2009, so set your goals, achieve them, and you too can **Go Places!***

Due By December 15, 2009

Mail To: Annie Welsh
Oconomowoc High School
641 E Forest St
Oconomowoc, WI 53066

Acts of Kindness Application

Mail application to:
Annie Welsh
Oconomowoc High School
641 E Forest St
Oconomowoc, WI 53066

Name of Chapter _____

Chapter Advisor _____

Chapter President _____

Name of Activity _____

Name of Group or Cause _____

Description of Event:

Advisor Signature **Date**

Chapter President Signature **Date**

2009-2010 MDA CAMPAIGN

Hello Wisconsin DECA!

The time has come for another year of raising funds for the Muscular Dystrophy Association.

We have BIG plans for this year with a statewide goal of \$75,000!

What money goes toward

- \$25 pays for a flu shot
- \$64 funds one minute of research
- \$75 pays for a physical therapy evaluation
- \$100 covers an MDA support group session
- \$500 repairs a wheelchair or a set of leg braces
- \$600 sends one kid to MDA summer camp
- \$750 pays for a muscle biopsy and interpretation
- \$2,000 can assist with the purchase of a wheelchair
- \$3,000 sends 5 kids to MDA summer camp
- \$3,720 buys 1 hour of Muscular Dystrophy research
- \$9,000 sends 15 kids to MDA summer camp

MDA sends more than 76% of its income on program services. Money Magazine has also consistently ranked MDA among its Top 25 Best Managed Charities.

WIN A FREE SPOT TO ICDC!

MDA REWARDS PROGRAM

WI DECA will reward chapters for outstanding contribution to the Muscular Dystrophy Association. All chapters that raise a minimum of \$500 for the Muscular Dystrophy Association will be entered into a raffle drawing. At the state conference, three chapters names will be drawn. The winners of this raffle will each be awarded one non-competitive spot to the International Career Development Conference!

Miracle Minute

October 16, 2009

Purpose:

- To encourage members and chapters to become involved in the Muscular Dystrophy Campaign.
- To unite Wisconsin DECA on one day throughout the entire state to complete an act of kindness.
- Involve WI DECA with local level chapters with one large combined effort to help children with Muscular Dystrophy.

Description:

A Miracle Minute is a chapter activity that involves the entire school by allotting one minute of a school day for students to have a chance to donate \$5 or as much change as possible to help children with Muscular Dystrophy. The most effective way to administer the Miracle Minute is over an inter-school system in the form of an announcement. Each classroom would have an envelope or bucket for the teacher to pass around while the miracle minute is taking place. The money would then be collected by members of your local chapter, totaled up, and reported to State DECA via phone call, snail mail, or e-mail to Brad Lentz, VPCC. The Miracle Minute can be part of your Coins for Campers Campaign. The statewide Miracle Minute will take place on October 16th state wide but your chapter can hold a Miracle Minute at any time!

Also, feel free to perform Miracle Minutes throughout the year as your chapter sees fit. They are a quick and easy way to raise some serious money for MDA. You are by no means restricted to one Miracle Minute on October 16th within your school. You can do them whenever and wherever it works best for you...Make it yours! Look for ways to get the community involved, as well. Doing a Miracle Minute at a basketball or football game raises money for MDA, can be used to educate the public about MDA, and creates a positive image for your chapter in front of the entire community.

Guidelines:

Talk to your school administrators and gain support for the Miracle Minute at your school on October 9th or one week prior to it if you do additional Miracle Minutes.

Educate your school in the form of announcements, posters, flyers, and other media about Muscular Dystrophy and the Miracle Minute explaining how their donation could significantly affect the life of another. Promote the event.

Send in the confirmation form for the Miracle Minute to Annie Welsh. If you need any help, extra information, educational material, or have questions, contact your State Officers or see the website.

Annie Welsh

Oconomowoc High School DECA

641 E Forest St

Oconomowoc, WI 53066

Or send to:

welsh.annie44@gmail.com

Procedure for Contributing Funds to MDA

Raise money for MDA.

To receive recognition at the State Conference, send a check made out to MDA Green Bay by February 24th, along with the MDA Contribution Sheet to Heather Micoley, Regional Coordinator.

Heather Micoley will record chapter's contributions and mail notices to Denise Byrd at the Department of Public Instruction, and Annie Welsh, VP of Civic Consciousness, for documentation detailing the who, what, when, and how much of contributions.

Annie Welsh will then chronicle the date, amount, and type of fundraising event or activity and send out confirmation/thank you e-mails to those deserving chapters.

ALL CONTRIBUTIONS FOR MDA MUST FOLLOW THIS PROCEDURE IN ORDER FOR THE CONTRIBUTIONS TO COUNT TOWARDS THE STATE AND NATIONAL TOTALS.

For questions about this procedure contact:

**Annie Welsh
Oconomowoc High School DECA
641 E Forest Street
Oconomowoc, WI 53066
Or send to: welsh.annie44@gmail.com**

MDA Contribution Form

Send form and check to:
Heather Micoley
MDA Green Bay
2670 S. Ashland Ave. #203
Green Bay, WI 54304
hmicoley@mdausa.org
1.920.490.0478

Name of Chapter _____

Chapter Advisor(s) _____

Chapter President _____

Name of Activity _____

Amount Raised _____

Name of Activity _____

Amount Raised _____

Name of Activity _____

Amount Raised _____

Name of Activity _____

Amount Raised _____

Total Amount Raised for MDA: \$ _____

Advisor Signature

Date

Chapter President Signature

Date

General Contribution to Charity

Purpose:

To document charitable donations by Wisconsin DECA to recipients other than MDA.
To determine the total amount of charitable donations Wisconsin DECA makes in one year.
To gather fresh ideas for community service and charitable activities.
To quickly and simply gather and compile this information.

Description: Donating to something other than MDA? As a state, Wisconsin DECA's charity of choice is MDA. But it has come to our attention that while many chapters do contribute to MDA, there are a number that donate to other charities.

We recognize that donating to other charities is having a positive effect on the community. So this year, we are interested in seeing how much money Wisconsin DECA raises for charities as a whole.

We still want our chapters to contribute to MDA as much as possible, but if there is another charity your chapter has already planned on donating to, we would like to hear about it. If this is the case with your chapter, we would like you to take part in this initiative.

The information gained from this initiative will then be used at the State Career Development Conference and will also be utilized in applying for grants that Wisconsin DECA will be able to benefit from. This information can also become another area of pride for Wisconsin DECA, not unlike our membership status and MDA contributions. As always, if you have any questions, please contact Annie Welsh.

Guidelines:

If your chapter donates to a charity other than MDA, fill out a form and mail to Annie Welsh.
Fill out as many forms as needed. We are going for as accurate information as possible.
Help leave Wisconsin DECA better than you found it.

Mail by February 13 to: Annie Welsh
Oconomowoc High School DECA
641 E Forest St, WI 53066
Or send to: welsh.annie44@gmail.com

General Contribution to Charity

Mail by February 13 to: Annie Welsh
Oconomowoc High School DECA
641 E Forest St
Oconomowoc, WI 53066
Or send to: welsh.annie44@gmail.com

Name of Chapter: _____

Chapter Advisor: _____

Chapter President or VP of Civic Consciousness: _____

Contributions

Charity/Recipient _____
Amount of Donation _____

Charity/Recipient _____
Amount of Donation _____

Charity/Recipient _____
Amount of Donation _____

Charity/Recipient _____
Amount of Donation _____

Charity/Recipient _____
Amount of Donation _____

Total donation: _____

Attach extra tables as needed.

To the best of my knowledge, the information contained in this document is correct and valid.

Advisor Signature

Date

Chapter President Signature

Date

Utilizes creative approach to healthy alternatives regulations

100 Hours Program

AN AWARD FOR CIVIC CONSCIOUSNESS AND COMMUNITY SERVICE

Purpose:

- To challenge and encourage members and chapters to become more involved in their school and community
- To better document community service activities performed throughout the state
- To challenge and encourage chapters to include civically consciousness activities in their strategic plan and calendar
- To involve DECA members in projects that improve their school, community, and state
- To foster good relations between DECA and the community
- To recognize those outstanding chapters who are bettering their community through service

Description:

The 100 Hours Program was developed to encourage Wisconsin DECA chapters and members to become more involved in their communities through service. If a chapter fills out the attached form verifying that they have, in fact, performed 100 or more hours of community service, they will receive the 100 Hours Award.

Chapters that receive this award will be recognized at State and placed on the WIDECA webpage. This award is given to those chapters who have shown exemplary commitment in the area of community service. Service can be done for large groups or for just one person. It could be as simple as visiting the elderly at a nursing home or as complex as organizing a dance-a-thon for charity. It doesn't matter who it is for or how big it is. The goal is simply service! It is a chance for you to Go Places!

Guidelines:

- **As a chapter, group, or individual choose or design a community service project to conduct**
- **Plan it out and do it! If you raise money, donate it to a charity such as MDA. Submit a 100 Hours application for your idea**
- **Get some positive publicity for the cause and chapter via press releases and other PR tools**
- **Complete the attached form and mail it to the address below by February 13, 2010**

Due by February 13 to:

Annie Welsh

Oconomowoc High School DECA or-email to: welsh.annie44@gmail.com

641 E Forest St

Oconomowoc, WI 53066

100 Hours Application

Mail to: Annie Welsh
Oconomowoc High School DECA
641 E Forest St
Oconomowoc, WI 53066
Or send to: welsh.annie44@gmail.com

Name of Chapter: _____

Chapter Advisor: _____

Chapter President or VP of Civic Consciousness: _____

100 Community Service Hours

Recipient(s) of service/Cause	Chapter member(s) involved	Number of hours served	Date(s) of service

(Attach additional tables as needed)

To the best of our knowledge, this information is correct and valid.

Chapter Advisor

Date

Chapter President

Date

Good Luck this year and remember to fill out the Acts of Kindness form for each activity completed. Keep your Vice President for Civic Consciousness, Annie Welsh, aware of all your fantastic activities. If at any time throughout the year, you would like me to attend an event, help you with a project, or need anything at all, big or small, feel free to contact me. I am here to serve you, so use your resource and get in touch with me if you need anything.

-Annie Welsh

Vice President of Civic Consciousness

DECA's Leadership Credential Program

Introduction

Wisconsin DECA is providing the opportunity for ALL DECA members and marketing education students to earn Leadership Credentials. Students may choose to earn one, two, or all three credentials. A student could achieve the national credential without first achieving the local or state level credential (and likewise with the other credentials). A student can earn credentials for leadership demonstrated throughout their entire length of service in DECA and marketing education.

The purpose of the program is:

- To provide students with the opportunity to demonstrate achievement of the Wisconsin Academic Standards for Marketing Education.
- To promote excellence and the development of leadership skills needed for personal and professional success.
- To provide incentives for the development of quality personal and professional portfolios.

Marketing Education Performance Standards Achieved Include:

- Use leadership behaviors to plan and implement a marketing project or DECA activity.
- Demonstrate supervisory behavior and delegate responsibility and authority in a marketing or DECA activity.
- Work effectively in a team situation to plan and complete a major project.
- Relate the logic and rationale underlying judgments, decisions, and actions.
- Prepare and give oral presentations to individuals and small groups.
- Identify and describe the various kinds of leadership and leadership behaviors.
- Use interpersonal skills for group decision making.
- Apply the goal setting process to individual and team work.
- Apply problem solving skills to marketing and DECA activities.
- Apply ethical behavior to marketing and DECA applications.

Program Operation:

Following are the requirements for three certificates leading to Leadership Credentials. A certificate for each level, as well as a pin, will be presented to students after they provide evidence of leadership to their chapter advisor. Credential verification is achieved when the chapter advisor submits student names to the Marketing Education Consultant/State DECA Advisor at the Department of Public Instruction. The names of students eligible to receive a credential can be presented at any time. Certificates and pins will be mailed to the chapter advisor for presentation at appropriate occasions.

Local Level Leadership Credential

- Attend and participate in one state sponsored leadership activity (Chapter Officers Workshop, Leadership Lab, Central Region Leadership Conference, State Officer Screening, State Career Development Conference, International Leadership Conference, etc.) or one locally organized leadership activity/workshop.
- Show evidence of leadership within one's local chapter by serving as a chapter officer or providing leadership to a marketing or local chapter activity.
- Participate in a presentation at the local level to any group or local organization, to advances the knowledge of DECA and Marketing Education (other organizations and groups could include, but are not limited to, government leaders, school officials, school board, Kiwanis, Rotary, parent group, teacher group, student council, or other student groups, groups of potential marketing students or DECA members, etc.)
- Participate in DECA Competition at the District Career Development Conference, State Career Development Conference, or the International Career Development Conference.
- A student may substitute an alternative activity for one of the above requirements that would demonstrate similar characteristics and standards. Approval of the alternative activity is the responsibility of the chapter advisor.

State Level Leadership Credential

- Participate in the Executive Leadership Seminar at the State Career Development Conference.
- Show evidence of leadership within your local chapter by serving as a chapter officer or providing leadership to a local chapter or marketing activity.
- Compete at the State Career Development Conference.
- Participate in the state level MDA campaign, or participate in a locally sponsored civic consciousness project, or volunteer for a minimum of 20 hours for a community-based charitable organization.

National Level Leadership Credential

- Participate in the International Career Development Conference.
- Participate in the Executive Leadership Seminar at National Career Development Conference.
- Complete all the requirements of DECA's Gold Level Student Program (Guidelines provided in State DECA Handbook).

For More Information Contact:

Sara Baird
sara.baird@dpi.state.wi.us
PH: 608-267-9253 FAX: 608-267-9275
Department of Public Instruction
PO Box 7841
Madison WI 53707

School-Based Enterprise Certification Program Guidelines 2009-2010

Program Description

The School-based Enterprise Certification Program was developed to provide recognition for outstanding achievement by school-based enterprises and to motivate SBEs to strive for excellence and to grow. The program provides SBEs with standards for model school store operation and provides recognition for school-based enterprises at three levels: bronze, silver and gold. The number and type of activities a school-based enterprise completes in each of the twelve sections will determine the level of certification awarded.

SBEs who achieve at the bronze or silver level will receive recognition at the state level. All SBEs who achieve at the gold level will be eligible to bring an advisor and 1 - 3 student manager(s) to the International Career Development Conference (ICDC), with approval of the State/Provincial Advisor. During ICDC, those SBEs who achieve gold level certification and those re-certifying at the gold level, will be recognized on stage and participate in the SBE Academy. **All students who come on stage at ICDC to receive an award must be wearing a DECA blazer.** SBEs who are unable to attend ICDC will receive their award by mail.

SBEs must claim credit for achievement by submitting a report consisting of a description of achievement for each standard (description of format provided on page 7) and additional documentation (photos, reports, news articles, letters, etc.) as needed. The description of achievement must use the format that is provided. Additional documentation should be clearly labeled and must follow the appropriate standard and level documentation – not placed as an appendix at the end. SBEs must submit their documentation to DECA Inc. (1908 Association Drive, Reston, VA 20191) **postmarked no later than January 15, 2010**, for verification of the award achievement level. **SBEs must also include a copy of the documentation on a USB/flash drive/ CD, which will be kept by DECA Inc.**

After the documentation has been reviewed, DECA Inc. will submit a list to State/Provincial Advisors of SBEs that achieve certification, along with the appropriate award certificates. Chapter advisors will also receive official notification from DECA Inc. via email regarding the level of achievement.

Gold level certified SBEs may remain certified at that level for a total of 5 years by completing the requirements for re-certification annually. The guidelines for certification and re-certification, along with sample Gold Level manuals, can be found on DECA's SBE Web site (www.schoolbasedenterprises.org). After five years, the SBE must complete the original certification process to be eligible for the gold level award.

We request that advisors review the documentation prior to submitting to DECA, as certification will be awarded based on the information provided with no opportunities for adding information once the manual is submitted. Achievement of standards must be clearly documented for the level to be awarded. Make sure your documentation clearly demonstrates achievement of the complete standard.

Certification Guidelines and Format

Your documentation **must** follow these specifications.

Title Page: The first page of the documentation is the title page, which will not be numbered and will list the following:

- School-Based Enterprise Certification Program
- Level of Certification Applying For
- Name of DECA Chapter
- Chapter Advisor
- School Address
- City/State/Zip
- School Phone Number
- School Fax Number
- Advisor E-mail Address
- Date

SBE Description: Include a 1-page description/summary of your school store - not a numbered page.

Table of Contents: The third page is the Table of Contents, which must list every heading of every section and the page on which that section starts. The Table of Contents may be single-spaced and may be one or more pages long. This page(s) will not be numbered.

Body of SBE Certification Documentation (Should include written description of achievement for each standard in format provided, plus any additional documentation): The body of the entry starts with Curriculum/Student Achievement, and must continue in the sequence outlined in these guidelines, ending with Marketing Mix. You must follow the outline and sequence found in these guidelines when writing your documentation. The first page of the body is numbered 1 and all following pages are numbered in sequence. A description of required documentation format is included on page 7. SBEs must claim credit for achievement by submitting a report consisting of the written description of achievement in the required format (for each level of each standard) and additional documentation (photos, reports, sample forms, news articles, letters, etc.) as needed for strength or clarity. Additional documentation should follow the appropriate section – not placed as an appendix at the end. Use sub-headings with each standard to identify Bronze, Silver and Gold Level documentation. For those sections where you are selecting topics from a list, the selected topics become your sub-headings. Documentation must be submitted in a 1 or 2 inch DECA binder (not DECA folio). **Be sure each section/standard is presented in the order found in the guidelines and numbered and labeled so reviewer knows exactly what is being documented.** Tabs may be used to divide sections. Please spell check and proof your documentation before submitting.

Requirements for achieving at each award level (bronze, silver or gold) are outlined below by section. For some sections (i.e. 1, 3, 5, 9 and 10), the standards you are required to document are different at each of the three levels. However, for these sections SBEs working on silver certification must also complete the standard for bronze, and SBEs working on gold level certification must complete the silver and bronze standards as well. For some sections, (i.e. 4, 6, 7, 8, and 11) the level of achievement will be determined by the number of items you choose to document from a list. Use sub-headings to identify which topic you are documenting from the list. There are 2 sections (i.e. 2 and 12) where the requirement is the same for all achievement levels. Use the requirements outlines in those two sections as your sub-headings.

Documentation on USB/flash drive/CD: Along with your written documentation in the DECA binder, you must also include a copy of your documentation on a USB/flash drive/CD, which will be kept by DECA Inc.

Vendor List: Please include a 1 page vendor list (with contact information and general description of product lines) at the end of your documentation – not a numbered page.

SBE Photo: Please submit one (only 1) photo of your SBE in a JPG format for the web site and other recognition.

All documentation will consist of a written description of achievement (presented in the format found on page 7) for each level of each standard and other documentation (photos, forms, etc.) as appropriate/needed in the exact sequence as outlined below. Use sub-headings to identify what is being documented. Additional documentation must be labeled.

1. CURRICULUM/STUDENT ACHIEVEMENT

Bronze Level Standard - Utilizes curriculum that includes National Marketing Education Standards and specialized retail competencies

Silver Level Standard - Provides realistic and practical learning experiences through applications in SBE (**plus standard for bronze**)

Gold Level - Utilizes community resources to compliment the curriculum and SBE (**plus standards for bronze and silver**)

2. ACCOUNTING MEASURES

Bronze, Silver & Gold Levels - Develop viable accounting system to obtain a financial overview of store. Documentation must include (narrative and samples):

- Balance sheet
- Income statement/profit-loss statement
- Inventory (perpetual/physical)
- Z tapes/journal tapes
- Daily/shift reports
- Deposits

3. SPACE, FACILITIES & EQUIPMENT

Bronze Level - Adheres to local & state requirements for store operation, such as health codes, fire codes and sales license

Silver Level - Utilizes space to maximize sales and facilitate store operations (**plus standard for bronze**)

Gold Level - Incorporates current technology and equipment (e.g. Security system, POS systems) (**plus standards for bronze and silver**)

4. LOCATION & ACCESSIBILITY

Bronze Level - Must achieve at least 2 of the following standards

Silver Level - Must achieve at least 4 of the following standards

Gold Level - Must achieve at least 5 of the following standards

Describe how your SBE operates/handles the following:

- High traffic area
- Accessible to Marketing Education classroom
- High visibility
- Hours of operation conducive to student schedule
- Easily accessible for shipping/receiving and vendors
- Meets Americans with Disabilities (ADA) requirements

5. PERFORMANCE MEASUREMENTS

Bronze Level - Demonstrates a positive cash flow

Silver Level - Understands the relationship between pricing strategies, sales & profits **(plus standard for bronze)**

Gold Level - Demonstrates that SBE earnings are favorable in relation to:

- Square footage,
- Student population,
- Hours of operation,
- Number of product lines offered, and
- Location

(plus standards for bronze and silver)

6. ENDORSEMENT/SUPPORT

Bronze Level - Must have at least 1 example/letter of endorsement from 3 of the groups listed below

Silver Level - Must have at least 1 example/letter of endorsement from each of the 4 groups listed below

Gold Level - Must have at least 6 examples/letters of endorsement, which includes at least 1 from each of the groups listed below

Your documentation should first show a list of who the letters are from, their title and the category.

Letters (signed) must show evidence of how the following groups support the program, the school store and its benefits:

District - Board of Education, superintendent, State Dept. of Education

School - Principal, department chair, faculty/staff (other than DECA advisor)

Community - Community leaders, parents, advisory committee, graduate of the school

Business - Vendors, local merchants

7. GOALS

Bronze Level - Must achieve at least 2 of the following standards

Silver Level - Must achieve at least 4 of the following standards

Gold Level - Must achieve at least 5 of the following standards

State your SBE's specific, obtainable goals (stated first) followed by your plans for reaching these goals for the following topics:

- Inventory turnover
- Sales/profit
- Full revenue versus discounts
- Ability to manage multiple product lines
- Proper product mix
- Marketing plan
- Healthy alternatives

(Documentation must include specific, obtainable goals for each topic selected)

8. GENERAL BUSINESS PRACTICES

Bronze Level - Must achieve at least 3 of the following standards

Silver Level - Must achieve at least 4 of the following standards

Gold Level - Must achieve all 5 of the following standards

Applies general business practices to the SBE operation regarding:

- Store training
- Safety practices
- Security procedures
- Customer service
- Social and civic responsibility

9. STUDENT ACCOUNTABILITY/INVOLVEMENT

Bronze Level - Must achieve both of the following standards:

- Documents student work in SBE (e.g. hours, activities, jobs held)
- Utilizes student employee evaluation process

Silver Level - Practices job rotation ***(plus standard for bronze)***

Gold Level - Must achieve both of the following standards: ***(plus standards for bronze and silver)***

- Provides (peer to peer) student mentors
- Utilizes organizational chart and job descriptions

w10. MERCHANDISING/PROMOTION/DISPLAY

Bronze Level - Utilizes a variety of promotional activities to appeal to target markets

Silver Level - Utilizes creative displays to attract buyers (**plus standard for bronze**)

Gold Level - Demonstrates that merchandising/promotional activities:

- Impact sales and
- Build store image

(plus standards for bronze and silver)

11. HIGH PERFORMANCE FACTORS

Bronze Level - Must achieve at least 1 of the following standards

Silver Level - Must achieve at least 2 of the following standards

Gold Level - Must achieve at least 4 of the following standards

- Demonstrates a creative approach to marketing functions (distribution, financing, marketing information management, pricing, product/service management, promotion, and selling)
- Utilizes marketing research for business decisions
- Identifies ways the SBE competes with price and non-price factors
- Defines how marketing activities support mission statement & operating standards
- Utilizes creative approach to healthy alternatives regulations

12. MARKETING MIX

Bronze, Silver & Gold Levels - Decisions are made about SBE marketing mix:

- Product
- Price
- Place
- Promotion

Documentation Format

Each section of the written documentation must be presented in the format shown below, starting with the section number and section title, followed by the description of achievement. The length of documentation will vary for each standard and for each level. Any additional documentation for a standard should be included immediately following the written description of achievement for the standard –not as an appendix at the end. Photos can be used within the description of achievement or placed immediately following the standard and should be labeled.

Label/identify each level of documentation for each standard with sub-headings so it is clear what standard and what level (or topic) is being documented. For those standards where you are choosing from a list of topics, the topics selected will then become your sub-headings.

**Submit Documentation to DECA Inc., 1908 Association Drive, Reston, VA 20191
Deadline for submitting is January 15, 2010 (postmarked)**

Section (# and title) _____

Bronze Level

(Description of Achievement)

Silver Level

(Description of Achievement)

Gold Level

(Description of Achievement)

Note – Include Chapter Name and State in footer with the page numbers.

School-Based Enterprise Certification

Program Entry Format Guidelines

In addition to following the outline and sequence provided in these guidelines, observe the format described below:

- ❑ The entry must be submitted in an official DECA binder, (*not* a DECA folio). Binders are available from DECA Images. Please use either a 1 or 2 inch binder – no larger please. No markings, tape or other material should be attached to the binder.
- ❑ Sheet protectors must be used.
- ❑ The body of the written entry cannot exceed 85 pages. This excludes the title page, summary page, table of contents page and vendor list, which are not numbered pages.
- ❑ The pages must be numbered in sequence, starting with Curriculum/Student Achievement and ending with Marketing Mix. The title page, summary page, table of contents page and vendor list should not be numbered.
- ❑ Major content of the written entry must be double-spaced. Figures and exhibits, headings, lists, sample forms, etc. may be single-spaced.
- ❑ The entry must be typewritten or word-processed. Charts and graphs may be handwritten.
- ❑ Foldouts, attachments, paste-ups, photographs, tabs, etc. may be used. All material must be enclosed in the sheet protectors.
- ❑ A copy of documentation on USB/flash drive/CD is included.
- ❑ Vendor list is included at end of documentation.
- ❑ SBE photo (JPG format) is included on USB/flash drive/CD with documentation.

School _____ Reviewer _____
State _____ Level Achieved _____

SBE CERTIFICATION PROGRAM
Verification of Award Achievement Level Checklist

DECA Inc. will verify to assure that SBEs have adhered to the following format and guidelines.

- _____ Documentation followed these format specifications
 - Title Page
 - SBE Summary Page
 - Table of Contents
 - Body of SBE Certification Documentation (Description of Achievement plus any additional documentation for each level for each standard/section)
 - Vendor List

- _____ Submitted in (1 or 2 1/2 inch) official DECA binder (not DECA folio)

- _____ No markings, tape or other material attached to binder

- _____ Number of pages limited to 85 (excluding title page, summary page, table of contents and vendor list)

- _____ Pages numbered in sequence, starting with Curriculum/Student Achievement and ending with Marketing Mix – title page, summary page, table of contents and vendor list should not be numbered

- _____ Major content is double-spaced - figures and exhibits, headings, lists, sample forms, etc. may be single-spaced

- _____ Entry typewritten or word-processed - charts and graphs may be handwritten

- _____ All material enclosed in sheet protectors - foldouts, attachments, paste-ups, photographs, etc. may be included

- _____ A copy of documentation on USB/flash drive/CD included

- _____ Vendor list included at end of documentation

- _____ Documentation follows sequence as outlined in the Guidelines

- _____ SBE photo (JPG format) included on USB/flash drive/CD with documentation.

SBE documentation for the following sections should consist of a written description of achievement (in the format described on page 7) and other documentation as appropriate/needed.

1. CURRICULUM/STUDENT ACHIEVEMENT

_____ Meets Bronze Level Standard
(Utilized curriculum that included National ME standards and specialized retail competencies)

_____ Meets Silver Level Standard
(Provided realistic and practical learning experiences through applications in SBE)

_____ Meets Gold Level Standard
(Utilized community resources to compliment the curriculum and SBE)

2. ACCOUNTING MEASURES

_____ Meets Bronze, Silver and Gold Level Standard
(Developed a viable accounting system to obtain financial overview of SBE)

Must include (Narrative and samples):

- Balance sheet
- Income statement
- Inventory (perpetual/physical)
- Z tapes/journal tapes
- Daily/shift reports
- Deposits

3. SPACE, FACILITIES & EQUIPMENT

_____ Meets Bronze Level Standard
(Adhered to local & state requirements for store operation)

_____ Meets Silver Level Standard
(Utilized space to maximize sales and facilitate store operations)

_____ Meets Gold Level Standard
(Incorporated current technology and equipment)

4. LOCATION & ACCESSIBILITY

_____ Meets Bronze Level Standard
(Achieved at least 2 standards from list)

_____ Meets Silver Level Standard
(Achieved at least 4 standards from list)

_____ Meets Gold Level Standard
(Achieved at least 5 standards from list)

Describe how your SBE operates/handles the following:

- High traffic area
- Accessible to Marketing Education classroom
- High visibility

- Hours of operation conducive to student schedule
- Easily accessible for shipping/receiving and vendors
- Meets Americans with Disabilities (ADA) requirements

5. PERFORMANCE MEASURES

_____ Meets Bronze Level Standard
(Demonstrated positive cash flow)

_____ Meets Silver Level Standard
(Understood relationship between pricing strategies, sales and profits)

_____ Meets Gold Level Standard
(SBE earnings favorable in relation to square footage, student population, hours of operation, number of products offered and location)

6. ENDORSEMENT/SUPPORT

_____ Meets Bronze Level Standard
(1 example from 3 different groups)

_____ Meets Silver Level Standard
(1 example from 4 different groups)

_____ Meets Gold Level Standard
(6 examples, which include at least 1 example from each group)

Show evidence of how the following groups support the program, the school store and its benefits:

District - Board of Education, superintendent, State Dept. of Education

School - Principal, department chair, faculty/staff (other than DECA advisor)

Community - Community leaders, parents, advisory committee, graduate of the school

Business - Vendors, local merchants

7. GOALS

_____ Meets Bronze Level Standard
(Achieved 2 standards from list)

_____ Meets Silver Level Standard
(Achieved 4 standards from list)

_____ Meets Gold Level Standard
(Achieved 5 standards from list)

State your SBE's specific, obtainable goals (stated first) followed by your plans for reaching these goals for the following topics:

- Inventory turnover
- Sales/profit
- Full revenue versus discounts

- Ability to manage multiple product lines
- Proper product mix
- Marketing plan
- Healthy Alternatives

8. GENERAL BUSINESS PRACTICES

_____ Meets Bronze Level Standard
(Achieved at least 3 of the standards from list)

_____ Meets Silver Level Standard
(Achieved at least 4 of the standards from list)

_____ Meets Gold Level Standard
(Achieved all 5 standards from list)

Applies general business practices to the SBE operation regarding:

- Store training
- Safety practices
- Security procedures
- Customer service
- Social and civic responsibility

9. STUDENT ACCOUNTABILITY/INVOLVEMENT

_____ Meets Bronze Level Standard
(Students worked in SBE & utilized student employee evaluation process)

_____ Meets Silver Level Standard
(Practiced job/task rotation)

_____ Meets Gold Level Standard
(Utilized (peer to peer) student mentors, organizational chart & job descriptions)

10. MERCHANDISING/PROMOTION/DISPLAY

_____ Meets Bronze Level Standard
(Utilized variety of promotional activities to appeal to target markets)

_____ Meets Silver Level Standard
(Utilized creative displays to attract buyers)

_____ Meets Gold Level Standard
(Demonstrated that merchandising/promotional activities impact sales and build store image)

11. HIGH PERFORMANCE FACTORS

_____ Meets Bronze Level Standard
(Achieved at least 1 of the standards from list)

_____ Meets Silver Level Standard
(Achieved at least 2 of the standards from list)

_____ Meets Gold Level Standard
(Achieved at least 4 of the standards from list)

- Demonstrates a creative approach to marketing functions (distribution, financing, marketing information management, pricing, product/service management, promotion, and selling)
- Utilizes marketing research for business decisions
- Identifies ways the SBE competes with price and nonprice factors
- Defines how marketing activities support mission statement & operating standards
- Creative approach to healthy alternatives regulations

12. MARKETING MIX

_____ Meets Bronze, Silver and Gold Level Standard
(Demonstrated that decisions are made about SBE marketing mix – product, price, place and promotion)

SCHOOL-BASED ENTERPRISE

Gold Re-certification Program Guidelines

2009-2010

Re-certification Requirements

When a School-based Enterprise achieves certification at the gold level, they can apply to be Gold Re-certified for four additional years by submitting the appropriate documentation for the five standards outlined in these guidelines. There is no option for re-certifying at the bronze or silver level. The re-certification documentation is limited to 40 pages and must follow the format and program entry checklist included in these re-certification guidelines.

All SBEs who achieve at the gold level re-certification will be eligible to bring an advisor and 1 – 3 student manager(s) to the International Career Development Conference (ICDC), with approval of the State/Provincial Advisor. During ICDC, those SBEs who achieve gold level certification and those re-certifying at the gold level, will be recognized on stage and participate in the SBE Academy.

SBEs must claim credit for achievement by submitting a written report, consisting of a description of achievement for each standard (format provided on page 5) and additional documentation (photos, reports, news articles, letters, etc.) as needed. You must use the format that is described on page 5 of these Guidelines. Additional documentation should follow the description of achievement – not placed as an appendix at the end. ***SBEs must also include a copy of the documentation on a USB/flash drive/CD, which will be kept by DECA Inc. Please spell check and proof documentation before submitting.*** Tabs may be used to divide the sections.

SBEs must submit their documentation to DECA Inc. (1908 Association Drive, Reston, VA 20191) ***postmarked no later than January 15, 2010***, where your documentation will be reviewed to determine if requirements of re-certification have been met. After the documentation has been reviewed, DECA Inc. will submit a list to State/Provincial Advisors of SBEs that achieve re-certification, along with the appropriate award certificates. Chapter advisors will also receive official notification from DECA Inc. via email.

NOTE - Advisors are asked to review the documentation prior to submitting to DECA, as re-certification will be awarded based on the information submitted with no opportunities for adding information once the manual is received. Achievement of standards must be clearly documented for Gold Level Re-certification to be awarded. Make sure your documentation clearly demonstrates gold level achievement of the complete standard. Also make sure your students followed the current Guidelines and did not simply follow the example from a previous year.

Re-certification Guidelines and Format

Your documentation **must** follow these specifications.

Title Page: The first page of the documentation is the title page, which will not be numbered and will list the following:

- School-Based Enterprise Certification Program
- Name of DECA Chapter
- Chapter Advisor
- School Address
- City/State/Zip
- School Phone Number
- School Fax Number

Advisor E-mail Address
Year current Gold Level Status Awarded

SBE Description: Include a 1-page description/summary of your school store - not a numbered page. [Include the date/year that Gold Level status was first awarded.](#)

Table of Contents: The third page is the Table of Contents, which must list every heading of every section and the page on which that section starts. The Table of Contents may be single-spaced and may be one or more pages long. This page(s) will not be numbered.

Body of SBE Certification Documentation (Should include written description of achievement for each standard in format provided, plus any additional documentation): The body of the entry starts with Goals, and must continue in the sequence outlined in these guidelines, ending with High Performance Factors. You must follow the outline and sequence found in these guidelines when writing your documentation. The first page of the body is numbered 1 and all following pages are numbered in sequence. A description of the required documentation format can be found on page 5 of these guidelines. SBEs must claim credit for achievement by submitting a report consisting of the written documentation of achievement in the required format (for each level of each standard) and additional documentation (photos, reports, sample forms, news articles, letters, etc.) as needed for strength or clarity. Additional documentation should follow the appropriate description of achievement – not placed as an appendix at the end. Use sub-headings with each standard to identify what is being documented. For those sections where you are selecting topics from a list, the selected topics become your sub-headings. Documentation must be submitted in a 1 or 2 inch DECA binder. [Be sure each section/standard is presented in the order provided in the guidelines and numbered and labeled so reviewer knows exactly what is being documented.](#) Tabs may be used to divide sections. Please spell check and proof your documentation before submitting.

Documentation on USB/FLASH DRIVE/CD: Along with your written documentation in the DECA binder, you must include a copy of your documentation on a USB/FLASH DRIVE/CD, which will be kept by DECA Inc.

Vendor List: Please include a 1 page vendor list (with contact information and general description of product lines) at the end of your documentation – not a numbered page.

SBE Photo: Please include one (only 1) photo of your SBE in JPG format on USB/flash drive/CD with documentation for use on the SBE web site and other SBE recognition.

All documentation will consist of a written description of achievement (presented in the format described on page 5) for each standard, followed by additional documentation (photos, forms, etc.) as appropriate/needed. Documentation should be presented in the exact sequence as outlined below. Use sub-headings to identify what is being documented. Additional documentation must be labeled.

1. GOALS

Must achieve at least 5 of the following standards

State your SBE's specific goals for the following topics (stated first) and plans for reaching them.

- Inventory turnover
- Sales/profit
- Full revenue versus discounts
- Ability to manage multiple product lines
- Proper product mix
- Marketing plan
- Healthy Alternatives

(Documentation must include specific, obtainable goals for each topic selected)

2. GENERAL BUSINESS PRACTICES

Must achieve all 5 of the following standards

Applies general business practices to the SBE regarding:

- Store training
- Safety practices
- Security procedures
- Customer service
- Social and civic responsibility

3. STUDENT ACCOUNTABILITY/INVOLVEMENT

Must achieve the following standards:

- Documents student work in SBE (e.g. hours, activities, jobs held)
- Utilizes student employee evaluation process
- Practices job rotation
- Provides (peer to peer) student mentors
- Utilizes organizational chart and job descriptions

4. MERCHANDISING/PROMOTION/DISPLAY

Utilizes variety of promotional activities to appeal to target markets

Utilizes creative displays to attract buyers

Demonstrates that merchandising/promotional activities impact sales and build store image.

5. HIGH PERFORMANCE FACTORS

Must achieve at least 4 of the following standards

- Demonstrates a creative approach to marketing functions (distribution, financing, marketing information management, pricing, product/service management, promotion, and selling)
- Utilizes marketing research for business decisions
- Identifies ways the SBE competes with price and non-price factors
- Defines how marketing activities support mission statement & operating standards
- Utilizes creative approach to healthy alternatives regulations

Documentation Format

Each section of the written documentation must be presented in format described below, starting with the section number and title. For those standards where you are selecting topics from a list, the selected topics become your sub-heading for that section. For those sections where there are multiple requirements, use each requirement as a sub heading. **See samples for Section 1 and Section 4 below.**

Any additional documentation for a standard should be included immediately following the description of achievement for the standard. Photos can be used within the description of achievement or placed immediately following the standard and should be labeled. **Label/identify each standard/topic with sub-headings so it is clear what is being documented.**

**Submit documentation to DECA Inc., 1908 Association Drive, Reston, VA 20191
Deadline for submitting is January 15, 2010 (postmarked)**

(Sample Outline) Section 1 - Goals

Inventory Turnover – (State Your Goal)

(Description of Achievement)

Sales/profit - (State Your Goal)

(Description of Achievement)

Full Revenue Versus Discounts - (State Your Goal)

(Description of Achievement)

Marketing Plan - (State Your Goal)

(Description of Achievement)

Healthy Alternatives – (State Your Goal)

(Description of Achievement)

(Sample Outline) Section 4 – Merchandising/Promotion/Display

Utilizes variety of promotional activities to appeal to target markets

(Description of Achievement)

Utilizes creative displays to attract buyers

(Description of Achievement)

Demonstrates the merchandising/promotional activities impact sales and build store image

(Description of Achievement)

Note – Include Chapter Name and State in footer with the page numbers.

SCHOOL-BASED ENTERPRISE RE-CERTIFICATION

Program Entry Format Guidelines

In addition to following the outline and sequence provided in these guidelines, observe the format described below.

- ❑ The entry must be submitted in an official DECA binder, (*not* a DECA folio). Binders are available from DECA Images. Please use either a 1 or 2 inch binder – no larger please. No markings, tape or other material should be attached to the binder.
- ❑ Sheet protectors must be used.
- ❑ The body of the written entry is limited to 40 numbered pages (including any photos, forms, reports, etc. used as additional documentation). This excludes the title page, summary page, table of contents page and vendor list, which are not numbered pages.
- ❑ The pages must be numbered in sequence, starting with Goals and ending with High Performance Factors. The title page, summary page, table of contents and vendor list should not be numbered.
- ❑ Major content of the written entry must be double-spaced. Figures and exhibits, headings, lists, sample forms, etc. may be single-spaced.
- ❑ The entry must be typewritten or word-processed. Charts and graphs may be handwritten.
- ❑ Foldouts, attachments, paste-ups, photographs, tabs, etc. may be used. All material must be enclosed in the sheet protectors.
- ❑ A copy of documentation on USB/flash drive/CD must be included.
- ❑ Vendor list must be included at end of documentation.
- ❑ SBE Photo (JPG format) must be included on USB/flash drive/CD with documentation.

School _____ Reviewer _____
State _____ Gold Re-certified _____ Yes
Initial Certification Year _____ _____ No

SBE RE-CERTIFICATION PROGRAM
Verification of Gold Level Re-certification Checklist

DECA Inc. will verify to assure that SBEs adhered to the following format and guidelines:

- _____ Documentation followed these format specifications
 - Title Page
 - SBE Summary Page
 - Table of Contents
 - Body of SBE Certification Documentation (Written description of achievement, plus any additional documentation for each standard/section)
 - Vendor List

- _____ Submitted in (1 or 2 inch) official DECA binder (not DECA folio)

- _____ No markings, tape or other material is attached to binder

- _____ Documentation does not exceed 40 numbered pages (excludes title page, summary page, table of contents and vendor list)

- _____ Pages are numbered in sequence, starting with Goals and ending with High Performance Factors - title page, summary page, table of contents and vendor list should not be numbered

- _____ Major content double-spaced - figures and exhibits, headings, lists, sample forms, etc. may be single-spaced

- _____ Entry typewritten/word processed - charts and graphs may be handwritten

- _____ All material enclosed in sheet protectors - foldouts, attachments, paste-ups, photographs, etc. may be included

- _____ Copy of documentation on USB/flash drive/CD included

- _____ Vendor list included at end of documentation

- _____ Documentation follows sequence as outlined in the Guidelines

- _____ SBE photo (JPEG format) included on USB/flash drive/CD with documentation.

SBE documentation for the following sections should consist of a written description of achievement (in required format) for each standard, followed by any additional documentation as appropriate/needed.

1. GOALS

_____ *Achieved 5 standards from list*

State your SBE's specific goals (stated first) for the following topics and plans for reaching them.

- Inventory turnover
- Sales/profit
- Full revenue versus discounts
- Ability to manage multiple product lines
- Proper product mix
- Marketing plan
- Healthy Alternatives

2. GENERAL BUSINESS PRACTICES

_____ *Achieved all 5 of the standards from list*

Applies general business practices to the SBE regarding:

- Store training
- Safety practices
- Security procedures
- Customer service
- Social and civic responsibility

3. STUDENT ACCOUNTABILITY/INVOLVEMENT

_____ *Students work in SBE & utilized student employee evaluation process*

_____ *Practices job rotation*

_____ *Utilizes student mentors, organizational chart & job descriptions*

4. MERCHANDISING/PROMOTION/DISPLAY

_____ *Utilizes a variety of promotional activities to appeal to target markets*

_____ *Utilizes creative displays to attract buyers*

_____ *Demonstrates that merchandising/promotional activities impact sales and build store image*

5. HIGH PERFORMANCE FACTORS

_____ *Achieved at least 4 of the standards from list*

- Demonstrates a creative approach to marketing functions (distribution, financing, marketing information management, pricing, product/service management, promotion, and selling)
- Utilizes marketing research for business decisions
- Identifies ways the SBE competes with price and non-price factors
- Defines how marketing activities support mission statement & operating standards
- Utilizes creative approach to healthy alternatives regulations



Chapter 8

Public Relations

Promoting Your DECA Chapter

DECA, an association of Marketing Students, is an organization that allows students to gain knowledge and skills in the field of Marketing. All DECA members understand what DECA stands for and the impact it has made on their lives, but does anyone else know? Do parents, teachers, local businesses, and the rest of the community know how DECA has affected students in the community? In many cases the answer is no. The only way to inform the general public is to promote DECA through a variety of media sources.

Public Relation activities (any way of promoting your chapter) should be given constant attention throughout the entire year (don't forget the summer months). The community should be informed of all DECA news continuously. Weekly papers in small communities thrive on press releases concerning what is going on in the community. The more information you can provide your community, the better.

In this Public Relations Packet there are step by step instructions, tips, suggestions, and other helpful hints to begin promoting your DECA Chapter. Many chapters have officer teams with a student in charge of Public Relations and/or Promotion. If your chapter officer team does not have this position, consider the idea. Promoting your chapter can be a big responsibility. Keeping your community informed about all DECA events and accomplishments helps your community understand what DECA is. Gaining recognition for your DECA chapter will entice the community to participate in and recognize DECA activities. This packet was created to aid chapters in the promotion of their local DECA chapters and to help the state as a whole recognize the efforts of DECA students. Wisconsin DECA currently has the second highest membership internationally. All Wisconsin DECA members should be proud to share their efforts with the rest of Wisconsin.

Good Luck and remember, great Public Relations are a great way to help your chapter-- Go Places!

DECA Week

October 12-18, 2009

The objective of DECA week is to promote Marketing Education and DECA, resulting in improved and increased visibility of the total program. By promoting marketing Education and DECA, we hope to inform businesses, community members, parents, students, and administrators of the goals and objectives of the organization and the achievement of students.

DECA WEEK is a great opportunity to inform your school and community about how DECA is working in your community, and also show them the benefits of membership. DECA WEEK should be fun and exciting for members and the community. The key is to get people involved.

The following is a sample of DECA WEEK activities. Use them as a spring board into planning your own unique and fun DECA WEEK agenda!

Advisor Appreciation Day

Friday, October 17, 2009

(The Friday of DECA Week)

The State Officers have created a special Appreciation Day for Chapter Advisors. Chapter Advisors are very instrumental in providing many opportunities for DECA members. They go beyond the normal workday to enable members to participate in local, district, state, and national activities. They deserve special recognition

All you have to do is think of something really special to do for them. Remember that advisors make DECA possible for us. Ideas include:

- Bring cake and other treats to class
- Put-up a banner in class
- Put an announcement on the PA
- Put a treat or card in advisors mailbox
- Treat him/her to a gift certificate at a restaurant
- Bring them flowers, chocolate
- Create a card for all members to sign

Foundation for WI DECA Guide to Media Relations

PRESS RELEASES

Press releases, also called news releases, are a great way to let the media know about newsworthy events or information coming from WI DECA. Unlike advertising, a press release costs nothing, and it can generate editorial coverage in print or broadcast media. The advantage of editorial coverage compared to advertising is the benefit of an implied third party endorsement of the media outlet.

USING LOCAL MEDIA

Your local newspaper or radio station offers a great opportunity to share information about WI DECA. You don't have to have a huge event or controversial topic to get local publicity, you just need to get a sense of what's local news—anything that a reporter or editor thinks will be of interest to their audience.

Does the story elicit an emotion? Is it quirky or funny? Heartwarming? Is it news people can use? Reporters want stories that are:

- Helpful
- Visual
- Historic
- Interesting
- Significant
- Emotional
- Impactful to average people
- Problem-solving
- Trendy
- Innovative

WORKING WITH YOUR LOCAL MEDIA

It's only natural to feel at least a little apprehensive about talking with reporters. Most people have little experience with interviews and are unaccustomed to the heightened visibility a news story can bring. Remember that reporters are regular people doing a job. If reporters have one thing in common, it's stress. They face daily challenges such as tight deadlines, too many stories to cover in too little time or space, poor pay and working conditions, and scant praise.

Most reporters are generalists, so they know little about education. They're often covering everything from city council meetings to high school football games (sometimes in the same day). If their questions seem uninformed, have patience. No question is too trivial; it may lead to a vital portion of the story. Because media can shape WI DECA's image, we must treat them with caution and respect.

Here are four time-tested ways to develop good reporter relationships:

- **Honesty** – Reporters respect people who never lie or mislead, identify potential conflicts of interest and aren't just promoting themselves.
- **Accessibility** – Tight deadlines are the norm. Reporters rely on people who return their calls promptly and are readily available.
- **Quotable Information** – Answering questions simply, succinctly and with minimal jargon will make you a desired source.
- **Understanding** – Knowing how reporters work and how to help them do their jobs will be appreciated.

Once you understand how reporters work and what they want, establishing a solid working relationship usually isn't difficult. In smaller communities, it's often easy to develop friendships with reporters with whom you interact frequently. **Please remember that you are never off the record. Don't say anything to a reporter that you wouldn't feel comfortable seeing in print.**

PITCHING A STORY TO LOCAL MEDIA

When someone contacts a reporter to tell them about a potential story, they call it pitching. In some ways it's similar to a sales pitch. You're selling a reporter on covering your story. And just like a sales pitch, you won't close the sale every time. That's fine. You're still building a relationship with the reporter that may come in handy at another time.

Until you're familiar with the reporter or news outlet, "pitching" a story can feel foreign. Often, you'll have just a minute or two to describe your story and generate the reporter's interest. It helps to have a brief written script to guide you.

It's always good to ask, "Is this a good time?" before launching into a pitch. Interrupting reporters on deadline is a serious irritant. If the reporter's on deadline, arrange to call back at a more convenient time. If the reporter indicates he or she has a minute to talk, deliver your pitch. In about a minute, you should be able to:

Identify yourself and your organization

Give a very brief description of the story

Provide a rationale for doing the story (why would the audience care?)

Offer to set-up necessary interviews, photo ops, etc.

CONTACTING YOUR LOCAL MEDIA

When you have a story that you'd like to pitch to a member of your local media, here are the steps you should take:

- Call first.
- Follow-up with an e-mail or fax. Ask which method the reporter prefers.
- Keep a call log, and track your responses accordingly.
- Update the media list with correct contact information as necessary. Forward all updates to the Foundation Marketing Committee.
- Contact the Foundation Marketing Committee when you secure a placement for your story. Members for 2010 are:

Julie Blystone – jblystone@hiebing.com

Robin Mindt - robin@ebadvertising.com

Kelly Hook - kelly.hook@amcore.com

If you have any questions, need a media contact, advice or ideas, please contact any member of the Marketing Committee. We are here to help you! Remember, if you are successful in generating a story for WI DECA, please make sure to make a copy and share it with the Foundation.

Contacts

Locating Media

The first thing you need to do before you can write press releases and promote your DECA chapter is to know who your contacts are. Contacts are the people you will be addressing your press releases to. These contacts may be the local editors of a newspaper, a reporter, etc. The contacts are the first people in line to look at your press release. There is no limit to how many contacts you can have, the more the better! When collecting contacts remember to write down all important information in an organized fashion. There are examples of contact lists in this section and a Contact Sheet for you to use. You will be referring to your contact list throughout the year when writing press releases.

Below is a step-by-step process to help you collect contacts. If you find it easier to supplement your own ideas into the process, please feel free to do so.

Look in the local Yellow Pages under Newspaper, Television, and Radio for local media sources. You are not restricted to the Yellow Pages; the Internet is also another great source.

Write down the name of the media source, the phone number(s), and the address on the organizational sheet provided, or you can organize your own contact sheet. Remember there is no specific way to organize contacts. Whatever suits you will work best.

After locating media sources, call sources and ask the service desk (your phone call will most likely be answered by a secretary) if you could be transferred to someone who deals with press releases (preferably someone who deals with school organizations. Large media sources usually organize their editors into categories like sports, local schools, community, etc.). When talking on the phone, sound confident. If you need to plan ahead what you are going to say, that is fine. For example;

“Hello, I’m from the West High DECA Chapter I’m constructing a contact list of local media. I was wondering if you could please transfer

me to someone who deals with local school press releases.”

“Please hold.”

“Thank you.”

Keep your message short and simple. You will be transferred to whomever, and from there you can talk to your contact. If you are not

transferred to a contact, the secretary may give you further information. They can give you the name, email address, fax number, phone number, etc. of your contact. Remember to get as much information as possible.

If you are transferred, your contact will answer (you may have no idea who this person is). You can then tell the contact where you are from, what DECA is, and politely ask them for their name, number, fax number, phone number, email address, etc. For example:

“Hello, I’m Jane Smith from West High DECA. DECA is an association of marketing students. Our Chapter puts on local events throughout the year and I am in charge of promoting our chapter. I’m collecting contact information from local media sources, because I would like to send out press releases. Could I put you down as a contact?”

The people at any media source will most likely be willing to give out their name and other information. Remember to thank the contact and tell them you will be sending them many press releases throughout the year.

Now that you have your contacts, organize and utilize them throughout the year. A contact sheet is provided for you, but you can organize your own if you would like to.

Hot Tips

1. Remember to revise your contact sheet from year to year. Your contacts could change, so keep those sheets current!
2. Don't be afraid to call media sources to find out your contacts, speaking properly over the phone is a skill you will learn over time.

Press Releases

Newspapers and/or Magazines Newspaper is one of the simplest ways to promote and recognize your local DECA chapter. Weekly newspapers depend on the press releases of organizations, such as DECA, to update them on important events occurring in the community. Press releases are very simplistic. This easy to follow format is the typical layout of any press release. There are examples of press **releases for you to follow as well.**

Use a good piece of paper (if you have a school or DECA letterhead, use that!).

List your name (first and last), position (if you have one, ex. Public Relations of North High DECA), your e-mail address, and the date the press release was written. If you do not have an e-mail address, put the school. Talk to your advisor on how to handle this situation. You want to put something down for the media can contact you if needed. All of this information should go in the upper right hand corner of the paper (if you have letterhead, make sure this information is below it).

Next, write "For Immediate Release" at the top center of your paper (make sure it is below the letterhead and your heading). This will catch the attention of whoever is reading the press release.

If you have pictures to send in along with your press release write "Pictures Included" under the "For Immediate Release." Papers love pictures because they add more fun to your story. Pictures should be original copies, not scanned in and printed off on a piece of paper. All pictures must be of good visibility and character. If possible, write the names of people in picture on a separate piece of paper (Ex. From left to right- Jane Doe, Moe Webster, Dan Smith). Attach the piece of paper to the picture (don't staple). Make sure when you send your press release that you don't crease the picture. If possible, drop the press release off at newspaper headquarters or send press release and picture in a secure package through the mail. Remember to have copies of the picture made, they will most not likely be returned!

If you are writing a press release for an upcoming event, instead of writing, "Pictures Included," you can write "Photo Opportunity." Photographers are usually willing to come to an event if there are opportunities to take good photos for the newspaper. If you would like a photographer at an event you can send in a press release and make a phone call to see if there will be a photographer present. Calling the photographer directly will be the best way to know if there will be photo coverage of the event. If you have no pictures and the event will not have any photo opportunities, you can just leave the space blank. Pictures are always optional.

Next you can begin to write your press release. A press release is a summary of an event or accomplishment. Make them exciting and to the point. You may want to start with a sentence that catches the reader's attention (Ex. Congratulations to North DECA Chapter!) Remember to answer the five W's: Who, What, When, Where, Why and How. Present all facts in descending order of importance. Get the reader interested by telling them the important information first.

End your press release with a closing sentence, but make it brief. (Ex. Congratulations to all participants. or Hope to see the whole community there!).

If this is the first time you will be writing to this newspaper or other media source, include a brief closing paragraph of what DECA is and what it means to be a member. You can include specific information about your chapter or general information about DECA; it's up to you.

Hot Tips for Any Press Release

1. Bold all important information on release (names of participants and special dates).
2. The media loves to see names of local students, if possible list names. When naming students remember to use their full name (Ex. Mary Hendrikson). When you do not want to use their full name, use their last name only (Ex. Instead of Mary Hendrikson use Hendrikson, not Mary).
3. Send the Press Releases 2 weeks in advance, prior to an event, or as soon as possible. Send out Press Releases immediately after competitions and events of that sort.
4. Use proper terminology!

Yes

DECA Chapter
Career Development Conference
Competitive Event
Sales Project
Marketing Education Program

No

DECA Club
State Convention
Contest
Fund Raising Event
DECA Program

Frequently Asked Questions

Do press releases usually get published word for word or are they edited?

They are always edited, but you should proof read your work before you send in your press release.

If a press release doesn't get approved, where does it go?

If the information can be used it will be published in a later paper, or it will be thrown away.

Do newspapers usually print vocational club's (DECA) press releases?

YES!

Do most press releases get published?

Depends what type of community it is. Most press releases do get published. This is how papers get their news.

Should chapters (DECA) send information about the association before press releases are sent? Is it necessary? Should the person sending the press release meet with the contact?

Sending information only helps the person responsible for handling the press releases get to know what DECA is about. It is not necessary to meet with your contact. If you would like to, you can by making an appointment with your contact. This lets the contact know that you are a serious organization.

What processes does a press release go through before it is in the newspaper?

The press release goes to the contact; it is then given to a news editor, and then a typist.

Writing the Basic News Release

Rule #1 – Paper

- Used 8x10 paper
- No colored paper
- Printed on organization or school letterhead

Rule #2 – Margins

- Leave wide margins
- 2" top & bottom, 1" left & right are appropriate

Rule #3 – Contact

- Name of contact person (you)

Rule #4 – Release Date

- Marked "For Immediate Release", or
- Marked with date that the news should be released

Rule #5 – Exclusive to: & Special to:

- Exclusive to Bill Rogers
- Editor at Anytown News 656.6242

Rule #6 – Headline

- Quick summary of story
- Helps mail department determine which editor the release goes to

Rule #7 – Double or Single Spacing

- Double space
- Single spaced on any story longer than two paragraphs

Rule #8 – The Lead

- Starts two or three lines underneath the headline
- Contains the 5 W's: who, what, when, where, and why

Rule #9 – The Body

- Contains additional facts to support the lead
 - "Inverted Pyramid" – the most important information comes first and the least important comes last.
 - Writing must be succinct (look it up). Never use two words when one will do

Rule #10 – Paragraphing

- Paragraphs are short. Not more than 2 or 3 sentences

Rule #11 – Page Numbering

- Each page after page one is numbered at the top of the page. (Ex: - 2 -)

Rule #12 – "More"

- If more than one page, the word "more" should be typed at the bottom of each page

Rule #13 – End Sign

- End the release with a symbol following the last paragraph. Use the word (-- End --)

Sample Press Releases

John Doe
Public Relations
decajohn@yahoo.com
5/8/09

For Immediate Release

Pictures Included

From April 27th through May 1st eleven members of the **Blue Diamond High school DECA Chapter** attended the International Career Conference in Anaheim, California. Over 13,000 DECA members from across the globe attended this event. The five-day conference was a full schedule for the chapter members. All eleven members competed in an individual or team series:

Chris Johnson- Automotive Services

Kyle Cooper- Technical Sales

Andy Buck- Hospitality Services

Jason Madsen- Hospitality Services

Miles Fisher- Sports and Entertainment Marketing

Chris Werner- Sports and Entertainment Marketing

Noah Redsten- Retail Merchandising

Jenna Johnson- Retail Merchandising

Sami Jackson- Public Relations Project

Ann Nelson- International Marketing Project

Trevor Sanders-International Marketing Project

This year Blue Diamond High School DECA is proud to announce that one of its members, **Chris Werner**, placed in the top ten and **Beth Brown** medaled for her written exam in Apparel and Accessories Associate Level. Congratulations to Chris, Beth, and the rest of the Blue Diamond DECA on their accomplishments!

Dan Wood
Public Relations
Decadan@hotmail.com
6/21/09

For Immediate Release
Photo Opportunity

Come join the fun! - On July 6th **Gold Diamond High School DECA** will be sponsoring a tailgate party that the whole community can participate in. Starting at 5:00pm, in the Gold Diamond School Parking Lot, cars will be allowed to enter the lot for a minimal fee of \$2.00. Bob's Chicken Shack will be present, serving his famous chicken at \$5.00 a plate. All proceeds from this event will go to the Wilmont Food Pantry. After the tailgate, a baseball game will start at 6:30pm. The Gold Diamonds will be playing against the Sun Valley Warriors. Hope to see the whole community there!

Gold Diamond DECA, an association of marketing students, has been helping the community from its beginning in 1987. All DECA members have a passion for succeeding in the Marketing and business fields.

###

Michael Simonson
President
simonson.micha@decarocks.org
6/21/09

HUHS DECA Students Participate in Statewide Leadership Training

Wisconsin Dells, WI – November 12, 13 – On November 12th, thirteen students and two advisors from the **Hartford Union High School DECA** chapter packed their bags and headed to the Kalahari Waterpark/Resort Convention Center to participate in a two day leadership lab with fellow DECA students from across the state. This two day leadership experience allowed for valuable leadership lessons and some time to relax and network with fellow DECA members.

The leadership lab was a good experience for all and many HUHS DECA members expressed interest in attending again in 2009. With these lessons in leadership, the HUHS DECA hopes to hold its 3rd annual Mr. HUHS, along with several other events which will raise money for the Muscular Dystrophy Association (MDA). HUHS DECA hopes to again place within the top five schools in Wisconsin and in the top several schools in the nation for funds raised for the MDA, as it did last year. HUHS DECA also hopes to do well at the District competition (HUHS placed 2nd among over 20 schools last year) which will be held early this January.

At the seminar, students were broken up from their schools and put into one of five different groups. In the groups of 80 plus, they attended workshops and networked with other Wisconsin DECA students. During this time, students were able to share ideas on topics such as community service, fundraising, and membership recruitment. Needless to say, HUHS DECA walked away with numerous ideas they hope to implement this school year.

Overall, the Kalahari leadership lab was an excellent event to attend. HUHS DECA came away with many new connections with fellow Wisconsin DECA chapters, some fresh ideas, and a renewed energy to continue an excellent year. All of these activities were facilitated by FOCUS Training, Inc., a company started thirty years ago by a former Wisconsin DECA State Officer.

(-- End --)

Press Releases/Public Service Announcements Radio

Radio is another type of media that is not often used to promote DECA. For radio promotion, a press release can be sent into the radio station. The same type of format for a press release that was used for a newspaper is used for the radio. Sending in a press release to a radio station does not guarantee that it will be read over the air. Press releases sent into a station inform the staff that the event is going on.

If you would like a message to be read over the air, you must call the radio station and ask about **Public Service Announcements (PSA)**. Public Service Announcements are basically pre-recorded messages that inform the public of something that is happening in the community. PSA are often played on morning talk shows or late in the evening hours. Each radio station has its own structured regulations for PSA. To get more information, call your local radio station and ask if you could talk to someone about conducting a Public Service Announcement.

If you would like a radio station to be present at an event you can call the radio station to see if they could attend. Whatever the radio station does for you, remember to write a letter of appreciation. This will give a good image to Wisconsin DECA.

Press Releases Television

Television is a great visual way to promote DECA in your community and parts of the state. If an event you are holding or attending is very visual (good footage for TV coverage), then television coverage is appropriate. Other types of media may be more appropriate for smaller events.

Follow the same format as you do for newspaper press releases when sending in news to television stations. Sending in a press release will not always guarantee that you will receive coverage on your event. Before the day begins, television stations decide what will receive coverage for that particular day. Your press release will inform the TV station of the event, but a follow-up call to confirm coverage on an event may be necessary. Talking to a reporter directly may entice the station to cover the event. If you send in a press release and make a follow-up call, coverage may not be possible. News stations cover the latest news; something more urgent may come up.

If you do get television coverage at an event, follow up with a thank-you letter to the reporter or the television station that covered the event. Being gracious will leave a good impression on the station for future DECA coverage.

Other Types of Promotion

School and Community

Television, Radio, and Newspapers are not the only ways you can promote DECA (don't forget to utilize the Internet, too!). Promoting DECA within your school is also very important. Not all students belong to DECA, and you have to realize that students may wonder about the association. For this, there is DECA week. During this week, your chapter should emphasize all aspects of DECA. Come up with original ideas.

DECA holds events throughout the year. Therefore, DECA must be promoted at all times. In your school there are many things you can do to get the student body to realize how beneficial DECA is. The following is just a list of ideas that can be used for any occasion.

PA Announcements: This is something nearly everyone can accomplish. Put series of announcements over your school's public address system.

DECA Diamonds on Lockers: Have classes make diamonds to hang on their lockers to show their DECA spirit.

School Announcements Board: Put special DECA promotion wording on your school announcement board (Most schools have one close to the road in the front of the building).

Sponsor a Contest: Just to get the name DECA in front of the students, sponsor a contest of some type. Contests that have been successfully held are identifying faculty/staff baby pictures, a best legs contest, and jelly beans guessing game.

Blue and Gold Day: Sponsor a day for all the people in the school to wear blue and gold. Offer an incentive to get students to participate.

Decorate Room/Office: To show the "celebration" you may want to decorate your classroom or the front office in blue and gold streamers and balloons.

Free Enterprise: Many schools combine Free Enterprise Week with their National DECA Week promotions.

DECA Week or Month: Focus on a series of special activities. Be sure to promote the entire program to different target markets.

Speak to Civic Groups: Make a presentation to the Lions, Kiwanis, or your local Chamber of Commerce explaining Marketing Education and DECA.

Outdoor Advertising: Ask local businesses with outdoor signs to put special announcements on them.

Newspaper Advertising: Place an ad in the local paper saluting DECA.

News Release: Send news releases to local newspapers, radio stations, and television stations explaining DECA and the special DECA Promotion.

Booth: Set up a booth at a local plaza or mall. Have brochures and pamphlets available to distribute. You may even want to show a slide presentation.

Table Tents: Make table tents with the goals and advantages of DECA highlighted.

Poster Contest: Hold a poster contest in your classes offering a prize to the winner. Distribute the posters throughout the school and to local businesses.

Field Trip: Take a field trip to a television or radio station and attempt to arrange for students to speak over the air on the DECA organization.

Teacher Appreciation: Do a teacher appreciation activity to say thanks to the teachers for their assistance in allowing students to participate in DECA field trips/activities.

Display cases and windows in schools and business community or shopping malls.

Presentations to teachers, students, parents, employers, etc. Use DECA Week as an occasion to spread the news!

Essay Contest: Have class members complete an essay "What DECA Has Meant To Me." Have a committee select the best one for publication in school and/or community newspapers. Cash or merchandise awards can be used as incentives.

Press Releases: Issue press released to the newspapers, radio stations, and other media in your community. Announce the achievement of members, chapter activities, program benefits, etc...

Picture Displays: Take pictures at chapter activities, field trips, competition, training stations, etc. Display them in the hallway near your marketing room. Create interest in your program by "showing" others the fun times members have.

Sponsor Leadership Activities: Bring in leadership trainers to work with the officers of all interested school activities. Position DECA as the leaders of leadership development

www.wideca.org

Wisconsin DECA is proud to announce the updated web site featuring you! The web site is a great way to promote all your DECA accomplishments. The Public Relations page will feature pictures and descriptions of chapters that have had media coverage. If your chapter has had coverage of any sort, send it in and your chapter could go global! If your chapter is interested, send in a copy of your media accomplishment to:

Ryan Roznowski –WDECA VP of Public Relations and Connections

roznowski.ryan44@gmail.com

Green Bay Preble High School

2222 Deckner Avenue

Green Bay, WI 54311

"Get Local"
Business Partnership Guide

Compiled by Mallory Krueger

Wisconsin DECA 2003-2004

Revised By Ashtyn Anderson

Wisconsin DECA 2006-2007

Vice President for Business Partnerships

Get Local” Guide Overview

The “Get Local” Guide provides information to help local chapters locate and work with business sponsors.

The benefits of participating in “Get Local” will help DECA members and Business Partners in the following ways:

- Help local DECA members continue the tradition to sponsor activities that benefit their school and community.
- Provide business partners with a link to an organization that continually helps the community and obtains media recognition.
- DECA provides real life experiences that members apply to their school-based and work-based learning. Business partners help DECA members continue their involvement in an organization that provides benefits that will last a lifetime!
- Enhance the business’ image within the community while participating with a worthwhile organization and school program.
- Provide an opportunity for a business to work with future leaders in marketing, management, and entrepreneurship.

Finding a Business

Brainstorm businesses to contact, the best prospects include the following:

- Businesses where you have a current contact (employee/owner)
- Businesses with target markets who may be affected by the partnership or appreciate their community involvement
- Businesses that the positive image and publicity would help their business
- Brainstorming early in the year is extremely helpful and important (COW is a perfect time)

Although these businesses may be the best prospects remember *every* business is a potential partner. Your chapter offers the same great value, exposure, publicity, and service to any business in town!

How To Develop A Successful Partnership:

Pre-approach/Preparation

Process of research and preparation before approaching business:

- Know and understand the product you are offering: a partnership with your DECA Chapter
- [Be prepared and informed](#) of questions regarding the relationship
- Research the business and their customer base
 - Talk to any contacts you may have to gather helpful information about the business
- Understand the businesses needs and benefits within the relationship
 - Look on the Internet, with the technology of today many small businesses have web pages with vital information
 - Run through what you will say to the manager/owner (in front of a mirror or to a friend/family member)

Approach

The first contact with the business is important: be confident, professional, honest, assertive, knowledgeable, and be yourself!

- Make a good first impression!! (Dress professional) A first impression is a lasting impression!
- SMILE, introduce yourself, shake hands, explain why you're there, and your goal: establishing a partnership with their business
- Explain their responsibilities in the partnership
- Explain the benefits to your chapter
- Explain the benefits to *their business!!*
 - Explain sponsor spotlight: Partners of your chapter will be nominated and featured on the WDECA website: www.wideca.org
 - Business owners/managers are people too; they will see that you are sincere and honest and what your product offers to them

- *YOUR* job is to explain what *they* will receive/how they will benefit. REMEMBER, they will want to know what *they* are going to get out of this partnership.

Closing

This is your chance to really impress them—be confident!

- Be BOLD: ask for the partnership!!
 - If they appear interested, make sure you have answered any questions and clarified any doubts they may have.
- If they are not completely convinced leave you name/number/email.
- Get a business card or contact name and number for whomever you met with.
 - Shake hands; thank them for their time! (Again, *leave a good and lasting impression*)
- No matter how you think it went—leave confident. How you leave *will* show and affect the way they view you and WDECA.

Follow up

A follow up letter is very important...despite how well the meeting went a letter or note can make the difference!

- Address to whomever you met with.
- Identify who you are and what your goal was: to become collaborates.
 - Share your gratitude with them for their time and consideration of becoming partners.
- Include an email and phone number where you can be reached for more questions (A professional email is recommended for DECA)
- Should be professional and readable—if you have poor handwriting type it!
- Make sure your contact information is included.
 - Send the letter out promptly so they don't forget your meeting and they know they are a priority to you.

- You should also send the contact person an email or make a phone call 2 weeks after the meeting to see if they have any questions or would like to set up another meeting to discuss the project at hand any further

Follow Through

Perhaps the most important step!

- Periodically through out the year (great times are after you and DECA did something successful: State, ICDC, or during a holiday) send a quick note letting them know what you /DECA is doing to further their knowledge in our organization. This can and will strengthen your relationship with your partners
- Any publications, flyers, or web-site information your chapter does throughout the year should include a logo or recognition for your partners

KNOWLEDGE FOR YOU

Wisconsin DECA information

Wisconsin DECA currently has the second highest membership in the nation with nearly 13,000 members

Wisconsin DECA was founded in 1965

Wisconsin DECA is one of the largest state contributors to MDA

What is DECA?

DECA is a student organization of marketing students. It is a basic component of a Marketing Education program which supports and enhances related school based and work based learning.

DECA provides students with skills and knowledge to succeed in the new global economy.

DECA is a local, state, and national organization of goal-oriented youth with career interests in marketing, management, and entrepreneurship.

DECA is an association that supports and enhances related school-based and work-based learning.

Local chapters organize for the purposes of civic and community involvement, career enhancement, leadership development, personal and professional growth, along with workplace readiness.

What are the benefits of DECA?

Enables students to achieve high academic and occupational skill standards

Develops meaningful community and workplace partnerships

DECA links school-based learning to the real world of work and family

Motivates youth to become better students and productive citizens

Develops school and community leaders

Enhances students' self-esteem and self-confidence

BENEFITS FOR BUSINESSES:

Relationship

Not only will your business benefit from the positive image it will receive from being associated with DECA but it will also have the satisfaction of helping countless high school students in their future.

Plus, businesses can:

Capitalize on access to some of the best prepared employees

Improve the relevance of the curriculum in the educational system

Make a difference in the lives of individual students

Serve as a positive role model, mentor, or training sponsor

Partnerships are a win-win situation:

Business people renew their faith in young people and gain personal satisfaction

Students gain a positive image of business and business people

Students see relevance of school and work

Students make informed career decisions

Career and technical educators align their curriculum to the real world

QUICK SUMMARY AND OVERVIEW:

Finding business partners

Research local businesses in your community

Identify businesses that would benefit the most by associating with your Chapter

Identify businesses with a target market that would recognize their involvement

Make an appointment and ask for 5 minutes of the business owner's time (or a person who make decisions about sponsorships)

Approaching a business

Be confident, knowledgeable, professional, assertive, *most importantly*: make a good first impression! Introduce yourself, shake hands, and explain why you're there and your goal: establishing a partnership with their business.

TIPS for providing information

Explain their responsibilities

Explain the benefits to your chapter

Explain the benefits to *their business!!*

Explain sponsor spotlight.

Closing

Be BOLD: ask for the partnership!!

Leave your name/number and also get a contact name and number—ask for their business card!!

Shake hands; thank them for their time! (*Leave a good impression*)

But most importantly A NO IS NOT A NO FOREVER! Be persistent! Many times companies can not help out at the time you ask, but if you develop a relationship with the companies the next time you ask (and there will be a next time) they will know more about you and what you are trying to sell to them, thus they will feel more comfortable helping you and your organization out.



Chapter 9

Resources

Resources

Marketing Education:

<http://www.dpi.wi.gov/mmee> Marketing Education Web Site

<http://www.mark-ed.org/> MarkEd Career Paths Web Site

<http://www.wacteonline.org/> Wisconsin Association for Career and Technical Education

[WMEA President Sarah Hart Olson](#) Wisconsin Marketing Educators Association (WMEA)

<http://dpi.wi.gov/cte/coopmrkt.html> Marketing Skill Standards

<http://dpi.wi.gov/standards/pdf/marketed.pdf> Marketing Model Academic Standards

<http://www.mark-ed.org/2.0/Joomla/images/PDFs/FinalMarketingClusterReport11-19-2007.pdf> National Marketing Education Standards Updates

sara.baird@dpi.wi.us, Sara Baird, Marketing Consultant & DECA State Advisor, DPI

denise.byrd@dpi.wi.us, Denise Byrd, Marketing Education/DECA, Office Operations Associate, DPI

Wisconsin DECA

<http://www.dpi.wi.gov/deca/wdwhatsnew.html> WI DECA Web Site

<http://www.wideca.org> State Officer Web Site

<http://www.widecafoundation.org/> The Foundation for Wisconsin DECA

<http://www.deca.org> National DECA

<http://www5.dpi.state.wi.us/deca/default.asp> Online Registration Web Site

<http://www.deca.org/schol.html> National Student Scholarship Opportunities

widecacenterdirector@gmail.com Holly Gregory, Executive Director, Wisconsin DECA Center, Inc.

Wisconsin Department of Public Instruction

<http://dpi.wi.gov/tepd/pdp.html> Teaching Licensing

<http://www.dpi.wi.gov/cte/cteskills.html> Co-op Skills and Employability Skills Standards

<http://dpi.wi.gov/pubsales/pdf/persfinflyer.pdf> Personal Financial Literacy Information

<http://moneysmartwi.org/> Personal Financial Literacy/Money Smart Information

<http://dpi.wi.gov/cte/doc/mqualind.doc> Quality Program Standards Grid including documented evidence.

<http://www.careerclusters.org/> Career Clusters Organization

Content Standards for Teacher Educators and Soon-to-be Teachers

<http://www.dpi.wi.gov/cte/cpahome.html> CPA Application/Funding

<http://www.dpi.wi.gov/cte/clustersandpaths.html> Career Clusters – Sample Programs of Study