



# **Information Resource Manual**

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**2011-2012**

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This “Information Resource Manual” is designed to provide an overview of essential information relating to Missouri DECA. Additional information regarding many of the topics addressed can be obtained through supplemental resources such as the international ([www.deca.org](http://www.deca.org)) and state association (<http://dese.mo.gov/careered/deca.htm>) websites, the annual “DECA Guide,” and the “Missouri DECA Policy Manual.” For more information, consult the Missouri DECA State Advisor.

# General Information

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## **DECA Descriptor**

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

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

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

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

## **Formation of National DECA**

The first interstate conference occurred in Memphis, Tennessee, in 1947 where the first national officer team was elected.

## **National Headquarters**

Located in Reston, Virginia – Opened in 1976  
Missouri DECA contributed \$10,000 to the opening of the headquarters and was recognized with a Missouri Room.

## **Charter States**

Missouri was one of 17 states which adopted the National constitution and the official name in 1948.

## **National Membership**

More than 200,000 members in all 50 U.S. states, the District of Columbia, Canada, China, Germany, Guam, Hong Kong, Korea, Mexico and Puerto Rico.

## **Missouri DECA Eligibility**

Students must be currently enrolled in a marketing or cooperative education course in order to hold membership in DECA. In addition, students enrolled in other courses taught by a certified marketing teacher currently teaching at least one approved marketing course and serving as a DECA advisor also are eligible for DECA membership. The course content must align with a state-approved DECA competitive event for the student to be eligible for membership. Year long or semester course enrollment satisfies the concurrent enrollment issue.

**Advisors** Adults charged with the responsibilities for giving guidance to the chapter and state associations.

**Delegates** The term which refers to any DECA member, including advisors, attending DECA approved activities.

## **Organizational Structure**

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**DECA Incorporated** The legal identity of the adult group responsible for DECA.

**Chapter Level**

- Marketing Education students and Cooperative Education students make up the school chapter of DECA (not referred to as a “club”).
- Chapters elect student officers for local leadership positions.
- Chapter members participate in school and community-based projects.

**State Association Level**

- Chapter members join the State Association of DECA.
- Representatives of local chapters (students and advisors) provide recommendations for the State Association of DECA.
- Chapter members run for state office at an annual election conference. State Officers provide leadership for the organization.
- One or more designated individuals serve as the State Advisor(s) of the Missouri Association of DECA. They provide leadership and coordination of state-level activities and programs.
- Six local chapter advisors comprise the Missouri DECA Board of Directors.
- Outstanding chapter members represent their chapters in state-sponsored activities, competitive events, and leadership/career development events.

**Regional Association Level**

- State and Provincial Associations comprise four regions: Western, Central, Southern, North Atlantic.
- Each region has 13 or more State/Provincial Associations.
- Missouri is one of 13 associations in the Central Region.
- The State Advisors from each Central Region association comprise the Central Region Board of Governors.
- One state in the Central Region serves as the host state for the annual Central Region Leadership Conference to promote leadership development activities, introduce competitive events and provide a forum for industry topics.

## **International Association Level**

- Local chapter and state association members join National DECA.
- Representatives of State Associations provide recommendations regarding National DECA activities.
- DECA Inc. Board of Directors: Members are elected from DECA Inc. for a three-year term of office. The Board sets policies and guidelines and adopts a long-range plan for DECA's development and growth.
- Executive Director of DECA Inc.: Dr. Ed Davis receives direction from the Board of Directors.
- All other national staff are employed by and responsible to the Executive Director.
- Outstanding state members represent their State Association at the annual International DECA Career Development Conference.
- National officers, elected by voting delegates from the State Associations, serve as the elected student leaders of National DECA.

## **Divisions of DECA**

### **High School Division**

The largest division of DECA; membership is available to high school students enrolled in Marketing and Cooperative Education classes.

### **Collegiate Division**

Division offering membership to students enrolled in post-secondary institutions studying marketing, management, and related business fields. This division offers members the opportunity to develop personally and professionally through chapter activities, individual projects, and a competitive events program.

### **Alumni Division**

Support division to provide a means by which Marketing Education students can maintain an association with DECA; encourage support for DECA on the local, state and/or national level; and promote the purposes of DECA.

### **Professional Division**

A support division established to provide teachers of Marketing and Cooperative Education, businesspersons, parents, and administrators a means of membership in DECA.

## **Congressional Advisory Board**

Consists of members of Congress who are supportive of DECA. (CAB)

## **National Advisory Board**

DECA's National Advisory Board includes representatives from more than 60 corporations, foundations and associations. NAB members provide financial resources, advocacy and a network of professionals to support DECA activities at all levels. NAB members serve in an advisory capacity to DECA Inc. The NAB chairperson serves on the DECA Inc. Board of Directors.

## **National Officers**

Both the High School and College Division are represented by elected national officers. Offices available are President and four vice president positions. The National High School President for 2011-2012 is Claire Coker of Tennessee. The Central Region Vice President is Micah Melling of Missouri. The Collegiate DECA President for 2011-2012 is Paige Eldridge of Texas, and the Vice President is Dakota Dale of Mississippi.

## **Symbols**

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### **DECA Color**

The official color of DECA is blue.  
PMS 287 C  
CMYK (100, 68, 0, 12)  
RGB (0, 83, 155)  
Web RGB (00, 53, 98)

### **Unifying Logo**

DECA's new logo became effective July 1, 2010. The logo embraces the organization's affinity for the diamond while displaying a bold, modern design.

### **DECA Diamond**

The DECA Diamond is the international emblem of DECA. The four points inside the diamond represent the first set of DECA's guiding principles while the four outer points represent the second set of DECA's guiding principles and the polished leaders DECA prepares.

### **Guiding Principles**

#### **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.

**Mission Statement**

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

**Attributes and Values**

Competence. Innovation. Integrity. Teamwork.

**DECA Theme for 2011-2012**

“Aspire Higher”

## **Resources**

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*DECA Guide*

The publication for International DECA competitive events guidelines, materials, supplies and approved sales projects.

*DECA Dimensions*

International DECA bimonthly magazine that is filled with informative business articles, association news, and leadership development, community service, etc., articles.

*DECA Insight*

International DECA newsletter sent four times throughout the school year to the local chapter advisors.

## **DECA Images**

The supplier operating out of DECA Inc. Headquarters that carries official DECA merchandise, including apparel, competitive events preparation materials, chapter materials, and supplies.

## **State Association Information**

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### **Missouri DECA State Staff**

Mrs. Gayla Westergaard, State Advisor, High School Division  
Mrs. Lori Niekamp, State Advisor, Collegiate Division  
Mrs. Kathy Parrett, DECA/Collegiate DECA State Treasurer  
Mrs. Leslie Kerns, Director of Business, Marketing and Information Technology Education, Department of Elementary and Secondary Education (DESE)

### **Missouri DECA Board of Directors**

Policy-setting body comprised of six elected chapter advisors. Members serve a three-year term.

### **Missouri DECA Districts**

Missouri is divided into 12 districts

### **Missouri DECA Membership**

Approximately 177 local DECA chapters and 9,167 members

### **Missouri DECA Scholarships**

The Foundation for Missouri DECA provides scholarships annually to Missouri DECA members. Missouri DECA members are also eligible to apply for national scholarships, including the Harry A. Applegate Scholarship, named in honor of the former Executive Director of DECA Inc.

### **State Action Team**

Missouri's 16-member state officer team consists of four executive officers: a President, Vice President, Secretary, and Reporter, and 12 District Vice Presidents.

### **State Officer POA**

Members of the State Action Team are required to prepare a Program of Activities documenting activities carried out during the school year. In order to receive state support to attend the International CDC, a POA must be submitted which meets the minimum criteria.

### **Missouri DECA State Officer Advisors**

Selected by the State Advisor to assist with the training of the State Action Team and to coordinate their program of activities throughout the year. The State Officer Advisors also assist with officer functions at the State CDC and International CDC. They are: Mr. Michael Oliva and Mrs. Aundrea Morris.

### **Missouri DECA District Advisors**

Selected by each district to provide leadership for all district activities, except those directly related to competitive events. District advisors work closely with the District Vice President.

**Missouri DECA Competitive Events Directors**

Selected by the State Advisor to operate the competitive events program in each district. The Competitive Events Directors plan and conduct the District Career Development Conference and process the chapter registrations for the State Career Development Conference.

**Venture Capital Fund**

This business loan is available through the Foundation for Missouri DECA to chapters that apply to establish an entrepreneurial venture. This no-interest loan must be paid back in one year.

## **Awards**

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**Crystal Catalyst Award**

A Missouri Association award presented each year at the State Career Development Conference to one advisor who has shown initiative in providing innovation, encouragement and/or enthusiasm in a manner that benefits the entire Missouri DECA Association.

**Diamond Award**

A Missouri Association award designed to recognize outstanding contributions made by one chapter advisor in each district. The Diamond Award is presented at the State CDC.

**Friends of DECA Award**

Special recognition award presented by the Missouri Association at the State Career Development Conference. Awarded to individuals for outstanding contributions to Marketing Education, Cooperative Education, and DECA.

**Honorary Life Membership**

The highest award a DECA Chapter, State, or National association can bestow on an individual.

# Career and Technical Education

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## **ACTE**

The Association for Career and Technical Education is the professional association for career and technical educators and students.

## **Career Clusters**

Career Clusters provide a way for schools to organize instruction and student experiences around 16 broad categories that encompass virtually all occupations from entry through professional levels. These groupings of occupations are used as an organizing tool for curriculum design, a model for guidance and instruction, and a mechanism for seamless transition from secondary education to postsecondary and/or career.

The career clusters relating to the marketing education curriculum are:

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

## **Carl D. Perkins Career and Technical Education Act**

The Carl D. Perkins Career and Technical Education Act (Perkins) was most recently reauthorized in August 2006. The purpose of Perkins is to provide individuals with the academic and technical skills needed to succeed in a knowledge- and skills-based economy through career and technical education. Perkins also focuses on documenting the rigor of academic and technical courses, improving curriculum alignment among secondary and postsecondary schools, and streamlining the transition process for students moving from one level to another. Under the law, Missouri receives about \$22.4 million per year in federal funds to support career and technical education programs across the state.

## **CTSO**

Career and Technical Student Organization (i.e., DECA, FFA, FCCLA, FBLA, SkillsUSA, etc.)

## **NCCCTSO**

National Coordinating Council for Career and Technical Student Organizations. The council identifies and coordinates activities that are mutually beneficial to career and technical student organizations and their numbers. They share information that will enhance the development of career and technical education students, and to strengthen career and technical education.

## Conferences and Events

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- Goals of State and International CDCs**
1. To provide a forum for the competitive events program.
  2. To provide delegates an opportunity to obtain information regarding educational and career opportunities.
  3. To provide an opportunity for delegates to assist in the growth and development of DECA.
  4. To provide delegates an opportunity to develop poise and human relations abilities by participation in scheduled social and educational activities.
- National DECA Week**                      October 9-15, 2011
- Global Entrepreneurship Week**                      November 14-20, 2011
- National Entrepreneurship Week**                      February 18 -25, 2012
- Annual Career and Technical Education Month**                      February
- DECA Conferences**
1. District Fall Leadership Conferences – hosted by DECA Districts throughout Missouri to develop leadership and elect District Vice Presidents
  2. Fall Leadership and State Officer Election Conference – October 16-17, 2011 • The Lodge of Four Seasons, Lake Ozark
  3. State Officer Training Conference – November 5-6, 2011 The Lodge of Four Seasons, Lake Ozark
  4. Central Region Leadership Conference – December 2-4, 2011 • Omaha, Nebraska
  5. Missouri DECA Board of Directors Meeting – January 7, 2012 • Jefferson City
  6. State CDC Planning Meeting – January 21-22, 2012 • The Lodge of Four Seasons, Lake Ozark
  7. District Career Development Conferences – hosted by DECA Districts throughout Missouri in February
  8. Missouri ACTE Legislative Day – February 15, 2012 • State Capitol, Jefferson City
  9. State Career Development Conference – March 18-20, 2012 • The Lodge of Four Seasons, Lake Ozark
  10. International Career Development Conference – April 27-May 2, 2012 • Salt Lake City, Utah. More than 16,000 DECA members participate in the annual conference.
  11. Missouri DECA Board of Directors Meeting – May 20-21, 2012, Lake Ozark

# Competitive Events

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## Competitive Event Purposes

1. To contribute to the development of skills necessary for careers in marketing, management and entrepreneurship.
2. To evaluate student achievement of the competencies through careful measurement devices (performance indicators).
3. To provide opportunities for student and team recognition.
4. To provide constructive avenues for individual or team expression, initiative and creativity.
5. To motivate students to assume responsibility for self-improvement and self-discipline.
6. To provide a vehicle for students to demonstrate (via performance indicators) their acquired skills through individual or team activities.
7. To assist students in acquiring a realistic self-concept through individual or team activities.
8. To help students participate in an environment of cooperation and competition.
9. To provide visibility for the educational goals and objectives of marketing education.

## Principles of Business Administration Events

PBM	Principles of Business Management and Administration
PFN	Principles of Finance
PHT	Principles of Hospitality and Tourism
PMK	Principles of Marketing

## Team Decision Making Events

BLDM	Business Law and Ethics
BTDM	Buying and Merchandising
FTDM	Financial Services
HTDM	Hospitality Services
MTDM	Marketing Communications
STDM	Sports and Entertainment Marketing
TTDM	Travel and Tourism Marketing

## Individual Series Events

AAM	Apparel and Accessories Marketing
ASM	Automotive Services Marketing
BSM	Business Services Marketing
FMS	Food Marketing
HLM	Hotel and Lodging Management
MMS	Marketing Management
QSRM	Quick Serve Restaurant Management
RFSM	Restaurant and Food Service Management
RMS	Retail Merchandising
SEM	Sports and Entertainment Marketing

<b>Individual Series Events– Pilot</b>	BFS HRM	Business Finance ( <i>new</i> ) Human Resources Management ( <i>new</i> )
<b>Business Operations Research Events</b>	BOR BMOR HOR SEOR	Business Services Buying and Merchandising Hospitality and Tourism Sports and Entertainment Marketing
<b>Chapter Team Events</b>	CSP CMP EPP FLPP LEP PRP	Community Service Project Creative Marketing Project Entrepreneurship Promotion Project Financial Literacy Promotion Project Learn and Earn Project Public Relations Project
<b>Business Management and Entrepreneurship Events</b>	ENP ENW	Entrepreneurship Participating (Creating an Independent or Franchising Business) Entrepreneurship Written
<b>Marketing Representative Events</b>	ADC FMP SEPP	Advertising Campaign Fashion Merchandising Promotion Plan Sports and Entertainment Promotion Plan ( <i>new</i> )
<b>Professional Selling Events</b>	HTPS PSE	Hospitality and Tourism Professional Selling ( <i>new</i> ) Professional Selling
<b>Special Event</b>	National DECA and Missouri DECA offer the following special event:	
	VBC	Virtual Business Challenge
<b>State Event</b>	Missouri offers the following state event:	
	LEAD	Leadership Delegates — designed to prepare sophomores or juniors to assume leadership roles in Missouri DECA.

## **Parliamentary Procedure**

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<b>Four Main Objectives of Parliamentary Law</b>	1.	To do one thing at a time
	2.	Courtesy to everyone
	3.	The rule of the majority must prevail
	4.	The rights of the minority must be protected
<b>Principles of Parliamentary Procedure</b>	1.	Only one main motion may be considered at a time.
	2.	Each member's rights are equal to those of his/her fellow members.

3. The majority has the right to work its will and its decisions must be followed.
4. The minority has the right to be heard.

**Correct Way to Make a Motion** “I move that” followed by a statement of the proposal.

- Types of Motions**
1. Main
  2. Subsidiary
  3. Incidental
  4. Privileged
  5. Motions that bring a question again before the assembly

**Quorum** One plus 50% of the members are present and eligible to vote.

- Types of Amendments**
1. First order — an amendment to the motion
  2. Second order — an amendment to the amendment

**Standard Order of Business:** Reading and Approval of the Minutes, Reports of Officers, Boards and Standing Committees, Reports of Special Committees, Special Orders, Unfinished Business and General Orders, New Business

## **Marketing Related Terms**

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<b>Advertising</b>	A form of non-personal promotion in which companies pay to promote ideas, goods, or services in a variety of media outlets.
<b>Channel of Distribution</b>	The path a product takes from producer or manufacturer to final user.
<b>Consumer</b>	The person who uses goods and services.
<b>Customer</b>	Anyone who buys or rents goods or services.
<b>Demographics</b>	Statistics that describe a population in terms of personal characteristics.
<b>Economy</b>	The organized way a nation provides for the needs and wants of its people.
<b>Entrepreneurship</b>	The process of starting and operating your own business.
<b>Free Enterprise System</b>	Encourages individuals to start and operate their own business in a competitive environment, without government involvement.
<b>Functions of Marketing</b>	Distribution, Financing, Marketing Information Management, Pricing, Product/Service Management, Promotion, Selling

<b>International Trade</b>	The exchange of goods and services between nations.
<b>Internet Marketing</b>	Marketing and management functions and tasks that can be applied to the selling of products and services by businesses and consumers over the Internet. These can be business-to business, business-to-consumer or consumer-to-consumer.
<b>Marketing</b>	The process of planning, pricing, promoting, selling, and distributing products to satisfy customers' needs and wants.
<b>Marketing Concept</b>	Businesses must satisfy customers' needs and wants while making a profit.
<b>Market Research</b>	Gathering, recording, analyzing, and presenting information related to marketing goods and services.
<b>Marketing Mix</b>	Comprises four basic marketing strategies (the 4 P's of Marketing): Product, Price, Place and Promotion.
<b>Pricing</b>	Determining and adjusting prices to maximize return and meet customer's perception of value.
<b>Promotion</b>	Decisions about advertising, personal selling, sales promotion, and publicity used to attract potential customers.
<b>Retailers</b>	Channel of distribution that buys goods from wholesalers or directly from manufacturers and resells them to the final consumer.
<b>SWOT Analysis</b>	An assessment of a company's strengths and weaknesses and the opportunities and threats that surround it; SWOT: strengths, weaknesses, opportunities, threats.
<b>Utility</b>	The attributes of a product or service that make it capable of satisfying consumer's wants and needs.
<b>Wholesalers</b>	Channel of distribution that obtains goods from the manufacturers and resells them to industrial users, other wholesalers, and retailers.

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*Revised August 2011*