



CALIFORNIA DECA

CHAPTER SUCCESS PLANNER

— 2011-2012 —

**CHAPTER SUCCESS PLANNER
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WELCOME LETTER

Hello California DECA!

Get ready for another spectacular year, California DECA! During our 60th anniversary last year we had many accomplishments, including reaching 3,000 members and earning the fourth competitive event slot at ICDC. We look forward to furthering our successes this year! The two main highlights for this fall will be DECA University and the Western Region Leadership Conference.

DECA University will provide valuable training and insight for chapter officers to effectively run their chapters. The event partners with AEG, LA Galaxy, FIDM, and the San Francisco Giants to create an unforgettable start to the year! Another fantastic leadership event will be the Western Region Leadership Conference in San Diego this November! As the host state, we have some amazing activities and events planned! Since the entire Western Region will be there, it is a great opportunity to network with DECA members from other neighboring states. Help us make California proud as the host state!

This year's state service project is *Make a Wish Foundation*. *Make a Wish Foundation* strives to grant the wishes of children with life-threatening illnesses, and we hope that our partnership will greatly benefit these children. We also look to continue increasing our membership and provide extra support to the new and emerging chapters as well as the existing ones. You can also look forward to more chapter visits this year, as your state officers strive to connect even more with members and advisors alike! So California DECA, let's *Aspire Higher* and make this year another one to remember!

Sincerely,

2011-2012 California DECA State Officer Team

Shruti Thundiyil, State President
Sri Muppidi, Vice President of Civic Consciousness
Jose Romero, Vice President of Chapter Development
Priyanka Saha, Vice President of Northern District
Geena Dai, Vice President of Southern District
Siyang Qiu, Vice President of Public Relations

ABOUT DECA

WHAT IS DECA?

Founded in 1946, DECA is a 501(c)(3) not-for-profit student organization with more than 185,000 high school members, 4,500 advisors, and 15,000 postsecondary collegiate division members around the world. The student members of DECA are smart, dedicated individuals already actively involved in preparing for successful careers in marketing, finance, hospitality and management. California DECA is a member association of National DECA with almost 3,000 members.

DECA'S MISSION AND VALUES

Mission Statement:

DECA's mission is to prepare emerging leaders and entrepreneurs in marketing, finance, hospitality and management.

Values:

DECA's core values and attributes are competence, innovation, integrity and teamwork. These values are central to DECA's mission and purpose in classrooms around the world.

DECA'S GUIDING PRINCIPLES

DECA's eight guiding principles are organized around the organization's emblem, the DECA Diamond. The inner four points of the DECA Diamond represent the guiding principles which address the purpose of DECA's comprehensive learning program:

- Integrates into Classroom Instruction
- Applies Learning
- Connects to Business
- Promotes Competition

The outer four points of the DECA Diamond address the results of DECA's comprehensive learning program. DECA prepares the next generation to be:

- Academically Prepared
- Community Oriented
- Professionally Responsible
- Experienced Leaders
- Descriptor

DECA's mission and guiding principles are concisely described by its official descriptor. DECA Inc. encourages the use of the descriptor in written documents such as press releases, Web sites, fliers and brochures. The descriptor reads:

DECA prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management in high schools and colleges around the globe.

DECA enhances the co-curricular education of members through a comprehensive learning program that integrates into classroom instruction, applies learning, connects to business and promotes competition.

DECA's activities assist in the development of academically prepared, community oriented, professionally responsible, experienced leaders.

DECA Inc. is a 501(c)(3) not-for-profit student organization with more than 200,000 members in all 50 U.S. states, the District of Columbia, Canada, China, Germany, Guam, Hong Kong, Korea, Mexico and Puerto Rico. The United States Congress, The United States Department of Education and state, district and international departments of education authorize DECA's programs.

For more information, visit www.deca.org.

DECA FACTS

Governance:

DECA Inc. is a 501(c)(3), not-for-profit corporation headquartered in Reston, Virginia. It was founded in 1946.

Purposes:

DECA Inc. has three primary purposes:

- to assist state/provincial associations in the growth and development of DECA;
- to further develop education in marketing and distribution which will contribute to occupational competence; and
- to promote understanding and appreciation for the responsibilities of citizenship in our free, competitive, enterprise system.

Membership:

DECA has chartered state associations in all 50 states, as well as members in the District of Columbia, the Canadian provinces of Manitoba and Ontario, China, Germany, Guam, Hong Kong, Korea, Mexico and Puerto Rico. Student membership includes over 185,000 high school members in 5,000 chapters, as well as over 15,000 members attending over 200 colleges and universities in Collegiate DECA.

Headquarters:

1908 Association Drive
Reston, VA 20191-1594
(703) 860-5000
FAX (703) 860-4013
www.deca.org

Emblem:

DECA's official emblem is the DECA Diamond.

Mission Statement:

DECA prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management.

Tag Line and Identifier:

DECA no longer uses a tagline or identifier. DECA should be described using its mission statement.

Color:

DECA's official color is blue.

Executive Director:

Dr. Edward L. Davis, Ed.D.

Regions of DECA:

Western Region (13 states plus Guam)
Central Region (13 states and Manitoba, Canada)
North Atlantic Region (12 states, the District of Columbia, and Ontario, Canada)
Southern Region (12 states, Puerto Rico and the Virgin Islands)

Divisions of DECA:

High School Division, Collegiate Division, Alumni Division and Professional Division.

CONTACT INFORMATION

STATE MANAGEMENT TEAM

California DECA State Director

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WEBSITE ADDRESS

California DECA: www.californiadeca.org

DECA: www.deca.org

TWITTER AND FACEBOOK ADDRESS

Twitter: www.twitter.com/CaliforniaDECA

Facebook: www.facebook.com/californiadeca

STATE OFFICE

California DECA State Office
P.O. Box 1449
Ridgecrest, CA 93556
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Main Line : 1-888-605-DECA (3322)
Web: www.californiadeca.org

BOARD OF DIRECTORS

JoAna Sydow
Board Chair
Alameda

Maureen Todd
Board Treasurer
Westview

Tami Raaker
Foothill

Carl Schmidt
Monta Vista

Dennis Mifflin
Valencia

Laurie Andrews
Amador Valley

Mariam Shafiey
Santa Monica

Mary Whited
Golden Valley

Brycen Woodley
State Director

Kay Ferrier
California Department
of Education

Ryan Underwood
Executive Director

NATIONAL OFFICE

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DECA IMAGES CONTACT INFORMATION

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STATE OFFICER TEAM

STATE OFFICER CONTACT INFORMATION

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State President

president@californiadeca.org

Sri Muppidi, Amador Valley High School, Advisor: Laurie Andrews

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civicvp@californiadeca.org

Jose Romero, Arroyo High School Eden Area ROP, Advisor: Christina Charlton

Vice President of Chapter Development

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Priyanka Saha, Amador Valley High School, Advisor: Laurie Andrews

Vice President of Northern District

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Geena Dai, Rancho Bernardo High School, Advisor: Amanda Diaz

Vice President of Southern District

socalvp@californiadeca.org

Siyang Qiu, Foothill High School, Advisor: Tami Raaker

Vice President of Public Relations

publicrelationsvp@californiadeca.org

STATE OFFICER BIOGRAPHIES



Shruti Thundiyil

State President

As a senior at Foothill High School, this is Shruti Thundiyil's second year in DECA. Due to her continued passion and dedication, Shruti stepped up and became the Chief Operations Officer and Chapter Awards Program Manager in her chapter her first year. Last year, she placed Top 8 in her district as well as 3rd at the state level for the Entrepreneurship Written Plan. Through various activities in her chapter, Shruti was able to increase membership, something that she plans to carry over to the state level. As the 2011-2012 California DECA State President, Shruti has many creative ideas in order to connect with members and unify both the chapters and the districts even more.

Awarded Most Inspirational Person by her swim team, Shruti has the drive and power to bring people together. She is also a very active member in her town as seen through her dedication to volunteering weekly at a local hospital. According to her family and friends, the easiest way to spot Shruti in a busy crowd is to simply look for the girl with a camera constantly slung around her neck! Her love for photography and art has been recognized in the internationally-acclaimed Photoshop magazine, Advanced Creation.

Shruti is extremely grateful for the immense and continuous support from her family, friends, and most importantly, her advisor, Tami Raaker. As your State President this year, Shruti is excited to work with her fellow state officers and you to continue leading California DECA on a path of excellence!



Sri Muppidi

Vice President of Civic Consciousness

Sri Muppidi is currently a junior at Amador Valley High School. Joining DECA as a freshman, Sri has been an enthusiastic and active member ever since. Her DECA experience has been truly phenomenal, enabling her to create long-lasting memories, celebrate deserving victories, and form life-long networks. Because of her love for DECA, she is extremely excited to serve as your 2011-2012 California DECA Vice President of Civic Consciousness. She aims to create an unforgettable year for California DECA.

Aside from DECA, Sri has a strong involvement in her community and a passion for volunteering. Currently, Sri is the treasurer of her school's Human Rights Club. She has been the publicity coordinator of VT Seva, a non-profit organization that aims to help the underprivileged throughout the world, and the secretary for her school's California Scholarship Federation (CSF). Additionally, she is an active Girl Scout and keenly participates in the UNICEF program at her school.

Along with her passion for DECA and volunteering, Sri enjoys music, playing the clarinet in her school's marching and concert bands. Sri also tutors students in her neighborhood. However in her free time, Sri loves spending time with her friends and family, reading for hours, watching cheesy romantic comedies, eating fudgy brownies, and obsessing over Harry Potter.

With the support of her friends, family, and chapter advisor, Ms. Laurie Andrews, Sri hopes looks forward to an amazing year for California DECA and hopes to make DECA an even more memorable experience.



Jose Romero

Vice President of Chapter Development

Jose Romero started his DECA career in his junior year as a member of Arroyo High School's Eden Area ROP; class of 2012. As the Vice President of Chapter Development he will work diligently to reach out to schools, chapters and members to help expand existing DECA chapters and develop new ones throughout California. Jose is proud to be the first state officer ever from the Eden Area ROP.

Jose's journey towards DECA began the moment he became part of the Tech-Links Academy at Arroyo his freshmen year. He has taken business-oriented classes since then and they paid off. In Jose's junior year he became a DECA member and attended his first leadership conference in 2010. He was amazed with what DECA had to offer its members and his experience at this conference inspired him to run for state office. That same year he placed 3rd in his event, Principals in Business Management, at the Nor Cal Career Development Conference, and has truly shown what he is capable as a leader within his chapter.

Aside from DECA, Jose runs cross country at Arroyo High School, which has taught him to push himself and those around him. He also enjoys listening to music, hanging out with his friends, airsoft, and going to the gym.

Jose looks forward to working with chapters throughout California and with the help of his fantastic officer team, make the 2011-2012 DECA year an unforgettable one!!!



Priyanka Saha

Vice President of Northern District

Priyanka Saha has been a member of her school's DECA chapter since freshman year and has grown to love being a part of the program! Currently, she attends Amador Valley High School and is a part of the class of 2013. Priyanka has had experience at numerous DECA conferences, placing at the Nor Cal Career Development Conference (CDC), State CDC, and competing at the International CDC. She believes that all of her DECA experience and the leadership skills she gained from them will serve her well as a state officer.

Apart from DECA, Priyanka enjoys many other extracurricular activities such as being a part of her school's marching band, participating and leading numerous clubs, volunteering at her local hospital and food kitchen, and playing the piano and flute. She keeps up a balance of fun in her life while still making sure that all of her work gets done, and done well. By keeping up this attitude, Priyanka promises to make her time as a state officer enjoyable and productive, benefiting everyone.

Priyanka's past leadership experience in numerous activities as well as her passion and dedication to DECA will assist her well as a state officer. Her main goal as Vice President of Northern California is to incorporate each individual chapter into one large, connected network. She wants to make sure that every single member gets the most out of their DECA experience and will do everything she can to make this goal a reality. Priyanka excitedly looks forward to serving as your Vice President of Northern California for the next year and promises to put her all into the job to ensure an exciting year with California DECA!



Geena Dai

Vice President of Southern District

Geena Dai is currently a junior at Rancho Bernardo High School and a member of the class of 2013. She has been in DECA for three years, having first joined during her freshman year. Having previously served a term as California DECA's Vice President of Civic Consciousness, Geena is more than excited to represent Southern California.

She has helped start multiple chapters in Southern California, and hopes to continue to expand and share the DECA experience with new chapters. Geena also has a passion for competition, and has qualified twice for the International Career Development Conference.

Geena leads a highly challenging school life with a rigorous schedule, and is currently taking six Advanced Placement courses. She also serves as president of Rancho Bernardo High School's We the People, and is an avid Science Olympiad member. Outside of school, Geena participates in the Junior Chamber of Commerce and is actively involved in volunteering and in serving her community. Geena also prides herself as an amateur artist as well as having her own clothing start-up business.

In her free time, you can often find Geena drawing, writing, listening to music, or pigging out with a tub of ice cream in her hands (preferably cookies and cream). She also has an enthusiasm for shopping, Youtube, and sushi. Above all, she enjoys spending time with the most important people in her life, her friends and family.

With the utmost enthusiasm, Geena is more than thrilled to serve as Vice President of Southern California, and holds high hopes for the 2011-2012 DECA year, knowing that it will be one to remember.



Siyang Qiu

Vice President of Public Relations

Siyang Qiu proudly serves as your 2011-2012 Vice President of Public Relations. His DECA journey began when he was a freshman and he has been an enthusiastic DECA member ever since. Now a senior, Siyang has been in DECA for three years. In those three years, he has had an officer position in Foothill DECA, his local chapter, and has placed in competition numerous times, including 1st at the Nor Cal Career Development Conference (CDC) and 2nd at the State CDC in is event. Last year, Siyang decided to take a step further and become a state officer so he can help make California DECA even greater.

Outside of DECA, Siyang participates in various activities such as running and studying Latin. He runs for Foothill's Track and Cross Country teams. Although Cross Country and Track are often viewed of as individual sports, they very much team sports as well. Through these sports, he has gained experience in working in a team, pushing each member to do his best, and working towards a common goal. To satisfy his intellectual side, Siyang studies Latin. To promote Latin and to help other students master this difficult language, Siyang created a website and became an officer for the Foothill Latin Club.

Siyang looks forward to serving as your Vice President of Public Relations. He will do everything he can to make this year the best one yet.

RUNNING FOR STATE OFFICE

Students interested in running for State Office can download the State Officer Candidate Packet at the following address: http://californiadeca.org/officers_candidate.php

RUNNING FOR NATIONAL OFFICE

Students interested in running for National office can download the National Officer Candidate Packet at the following address: <http://www.deca.org/about/8/>

SOCIAL MEDIA

WHAT IS SOCIAL MEDIA?

Social media is online content created by people using highly accessible and scalable publishing technologies. Social media is a shift in how people discover, read and share news, information and content; it supports the human need for social interaction with technology, transforming broadcast media monologues (one to many) into social media dialogues (many to many). Social media has become extremely popular because it allows people to connect in the online world to form relationships for personal, political and business use.

Social media is also commonly referred to as social networking. A social network service focuses on building online communities of people who share interests and/or activities, or who are interested in exploring the interests and activities of others. Most social network services are web based and provide a variety of ways for users to interact, such as e-mail and instant messaging services. Social networking has encouraged new ways to communicate and share information. Social networking websites are being used regularly by millions of people.

HOW CALIFORNIA DECA WILL USE SOCIAL MEDIA

California DECA is on Twitter (www.twitter.com/californiadeca) where we regularly post quick updates and announcements about events, activities, programs, and key accomplishments. Because twitter updates are limited to 140 characters these postings are brief and often written in a more casual style in keeping with the intended style and format of Twitter. Visit us on Twitter and sign up to follow California DECA to stay up to date on what's new and happening with California DECA!

California DECA is on Facebook (www.facebook.com/californiadeca) where we post more detailed updates, pictures, and videos that allow us to report on key accomplishments, events, activities, chapter accomplishments, and more. The California DECA State Officer Team uses the Facebook Page to post pictures, updates, and information about their Program of Work. California DECA members are also able to leave comments, share information, and more. Visit us on Facebook and become a fan of California DECA!

California DECA has a YouTube Page (www.youtube.com/CaliforniaDECA) where we post videos that show our accomplishments, promote upcoming events, and present information about our programs and initiatives. Visit us on YouTube to see some exciting videos!

2011-2012 CALENDAR

KEY DEADLINES

November 15th:	Initial Membership Roster and Dues Deadline
November 15th:	Chapter Data Form Due for 2010-2011 SB70 Funds
December 1st:	Membership Campaign Deadline
December 1st:	Deadline for National DECA Honorary Life Membership Award and Outstanding Service Awards
January 15th:	National Officer Candidate Notification Deadline
January 20:	DECA Corporate Scholarships Applications for Students Due (Other Than Harry Applegate)
February 1st:	DECA Emerging Leader Honor Award Applications Due
February 1st:	SCDC 2012 Registration Deadline
February 1st:	SCDC 2012 Hotel Registration Deadline
February 1st:	DECA Membership Deadline for Eligibility for SCDC
February 10th:	Final Deadline for Manuals for SCDC by 5:00PM
February 29th:	ICDC Intent to Compete Forms Due by 5:00 p.m. for SCDC Competitive Event Finishers
February 29th:	LDA, SMI, and Voting Delegate Applications Due by 5:00 p.m.
March 1st:	HS Additions Rosters Due (Last Eligibility for ICDC Competitors)
March 2nd:	DECA Corporate Scholarship Applications for Advisors Must be Postmarked
March 14th:	ICDC Registration Worksheet and Rooming List Due by 5:00 p.m.
March 19th:	ICDC Forms and Deposit Due by 5:00 p.m.
April 5th:	Balance Due Deadline for ICDC by 5:00 p.m.

COMPLETE CALENDAR

AUGUST

15	DECA Dimensions November/December Copy Due
29	Piper Jaffray Fall Online Survey Begins

SEPTEMBER

5	MDA Labor Day Telethon, Las Vegas, NV
6	DECA Stock Market Game - Begins
10	DECA University (Nor Cal), San Francisco, CA
17	DECA University (So Cal), Los Angeles, CA
27	Piper Jaffray Fall Online Survey ends

OCTOBER

7-8	Advisor Conference, Pleasanton, CA
9-15	DECA Week

- 13 Western Region Leadership Conference (WRLC 2011) Registration Deadline
- 24 DECA Dimensions January/February Copy Due
- Virtual Business Challenge I - Begins

NOVEMBER

- TBA Business Plan Workshop - Monta Vista DECA, Cupertino, CA
- TBA Martin Luther King HS Mini Conference, Riverside, CA
- 1 Notification of Candidate Nomination for National DECA Honorary Life Membership Award and Outstanding Service Awards
- 10-12 Western Region Leadership Conference (WRLC 2011), San Diego, CA
- 14-20 Global Entrepreneurship Week
- 15 Initial Membership Roster and Dues Deadline
- Chapter Data Form Due for 2010-2011 SB70 Funds
- 18 Virtual Business Challenge I - Ends
- 30-Dec. 4 New York Experience Conference I, New York, NY

DECEMBER

- TBA Board of Directors Meeting, Irvine Marriott, Irvine, CA
- 1 Membership Campaign Deadline
- Deadline for National DECA Honorary Life Membership Award and Outstanding Service Awards
- 6 District CDC Registration Deadline
- 7-11 New York Experience Conference II, New York, NY
- 16 DECA Stock Market Game - Ends
- 17-19 ACTE Annual Convention and Career Expo, St. Louis, MO

JANUARY 2012

- 2 Virtual Business Challenge II - Begins
- 12-15 Northern California CDC, San Ramon Marriot, San Ramon, CA
- 13 School-Based Enterprise Certification Documentation Due
- 15 National Officer Candidate Notification Deadline
- 16 Copy Due for March/April DECA Dimensions
- 20 DECA Corporate Scholarships Applications for Students Due (Other Than Harry Applegate)
- 27 Virtual Business Challenge II - Ends
- 27-29 Southern California CDC, Crowne Plaza Anaheim Resort, Anaheim, CA

FEBRUARY

- 1 DECA Emerging Leader Honor Award Applications Due
- SCDC 2012 Registration Deadline
- SCDC 2012 Hotel Registration Deadline
- DECA Membership Deadline for Eligibility for SCDC
- 1-5 Sports and Entertainment Marketing Conference, Orlando, FL

- 1-29 Career and Technical Education Month
- 10 Final Deadline for Manuals for SCDC by 5:00PM
- 20 Spring Piper Jaffray Teen Opinion Survey - Begins
- 23-26 California DECA 2012 SCDC, Irvine Marriott, Irvine, CA
- 29 ICDC Intent to Compete Forms Due by 5:00 p.m. for SCDC Competitive Event Finishers
LDA, SMI, and Voting Delegate Applications Due by 5:00 p.m.

MARCH

- 1 HS Additions Rosters Due (Last Eligibility for ICDC Competitors)
- 2 DECA Corporate Scholarship Applications for Advisors Must be Postmarked
Notification of "Drop-Downs" for ICDC by 5:00 p.m.
Notification of LDA, SMI, and Voting Delegate Selections by 5:00 p.m.
- 14 ICDC Registration Worksheet and Rooming List Due by 5:00 p.m.
- 19 ICDC Forms and Deposit Due by 5:00 p.m.
- 27 Spring Piper Jaffray Teen Opinion Survey – Ends

APRIL

- 5 Balance Due Deadline for ICDC by 5:00 p.m.
- 27-May 2 DECA ICDC 2012, Salt Lake City, UT

MAY

- TBA Board of Directors Meeting

SUMMER 2012

- TBA Western Region Officer Training Camp

MEMBERSHIP INFORMATION

DECA members can begin their experience as early as the ninth grade by enrolling in a marketing, finance, hospitality, business management or entrepreneurship course. As part of a high school chapter, DECA members can take full advantage of DECA activities while preparing themselves to be college and career ready upon graduation.

FREQUENTLY ASKED QUESTIONS ABOUT MEMBERSHIP

Who can be a DECA member?

DECA membership is available to students with career interests in marketing, entrepreneurship, finance, hospitality and management in grades nine through twelve. DECA membership is also open to DECA advisors, alumni and professional members. Students who are in college may join Collegiate DECA.

Who should join DECA?

All students who participate in DECA activities at the local, district, state and/or international levels should pay state/provincial/territorial and DECA Inc. dues. These activities include, but are not limited to, conferences, competitive events, online challenges, scholarship applications and more. Board policy states that all members, including advisors, must pay membership dues.

What are membership dues?

DECA Inc. membership dues are \$8 per person (student, advisor, alumni and professional) plus \$8 for state dues (Total of \$16).

What is included in DECA membership?

In addition to an official membership card and pin, DECA members receive four issues of Dimensions magazine, have opportunities to attend conferences designed to prepare them for college and careers, can earn recognition and prove their knowledge in DECA's Competitive Events Program, can earn their share of more than \$300,000 in scholarships and more. DECA membership is for one school year.

What is the deadline for submitting membership?

DECA membership is open year-round; however, DECA encourages all chapters to activate their chapter by submitting initial membership by November 15. This ensures that the chapter continues to receive communication, publications and services from DECA Inc. The deadline for members to be eligible to compete at this District and State Competitions is the respective registration deadline for that conference.

What is the minimum number of members needed on a roster?

The minimum chapter size is ten (10) student members and one (1) advisor (or any combination of 11 paid members). The only exception is in the case of a new or reactivated chapter, which has two years to obtain the minimum chapter size. In this case, please contact Michael Mount at michael_mount@deca.org.

Who is an alumni member?

Alumni members are individuals who have graduated and wish to remain involved with the program by paying the appropriate DECA Inc. and state/provincial/territorial dues. Alumni members receive a pin and card, one-year subscription to Dimensions (if a current address is provided) and the value of supporting an organization that has impacted them and additional emerging leaders and entrepreneurs.

Who is a professional member?

Professional members are individuals from the community (i.e., business leaders, judges, internship sponsors, counselors, administrators) who are active with the chapter. They must pay the appropriate DECA Inc. and state/provincial/territorial dues. Professional members receive a pin and card, one-year subscription to Dimensions (if a current address is provided) and the value of supporting an organization that prepares emerging leaders and entrepreneurs to be college and career ready.

Where do I login to submit my members?

The site can be accessed through our website at <http://www.deca.org/membership/highschool/> or the direct link is <http://www.decaregistration.com/hs/>.

How do I change a student's name?

Once a name is submitted it cannot be deleted or changed unless it is misspelled. Please submit any misspellings to Michael Mount at michael_mount@deca.org showing the incorrect spelling and the correct spelling.

Many of my students use nicknames. Should their full name or nickname appear on the roster?

When submitting names, use full names rather than nicknames. The name should appear the same on ALL documents (conference registration, competition, etc.) throughout the year.

How do I submit names of new members once my initial membership has been submitted?

Simply go back into the online membership system and enter new members the same way you entered the initial members. Double check to make sure your chapter information is still correct.

NEW AND REACTIVATED CHAPTERS

DECA works with you to make your job easier and your curriculum more interesting by providing programs, projects and classroom activities that help develop students' leadership, career and social skills.

The following is a suggested sequence for organizing a new chapter:

1. Recruit interested students: A minimum of 10 students and one advisor are all that you need to start a chapter.
2. Meet with the appropriate school administrator: After determining student interest, meet with the appropriate administrator from your school to make your DECA presentation. Include the following key points:

- DECA is a co-curricular program.
- DECA enhances students learning experiences.
- DECA helps provide skills they will need for life.
- DECA is an international student association.

DECA activities provide opportunities to develop career interests and practical job skills, develop leadership abilities, understand and appreciate civic responsibility and ethical values. DECA provides opportunities for student and school recognition through its Competitive Events Program, leadership development programs, and extensive scholarship program.

3. Contact California DECA by sending an email to our state advisor, Brycen Woodley. Please include all relevant contact details (e.g. school name, chapter advisor name, mailing address, email address, phone number, fax number, and any other relevant contact information). California DECA will follow up with information and materials to help assist you and will also ensure that DECA Headquarters sends along materials and information.

4. California DECA will then schedule a time to visit on the phone about next steps, answer questions, and assist as you get your chapter going. Your name and email address will also be sent to Chris Young, Assistant Director at DECA Headquarters. Chris sends out regular emails with helpful tips and pointers for new chapter advisors.

5. Start planning meetings and activities.

THEME FOR THE YEAR



Don't just settle for the standard when you can aspire higher, a theme that challenges ambitious DECA chapters, members and advisors to reach their peak potential. Through goal setting and visioning, DECA members can build upon their current strengths and attributes through their desire to engage in DECA activities that prepare them for college and professional careers.

A modern, abstract logo that could resemble mountains, birds, kites or arrows not only illustrates the direction of moving higher but also demonstrates the creativity and diversity of DECA members.

The four peaks in the logo represent each of DECA’s student-oriented guiding principles that encourage members to ascend to be academically prepared, community oriented, professionally responsible, experienced leaders. Whether it’s through competitive events, community service activities, leadership positions or mastery of knowledge and skills, DECA members can yearn to achieve the next level of excellence by aspiring higher.

DECA GUIDE

The DECA Guide is the official annual publication of competitive event guidelines. The DECA Guide also includes the DECA Images catalog. The DECA Guide is mailed to all registered chapters just prior to the start of each school year. The online version of the Competitive Events guide and DECA Images catalog is also available online at: http://www.deca.org/docs/conferences-competitions/DECA_CE_Guidelines.pdf

NATIONAL MEMBERSHIP CAMPAIGN

DECA is excited to announce a new format for the membership campaign that provides chapters the opportunity to earn awesome rewards for members, the chapter and the advisor.

SUMMIT | RECRUIT

20

MORE STUDENTS THAN LAST YEAR

20

ALUMNI

20

PARTNERS + PROFESSIONALS

REWARDS

SPECIAL PLAQUE

FREE CURRICULUM

ADVISOR SHIRT

COMPLIMENTARY BLAZER PATCH EXCHANGE*

VIP SEATS AT ICDC 2012

CHAPTER PROFILED ON DECA.ORG

To reach the **Summit Level**, recruit 20 more students than last year, 20 alumni and 20 partners/professional members. If 20 more students than last year cannot be achieved, the chapter may substitute them with additional alumni or professional members.

PEAK | RECRUIT

12

MORE STUDENTS THAN LAST YEAR

12

ALUMNI

12

PARTNERS + PROFESSIONALS

REWARDS

SPECIAL CERTIFICATE

FREE CURRICULUM

ADVISOR SHIRT

COMPLIMENTARY BLAZER PATCH EXCHANGE*

CHAPTER PROFILED ON DECA.ORG

To reach the **Peak Level**, recruit 12 more students than last year, 12 alumni and 12 partners/professional members.



To reach the **Pinnacle Level**, recruit 11 more students than last year, 11 alumni and 11 partners/professional members.

No additional reporting is necessary as winners will be determined using the chapter roster in the online membership system on December 1, 2011.

*Complimentary blazer patch exchange for all of your chapter's patches.

Reward items shown are for pictorial purposes. Actual items may vary.

CHAPTER GRANTS

SB70 GRANTS AND GUIDELINES

DECA Chapter Grant Funds are made available through The Governor's Initiative for Improving Career Technical Education which is also referred to as SB70. The 2008-2009 school year was the first year that the funds were made available and the funds have been renewed for the 2011-2012 school year. These are funds that directly support the local DECA Chapters for use in supporting their DECA program. Eligibility for receipt of these funds is dependent upon completion of the requirements outlined in the Chapter Grant Overview document which is available online through the link below.

There are four levels and as chapters qualify at each level they are entitled to additional funds. The elements required to be completed to qualify for the funds at each level are listed in the bullets just below each level and all requirements for that level must be met in order to receive the funds. More information can be found at: http://www.californiadeca.org/resources_cadeca.documents.php

PROGRAMS

DECA WEEK

October 9th-15th, 2011

Thousands of DECA chapters will celebrate DECA Week by promoting the organization in their schools and communities. Earn recognition for your DECA Week activities by participating in the new DECA Week Promotional Campaign:

- **Summit Level:** conduct five school outreach activities, report five success stories of DECA alumni with photos and conduct five community outreach activities.
- **Peak Level:** conduct three school outreach activities, report three success stories of DECA alumni with photos and conduct three community outreach activities.
- **Pinnacle Level:** conduct two school outreach activities, report two success stories of DECA alumni with photos and conduct two community outreach activities.

Report your activities using the downloadable reporting form to (coming soon) and submit to DECA by November 15, 2011.

Complimentary blazer patch exchange for all of your chapter's patches.

When conducting your activities, don't forget to encourage business partners, community members, administrators, counselors and alumni to join DECA to help your chapter meet the goals of DECA's Membership Campaign.

SCHOOL OUTREACH ACTIVITY IDEAS

- Host a breakfast for administrators, counselors and teachers.
- Ask DECA members to select underclassmen and invite them to donuts or pizza and show a slideshow of activities and the DECA promotional DVD.
- Hold a chapter or school-wide "dress for success" day.
- Create a "diamond" scavenger hunt throughout the school.
- Put DECA diamonds on members' lockers.
- Write freshmen names on diamonds that they redeem for candy.
- Hold a "tie day" to see who can wear the most and invite the principal to demonstrate how to tie a tie.
- Wear as many diamonds as you can on "diamond day."
- Hold a contest for DECA Week king and queen.
- Create a diamond trivia game where students find and match questions and answers.
- Read advertising slogans each day on the announcements, and the first class to buzz in with the correct answer gets a prize such as candy.

- Distribute coupons to redeem at your school-based enterprise.

SUCCESS STORIES OF ALUMNI

Find successful DECA alumni in your community or from your chapter and write up a success story. Submit the success story and photo.

COMMUNITY OUTREACH ACTIVITY IDEAS

- Connect with your local chamber of commerce or similar organization.
- Host a community service activity and call it “DECA Serve Day.”
- Make a visit with your chapter officers to your local National Advisory Board partners and share information about DECA.
- Request a proclamation signing from the mayor.
- The chapter officer team delivers presentations about DECA at a business or community meeting.
- Ask a business partner to give an industry expert presentation as a guest speaker.
- Invite business partners to participate actively on your advisory committee.
- Schedule appointments with elected officials for visits with your chapter members.
- Conduct a letter writing campaign where your chapter members write letters supporting and explaining DECA.
- Provide recognition for business partner participation.
- Promote business partners in publications, school activities, etc.
- Invite partners to breakfast, lunch, or coffee with students, parents and/or administrators.
- Work with local media to place a public service announcement on the air or in the newspaper.

GLOBAL ENTREPRENEURSHIP WEEK

November 14th-20th, 2011

For one week, millions of young people around the world join a growing movement of entrepreneurial people, to generate new ideas and to seek better ways of doing things. Countries across six continents come together to celebrate Global Entrepreneurship Week, an initiative to inspire young people to embrace innovation, imagination and creativity.

To encourage participation in Global Entrepreneurship Week and to recognize chapters and members, DECA is pleased to introduce our new Global Entrepreneurship Week Campaign:

- **Summit Level:** conduct five school outreach activities related to entrepreneurship, report five success stories of DECA alumni who are entrepreneurs and conduct five community outreach activities related to entrepreneurship.

- **Peak Level:** conduct three school outreach activities related to entrepreneurship, report three success stories of DECA alumni who are entrepreneurs and conduct three community outreach activities related to entrepreneurship.
- **Pinnacle Level:** conduct two school outreach activities related to entrepreneurship, report two success stories of DECA alumni who are entrepreneurs and conduct two community outreach activities related to entrepreneurship.

Report your activities using the downloadable reporting form (coming soon) and submit to DECA by December 15, 2011.

For more information about DECA's GEW activities, contact Michelle Walker, Director of Education at DECA Inc., at michelle_walker@deca.org or (703) 860-5000.

PRESIDENTS COUNCIL

As a statewide organization with almost 3,000 members and 50 chapters, the success of the state rests in the success of the local chapters. In an effort to keep members and chapters informed and to ensure communication is strong within the state the California DECA Presidents Council was established. The Presidents Council brings together the president, or a chapter representative, of each local chapter for regular updates and communication. The presidents of each chapter within California's two districts – Northern and Southern California – will meet via teleconference and in-person at DECA conferences.

The Presidents Council was created in hopes of building stronger chapters, creating district unity, and ensuring effective communication from the state association to the local chapters. With regular and consistent communication the state association will be able to keep chapters informed of key state programs, events, and opportunities, and encourage greater participation and involvement. One of the best parts of the Presidents Council is that it brings local chapters together. Whether a new, emerging, or veteran chapter, the Presidents Council allows for direct, student-to-student support.

Through the Presidents Council California DECA hopes to:

- Create opportunities for chapter leaders to assist the state officer team with planning and coordination of conference functions and activities, including serving as on-site ambassadors and assisting with conference duties.
- Keep chapters informed on state and national programs, initiatives, and opportunities (membership progress, advocacy updates, new chapters, service initiatives, etc.).
- Update chapter leaders on any changes to competitions, events and conferences, and other important updates.
- Provide an opportunity for the state to check-in with local chapters on their successes and progress towards their goals.
- Create an environment that encourages and promotes idea sharing and best practices so chapters can learn from each other for the benefit of the greater California DECA.

The Presidents Council does not take the place of chapter visits and direct support to each chapter from the state officer team. The state officers are still excited to meet with each chapter individually!

DECA KNOWLEDGE TEST

The DECA Knowledge Test is a comprehensive exam covering several critical areas of the state and international levels of DECA. The test is updated every year and traditionally contains questions related to topics such as competitive events, important people and events in the DECA world, and DECA's history, branding, and guiding principles. Accompanying the Knowledge Test is a study guide that serves as a valuable study resource for the exam. Students wishing to excel on the DECA Knowledge Test are strongly encouraged to use the study guide as their primary study resource, but are also encouraged to research other information sources, including the state and international DECA websites.

The DECA Knowledge Test is a central part of the State Officer candidate application process and must be taken by all students wishing to be elected to a position. All candidates must get at least 90% of the questions correct on the current year's DECA Knowledge Test in order to be eligible to run for a State Officer position. The test serves as a valuable indicator of knowledge of the DECA world which ensures that only informed, committed students are elected to state office.

SPECIAL RECOGNITION AWARDS

Continuing with California DECA's tradition of recognizing the outstanding accomplishments of our students, advisors, alumni, and business partners we are encouraging submissions for the awards listed below. Please take a moment to consider the accomplishments of your students, your fellow advisors, your alumni and members of the business community to California DECA. If you feel special recognition is due, fill out the appropriate form and submit it at the registration table at this year's SCDC. The awards are:

California DECA Advisor of the Year

California DECA Alumni of the Year

California DECA Business Person of the Year

California DECA Student of the Year

ADVISOR OF THE YEAR

The California DECA Advisor of the Year Award may be awarded to any California DECA advisor with an active DECA chapter in good standing who has aided significantly in the development and/or progress of DECA and DECA members. Selections will be made by a committee formed by the California DECA Board of Directors and California DECA State Staff. The committee will base its determination of the Advisor of the Year based on the information submitted with this nomination form as well as the contributions of the advisor to California DECA during the year.

Name of Candidate: _____

Candidate's Chapter: _____

Selections will be based on the information provided below. Please provide detailed information, including dates (if applicable), and use additional paper as needed.

1. Specific contributions to DECA at the chapter(s) level.

2. Specific contributions to DECA at the state and national levels.

Applicant's (or Nominator's) Signature¹

Date

Title

Chapter

¹ Applications will be accepted from any current DECA member, advisor, board member, or staff member. A DECA member for these purposes is defined as any state and national dues paying member: professional (including advisors), student, or alumni. Submit application/materials at registration on first day of State Conference.

ALUMNI OF THE YEAR

The California DECA Alumni of the Year Award may be awarded to any DECA alumni who has accomplished some significant achievement during the year (January 1, 2011 to December 31, 2011) and/or who has aided significantly in the development and/or progress of DECA and DECA members. Selections will be made by a committee formed by the California DECA Board of Directors and California DECA State Staff. The committee will base its determination of the Alumni of the Year based on the information submitted with this nomination form as well as the contributions of the alumni to DECA during the year.

Name of Candidate: _____

Nominating Chapter: _____

Candidates Current Position: _____

Candidates Current Organization: _____

Address: _____

City/State/Zip: _____

Email Address: _____

Selections will be based on the information provided below. Please provide detailed information, including dates (if applicable), and use additional paper as needed.

1. Specific contributions to DECA at the chapter(s) level.

2. Specific contributions to DECA at the state and national levels.

Applicant's (or Nominator's) Signature²

Date

Title

Chapter

² Applications will be accepted from any current DECA member, advisor, board member, or staff member. A DECA member for these purposes is defined as any state and national dues paying member: professional (including advisors), student, or alumni. Submit application/materials at registration on first day of State Conference.

BUSINESS PERSON OF THE YEAR

The California DECA Businessperson of the Year Award may be awarded to any businessperson who has made a significant positive impact in the business community and who has aided significantly in the development and/or progress of DECA and DECA members. Selections will be made by a committee formed by the California DECA Board of Directors and California DECA State Staff. The committee will base its determination of the Businessperson of the Year based on the information submitted with this nomination form as well as the contributions of the businessperson to DECA during the year.

Name of Candidate: _____

Nominating Chapter: _____

Candidates Current Position: _____

Candidates Current Organization: _____

Address: _____

City/State/Zip: _____

Email Address: _____

Is the Candidate a DECA Alumni?: Yes No

Note: Alumni status will not be factored into the committee's decision and is asked merely for tracking purposes.

Requirements

1. This completed application form with any supporting materials (supporting materials not to exceed 5 pages total).
2. One letter of recommendation from either the local DECA advisor or a chapter officer which shows the businessperson's commitment to DECA and the community.
3. Application and supporting materials to be submitted at registration at the State Career Development Conference.

BUSINESSPERSON OF THE YEAR APPLICATION GUIDELINES *CONTINUED*

Selections will be based on the biographical sketch information provided below and letter of recommendation to be submitted by the local chapter advisor or a chapter officer. Please provide detailed information, including dates (if applicable), and use additional paper as needed. The biographical sketch should particularly (but is not limited to) address the following points:

1. Years of participation in DECA activities on the Local, State, and National Level.

2. Promotion of DECA through presentations, seminars, etc.

3. Contribution to local or state chapter projects and activities.

4. Financial assistance to and sponsorship of activities for local and/or state chapter(s).

Nominator's Signature³

Date

Title

Chapter

³ Applications will be accepted from any current DECA member, advisor, board member, or staff member. A DECA member for these purposes is defined as any state and national dues paying member: professional (including advisors), student, or alumni. Submit application/materials at registration on first day of State Conference.

STUDENT OF THE YEAR

The California DECA Student of the Year Award may be awarded to any California DECA Student who is a member of an active DECA chapter in good standing. This recognition is merit based and will be awarded to a student showing exceptional participation/achievement in DECA activities on the Local, State, and National Level. Accomplishments in areas outside of DECA will also be considered (including academic, athletic, and community involvement), but special attention and preference will be given to DECA involvement. Selections will be made by a committee formed by the California DECA Board of Directors and California DECA State Staff. The committee will base its determination of the Student of the Year based on the information submitted with this application form as well as the students overall involvement/achievement in DECA throughout the year.

Requirements

1. This completed application form with any supporting materials (supporting materials not to exceed 5 pages total).
2. One letter of recommendation from either the local DECA advisor or another academic instructor/teacher which shows the students exceptional achievements in DECA and other academic, athletic, or other community service/involvement efforts.
3. Application and supporting materials to be submitted at registration at the State Career Development Conference.

SCHOLARSHIPS

NATIONAL SCHOLARSHIPS

DECA's scholarship program provides over \$300,000 in scholarships at the International Career Development Conference (ICDC) each year. Many corporate partners of DECA provide scholarships through the DECA Scholarship Program. DECA Inc. administers the program based on guidelines set by the donor. DECA scholarships are strictly merit based.

Examples of companies or organizations that partner with DECA to provide scholarships to DECA members include:

- Don DeBolt—two (2) \$2,000 scholarships, awarded to DECA members who have an interest in pursuing franchising and entrepreneurship course of study.
- Finish Line—fifteen (15) \$1,000 scholarships awarded to DECA/Collegiate DECA members who are Finish Line associates.
- Harry Applegate—scholarship that corporate supporters contribute to but actually in the company's name. Scholarship is based on DECA/Collegiate DECA involvement, leadership ability, community service and grades.
- Kmart—five (5) \$1,000 scholarships awarded to DECA members who are associates of Kmart.
- Marriott International—ten (10) \$1,500 scholarships to DECA members who have hospitality experience or interest.
- NAPA—nine (9) \$1,000 scholarships awarded to DECA/Collegiate DECA members who are NAPA associates or have an interest in automotive.
- NTHS (National Technical Honor Society)—two (2) \$1,000 scholarships awarded to DECA members who are also members of NTHS.
- Otis Spunkmeyer—five (5) \$1,000 scholarships awarded to DECA members who work in their school store and sell Otis Spunkmeyer products.
- Publix Super Markets—seven (7) \$1,000 scholarships awarded to DECA members who are associates of Publix.
- Safeway—ten (10) \$1,000 scholarships awarded to DECA members who are Safeway associates or associates of one of their brands (i.e. Vons, Dominick's, Randalls, Tom thumb, Genuradi's, Pavillion, Carrs)
- SEARS—five (5) \$1,000 scholarships awarded to DECA members who are associates of Sears.
- TJMaxx/Marshalls—three (3) \$1,000 scholarships awarded to DECA/Collegiate DECA members who are associates of TJMaxx and/or Marshalls. Students working in all TJX divisions are also welcome to apply.
- Walgreens—five (5) \$1,000 scholarships awarded to DECA members who can show evidence of DECA activities, leadership ability, community involvement.

- Western Region-two (2) \$1,000 scholarships awarded to DECA members in the Western Region who are in good standing and who participated in the Ultimate Power Trip in Washington, DC this past November.

For a complete list of scholarship and to apply visit: <http://www.decaregistration.com/scholarship/>

CONFERENCES

Conference registration packets are available online, and will have more detailed registration information. Please see the website link under each conference to obtain a registration packet.

DECA University

September 10, 2011 – San Francisco, CA (Nor Cal)

September 17, 2011 – Los Angeles, CA (So Cal)

Registration Deadlines: September 2, 2011 (Nor Cal), September 9, 2011 (So Cal)

DECA University is a training program designed specifically for chapter officers and chapter advisors. Training focuses on preparing students for their role as chapter officers; whether that is as a veteran chapter member, chapter officer, committee chairperson, chapter board member, or any other chapter leadership position. California DECA partners with AEG, The LA Galaxy, FIDM, and San Francisco Giants to deliver this partial day training program that includes a social event at some of California's most exciting sports franchises.

Western Region Leadership Conference

November 10-12, 2011

San Diego, CA

Registration Deadline: October 13, 2011

Western Region Leadership Conference (WRLC) is an experience no member will forget! The Western Region Leadership Conference brings thousands of DECA members from across the Western Region to exciting destinations including San Diego, Portland, Phoenix, Albuquerque and Seattle. The conference includes nationally recognized speakers and trainers, powerful workshops, inspiring business tours, cutting edge exhibits, and leadership training designed exclusively for chapter and state leaders of DECA. Advisor professional development sessions and competitive events are also offered to help everyone in DECA maximize their experience and benefit.

Nor-Cal District Career Development Conference

January 12-15, 2012

San Ramon, CA

Registration Deadline: December 6, 2011

The leadership conference for DECA members and advisors in the Northern California area is the District Leadership Development Conference. Held each fall in Northern California, attendees will receive top-notch training in many areas of leadership. The conference is designed for general chapter members and leaders, with keynote speakers and training sessions covering such topics as goal setting, leadership, etiquette, communication, college and career success, and DECA's competitive events program.

So-Cal District Career Development Conference

January 27-29, 2012

Anaheim, CA

Registration Deadline: December 6, 2011

The leadership conference for DECA members and advisors in the Southern California area is the District Leadership Development Conferences. Held each fall in Southern California, attendees will receive top-notch training in many areas of leadership. The conference is designed for general chapter members and leaders, with keynote speakers and training sessions covering such topics as goal setting, leadership, etiquette, communication, college and career success, and DECA's competitive events program.

State Career Development Conference

February 23-26, 2012

Irvine, CA

Registration Deadline: February 1, 2012

The pinnacle of California DECA is the State Career Development Conference. Nearly 1,000 students from all over California come to compete for an opportunity to advance to the International Career Development Conference. Aside from competition, this three-day conference includes many networking opportunities, leadership sessions, and a chance to create lasting friendships among chapter members.

International Career Development Conference

April 27 – May 2, 2012

Salt Lake City, UT

Registration Deadline: March 14, 2012

The DECA International Career Development Conference (ICDC) is the highlight of the DECA year. Fourteen thousand high school students, advisors, businesspersons and alumni gather for several days of DECA excitement. Most participants at ICDC compete in one of DECA's competitive events. The top

competitors in each event are recognized for their outstanding achievements. In addition to the competitive events, many students and advisors participate in a variety of leadership and career advancing academies.

ICDC WINNERS 2011

Students, Place	Event	Advisor	Chapter
Cynthia Hsia, <i>7th Place</i>	Entrepreneurship Participating-Individual	Laurie Andrews	Amador Valley
Catherine Jue and Brian Wu, <i>7th Place</i>	Buying and Merchandising Team Decision Making	Tami Raaker	Foothill
Vivian Tsai and Anna Zhang, <i>1st Place</i>	Hospitality Services Team Decision Making	Tami Raaker	Foothill
Christine Yi, <i>5th Place</i>	Professional Selling Event	Tami Raaker	Foothill
Bruce Feldman, <i>6th Place</i>	Sports and Entertainment Marketing Series	Daryl Olsen	Fremont
Kathryn Rambo, <i>4th Place</i>	Marketing Management Series	Denise Merlin	Livermore
Jason Jia, <i>1st Place</i>	Principals of Business Management and Administration	Daryl Olsen	Lynbrook
Justin Sha, <i>7th Place</i>	Hotel and Lodging Management	Rebecca Bellmer	Mission San Jose
Kathryn Han, <i>1st Place</i>	Advertising Campaign	Carl Schmidt	Monta Vista
Aditi Ganpule and Belinda Zeng, <i>2nd Place</i>	Creative Marketing Project	Carl Schmidt	Monta Vista
Cody Ni, <i>8th Place</i>	Entrepreneurship Participating-Franchising	Carl Schmidt	Monta Vista
Hana Hyder and Sameera Vemulapalli, <i>3rd Place</i>	Entrepreneurship Written	Carl Schmidt	Monta Vista
Ben Alberts, <i>3rd Place</i>	Finance Operations Research	Carl Schmidt	Monta Vista
Elaine Tang and Japheth Wong, <i>1st Place</i>	Financial Services Team Decision Making	Carl Schmidt	Monta Vista

Jessica Ho and Melody Liu, <i>9th Place</i>	Hospitality and Tourism Operations Research	Carl Schmidt	Monta Vista
Ved Kirloskar, <i>6th Place</i>	Marketing Management Series	Carl Schmidt	Monta Vista
Jackie Barr and Olivia Li, <i>8th Place</i>	Marketing Communications Team Decision Making	Carl Schmidt	Monta Vista
Natalie Ng, <i>3rd Place</i>	Principals of Business Management and Administration	Carl Schmidt	Monta Vista
Apoorva Havanur, <i>3rd Place</i>	Principals of Hospitality and Tourism	Carl Schmidt	Monta Vista
Emily Zhang, <i>7th Place</i>	Principals of Hospitality and Tourism	Carl Schmidt	Monta Vista
Ansh Shukla and Sonika Singh, <i>1st Place</i>	Sports and Entertainment Marketing Team Decision Making	Carl Schmidt	Monta Vista
Michaela Kastelman , <i>8th Place</i>	Quick Serve Restaurant Management Series	Peter Itokazu	The Harker School

COMPETITIVE EVENTS

COMPETITIVE EVENTS OUTLINE

DECA offers a wide variety of competitive events for participants. Participants may choose from topics in marketing, finance, hospitality, tourism, sports and entertainment, sales, business law and ethics, retail operations, management, or community involvement. At the state-level, students generally compete in two events, but may compete in as many as four. At the international-level, students who advance from the state-level may only compete in one event.

Participants compete in events in various ways. Some require participants to compete only at the Career Development Conference, while others require projects that are done during the year leading up to the Career Development Conference. Some events are a mix of both, and require work before the conference, but are presented at the Career Development Conference.

PRINCIPALS OF BUSINESS ADMINISTRATION EVENTS

This event is for first-year DECA participants only, and is done by one participant individually. Participants may choose from Business Management and Administration, Finance, Hospitality and Tourism, or Marketing. Participants will be given a 100-question, multiple-choice exam covering business administration. They are then given a written case study, and have 10 minutes to read it and prepare for a 10 minute presentation of the case study. The case study will ask participants to tackle a business challenge in a creative, thoughtful, and knowledgeable way.

TEAM DECISION MAKING EVENTS

Team Decision Making Events are done in teams of two. A team will choose from Business Law and Ethics, Buying and Merchandising, Financial Services, Hospitality Services, Marketing Communications, Sports and Entertainment Marketing, or Travel and Tourism. Each participant on the team will individually take a 100-question, multiple-choice exam. The individual score from each team mate will be averaged to produce a team score on the exam. Teams are then given a written case study and have 30 minutes to read it, talk with each other, and prepare for a 15 minute presentation of the case study as a team. The case study will ask participants to tackle a business challenge in a creative, thoughtful, and knowledgeable way.

INDIVIDUAL SERIES EVENTS

Individual Series Events consist of one person. The individual may choose from Accounting Applications, Apparel and Accessories Marketing, Automotive Services Marketing, Business Finance, Business Services Marketing, Food Marketing, Hotel and Lodging Management, Human Resources Management, Marketing Management, Quick Serve Restaurant Management, Restaurant and Food Service Management, Retail Merchandising, or Sports and Entertainment Marketing. The participant will be given a 100-question, multiple-choice exam. The participant is then given a written case study, and will have 10 minutes to read it and prepare a for a 10 minute presentation of the case study. The case study will ask participants to tackle a business challenge in a creative, thoughtful, and knowledgeable way.

BUSINESS OPERATIONS RESEARCH EVENTS

Business Operations Research Events are made up of one to three people on a team. The team will be able to demonstrate the skills needed by management personnel through a marketing research study. Teams may choose from Business Services, Buying and Merchandising, Finance, Hospitality and Tourism, or Sports and Entertainment Marketing. Prior to the Career Development Conference, the team will research and write a document for submission. The document may have a maximum of 30 numbered pages. At the Career Development Conference, teams will give a 15 minute presentation on their strategies and plan. During the presentation, teams may use approved visual aids.

CHAPTER TEAM EVENTS

Chapter Team Events are made up of one to three people on a team who complete a project. The team may choose from these different projects: Community Service, Creative Marketing, Entrepreneurship Promotion, Financial Literacy Promotion, Learn and Earn, or Public Relations. Prior to the Career Development Conference, the team will write a document for submission based on their project. The document may have a maximum of 30 numbered pages. At the Career Development Conference, teams will give a 15 minute presentation on their project. During the presentation, teams may use approved visual aids.

BUSINESS MANAGEMENT AND ENTREPRENEURSHIP EVENTS

Business Management and Entrepreneurship Events are split into two categories. Entrepreneurship Written and International Business Plan consist of teams of one to three people. Entrepreneurship Participating-Independent and Entrepreneurship Participating- Franchising consist of one individual participant. These events allow for participants to develop and present a proposal to form a business. Prior to the Career Development Conference, the team or individual will submit a written document, with a maximum of 30 numbered pages, on the proposal to form a business. At the Career Development Conference, teams or individuals will give a 15 minute presentation on the proposal. During the presentation, teams or individuals may use approved visual aids.

MARKETING REPRESENTATIVE EVENTS

Marketing Representative Events consist of teams of one to three people. Participants will choose from: Advertising Campaign, Fashion Merchandising Promotion Plan, or Sports and Entertainment Promotion Plan. Teams will be able to demonstrate promotional competencies and other competencies needed by management personnel. Teams will complete a written document of outlined fact sheets, no more than 11 pages, describing a promotional plan for a business. Participants will submit their written document prior to the Career Development Conference. At the Career Development Conference, participants will individually take a 100-question, multiple-choice exam. The score will be averaged between the teammates. Teams will then give an oral presentation, lasting no longer than 20 minutes. Teams may use approved visual aids.

PROFESSIONAL SELLING EVENTS

Professional Selling Events consist of one individual participant. The participant may choose from: Hospitality and Tourism Professional Selling or Professional Selling Events. The participant will be able to demonstrate the skills needed for a career in sales through an organized and pre-planned sales presentation. The sales presentation will last no longer than 20 minutes. The participant will then take a 100-question, multiple-choice exam. The participant may use approved visual aids.

VIRTUAL BUSINESS CHALLENGE

Virtual Business Challenges consist of teams of one to three people. Participants may choose from Stock Market Game, or Virtual Business Challenge- Retailing and Sports. Participants participating in the Stock

Market Game will start with a portfolio and work to build its value. Participants participating in the Virtual Business Challenge will run a retail store or sports business. These computer simulations are completed online prior to the Career Development Conference. Prior to the Career Development Conference, participants in the Stock Market Game will submit a written document describing their investment, not to exceed 11 numbered pages. At the Career Development Conference, teams in the Stock Market Game will give an oral presentation describing their investment project.

ONLINE CHALLENGES

Online Challenges consist of teams of one to three people. Participants may choose from H&R Block Dollars and Sense Challenge, DeVry Innovation and Entrepreneurship Challenge, FIDM (Fashion Institute of Design & Merchandising) Challenge, or Finish Line Challenge. Those participating in H&R Block Dollars and Sense Challenge will demonstrate personal finance knowledge through computer simulation prior to the Career Development Conference. The DeVry Innovation and Entrepreneurship Challenge asks participants to launch innovative business concepts. The Finish Line Challenge asks participants to conduct market research studies. Participants in DeVry Innovation and Entrepreneurship Challenge, FIDM Challenge, and Finish Line Challenge, will present the project by posting it to YouTube prior to the Career Development Conference.

COMPETITIVE EVENT INFORMATION

For specific information about competitive events, please visit www.deca.org, click on “learn about competitive events” then “high school competitive events guidelines.”

NEW TOPICS FOR THE YEAR

New topics for the year can be found in the DECA Guide at: http://www.deca.org/_docs/conferences-competitions/DECA_CE_Guidelines.pdf. Changes and new topics can be found under the heading, *DECA Competitive Event Changes*.

NEW EVENTS FOR 2011-2012

As DECA continues to align its renowned competitive events program to career clusters, the Competitive Events Task Force recommended and the board of directors approved the following changes effective for the 2011–2012 school year.

New Events

Individual Series Events

- Business Finance Series Event
- Human Resources Management Series Event
- Marketing Representative Event
- Sports and Entertainment Promotion Plan Event

Professional Selling Event

- Hospitality and Tourism Professional Selling Event

Eliminated Events

- DECA Quiz Bowl
- Internet Marketing Plan Event

TABLE OF EVENTS SUMMARY

DECA Competitive Events	DECA Abbreviation	Nat'l Career Cluster
Principles of Business Administration Events		
1. Principles of Business Management & Administration	PBM	Business, Management & Administration
2. Principles of Finance	PFN	Finance
3. Principles of Hospitality & Tourism	PHT	Hospitality & Tourism
4. Principles of Marketing	PMK	Marketing
Individual Series Competition		
1. Accounting Applications Series	ACT	Business, Management & Administration
2. Apparel and Accessories Marketing Series	AAM	Marketing
3. Automotive Services Marketing Series	ASM	Marketing
4. Business Finance Series	New 2011-12	Finance
5. Business Services Marketing Series	BSM	Business, Management & Administration
6. Food Marketing Series	FMS	Marketing
7. Hotel and Lodging Management Series	HLM	Hospitality & Tourism
8. Human Resources Management Series	New 2011-12	Business, Management & Administration
9. Marketing Management Series	MMS	Marketing
10. Quick Serve Restaurant Management Series	QSRM	Hospitality & Tourism
11. Restaurant & Food Service Management	RFSM	Hospitality & Tourism
12. Retail Merchandising Series	RMS	Marketing
13. Sports and Entertainment Marketing Series	SEM	Marketing

Team Decision Making Events

1. Business Law and Ethics Team Decision Making	BLTDM	Business, Management, & Administration
2. Buying and Merchandising Team Decision Making	BTDM	Marketing
3. Financial Services Team Decision Making	FTDM	Finance
4. Hospitality Services Team Decision Making	HTDM	Hospitality & Tourism
5. Marketing Communications Team Decision Making	MTDM	Marketing
6. Sports and Entertainment Team Decision Making	STDM	Marketing
7. Travel and Tourism Team Decision Making	TTDM	Hospitality & Tourism

Business Operations Research Events

1. Business Services Operations Research	BOR	Business, Management & Administration
2. Buying and Merchandising Operations Research	BMOR	Marketing
3. Finance Operations Research	FOR	Finance
4. Hospitality and Tourism Operations Research	HTOR	Hospitality & Tourism
5. Sports & Entertainment Marketing Operations Research	SEOR	Hospitality & Tourism

Chapter Team Events

1. Community Service Project	CSP	Marketing
2. Creative Marketing Project	CMP	Marketing
3. Entrepreneurship Promotion Project	EPP	Marketing
4. Financial Literacy Promotion Project	FLPP	Finance
5. Learn and Earn Project	LEP	Marketing
6. Public Relations Project	PRP	Marketing

Business Management and Entrepreneurship Events

1. Entrepreneurship Written Event	ENW	Marketing
2. International Business Plan Event	IBP	Marketing
4. Entrepreneurship Participating Event-Independent	ENPI	Marketing
5. Entrepreneurship Participating Event-Franchising	ENPF	Marketing

Marketing Representative Events

1. Advertising Campaign	ADC	Marketing
2. Fashion Merchandising Promotion Plan	FMP	Marketing
3. Hospitality & Tourism Professional Selling	New 2011-12	Hospitality & Tourism
4. Professional Selling	PSE	Marketing
5. Sports & Entertainment Marketing Promotion Plan	New 2011-12	Hospitality & Tourism

Online Events

1. Stock Market Game	SMG	Finance
2. Virtual Business Challenge - Retail	VBCR	Business, Management, & Administration
3. Virtual Business Challenge - Sports	VBCS	Hospitality & Tourism

CHAPTER AWARDS PROGRAM

The objectives of the Chapter Awards Program (CAP) are:

1. To recognize and encourage local chapter organization by planning a yearly program of activities.
2. To develop student competencies in marketing instructional areas.
3. To build member involvement.
4. To encourage DECA membership at local, state and international levels.
5. To build school and community recognition for the marketing education program and the DECA chapter.
6. To learn of activities and projects that strengthen the local chapter.

The Chapter Awards Program is an instructional enrichment program for marketing education. The program is designed for chapters to develop a well-rounded program of work and is based on chapter achievement accompanied with an awards program for chapter recognition.

The Chapter Awards Program provides recognition at three levels; bronze, silver and gold. The level of recognition is determined by the number of activities and the type of activities completed by the chapter in each of the following categories: membership development, community service, leadership development, social intelligence and promotion/public relations.

Chapters may claim credit for activities by submitting a narrative report and documentation at the state level. Chapters will submit their reports to their State Office for verification of the award achievement level. The state/provincial advisor will submit with conference registration to DECA Inc. a list of 100% chapters by level (bronze, silver and gold). All 100% gold award chapters who have achieved the Diamond Level of the DECA Membership Campaign may attend with state advisor approval the

International Career Development Conference and participate in either the Leadership Development Academy or the Senior Management Institute.

Guidelines are available online at this link: http://californiadeca.org/resources_cadeca.documents.php

ONLINE EVENTS CHALLENGES

Online Challenges consist of teams of one to three people. Participants may choose from H&R Block Dollars and Sense Challenge, DeVry Innovation and Entrepreneurship Challenge, FIDM (Fashion Institute of Design & Merchandising) Challenge, or Finish Line Challenge. Those participating in H&R Block Dollars and Sense Challenge will demonstrate personal finance knowledge through computer simulation prior to the Career Development Conference. The DeVry Innovation and Entrepreneurship Challenge asks participants to launch innovative business concepts. The Finish Line Challenge asks participants to conduct market research studies. Participants in DeVry Innovation and Entrepreneurship Challenge, FIDM Challenge, and Finish Line Challenge, will present the project by posting it to YouTube prior to the Career Development Conference.

DRESS CODE

The following guidelines have been developed to clarify the dress code used at all DECA conferences (regardless of locations).

ACCEPTABLE CASUAL ATTIRE

(Travel to / from conferences, dances, and non-conference activities such as shopping, sightseeing, or going out for meals, denim in good taste is allowed at CA DECA conferences only, not allowed at Western Region or National DECA)

Males: Slacks, cords, knee length walking shorts, sports shirts, and DECA t-shirts and sweatshirts. NO gang related clothing or accessories allowed. All clothing must be in good repair and proper size. Undergarments may not show outside of over garments.

Females: Slacks, cords, skirts, blouses, sports shirts, knee-length walking shorts, and DECA T-shirts and sweatshirts. No gang related clothing or accessories allowed. All clothing must be in good repair and proper size Undergarments may not show outside of over garments.

ACCEPTABLE BUSINESS ATTIRE

(Opening/ Closing Sessions, event competition, scholarship interviews, state/national officer interviews, workshops, or banquets)

Males: Dress slacks, dress shirt, tie, dress shoes and socks, (no tennis shoes or flip-flop sandals), sweater and / or sport coats. A dress suit or DECA blazer is always appropriate. Shirts are to be tucked in. Belted pants.

Females: Dress (professional business), dress slacks, skirt (not to exceed 3 inches above knees), blazer, dress blouse or collared shirt, coordinated shirt/ blouse, city shorts, dress shoes, (professional business) (no tennis shoes or flip-flop sandals). A dress suit or a DECA blazer is always appropriate. Nylons are recommended with all professional dress.

Activities such as swimming, sunbathing, jogging, or tennis warrant appropriate recreational attire for that activity.

At any time during the conference while on-site (including hotels), you must be in casual or business attire.

CODE OF CONDUCT

Attendance at any California DECA sponsored conference or activity is a privilege. The following conduct policies will apply to all delegates: students, alumni, advisors, and any other authorized persons attending the activity. This form must be signed by each student and alumni (under 21) attending a CALIFORNIA DECA activity and submitted to the chapter advisor prior to the respective registration deadline. The chapter advisor must have a completed copy of the permission/medical release form for each student attending in their possession for the duration of the event, including travel to and from the event. This Forms must be kept on file in the local school district after conference.

Delegates shall abide by the rules and practices of *CALIFORNIA DECA and school district policies* at all time, to and from the designated point of origin of the activity. Delegates shall respect and abide by the authority vested in the CALIFORNIA DECA organization. The standards outlined in this document constitute the California DECA Code of Conduct.

The following shall be regarded as severe violations of the CALIFORNIA DECA Code of Conduct:

Should a conduct code violation occur for item 1 through 7 below, regardless of when exposed, the violating student (s) will be sent home and will not be eligible to attend any other state, regional, or national conference during that school year. If the violation warrants it, law enforcement may also be called. Determination of penalties for violations will be at the discretion of the State Management Team or the Conduct Committee.

1. **Alcohol, Drugs and Tobacco:** a student shall not possess, use, transmit, be under the influence of, or show evidence of having used an alcoholic beverage, other drugs, substances or tobacco products capable of or intended, purported, or presumed to be capable of altering a student's mood, perception, behavior or judgment; other than properly used, over-the-counter pain relievers and medications prescribed by a physician for an individual student and must be on record with the advisor. Nor shall the student possess, use, sell or transmit paraphernalia associated with drugs,

alcohol, or chemical substance in any form (including tobacco), at any time, or under any circumstances, on public or private properties.

2. **Curfew:** Committing serious violations of curfew regulations as outlined in item 9 below.
3. **Willful Companionship:** Being in the willful companionship of someone who violates any portion of the conduct code, or failing to report any direct knowledge (other than hearsay) of the conduct code violations.
4. **Personal Conduct:** Cheating, dishonesty, or taking unfair advantage of others; participating in social activities other than those with conference participants; conducting acts and / or possession of weapons capable of causing bodily harm or fear of life, defacing or stealing any public or private property (for which financial responsibility will rest solely with offending individuals or their chapter); breaking the law; other serious violations of personal conduct regulations.
5. **Serious Violations** of the student conduct code of the school district or school that the student represents.
6. **Private Transportation:** Driving or riding in a private automobile during a conference, unless accompanied by an authorized advisor. (Delegates are to be housed at the conference site) Occasionally a chapter advisor, under special circumstances, may allow a student to drive or ride in a private automobile to a conference. These students are required to complete a "Permission to use Private Transportation" form to the chapter advisor prior to the conference. Permission to drive / ride applies to transportation of the student named on the form and only to and from the conference site. Once a driving / riding delegate has arrived at the conference site, s/he shall not be in a private automobile again until leaving the site at the end of the conference.
7. **Abusive Behavior and Lewd Conduct:** A student shall not engage in any lewd, indecent, sexual, or obscene act or expression or possess such materials. A student shall not engage in verbal, physical or sexual harassment, hazing, or name-calling. The use of slurs against any person on the basis of race, color, creed, national origin, ancestry, age, sex, sexual orientation, or disability is prohibited.

The following shall be other violations of the CALIFORNIA DECA Code of Conduct:

Should a conduct code violation occur for items 8-12 below, regardless of when exposed, the violating student (s) may be sent home and may not be eligible to attend any other state, regional or national conference during that school year. Determination of penalties for violations will be at the discretion of the State Management Team, the conduct Committee, or the local DECA Advisor.

8. **Conference Conduct:** Failing to wear the supplied conference ID badge and wristband (when provided) at all times from arrival at the conference until departure at the end of the conference; leaving sessions prior to their conclusion (except in the case of emergency); failing to attend all general sessions and assigned activities (including workshops, competitive events, committee meetings, etc.) for which a delegate is registered (unless engaged in a specific assignment taking place at the same time); not abiding by the rules and regulations of DECA or school/district policies

from the time he/she leaves his/her home or school for any activity and the time he/she returns to the same home or school following the activity.

9. **Curfew:** Failing to be in your assigned hotel room from the curfew time designated in the conference program until 6 a.m.; causing any noise or other disturbance audible by anyone in the hallway after designated curfew time; ordering any food after the designated curfew time; causing any other unnecessary disturbance or participating in any other inappropriate activity after the designated curfew time.
10. **Dress:** Failing to abide by the dress regulations established for the conference, as outlined in the Dress Code.
11. **Personal Conduct:** Failing to report accidents, injuries or illnesses immediately to the local DECA Advisor; failing to keep adult advisors informed of activities and whereabouts at all times; failure to comply with established grievance process for disputes about competitive event results/processes (including personally confronting judges or event administrators); using tobacco products outside of local school district policies and state law; having a member of the opposite sex in a room if no adult chaperone is present and the room door is not visibly open (e.g., a garbage can may be used to adequately prop open a door); having a delegate or advisor of the opposite sex in a room without a third person present and the door visibly open.
12. **Hotel Conduct:** Failing to meet the professional standards of housing facilities; accruing incidental room charges (i.e., phone calls, room service, pay-per-view movies, etc.) without settling the account prior to check-out; throwing objects out the window or into the hallway; moving hotel furniture from rooms (e.g., onto the balcony); failing to follow hotel rules and regulations.

Individual School District Policies may take precedence.

POLICIES

CALIFORNIA DECA CHAPTER REGISTRATION/MEMBERSHIP/PAYMENT POLICY

California DECA incurs regular/annual expenditures that include but are not limited to awards, room rentals, competitive event licenses/printing/duplication, food and beverage, scoring, judge recruitment, state officer program/travel, insurance, etc. In order to offset this we utilize revenue that includes donations, membership dues, registration fees, conference fees, interest income, etc. Our budget, like any other institutions, is tight. Therefore, when estimated/promised earnings don't arrive or are significantly late, then it makes a serious impact on the financial health of the association and negatively impacts the experience of other DECA members and advisors who have planned accordingly and submitted their registration in a complete and timely fashion. In addition to the difficulty of managing

association funds it has become increasingly difficult to plan/prepare for conferences and competitive events due to last minute changes/additions/substitutions.

To that end, the following policies have been instituted:

Chapter Non-Payment Policy: Each school must have their state DECA account at a \$0 balance and all outstanding bills paid within 30 days after the last DECA event or they will be ineligible for participation in further DECA activities until the balance is zero.

Late Registration Policy: Registrations received after the conference registration deadline will be subject to a late fee of \$20.00 per person. Late registrations will not be accepted without late fees. This policy applies to all DECA Conferences.

Refund Policy: All registration fees are non-refundable. There are no exceptions to this rule. Registration fees are due and owing as soon as the registration is submitted (regardless of whether payment has been made). No drops are allowed once registration is submitted. For events that require air travel, no drops are allowed after the deadline for names to be submitted to the airline (as listed in the conference registration materials). No exceptions.

Substitution/Change Policy: Substitutions after the registration deadline are accepted, up to the stated deadline for receiving changes/substitutions. Substituting student(s) MUST compete in the same event(s) as the student for whom they are substituting. Reminder, no refunds are permitted. There is a \$10.00 change fee for each substitution/change that is made (this fee is per change; if three students are substituted or there are changes made to registrations for three students it is a total of \$30.00). Verbal changes are not accepted; all changes must be in writing and on the proper forms.

Membership Policy: The official membership roster and dues must be received by DECA Inc by November 15 of each membership year. Students may be added to the roster until the final membership deadline which is March 1 of each membership year. HOWEVER, to be eligible to compete, students MUST be registered DECA members prior to the registration deadline for the conference they are competing in. If a student has been found competing in a conference and their dues have not been paid, the student/school will forfeit any awards, recognition, and qualifications to advance to higher competition. Further, DECA is a unified dues organization. It is unacceptable to receive dues locally for members and then, for example, only submit the state/national portion in order to make them eligible for a conference. Local chapters are permitted to assess a reasonable amount for local membership dues.

GOVERNANCE

CONSTITUTION

The constitution of the California Association of DECA may be found at:

www.californiadeca.org/doc/resources/California%20DECA%20Constitution.2007.doc

BYLAWS

The bylaws of the California Association of DECA may be found at:

www.californiadeca.org/doc/resources/DECA%20Handbook.doc