



# **Missouri DECA Information Resource**

## **2008-2009**

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*This information resource 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 and state association websites, the annual DECA Guide, DECA: A Continuing Tradition of Excellence, and the Missouri DECA Policy Manual. For more information, consult the Missouri DECA State Advisor.*

# General Information

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## **DECA**

An association of marketing students is the student-centered organization whose program of leadership and personal development is designed specifically for students enrolled in Marketing Education.

## **Marketing Education**

A secondary program designed to prepare students to conduct the critical functions associated with directing the flow of products and services from the producer to the consumer. Students must be enrolled in this program to be eligible for DECA membership. The three components of a successful program are classroom instruction (marketing curriculum), work-based experiences, and DECA.

## **Mission of DECA**

The mission of DECA is to enhance the co-curricular education of students with interest in marketing, management and entrepreneurship. DECA helps students to develop skills and competence for marketing careers, to build self-esteem, to experience leadership and to practice community service. DECA is committed to the advocacy of marketing education and the growth of business/education partnerships.

## **Formation of National DECA**

The first interstate conference occurred in Memphis, TN 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.

## **National Membership**

Approximately 185,000

## **Charter States**

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

## **DECA Eligibility**

Students must be currently enrolled in a marketing or cooperative education course in order to hold membership in DECA.

## **Delegates**

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

## **Advisors**

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

# Organizational Structure



## 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 “clubs”).
- 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 and 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.

### **Delta Epsilon Chi 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.

### **Collegiate Division**

The Collegiate Division of DECA is a student-professional organization that supports the activities of the high school division. Members are provided with an opportunity, as prospective marketing educators, to discuss new ideas and developments with professionals. Collegiate members also work with business and community leaders to establish and promote the marketing education program and collegiate DECA.

### **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, 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**

Consists of business representatives of donor companies who lend financial support to DECA. 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 Delta Epsilon Division are represented by elected national officers. Offices available are President and four regional vice president positions. The National High School President for 2008-2009 is Uzo Ogu. The Central Region Vice President is Isaac Robinson III of Missouri. The National Delta Epsilon Chi President for 2008-2009 is Stephen Hanson. The Central Region Delta Epsilon Chi Vice President office is vacant.

## Symbols

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**DECA Colors**

Blue: symbolizes sincerity and genuineness  
Gold: symbolizes success

**DECA Creed**

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

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

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

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

## **DECA Emblem**

The DECA Diamond, the international emblem of DECA is attractive, significant, and meaningful. This emblem is a diamond shaped symbol with lines extending from the diamond. These lines signify action which is essential in the constantly changing world of marketing and management. DECA is emblazoned over these lines and the descriptive line, “An Association of Marketing Students” identifies the membership of DECA. The emblem is representative of close cooperation among the school, parents, students, and businesses in preparing for a well-rounded education basic for success in a career in marketing management.

## **Four Points of the DECA Diamond**

### **Social Intelligence:**

To gain knowledge of social graces, to develop poise, and to prepare and attend well-planned social events.

### **Civic Consciousness:**

To learn to recognize individual responsibilities and obligations to the community by studying the needs of the community and planning activities to improve the community. To realize individual responsibilities within the Free Enterprise System.

### **Vocational Understanding:**

To acquire first-hand knowledge and gain a greater understanding of marketing and management opportunities available in the individual’s chosen career area.

### **Leadership Development:**

To participate in opportunities which allow the individual to develop as a leader and to work as an effective team member.

## **DECA Identifier**

An Association of Marketing Students

## **DECA Tagline**

“Developing Future Leaders in Marketing, Management, and Entrepreneurship”

## **DECA Theme for 2008-2009**

Make Your Mark

## **Resources**



### **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 Advisor**

International DECA newsletter sent seven times throughout the school year focusing on the needs and concerns of the chapter advisor.

**DECA Images**

The supplier operating out of DECA, Inc. Headquarters which 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**

Mr. Christopher Young, State Advisor of High School Division  
Ms. Kim LeCuru, State Advisor of Delta Epsilon Chi Division  
Mrs. Kathy Parrett, Administrative Assistant

**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 155 local DECA chapters and 9,500 members

**Missouri DECA Scholarships**

The Missouri DECA Foundation provides scholarships annually to Missouri DECA members. Missouri DECA members are also eligible to apply for the national scholarship, the Harry A. Applegate Scholarship, named in honor of the former Executive Director of DECA, Inc. Applications for that scholarship are first sent to the state office for preliminary selection and endorsement.

**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 through out the year. The State Officer Advisors also assist with officer functions at the State CDC and International CDC.  
Mr. Bryce Bunton and Mrs. Amy Belding

**Missouri DECA Leadership Academy Directors**

Selected by the State Advisor to provide leadership training during the Fall Leadership Conference and for the Leadership Delegates at the State CDC.  
Mr. Charles Gehlauf and Mrs. Linda Friedel

**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.

**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.

**State-Approved Fundraising**

A maximum of four companies with which chapters may choose to participate in a fundraising project that provides royalties to the State Association. Royalties are used for scholarships, conferences, and state officer activities.

**Venture Capital Fund**

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

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## **Awards**



**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



## **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 clusters relating to the marketing education curriculum are:

- Marketing, Sales and Service
- 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 \$26 million per year in federal funds to support career and technical education programs across the state.

## **CTSO**

Career & Technical Student Organizations (i.e., DECA, FFA, FCCLA, FBLA, SkillsUSA)

## **NCCCTSO**

National Coordinating Council for Career & 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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| <b>Goals of State and International CDCs</b>            | <ol style="list-style-type: none"><li>1. To provide a forum for the competitive events program.</li><li>2. To provide delegates an opportunity to obtain information regarding educational and career opportunities.</li><li>3. To provide an opportunity for delegates to assist in the growth and development of DECA.</li><li>4. To provide delegates an opportunity to develop poise and human relations abilities by participation in scheduled social and educational activities.</li></ol>  |
| <b>National DECA Week</b>                               | October 12-18, 2008  |
| <b>Career &amp; Technical Education Month and Theme</b> | February 2008<br>CTE: Building Blocks for a Successful Career  |
| <b>DECA Conferences</b>                                 | <ol style="list-style-type: none"><li>1. District Fall Leadership Conferences - hosted by DECA Districts throughout Missouri to develop leadership and elect District Vice Presidents</li><li>2. Fall Leadership and State Officer Election Conference – October 12-13, 2008, The Lodge of Four Seasons, Lake Ozark</li><li>3. State Officer Training Conference - October 25-26, 2008, The Lodge of Four Seasons, Lake Ozark</li><li>4. Missouri DECA Board of Directors Meeting – TBD</li><li>5. Central Region Leadership Conference (CRLC) – November 21-23, 2008, Kansas City, Missouri</li><li>6. State CDC Planning Meeting – January 24-25, 2009, The Lodge of Four Seasons, Lake Ozark</li><li>7. District Career Development Conferences – hosted by DECA Districts throughout Missouri in February.</li><li>8. MoACTE Legislative Day – February TBD, State Capitol, Jefferson City</li><li>9. State Career Development Conference - March 22-24, 2009, The Lodge of Four Seasons, Lake Ozark</li><li>10. International Career Development Conference – April 28-May 3, 2009, Anaheim, California. Over 13,500 DECA members participate in the annual conference.</li></ol> |

# Competitive Events



## 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.

## Individual Series Events

AAM	Apparel and Accessories Marketing Series
ACT	Accounting Applications Series
ASM	Automotive Services Marketing Series
BSM	Business Services Marketing Series
FMS	Food Marketing Series
HLM	Hotel and Lodging 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

## Management Team Decision Making Events

BLMDM	Business Law and Ethics
BMDM	Buying and Merchandising
FMDM	Financial Analysis
HMDM	Hospitality Services
IMDM	Internet Marketing
SMDM	Sports and Entertainment Marketing
TMDM	Travel and Tourism Marketing

## Marketing Research Events

BFR	Business and Financial Services Marketing Research Event
GMR	General Marketing Research Event
HRR	Hospitality and Recreation Marketing Research Event
RMR	Retail Marketing Research Event

<b>Chapter Team Events</b>	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
<b>Business Management and Entrepreneurship Events</b>	ENP	Entrepreneurship Participating Event (Creating an Independent or Franchising Business)
	ENW	Entrepreneurship Written Event
	IBP	International Business Plan Event
	IMP	Internet Marketing Plan Event
<b>Marketing Representative Events</b>	ADC	Advertising Campaign Event
	FMP	Fashion Merchandising Promotion Plan Event
	TSE	Technical Sales Event
<b>Special Events</b>	National DECA and Missouri DECA offer the following special events:	
	CAP	Chapter Awards Program
	SKC	Sunkist Challenge
	VBC	Virtual Business Challenge
	Missouri offers the following state events:	
<b>State Events</b>	RCAP	Rookie Chapter Awards Program
	LEAD	Leadership Delegates – designed to prepare sophomores or juniors to assume leadership roles in Missouri DECA.

## **Parliamentary Procedure**



<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.
<b>Correct Way to Make a Motion</b>	"I move that" followed by a statement of the proposal.	

<b>Types of Motions</b>	<ol style="list-style-type: none"> <li>1. Main</li> <li>2. Subsidiary</li> <li>3. Incidental</li> <li>4. Privileged</li> <li>5. Motions that bring a question again before the assembly</li> </ol>
<b>Quorum</b>	One plus 50% of the members are present and eligible to vote.
<b>Types of Amendments</b>	<ol style="list-style-type: none"> <li>1. First order-an amendment to the motion</li> <li>2. Second order-an amendment to the amendment</li> </ol>
<b>Standard Order of Business:</b>	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**



<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.