

The graphic features the text 'LEBE EPIC' in a large, white, bold, sans-serif font with a slight drop shadow. The letters are contained within a large, white, stylized bracket shape. Below the main text, the DECA logo is centered, consisting of a diamond-shaped icon followed by the word 'DECA' in a smaller, white, sans-serif font. The background is a gradient of orange and brown tones with faint, light-colored geometric lines.

MoACTE Summer Conference
DECA Update 2015-16 ~ July 23rd



2015-2016 Missouri DECA Calendar

2015

2016

SEPTEMBER

- 25 **Deadline:** *Registration for Fall Leadership and State Officer Election Conference*
Deadline: *State Officer Candidates' Applications due in mail*

OCTOBER

- 5 **Deadline:** *State Officer Candidates' Videos due to State Advisor*
20 **Deadline:** *Registration for Central Region Leadership Conference*
18-19 **Fall Leadership and State Officer Election Conference – Lake Ozark**

NOVEMBER

- 2 **Deadline:** *Honorary Life Membership Award and Outstanding Service Award Candidate Nominations to DECA*
7-8 *State Officer Training Conference/District Advisor Meeting – Lake Ozark*
12 *DECA Idea Challenge 2015 begins (DECA Inc. Event)*
14 **Deadline:** ***Initial Online Membership Roster due midnight at <http://www.deca.org/membership/> **A chapter must have 10 members registered by this date and maintained to be eligible to compete at Districts in February 2016. Additions to membership may continue to be added through March 1, 2016.*
16-22 *Global Entrepreneurship Week*
20-22 **Central Region Leadership Conference – HOSTING in Kansas City**
19 *DECA Idea Challenge 2015 entries due (DECA Inc. Event)*

DECEMBER

- 1 *All DECA Inc. Campaigns are due (DECA Inc. Event)*

JANUARY

- 9 *Missouri DECA Board Meeting*
15 **Deadline:** *School-based Enterprise certification documentation due*
16-17 *State CDC Planning Meeting/CED Meeting – Lake Ozark*

FEBRUARY

- 1-29 *Career and Technical Education Month*
?? **District Career Development Conferences**
10 *Missouri ACTE Legislative Day-State Capitol*
<http://www.mo-acte.org/>
22 **Deadline:** *State CDC Registration due*

MARCH

- 1 **Deadline:** *Postmarked Missouri DECA Scholarships to Foundation for Missouri DECA*
http://dese.mo.gov/careered/deca_scholarships.htm
1 **Deadline:** *Postmarked National DECA Advisor Scholarships to DECA Inc.*
13-15 **State Career Development Conference – Lake Ozark**
16 *International Career Development Conference (ICDC) Registration – Following State CDC Awards Session*

APRIL

- 22-27 **DECA ICDC – Nashville, TN (Includes traveling days)**

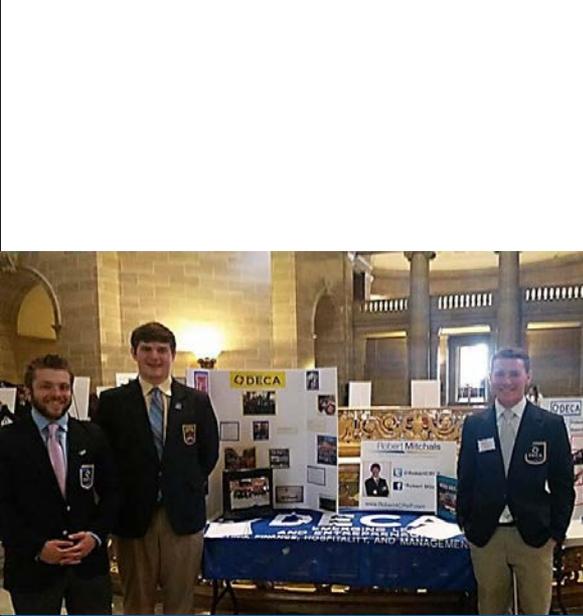
MAY

- 19 *Excellence in Marketing Education Reception – Jefferson City*

All calendars may be found at
http://dese.mo.gov/divcareered/deca_calendar.htm



As the Show-Me State and with over 60 years of DECA history, Missouri DECA continues to **BE EPIC** as a premiere organization for students emerging into leaders and entrepreneurs in **marketing**, **finance**, **hospitality** and **management**.



Our membership is driven by **innovation**, **competence**, **integrity** and **teamwork**.



Missouri DECA,
are you ready to
BE EPIC in your
chapter, school
and community?



Membership 2014-2015

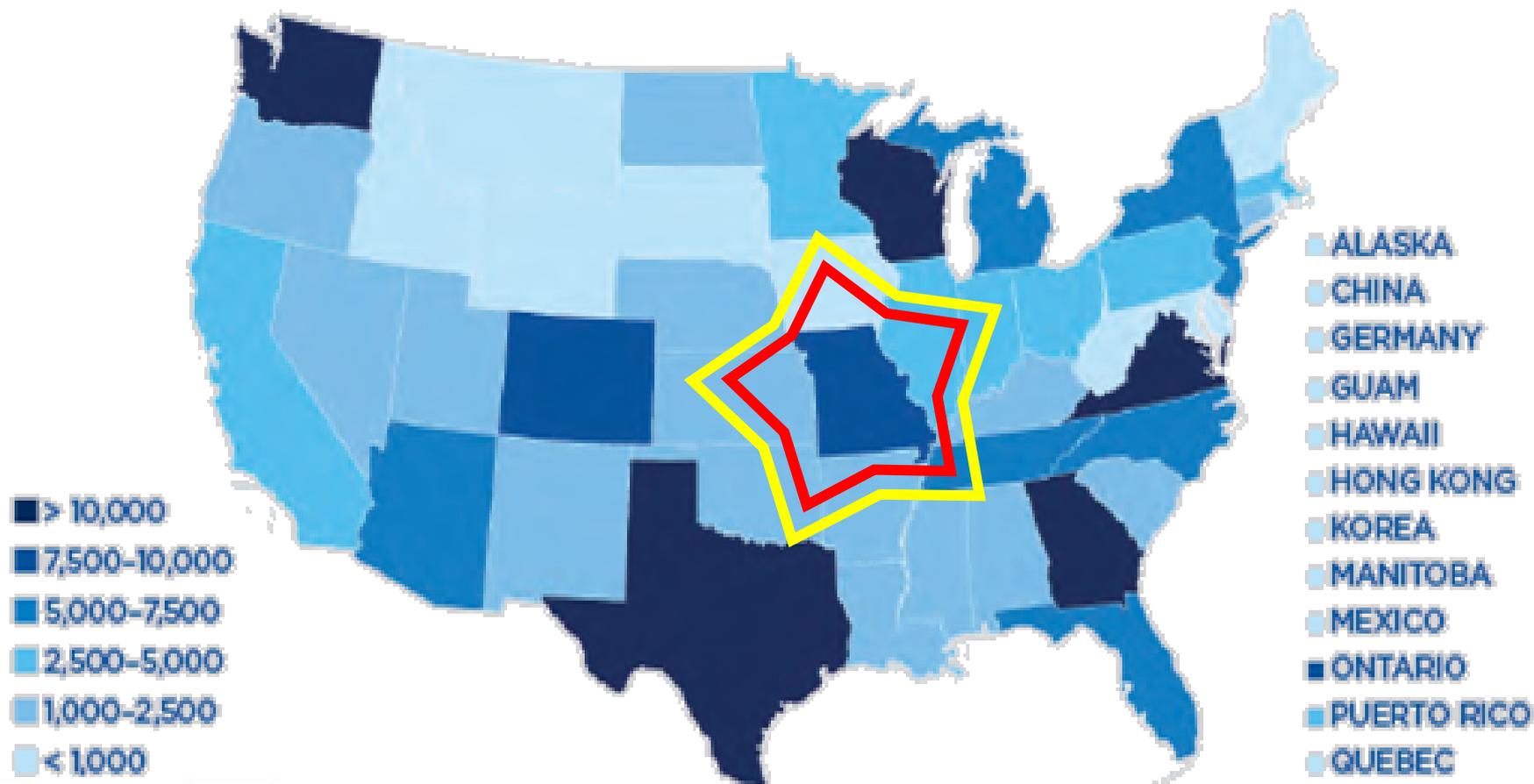
- Membership: 8,504
- DECA Chapters: 153

GOAL FOR 2016
9,000 +



National Membership Rank – 8th

CHARTERED ASSOCIATION MEMBERSHIP



Missouri Membership Incentives



Chapter Campaigns = ICDC Allocations

MEMBERSHIP
Guide your membership efforts by meeting these goals.

[20] **[20]** **[20]**

MORE STUDENTS THAN LAST YEAR ALUMNI PROFESSIONALS

DEADLINE 12.1.15

GLOBAL ENTREPRENEURSHIP WEEK
Activities must occur during November 16-23, 2015.
Submit DECA Idea Challenge entries at www.deca.org/ideachallenge.

[3] + **[3]** + **[3]**

IDEA CHALLENGE ENTRIES SUCCESS STORIES OF ALUMNI ENTREPRENEURS SCHOOL/COMMUNITY OUTREACH ACTIVITIES

PROMOTIONAL
Conduct these activities from the beginning of your school year through DECA Month.

[3] + **[3]** + **[3]** + **[2]**

SCHOOL OUTREACH ACTIVITIES SUCCESS STORIES OF ALUMNI COMMUNITY OUTREACH ACTIVITIES

COMMUNITY SERVICE
Conduct a community service activity from the beginning of your school year through DECA Month.

[1] + **[75%]** + **[1]** + **[2]**

OR MORE COMMUNITY SERVICE ACTIVITIES OR MORE PARTICIPATION OF YOUR DECA MEMBERS FORM OF PUBLICITY OR PROMOTION

$$2 = 3$$

*November is DECA Month
-Weekly Theme & Activities

*February is Career and
Technical Ed. Month

$$= 3$$

All campaigns can be found in the DECA Guide

or online at http://www.deca.org/wp-content/uploads/2014/08/HS_Guide_2016.pdf

Why is Membership so important?

1. Missouri DECA Top Ten in Nation – Receive Special Perks
2. Fall Out of Top Ten – Perks Lost
3. Potential Loss of Allocations for JCI/C
4. Earn Thrive Allocations for your students



Professional Memberships – A Hidden Treasure





PROFESSIONAL MEMBERSHIPS **IS YOUR CHAPTER OVERLOOKING A GREAT COMMUNITY REVENUE-GENERATING RESOURCE?**

Missouri DECA is encouraging Chapters to reach out within their community to form partnerships with local business leaders by canvassing to secure professional memberships for your chapter. National and State DECA dues are \$10.00. Your members can easily find local businesses and professionals which would be willing to support Marketing Education by joining for \$15-\$25 for membership. The amount for your chapter's professional dues is up to you and your chapter keeps the profit as a fundraiser.



See the **“Ignite Your Membership”** Planning Guide to get started on your chapter's 2015-2016 membership drive today!

IGNITE!



your local



DECA CHAPTER

EPIC THINGS HAPPEN WHEN TWO
WORLDS UNITE AND IGNITE!

**OUR DECA CHAPTER IS LOOKING
FOR PROFESSIONAL MEMBERS !**

PROFESSIONAL MEMBERSHIP BENEFITS:

- Be a part of the development of the next generation of business and marketing leaders.
- Support a system of learning which is project-based and covers 21st Century real world skills.
- Encourage students in your community to develop leadership and career path proficiency.
- Involve yourself in community outreach projects and other local DECA Chapter events which benefit your school system and entire community.
- Keep informed of DECA, Inc. information by receiving four issues of DECA Direct magazine.
- Receive a membership pin and card to show your support of DECA, Missouri DECA and your local chapter.

Sign Me Up! Professional Membership Application:

Name: _____

Business/Profession: _____

Address: _____

City/State/Zip: _____

Email: _____

Please make Membership Checks Payable to:

Online Membership Registration

Enter your members ASAP! Students/Advisors/Delegates attending any DECA event must be registered as members to attend!

* Special Incentive to be Announced for Early Full Membership Registration

www.decaregistration.com/hs/Login.aspx

Reminder: Payments will be made DIRECTLY to National DECA!

Please be sure to NOTIFY your financial office to send payment to DECA, INC, NOT Missouri DECA.

Use your same login as last year. *If you have forgotten your user name or password, you can click on the link provided, and National DECA will e-mail your username and password.*

Online instructions available

dese.mo.gov/divcareered/documents/bmit-deca-initial-roster.pdf

***Initial membership DUE December 1st, 2015**

Competitive Events



Competitive Events **General** Changes 2015-2016

- ❖ All 30 page written reports = Executive Summary may be up to 3 pages
- ❖ Presentation times = 15 mins. TOTAL including Q&A with the judge. No specific time for each portion.
- ❖ Chapter Team Events evaluation criteria = management performance indicators
- ❖ Entrepreneurship Events evaluation criteria = entrepreneurship performance indicators

Missouri DECA Competitive Events List 2015-2016

Principles of Business Administration

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

Team Decision Making Events

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

Individual Series Events

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

Business Operations Research Events

BOR	Business Services Operations Research
BMOR	Buying and Merchandising Operations Research
HTOR	Hospitality and Tourism Operations Research
SEOR	Sports and Entertainment Marketing Operations

Chapter Team Events

CSP	Community Service Project
CMP	Creative Marketing Project
EPP	Entrepreneurship Promotion Project
FLPP	Financial Literacy Promotion Project
LEP	Learn and Earn Project
PRP	Public Relations Project

Entrepreneurship Events

EIP	Innovation Plan (formerly, ENI)
ESB	Start-up Business Plan (formerly, ENPI)
EIB	Independent Business Plan (formerly, ENW)
EBG	Business Growth Plan (formerly, ENGB)

Marketing Representative Events

ADC	Advertising Campaign Event
FMP	Fashion Merchandising Promotion Plan
SEPP	Sports and Entertainment Promotion Plan

Professional Selling Events

HTPS	Hospitality and Tourism Professional Selling
PSE	Professional Selling

FCE Financial Consulting Event

Special Event

VBC	Virtual Business Challenge - ALL
SBE	School-based Enterprise – Gold Certified

State Event

LEAD	Leadership Delegates
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Competitive Events Changes 2015-2016

Business Management and Entrepreneurship Events have been renamed. Category is now **Entrepreneurship Events**.

- ❖ Innovation Plan – EIP
- ❖ Start-Up Business Plan – ESB
- ❖ Independent Business Plan – EIB
- ❖ Business Growth Plan – EBG



For more information see your DECA Guide.

Innovation Plan - EIP (formerly, ENI)

The Innovation Plan Event involves the idea generation and opportunity recognition needed to take advantage of market opportunities to introduce a new business, product or service. Any type of business, product or service may be used.

PARTICIPANTS



1 to 3 participants

WRITTEN ENTRY PAGES ALLOWED



5 pages

APPEAR BEFORE A JUDGE



Present concept paper

PRESENTATION TIME



15 minutes

Independent Business Plan - EIB (formerly, ENPI)

The Independent Business Plan Event involves the development of a comprehensive proposal to start a new business. Any type of business may be used.

PARTICIPANTS	WRITTEN ENTRY PAGES ALLOWED	APPEAR BEFORE A JUDGE	PRESENTATION TIME
			
1 to 3 participants	30 pages	Present proposal or plan	15 minutes

Business Growth Plan - EBG (formerly, ENGB)

The Business Growth Plan involves the idea generation and strategy development needed to grow an existing business. Participants in the Business Growth Plan will analyze their current business operations and identify opportunities to grow and expand the business. Options may include franchising, expanding into new markets, opening a second location, licensing agreements, merging with or acquiring another business, diversifying product lines, forming strategic alliances with other businesses, expanding to the Internet, etc.

PARTICIPANTS



1 to 3 participants

WRITTEN ENTRY PAGES ALLOWED



30 pages

APPEAR BEFORE A JUDGE



Present proposal or plan

PRESENTATION TIME



15 minutes

Start-up Business Plan - ESB (formerly, ENPI)

The purpose of the Start-Up Business Plan Event is to provide an opportunity for the participant to develop and present a proposal to form a business. The event provides an opportunity for a participant to develop and demonstrate mastery of essential knowledge and skills as they apply to the analysis of a business opportunity.

PARTICIPANTS	WRITTEN ENTRY PAGES ALLOWED	APPEAR BEFORE A JUDGE	PRESENTATION TIME
			
1 participant	11 pages	Present plan	15 minutes

Franchise Business Plan - EFB (formerly, ENPF)

The purpose of the Franchise Business Plan Form is designed for participants to submit a comprehensive business plan proposal to buy into an opportunity. The participant must become a franchisee of the business. The business plan is the development of a business plan to form a business. The participant to develop and demonstrate knowledge and skills as they apply to the opportunity, the development of a business plan and the development of a financial plan.

PARTICIPANTS



1 participant

PAGES



30 pages

PRESENTATION TIME



Present plan

15 minutes

All Business Operations Research, Chapter Team, and Entrepreneurship Events with written component will be turned in at the Regional Meetings in late February for penalty pointing and pre-judging.

All Marketing Representative Events will be turned in on-site at State.
(To ensure consistent Penalty Pointing)

**Students should have copy with them at State but NOT TAKE it to their judge during their presentation.

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Special Event

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State Event

LEAD	Leadership Delegates
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Turn These in at Regional Meeting in February

Turn These in at State



MISSOURI

DECA

NEW Performance Indicators

Available for download at
www.DECA.org



Business Operations Research Event 2015 - 2016 Topic

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

The 2016 topic for each career category is the **development or enhancement of an employee engagement strategy**. Participants will collaborate with a local business or organization to **analyze current employee engagement** and then **present a plan to improve employee engagement** within the business or organization.

For more information see your DECA Guide.



Judge Coordinator



It is the pleasure of the MODECA Board and myself to announce the hiring of **GAYA WALLACE** as our 2015-2016 Judge Coordinator!

CoMPETITION

RESOURCES



NEW EXAMS
NOW AVAILABLE
ON
DECA
COMPETE



DECA OFFICIAL COMPETITION PREP

DECA Inc. - April 2, 2015 - Unrated
Education

Install

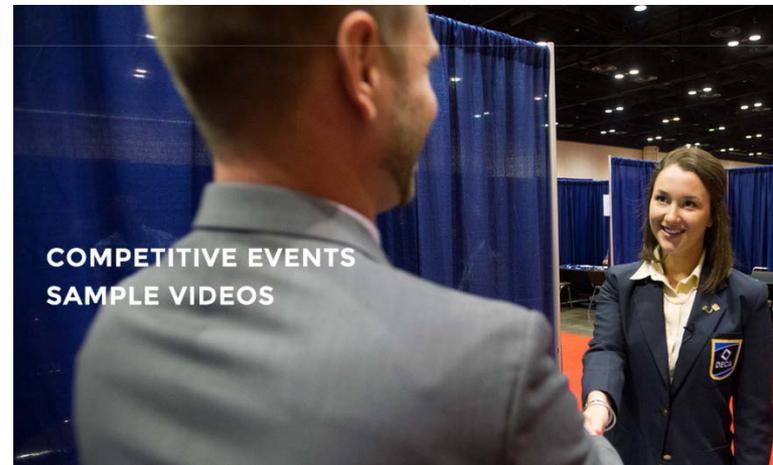
Add to Wishlist

Offers in-app purchases
⚠️ You don't have any devices

★★★★★ (26)

+5 Recommend this on Google

COMPETITIVE EVENTS
SAMPLE VIDEOS



YOU are the **SPARK!**



Fan the **FLAME** of **EXCITEMENT**
within your students by **ATTENDING**
conferences and activities!

“A mighty flame
followeth a tiny **spark.**”

—DANTE

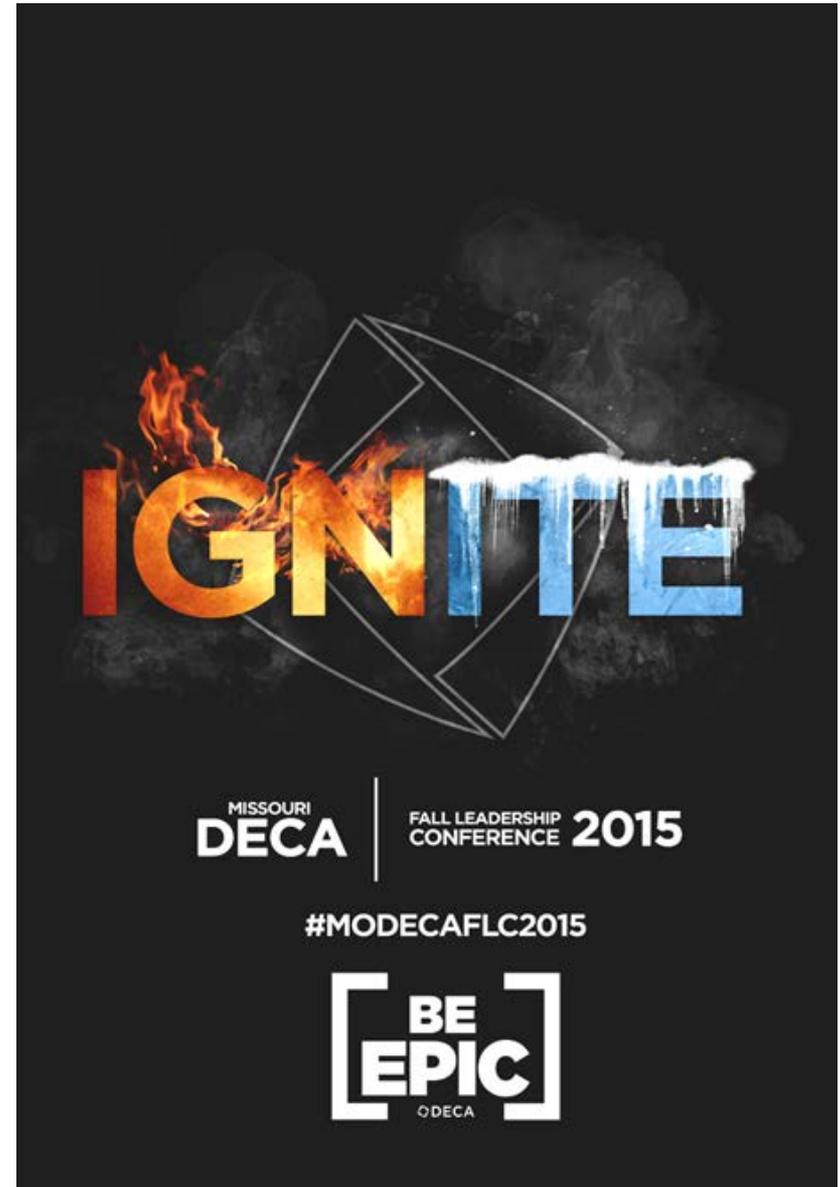


Ignite your inner fire to
follow your dreams and passions.
All you need is a spark to get it started.



Fall Leadership Conference

October 18-19, 2015
Lodge of the Four Seasons
Lake Ozark, MO



2015 FLC

A WHOLE NEW
EXPERIENCE!!!

NEW!
Officer Candidate Videos
Opening Session
Evening Game Show
Chapter Contests
And MORE!



Central Region Leadership Conference

2015
**CENTRAL
REGION**
LEADERSHIP CONFERENCE

KANSAS CITY is a vibrant,
creative city that will
offer awesome learning
experiences.

#DECACRLC

NOVEMBER 20-22, 2015
**KANSAS
CITY**
DECA.ORG/CRLC

**EDDIE
SLOWIKOWSKI**
KEYNOTE SPEAKER

LAYMON HICKS
KEYNOTE SPEAKER



CENTRAL REGION LEADERSHIP CONFERENCE

NOVEMBER 20-22, 2015 | KANSAS CITY, MO

WWW.DECA.ORG/CRLC
#DECACRLC



State Career Development Conference

March 13 - 15, 2016



**THE LODGE
OF FOUR SEASONS**

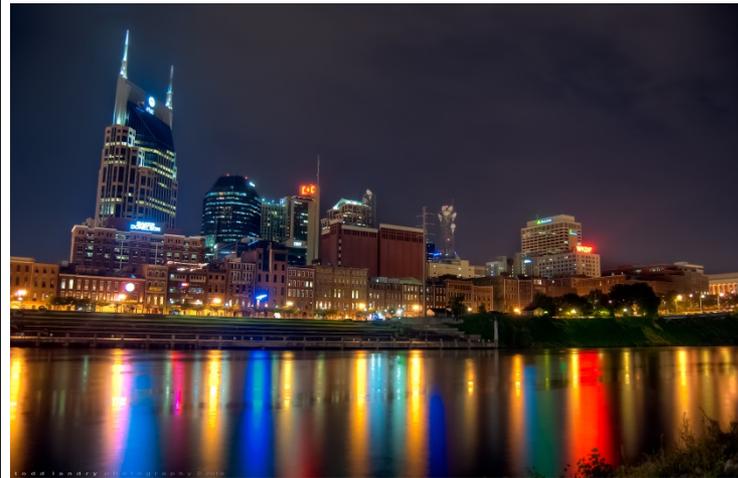
A TRADITION AT THE LAKE



International Career Development Conference

April 23 – 26, 2016

Travel days: 22nd and 27th





Board
of Directors

Missouri DECA Board of Directors

President	Larry Anders
President Elect	Dede Moore
Secretary	Carol Bolin
Member	Bryce Bunton
Member	Matt Magnuson
Member	Sara Whelan

COMPETITION

Competitive Events Directors

District

- 1 Matt Magnuson
- 2 Danyel Fitzpatrick
- 3 Shelli Ray
- 4 Janell Allred
- 5 Becky Lehman
- 6 Melissa Trochim/

District

- 7 Douglas McGhee/Holly Martinez
- 8 Marci Boland/Steffani McCrary
- 9 Amanda Breznay
- 10 Denise Stafford
- 11 Dede Moore / Matt McMillan
- 12 Amber Prasanphanich





District Advisors

District

- 1 Vallri Gaiser
- 2 Sonda Stuart
- 3 Chris VanCamp
- 4 Cathy Benson
- 5 Julia Potter
- 6 Michael Oliva

District

- 7 Holly Martinez
- 8 Nancy Pfeiffer
- 9 Zack Kirk
- 10 Martha Cubbage
- 11 April Fiesler
- 12 Michael Baremore

Missouri State Officer Advisors



1. Amy Miller – Lead Advisor
2. Matt McMillin – Co-Advisor

Missouri DECA Leaders – State Officer Candidates

NEW for 2015!



- * Officer Campaign Videos
- * Q & A to Replace Executive Candidate Speeches
- * Auto DVP Consideration



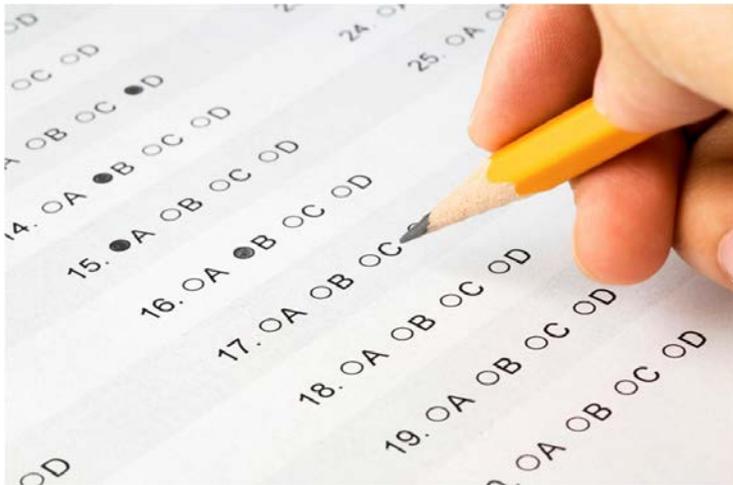
**"I WANT TO
BE YOUR
Vice President
of Northern
California"**

Miscellaneous



Testing Alternatives

Putting 21st Real World Technology to Work for Missouri DECA



Welcome to
MO DECA's First
Parochial/Private Chapter

St. John Vianney – St. Louis
Mr. Shawn Wyss, Advisor



Missouri DECA- Strategic Planning



Missouri DECA- Policy Updates



3.6 Election of Executive State Officers

3.11 State Officer Travel for Training and Planning Meetings

6.4.3 Guidelines for Advisors – Bringing Family to DECA Events – Notify State Advisor

6.8 Security Policy – Photo of I.D. Allowed

7.2 Voting Delegates – Unused Allotments

12.2 Parochial/Private School Membership

10.5 Advisor/Chaperone Duty Assignments

Stipends Amounts Added: C.E.D.s 4.2 and D.As 4.3

DECA State Contacts

Business, Marketing and Information Technology Education
Office of College and Career Readiness

Tammy Stains, Missouri DECA State Advisor
Tammy.Stains@dese.mo.gov

Chrissy Bashore, Collegiate DECA State Advisor
Chrissy.Bashore@dese.mo.gov

Lori Niekamp, BMIT Director
Lori.Niekamp@dese.mo.gov

(573) 751-4367 • (573) 526-4261 (fax)

<http://dese.mo.gov/divcareered/deca.htm>



QUESTIONS?

HELPFUL

(for your objective)

HARMFUL

(for your objective)

INTERNAL

(within organisation)

Strengths

- |
- |
- |
- |
- |
- |

S

Weaknesses

- |
- |
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- |
- |

W

EXTERNAL

(outside organisation)

Opportunities

- |
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- |
- |

O

Threats

- |
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- |

T