

**2011-  
2012**

WV DECA Chapter Handbook



West Virginia Department of Education

Revised July 2011

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# **General Information**

## **CONTACT INFORMATION**

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1908 Association Drive  
Reston, VA 20191  
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FAX: 703.860.4013  
[www.deca.org](http://www.deca.org)

### **MBA RESEARCH AND CURRICULUM CENTER**

PO Box 12226  
1375 King Avenue  
Columbus, OH 43212-0226  
Phone: 740.486.6708  
[www.Mark-ED.org](http://www.Mark-ED.org)

### **ASSOCIATION OF CAREER AND TECHNICAL EDUCATION (ACTE)**

1410 King Street  
Alexandria, VA 22314  
Phone: 703.683.3111 or 800.826.9972  
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**2011-2012 WV DECA/CVE  
BOARD OF DIRECTORS**

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**Vacant**

**Patty Igo**  
Poca High School

**Glennetta Meadows**  
Musselman High School

**Stacy Parsons**  
Roane-Jackson Technical Center

**Vacant**

**Todd Strickler**  
Morgantown High School

**Ex-Officio – State Officer Advisor**  
Linda Staub

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**Linda Staub**  
***State Officer Advisor***  
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**2011-2012  
WV DECA Dates and Deadlines**

Event	Date
Request Harry Applegate Scholarship Forms from National DECA	TODAY
Copy due for November/December DECA <i>Dimensions</i> : National DECA	August 15
Piper Jaffray Fall Online Survey ( <i>continues in September</i> )	August 29 – 31
Piper Jaffray Fall Online Survey	September 1 – 27
MDA Labor Day Telethon	September 5
Stock Market Game Begins	September 6
WV DECA/CVE Board of Directors Meeting: Bridgeport	September 10
Registration: Fall Leadership Conference	September 14
Fall Leadership Conference: Cedar Lakes, Ripley	September 25 – 26
DECA Week	October 9 – 15
Registration: North Atlantic Regional Conference	October 14
Copy due for the January/February DECA <i>Dimensions</i>	October 24
Virtual Business Challenge I Begins	October 24
Notification of Candidate Information for Honorary Life Membership Award and Outstanding Service Award: National DECA	November 1
DECA Innovations and Entrepreneurship Conference: Chicago, IL	November 3 – 5
Entrepreneurship Education FORUM: Cincinnati, OH Registration: <a href="http://www.entre-ed.org">www.entre-ed.org</a>	November 4 – 7
Global Entrepreneurship Week	November 14 – 20
Dues: Initial Online Membership Roster Deadline: National DECA	November 15
ACTE Annual Convention and Career Expo: St. Louis, MO	November 17 – 19
Virtual Business Challenge I Ends	November 18
North Atlantic Regional Conference: Philadelphia, PA	November 18 – 20

**2011-2012  
WV DECA Dates and Deadlines**

<b>Event</b>	<b>Date</b>
National DECA Membership Campaign Due: National DECA	December 1
Deadline for Honorary Life Membership and Outstanding Service Award: National DECA	December 1
WV DECA Universal Studios Marketing Trip: WV DECA	TBA
Submit Form for State CDC Program Cover Competition: WV DECA	December 15
Stock Market Game Ends	December 16
Virtual Business Challenge II Begins	January 2, 2012
School-Based Enterprise Certification Documentation: National DECA	January 13
Copy due for March/April DECA <i>Dimensions</i>	January 16
Corporate and Applegate student scholarship applications due: National DECA	January 20
Virtual Business Challenge II Ends	January 27
DECA Emerging Leader Honor Award Applications Deadline: National DECA	February 1
Career and Technical Education Month	February 1 - 29
National Entrepreneurship Week	February 18 – 25
Registration: State Career Development Conference (CDC)	February 20
Piper Jaffray Spring Online Survey ( <i>continues in March</i> )	February 20 – 29
Dues: ICDC Competitors' Final Membership Roster Eligibility: National DECA	March 1
Piper Jaffray Spring Online Survey	March 1 – 27
CDC Written Manuals Deadline	March 2
Corporate Advisor Scholarship Applications Postmark Deadline: National DECA	March 2
State CDC Conference: Charleston, WV	March 11 – 12
Registration: ICDC & Hotel Lodging Deadline	March 20

**2011-2012  
WV DECA Dates and Deadlines**

<b>Event</b>	<b>Date</b>
ICDC Deposit Due	TBA
ICDC Final Deposit Due	TBA
ICDC: Salt Lake City, UT	April 28 – May 1
Lemonade Stand Project	May/June TBA

## **WV DECA REGULAR ACTIVITIES**

*Opportunities available to West Virginia DECA members include:*

**State Fall Leadership Conference (FLC).** A (1) one night conference, usually held at Cedar Lakes Conference Center in Ripley, WV in the fall. All WV DECA members are invited. Leadership and career development activities are featured.

**North Atlantic Region Conference (NARCON).** A regional conference held in a major city within the North Atlantic Region. Philadelphia, PA; Burlington, VT; Boston, MA; Washington, DC; Baltimore, MD; Buffalo, NY; and Toronto, Canada have hosted the conference. This (2) two night conference takes place in November. Leadership and career development sessions are featured. Many of the seminars are presented by the state officers of the North Atlantic Region State DECA organizations.

**State Career Development Conference (CDC).** A (2) two day conference held in Charleston, WV, features motivational speakers, competency-based competitive events, and state officer elections. Event winners represent West Virginia at the International Career Development Conference.

**State Action Team Elections.** A president and four vice presidents are elected each year at the WV DECA State Career Development Conference. These young people attend a State Officer Leadership Academy during the summer and play an active role in all the activities listed above. They present a workshop at NARCON and serve as voting delegates at the International Career Development Conference at the end of their term of office. This is an excellent leadership experience for any young person.

**International Career Development Conference (ICDC).** The culmination and ultimate achievement for a WV DECA member. Competition against other state winners, the Leadership Academy and numerous seminars and workshops by national business and educational leaders are offered.

**WV DECA  
UPCOMING CONFERENCES AND LOCATIONS**

<b><u>YEAR</u></b>	<b><u>CONFERENCE</u></b>	<b><u>DATE</u></b>	<b><u>LOCATION</u></b>
2011	FLC	September 25 – 26	Cedar Lakes
2011	NARCON	November 18 – 20	Philadelphia, PA
2011	Disney/Universal Studios	TBA	Orlando, FL
2012	State CDC	March 11 – 12	Charleston, WV
2012	ICDC	April 28 – May 1	Salt Lake City, UT
2013	ICDC	April 24 – 27	Anaheim, CA
2014	ICDC	May 3 – 6	Atlanta, GA
2015	ICDC	April 25 – 28	Orlando, FL

# **Operations of DECA**

## **INTRODUCTION TO WV DECA**

The WV DECA Chapter Handbook is designed to assist the West Virginia DECA local chapter advisor in organizing and implementing a DECA chapter. This handbook should be used as a supplement to the DECA Guide and/or other materials published by National DECA.

The West Virginia guidelines for individual competitive events are identified in this handbook, as well as in those published in the DECA Guide by National DECA. Competitive events currently offered only by West Virginia DECA are also identified in this handbook. These guidelines are subject to change.

This handbook expands on the national guidelines with additional information concerning competitive events organization and implementation within the State of West Virginia. Additionally, eligibility requirements for participation at the national level are outlined. Chapter advisors are encouraged to refer to National DECA publications for competitive event presentation information.

This handbook is written to assist DECA advisors and chapter members. Nationally, this would refer to Marketing Education teachers and students. However, in West Virginia, teachers of Diversified Cooperative Training (DCT) programs frequently choose to affiliate with DECA as well. While this does not, and should not, change the mission, goals or activities of DECA, it does affect some terminology and phrasing within this document. Therefore, in most cases, the phrase “Marketing Education teachers” can be replaced with “Diversified Cooperative Training teachers” and “Marketing students” can be replaced with “Diversified Cooperative Training students.” DECA is the career and technical student organization for students interested in studying marketing and marketing related careers through Marketing Education and/or Diversified Cooperative Training programs. However, DECA membership is extended to any student at the discretion of the state and chapter advisor.

**Betty Sias, Ed.D.**  
WV State DECA Advisor

## OVERVIEW OF DECA

DECA is a co-curricular, student-centered organization specifically designed to provide activities that will motivate secondary/postsecondary students to learn marketing, management, and entrepreneurial competencies that will prepare them to become skilled, employable workers in the fields of marketing, hospitality, finance, and management.

The purpose of DECA is to provide learning opportunities to marketing education/DCT students through goal oriented chapter activities. The focus of these activities is always upon developing a greater understanding and appreciation of marketing, management, and entrepreneurship. These activities contribute to occupational competencies by promoting greater understanding and appreciation for the responsibilities of citizenship in our private and free enterprise system.

Any student enrolled in a CTE instructional program anywhere in the United States, the four U.S. territories, Canada, Hong Kong, Korea, Guam, and Germany can be a member of DECA. In West Virginia, DECA membership is extended to individuals who are students in a Diversified Cooperative Training (DCT) program, and any student at the discretion of the state and chapter advisor. The organization is nonprofit, nonpolitical, and totally student oriented.

All chapters are self-supporting with members paying local, state/provincial, and national dues. Each chapter elects its own student officers and the local instructor serves as the chapter advisor. All chapters within a state/province comprise a state/provincial association which is under the leadership of the state advisor. Each state/province elects student officers for its division. The national organization is composed of the total of all state or provincial associations. Student delegates selected by each state, in turn, elect their national student officers. DECA, Inc., the legal sponsoring unit of DECA, elects a board of directors, which is the policymaking group of the organization. DECA is the only national student organization operating in the nation's high schools that attracts individuals to the fields of marketing, management, and entrepreneurship.

The DECA chapter is to the educational program what a civic or professional organization is to a group of businesspeople. Chapter activities are recognized as part of the total educational program because they develop leadership skills, professional attitudes, business competencies, citizenship characteristics, and social growth of the individual. These same activities serve their instructor as a teaching tool by creating student interest in all phases of marketing, management, and entrepreneurship. DECA activities provide members with opportunities to serve in leadership roles, work in teams, and receive local, state, and national recognition.

## DECA IN BRIEF

**Year Established:** 1946

**Purposes:** (1) to assist the state associations of DECA in their own growth and development; (2) to further develop education in marketing, finance, hospitality, and management contributing to occupational competence; (3) to promote understanding of and appreciation for the responsibilities and citizenship in our free enterprise system

**Membership:** 50 state associations, including the District of Columbia, Puerto Rico, Guam, Korea, Hong Kong, the Virgin Islands, Germany, and the Canadian provinces of Ontario and Manitoba. Student membership is over 185,000 in 5,000 chapters

**Headquarters:** 1908 Association Drive  
Reston, VA 20191-1594  
Phone: 703.860.5000  
FAX: 703.860.4013  
Website: [www.deca.org](http://www.deca.org)

**Mission:** DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management.

**Colors:** Blue and Gold

**Executive Director:** Edward L. Davis, Ed.D.

**Division of DECA:** High School Division, Collegiate DECA, Alumni Division, and Professional Division

**Regions of DECA:** Western Region; Central Region; North Atlantic Region; and Southern Region; Germany, Hong Kong, and Korea

### **WESTERN REGION**

Alaska	Montana
Arizona	Nevada
California	New Mexico
Colorado	Oregon
Guam	Utah
Hawaii	Washington
Idaho	Wyoming

### **CENTRAL REGION**

Illinois	Minnesota
Indiana	Missouri
Iowa	Nebraska
Kansas	North Dakota
Kentucky	Ohio
Manitoba, Canada	South Dakota
Michigan	Wisconsin

### **NORTH ATLANTIC REGION**

Connecticut	New Jersey
Delaware	New York
DC	Ontario, Canada
Maine	Pennsylvania
Maryland	Rhode Island
Massachusetts	Vermont
New Hampshire	West Virginia

### **SOUTHERN REGION**

Alabama	Oklahoma
Arkansas	Puerto Rico
Florida	South Carolina
Georgia	Tennessee
Louisiana	Texas
Mississippi	Virginia
North Carolina	

## **GOALS OF DECA**

**Through membership and participation in WV DECA activities, students will:**

- ✓ Prepare to take their proper places in the business world.
- ✓ Develop leadership characteristics.
- ✓ Develop self-confidence and self-acceptance.
- ✓ Develop a greater understanding of our competitive, free enterprise system.
- ✓ Develop occupational competencies needed for careers in marketing, finance, hospitality and management.
- ✓ Develop high ethical standards in personal and business relationships.
- ✓ Develop effective international relationships.
- ✓ Develop a greater awareness of career opportunities in marketing.
- ✓ Develop a greater proficiency in communications.
- ✓ Develop a greater appreciation of the responsibilities of citizenship.
- ✓ Develop a healthy competitive spirit.
- ✓ Develop social and business etiquette.

# **ORGANIZATION OF DECA**

## **LEVEL I-CHAPTER LEVEL**

- ✓ Students make up the local school chapter of DECA members
- ✓ School chapter elects/appoints leaders or officers
- ✓ Chapter members participate in school and/or community activities

## **LEVEL II-STATE ASSOCIATION LEVEL**

- ✓ Chapters and chapter members join the state association of DECA
- ✓ Representatives of local chapters (students and advisors) provide advice/direction for the state association of DECA
- ✓ State Officers, chosen from local DECA chapters, provide leadership
- ✓ One or more designated person(s) serve as the state association DECA advisor(s) to provide leadership and coordinate activities
- ✓ Outstanding local chapter members represent their chapters in state sponsored activities, competition and career development events

## **LEVEL III-NATIONAL LEVEL**

- ✓ Local chapter and state association members join National DECA
- ✓ Representatives of state associations provide advice/leadership regarding National DECA activities
- ✓ One state representative—often the state association DECA advisor or state supervisor—serves as a member of DECA, Inc. as the adult given the legal responsibility for the chapters and student members of DECA within the state association (one for the High School Division and one for Collegiate DECA).
- ✓ Members of the board of directors are elected from the DECA, Inc. membership for a three-year term. The board sets policies and/or guidelines and adopts a long range plan for DECA development and growth
- ✓ The executive director of DECA, Inc. receives direction from the board of directors
- ✓ All other national staff persons are employed by and are responsible to the executive director
- ✓ Outstanding state members represent their state association during the International Career Development Conference held on an annual basis
- ✓ National student officers, chosen by the state association voting delegates, serve as the elected student leaders of National DECA

## 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 education. Any student enrolled in a marketing education instructional program in the U.S., its territorial entities, Germany, Korea, Hong Kong, and Canada is eligible for membership in DECA at the local, state, and national level. At the local classroom level, students form a DECA chapter and elect their own student chapter officers. The teacher/coordinator serves as the chapter advisor. A school with more than one teacher/coordinator may form more than one chapter, providing that each chapter has **at least** one advisor and each advisor oversees no more than one chapter.

**COLLEGIATE DECA:** In 1958, several postsecondary institutions attempted to establish DECA chapters. In 1961, the Postsecondary Division of DECA, also known as the “Junior College” Division, was established and open for membership to 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.” In 2010, the division’s name was changed to “Collegiate DECA.” Membership was also extended to include students preparing for marketing, management, merchandising, and entrepreneurial careers. Collegiate DECA has also expanded to four-year colleges and universities.

**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 or Collegiate DECA, 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 directly through National DECA. Alumni members may judge competitive events, assist their local chapter or state association with leadership, conference and professional activities, serve as guest speakers, or participate in DECA activities as a corporate representative.

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

## GUIDING PRINCIPLES AND LOGO



DECA's Guiding Principles explain how DECA fulfills our mission in two distinct statements - the first addresses what we do and the second addresses the result.

### **DECA's Comprehensive Learning Program**

#### **Integrates into Classroom Instruction**

An integral component of classroom instruction, DECA activities provide authentic, experiential learning methods to prepare members for college and careers.

#### **Applies Learning**

DECA members put their knowledge into action through rigorous project-based activities that require creative solutions with practical outcomes.

#### **Connects to Business**

Partnerships with businesses at local and broader levels provide DECA members realistic insight into industry and promote meaningful, relevant learning.

#### **Promotes Competition**

As in the global economy, a spark of competition drives DECA members to excel and improve their performance.

### **DECA prepares the next generation to be**

#### **Academically Prepared**

DECA members are ambitious, high-achieving leaders equipped to conquer the challenges of their aspirations.

#### **Community Oriented**

Recognizing the benefit of service and responsibility to the community, DECA members continually impact and improve their local and broader communities.

#### **Professionally Responsible**

DECA members are poised professionals with ethics, integrity and high standards.

#### **Experienced Leaders**

DECA members are empowered through experience to provide effective leadership through goal setting, consensus building and project implementation.

# THE DECA ADVISOR

## **WHY HAVE A CHAPTER?**

Students today want a voice in their education and an opportunity for self-expression; DECA provides such an opportunity. DECA is a student centered organization that is run by and for the students, while providing and encouraging:

- ✓ opportunities for professional growth through **Academically Prepared** activities;
- ✓ an awareness of service to the school, community, and business through **Community Oriented** projects;
- ✓ opportunities to increase skills in communication;
- ✓ opportunities to meet and learn to deal with others;
- ✓ a sense of belonging and the sharing of thoughts and experiences with other students through **Professionally Responsible** experiences;
- ✓ an understanding of the value of group consensus and decision making;
- ✓ the realization of compromise for the good of the majority;
- ✓ individual opportunities for expression;
- ✓ recognition for a “job well done” through **Experienced Leaders** opportunities. DECA provides the most natural avenue for a teacher to recognize individual and/or group achievement.

## **CHAPTER ADVISOR RESPONSIBILITIES:**

1. Initiate the organization of the DECA activities by the chapter.
2. Assist in the plans for securing effective and efficient groups of officers by setting criteria for candidates and letting candidates know of the responsibilities of each office.
3. Instruct newly elected officers concerning their duties and provide all members with leadership training.
4. Assist students in establishing adequate DECA chapter records and accounts. Oversee that programs will be adequately financed.
5. See that DECA chapter meetings are held regularly and conducted in a businesslike manner.

6. Encourage new DECA members to participate and get into the spirit of the DECA activities.
7. See that every DECA member is involved and accepts responsibility for his or her share of the duties.
8. Meet regularly with your chapter officers and executive committee to assist with leadership and chapter business.
9. Advise leadership and individual members and committees on problems and activities.
10. Encourage participation in state and national conferences. Help students prepare for leadership activities and participation at all levels of competition.
11. See that all ceremonies, initiations, public performances, and displays are carefully planned.
12. Keep school administration, the faculty, and the public posted on activities and accomplishments.
13. Encourage and provide avenues for parental and advisory committee involvement.
14. Keep abreast of new developments in DECA and call them to the attention of the members.
15. Utilize the DECA chapter as leadership training by impressing upon the membership that it is their organization.
16. See that the DECA chapter takes advantage of every opportunity to widen the scope of learning opportunities.
17. Become thoroughly versed in the history, principles, constitution provisions, ceremonies, typical activities, parliamentary procedures, and other essentials of the organization.

## MEMBERSHIP PROCEDURES

West Virginia DECA is on the online membership system offered by National DECA. Please pay strict attention to the following procedures and those listed on your dues form.

- ✓ Complete the form as directed by National DECA. All chapters must submit membership online following the instructions at <http://deca.org/membershipprocessing.html>
- ✓ National and State dues are unified. Each high school, Collegiate DECA, alumni, and professional member must pay dues.
- ✓ Students who are in the marketing/DCT program, or are interested in the marketing field, can become DECA members. Check with your school/chapter advisor for the specific criteria for membership.
- ✓ **Send dues check directly to: DECA Membership**, 1908 Association Drive, Reston, VA, 20191. National DECA sends the appropriate forms to your chapter when they process your membership. The National DECA phone number is 703.860.5000. Ask for the Membership Department if you have any questions.
- ✓ You can email West Virginia DECA at [bsias@access.k12.wv.us](mailto:bsias@access.k12.wv.us) or phone 304.957.9833 X 53013 if you have any questions.

**Please note:** The earlier National DECA receives dues payment, the earlier services will begin.

## DIRECT DUES COLLECTION

- ✓ The new online membership processing system will allow you to easily submit members, effectively manage your chapter membership, and obtain 24 hour access to membership data. Please go online to <http://www.deca.org/membershipprocessing.html>
- ✓ A single check for state and national dues should be issued and mailed to National DECA.

	<u>NATIONAL</u>	<u>STATE</u>	<u>TOTAL</u>
<b>High School</b>	8.00	3.00	11.00
<b>Professional- HS</b>	8.00	3.00	11.00
<b>Professional-DEX</b>	10.00	3.00	13.00
<b>Collegiate DECA</b>	10.00	3.00	13.00
<b>Alumni</b>	10.00	3.00	13.00

- ✓ All paid members of WV DECA must also be paid members of National DECA; this includes professional division members.
- ✓ You will receive membership materials via return mail. Please allow 3 to 4 weeks for processing and mailing.
- ✓ Monthly reports will be provided to the WV DECA State Advisor by National DECA regarding membership, dues collection, etc.
- ✓ All chapter advisors must pay membership dues.
- ✓ Additions to the roster **MUST BE POSTMARKED BY MARCH 1 IN ORDER TO PARTICIPATE AT ICDC.**

# CONSTITUTION FOR WV ASSOCIATION OF DECA

## ARTICLE I - NAME

**Section 1.** The official name of this organization shall be, "The West Virginia Association of DECA" and may be referred to as West Virginia DECA.

## ARTICLE II - PURPOSE

**Section 1.** To assist chartered chapters of West Virginia DECA in their growth and development.

**Section 2.** To prepare emerging leaders and entrepreneurs in marketing, finance, hospitality, and management.

**Section 3.** To enrich the development of occupational competencies necessary for careers in marketing, finance, hospitality, and management.

**Section 4.** To develop the realization of the responsibilities of citizenship in our free enterprise system.

**Section 5.** To develop an appreciation of civic and social obligations of those engaged in marketing, finance, hospitality, and management.

## ARTICLE III - ORGANIZATION

**Section 1.** The West Virginia Association of DECA is an association of local chapters, each operating in accordance with a Charter granted by West Virginia DECA.

**Section 2.** Local Charters shall be issued to Chapters by the State Advisor of DECA.

**Section 3** Administration of West Virginia Association of DECA shall be vested in the Professional Division, composed of All Chapter Advisors and the State Advisor (see attached Professional Division Bylaws for government).

## ARTICLE IV – MEMBERSHIP

**Section 1.** Membership in the West Virginia Association of DECA shall be individual members of the local West Virginia chapters.

**Section 2.** All members of the West Virginia Association of DECA must belong to National DECA.

- Section 3.** The classes of membership to be recognized are:
- A. Active Members - DECA membership is extended to any student at the discretion of the chapter advisor. An active member must pay dues as established by the National and State Association and shall then be eligible to participate in regional, state, and national DECA activities.
  - B. Alumni Members – Past members of a high school DECA chapter may, through their local chapter, join DECA. They shall be allowed to attend regional, state, and national functions only with approval of the State Advisor.
  - C. Professional Members – Marketing Education teachers, Diversified Cooperative Training teachers, administrators, educators, and others associated with and participating in the professional development of West Virginia DECA, are eligible for membership as established by the Association.
  - D. Collegiate Members– Students enrolled in business, marketing, or management courses in a postsecondary institution are eligible to become collegiate members. A collegiate member must pay dues as established by the National and State association and participate in appropriate activities.
  - E. Honorary Life Membership – Leaders in the field of education, business or government may be eligible for Honorary Life Membership. Honorary Life Members must be approved by the Board of Directors and are exempt from dues.

**ARTICLE V - VOTING**

**Section 1.** Member chapters shall exercise their voting privileges through State Voting Delegates to the Annual Meeting or meetings of West Virginia DECA. Each chapter will be allowed one Voting Delegate. Chapters with over fifty members will receive additional votes as per the chart below:

1 – 25 members	1 vote
26 – 50 members	2 votes
51 – 75 members	3 votes
76 – 100 members	4 votes
Over 100 members	5 votes

**ARTICLE VI - MEETINGS**

**Section 1.** An annual meeting of the West Virginia Association of DECA shall be called for the express purpose of electing officers, and conducting other business of the Association.

**Section 2:** Special meetings of the Association may be called by the State Advisor or DECA Board President with 15 days notice given to all chapters.

## **ARTICLE VII - OFFICERS**

**Section 1:** Officer Candidates shall run for the office of State Action Team Member.

**Section 2:** All officers will be elected by a statewide election, testing procedure, and interview session at the West Virginia State Career Development Conference.

**Section 3:** The five candidates receiving the best overall rating will be the State Action Team. The candidate receiving the highest overall rating will become the president and the rest will assume the duties of vice presidents.

**Section 4:** The duties of the officers shall be:

President – To preside over all official WV Association DECA meetings and to be available at the request of the State DECA Advisor in promoting the general welfare of WV DECA. The State Action Team will develop and carry out a State Program of Work and visit individual chapters and provide technical assistance to the chapters.

Vice Presidents – To serve in any capacity as directed by the President; to accept the responsibilities of the President as occasions may demand, and to make themselves available at the request of the State Advisor in promoting the general welfare of WV DECA and in specific chapters in designated areas.

**Section 5:** Qualifications for officer candidates for a state office must meet minimum national standards for national officers.

## **ARTICLE VIII - FINANCES**

**Section 1:** Dues for the West Virginia Association of DECA shall be established by the Professional Division.

**Section 2:** Dues established by National DECA shall be paid at the same time as the state Dues.

**Section 3** A Chapter Affiliation Fee shall be established by the Professional Division and shall be paid at the same time as State Dues.

**Section 4:** State and National dues and Chapter Affiliation Fee must be paid by the date set by the State Advisor.

## **ARTICLE IX - STATE ADVISOR**

The West Virginia Department of Education will appoint a professional staff member to serve as State Advisor. This individual, State Supervisor of Marketing Education, will be responsible for, and have final authority regarding all policy decisions, all treasury funds, and all activities and functions of the West Virginia Association of DECA. In the event the State Advisor is unable to be present at any West Virginia DECA function, she/he may appoint another Professional Division member to serve in this capacity.

## **ARTICLE X – EMBLEM AND COLOR**

The WV Association shall adopt the same emblem and colors as the National Association.

**WV DECA  
PROFESSIONAL DIVISION  
BY-LAWS**

**Replaces Article III, Section 4 of Constitution  
ADOPTED August 27, 1981  
Revised July, 2011**

The Professional division of West Virginia DECA was established to:

1. Promote the general welfare of West Virginia DECA, and
2. Develop goals and objectives for West Virginia DECA, and
3. Establish regulations as necessary to carry out the goals and objectives of West Virginia DECA.

The professional division of West Virginia DECA is comprised of all active adult advisors of chartered DECA chapters within West Virginia.

A board of Directors will constitute the governing body of the West Virginia DECA Professional Division.

Members of the West Virginia DECA Board of Directors shall:

- a. be elected from the membership statewide. Three are elected each year.
- b. have at least 2 years teaching experience and must be a local DECA chapter advisor.
- c. attend all regularly scheduled meetings. Members missing two scheduled meetings in one year, without reasonable cause, may be asked to resign.
- d. send a formal letter of resignation to the chairperson if a resignation is necessary.

The West Virginia DECA Board of Directors:

- a. consists of five (5) DECA members and two (2) CVE members. Two (2) members will be elected each year and serve staggered three year terms. The State Advisor and the State Officer Advisor shall serve in an ex-officio capacity.
- b. be responsible for annually approving statewide and regional program of work.
- c. serves as an appeals committee to settle issues relative to competitive events.
- d. determines the dates and locations of all State Association activities.
- e. elects a chairperson whose responsibility it is to appoint a secretary, plan agendas, conduct meetings of the board, and serve as the leader of the professional division.
- f. sets dues and other fees to generate revenue to operate the state association.
- g. establishes guidelines for teacher conduct at state/national DECA meetings.

- h. establishes guidelines for determining those teachers whose travel will be supported by the Department of Technical and Adult Education.
- i. serves as contact persons within their regions to receive ideas, concerns, etc., prior to regularly scheduled meetings.
- j. The WV DECA Board of Directors is responsible for electing a state officer advisor at the end of each school year. Approval for the funding of the state officer advisor's travel expenses will be voted upon as needed.

In the event of the resignation of a member, the Chairperson shall appoint a qualified teacher to serve the remaining term.

## NEW CHAPTER REQUEST

Charter Name:

---

(For certificate)

Charter Advisor:

---

School Name:

---

**ONLY REQUEST A CHARTER IF YOUR PROGRAM IS NEW OR REACTIVATED**

# SUGGESTED CHAPTER CONSTITUTION

Constitution of (school) Chapter, (state) Association of DECA.

## ARTICLE I – NAME

**Section 1.** The official name of this organization shall be (school) Chapter of the (state) Association of DECA.

## ARTICLE II – PURPOSE

**Section 1.** To assist our members in the growth and development of DECA.

**Section 2.** To develop a respect for education in marketing which will contribute to occupational competencies and career success.

**Section 3.** To promote understanding and appreciation for the responsibilities of citizenship in our free enterprise system.

## ARTICLE III – ORGANIZATION

**Section 1.** The (school) DECA chapter may be chartered as a member of (state) DECA upon approval of the (state) DECA Board of Directors.

**Section 2.** The classes of membership that shall be recognized are:  
High School Division members  
Collegiate members  
Alumni Division members  
Professional Division members  
Honorary Life members

## ARTICLE IV – VOTING

**Section 1.** (School) DECA Chapter members shall exercise their franchise in (state) DECA through voting delegates as may be approved by the (state) Association of DECA.

## ARTICLE V – MEETINGS

**Section 1.** Regular meetings shall be held at least once each month during the school year.

**Section 2.** Parliamentary procedure of all meetings will be governed by *Robert's Rules of Order, Newly Revised*.

## **ARTICLE VI – OFFICERS**

**Section 1.** The officers of the (school) DECA Chapter shall consist of a president, vice president, secretary, treasurer, reporter, and parliamentarian; and each shall exercise the usual duties of the office to which he/she has been elected.

**Section 2.** The officers of the (school) DECA Chapter shall be nominated and elected by ballot at the first regular business meeting of each school year. A majority vote of the members shall be necessary to elect.

## **ARTICLE VII - ADVISOR(S)**

**Section 1.** The (school) DECA Chapter advisor shall be the marketing education teacher or any other designated teacher of the (school) program.

## **ARTICLE VIII – FINANCES**

**Section 1.** (School) DECA Chapter will be responsible for state and national DECA dues according to the number of individual members claimed in each membership classification times the amount established for that classification of the state and national levels.

**Section 2.** The (school) DECA Chapter advisor shall be responsible for the DECA chapter finances and will furnish an annual audit to the (state) DECA advisor.

## **ARTICLE IX – EMBLEM AND COLOR**

**Section 1.** The (school) DECA chapter shall adopt the same emblem as the state association.

**Section 2.** The colors of the (school) DECA chapter shall be blue and gold.

## **ARTICLE X – AMENDMENTS**

**Section 1.** To amend this Constitution, the proposed amendments must be presented, in writing, to the president, by any DECA member. The president will present the amendment to the membership where it must be approved by a three-fourths majority vote for adoption.

**Section 2.** No rules, regulations or bylaws shall be adopted which are contrary to this Constitution.

## CHAPTER FLAG

At the Opening Session of the West Virginia DECA State Career Development Conference there is a roll call of attending chapters. A representative from each chapter will present the chapter's flag during this session.

1. Representative from each chapter will meet 30 minutes prior to the opening session to practice.
2. Representative will be dressed in proper attire with DECA blazer.
3. Qualifications for DECA Chapter Flag:
  - a. Must be a flag, not a banner
  - b. Flag size should be 3 feet x 5 feet with the shorter dimension attached to pole
  - c. Flag must be attached to an 8 foot flag pole
  - d. Flag must include the chapter name
  - e. DECA emblem is not required
  - f. Flags must be made of fabric – NO SUBSTITUTES
  - g. Any color may be used
  - h. Edges must be finished – hemmed, fringed, bound, etc.

# **State Action Team**

## MESSAGE FROM THE STATE ADVISOR

TO: All State Action Team Candidates

FROM: Betty Sias  
WV State DECA Advisor

**SUBJECT: The Commitment of Serving on the State Action Team**

Congratulations on your decision to enter the race to become a member of the WV DECA State Action Team. Being a State Officer can be a wonderful opportunity if you are prepared to make the commitment it takes to *serve* as a member of the WV DECA State Action Team.

Numerous opportunities are available for State Officers. As an officer, you will be part of a team. This team will work together to accomplish goals for the benefit of our state organization. This experience will benefit each of you throughout your life.

As with any title, there comes responsibility and sacrifice. Serving as a State Officer for our organization is no exception. In fact, if you asked former State Officers about their experiences I imagine they would first tell you of the long hours spent preparing for workshops, writing scripts, preparing for conferences, and even missing some high school activities in order to complete a DECA activity. Therefore, your desire to be a State Officer should be very genuine, realizing that you will be expected to honor your commitment throughout your term of office should you be one of the five elected to serve.

Because of the commitment required, it is important that you realize policies and procedures governing State Officers before you run for office. Everyone likes to know what is expected before becoming a candidate. Read and discuss with your parents/guardians the information concerning the required activities and responsibilities thoroughly before signing the State Action Team Application. After you have thoroughly read and understand all the information provided, you will need to make a decision. The State Action Team Application must be completed and submitted with your chapter's registration for the State Career Development Conference.

Thank you for taking the time to read and understand the role of a State Action Team member. The opportunities that you will encounter in our organization can provide you with a lifetime of memories.

Congratulations on your decision, and GOOD LUCK!

**STATE ACTION TEAM CANDIDATE APPLICATION  
DUE WITH STATE CDC REGISTRATION**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

School: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Advisor: \_\_\_\_\_

Parent/Guardian: \_\_\_\_\_

**Certification of Consent:**

This is to certify that we have:

1. Read and understand the responsibilities of serving as a State Action Team member for West Virginia DECA.
  
2. Agreed to provide support and assistance in helping the above named applicant fulfill his/her responsibilities if elected. Teacher and Parent/Guardian please note: Make sure that you read entire packet explaining duties and responsibilities of the West Virginia DECA State Action Team.
  
3. Verified that the above named applicant maintains a 2.0 overall GPA.
  
4. Given our unconditional support for the candidacy of this applicant.

\_\_\_\_\_  
(Parent/Guardian) (Date)

\_\_\_\_\_  
(Chapter Advisor) (Date)

\_\_\_\_\_  
(School Official) (Date)

\_\_\_\_\_  
(Student) (Date)

## **STATE ACTION TEAM CANDIDATE CRITERIA**

In order to become a candidate for the WV State Action Team, you must fulfill the following requirements:

1. Belong as a member of a chapter affiliated with the West Virginia Association of DECA.
2. Have, at the time of application, and maintain a 2.0 overall grade point average throughout the term of office.
3. While serving as a State Action Team Officer, the candidate must have no more than 10 absences in the current school year. Students have the right to appeal to the DECA Board. School activity absences do not count against this policy.
4. Complete and submit the State Action Team Application with all required signatures to run for the WV State Action Team.
5. Submit the designated filing fee to the State DECA Advisor by the deadline.
6. Complete a written exam on West Virginia and National DECA facts.
7. Present a 3-5 minute campaign speech at the State Career Development Conference.
8. Submit a resume and participate in a question and answer session with an interview committee.
9. Each candidate may organize a campaign booth for which space will be provided at the State Career Development Conference. Please try to limit the amount of money that is spent on your campaign. It is the quality of the candidate that matters most, not the amount of money spent.

### **HOW SCORES ARE TABULATED**

Fifty (50%) of the total points will be from voting delegates. Each voting delegate will get two votes. They will cast their vote for two different candidates. This 50% will be derived from the candidate's speech and voting session. Scores from the interview and the test will be posted prior to the voting delegate session.

Twenty-five (25%) of the total points will be derived from a ten (10) minute interview session with a panel of three-four judges composed of a current officer of the State Action Team, a DECA Board member, the State DECA Advisor, and any other designated WV DECA member. Fifteen (15%) of the total points will be from the written exam on West Virginia and National DECA facts. Ten (10%) of the total points will be derived after an evaluation of the candidate's resume.

## FINANCIAL OBLIGATIONS

As a member of the State Action Team, West Virginia DECA will assume most of your financial obligations including much of your travel and your conference fees. However, you will be responsible for your meals, recreation, some local travel, and other incidental expenses. The purchase of a DECA blazer is the financial responsibility of your local chapter.

### **West Virginia DECA will purchase the following apparel:**

**For Girls:** One skirt, one pair of dress slacks, one blouse, one pair of dress shoes, one t-shirt, one sweatshirt and accessories.

**For Boys:** Two pairs of dress slacks, one shirt, one tie, one pair of dress shoes, one t-shirt and one sweatshirt.

**A semester expense report must be submitted for reimbursements of phone calls, postage, etc. The president will receive \$100 per year and each vice president will receive \$50 per year.**

## RESPONSIBILITIES OF YOUR LOCAL ADVISOR AND CHAPTER

It is an honor to have a chapter member to serve as a member of the State Action Team. The local chapter and chapter advisor should support and encourage the State Officer in every way possible.

The chapter advisor is responsible for seeing that the state officer attends all assigned functions. This may involve providing transportation and attending planning meetings and functions with the officer. The chapter advisor should also provide necessary guidance to the officer in terms of planning and attending meetings, prioritizing DECA activities with other activities, proper grooming and dress, and performing all the duties of the office.

Officers should not be encouraged to drive their own vehicles to any West Virginia DECA activity. The local chapter must be willing to assume some minor financial assistance such as instate travel and other small, unreimbursed expenses.

# STATE ACTION TEAM GUIDELINES

## DUTIES OF A STATE OFFICER

A State Officer works as a member of the State Action Team in establishing common goals and objectives as a liaison between the WV DECA Board of Directors and the student membership. He/she also must act as the voice of DECA to those not familiar with the organization.

## DESCRIPTION OF A STATE OFFICER

A State Officer is a dedicated and enthusiastic individual with motivation and integrity to represent that in which he/she believes. As a flexible member of the team, he/she accepts his/her responsibility of being a leader as well as a follower. With the personable qualities of a public relations person, the State Officer plans, coordinates, executes, and controls. In order to insure a successful year for WV DECA, a State Officer should convey professionalism through commitment, attitude, skill, knowledge, and style.

## RESPONSIBILITIES OF A STATE OFFICER

### To the Organization:

- ✓ The foremost responsibility of a member of the State Action Team is to represent the thousands of DECA members throughout the organization and not solely the members of one chapter.
- ✓ The entire organization will be judged by other people's impression of state officers. Consequently, the officer must always be mindful of the image he/she projects in appearance, speaking, manners, **and in attitude.**
- ✓ The officer is charged with the responsibility of projecting himself/herself as a professional student leader at all times.
- ✓ The officer is charged with the responsibility of exhibiting enthusiasm whenever he/she speaks officially for DECA.
- ✓ The officer develops a Program of Work (POW) and leads the state association in accomplishing the POW.
- ✓ The officer is charged with the responsibility of being prepared for all activities in advance.
- ✓ The officer is charged with the responsibility of attending all state, regional, and national meetings that relate to the office held.
- ✓ The officer is charged with the responsibility of encouraging and promoting membership involvement in DECA activities.

- ✓ The growth of DECA during any given term of office will greatly depend on the performance of the officers in fulfilling their duties and the impression he/she leaves with people who come in contact with DECA related activities.

### **To DECA Members:**

- ✓ The officer is challenged to provide guidance, leadership, inspiration, and enthusiasm to all DECA members. The example set by a State Officer will affect each member's enthusiasm, involvement, and emotions toward DECA.
- ✓ The officer will at all times exhibit the qualities of leadership that will contribute to the growth of DECA through its members.
- ✓ The officer will inspire leadership in direct proportion to the degree that he/she as an individual provides leadership. In reaching for higher goals in self-improvement, so will each State Officer instill in those they meet the desire for self-improvement and the attainment of higher goals.

### **To Family, Self and Employer:**

- ✓ Each officer's primary responsibility is first to him/herself and to their family.
- ✓ DECA is a co-curricular part of the Marketing Education/DCT program and as such should be considered as any other educational activity.
- ✓ Due to its co-curricular nature, DECA will take precedence over band, cheerleading, athletics, and any other extracurricular activities.
- ✓ If employed, provide your employer with the academic DECA calendar as soon as possible.

### **To Other Officers:**

- ✓ During the term of office, an officer may not hold any office in their local DECA chapter.
- ✓ During the term of office, each officer will be supportive of his/her local chapter activities.
- ✓ Avoid forming cliques with other State Officers. The success of any team depends on teamwork.
- ✓ Talk out all problems immediately and do not let them accumulate.
- ✓ Respect everyone's personal space and possessions and respect all opinions and support team decisions when made.
- ✓ It is each State Officer's duty to correspond with other members of the team, as to the progress he/she is making and activities undertaken.

### **To the State Officer Advisor:**

- ✓ The State Officer Advisor is his/her liaison person and coordinates the efforts and assignments of the team.
- ✓ Send in all reports and requested information on time and in the appropriate format. File/organize all correspondence for future reference and for next year's officers.
- ✓ Be prepared for all activities.
- ✓ Discuss any special concerns with the advisor **BEFORE** they become major problems.
- ✓ Each officer must keep the State Officer Advisor informed of their activities at all times. This person will be your advisor/chaperone at all conferences and related DECA functions.

### **To Regional Chapters:**

- ✓ Correspond with the assigned chapters within each area. Correspondence is a very important responsibility. All correspondence as a State Officer must be typed correctly, using proper letter style and correct grammar and spelling. A copy of all correspondence must be proofread by the local advisor and sent to the State Officer Advisor.

### **To Chapter Advisor:**

- ✓ Keep local chapter advisors informed of officer activities at all times.
- ✓ Do not expect or request special privileges from the chapter advisor, but do expect support and assistance in meeting officer's obligations.
- ✓ Each officer must be diligent in maintaining high academic standards in all school related assignments.

### **To the Board of Directors:**

- ✓ The State Action Team will be responsible for making recommendations with regard to suggested activities to the West Virginia DECA Board of Directors.
- ✓ Semester reports will be provided to the West Virginia DECA Board of Directors, along with the Program of Work, at the September meeting with a follow-up at the February meeting.
- ✓ Reimbursement of expenses incurred for assignments will be arranged between the Board of Directors and the State Officer Advisor.

## STATE ACTION TEAM ELECTION

### A. DECA State Officers: (Elected at the WV DECA State CDC)

#### Voting Delegates:

1 – 25 (members) 1 Vote  
26 – 50 2 Votes  
51 – 75 3 Votes

#### Voting Delegates:

76 – 100 4 votes  
Over 100 5 votes

1. President Elected statewide, responsible for leadership in the State Association Activities:
  - a. Preside over state meetings
  - b. Develop and carry out a state Program of Work
  - c. Visit individual chapters and provide technical assistance
  - d. Provide leadership over statewide DECA program
  - e. Other duties delegated by the State Advisor or State Officer Advisor
2. Vice Presidents Elected statewide, responsible for leadership in the State Association Activities:
  - a. Provide leadership within the region represented
  - b. Develop and carry out a state Program of Work
  - c. Visit individual chapters in the region
  - d. Other duties delegated by the State Advisor or State Officer Advisor

### B. Election Procedures for State Action Team

1. Two candidates from each DECA chapter may seek a position on the WV State Action Team. All candidates will run for the office of "State Action Team Member."
2. Each candidate will:
  - a. Submit a DECA Resume to the interview panel
  - b. Be interviewed by a panel consisting of the State DECA Advisor, a current member of the State Action Team, a DECA Board member, and any other designated WV DECA member.
  - c. Take a test on DECA concepts
  - d. Make a 3 – 5 minute campaign speech

Emphasis for election will be based on the following percentage score:

Resume 10%                      Interview 25%  
Test 15%                              Speech/Voting 50%

3. The five candidates receiving the best overall rating will be the State Action Team. The candidate receiving the highest overall rating will become the president, and the rest will assume the duties of vice-presidents.

## STATE ACTION TEAM CANDIDATE EVALUATION

Candidate's Name: \_\_\_\_\_

<u>Officer Image</u>	<u>Excellent</u>	<u>Good</u>	<u>Average</u>	<u>Poor</u>	<u>Total</u>
(15 points possible)	(14-15)	(10-13)	(6-9)	(1-5)	_____
Well groomed?					
Dressed in a business-like manner?					
A good first impression?					
Stood until invited to sit down?					
Good and confident posture?					

<u>Officer Image</u>	<u>Excellent</u>	<u>Good</u>	<u>Average</u>	<u>Poor</u>	<u>Total</u>
(20 points possible)	(18-20)	(14-17)	(7-13)	(1-6)	_____
Enthusiastic?					
Positive, self-confident?					
Sincere?					
Alert and attentive?					
Sense of humor?					

<u>Officer Image</u>	<u>Excellent</u>	<u>Good</u>	<u>Average</u>	<u>Poor</u>	<u>Total</u>
(25 points possible)	(22-25)	(17-21)	(9-16)	(1-8)	_____
Organization of answers?					
Answers were concise and to the point?					
Answers seemed spontaneous (or "rehearsed")?					
Knowledge of Marketing Education and DECA was evident?					

<u>Officer Image</u>	<u>Excellent</u>	<u>Good</u>	<u>Average</u>	<u>Poor</u>	<u>Total</u>
(25 points possible)	(22-25)	(17-21)	(9-16)	(1-8)	_____
Could handle situation logically?					
Did not get flustered or overly nervous?					
Good eye contact and gestures?					
Use of proper grammar and diction?					

<u>Officer Image</u>	<u>Excellent</u>	<u>Good</u>	<u>Average</u>	<u>Poor</u>	<u>Total</u>
(15 points possible)	(14-15)	(10-13)	(6-9)	(1-5)	_____
Candidate open-minded?					
Seemed afraid to take initiative?					
Provided plans for follow-through on goals?					
Took criticism and/or compliments?					

Interview: \_\_\_\_\_ (100 points possible)  
 Test: \_\_\_\_\_ (50 points possible)  
**TOTAL:** \_\_\_\_\_ (150 points possible)

## **STATE ACTION TEAM CAMPAIGN REGULATIONS**

1. No campaign activities may take place prior to the first day of the State Career Development Conference. Any violations will be considered as a reason for disqualification.
2. Campaigns booths – Each candidate requesting space for a campaign booth will be allocated space within the campaign hall.
3. Candidates must pay a filing fee.
4. Campaign posters, etc. – No posters or campaign materials will be displayed outside the campaign area or on the walls, doors, etc. of the hotel.
5. Demonstrations – Campaign demonstrations will be restricted to the campaign area and must be in an orderly and nondisruptive manner.
6. If space is not available for campaign booths, a joint campaign election session will be held.

**VIOLATORS WILL BE DISQUALIFIED!!!**

## STATE ACTION TEAM REQUIRED ACTIVITIES

In addition to a list of individual assignments which the State Officer Advisor State Advisor will provide, there are six major activities in which all State Officers must participate.

### **Activity #1 Officers' Training Session**

The newly-elected officer must participate in the designated officers' training session. The site will be selected upon the recommendation of the State Advisor and/or State Officer Advisor. The site selected may include the Leadership Institute in Washington, DC in at a site in West Virginia. Any officer unable to participate in this activity must provide justification in writing to the West Virginia DECA/CVE Board of Directors, who will decide if the student will be allowed to fulfill his/her term of office.

### **Activity #2 State Officer Meetings**

Each officer must attend state officer meetings. These will usually take place at the same time and location as WV DECA Board of Director's meetings. A letter of resignation to the West Virginia DECA/CVE Board of Directors will be expected on the second missed meeting.

### **Activity #3 Fall Leadership Conference**

Your first formal appearance to the state delegation will be the Fall Leadership Conference. This conference will provide members throughout the state with an opportunity to learn more about DECA and leadership ability. The conference is usually held during September or October. State Officers are expected to arrive one day early in order to assist with conference arrangements and preparations. Any officer unable to participate in this activity must provide justification in writing to the West Virginia DECA/CVE Board of Directors, who will decide if the student will be allowed to fulfill his/her term of office.

### **Activity #4 North Atlantic Regional Conference (NARCON/SONAR)**

The North Atlantic Regional Conference (NARCON/SONAR) is held during November in various cities throughout the North Atlantic Region. The State Officers will serve as official representatives of West Virginia DECA at this conference. The primary responsibility of the State Officers will be to present a workshop during the conference and to participate in additional officer training. Any officer unable to participate in this activity must provide justification in writing to the WV DECA/CVE Board of Directors, who will decide if the student will be allowed to fulfill his/her term of office.

### **Activity #5 State Career Development Conference (CDC)**

The West Virginia DECA State Career Development Conference is conducted during February or March of each year. This conference is the highlight of the DECA year and the State Officers will play a major role in planning and coordinating various aspects of the conference. State Officers will arrive one to two days early to assist with conference arrangements. Any officer unable to participate in this activity must provide justification in writing to the West Virginia DECA/CVE Board of Directors, who will decide if the student will be allowed to fulfill his/her term of office.

### **Activity #6 International Career Development Conference (ICDC)**

The final major activity which is not required, but highly recommended, is the International Career Development Conference. At the end of each officer's term he/she will be given the opportunity to represent West Virginia DECA at the International Career Development Conference. This conference is held in various cities throughout the United States.

### **OTHER RELEVANT INFORMATION**

Appearance is an important part of the State Officer's responsibilities. When on assignment, State Officers will wear the official West Virginia DECA attire which will be designated by the State Advisor. Officers are constantly in the spotlight; therefore, appearance should always be flawless. Use good taste when coordinating outfits to accompany your DECA blazer, especially in color coordination.

Transportation will be provided by the local chapter advisor, parents/guardian, other teacher, or other DECA advisor.

**The West Virginia DECA/CVE Board of Directors understands that conflicts may arise in your schedule which could prevent you from attending an important DECA activity. You may present your circumstance in writing to the WV DECA Board President 30 days prior to the activity for review by the Board of Directors. The Board of Directors will decide what action is warranted.**

# STATE ACTION TEAM ASSIGNMENTS/RESPONSIBILITIES

## Assignment #1 Officers' Training Session

- ✓ The officers' training session will take place either at the Leadership Institute in Washington, DC or at a site in West Virginia. Any officer who is unable to participate in this activity must provide justification in writing to the WV DECA/CVE Board of Directors, who will decide if the student will be allowed to fulfill his/her term of office.

**Time Frame:** Two-three days/One week depending on the site

## Assignment #2 Goals and Objectives

- ✓ The officer, with the assistance of the State Officer Advisor, will prepare a list of the goals and objectives which will be used to develop a Program of Work for the state.

**Time Frame:** To be completed at the Officers' Training Session

## Assignment #3 Written Correspondence

- ✓ All correspondence must be typewritten on official DECA stationary. The DECA President will be responsible for sending a copy of all correspondence to the State DECA Advisor.
  - *Letter of Introduction*  
As a team you will compose one overall letter of introduction to be mailed to each school within your assigned area. This letter will introduce yourself, provide an update on your summer DECA activities, an update on upcoming activities and highlight the upcoming Fall Leadership Conference.

**Time Frame:** To be completed at the Officer's Training Session and mailed by September 15

- *CTE Administrators' Informational Letter*  
As a team, you will compose one overall letter to be directed to the administrators within each of your school/county area. The letter should explain your role as a State Officer and extend an invitation for him/her to become involved in any local or state DECA activities. The following individuals should receive an informational letter: the principal and the career and technical director.
- *Thank You Letters*  
Thank you letters are to be mailed frequently to acknowledge your appreciation for activities which are beneficial to you, WV DECA, or your local chapter.

**Time Frame:** To be completed at the Officers Training Session and mailed by October 31. Thank You Letters should be mailed as needed.

#### **Assignment #4 Online Correspondence**

✓ State officers are responsible for specific online contributions:

- *Regional Updates*

All online regional updates developed for the WV DECA website will be developed as a team. These updates will be approved by the State Officer Advisor.

- Update #1 will summarize the success of Fall Leadership Conference and highlight the upcoming North Atlantic Region Conference (NARCON/SONAR).

**Time Frame:** To be online within two (2) weeks of the conclusion of the Fall Leadership Conference

- Update #2 will summarize the success of NARCON/SONAR and encourage participation at the State Career Development Conference.

**Time Frame:** To be online within two (2) weeks of the conclusion of NARCON/SONAR

- Update #3 will highlight the State Career Development Conference.

**Time Frame:** To be online one month prior to conference

- *Individual Bios*

Prepare an individual bio to be posted on WV DECA's website.

**Time Frame:** To be written during the Officers Training Session

✓ Each officer will prepare and submit at least two (2) articles for the WV DECA website.

**Time Frame:** Timeline will be designated during the State Officer Training.

#### **Assignment #5 Presentations to the WV DECA/CVE Board of Directors**

✓ Reports

- Prepare and present a report outlining your Program of Work at the September WV DECA Board of Directors Meeting and a follow-up to the Program of Work will be presented at the February meeting.

**Time Frame:** To be presented at the September and February WV DECA/CVE Board of Directors meeting

## **Assignment #6 Speaking Engagements**

- ✓ Each officer will prepare and present a minimum of two (2) speaking engagements to various organizations (Lions Club, Rotary, Chamber of Commerce, etc.) within your community (can be same topic and/or speech).

**Time Frame:** First engagement completed by December 31; Second engagement completed by April 30

## **Assignment #7 Fall Leadership Conference (FLC)**

- ✓ Assist in the planning/coordinating of the WV DECA Fall Leadership Conference. Major responsibilities will include the development of a theme, opening/closing sessions, mixers, workshop presentations, DECA Olympics, social activity, and other responsibilities as assigned.

**Time Frame:** To be completed in September/October

## **Assignment #8 North Atlantic Regional Conference (NARCON/SONAR)**

- ✓ Represent WV DECA at the North Atlantic Region Conference by presenting a workshop and conducting nightly state association meetings. The President may attend a planning meeting for this conference in July to assist other state presidents in planning.

**Time Frame:** To be completed in November

## **Assignment #9 State Career Development Conference (CDC)**

- ✓ Assist in the planning/coordinating of the State Career Development Conference. Major responsibilities will include: opening/closing sessions, assisting in the election of new officers, assisting the State Officer Advisor in setting up materials/decorations for the conference, preparing and delivering a farewell speech, and any other responsibilities as assigned.

**Time Frame:** To be completed in February or March

## **Assignment #10 International Career Development Conference (ICDC)**

- ✓ Represent WV DECA at the International Career Development Conference. Major responsibilities will include: serving as a voting delegate, conducting all state association meetings, and other responsibilities as assigned.

**Time Frame:** To be completed in April or May

## **Assignment #11 State Officer Meetings**

- ✓ To be scheduled as needed and usually take place at the same time and location as the WV DECA/CVE Board of Director's meetings.

## **STATE OFFICER ADVISOR RESPONSIBILITIES**

1. Provide activities that will assist the State Action Team in acquiring the skills necessary in order to perform duties as a team.
2. Select apparel for State Action Team.
3. Supervise State Action Team's activities.
4. Provide State Action Team, their classroom advisor, and State Advisor with all information concerning State Action Team activities, plans, etc.
5. Make arrangements, accompany, and attend the Summer Officers' Training Session with State Action Team. (Institute site will be selected by the State Advisor)
6. Make arrangements, accompany, and attend the State Action Team Summer Retreat with the State Action Team. (Retreat site will be selected by the State Advisor)
7. Develop State Action Team Program of Work for the year's activities to be submitted to the State DECA Advisor and the DECA/CVE Board of Directors before the Fall Leadership Conference.
8. Attend the Fall Leadership Conference and supervise the State Action Team in the preparation of the conference theme, social activity, opening, evening activity, workshop, other general sessions, etc.
9. Attend the State Career Development Conference and supervise the State Action Team in the preparation and completion of their assigned duties.
10. Maintain a team environment conducive to effective teamwork.
11. Resolve conflicts and take appropriate action when a State Action Team member exhibits inappropriate behavior.
12. Mentor the Assistant State Action Team Advisor (if one is designated) in all activities, insuring the new advisor is familiar with all information necessary.

## **ASSISTANT STATE OFFICER ADVISOR RESPONSIBILITIES**

1. Support the State Action Team in all activities.
2. Attend all State Action Team meetings.
3. Secure materials necessary for activities as requested by the State Action Team.
4. Assist in supplying information for the WV DECA website.
5. Attend the International Career Development Conference, if State Officer Advisor is unable to attend, and be responsible for both State Action Teams, if new team decides to attend the conference. WV DECA will cover the cost of attending this conference as the State Action Team Advisor.
6. Conduct state officer election session, tabulate results, and submit names of new State Action Team to tabulation coordinator.
7. Assist State Officer Advisor and State Action Team in the preparation of Fall Leadership Conference, State Career Development Conference, NARCON/SONAR, and the International Career Development Conference.
8. Assume responsibilities of State Action Team advisor in his/her absence.

**Adult, Chaperone, Student -  
Permission, Agreement, Medical  
Forms and Reports**

## WV DECA ADULT ADVISOR AND CHAPERONE CODE OF ETHICS & RESPONSIBILITIES

Since a good example is one method of teaching, and students participating in a conference or activity are impressive, a code of ethics (or guidelines) is set for adult advisors and chaperones. Advisors shall be responsible for reviewing with the participants attending the conference/activity all permission forms, code of conduct policies and the official DECA Dress Code prior to each activity. Advisors must also document this review and their students' understanding and compliance, along with the advisor's agreement to comply with the above responsibilities by signing and returning this form. Two copies of all signed students' permission forms must be brought to the conference/activity.

- Advisors are required to inform students of the appropriate attire for all conferences.
- Advisors must also enforce the advisor and student dress code at each conference.
- It is highly recommended that advisors meet personally with a parent/guardian prior to the conference/activity to explain the student code of conduct and all planned activities.
- Advisors/chaperones are responsible for chaperoning all delegates of any DECA conference/activity. Any inappropriate behavior will be reported to the student's advisor and the State Advisor.
- Advisors/chaperones are required to conduct hall duty until the designated time or until all rooms are quiet for one and one half hours (1 ½) after curfew.
- Advisors/chaperones shall conduct daily meetings with participants for progress reports, time schedules and other activities, and are required to chaperone any student when in the pool area.
- Advisors/chaperones are responsible for knowing the whereabouts of all of their students at all times. Each chapter advisor/chaperone should establish a policy with his/her students prior to the conference/activity in order to meet this regulation.
- Advisors/chaperones must have with them at the conference/activity a signed permission form with home telephone numbers, parents' or guardians' names, and insurance information.
- Each advisor/chaperone shall be responsible for seeing that all participants adhere to **all** conduct practices and procedures.
- Advisors/chaperones will enforce curfew. Chapter advisors/chaperones are responsible for physically checking all sleeping rooms to ensure that their students are in the assigned rooms at curfew. **(DO NOT CALL ROOMS FOR VERIFICATION)**
- **ADVISORS/CHAPERONES WILL NOT USE ALCOHOLIC BEVERAGES OR NARCOTICS.**
- Advisors/chaperones shall be responsible for their delegates' conduct and shall be available to their students at all times **OR** shall have another advisor/chaperone available to their students.
- The local principal and/or designated administrator will be contacted in an emergency situation if the chapter advisor cannot be located within a reasonable amount of time or is unable to give the proper amount of supervision. Student emergencies include: accidents, possession of drugs or alcohol, breaking conference rules, family emergencies, and any other designated emergency.
- Advisors/chaperones are assigned job duties during activities. It is the responsibility of the advisor/chaperone to promptly carry out their assignments designated by National DECA or the State Advisor.
- All chapters will participate in all designated group activities. Extra individual activities must be approved by the State Advisor and completed by curfew.

### CONSEQUENCES OF A VIOLATION

Violations of these practices and procedures, as established, will be referred to the State Advisor and/or the WV DECA/CVE Board of Directors.

- Letter will be sent to principal/career technical director/superintendent requesting a reprimand.
- If the advisor's violation is prior to attending the International Career Development Conference, travel expenses to the ICDC will **NOT** be reimbursed by the state.
- Additional duties will be assigned to the advisor at future conferences.
- In the event of a CHAPERONE violating the above responsibilities, a letter will be sent to the chapter advisor/principal/career technical director/superintendent. The chaperone will not be permitted to chaperone any future DECA activity or conference.

_____Year	<input type="checkbox"/>	Fall Leadership Conference	_____Year	<input type="checkbox"/>	NARCON/SONAR
_____Year	<input type="checkbox"/>	New York/Disney/Universal Workshops	_____Year	<input type="checkbox"/>	State CDC
_____Year	<input type="checkbox"/>	International CDC			

Date: \_\_\_\_\_ School: \_\_\_\_\_

Advisor: \_\_\_\_\_ School Official: \_\_\_\_\_

Administrator Emergency Phone Number: \_\_\_\_\_

## WV DECA CHAPERONE AGREEMENT

Please print or type all information

I, \_\_\_\_\_, agree to chaperone \_\_\_\_\_  
(Name of chaperone) (If chaperoning all students from a specific school, put "ALL STUDENTS")

From \_\_\_\_\_ at the \_\_\_\_\_  
(Name of school) (Name of conference)

In \_\_\_\_\_  
(Location of conference/activity) (Date(s) of conference/activity)

***I will be responsible for the above named student'(s) welfare traveling to the conference, during the conference, and traveling from the conference.***

***I also understand and agree to abide to the chaperone's responsibilities outlined in the WV DECA Adult Advisor and Chaperone Code of Ethics & Responsibilities and Chaperones and agree to abide by decisions made in the interest of the student and West Virginia DECA.***

Chaperone signature: \_\_\_\_\_

## WV DECA STUDENT CODE OF CONDUCT

Attendance at any WV DECA sponsored conference/activity is a privilege. The following conduct policies will apply to all delegates: students, chapter advisors, and any other authorized persons attending the activity. This form must be signed by each student attending a WV DECA conference/activity and a copy must be brought to the conference site. Advisors must keep this form on file for three (3) months after the conference.

### LEVEL ONE VIOLATION

Delegates shall abide by the rules and regulations of WV DECA and *school county policies* at all times, to and from the designated conference/activity. **The following shall be regarded as LEVEL ONE Violations of the WV DECA Code of Conduct**, regardless of when exposed. Determination of penalties for violations will be at the discretion and enforced by the State Advisor and/or the Board of Directors. **NO DELEGATE SHALL VIOLATE ANY LOCAL, STATE OR FEDERAL LAW AT ANY WV DECA OR NATIONAL DECA ACTIVITY.**

- ✓ **Alcohol, Drugs and Tobacco:** a student shall not possess, purchase, consume, transmit, be under the influence of, or show evidence of having used an alcoholic beverage, other drugs, or substances 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, purchase, consume, sell or transmit paraphernalia associated with drugs, alcohol, or chemical substance in any form, at any time, or under any circumstances, on public or private properties. No delegate shall be in a room when they know an illegal or controlled substance is present. If alcoholic beverages and/or illegal drugs or evidence of their use are found in a hotel room, all occupants of that room will be subject to the penalty prescribed. **THE CHAPTER/STATE ADVISOR RESERVES THE RIGHT TO SEARCH ANY STUDENT OR BELONGINGS.** *Any baggage (i.e. luggage, containers, backpacks, duffle bags) brought to this event may be searched at any time.*
- ✓ **Curfew and Room Assignment:** failure to be in your assigned hotel room more than 15 minutes after curfew time and until 6 a.m. Males in a female's room or females in a male's room are **NOT** permitted. Curfew means being in your assigned room with the door closed and quiet. If you are not staying in the hotel, students shall be off the grounds of the hotel at curfew, or immediately following the last scheduled event.
- ✓ **Personal Conduct:** 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, damaging or stealing any public or private property (for which financial responsibility will rest solely with offending individuals or their chapter); other serious violations of personal conduct regulations. Students shall avoid places and actions which in any way could raise question as to moral character or conduct.
- ✓ **Private Transportation:** no driving or riding in a private automobile during a conference/activity, unless accompanied by an authorized advisor. Occasionally a chapter advisor may allow a student to drive or ride in a private automobile to a conference. These students are required to submit the "**Permission to Use Private Transportation**" form to the chapter advisor prior to the conference/activity. Permission to drive/ride applies to transportation of the student named on the form, only to and from the conference site. Once a driving/riding delegate has arrived at the conference/activity site, s/he shall not be in a private automobile again until leaving the site at the end of the conference/activity.
- ✓ **Abusive Behavior and Lewd Conduct:** a student shall not engage in any lewd, inappropriate dancing, sexual activity of any type, or obscene act or expression. A student shall not engage in verbal, physical or sexual harassment, hazing or namecalling. Students will refrain from inappropriate or profane language and actions, and the use of slurs against any person on the basis of race, color, creed, national origin, age, ancestry, sex, sexual orientation, or disability is prohibited.
- ✓ **Admittance of Unregistered Conference Guests in Hotel Room:** inviting or having unregistered conference individuals in your hotel room or at a conference activity is strictly prohibited.
- ✓ **Dishonesty:** of any kind on competitive events to include cheating, plagiarism or lying.
- ✓ **Leaving Conference/Activity Site:** failure to inform chapter/state advisor of your whereabouts.
- ✓ **Additional Violations:** violations not mentioned; as identified by the state or chapter advisor, chaperone, and/or school official.
- ✓ **Leaving a Session Prior to Its Conclusion:** leaving sessions prior to their conclusion (except in the case of an 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).

**No organization could put into writing a rule or regulation to address everything that could possibly happen, so we must use an analysis of practice, intent and rational decision making to guide our interpretations.**

#### **POSSIBLE LEVEL ONE VIOLATION PENALTIES**

1. Expulsion from the conference. The parent/guardian will be notified and the violating student(s) **will** be sent home. The parent/guardian must immediately arrange and pay for alternative travel plans to return home. The school official will also be notified.
2. Student **will not** be eligible to attend any future state or international conference.
3. Forfeiture of awards or scholarships will be forthcoming. Student shall also refund any funds provided by WV DECA supporting participation in the conference or activities.
4. Other penalties at the discretion of the state or chapter advisor, chaperone and/or school official.

#### **LEVEL TWO VIOLATIONS**

**The following shall be regarded as LEVEL TWO Violations of the WV DECA Code of Conduct**, regardless of when exposed. Determination of penalties for violations will be at the discretion and enforced by the State Advisor and/or the Board of Directors.

- ✓ **Conference Conduct:** failure 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 conference (need not be worn outside of conference facility activities).
- ✓ **Curfew:** failure to be in your assigned hotel room less than 15 minutes after curfew time and by not being in your assigned room with the door closed and quiet. Causing any noise or other disturbance audible by anyone in the hallway after curfew; ordering any food after the designated curfew, causing any other unnecessary disturbance or participating in any other inappropriate activity after designated curfew time.
- ✓ **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.
- ✓ **Dress:** failing to abide by the established dress regulations, as outlined in the WV DECA Dress Code.
- ✓ **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, Internet charges, etc.) without settling the account prior to checkout. (MUST BE FINANCIALLY PREPARED); throwing objects out the window, over the balcony or into the hallway; moving hotel furniture from rooms (e.g. onto the balcony); failing to follow hotel rules and regulations; disturbing other hotel guests by excessive noise, door slamming, etc., which results in a complaint to hotel management. Two complaints result in a Level One penalty.
- ✓ **Smoking:** smoking while traveling to and from a conference and while at the conference is prohibited.
- ✓ **Tardiness:** delegates must be prompt and prepared for all activities. You should plan on arriving 5-10 minutes early for each activity. If tardy by 30 minutes or more, a Level One penalty applies.
- ✓ **Additional Violations:** violations not mentioned; as identified by the state or chapter advisor, chaperone and/or school official.

#### **POSSIBLE LEVEL TWO VIOLATION PENALTIES**

1. Verbal and written warning and immediate compliance with conference rules.
2. Disqualification from competition and/or conference.
3. Repeated violations (after a warning) or another violation of a Level Two may result in Level One penalties.

As a student member, chapter advisor, parent/guardian or school official, I have read, understand and agree that I must abide by the Student Conference/Activity Code of Conduct Procedures.

Student Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Advisor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Parent/Guardian Signature: \_\_\_\_\_ Date: \_\_\_\_\_

School Official Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**PARTICIPANT'S NAME** \_\_\_\_\_

**WV DECA PARTICIPANT CONSENT AND MEDICAL HISTORY**

As well as attending conferences, there is the possibility that your son/daughter will have the opportunity to go on sightseeing tours, go swimming, etc. You are also informed that due to advisors' responsibilities, and the structure of the conference, the conference does not allow for minute-by-minute supervision of students, and there may be periods of time whenever your child will not have direct supervision from his/her advisor. Other advisors will be at the various activities that will be visible if students need assistance.

**I agree that my student's picture may be included on any national/state/local publication \_\_\_ YES \_\_\_ NO**  
**MY SON/DAUGHTER HAS MY PERMISSION TO GO SWIMMING \_\_\_ YES \_\_\_ NO**

My signature below authorizes \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_  
(Student's Name) (Age) (Date of Birth)  
\_\_\_\_\_ of \_\_\_\_\_  
(Social Security No.) (Complete Home Address, including Zip Code)  
and \_\_\_\_\_ to attend the:  
(Phone Number) (Cell Number)

Check all that Applies:

- |   |   |
|---|---|
| _____ <input type="checkbox"/> Fall Leadership Conference<br>(Date)     | _____ <input type="checkbox"/> State CDC<br>(Date)              |
| _____ <input type="checkbox"/> NARCON/SONAR<br>(Date)                   | _____ <input type="checkbox"/> International CDC<br>(Date)      |
| _____ <input type="checkbox"/> New York City/Disney/Universal<br>(Date) | _____ <input type="checkbox"/> State Officer Training<br>(Date) |

And hereby authorize in advance any necessary medical treatment required by \_\_\_\_\_.  
(Student's Name)

I also grant \_\_\_\_\_ or Betty Sias authorization to seek medical treatment.  
(Chapter Advisor) (State Advisor)

In any event where the parent cannot be reached, please contact (name, relationship to student & phone)

**MEDICAL INFORMATION**

Local Family Physician: \_\_\_\_\_ Last Tetanus Shot: \_\_\_\_\_  
(Name) (Year)

Physician's Phone No: \_\_\_\_\_

Known allergies (drug or natural): \_\_\_\_\_ Current medication being taken: \_\_\_\_\_

History of heart condition, diabetes, asthma, epilepsy, rheumatic fever or previous injury or serious illness:  
\_\_\_\_\_

Any physical restrictions or other conditions: \_\_\_\_\_

**INSURANCE INFORMATION**

Insurance Company Name: \_\_\_\_\_ Policy Number: \_\_\_\_\_

I have read and absolve and release school officials, the chapter advisor/chaperone or state advisor/staff from any claims for personal injury or illness which might be sustained while he/she is enroute to and from or during the DECA sponsored activity. I authorize the advisor to secure the services of a physician and/or hospital, and to incur the expenses for the necessary services in the event of an accident or illness, and I will provide for the payment of costs.

\_\_\_\_\_  
(Student Signature) (Parent/Guardian Signature/Relationship)

\_\_\_\_\_  
(Chapter Advisor Signature) (School Official Signature)

## WV DECA STUDENT AND ADVISOR DRESS CODE

DECA is a professional organization for students enrolled in Marketing Education/DCT. As in business, where company policies related to dress and grooming are maintained, DECA adheres to an established dress code. Should questions concerning the code arise, contact your chapter advisor or refer to this form, prior to making a decision. **Failure to abide by the established dress regulations, as outlined in this Dress Code, is a Level Two Violation. The following dress is applicable to all DECA conferences:**

**ACCEPTABLE CASUAL ATTIRE:** Proper attire when traveling to a conference, and acceptable dress for participating at the Fall Leadership Conference. Also appropriate for nonconference activities, such as shopping, sightseeing, dances, or going out for meals:

**Males:** Jeans, slacks, cords (no low-rise pants), knee length walking shorts, sports shirts, and DECA t-shirts and sweatshirts. NO gang related clothing, or clothing containing pictures or statements relating to alcohol, drugs or other items deemed inappropriate in the home school or accessories allowed. All clothing must be in good repair and proper size. Undergarments may not show outside or over garments.

**Females:** Jeans, slacks, cords (no low-rise pants), skirts, blouses, knee length walking shorts, sports shirts, and DECA t-shirts and sweatshirts. NO gang related clothing, or clothing containing pictures or statements relating to alcohol, drugs or other items deemed inappropriate in the home school or accessories allowed. Low cut fronts, open sides, open backs, see through, tube, halter, strapless or midriff tops are not permitted. All clothing must be in good repair and proper size. Undergarments may not show outside or over garments.

**ACCEPTABLE BUSINESS ATTIRE:** Opening/Closing Sessions, general sessions, campaign speeches, state/national interviews, testing, briefing, exhibit areas, workshops or banquets.

- ✓ A dress shirt, tie, and jacket are required for opening and closing sessions.
- ✓ For state pictures taken at the International CDC, boys must wear khaki pants and girls must wear khaki pants or skirts with blue blazer.
- ✓ When appearing before a judge at the ICDC, a DECA blazer must be worn.

**Males:** Business Suit or sport coat with coordinated dress pants, collared dress shirt, necktie, dress shoes that are slip on or lace ups and dress socks (no tennis shoes, hiking, work, army or flip flop sandals). Shirts must be tucked in. Belts must be worn. No denim is permitted. All body piercing (except earrings), must be removed during all professional conference activities.

**Females:** Business Suit or blazer with coordinated skirt or dress (not to exceed 2 inches above knees) or pants (no capris), coordinating dress blouse or collared shirt, dress shoes such as pumps, heels or flats; (no tennis shoes or flip flop sandals). No denim is permitted. All body piercing (except earrings), must be removed during all professional conference activities.

**ACCEPTABLE POOL ATTIRE:** If a swimming pool, Jacuzzi, or sauna, are available and open to the conference attendees, below is the proper attire only when going to and from the pool area or when using the pool. Under no circumstances is this attire permitted in the hotel lobby or general areas except immediate pool area itself.

**Males/Females:** Robe (or warm-up suit) over swimming suit, shoes or sandals.

As a member of WV DECA, I have read, understand & agree that I must abide by the WV DECA Dress Code.

Student Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Advisor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Parent/Guardian Signature: \_\_\_\_\_ Date: \_\_\_\_\_

School Official Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Use only if Private Transportation is supported by your county policy**

**PERMISSION TO USE PRIVATE TRANSPORTATION TO A  
WV DECA CONFERENCE/ACTIVITY**

WV DECA Conference/Function: \_\_\_\_\_

Date(s): \_\_\_\_\_

\_\_\_\_\_ has our permission to drive a private automobile to and from a WV DECA event. It is understood that any driving other than what is necessary to be transported to and from the conference site is a violation of the Conduct Code. Once a driving delegate has arrived at the conference/function, he/she shall not be in a private automobile again until leaving the site at the conclusion of the conference/function.

This permission form is for the student driving a personal car only. This student is not allowed to transport any other WV DECA member(s) or student(s) in the car.

This form is valid only for the dates specified on the form and with the school's approval.

Driving a private car is considered an emergency and not recommended by WV DECA. The undersigned are aware of the above provisions and give permission for the named student to drive a private vehicle in the manner described.

\_\_\_\_\_  
(Parent/Guardian Signature) (Date)

\_\_\_\_\_  
(Student Signature) (Date)

\_\_\_\_\_  
(Chapter Advisor) (Date)

\_\_\_\_\_  
(School Official Signature) (Date)

**WV DECA  
SECURITY REPORT**

Chapter Name: _____	Date of Incident: _____
Advisor: _____	Time of Incident: _____
Location of Incident: _____	

Members Involved:

- |          |          |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |

Description of Situation:

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Advisors/Security/Personnel Present:

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Conduct Committee Hearing: No: \_\_\_\_\_ Yes: \_\_\_\_\_ Time: \_\_\_\_\_

Disposition:

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State Advisor:

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Board of Directors President:

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# **Conference Information**

Fall Leadership Conference  
September 25 – 26, 2011

North Atlantic Region Conference (NARCON)  
November 18 – 20, 2011

State Career Development Conference (CDC)  
March 11 – 12, 2012

International Career Development Conference (ICDC)  
April 28 – May 1, 2012

# **Fall Leadership Conference (FLC)**

**FALL LEADERSHIP CONFERENCE COST  
CEDAR LAKES, RIPLEY, WV  
DEADLINE: SEPTEMBER 14, 2011**

Advisor \_\_\_\_\_

School \_\_\_\_\_

**Purpose:**

WV DECA Fall Leadership Conference (FLC) focuses on the development of leadership and career skills. Students participate in teambuilding activities and attend workshops that promote leadership development and career and technical understanding.

This year's Fall Leadership Conference will be held September 25 – 26, 2011, at Cedar Lakes in Ripley, WV.

Registration is due NO LATER THAN SEPTEMBER 14.

Schools having a long drive may want to arrive on Saturday night. If you want to do this, add \$17 to your registration fee for students (this includes an extra night's lodging and breakfast for Sunday morning). Advisors need to add \$71 for lodging and breakfast. If arriving on Saturday night, students need to eat dinner before arriving. If arriving on Sunday, students need to eat before arriving.

Workshops and topics will be sent at a later date.

**Costs:**

# of Students Attending \_\_\_\_\_ X \$60.00 = \_\_\_\_\_

# of Advisors Attending \_\_\_\_\_ X \$80.00 = \_\_\_\_\_

# FALL LEADERSHIP CONFERENCE REGISTRATION

	<b>Name of Student</b>	<b>Gender</b>
1.	_____	_____
2.	_____	_____
3.	_____	_____
4.	_____	_____
5.	_____	_____
6.	_____	_____
7.	_____	_____
8.	_____	_____
9.	_____	_____
10.	_____	_____
11.	_____	_____
12.	_____	_____
13.	_____	_____
14.	_____	_____
15.	_____	_____
16.	_____	_____
17.	_____	_____
18.	_____	_____
19.	_____	_____
20.	_____	_____

# FALL LEADERSHIP CONFERENCE TENTATIVE AGENDA

## Sunday, September 25, 2011

10:30 - 11:30 AM	Registration
12:00 - 12:30 PM	Advisor/Chaperone Meeting
12:30 - 1:30 PM	Opening Session
1:30 - 2:30 PM	Team Work Activities
2:30 - 4:30 PM	DECA Olympics/Full Speed Ahead with Competitive Events
5:00 - 6:00 PM	Dinner
6:00 - 9:10 PM	Workshops
9:30 - 11:00 PM	Evening Activity
11:00 PM	Pizza
Curfew Immediately Following Last Activity	

## Monday, September 26, 2011

7:30 - 8:15 AM	Breakfast
8:30 - 9:00 AM	Packing
9:30 - 10:15 AM	General Assembly
10:15 - 11:30 AM	Closing Session

# **North Atlantic Region Conference (NARCON)**

**NORTH ATLANTIC REGION CONFERENCE (NARCON)**  
**Philadelphia, PA**  
**DEADLINE: October 15, 2011**

**Purpose:**

This year's North Atlantic Region Conference will be held November 18 – 20, 2011, in Philadelphia, PA at the **Hotel**.

Each DECA member will choose from itineraries designed to provide a day of educationally enriching experiences in the city and a day of powerful learning from professionals during engaging workshops. Some itineraries will be limited and will be honored on a first-come, first-served basis. In the event there is limited interest in an itinerary, it will not be offered and attendees will be asked to select another choice.

Bus schedules will be mailed at a later date. Below you will find the cost associated with the conference to help you in your plans for the new school year.

Conference Registration and Lodging Reservations must be received by October 15, 2011.

**Student Cost:**

Transportation	\$	
Nights' Lodging (based on 4 per room)	\$	
Registration	\$	
<b>TOTAL</b>	<b>\$</b>	<b>TBD</b>

**Advisor Cost:**

Transportation	\$	
2 Nights' Lodging (based on 2 per room)	\$	
Registration	\$	
<b>TOTAL</b>	<b>\$</b>	<b>TBD</b>

**NORTH ATLANTIC REGION CONFERENCE (NARCON)  
REGISTRATION**

	<b>Name of Student</b>	<b>Gender</b>
1.	_____	_____
2.	_____	_____
3.	_____	_____
4.	_____	_____
5.	_____	_____
6.	_____	_____
7.	_____	_____
8.	_____	_____
9.	_____	_____
10.	_____	_____
11.	_____	_____
12.	_____	_____
13.	_____	_____
14.	_____	_____
15.	_____	_____
16.	_____	_____
17.	_____	_____
18.	_____	_____
19.	_____	_____
20.	_____	_____

# NORTH ATLANTIC REGION CONFERENCE (NARCON) TENTATIVE AGENDA

**Thursday Evening**                      Depart for Philadelphia, PA

**Friday, November 18, 2011**

9:00 a.m. – 1:00 p.m.              Possible Philadelphia, PA Tours  
12:00 p.m. – 6:00 p.m.              Conference Registration  
1:30 p.m. – 4:00 p.m.              Chapter Management Academy  
   DECA Leads  
   Competitive Event Tips for Advisors  
   Workshops  
5:30 – 6:30 p.m.                      State Meeting  
9:30 p.m.                                  Opening General Session  
11:30 p.m.                                Curfew

**Saturday, November 19, 2011**

8:00 a.m. - 4:30 p.m.              Exhibits  
8:30 a.m. – 11:45 a.m.              Workshops  
   Chapter Management Academy and DECA Leads  
   Leadership and Competitive Event Workshops  
   Entrepreneurship and Hospitality Workshops  
12:00 p.m. – 1:30 p.m.              Lunch (on your own)  
1:30 p.m. – 4:00 p.m.              Workshops  
   Chapter Management Academy and DECA Leads  
   Leadership and Competitive Event Workshops  
   Entrepreneurship and Hospitality Workshops  
8:00 p.m.                                  Entertainment  
11:30 p.m.                                Curfew

**Sunday, November 20, 2011**

9:00 a.m. – 10:30 a.m.              Closing General Session  
10:30 a.m.                                Depart for West Virginia

# NORTH ATLANTIC REGION CONFERENCE (NARCON) HOTEL LODGING

Chapter: \_\_\_\_\_ Advisor: \_\_\_\_\_

Arrival Date: \_\_\_\_\_ Departure Date: \_\_\_\_\_

- Instructions:**
1. TYPE the name(s) of all persons occupying each room in the space provided.
  2. Use "M" for male and "F" for female.
  3. Select the type of room desired.
  4. Supplemental list for additional rooms must use the same format.
  5. If you have less than a full room, but would like it filled with other students, mark the type of accommodations you want. I will attempt to fill.

ROOM	NAMES – LAST NAME/FIRST	M/F	ACCOMMODATION
			___ Single
			___ Double
			___ Triple
			___ Quad
ROOM	NAMES – LAST NAME/FIRST	M/F	ACCOMMODATION
			___ Single
			___ Double
			___ Triple
			___ Quad
ROOM	NAMES – LAST NAME/FIRST	M/F	ACCOMMODATION
			___ Single
			___ Double
			___ Triple
			___ Quad

Lodging Assignments

Page \_\_\_\_\_ of \_\_\_\_\_ Chapter: \_\_\_\_\_

ROOM	NAMES – LAST NAME/FIRST	M/F	ACCOMMODATION
			___ Single
			___ Double
			___ Triple
			___ Quad
ROOM	NAMES – LAST NAME/FIRST	M/F	ACCOMMODATION
			___ Single
			___ Double
			___ Triple
			___ Quad
ROOM	NAMES – LAST NAME/FIRST	M/F	ACCOMMODATION
			___ Single
			___ Double
			___ Triple
			___ Quad
ROOM	NAMES – LAST NAME/FIRST	M/F	ACCOMMODATION
			___ Single
			___ Double
			___ Triple
			___ Quad

# **Competency-Based Competitive Events**

## PURPOSE AND RATIONALE

The primary purpose of the WV Association of DECA is to facilitate DECA chapter involvement in local, state, and national activities. The state association is charged with providing direction in relation to suggested local chapter activities, as well as with providing opportunities to participate in state and national activities.

### **The objectives of WV DECA are as follows:**

- ✓ To promote an understanding of and appreciation for the responsibilities of citizenship in a free, competitive enterprise system.
- ✓ To provide opportunities for achievement and leadership development through social, civic, and professional activities.
- ✓ To develop respect for education in marketing, finance, hospitality and management contributing to vocational competence.

It should be emphasized that competitive events are only one of the many phases of the total DECA program of student activities and the competitive events are only one of the strategies used to assist students in developing competencies needed to prepare for and advance in finance, hospitality, marketing, management, and entrepreneurial careers. 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 competencies needed for entry and/or advancement in the field of marketing.

Competitive events are designed to enable students to engage in activities that will extend their interests and competencies for careers in marketing and measure the degree to which competencies have already been acquired. In effect, the competitive events program meets the goals of the marketing education curriculum by demonstrating occupational proficiency in specific areas of marketing, management, and entrepreneurship. WV DECA operates competitive events for the following purposes:

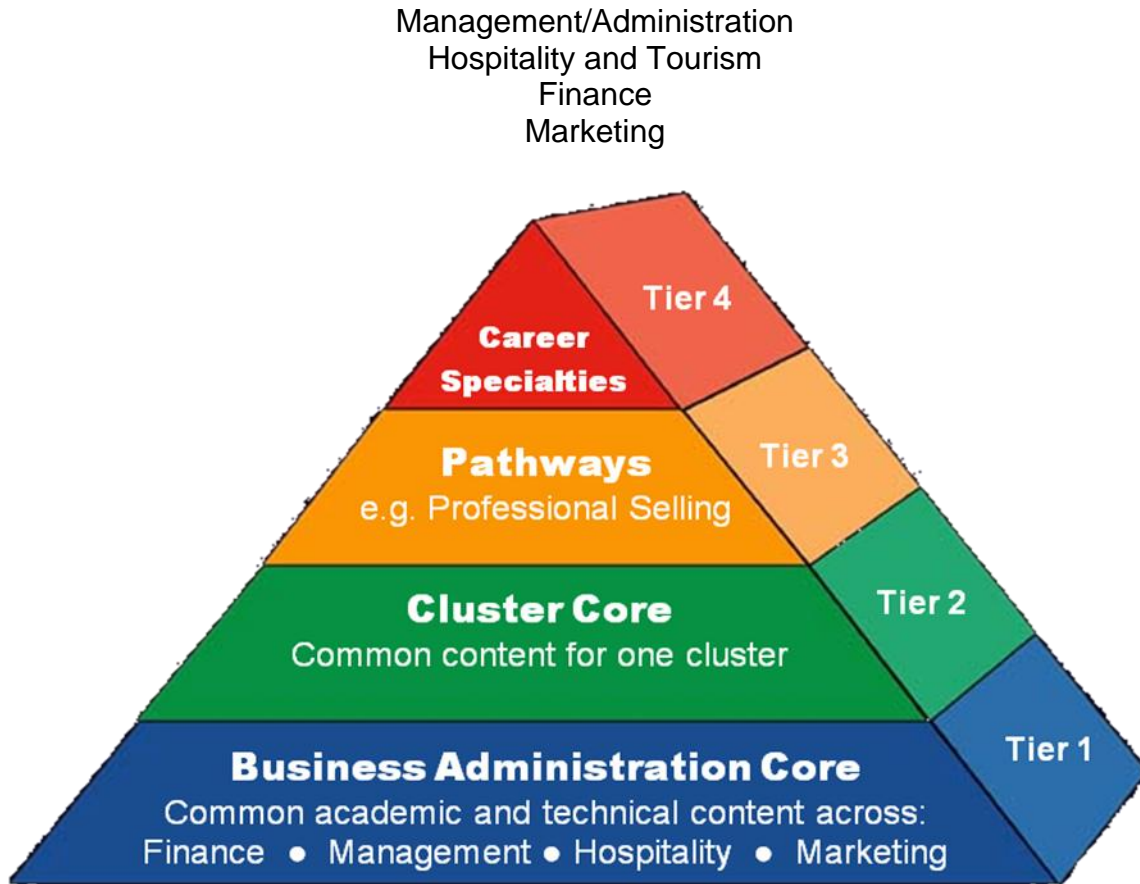
- ✓ To contribute to the development of competencies needed for careers in finance, hospitality, marketing and management.
- ✓ To evaluate student achievement of the competencies through careful measurement devices.
- ✓ To provide constructive avenues for individual or group expression, initiative, and creativity.
- ✓ To provide opportunities for student and group recognition.
- ✓ To provide a vehicle for students to demonstrate their acquired competencies through individual or group activities.

- ✓ To help students in acquiring a realistic self-concept through individual or group activities.
- ✓ To help students participate in an environment of cooperation and competition.
- ✓ To motivate students to assume responsibility for self-improvement and self-discipline.
- ✓ To provide visibility for the educational goals and objectives of marketing education.

## SPECIFICATIONS FOR STUDENT ENTRY

Students may participate in one event (individual series or written) at the State and National Levels.

DECA's competitive events are based on Four Areas of Specializations and are aligned with the National Career Clusters:



The Business Administration Core represents the skills and knowledge identified as common across the business related clusters of Marketing, Business Management and Administration, Finance, and Hospitality and Tourism.

The Cluster Core represents those skills and knowledge identified as common across the five marketing pathways.

The Pathways Core addresses the content of a variety of broad-based occupational opportunities called Pathways.

The Career Specialties Pathway contains curricular content unique to a product/service.

Six Curriculum Planning Levels within each Tier:

Prerequisite (PQ)	Content develops employability and job survival skills and concepts, including work ethics, personal appearance, and general business behavior.
Career-Sustaining (CS)	Content develops skills and knowledge needed for continued employment in or study of marketing based on the application of basic academics and marketing skills.
Specialist (SP)	Content provides in-depth, solid understanding and skill development in all marketing functions.
Supervisor (SU)	Content provides the same in-depth, solid understanding and skill development in all marketing functions as in the marketing specialist curriculum, and in addition, incorporates content that addresses the supervision of people.
Manager (MN)	Content develops strategic decision-making skills in all marketing functions needed to manage a business or department within an organization.
Owner (ON)	Content develops strategic decision-making skills in all aspects of marketing that are needed to own and operate a business.

### **Competitive Events**

**Principles of Business Administration Events** - Each of the following four (4) events consists of one written comprehensive exam (Business Administration Core) and one content interview. *Only first-year DECA members are eligible to participate in the Principles of Business Administration Events.*

#### **Principles of Business Administration Events**

- Principles of Business Management and Administration
- Principles of Finance
- Principles of Hospitality and Tourism
- Principles of Marketing

**Team Decision Making Events** - Each of the following seven (7) events consists of one written comprehensive exam and one content interview.

#### **Competitive Events - Team Decision Making Events**

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

**Competitive Events - Business Operations Research Events** - Each of the following five (5) events consists of a written project and a content interview.

**Competitive Events - Business Operations Research Events**

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

**Competitive Events - Written Chapter Team Events** - Each of the following six (6) events consists of a written project and a content interview

**Competitive Events - Written Chapter Team Events**

- Community Service Project
- Creative Marketing Project
- Entrepreneurship Promotion Project
- Financial Literacy Promotion Project
- Learn and Earn Project
- Public Relations Project

**Competitive Events - Business Management & Entrepreneurship Written Events** - Each of the following three (3) events consists of a written project and a content interview.

**Competitive Events - Business Management & Entrepreneurship Written Events**

- Entrepreneurship Written
- International Business Plan
- Entrepreneurship Participating (Independent or Franchising)

**Marketing Representative Events** - Each of the following three (3) events consists of a comprehensive exam, written project, and a content interview.

**Marketing Representative Events**

- Advertising Campaign
- Fashion Merchandising Promotion Plan
- Sports and Entertainment Promotional Plan

**Professional Selling Events**

- Hospitality and Tourism Professional Selling
- Professional Selling

## **Competitive Events – Online Events**

DeVry Innovation and Entrepreneurship Challenge  
FIDM Runway Challenge  
Finish Line Challenge  
Stock Market Game  
Virtual Business Challenge Retailing and Sports

**Competitive-Based Competitive Events:** At the state level, students can either compete by taking an online test on business and marketing concepts and/or role play a realistic marketing and business situation. Students prepare a written manual or they are given a problem or case study to analyze and are judged on their ability to develop solutions, make recommendations, or design strategies to accomplish marketing goals.

**Written Events/Chapter Projects:** Students prepare projects for a business or organization. Students research and write reports from 10 – 40 pages in length (depending on the event), explaining a marketing proposal, a business startup, a promotional concept, or a civic activity.

**Team Decision Making Events:** Each team, consisting of two students take a 100 item test and is given a problem to solve related to their event category. Teams will have up to 30 minutes to analyze the problem and identify a solution. Teams will then make a 15 minute presentation to the judge.

**Interview Situation:** Students may be asked to sell a product or service, solve a management problem, assist an irate customer, train an employee, complete a merchandise plan, develop a promotional mix or any other realistic activity a business person might encounter.

**Comprehensive/Occupational Exam:** Students will be evaluated on their understanding of marketing principles, foundations, and functions as identified in the Marketing Curriculum Guide on the and MBA Research and Curriculum Center’s competency list. Additionally, students will be evaluated on knowledge of their occupational areas as identified in the DECA competencies for that area. National DECA exams are a 100 question, comprehensive review of marketing and are designed by the MBA Research and Curriculum Center. WV State Only Events are area specific and developed by the State Advisor.

# DEFINITIONS OF INDIVIDUAL SERIES COMPETITIVE EVENTS

## **Accounting Applications**

This category acquires an understanding of marketing's role and function in business to facilitate economic exchanges with customers. Options include Financial Analysis, Strategic Management, Business Law, Emotional Intelligence, Economics, Professional Development, etc.

## **Apparel and Accessories Marketing**

This category applies to those instructional programs which prepare individuals to perform marketing functions and tasks in retail establishments, wholesale establishments, and manufacturing firms primarily engaged in the marketing of clothing and related articles for personal wear and adornment. Options include Fashion Merchandising, Footwear Marketing, Jewelry Marketing, etc.

## **Automotive Services Marketing**

The student is given a description of a specific situation that measures skills, knowledge, and attitudes in automotive services marketing. Students will be challenged to perform marketing and management functions and tasks related to service stations and related businesses or auto parts stores. Roles in these events are those of customers, employees, supervisors, managers, and entrepreneurs.

## **Business Finance**

This category focuses on broad, high-level corporate/business finance issues

## **Business Services Marketing**

Marketing activities involved in promoting and/or selling the use of services that are provided by a business firm, institution or organization, such as accounting firms, engineering firms, financial institutions, medical service providers, etc.

## **Food Marketing**

This category applies to those instructional programs which prepare individuals to perform marketing functions and tasks in retail stores, wholesale establishments, food processing plants, and manufacturing firms that deal primarily with food and beverage products for either home preparation or consumption or for use in commercial and institutional food service installations. Options include Convenience Store Marketing, Specialty Foods Marketing, Supermarket Marketing, Wholesale Food Marketing, etc.

## **Hotel and Lodging Management**

The student is given a description of a specific situation that measures skills, knowledge, and attitudes in hotel and lodging marketing or marketing management. Students will be challenged to perform marketing and management functions and tasks in hotels, motels, lodging services, convention services, and food and beverage services. Roles in these events are those of customers, employees, supervisors and managers.

## **Human Resource Management**

This event focuses on human resource issues such as identifying talent, training, performance appraisal, etc.

## **Marketing Management**

Marketing/management functions and tasks that can be applied broadly in any nonretail marketing environment, such as place/location marketing, transportation marketing, sports/entertainment marketing, etc.

## **Quick Serve Restaurant Management**

This category applies to those instructional programs which prepare students to perform marketing and management functions and tasks designed to increase the sales of quick serve restaurants.

### **Restaurant and Food Service Management**

This category applies to those instructional programs which prepare students to perform marketing and management functions and tasks designed to increase the sales of a full service restaurant, including the tasks of waiter, waitress, host, hostess, or manager of such an establishment.

### **Retail Merchandising**

This category applies to those instructional programs which prepare students to perform marketing functions and tasks in retail stores and wholesale establishments primarily engaged in the distribution of products through department stores, variety stores, or large multiline discount stores.

### **Sports and Entertainment Marketing**

The student is given a description of a specific situation that measures skills, knowledge, and attitudes in sports and entertainment marketing. Students will be challenged to perform marketing and management functions and tasks related to amateur or professional sports or sporting events, entertainment events, selling or renting of supplies and equipment (other than vehicles) used for recreational or sporting purposes, products and services related to hobbies or cultural events, or businesses primarily engaged in satisfying the desire to make productive or enjoyable use of leisure time. Roles in these events are those of supervisors and managers.

# **State Career Development Conference (CDC)**

**WV DECA STATE CAREER DEVELOPMENT CONFERENCE  
REGISTRATION CHECKLIST  
DEADLINE: FEBRUARY 20, 2012**

- \_\_\_\_\_ 1. Registration Summary Form
- \_\_\_\_\_ 2. Special Guests Form
- \_\_\_\_\_ 3. Event Registration Form
- \_\_\_\_\_ 4. Hotel Lodging Form
- \_\_\_\_\_ 5. WV DECA State Action Team Application
- \_\_\_\_\_ 6. Chapter Awards Program Form
- \_\_\_\_\_ 7. Attach check to Summary Form (Payable to WV DECA)  
***(No student will be registered without fees paid)***

***PLEASE NOTE***

Do not forget to include your hotel costs with your registration fees in your check to WV DECA.

***REGISTRATION FEES ARE NONREFUNDABLE AND MUST BE PAID BEFORE ARRIVAL!!***

**WV DECA STATE CAREER DEVELOPMENT CONFERENCE COST  
DEADLINE: FEBRUARY 20, 2012**

**Mail, FAX or Email to:** Betty Sias  
WV Department of Education  
Building 6, Room 243  
1900 Kanawha Blvd. East  
Charleston, WV 25305  
PHONE: 304.957.9833 X 53013 FAX: 304.558.1055  
Email: [bsias@access.k12.wv.us](mailto:bsias@access.k12.wv.us)

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School	Advisor
--------	---------

**Registration Fee:** \$75.00 per person including advisors:

\_\_\_\_\_ No. of persons

**Total Registration Amount:** \_\_\_\_\_

**Hotel Lodging:** Marriott's Hotel Cost for one night is \$110

**Students:**

If 4 per room, Total Room Cost for Students is \$28 each

If 3 per room, Total Room Cost for Students is \$37 each

If 2 per room, Total Room Cost for Students is \$55 each

**Total Students' Hotel Lodging Amount:** \_\_\_\_\_

**Hotel Lodging: Advisors:**

If 2 per room, Total Room Cost for Advisors is \$55 each

If 1 per room, Total Room Cost for Advisors is \$110 each

**Total Advisor's Hotel Lodging Amount:** \_\_\_\_\_

**Officer Candidacy Fees:**

\_\_\_\_\_ Candidates @ \$20 \_\_\_\_\_

**TOTAL AMOUNT** \_\_\_\_\_

Check # \_\_\_\_\_ made payable to West Virginia DECA for registration and lodging.

If you wish to arrive on Saturday evening, there is a \$110 per room charge for each room reserved.

**STATE USE ONLY**

Check No. \_\_\_\_\_ Date Deposit: \_\_\_\_\_ Amount: \_\_\_\_\_

## WV DECA STATE CAREER DEVELOPMENT CONFERENCE REGISTRATION PROCEDURE

1. All students and advisors must be current members of National DECA and WV DECA to participate in the State Career Development Conference.
2. The registration of all participants is to be completed on the WV DECA CDC Registration Form found in this section. Participants must be listed in alphabetical order. Please use the event codes listed in this section.
3. List chapter advisors and chaperones first. **List registrants in alphabetical order, listing the last name first.**
4. Students participating as a team, should be coded in the following example:

Sue Jones TMDM1A  
David Smith TMDM1B

5. If you have more than one team in the same event, code using the following example:  
  
Joe Cool TMDM2A  
Harry Snow TMDM2B
6. Please mail housing registration with your event registration.
7. Include your check for full payment with the registration form and lodging form.

## WV DECA STATE CAREER DEVELOPMENT CONFERENCE EVENT CODES

Event	Code
Principles of Business Management and Administration	PBM
Principles of Finance	PFN
Principles of Hospitality and Tourism	PHT
Principles of Marketing	PMK
Accounting Applications	ACT
Apparel and Accessories Marketing	AAM
Automotive Services Marketing	ASM
Business Finance	BFS
Business Services Marketing	BSM
Food Marketing	FMS
Hotel and Lodging Management	HLM
Human Resource Management	HRM
Marketing Management	MMS
Quick Serve Restaurant Management	QSRM
Restaurant and Food Service Management	RFSM
Retail Merchandising	RMS
Sports and Entertainment Marketing	SEM
Business Law and Ethics Team	BLTDM
Buying and Merchandising Team	BTDM
Financial Services Team	FTDM
Hospitality Services Team	HTDM
Marketing Communications Team	MTDM
Sports and Entertainment Marketing Team	STDM
Travel and Tourism Marketing Team	TTDM
Business Services Operations Research	BOR

<b>Event</b>	<b>Code</b>
Buying and Merchandising Operations Research	BMOR
Finance Operations Research	FOR
Hospitality and Tourism Operations Research	HTOR
Sports and Entertainment Marketing Operations Research	SEOR
Community Service Project	CSP
Creative Marketing Project	CMP
Entrepreneurship Promotion Project	EPP
Financial Literacy Promotion Project	FLPP
Learn and Earn Project	LEP
Public Relations Project	PRP
Entrepreneurship Participating (Independent or Franchising)	ENPI or ENPF
Entrepreneurship Written	ENW
International Business Plan	IBP
Advertising Campaign	ADC
Fashion Merchandising Promotion Plan	FMP
Sports and Entertainment Promotion Plan	SEPP
Hospitality and Tourism Professional Selling	HTPS
Professional Selling	PSE
Stock Market Game	SMG
Virtual Business Challenge	VBCR
DECA Promotion Plan	PP
Job Interview	JI
Sales Presentation	SP
Public Service Announcement	PSA
Chapter Awards Program	CAP

# WV DECA STATE CAREER DEVELOPMENT CONFERENCE EVENT REGISTRATION

School: \_\_\_\_\_

List in Alphabetical Order - Last Name/First Name (List advisors and chaperones first, then all other participants)	Event Code	"X" appropriate box			
		T	C	S	A
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
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17.					
18.					
19.					
20.					

List in Alphabetical Order - Last Name/ First Name (List advisors and chaperones first, then all other participants)	Event Code	"X" appropriate box			
		T	C	S	A
21.					
22.					
23.					
24.					
25.					
26.					
27.					
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39.					
40.					

# WV DECA STATE CAREER DEVELOPMENT CONFERENCE HOTEL LODGING

Chapter: \_\_\_\_\_ Advisor: \_\_\_\_\_

Arrival Date: \_\_\_\_\_ Departure Date: \_\_\_\_\_

- Instructions:**
1. TYPE the name(s) of all persons occupying each room in the space provided.
  2. Use "M" for male and "F" for female.
  3. Select the type of room desired.
  4. Supplemental list for additional rooms must use the same format.
  5. If you have less than a full room, but would like it filled with other students, mark the type of accommodations you want. I will attempt to fill.

ROOM	NAMES – LAST NAME/FIRST	M/F	ACCOMMODATION
			___ Single
			___ Double
			___ Triple
			___ Quad
ROOM	NAMES – LAST NAME/FIRST	M/F	ACCOMMODATION
			___ Single
			___ Double
			___ Triple
			___ Quad
ROOM	NAMES – LAST NAME/FIRST	M/F	ACCOMMODATION
			___ Single
			___ Double
			___ Triple
			___ Quad

Lodging Assignments

Page \_\_\_\_\_ of \_\_\_\_\_ Chapter: \_\_\_\_\_

ROOM	NAMES – LAST NAME/FIRST	M/F	ACCOMMODATION
			___ Single
			___ Double
			___ Triple
			___ Quad
ROOM	NAMES – LAST NAME/FIRST	M/F	ACCOMMODATION
			___ Single
			___ Double
			___ Triple
			___ Quad
ROOM	NAMES – LAST NAME/FIRST	M/F	ACCOMMODATION
			___ Single
			___ Double
			___ Triple
			___ Quad
ROOM	NAMES – LAST NAME/FIRST	M/F	ACCOMMODATION
			___ Single
			___ Double
			___ Triple
			___ Quad

**WV DECA STATE CAREER DEVELOPMENT CONFERENCE  
SPECIAL GUESTS**

School and Advisor Submitting: \_\_\_\_\_

County: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Notable Activity/Position: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Notable Activity/Position: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Notable Activity/Position: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

**WV DECA STATE CAREER DEVELOPMENT CONFERENCE  
STATE ACTION TEAM CANDIDATE APPLICATION  
DUE WITH STATE CDC REGISTRATION**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Cell Phone: \_\_\_\_\_ Email Address: \_\_\_\_\_

School: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Advisor: \_\_\_\_\_

Parent/Guardian: \_\_\_\_\_

**Certification of Consent:**

This is to certify that we have:

1. Read and understand the responsibilities of serving as a State Action Team member for West Virginia DECA.
2. Agree to provide support and assistance in helping the above named applicant fulfill his/her responsibilities if elected. Teacher and Parent/Guardian please note: Make sure that you read entire packet explaining duties and responsibilities of the West Virginia DECA State Action Team.
3. Verified that the above named applicant maintains a 2.0 overall GPA.
4. Given our unconditional support for the candidacy of this applicant.

\_\_\_\_\_  
(Parent/Guardian) (Date)

\_\_\_\_\_  
(Chapter Advisor) (Date)

\_\_\_\_\_  
(School Official) (Date)

\_\_\_\_\_  
(Student) (Date)

## WV DECA STATE CAREER DEVELOPMENT CONFERENCE STATE ACTION TEAM CANDIDATE EVALUATION

Candidate's Name: \_\_\_\_\_

<b>Officer Image</b>	<b>Excellent</b>	<b>Good</b>	<b>Average</b>	<b>Poor</b>	<b>Total</b>
(15 points possible)	(14-15)	(10-13)	(6-9)	(1-5)	_____
Well groomed?					
Dressed in a business-like manner?					
A good first impression?					
Stood until invited to sit down?					
Good and confident posture?					

<b>Officer Image</b>	<b>Excellent</b>	<b>Good</b>	<b>Average</b>	<b>Poor</b>	<b>Total</b>
(20 points possible)	(18-20)	(14-17)	(7-13)	(1-6)	_____
Enthusiastic?					
Positive, self-confident?					
Sincere?					
Alert and attentive?					
Sense of humor?					

<b>Officer Image</b>	<b>Excellent</b>	<b>Good</b>	<b>Average</b>	<b>Poor</b>	<b>Total</b>
(25 points possible)	(22-25)	(17-21)	(9-16)	(1-8)	_____
Organization of answers?					
Answers were concise and to the point?					
Answers seemed spontaneous (or "rehearsed")?					
Knowledge of Marketing Education and DECA was evident?					

<b>Officer Image</b>	<b>Excellent</b>	<b>Good</b>	<b>Average</b>	<b>Poor</b>	<b>Total</b>
(25 points possible)	(22-25)	(17-21)	(9-16)	(1-8)	_____
Could handle situation logically?					
Did not get flustered or overly nervous?					
Good eye contact and gestures?					
Use of proper grammar and diction?					

<b>Officer Image</b>	<b>Excellent</b>	<b>Good</b>	<b>Average</b>	<b>Poor</b>	<b>Total</b>
(15 points possible)	(14-15)	(10-13)	(6-9)	(1-5)	_____
Candidate open-minded?					
Seemed afraid to take initiative?					
Provided plans for follow-through on goals?					
Took criticism and/or compliments?					

Interview: \_\_\_\_\_ (100 points possible)  
 Test: \_\_\_\_\_ (50 points possible)  
**TOTAL:** \_\_\_\_\_ (150 points possible)

## Comprehensive Exam Matrix

EVENT	Business Administration Core Exam	Business Management & Administration Exam	Finance Exam	Hospitality & Tourism Exam	Marketing Exam
<b>Principles of Business Administration Events</b>					
Principles of Business Administration	X				
Principles of Finance	X				
Principles of Hospitality and Tourism	X				
Principles of Marketing	X				
<b>Team Decision Making Events</b>					
Business Law and Ethics		X			
Buying and Merchandising					X
Financial Services			X		
Marketing Communications					X
Hospitality Services				X	
Sports and Entertainment Marketing					X
Travel and Tourism				X	
<b>Individual Series Events</b>					
Accounting Applications			X		
Apparel and Accessories					X
Automotive Services					X
Business Finance			X		
Business Services					X
Food Marketing					X
Human Resource		X			
Hotel and Lodging				X	
Marketing Management					X
Quick Serve Restaurant				X	
Restaurant and Food Services				X	
Retail Merchandising					X
Sports and Entertainment					X

<b>Marketing Representative Events</b>					
Advertising Campaign Event					X
Fashion Merchandising Promotion Plan					X
Sports and Entertainment Promo Plan					X
<b>Professional Selling Events</b>					
Hospitality and Tourism Prof Selling				X	
Professional Selling					X

## **ELIGIBILITY EVENTS GUIDELINES**

### **BUSINESS OPERATIONS RESEARCH AND CHAPTER TEAM EVENTS**

Review the current National DECA Guide for official guidelines and a complete description of each event. One copy of each student's manual **MUST** be mailed to the State DECA Advisor prior to the conference (usually one week). Include signed Statement of Assurance in the front of each manual.

Students must also bring one copy of their manual to the conference for the participant briefing. Notes can be made on the participant's copy of the manual to be taken into the interview.

#### **BUSINESS OPERATIONS RESEARCH EVENTS**

<b>Event</b>	<b>Participation</b>	<b># of Entries Per Chapter</b>
Business Services	Team (1 - 3)	2
Buying and Merchandising	Team (1 - 3)	2
Finance Operations Research	Team (1 - 3)	2
Hospitality and Tourism	Team (1 - 3)	2
Sports and Entertainment	Team (1 - 3)	1

#### **CHAPTER TEAM EVENTS**

<b>Event</b>	<b>Participation</b>	<b># of Entries Per Chapter</b>
Community Service Project	Team (1 - 3)	2
Creative Marketing Project	Team (1 - 3)	2
Entrepreneurship Promotion Project	Team (1 - 3)	2
Financial Literacy Promotion Project	Team (1 - 3)	2
Learn and Earn Project	Team (1 - 3)	2
Public Relations Project	Team (1 - 3)	2

#### **TEAM DECISION MAKING EVENTS**

<b>Event</b>	<b>Participation</b>	<b># of Entries Per Chapter</b>
Business Law and Ethics	Team (2)	2
Buying and Merchandising	Team (2)	2
Financial Services	Team (2)	2
Hospitality Services	Team (2)	2
Marketing Communications	Team (2)	2
Sports and Entertainment Marketing	Team (2)	2

Travel and Tourism Marketing	Team (2)	2
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### **BUSINESS MANAGEMENT AND ENTREPRENEURSHIP EVENTS**

<b>Event</b>	<b>Participation</b>	<b># of Entries Per Chapter</b>
Entrepreneurship Participating	Individual	2
Entrepreneurship Written	Team (1 – 3)	2
International Business Plan	Team (1 – 3)	2

### **MARKETING REPRESENTATIVE EVENTS**

<b>Event</b>	<b>Participation</b>	<b># of Entries Per Chapter</b>
Advertising Campaign	Team (1 - 3)	2
Fashion Merchandising Promotion Plan	Team (1 – 3)	2
Sports and Entertainment Promotion Plan	Team (1 – 3)	2

### **PROFESSIONAL SELLING EVENTS**

<b>Event</b>	<b>Participation</b>	<b># of Entries Per Chapter</b>
Hospitality and Tourism	1	5
Professional Selling	1	5

### **ONLINE EVENTS**

<b>Event</b>	<b>Participation</b>	<b># of Entries Per Chapter</b>
Virtual Business Challenge	Team (1 – 3)	No Limit
Stock Market Game	Team (1- 3)	No Limit

### **PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS**

<b>Event</b>	<b>Participation</b>	<b># of Entries Per Chapter</b>
Principles of Business Management and Administration	1	5
Principles of Finance	1	5
Principles of Hospitality and Tourism	1	5
Principles of Marketing	1	5

## INDIVIDUAL SERIES EVENTS

Event	Participation	# of Entries Per Chapter
Accounting Applications	1	5
Apparel & Accessories Marketing	1	5
Automotive Services Marketing	1	5
Business Finance	1	5
Business Services Marketing	1	5
Food Marketing	1	5
Hotel and Lodging Management	1	5
Human Resource Management	1	5
Marketing Management	1	5
Quick Serve Restaurant Management	1	5
Restaurant and Food Service Management	1	5
Retail Merchandising	1	5
Sports and Entertainment Marketing	1	5

## STATE ONLY EVENTS

DECA Promotion Plan	Team (1 - 3)	2
Job Interview	Individual	5
Public Service Announcement	Team (1-3)	5
Sales Presentation	Individual	5

### **Winners:**

The top six participants will be recognized on stage at the closing session of the State Career Development Conference. First, second, and third place winners will receive an event medallion; fourth, fifth and sixth place finishers will receive a participation medallion. The winner will be the participant with the highest total score.

The first and second place winners in all events may qualify to attend the International Career Development Conference and be subsidized a portion of the cost of attending ICDC. All event winners **MUST** meet the minimum acceptable criteria as determined by the WV DECA/CVE Board of Directors: 60 Minimum Exam Score; 60 Minimum Interview Score; and 75 Minimum Written Manual Score.

## **STATE ONLY EVENT DECA PROMOTION PLAN**

**Purpose:** The purpose of the WV DECA Promotion Plan Event is to provide an opportunity for participants to prepare a promotional campaign of any time length for either WV DECA **OR** a specific chapter and to present that campaign to judges at the WV DECA State Career Development Conference. The participants will also indicate an appropriate budget, choose the promotional mix, and select media.

**Procedure:**

- ✓ This event consists of outlined fact sheets and an oral presentation. The maximum score for the presentation evaluation is 100 points with 70 points coming from the written plan and 30 points possible for the presentation.
- ✓ Each entry will be composed of one to three members of the DECA chapter.
- ✓ The body of the written entry must be limited to 10 numbered pages, not including the title page and the table of contents.
- ✓ The participant(s) will bring all visual aids to the event briefing. Only approved visual aids may be used during the presentation.
- ✓ The Written Event Statement of Assurances must be signed and submitted with the entry. Do not include it in the page numbering.
- ✓ The oral presentation will be a maximum of twenty (20) minutes in length. The first 15 minutes will include the promotional plan proposal followed by five (5) minutes for the judges' questions.
- ✓ Judges will evaluate the presentation focusing on the effectiveness of public speaking and presentation skills and how well participants respond to questions during the five (5) minutes following the presentation.

**Format Guidelines for the Written Event:**

Your written entry must follow these specifications.

- ✓ *Title Page:* The first page of the entry is the title page which lists the following in this order:

WV DECA PROMOTION PLAN  
Name of DECA chapter  
Name of high school  
School address  
City/State/ZIP  
Name(s) of Participants  
Date

Do NOT put a page number on the title page.

- ✓ *Table of Contents.* The table of contents should follow the title page. It must list the Roman numeral sections and the page on which each section starts. The table of contents may be single spaced and be one or more pages long. The table of contents page(s) will not be numbered.
- ✓ *Body of Written Entry.* The body of the written entry begins with Section I, Executive Summary, and continues in the sequence outlined here. The first page of the body is numbered 1 and all following pages are numbered in sequence. Page numbers continue through the bibliography (if appropriate) and the appendix (optional).
- ✓ The participant(s) will prepare WV DECA Promotion Campaign Fact Sheets. The fact sheets, in outline form, shall be limited to a maximum of 10 pages (not including title page). The fact sheets must include (refer to the Written Entry Checklist and Presentation Evaluation Form):
  - I. EXECUTIVE SUMMARY  
One page description of the campaign
  - II. DESCRIPTIONS
    - A. Description of DECA
    - B. Description of WV DECA or the chapter selected
  - III. OBJECTIVES OF THE CAMPAIGN
  - IV. IDENTIFICATION OF THE TARGET MARKET
    - A. Primary markets
    - B. Secondary markets
  - V. THE PROMOTIONAL MIX
    - A. Advertising planned—the message and the media
    - B. Publicity—the message and the media
    - C. Visual Merchandising and Display
    - D. Personal Selling
    - E. Public Relations/Special Promotional Events
  - VI. BUDGET
  - VII. SCHEDULES OF ALL PROMOTIONS PLANNED—Advertising, publicity, visual merchandising and display, personal selling, public relations/special promotional events
  - VIII. BUDGET (Detailed projections of actual cost)
  - IX. STATEMENT OF BENEFITS TO WV DECA OR DECA CHAPTER

## Checklist Standards

In addition to following the outline above, when preparing your entry you must observe all the following rules. The purpose of these rules is to make the competition as fair as possible among participants.

- I. The Written Event Statement of Assurances must be signed and submitted with the entry or the entry will receive 15 penalty points.
- II. The entry must be submitted in an official DECA written event folio. Folios are available from DECA IMAGES. No markings, tape, or other material should be attached to the folio. One photocopy or the original typed document must be submitted. Chapter representatives may keep a copy for use in the presentation.
- III. Sheet protectors may NOT be used.
- IV. The body of the written entry must be limited to 10 pages, not including the title page and table of contents page.
- V. The pages must be numbered in sequence, starting with the Executive Summary. Do not use separate sheets between sections or as title pages for sections.
- VI. Major content of the written entry must be at least double spaced (not space and a half). The title page, table of contents, executive summary, footnotes, long quotes (more than three typed lines), and material in tables, figures, exhibits, lists, headings, sample letters, forms, and financial reports may be single spaced.
- VII. The entry must be typed/word processed (not handwritten). Only material in exhibits and participant created artwork, charts, and graphs may be handwritten. Handwritten corrections to typed text will be penalized. (Judges will be instructed to ignore attempts to achieve a competitive advantage due to the quality of word processing equipment available).
- VIII. All material must be shown on 8 ½ x 11" paper. Pages may not fold out to a larger size. No extraneous information may be attached to the pages and tabs may not be used.
- IX. Decorative artwork or desktop publishing techniques may be used throughout the manual. Photographs in the manual must be scanned and placed as digital files.
- X. The entry must follow the sequence outlined. No sections may be added. Sections not included will be given zero scores by the judge. Page numbers of the Roman numeral sections must appear in the table of contents. Each section must be titled, including the bibliography and appendix (if appropriate and included).

## **PRESENTATION GUIDELINES:**

- ✓ The major emphasis of the fact sheets is on the content. Drawings, illustrations and graphic presentations (where allowed) will be judged for clarity not artistic value.
- ✓ The participant(s) will present to the judge in a 20 minute presentation worth 100 points.
- ✓ The presentation begins immediately after the introduction of the participant(s) to the judge by the adult assistant. Each participant must take part in the presentation.
- ✓ Participant(s) will NOT spend more than 15 minutes (after introductions) setting up visual aids and presenting the promotional campaign proposal to the judge. Participant(s) may bring a copy of the written entry and refer to it during the presentation.
- ✓ The judge will NOT spend more than 5 minutes questioning the participant(s). Each participant must respond to at least one question posed by the judge.
- ✓ Visual aids that are appropriate for an actual promotional campaign presentation may be used. Not more than 3 standard sized presentation posters (not to exceed 22 x 30 inches each) and/or 1 standard sized presentation display board (not to exceed 36 x 48 inches) may be used. They may be placed upon chairs or freestanding easels. Only visual aids that can be carried to the presentation by the actual participant(s) will be permitted, and the participant(s) themselves must set up the visuals. If sound is used, the volume must be kept at a conversational level. Participant(s) are also allowed to make use of a personal laptop computer and/or a handheld digital organizer they provide; however an electrical outlet will not be provided – use battery pack. Participant(s) are allowed to make use of a desktop flip chart presentation not to exceed 12" x 10." Live models may not be allowed. The participant(s) must furnish their own materials and equipment.
- ✓ No material of any kind may be passed to the judge.
- ✓ If any of these rules are violated, the judge should notify the adult assistant.

## **PRESENTATION JUDGING:**

The participant(s), assuming the role of promotional personnel, will have prepared a promotion plan for WV DECA. During the first fifteen (15) minutes of the presentation (after introductions), the participant(s) will set up any visual aids and present the proposal. Setup time and presentation time are included in the fifteen (15) minutes. All participant(s) must complete this portion **WITHOUT INTERRUPTION**, unless you are asked to respond. Each participant must take part in the presentation.

During the final five (5) minutes, the judge(s) may question the participant(s) about the campaign proposal. To ensure fairness, you must ask each participant or group of participants the **SAME** questions from the categories shown on the evaluation sheet. You should prepare these questions after you have read each prospectus but before the presentation begins. After asking the questions, you may ask other questions that seem appropriate, based on your notes, which you may refer to during the presentation, or the presentation itself. Each participant must respond to at least one question.

The presentation Evaluation Form follows the outline shown in the section entitled Presentation Guidelines, which explains in greater detail what should be discussed in each part. As you interview, ask yourself, “Will this work? Is it realistic? Does the participant sound knowledgeable? Is the participant communicating clearly?” Ultimately, you must decide, “Would I approve this campaign if I were the WV State DECA Advisor or a member of the WV DECA/CVE Board of Directors?”

Please familiarize yourself with all the guidelines before starting to evaluate the presentation. (Penalty points have already been assigned to the written entry. See the written entry checklist). As you evaluate the presentation, please be sure to:

- ✓ Place the name and identification number label on the Evaluation Sheet (unless it has been done for you).
- ✓ Fill in the appropriate score for each section.
- ✓ Write the score given in the space provided at the right. No score filled in or extended means that the participant will receive a zero for that area.
- ✓ Ignore attempts to achieve a competitive advantage due to the quality of word processing equipment available.
- ✓ Double check to ensure that you have scored every category.
- ✓ Total your score. The event manager will double check all addition.

A maximum score of “**Exceeds Expectations**” in any category means that, in your opinion, the information is presented effectively and creatively; nothing more could be expected.

A “**Meets Expectations**” rating means that the information is presented well. Though there may be a few minor problems or omissions, they are not significant. Creatively, however, is not shown to any great degree.

A “**Below Expectations**” score means that the information presented does not meet minimum standards of acceptability.

A “**Little/No Value**” score means either that some major flaw has been noted that damages the effectiveness of the campaign (this may be a major omission, a serious misstatement, poor writing or any other major flaw) or that the information presented is of no value (does not help the campaign at all).

After the questioning period, please thank the participant(s). Then complete the Presentation Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points. It may help to go through several entries before actually scoring the entries. Take notes on a separate piece of paper if you wish to ask the participant(s) about specific areas of the promotion campaign during the presentation.

We hope you are impressed by the quality of the work of these participants. If you have any suggestions for improving this event, please mention them to your event manager. We thank you for your help.

## **STATE ONLY EVENT JOB INTERVIEW**

### **Description:**

The Job Interview Event is designed to evaluate students' job interview and application skills. Competencies which will be evaluated include: preparation of a resume and a letter of application, completion of a job application, and actual job interview skills.

### **Activities:**

- ✓ Students are to prepare a typewritten resume and a letter of application based on their actual qualifications. The resume and letter of application are to be prepared **prior** to the conference. The resume and letter of application are to be turned in during the participant briefing of the event.
- ✓ Participants are to apply for a position which they are qualified to fill, based on the following ad which appeared in a local newspaper.

### **MARSHALL'S DEPARTMENT STORE**

Announces the opening of their new store  
in the

West Virginia Mall

Applications are being accepted for  
all positions which include, but are  
not limited to, the following areas:

- ✓ Cashiers/sales clerks
  - ✓ Management
- ✓ Secretarial/clerical
  - ✓ Food service
- ✓ Maintenance/janitorial
  - ✓ Security

All interested applicants respond to:

Mr. John Smith, Personnel Director  
Marshall's Department Store  
West Virginia Mall  
Huntington, WV 25000

- ✓ Students will complete a job application during the participant briefing. Students are responsible for bringing all the necessary materials needed for completing the job application.
- ✓ Judges will assume the role of the interviewer and the students will be given time to interact with the judge in an interview situation to apply for the position on which their resume and letter of application are based.

## STATE ONLY EVENT SALES PRESENTATION

### **Description:**

The Sales Presentation Event is designed to evaluate students' abilities to perform skills, attitudes, and knowledge necessary for professional salespeople.

### **Activities:**

- ✓ All students will take a 100 question multiple choice exam based on general selling principles.
- ✓ Students will be required to participate in a sales presentation.
- ✓ Product and product information to be used will be provided to the students during the preparation time.
- ✓ Students will be given preparation time to study the product information and become familiar with the product.
- ✓ Students will be given an interview time to interact with the judge(s).
- ✓ Students are encouraged to attempt to close the sale in order to complete the event.
- ✓ Judges will assume the role of the customer and students will be given time to interact with the judges in a sales situation.

# STATE ONLY EVENT

## PUBLIC SERVICE ANNOUNCEMENT

### Description:

Teams consisting of 1-3 members produce a 30-second Public Service Announcement (PSA). The PSA will promote marketing or the student organization DECA, bring awareness of a marketing situation, or educate the public at large about marketing or the student organization. The purpose is to encourage marketing students to analyze the general public's understanding of a marketing or DECA issue and to use technology to produce a public service announcement that informs the community about an important issue.

### Activities and Rules:

1. The PSA must be recorded on a DVD and recorded at standard play or a mini-DV. The DVD must be in minus R format and must be a DVD and NOT CDRW disk. It is the team's responsibility to assure that the DVD is broadcast quality and will play on a standard DVD player or computer.
2. The PSA must be original with the teams drawing upon artistic, musical, written, and technical skills to create an original production. Running times will be considered as first fade/visual/sound to the last.
3. The team will choose the genre (comedy, drama, documentary, musical video, etc.) and target audience they think will work best with their PSA to promote the subject/theme.
4. The beginning of the PSA **must** include a title. The end of the PSA **must** include credits for the team members or DECA Chapter. Teams may use creativity when adding the title and credits to the PSA. The title and credits **will** be counted in the 30-second time limit.
5. The work on the PSA must be accomplished completely by team members. They may receive instruction in filming and editing from an outside source; however, the actual filming, editing, and all production steps must be accomplished by team members. This does not include the actors. Actors may or may not be members of the team. Advisors must sign the Validation Form, found in these guidelines, verifying that only team members worked on the production of the PSA.
6. If you are using any kind of music or copyright protected logos or material in the PSA, you and your chapter advisor are responsible for obtaining all necessary releases and meeting all legal requirements. Written permission to use copyright-protected material in your PSA must be included with the Copyright Form and submitted at the conference.
7. All entries must be accompanied by a Release Form giving DECA permission to copy and broadcast the PSA at their discretion. All persons appearing in the Public Service Announcement are required to sign this Release Form. If any person is under the age of 18, the signature of a parent or guardian must be included.

8. The DVD must be “show ready” with black lead at the beginning and end of each PSA.
9. Only PSAs with all the required forms properly submitted, completed, signed and dated, will be judged. Teams must submit at the conference:
  - DVD
  - Validation Form
  - Release Form
  - Copyright Form with all permission letters and licenses regarding the use of copyright-protected material
10. At the conference, students will bring a DVD player or laptop computer to the event location. The PSA should be clearly visible to judges sitting five (5) feet from the screen. Teams will have one minute to prepare to show the PSA after entering the competition room. Team members will operate the equipment to view the PSA. Judges will watch the PSA, along with the team members.
11. After the PSA has been viewed, teams will be given four (4) minutes to describe their creative process and how they think the PSA will change the public’s opinion, actions, or feelings. All team members must participate and speak. The presentation must be orally ONLY with no presentation aids or props, other than the PSA itself.
12. The DVD, Validation Form, Release Form, Copyright Form, and all permission forms will become the property of WV DECA.

## **Public Service Announcement Audience and Copyright Information**

### **Audience:**

You should consider the needs of the target audience when producing the PSA. A PSA that is appropriate for a school audience may not be appropriate if the target audience is senior citizens.

### **Copyright:**

The use of recorded music in a PSA is not covered in the Fair Practice Act or any educational exemption. Teams **MUST** secure written permission in the form of a Synchronization License or purchase royalty-free music if they use recorded music in their PSA.

Permission is not required if a brief portion of copyrighted material is viewed incidentally (i.e. during the panning of a crowd, someone is seen holding "People" magazine. If the camera were to zoom in on this person to emphasize the magazine, it is no longer considered incidental and permission must be sought). Symbols, logos, characters, etc., that are trademarked must have a letter of permission to use (unless they are "incidental").

Permission is granted for WV DECA chapters to use the DECA logo in the PSA.

An option to consider would be to purchase Royalty free Music. Royalty-free music is usually stock, instrumental music purchased for a single fee, with no subsequent royalties. There are a number of websites that sell royalty-free music and sound effects. A school media center or TV production class may have royalty-free music that you can use, or you may be able to work with a local TV/radio station or video production company to purchase royalty-free music.

Conduct an Internet search using the keyword "Royalty Free Music."

### ***Synchronization License***

To include popular music as part of the PSA, you will need the permission of the music publisher and the record label. They will provide you with pricing information. A music publisher owns the song (that is words and music) and a record company owns the sound recording (that is, what you hear, the artist singing, the musicians playing, the entire production).

Fees will be paid to the publisher and record company. Publisher contact information can be found by searching the following three websites:

ASCAP: <http://www.ascap.com/ace/search.cfm?mode=search>

SESAC: <http://www.sesac.com/Repertory/Terms.aspx>

For other assistance with locating publishers you can also try the Music Publishers Association at <http://www.mpa.org>

**A few things to keep in mind:**

- Music belongs to the publishers and labels and they have no obligation to give you permission, or even respond to your request (although most do).
- If someone doesn't respond, it doesn't mean you've been given permission.
- Permission takes time (especially those being sought for free). Be sure you allow at least six weeks for copyright owners to respond.
- WV DECA chapters are required to act responsibly and follow all applicable copyright laws in the production of a DECA Public Service Announcement.

## **STATE ONLY EVENT CHAPTER AWARDS PROGRAM**

**Objectives.** 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/DCT program and the DECA chapter.
6. To learn of activities and projects which strengthen the local chapter.
7. To provide a platform for international recognition of outstanding DECA Chapter projects.

**Description.** The Chapter Awards Program is an instructional enrichment program for marketing education and DCT. 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 Advisor for verification of the award achievement level. All 100% gold award chapters will be eligible to advance to the International Career Development Conference and attend either the Leadership Development Academy or the Senior Management Institute.

Information contained on the following pages will give the advisor background for a class presentation. The Chapter Awards Program should be initiated early in the year, so chapter members will realize the greatest benefits of their involvement. A thorough orientation of the purpose and operation of the program is vital for the preparation of the members.

**Procedure.** Only 100% chapters achieving the gold award on the state level will be eligible to attend the International Career Development Conference. Up to three members may attend from each local gold level chapter. Eligibility to attend the international conference is determined by the state association based on policies. Participants should check with their state advisor for eligibility guidelines. Participants at the International Career Development Conference will attend either the Leadership Development Academy or the Senior Management Institute.

**You must follow the following format Guidelines for the Chapter Awards Program.**

**Title page.** The first page of the project is the title page, which lists the following:

- CHAPTER AWARDS PROGRAM
- Designated level of achievement (bronze, silver, or gold)
- Name of DECA chapter
- Name of high school/technical center
- School address
- City/State/ZIP/Postal Code
- Name(s) of chapter representatives
- Date

The title page will *not* be numbered.

**Table of contents.** The table of contents should follow the title page. It must list the Roman numeral, the section title, and the page on which each section starts. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will not be numbered.

**Body of the project.** The body of the written entry begins with Section 1, Executive Summary, and continues in the sequence outlined here. The first page of the body is numbered 1 and all following pages are numbered in sequence.

Follow this outline when you prepare your entry. Each section must be titled.

- I. EXECUTIVE SUMMARY  
One-page description of the project
- II. INTRODUCTION  
One-page description of the local Marketing Education Program/DCT/DECA chapter, school and community
- III. MEMBERSHIP DEVELOPMENT
  - A. Requirement
    1. Bronze level: DECA membership for a minimum of 50% of the marketing education students and completion of any two (2) membership activities
    2. Silver level: DECA membership for a minimum of 75% of the marketing education students and completion of any four (4) membership development activities
    3. Gold level: DECA membership for 100% of the marketing education students and completion of any six (6) membership development activities
  - B. Membership development activities
    1. Conduct a marketing education/DCT parents' orientation to explain marketing education/DCT and DECA
    2. Conduct faculty/counselor/administration appreciation functions
    3. Host local chapter's current DECA State Officer(s) as guest speaker(s) during the chapter meeting (officer is not from the local chapter)
    4. Complete a chapter fund raising project, including sales goals, final report, and an evaluation
    5. Other activities related to membership development

#### IV. COMMUNITY ORIENTED/COMMUNITY SERVICE

##### A. Requirement

1. Bronze level: complete any two (2) community service activities
2. Silver level: complete any four (4) community service activities
3. Gold level: complete any six (6) community service activities

##### B. Community service activities

1. Provide assistance to a civic organization engaged in a community service project (e.g., food drive, clean-up, anti-drug, homeless, etc.)
2. Sponsor a “get out and vote” campaign
3. Sponsor MDA or a similar organization with a fund raising activity
4. Visit a children’s ward or senior citizens’ home, etc.
5. Participate in or support a blood drive
6. Compete in the Community Service Project in the competitive events program
7. Other activities related to community service

#### V. EXPERIENCED LEADERS/LEADERSHIP DEVELOPMENT

##### A. Requirement

1. Bronze level: complete any two (2) leadership development activities
2. Silver level: complete any four (4) leadership development activities
3. Gold level: complete any six (6) leadership development activities

##### B. Leadership development activities

1. Officer elections
2. Advisory committee membership
3. Chapter meeting minutes
4. Annual budget
5. Chapter officers conduct a workshop at the State Leadership Conference
6. Attend a leadership conference or workshop
7. Hold a chapter installation ceremony
8. Other activities related to leadership development

#### VI. ACADEMICALLY PREPARED/VOCATIONAL UNDERSTANDING

##### A. Requirement

1. Bronze level: complete any two (2) vocational understanding activities
2. Silver level: complete any four (4) vocational understanding activities
3. Gold level: complete any six (6) vocational understanding activities

##### B. Vocational understanding activities

1. Assist a business with taking inventory
2. Conduct a local Career Development Conference
3. Complete the Creative Marketing Project in the competitive events program
4. Complete the Entrepreneurship Promotion Project in the competitive events program
5. Complete the Learn and Earn Project in the competitive events program
6. Majority of chapter members participate in the DECA State Conference
7. Majority of members participate in a competitive event
8. Other activities related to vocational understanding

## VII. PROFESSIONALLY RESPONSIBLE/SOCIAL INTELLIGENCE

### A. Requirement

1. Bronze level: complete any two (2) social intelligence activities
2. Silver level: complete any four (4) social intelligence activities
3. Gold level: complete any six (6) social intelligence activities

### B. Professional activities

1. Plan a series of guest speakers for chapter meetings throughout the year (training sponsors, career specialists, marketing professionals, etc.)
2. Conduct a fashion show
3. Conduct a job interview seminar for other classes in your school
4. Conduct mock job interviews for all DECA members
5. Organize a chapter field trip (e.g., tour of a mall, merchandise show)
6. Hold an employee/employer function
7. Nominate and support candidate(s) for any state office
8. Organize an alumni chapter with alumni activities
9. Other activities related to social intelligence

### C. Social & recreational activities

1. Organize and implement a fall employer orientation to explain the organization and operation of the total marketing education/DCT program
2. Conduct a chapter breakfast with a formalized program
3. Sponsor a school-wide dance or other social activity
4. Other activities related to social intelligence

## VIII. PROMOTION/PUBLIC RELATIONS

### A. Requirement

1. Bronze level: complete any two (2) promotion/pr activities
2. Silver level: complete any four (4) promotion/pr activities
3. Gold level: complete any six (6) promotion/pr activities

### B. In-school activities

1. Bulletin board
2. PA announcement
3. Reader board
4. Marquee message
5. Posters
6. Displays
7. School paper
8. Local brochure
9. Teacher recognition
10. Other activities related to promotion/public relations

### C. Submitting articles to

1. DECA Dimensions
2. State association newsletters
3. Other publications

#### D. Community

1. Newspaper/TV
2. Radio
3. Transit (bus)
4. Billboard (outdoor)
5. Community marquee
6. Fairs, parades, festivals
7. Display in community place
8. Civic appearance/presentation
9. Other activities related to promotion/public relations

#### E. DECA Week

1. Publish an article in the school or local newspaper
2. Publish an article in the state association newspaper/Dimensions
3. Participate in a television/radio interview about marketing education/DCT or DECA
4. Sponsor a career fair
5. Present a formal program before a civic group
6. Participate in a community fair using a booth
7. Plan and organize community involvement/advisory committee meetings
8. Obtain a proclamation from your mayor or city council
9. Other activities related to promotion/public relations

**Presentation Standards.** The entry must follow these standards:

- The entry must be submitted in an official DECA scrapbook or binder. Entries may *not* be submitted in a DECA folio. No markings, tape, or other material should be attached to the binder.
- All materials must be enclosed in sheet protectors or laminated and labeled. Attachments, paste-ups, and photographs may be used as long as they are contained in the sheet protectors or are laminated to the page.
- The pages must be numbered in sequence starting with the executive summary and ending with DECA Week promotion.
- For state level certification of the award level, the body of the entry must be limited to 35 numbered pages for the bronze award, 70 total pages for the silver award and 105 total pages for the gold award. Page numbers must include all narrative and documentation.
- Major content of the written entry must be at least double-spaced (not space-and-a-half). Figures and exhibits, headings, lists, sample letters, etc. may be single-spaced.
- The entry must be typed/word processed (not handwritten). Charts and graphs may be handwritten.
- Each specific activity will count only once, but chapters can do multiple versions of an activity. For example chapters may raise funds for two different organizations and count it as two separate activities.
- The entry may include activities beginning with the State Career Development Conference and prior to the annual submission deadline.

- All activities must have a heading that contains:
  - Activity area
  - Activity title
  - Activity date
- Each activity must contain a one-page typed/word processed narrative for that activity. The narrative of each activity should contain:
  - Goals of the activity
  - A summary of the activity (write as though the reader knows nothing about the activity)
  - Explain how the activity was completed
  - Evaluation of the activity
- ✓ Each activity must also contain a one-page typed/word processed documentation of the activity. Documentation may come in the form of pictures, programs, charts, etc. All documentation must be labeled. These pages must be numbered in sequence with the rest of the project.

## **STATE ONLY EVENT COMMUNITY CARE BEAR AWARD**

### **Guidelines:**

To be a candidate for this award the chapter must:

- Have a minimum of 10 hours of community service
- Involve a minimum of 25% of chapter members in the community service projects

To receive this award a chapter must:

- Be creative with the different types of community service
- Show an impact on the community
- Show ongoing evidence of participation in community service projects

The winner shall:

- Log more community service hours than any other chapter nominated for this award

Winner(s) will be recognized at the State Career Development Conference.

## WV DECA STATE CAREER DEVELOPMENT CONFERENCE PROGRAM COVER COMPETITION

### HERE'S A CHANCE TO WIN FREE REGISTRATION TO STATE CDC!!

The WV DECA CDC Program Competition is another opportunity for students to demonstrate an understanding of effective marketing through attractive promotional materials. A student will be recognized for creativity, appropriateness, and design and marketing knowledge. The following are the guidelines:

1. Entries should be well done paste-ups, requiring very little modification. Dimensions must be 8 ½" in width by 11" in height.
2. Entries should reflect the current theme for this academic year, as described by the State Action Team, and noted on the "When Promoting DECA..." page.
3. Entries may be computer generated. Be creative! Make color suggestions in a narrative and keep in mind we will not print a cover with more than two (2) colors. Entries should not be done in pencil or on notebook paper.
4. Entries must have student's name and school on each entry page. One student's name per entry. There is no limit of entries per chapter.
5. Entries must be postmarked **no later than December 15.**
6. Send all entries to:

Betty Sias  
WV Department of Education  
Building 6, Room 243  
1900 Kanawha Blvd. East  
Charleston, WV 25305

A winner will be selected on the basis of professionalism, creativity, attractiveness for the target audience and significance to the current year's theme. Entries will be judged by the State Advisor and the winner **WILL RECEIVE FREE REGISTRATION TO THE STATE CAREER DEVELOPMENT CONFERENCE. GOOD LUCK!**

## **WHEN PROMOTING DECA...**

### **Association Name**

West Virginia DECA

### **2011 - 2012 Theme**

Aspire Higher in the Mountain State

### **DECA Mission**

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

### **National DECA Publication**

DECA Dimensions

### **WV DECA's Online Publication**

DECA Log

### **WV DECA's Website**

[www.wvdeca.com](http://www.wvdeca.com)

## WV DECA'S MISSING IN ACTION

Do you know how to contact former students who were actively involved in our organization as a high school DECA member? If you can help us locate these individuals, please provide the information requested below, or at least as much as you can. We would like to make them a part of our conferences, advisory committees, etc. Thanks for your assistance.

Former Student's Name:

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Was this student a chapter, state, or national officer?     Yes     No

Address:

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(Street)

---

(City)

(State)

(Zip Code)

---

(Phone)

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(E-mail)

What is this former student doing now? What is his/her profession? What company does he/she work for? Is he/she in college, etc.

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## SAFETY TIPS FOR HOTEL FIRES

Each DECA delegate attending any conference or activity is asked to carefully review the procedures outlining safety techniques suggested by the National Safety Council and the American Red Cross. These procedures are outlined for your serious review.

1. Panic is a special problem in unfamiliar settings; therefore, plan a realistic escape route as soon as you check in.
2. Check the fire exit immediately; count the number of doors between your room and the exit.
3. Never use an elevator as an escape route.
4. Always put the room key in the same place so it can be located in a hurry.
5. If you awake to smoke in your room, head towards the door on your hands and knees.
6. If the door is hot, do not open it.
7. If you can leave your room, close the door behind you and crawl into the hall, staying against the wall on which the fire exit is located.
8. Walk downstairs holding the handrail. Doors may be locked, so go all the way to the first floor.
9. If you encounter rising smoke in the exit stairwell, turn around and walk up.
10. Leave the door open when you get to the roof. When there, stay put and await firefighters.
11. If smoke is in your room, open the window to vent it; otherwise, keep the window closed. Take extreme care when breaking glass. The bathroom vent will help to remove smoke. Water in the tub may be used for fire fighting.
12. If the phone works, use it to tell people where you are.
13. Use wet sheets or towels to cover door cracks. A dampened mattress can be held against the door with a dresser.
14. Apply a wet towel over your mouth to filter out smoke. If the fire is outside your window, remove all curtains and other combustible materials.
15. It is extremely dangerous to jump if you are above the second floor; it is safer to fight the fire.
16. Fire is not likely to chase you down and kill you; it is the byproducts-gases, smoke, and panic that will kill you. Jumping is usually a result of panic. Advanced preparation eliminates panic.

# **International Career Development Conference (ICDC)**

## **INTERNATIONAL CAREER DEVELOPMENT CONFERENCE (ICDC) PURPOSE**

The primary focus of the International Career Development Conference (ICDC) is to professionally represent West Virginia DECA as a competitor, candidate, voting delegate, or delegate at large.

### **Rules, Regulations and Policies:**

1. Follow instructions given by the WV DECA State Advisor at the WV State Career Development Conference.
2. Travel arrangements will be provided by the State Advisor at the conclusion of the closing session at State CDC.
3. Adhere to the WV DECA Dress Code and Conduct Code.
4. Follow rules for delegates attending the International CDC that will be outlined by your chapter advisor.
5. Chapter advisors are responsible for the participants they register for the International Career Development Conference, including students they agree to chaperone from other schools. This includes travel to and from the conference, as well as their well being during the conference.

### **Location of 2011 International Career Development Conference**

**Date:** April 28 - May 1, 2012

**Location:** Salt Lake City, UT

**Hotel:** Has not been designated by National DECA

**Cost:** Has not been determined

# INTERNATIONAL CAREER DEVELOPMENT CONFERENCE HOTEL LODGING

Chapter: \_\_\_\_\_ Advisor: \_\_\_\_\_

Arrival Date: \_\_\_\_\_ Departure Date: \_\_\_\_\_

- Instructions:**
1. TYPE the name(s) of all persons occupying each room in the space provided.
  2. Use "M" for male and "F" for female.
  3. Select the type of room desired.
  4. Supplemental list for additional rooms must use the same format.
  5. If you have less than a full room, but would like it filled with other students, mark the type of accommodations you want. I will attempt to fill.

ROOM	NAMES – LAST NAME/FIRST	M/F	ACCOMMODATION
			___ Single
			___ Double
			___ Triple
			___ Quad
ROOM	NAMES – LAST NAME/FIRST	M/F	ACCOMMODATION
			___ Single
			___ Double
			___ Triple
			___ Quad
ROOM	NAMES – LAST NAME/FIRST	M/F	ACCOMMODATION
			___ Single
			___ Double
			___ Triple
			___ Quad

Lodging Assignments

Page \_\_\_\_\_ of \_\_\_\_\_ Chapter: \_\_\_\_\_

ROOM	NAMES – LAST NAME/FIRST	M/F	ACCOMMODATION
			___ Single
			___ Double
			___ Triple
			___ Quad
ROOM	NAMES – LAST NAME/FIRST	M/F	ACCOMMODATION
			___ Single
			___ Double
			___ Triple
			___ Quad
ROOM	NAMES – LAST NAME/FIRST	M/F	ACCOMMODATION
			___ Single
			___ Double
			___ Triple
			___ Quad
ROOM	NAMES – LAST NAME/FIRST	M/F	ACCOMMODATION
			___ Single
			___ Double
			___ Triple
			___ Quad

# Scholarships

## NATIONAL DECA HIGH SCHOOL SCHOLARSHIPS

### Employee Scholarships:

These scholarships are awarded to associates of the sponsor that are DECA members. Criteria generally include work history, endorsement from the local supervisor of the student, the DECA Advisor and a second school official, DECA involvement and grade point average. These companies are:

- ✓ **Finish Line**--fifteen (15) \$1,000 scholarships awarded to DECA/Collegiate DECA members who are Finish Line associates.
- ✓ **NAPA**—nine (9) \$1,000 scholarships awarded to DECA/Collegiate members who are NAPA associates or have an interest in automotive.
- ✓ **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).
- ✓ **Kmart**—five (5) \$1,000 scholarships awarded to DECA members who are Kmart associates.
- ✓ **Sears**—five (5) 1,000 scholarships awarded to DECA members who are associates of Sears.
- ✓ **TJ Maxx/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.

### Leadership Scholarships:

These scholarships are awarded to any DECA member based on their demonstrated leadership experiences. Criteria may include serving as a local state or national officer, community service, DECA Advisor recommendation, and endorsement by a second school official and or community leader. These companies are:

- ✓ **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.
- ✓ **Marriott International**—ten (10) \$1,500 scholarships awarded to DECA members who have hospitality experience or interest.
- ✓ **Otis Spunkmeyer**—five (5) \$1,000 scholarships awarded to DECA members who work in their school store and sell Otis Spunkmeyer products.
- ✓ **Walgreens**--five (5) \$1,000 scholarships awarded to DECA members who can show evidence of DECA activities, leadership ability, and community involvement.

### **Special Event Scholarships:**

These scholarships are awarded to DECA members that participated in a specific function or event. Criteria may include documentation of their involvement and related recognition, endorsement by the DECA Advisor, a second school official and/or community leader, and the event sponsor at the local level. These companies are:

- ✓ **Don DeBolt**--two (2) \$2,000 scholarships awarded to DECA members who have an interest in pursuing franchising and entrepreneurship course of study.
- ✓ **NTHS (National Technical Honor Society)**--two (2) \$1,000 scholarships awarded to DECA members who are also members of NTHS.

## **PROFESSIONAL DEVELOPMENT SCHOLARSHIPS**

These scholarship programs are for DECA advisors that want to further their education for careers in marketing, management, or marketing education. Some scholarships can be used to reimburse fees of attendance at an annual conference that provides continuing education credits in their field such as Conclave or ACTE. These companies or organizations include:

- ✓ **Conclave**--for new (three or fewer years as a DECA advisor) or DECA advisors who have not previously attended the Conclave and Professional Conference. Each scholarship includes a basic Conclave registration, including up to three pre-conference workshops, plus \$250 toward travel expenses—a total value of \$600.
- ✓ **J.C. Penney**--three (3) professional development scholarships of \$1,000 each to advisors who have partnerships with J.C. Penney, DECA participation, community involvement, and leadership ability.
- ✓ **Otis Spunkmeyer**--three (3) \$800 scholarships awarded to DECA teachers/advisors who can show evidence of DECA activities, community involvement, and leadership ability. Can be used to further education for careers in marketing, management, or marketing education. Can also be used to reimburse fees of attendance at an annual conference, such as ACTE or Conclave that provides continuing education credits in their field.
- ✓ **Target**--three (3) \$1,000 scholarships for professional development on the basis of partnerships with Target, DECA participation, community involvement, and leadership ability.