

OWN YOUR
FUTURE»»



WISCONSIN

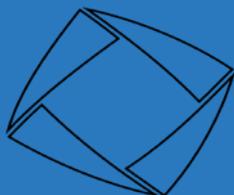
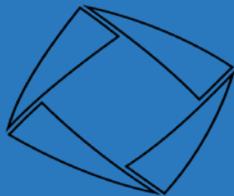
DECA

CHAPTER
MANAGEMENT
GUIDE

2016-2017



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RESOURCES

WI DECA By-



Dear DECA Members and Advisors,

The 2016-2017 Chapter Management Guide will be a valuable resource for you throughout the year. This guide tells you **WHO** to contact, **WHEN** events will be happening, and **HOW** to get more involved by Using DECA, WI DECA, and State Officer Initiatives to coordinate chapter activities.

In an effort to make the Chapter Management Guide more efficient and user-friendly we have included many links to online documents that you will need to access throughout the year. These resources can be found at <http://dpi.wi.gov/deca>. This website serves as the landing page for all the information you will need. You may have to click on a specific category to find the information you are looking for, but the website is very easy to navigate. We have also included bookmarks on this PDF. Please use this tool to quickly find the information you are looking for without having to scan the entire guide. I encourage you to share this document electronically so that everyone has the benefit of accessing the online forms and bookmarks.

Here are a few important changes that will positively impact your chapter this year:

Conference Update: Along with Team 51, we have great things planned for the 2016-2017 WI DECA Conferences which include:

- *Promotional Videos
- *Increase in member engagement with pre- and post-event surveys
- *Providing educational and relevant content at all events while keeping members engaged
- *Please check the www.wideca.org website often as we will be continuously updating the website through out the year with pictures/videos from WI DECA events, Member of the Month Winners, Community Service Events.
- *We also encourage you to view our new and improved [YouTube channel!](#)
- *And much, much more.... Stay tuned! 3

Competitive Events Update

***STATE LEVEL CHANGES:**

1. Changes for Districts and SCDC: All 4 Principle event and Personal Financial Literacy will now have 2 role plays at the district and state level.
2. All pre-qualifying DECA Inc. competitive events (VBC and Stock Market Challenge) are eligible to compete at ICDC without competing at SCDC

***NATIONAL LEVEL CHANGES:** Please [click here](#) to read about all the 2016-17 competitive event changes for ICDC.

Last year was a great time to reflect on the many ways Wisconsin DECA is EPIC! As we look forward to the new year, we are excited to see how your members OWN THEIR FUTURE! We look forward to working with all of you to lead Wisconsin DECA to new levels of achievements.

Sincerely,

A handwritten signature in black ink that reads "Timothy Fandek".

Tim Fandek
Wisconsin DECA Chartered Association Advisor

A handwritten signature in black ink that reads "Terri Mackey".

Terri Mackey
Wisconsin DECA Center Executive Director



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STRATEGIC PLAN RESOURCES

This section will be a valuable resource for WHO to contact, WHO to network with, WHEN events will be happening, and HOW to get involved by using DECA, Wisconsin DECA, and the state officers' initiatives to coordinate chapter activities.

- **WISCONSIN DECA CONTACT INFORMATION**
- **LINK TO ADVISOR CONTACT LIST**
- **CALENDARS AND PLANNING GUIDE**
- **DECA CAMPAIGNS**
- **MEMBERSHIP REGISTRATION GUIDELINES**
- **FRIENDS OF DECA PROGRAM**
- **WISCONSIN DECA AND STATE OFFICER INITIATIVES**



CONTACT INFORMATION

WHO	WHAT	WHERE
WI DECA CHARTERED ASSOCIATION ADVISOR Timothy Fandek	Tim serves Wisconsin as the Department of Public Instruction Marketing, Management & Entrepreneurship Consultant and as Wisconsin Chartered Association DECA Advisor	125 South Webster Street P.O. Box 7841 Madison, WI 53707 Phone: 608.267.9259 Fax: 608.267.9275 Timothy.Fandek@dpi.wi.gov
WI DECA CENTER EXECUTIVE DIRECTOR Terri Mackey	Terri serves as the primary event coordinator, membership registration manager, and works on fund development.	Phone: 414.779.6145 widecacenterdirector@gmail.com
WI DECA OFFICE ASSISTANT Maria Ingraham	Maria is available to answer billing questions and assists Wisconsin DECA on countless initiatives and projects.	125 South Webster Street P.O. Box 7841 Madison, WI 53707 Phone: 608.267.9259 Fax: 608.267.9275 Maria.Ingraham@dpi.wi.gov
WI DECA BOARD PRESIDENT Megan Fisher	Contact Megan if you have any questions about governance of Wisconsin DECA or if you need topics addressed at a WI DECA Board Meeting.	fisherm@elmbrookschools.org
WI DECA CENTER BOARD PRESIDENT Nicole Hinkel	Contact Nicole if you have any questions regarding operation of the WI DECA Center or if you need topics addressed at WI DECA Center Board Meetings	nhinkel@lacrossesd.org or widecacenterpresident@gmail.com
WI DECA JUDGE COORDINATOR & WEBSITE MANAGER Andrea Sapon	Andrea is available to assist with questions regarding judge registration for SCDC. She is also the primary content manager for the WI DECA website: www.wideca.org	asapon@gmail.com
WI DECA LEADERSHIP SPECIALIST Holly Norris	Questions about state officer training or communications should be sent to Holly	DECAholly@gmail.com
WI DECA CHAPTER ADVISOR CONTACTS	Please click here to retrieve most current chapter contact information including	

WISCONSIN DECA 2016-2017 CALENDAR

JUNE 2016

- 12-15 State Officer Workshop (Madison)
- 13 [Chapter Opportunity Workshop \(COW\) Registration Due](#)

JULY 2016

- TBD Wisconsin DECA Board Meeting
- 14-15 Chapter Opportunity Workshop (COW)
- 15 Wisconsin DECA Center Board Meeting
- TBD District Conference Coordinator Meeting

AUGUST 2016

- 1 [Leadership Council Applications Due](#)
- 18-20 Association Management Conference
- 29 [Chapter Management Guide Release](#)

SEPTEMBER 2016

- TBD Wisconsin DECA Board Phone Conference Call

OCTOBER 2016

- TBD Wisconsin DECA Center Board Phone Conference Call
- 3 [Emerging Leaders Conference \(ELC\) Registration Due](#)
- 6 SCDC Planning Meeting
- 16 [Central Region Leadership Conference \(CRLC\) Registration Due TENTATIVE](#)

NOVEMBER 2016

- 6-7 Emerging Leaders Conference
- 17 [Sports & Entertainment Marketing Conference \(SEM\) Registration Due](#)
- 15 WI DECA Membership Campaign Due
- 18-20 Central Region Leadership Conference Indianapolis, IN

DECEMBER 2016

- 1 [DECA Inc. Membership Campaign & All Chapter Campaigns Due](#)
- 17 Sports & Entertainment Marketing Conference (SEM)

JANUARY 2017

- 6 District Conferences: 2 & 7
- 7 District Conferences: 1, 3, 5/6
- 14 District Conference: 4
- 16 Final DECA Inc. Membership Due
- 23 [SCDC Service Associate & State Officer Applications Due](#)

FEBRUARY 2017

- 3 SCDC Project Submission Due
- 3 [SCDC Registration Due](#)
- 9 CTSO State Government Day
- 10 WI DECA Board/WI DECA Center Meetings
- 10 SCDC Project Directors Meeting
- 11 State Officer Screening

MARCH 2017

- 7-9 SCDC 2017 "Own Your Future"
- 16 [ICDC Registration Due](#)

APRIL 2017

- 7-8 State Officer Orientation
- 26-29 ICDC 2017 "Own Your Future"

MAY 2017

- TBD WI DECA Center Phone Conference Call
- TBD WI DECA Board Phone Conference Call

JUNE 2017

- 11-14 State Officer Workshop TENTATIVE
- TBD COW Registration Due

JULY 2017

- TBD Wisconsin DECA Board Meeting
- TBD Wisconsin DECA Center Meeting
- 11-12 Chapter Opportunity Workshop

OWN YOUR
FUTURE 

This calendar will be updated throughout the year as dates are confirmed and found at: www.dpi.wi.gov/deca

Month by Month Planning Guide

This is a great overall guide to use for your chapter strategic plan

JULY

- Develop your strategic plan, DECA Calendar, and budget
- Examine the DECA Guide
- Attend the Chapter Opportunity Workshop (COW)
- Participate in professional development activities
- Put chapter activities and conference dates on school calendar and begin to request permission to attend
- Review DECA Comprehensive Learning Programs and develop how to integrate them into classroom instruction

AUGUST

- Connect or reconnect with local DECA leaders, your association advisor, and other local advisors.
- Introduce DECA to your students
- Meet with Chapter leadership to initiate the chapter strategic plan

SEPTEMBER

- Begin your membership campaign, show the DECA membership DVD and recruit students, alumni, and professional members
- Conduct a Parent's Night Program for your new members (Great way to build your professional members!)
- Introduce DECA's Competitive Events Program to your members and begin on written events
- Participate in DECA's online events and activities
- Register to attend upcoming DECA conferences

OCTOBER

- Touch base with your membership... is your chapter on track to achieve goals
- Login to the online membership system and submit member names and information
- Review State Officer and WI DECA Initiatives and coordinate activities to fit into your strategic plan
- Review progress on DECA Campaigns due next month
- Finalize plans for DECA Month (November) activities

NOVEMBER

- Celebrate DECA Month
- Attend WI DECA Emerging Leaders Conference
- Continue training and practice for competitive events
- Participate in Global Entrepreneurship Week activities
- Start preparing chapter leaders to take the next step to state leadership
- Attend CRLC in Indianapolis, IN

DECEMBER

- Attend the WI DECA Sports & Entertainment Conference (SEM)
- Plan and execute a chapter social activity
- Participate in community service activities
- conduct a mid-year evaluation on chapter's progress
- Review the SCDC Registration Packet (available online) and begin planning for SCDC

JANUARY

- Coordinate competitive event prep workshops with business partners and alumni
- State Officer Portfolios Due
- Attend your District Career Development Conference
- Polish and submit student scholarship applications
- Submit DECA Emerging Leaders Honor Award application
- Login to the online membership system and submit members' names by January 16, 2016

FEBRUARY

- Celebrate Career and Technical Education Month by highlighting DECA chapter activities and accomplishments
- Verify that all members are on the paid roster
- Register for SCDC by February 3, 2016
- Review the ICDC Registration Packet (available online) and begin planning for and preparing your members to attend ICDC
- Promote DECA for next year's class registration

MARCH

- Make plans to attend advisor professional development activities in the summer by submitting request, securing funding, and applying for scholarships
- Attend WI DECA State Career Development Conference (SCDC)
- Continue preparing to attend DECA ICDC by arranging travel, raising funds, and ensuring competitors have official DECA blazers.
- Reach out to middle schools and promote DECA

APRIL

- Prepare to attend ICDC in Anaheim, CA
- Thank sponsors and mentors for their contributions to your members during the past year

May

- Celebrate your chapter success at ICDC
- Conduct an annual evaluation of your DECA chapter with your chapter leadership team
- Encourage graduating DECA members to enroll in Collegiate DECA
- Recognize business and community partners
- Recognize member contributions and achievements
- Select new chapter leadership team members

JUNE

- Schedule a meeting with your outgoing and incoming chapter leadership team for a training and transition session
- Send an end of the year report and pride points to faculty, counselors, administrators, and business partners
- Train new chapter leadership team members
- Review the COW Registration Packet (available online) and begin planning your trip to COW 2017

OWN YOUR CAMPAIGNS

CELEBRATE DECA MONTH IN **NOVEMBER**

deca.org/chaptercampaigns

MEMBERSHIP

Guide your membership efforts by meeting these goals.

DEADLINE 12.1.16

Earn **ACHIEVEMENT LEVEL** by meeting the requirements in any **ONE** of the categories (students, alumni and professionals) of the Membership Campaign and receive a pennant and certificate.

Earn **THRIVE LEVEL** by meeting the requirements in any **TWO** of the categories of the Membership Campaign and receive a pennant, plaque, flag and three allocations to attend the **THRIVE ACADEMY** at ICDC!

20

MORE STUDENTS THAN LAST YEAR

20

ALUMNI

20

PROFESSIONALS

GLOBAL ENTREPRENEURSHIP WEEK

Activities must occur during November 14-20, 2016. Submit DECA Idea Challenge entries at www.deca.org/ideachallenge.

3

IDEA CHALLENGE ENTRIES



3

SUCCESS STORIES OF ALUMNI ENTREPRENEURS



3

SCHOOL/COMMUNITY OUTREACH ACTIVITIES

PROMOTIONAL

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

Earn **ACHIEVEMENT LEVEL** by meeting the requirements in any **ONE** of the three DECA Month Chapter Campaigns (Global Entrepreneurship Week Campaign, Promotional Campaign, and Community Service Campaign) and receive a pennant and certificate.

Earn **THRIVE LEVEL** by meeting the requirements in any **TWO** of the three DECA Month Chapter Campaigns (Global Entrepreneurship Week Campaign, Promotional Campaign, and Community Service Campaign) and receive a pennant, plaque, flag and three allocations to attend the **THRIVE ACADEMY** at ICDC!

3

SCHOOL OUTREACH ACTIVITIES



3

SUCCESS STORIES OF ALUMNI



3

COMMUNITY OUTREACH ACTIVITIES

COMMUNITY SERVICE

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

DEADLINE 12.1.16

1

OR MORE COMMUNITY SERVICE ACTIVITIES



75%

OR MORE PARTICIPATION OF YOUR DECA MEMBERS



1

FORM OF PUBLICITY OR PROMOTION

ADVOCACY

Advocate during Career and Technical Education Month in February.

DEADLINE 3.1.17

Meet the requirements in the Advocacy Campaign during February and receive a pennant, special plaque from DECA's Congressional Advisory Board and a letter of recognition sent to your school administrator and government officials.

3

SCHOOL OUTREACH ACTIVITIES



3

PUBLIC POLICY MAKERS OUTREACH



3

COMMUNITY OUTREACH ACTIVITIES

WISCONSIN DECA CAMPAIGNS

CELEBRATE DECA MONTH IN NOVEMBER

MEMBERSHIP

Guide your membership efforts by meeting these goals.

DEADLINE 11.15.16

If your chapter earns one or more of the membership achievements by November 15, 2016, your chapter will receive:

10

MORE STUDENTS THAN LAST YEAR

10

ALUMNI
(NEW SCDC RIBBON)

10

PROFESSIONALS
(NEW SCDC RIBBON)

- A membership ribbon at SCDC 2017
- Elite trading pin at ICDC 2017
- Your chapter will be entered into a drawing for an SCDC allocation spot for **EACH** achievement you earn. (Up to 15 spots will be drawn with a maximum of **TWO** spots per chapter. Chapters that complete the Chapter Campaign will also be entered into this drawing.

GLOBAL ENTREPRENEURSHIP WEEK

Activities must occur during November 14-20, 2016. Submit DECA Idea Challenge entries at www.deca.org/ideachallenge.

DEADLINE 12.1.16

By December 1, 2016 complete the requirements for ONE or more of the three DECA Month Chapter Campaigns (Global Entrepreneurship Week, Promotional, and Community Service Campaign) and receive:

3

IDEA CHALLENGE ENTRIES



3

SUCCESS STORIES OF ALUMNI ENTREPRENEURS



3

SCHOOL/COMMUNITY OUTREACH ACTIVITIES

PROMOTIONAL

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

- A membership ribbon at SCDC 2017
- Elite trading pin at ICDC 2017
- Your chapter will be entered into a drawing for an SCDC allocation spot for **EACH** achievement you earn. (Up to 15 spots will be drawn with a maximum of **TWO** spots per chapter. Chapters that complete the Chapter Campaign will also be entered into this drawing.

3

SCHOOL OUTREACH ACTIVITIES



3

SUCCESS STORIES OF ALUMNI



3

COMMUNITY OUTREACH ACTIVITIES

HOW TO SUBMIT YOUR CAMPAIGNS:

- Global Entrepreneurship Week: This is an online submission to National DECA. To receive the Wisconsin DECA incentives please make sure you copy Terri Mackey on what you submit to DECA, Inc.
- Promotional Campaign: This is an online submission to National DECA. To receive the Wisconsin DECA incentives please make sure you copy Terri Mackey on what you submit to DECA, Inc.
- Community Service Campaign: To receive the Wisconsin DECA incentives and recognition at SCDC, you must submit all of your community service activities using the Wisconsin DECA Community Service Form.

COMMUNITY SERVICE

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

1

OR MORE COMMUNITY SERVICE ACTIVITIES



75%

OR MORE PARTICIPATION OF YOUR DECA MEMBERS



1

FORM OF PUBLICITY OR PROMOTION

OWN YOUR FUTURE: IMPACT VIDEO BONUS

DEADLINE 2.1.17

Chapters that complete all 3 achievements of the Membership Campaign, all 3 Chapter Campaigns, and create one OWN YOUR FUTURE Impact Video will receive the following:

3

ACHIEVEMENTS OF THE MEMBERSHIP CAMPAIGN



3

CHAPTER CAMPAIGNS



1

OWN YOUR FUTURE IMPACT VIDEO

- 1 additional allocation spot to SCDC 2017
- Early entry into all General Sessions at SCDC 2017
- Entry into drawing for PREMIER SEATING at all general sessions at SCDC 2017 (Up to 5 chapters can receive up front seating)
- Pizza Party at ICDC 2017

SEE THE NEXT PAGE FOR MORE INFORMATION ON THE OWN YOUR FUTURE IMPACT VIDEO BONUS

Similar to the DECA, Inc. Impact Program, the Wisconsin DECA Impact Video Bonus is designed to encourage chapters to increase the net impact of their efforts around specific DECA related categories. Chapters only need to complete a video in ONE of the categories below to qualify for the Wisconsin DECA Impact Bonus.

2016-2017 CATEGORIES:

- ADVOCACY** Every year, associations engage in events with local politicians, school officials, business representatives and a variety of other professional leaders to advocate on behalf of DECA and career technical education. Please share any efforts you and your local chapters have made this year. See an example at: bit.ly/IMPACTadvocacy
- MEMBERSHIP** DECA is a valuable asset to any high school student interested in being prepared for the professional area and therefore is consistently expanding. Inform the organization of the different strategies and progress you've made as a chapter grow your membership. See an example at: bit.ly/IMPACTmembership
- COMMUNITY OUTREACH** Community Service is an important principle in DECA and within its mission. Share what your chapter has done this year to assist the communities in your area. See an example at: bit.ly/IMPACTcommunity
- DECA MONTH** During the month of November, DECA celebrates DECA Month through a variety of promotional events and competitions that you can engage in from your local chapter, including Global Entrepreneurship Week. What are some things your chapter did for this years DECA month and/or Global Entrepreneurship week? See an example at: bit.ly/IMPACTdecamonth
- PARTNER OR SPONSOR OUTREACH** DECA'S partners include corporations, foundations and associations that seek to support the development of leaders and entrepreneurs that will be successful in a global economy and will be their companies' employees and leaders, their associations' members and staff an responsible community leaders. How has your chapter worked with DECA's corporate partners this year? Visit deca.org for the complete list of N.A.B sponsors.
NEW CATEGORY FOR 2017!

GUIDELINES	EVALUATION	RECOGNITION
<ul style="list-style-type: none"> • Meet all of the requirements of the 2016-17 Membership Campaign (ALL 3 ACHIEVEMENTS) and the 3 Chapter Campaigns (ALL 3 ACHIEVEMENTS in each campaign) • Submit at least ONE Impact video. Each video entry must be a maximum of 1:30 in length and should • demonstrate a strong connection to the category it's submitted for. PLEASE NOTE: While you only have to submit ONE video for the bonus, the more videos you submit, the better your chance to win the Diamond Award for the chapter with the greatest overall impact. • All videos are due by Feb. 1, 2017. 	<ul style="list-style-type: none"> • The video entries will be evaluated by members of the WI DECA Leadership Council. Each LC Member will score the individual videos. • Leadership Council Members will not be allowed to score their own chapter's submission(s). Each chapter will be allowed to have 1 vote, even if they have more than one LC Member. • If you would like a better understanding of the video expectations, please follow the links above to see the submissions from WI DECA for DECA, Inc.'s Impact Program. 	<ul style="list-style-type: none"> • 1 additional allocation to SCDC • Early entry to all General Sessions at SCDC • Entry into drawing for PREMIER SEATING at all General Sessions at SCDC 2017 (Up to 5 chapter can receive up front seating). • The 1st place winners in each category will be recognized on stage at SCDC. • The chapter with the greatest overall impact will receive a Diamond Award. LC Members across the state will vote for the chapter that has had the largest "impact" throughout the past year.

ICDC PIZZA PARTY

If you are looking for an easy way to save money at ICDC... Look no further! Wisconsin DECA wants as many videos for the Impact Program as possible!

EVERY CHAPTER THAT CREATES AN IMPACT VIDEO...

**WILL RECEIVE A FREE
PIZZA PARTY AT ICDC**

*(even if you do not meet all of the requirements of the OWN
YOUR FUTURE Impact Video Bonus)*

*SUBMIT YOUR IMPACT VIDEO BY FEBRUARY 1ST, 2017 TO BE
INCLUDED IN THE PIZZA PARTY!*

**FOR MORE INFORMATION ABOUT
THE IMPACT VIDEO PROGRAM,
PLEASE SEE THE PREVIOUS PAGE!**

MEMBERSHIP REGISTRATION INFORMATION & GUIDELINES

It is necessary to register all DECA members as soon as possible in the school year. Wisconsin DECA connects all in-state and out-of-state event registration to membership. There are also incentives offered for registration completed before November 15, 2016. These incentives are outlined on the previous page of this publication.

WISCONSIN DECA UNIFIED MEMBERSHIP POLICY

- Conference registration is connected to DECA membership. All attendees to WI DECA and/or DECA events, must be paid DECA members.
- WI DECA and DECA have unified membership policies. All members of WI DECA must also be members of DECA, Inc.

ONLINE REGISTRATION AND PAYMENT INFORMATION

- Wisconsin registers directly with DECA Inc. You must log on to the following site in order to complete the process: www.decaregistration.com/hs/Login.aspx. Please register information as accurately as you can. Changes need to be approved by Terri Mackey and any edits (after submitting membership) can only be made by DECA Inc. Here are some important tips to follow:
- The advisor listed as the primary advisor will also be the primary contact in our conference registration system. Please be sure that this information (especially Email address) is entered correctly.
- You may add members at any time up until January 16, 2017. Each time you add members, you will generate a new invoice for those members.
- Dues are as follows: DECA Inc. Dues (\$8.00) + WIDECA Dues (\$6.00)= \$14.00.
- You may collect more money for dues at the chapter level to help support your chapter budgetary needs.
- All membership payments (for the full amount of \$14.00 per member) should be sent to DECA Inc. **Do NOT send membership payment to WI DECA.**
- Membership dues must be paid in full upon receipt of invoice (this generates automatically each time you register members). **Unpaid membership dues after March 1, 2017 will impact eligibility to attend ICDC.**
- DECA Inc Address: 1908 Association Drive / Reston, VA 20191
- **WHEN ENTERING IN YOUR "DISTRICT" INFORMATION, PLEASE ENTER YOUR WIDECA DISTRICT (NOT YOUR SCHOOL DISTRICT). Please double check to ensure this is done correctly!**
- **When entering your membership, make sure you are updating your contact information!**

WHO CAN BE A DECA MEMBER?

<p>STUDENTS currently enrolled in marketing education, small business management, entrepreneurship, sports marketing, international marketing and other courses determined to be within the total marketing education program.</p> <p>STUDENTS who have been enrolled in any marketing or marketing related class. It is a local chapter decision to extend membership to this group of students.</p>	<p>STUDENTS who plan to enroll in marketing education or marketing related courses. These students should have an interest in marketing as a career or career enhancement purposes. It is a local chapter decision to extend membership to this group of students.</p> <p>DECA members can be from any grade in the district as determined by the local chapter advisor. Refer to the DECA Competitive Event Guidelines for eligibility for participation.</p>	<p>ADVISORS & CO-ADVISORS are required to register as paid advisor members of DECA.</p> <p>ALUMNI of any DECA chapter who wish to stay actively connected to the local chapter, WI DECA, and DECA should be registered as Alumni Members.</p> <p>Business partners, local school administrators, student teachers, parents, local chapter advisory board members, and any other interested parties who wish to stay actively connected to DECA should be registered as PROFESSIONAL MEMBERS.</p>
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HELP WI DECA BUILD OUR ALUMNI & PROFESSIONAL MEMBER DATABASE!

When registering your chapter officers, alumni, and business professionals it is very important you include all of their contact information with registration. By including this information, you will help Wisconsin DECA in the following ways:

Chapter Officers

- Officers will automatically be included in the WI DECA Presidents monthly email and be kept informed of important information and deadlines.
- Chapter Officers will be the most likely candidate for future alumni members. By including their email (personal email vs. school email) WI DECA will stay connected with them after graduation and encourage them to sign up for the Friends of DECA program. This will help increase your chapter membership and potentially raise money for your chapter. More membership = more spots to SCDC! See the next page for more information on the Friends of DECA Program.

Alumni/Business Professionals

- WI DECA will stay connected with your registered Alumni & Professional members to encourage them to volunteer at district and state events.
- Members of the state officer team have a goal to reach out to Alumni & Professional Members and create resources that will help WI DECA members prepare for competition. For example, Levi Werlein, VP of Membership Development, will be creating a Trend Setter Series. In this series, Levi will interview Alumni/Professional Members who are experts in a certain competitive event fields. The speakers will discuss current trends in their industry and provide tips that will help WI DECA members have a competitive edge.
- WI DECA will be hosting a golf outing next summer and we need your help building our database to invite all of our alumni/professional members.
- **WI DECA will NOT approach your registered Alumni/Professional members for further partnerships at the state level.**





Are you looking for an easy way to increase your membership and raise money for your chapter at the same time? Wisconsin DECA has created the Friends of Wisconsin DECA program to help chapters do just this and take most of the burden off of the chapters... participate in this great program and let Wisconsin DECA do the work for you!

How does *Friends of WISCONSIN DECA* work?

WISCONSIN DECA Responsibilities:

- Create a [promotional flyer for alumni](#)
- Create a [promotional flyer for a general audience](#)
- Create an [online donation form](#) which
- allows donors to donate via credit card or check
- Track all submitted forms
- Work with donors to complete payment
- Issue receipts to all donors
- Register members with DECA, Inc. under the local chapter

Chapter Level Responsibilities:

- Share this information with your alumni, business partners, parents, etc via email and/or on social media.
- Then just sit back as Wisconsin DECA does the work for you!

What happens to the donations?

Donations under \$25.00:

- 1/2 of the donation will go back to the Chapter
- 1/2 of the donation will go to WI DECA to be used for travel scholarships to ICDC

Donations over \$25.00:

- \$8.00 goes to membership and the remaining amount is split between the local Chapter and WI DECA for travel scholarships to ICDC

Wisconsin DECA will track all donations that come in via the online form. Monthly updates will be sent out to chapters that received a donation. Once donations are received Chapter can choose one of the following ways to receive funds:

- A check from Wisconsin DECA, checks will be issued in December, March, and July
- Apply the donation as a credit to any WI DECA event and/or ICDC

CHAPTER RECOGNITION AT SCDC

- The Top 5 chapters that have the most submissions by February 3, 2017 will receive a ribbon at SCDC and be recognized on stage.
- All chapters that receive a donation via this program will be recognized on WI DECA social media

For any questions or comments on this program, please contact:

Terri Mackey
WI DECA Center Executive Director
widecacenterdirector@gmail.com
414.779.6145

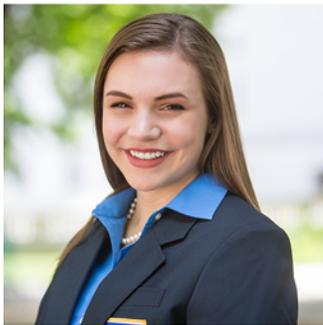
STRATEGIZE WITH TEAM 51

Now is your time to prepare for college and career, and DECA's Comprehensive Learning Program offers so many opportunities to help you determine your own destiny!

From innovative conferences that allow you to network with college representatives and potential employers, to challenging competitions that open new doors for creativity and successful thinking, DECA allows every member to discover their potential and explore unique pathways.

Even members who are unsure of what they want their futures to look like can benefit from the diverse experiences DECA provides. Traveling to new places, networking with new friends and conquering new challenges are all building blocks into creating a future you could only dream about.

DECA is ready to help you conquer your education and career goals - are you? It's your future, so own it!



**CHARLIE
FISCHER**
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**ADDIE
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VICE PRESIDENT OF
BRAND MANAGEMENT

608.509.5723
widecabrandmanagement@gmail.com



OWN YOUR FUTURE»»



LEAD AND SUCCEED

Team 51 and I are ready to own this upcoming year with each of you. My goal is to provide members with more opportunities for professional development, with an emphasis on the importance of learning professionalism skills. I will also be focusing on effectively managing Team 51.

One of the biggest benefits of being a DECA member is learning how to be a professional. DECA conferences allow members to become stronger leaders with great networking skills, competition gives members the experience of thinking on their feet and solving industry problems, and just being an active member provides exposure to a professional setting. These are just a few professional skills members have the opportunity to gain, and they are applicable to almost every career.

As President, a large part of my initiatives also includes assisting the entire team with their own initiatives. I will make this a focus of mine this upcoming year, to ensure that each state officer is getting the most out of their time in office. This, in turn, will ensure that each Wisconsin DECA member is being impacted by the different initiatives the state officers put in place.

GOALS:

- ◆ Expand the diversity of career interests in Wisconsin DECA members by promoting professional development through the Make it Happen theme (featured at the Emerging Leaders Conference)
- ◆ Connect current DECA experiences with future success, while connecting members with successful alumni and business professionals through the Make it Happen video series
- ◆ Effectively manage and assist Team 51 with their respective goals

I cannot wait to see what this upcoming year has in store. I know that together we can further our professional development in order to become ready for the next steps in life, whatever those may be. Together, let's own our future.

CHARLIE FISCHER
PRESIDENT
920.422.2833
widecapresident@gmail.com





STRENGTHENING OUR BRAND

Social media can have an impact on many different items- careers, your personal brand, networking, etc. It is my overall goal to use all of the Wisconsin DECA platforms to have an impact on our members. By expanding networking opportunities through strong social media involvement, Wisconsin DECA will be able to increase its brand awareness throughout the state, the organization and expand our reach to new potential members.

Wisconsin DECA is already recognized throughout DECA for our social media presence, and I not only want to maintain that presence, but allow it to grow. I am to connect with more members in order to get them excited, engaged and ready to OWN THEIR BRAND.

GOALS:

- ◆ Create a Wisconsin DECA branded merchandise line to be purchased at ELC and SCDC
- ◆ Implement a #StakeholderSunday on social media platforms to highlight all of great impact business partners, alumni, business sponsors, and judges have on Wisconsin DECA
- ◆ Highlight all of the aspects of Wisconsin DECA by promoting all of the initiatives Team 51 wants to accomplish
- ◆ Interact with the members of Wisconsin DECA via our social media platforms

Be sure to follow Wisconsin DECA on Twitter and Instagram (@WI_DECA) and like us on Facebook (@WisconsinDECA) to stay updated with all things DECA! Additionally, you might even see you or your chapter spotlighted on our social media platforms!

ADDIE KUBITZ
VICE PRESIDENT OF BRAND MANAGEMENT
608.509.5723
widedcabrandmanagement@gmail.com





THE CONFERENCE EXPERIENCE

I am ready to own this year with each one of you. My goals for this upcoming year are to enhance conference engagement across the board, allowing Wisconsin DECA members to become emerging leaders while still having fun!

It is my ultimate goal to provide and enhance the amazing conferences Wisconsin DECA already offers by listening to member feedback before and after each event. In addition, we want your ideas for conference t-shirts, ICDC pins, and so much more.

GOALS:

- ◆ Recognition of active conference participants
 - Incentivize conference photo scavenger hunts
 - Award chapters who give back to their community and are active in the classroom
- ◆ Enhance conference engagement
 - T-shirt and pin contests
 - Pre- and post-conference surveys
- ◆ Prepare Team 51 for conferences and events
 - Team agendas, packing lists
 - Managing conference objectives and deliverables

Be sure to follow Wisconsin DECA on social media to stay in the loop on surveys, contests and more. We look forward to another amazing year of competition, conferences, and owning your future with DECA!

ALEXSIA SALDARIS
VICE PRESIDENT OF EVENT MANAGEMENT
920.475.9160
widecaeventmanagement@gmail.com





IMPROVING THE LEADERSHIP EXPERIENCE

In order to #OwnYourFuture, you will need to become a positive leader along the way. My next year in office will be focusing on providing members with the opportunities to do just that. This year, Leadership Council will be filled with engagement, involvement, feedback, and hopefully, Leadership Council will be filled with you-our members who seek to improve their professional and leadership skills.

Some changes have been made to the structure of Leadership Council, and Team 51 and I are excited to see how much they improve the experiences gained through Leadership Council. We hope these changes allow members to get more out of their time in Leadership Council, and in DECA in general

GOALS:

- ◇ Engage Leadership Council members with projects throughout the year
 - Members will be able to participate in multiple interest fields
- ◇ Utilize Google+ Community for conversations, project development and more
- ◇ Increase engagement both in and out of conferences and calls
 - Blog posts, articles, videos,
 - Activities at events such as SEM, ELC, SCDC, and more
- ◇ Assist in facilitating professional development of Team 51 and Leadership Council

Through an increase in projects, utilization of Google+, increased involvement, and focus on professional development, I will enable Wisconsin DECA leaders to improve beyond expectations.

I am thrilled to be able to see everyone's leadership journeys begin this year. I know that this year will be one to remember. This will be one that makes a difference in your life as a professional and a leader. This is the year where you will #OwnYourLeadership!

NATE KRIEN

VICE PRESIDENT OF LEADERSHIP DEVELOPMENT
608.799.8541
widcaleadershipdev@gmail.com





GROWING OUR ORGANIZATION

Last year, Wisconsin DECA chapters across the state accomplished incredible things! Over 33 chapters completed the WI DECA and DECA Inc. membership campaigns, and we will look to grow that number by twenty percent. This will allow for membership growth in our state, while providing our members with opportunities to learn and grow at the International Career Development Conference in Anaheim, California!

We will be utilizing resources - from former judges to business professionals - to gain industry insights and a competitive edge through a new video series and other preparation materials. Leadership Council members will also have the opportunity to increase our successes at ICDC by creating a Marketing Performance Indicator Bank.

GOALS:

- ◆ Grow number of chapters earning WI DECA membership campaign by 20%
- ◆ Create competition preparation materials that will increase Wisconsin DECA top ten winners by five from last year
- ◆ Promote and grow the Member of the Month campaign, using members' success to advocate for DECA.

This year, we will #OwnOurFuture and show how Wisconsin DECA can bring membership to the next level. Through encouraging chapter campaigns, and expanding those to campaigns which encourage professional and alumni growth, Wisconsin DECA members will gain an insight into the professional sphere.

In competition, Wisconsin DECA members will prove themselves, taking resources and turning them into successful tests, presentations and role-plays in Anaheim! Wisconsin DECA, get ready to OWN YOUR MEMBERSHIP!

LEVI WERLEIN

VICE PRESIDENT OF MEMBERSHIP DEVELOPMENT
920.574.7051
widelcamembershipdev@gmail.com





EXPANDING AWARENESS, PARTICIPATION, & IMPACT

For over 50 years, Wisconsin DECA has been participating in amazing community service projects! Over this time we have been able to create GOLDEN memories and EPIC impact throughout the state. Your participation in local chapter events such as Trick-Or-Can and the Polar Plunge, Miracle Minutes at conferences and statewide initiatives towards MDA donations has helped make a positive impact on the lives of so many people.

This year, we want to continue these projects while increasing participation and awareness across the state. By providing new opportunities for chapters to witness what others are doing, and by creating a new statewide event for the Muscular Dystrophy Association called MDA Day, we hope to see a growth in Wisconsin DECA service!

GOALS:

- ◆ Increase MDA financial donations by 10% (\$5,000)
- ◆ Increase the number of blog posts for Community Service
- ◆ Share community service ideas via the WI DECA website calendar

Every year, Wisconsin DECA's Association Officer Team wants to see our chapters reach their maximum potential, and in order to do that, we work hard to give you the tools you will need throughout the year. The Wisconsin DECA Community Service Guide will give you tips and ideas for events your chapter can host or participate in throughout the year. With the addition of the Wisconsin DECA blog last year, we were able to showcase some of these events for our members to see statewide. This year I want to not only maintain the blog to recap events, but utilize a new calendar feature on the Wisconsin DECA website to promote events before they happen.

I value your feedback and input to help grow Wisconsin DECA's community service efforts this year, so please do not hesitate to contact me with any questions, comments, or concerns you have. Together, we can OWN OUR SERVICE and create a lasting impact for years to come!

GABBY EVERY

VICE PRESIDENT OF COMMUNITY SERVICE
920.639.3421
widecacommunityservice@gmail.com





WISCONSIN
DECA

CONFERENCE INFORMATION

There are several resources available to you when you need a question answered about conferences and/or competitive events! First is this guide. We have tried to make it as comprehensive as possible to include facts, links, and other information to help you. Also, as conference registration packets are released throughout the year, they will be directly emailed to you, as well as posted on <http://dpi.wi.gov/deca/event-registration-info>.

Tim Fandek and Terri Mackey are here to help you. Our contact information is available at the beginning of this Chapter Management Guide. Please don't hesitate to call or email us.

- **WI DECA CONFERENCE REGISTRATION GUIDELINES**
- **WI DECA CODE OF CONDUCT**
- **REGISTRATION SITE INFORMATION**
- **DRESS CODE INFORMATION**
- **DISTRICT CONFERENCE INFORMATION**
- **COMPETITIVE EVENT GUIDELINES AND INFORMATION**

Conference Packets

Conference Packets that include registration information for WI DECA and DECA Conferences are available online at <http://dpi.wi.gov/deca/event-registration-info>. These packets include programming information as well as pricing for registration and housing (if applicable). The packets will also include required forms for the conference.

Early Bird Registration Incentive

As an incentive to register for conferences early, WI DECA will offer special pricing on the registration cost if a chapter registers and submits conference registration by a designated “Early Bird” date. Please refer to individual conference registration packets for specific “Early Bird” dates for each conference. There will no longer be a penalty (or late fee) assessed to registrations received after the final close of registration.

Cancellation Policy for All Events

In order to provide our chapters with the latest possible registration dates, “cancellation” deadlines will be the same date as the close of registration. Chapter advisors may log on to the conference registration site and cancel any participant up to the closing date of registration at no charge. After the changes have been made by the advisor, a new invoice will be generated and emailed to the email address on record for the advisor. After the close of registration, notice of the cancellation must be submitted using a conference Cancellation/Substitution Form (for applicable conferences) via email to Terri Mackey (widecacenterdirector@gmail.com). **No refunds will be issued after the close of registration.** Substitutions will be accepted. Please refer to conference packets for more specific information. Emergency situations will be reviewed for medical and family reasons only.

Housing Procedure

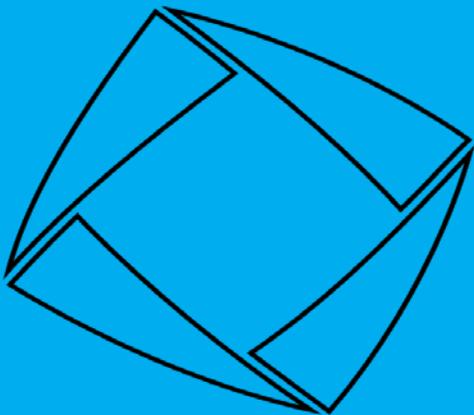
Flat Rate Pricing will be in effect for all WI DECA and DECA Conferences. Every effort will be made to grant housing requests. **Housing requests should be submitted through the online registration system in the “Special Needs” area.** Do NOT send email requests for housing! Any chapters requesting to share or combine housing must be arriving and departing on the SAME DAY as each other in order to accommodate housing requests. It is WI DECA procedure to combine housing between chapters to accommodate contracted housing allotments for each conference. In most cases, this means that student rooms will be quads and advisor rooms will be doubles. There are exceptions for every conference and your cooperation and understanding is greatly appreciated.

DECA CODE OF CONDUCT

These forms only have to be filled out ONE time per school year. Once the forms are turned in they will be valid for all WIDECA events in the 2016-17 school year. Terri Mackey will create a google spreadsheet that will include the names of each student that completed the form. There are 3 forms that need to be completed:

- [Student Code of Conduct](#)
- [Advisor/Chaperone Code of Conduct](#)
- [Administration Code of Conduct](#)

As an event approaches Terri will update this spreadsheet every Monday. You will be able to look at the spreadsheet to see who has completed a form and who has not. [Click here](#) to view all completed code of conduct forms. If you would like a copy of the full form, contact Terri Mackey at (widecacenterdirector@gmail.com). Paper forms will NOT be accepted.



STUDENT TO ADULT RATIO

WI DECA Events	16:1
CRLC	10:1
ICDC	8:1

Please ensure that your registration is in accordance with this WI DECA practice.

If chapters plan to “combine” advisors to adhere to the proper ratio, please email Terri Mackey BEFORE you begin registration for any conference. WI DECA is willing to work with and accommodate special needs of local administrations, but please communicate these BEFORE beginning to register. All advisors/chaperones will be responsible for monitoring the behavior of their students and providing supervision at conferences.

Please reference the updated bylaws to review the updated expectations for chaperones!

Special Note:
CRLC adult ratio is governed by the Central Region Board of Governor’s Policy.



Special ANNOUNCEMENT FOR ICDC 2017!!!

Wisconsin DECA knows that the experience at the Millenium Maxwell House for ICDC 2016 was a negative experience for most of our members.

Although the hotel was not willing to work with Wisconsin DECA to make it right for our members, the WI DECA Board decided we needed to do something to make it right.

On July 29th, the WI DECA Board decided to offset the cost of attending ICDC 2017 by reducing registration costs. The cost to register for the conference is \$125 per person. WI DECA will pay \$75 of that registration cost and members will only have to pay \$50 per person. **WI DECA will pay the extra \$75 per attendee for ICDC 2017 ONLY.** In 2018 the cost to members will go back to \$125 per person.

The board felt this was the best way to give money back to our members without placing extra burden on chapter advisors.

If you have any questions regarding this reduction in cost, please do not hesitate to contact Terri Mackey at widecacenterdirector@gmail.com.



EVENT REGISTRATION INFORMATION

WI DECA Emerging Leaders Conference (ELC), Wilderness Resort, Wisconsin Dells November 6-7, 2016

<https://www.decaregistration.com/wi-fall/Main.asp>

IMPORTANT DATES & COST:

Early Bird Registration: Sept. 2-18

REGISTRATION COST: \$80 per student, \$40 per advisor

Regular Registration: Sept. 19 - Oct. 3 (registration closes at 11:59 PM on Oct. 3rd)

REGISTRATION COST: \$90 per student, \$50 per advisor

HOUSING COST: \$45 per person

Central Region Leadership Conference (CRLC), Indianapolis, IN, JW Marriott Indianapolis November 18-20, 2016

IMPORTANT DATES & COST:

Registration: September 16th-October 16th (registraton closes at 5pm on Oct. 16th)

REGISTRATION COST: \$130 per person

HOUSING COST: \$162.63 single, \$81.32 double, \$54.21 triple, \$40.66 quad

WI DECA Sports & Entertainment Marketing Conference (SEM), Resch Center, Green Bay December 17, 2016

<https://www.decaregistration.com/wi-lab/Main.asp>

IMPORTANT DATES & COSTS

Registration: October 17th - November 17th (registration closes at 11:59 PM on Nov. 17th)

REGISTRATION COST: \$50 per person (No housing available)

State Career Development Conference (SCDC), Grand Geneva Resort, Lake Geneva March 7-9, 2017

<https://www.decaregistration.com/wi/Main.asp>

IMPORTANT DATES & COSTS

Early Bird Registration: January 2-19

REGISTRATION COST: \$100 per person

Regular Registration: January 20 - Feb. 3 (registration closes at 11:59 PM on Feb. 3rd)

REGISTRATION COST: \$115 per person

HOUSING COST: \$50 per person

International Career Development Conference (ICDC), Anaheim, CA April 26-29, 2017

<https://www.decaregistration.com/wi-icdc/Main.asp>

IMPORTANT DATES & COSTS

Registration: March 10-16 (registration closes at 11:59am on March 16th)

REGISTRATION COST: \$50 per person (**RATE FOR 2017 ONLY, 2018 rate will return to \$125**)

Housing Cost: TBD, hotel location and rate to be announced in October

WI DECA Chapter Opportunity Workshop (COW), Concourse Hotel, Madison July 13-14, 2017

<https://www.decaregistration.com/wi-cow/Main.asp>

IMPORTANT DATES & COSTS

Registration: TBD

REGISTRATION & HOUSING COSTS: \$100 per person (All inclusive pricing, \$100 includes registration and housing)

OFFICIAL DECA DRESS CODE

When appearing before judges, on stage, at DECA general sessions or at conference meal functions, professional appearance is an important aspect of the overall preparation of DECA members for the business world. Therefore, DECA supports a dress code for its career and leadership based functions and conferences that exemplifies the highest standards of professionalism while being non-discriminatory between males and females.

DECA's board of directors has developed the following official dress standards for use at the International Career Development Conference. Students, advisors and chaperones must follow the dress code. WI DECA adheres to this dress code as a guideline for in-state conferences. The only difference is that WI DECA does NOT require that competitors wear an official DECA blazer at SCDC.

For a more polished, professional appearance, it is recommended that participants wear appropriate hosiery/socks.

When Appearing Before Judges and On Stage	
<p>Females</p> <p>Official DECA blazer with dress skirt or dress slacks and a dress blouse or official blazer with a dress; dress shoes</p>	<p>Males</p> <p>Official DECA blazer with dress slacks, collared dress shirt and necktie; dress shoes and dress socks</p>
DECA General Sessions & Meal Functions	
<p>Females</p> <p>Business suit or blazer with dress blouse and dress skirt or dress slacks or business dress; dress shoes</p>	<p>Males</p> <p>Business suit or sports coat with dress slacks, collared dress shirt and necktie; dress shoes and dress socks</p>
Event Briefing, Manual Registration & Testing, Leadership Academies	
<p>Females</p> <p>Dress blouse or dress sweater with dress skirt or dress slacks (blazer optional) or business dress; dress shoes</p>	<p>Males</p> <p>Collared dress shirt and necktie with dress slacks (blazer optional); dress shoes and dress socks</p>
DECA Business Casual	
<p>Casual slacks (i.e. Dockers), blouse or shirt, casual shoes (Jeans, t-shirts and athletic shoes are not acceptable)</p>	
WI DECA Chapter Pride (COW, ELC, CRLC, SEM, & SCDC when designated)	
<p>Jeans, Khakis, shorts, matching chapter or team shirts, athletic shoes (Athletic clothing such as track pants, sweat pants, or leggings are acceptable ONLY when indicated)</p>	
Unacceptable Options at DECA Activities	
<ul style="list-style-type: none"> • Skin tight or revealing clothing • Leggings or graphic designed hosiery/tights • Midriff-baring clothing • Swimwear (unless otherwise indicated) 	<ul style="list-style-type: none"> • Athletic clothing (unless otherwise indicated) • Clothing with printing that is suggestive, obscene or promoting illegal substances
<p>Every WI DECA and DECA Conference Registration Packet will contain a conference specific dress code policy.</p>	



DISTRICT CONFERENCE INFORMATION & CONTACT INFORMATION

Dates for District Conferences are listed on the WI DECA calendar. registration and contract informaton is lisked below.

District 1: January 7, 2017

Registration link: <https://www.decaregistration.com/wi-d01>

LOCATION

UW-Stout
Jarvis Hall Science Wing
410 10th Avenue East
Menomonie, WI 54751

CONFERENCE COORDINATOR & CONTACT INFORMATION

Debbie Stanislawski
Phone: 715.232.3195
stanislawskid@uwstout.edu

District 2: January 6, 2017

Registration link: <https://www.decaregistration.com/wi-d02>

LOCATION

Midstate Technical College
500 32nd Street North
Wisconsin Rapids, WI 54494

CONFERENCE COORDINATORS & CONTACT INFORMATION

Eric Siler
Phone: 715.422.7178
eric.siler@wrps.net

Ashley Tessmer
ashley.tessmer@wrps.net

District 3: January 7, 2017

Registration link: <https://www.decaregistration.com/wi-d03>

LOCATION

Sun Prairie High School
888 Grove Street
Sun Prairie, WI 53590

CONFERENCE COORDINATORS & CONTACT INFORMATION

Sarah Van Berkum
Phone: 608.561.6187
sarah.vanberkum@edgerton.k12.wi.us

John Zimmerman
Phone: 608.743.5582
jzimmerman@janesville.k12.wi.us

District 4: January 14, 2017

Registration link: <https://www.decaregistration.com/wi-d04>

LOCATION

Bay Port High School
2710 Lineville Road
Green Bay, WI 54313

CONFERENCE COORDINATOR & CONTACT INFORMATION

Lindsay Matuszewski
Phone: 920.662.7000
lindmatu@hsdu.k12.wi.us

District 5 TBD

Registration link: [Coming Soon](#)

LOCATION

Kettle Moraine High School
349 N. Oak Crest Drive
Wales, WI 53183

CONFERENCE COORDINATOR & CONTACT INFORMATION

TBD

District 6: TBD

Registration link: <https://www.decaregistration.com/wi-d06>

LOCATION

TBD

CONFERENCE COORDINATOR & CONTACT INFORMATION

Christine Grochowski
Phone: 262.539.5012
cfg.deca@gmail.com



Please utilize this list as a reference to your chapter's DECA District based on 2015-2016 membership.

When registering your membership with DECA please include this information as listed below. For example: If you are from Ashland High School, please list your district as "District 1."

This list can also be a great networking resource. Reference the schools in your area for partnerships.

The illustration represents the Wisconsin DECA District Conference Locations.

IMPORTANT UPDATE FOR 2016-17: Districts 5 and 6 have decided to split for the upcoming 2016-17 school year and they will each hold their own district competition. There are currently 2 schools in District 7, these schools will be moved into District 6.

District 1		District 2		District 3	
Ashland Chippewa Falls Eau Claire Memorial Eau Claire North Glenwood City Holmen Hudson LaCrosse Central LaCrosse Logan	Menomonie Northland Pines Northwestern St. Croix Falls Sparta Superior Tomah West Salem	Adams Friendship Antigo Auburndale DC Everest Iola-Scandinavia* Lakeland Union Medford Mosinee	Necedah Rhineland Stevens Point Wausau East Wausau West Westfield Wisconsin Rapids	Belleview** Cambridge Cardinal Heights Clinton DeForest Dodgeville Edgerton FJ Turner Janesville Craig Janesville Parker Jefferson	Madison East Madison LaFollette Madison West McFarland Middleton Monona Grove Mount Horeb Oregon Sun Prairie Watertown Waunakee
District 4		District 5		District 6	
Appleton East Appleton North Appleton West Ashwaubenon Bay Port Brillion De Pere Gibraltar Green Bay East Green Bay Preble Green Bay Southwest	Green Bay West Kimberly Mayville Neenah New London Oakfield Oshkosh North Oshkosh West Sheboygan North West De Pere	Arrowhead Germantown Hartford Union Homestead** Kettle Moraine Mukwonago New Berlin Eisenhower New Berlin West Oconomowoc Port Washington	Slinger Waukesha North Waukesha South Waukesha West West Allis - Nathan Hale Whitnall	Badger Brookfield Central Brookfield East* Brown Deer* Elkhorn Hamilton Sussex Indian Trail* Kenosha Bradford Kenosha Tremper Milwaukee Hamilton	Racine Case Racine Park South Milwaukee St. Francis** Union Grove** Westosha Wilmot

*Schools that are new for the 2015-2016 school year

**Schools that are new for the 2016-17 school year



WISCONSIN DECA COMPETITIVE EVENT GUIDELINES

In this section you will find many great resources for competitive events. In addition to reviewing this section, there are a couple of websites that will provide you with great information. www.deca.org and <http://dpi.wi.gov/deca> are your two primary web resources for all things DECA. If you have not done so already, we also suggest you sign up to receive updates from www.decadirect.org. This website provides updates from DECA, Inc. all year long.

- **COMPETITIVE EVENT INFORMATION & GUIDELINES**

- **SCDC UPDATE**

- **SCDC ALLOTMENT (QUOTA) FORM**

- **STATE LEVEL EVENT INFORMATION**

- Economics Excellence
- Gold Chapter
- Gold Student
- Marketing Education & Training Presentation
- SBE Academy at WI DECA SCDC: Updated 2017 information COMING SOON!

- **SCDC SPECIAL RECOGNITION AWARDS**

- Red Apple Advisor Award
- Alumni Excellence Award
- School Official/Friend of DECA Award
- Marketing Educator Professional Development Scholarship Program
- Acts of Kindness
- General Contributions to Charity
- 100 Hours
- Polar Plunge
- All CTSO Safe Driving Initiative

Purpose of DECA’s Competitive Events Program

The DECA Competitive Events Program contributes to every student being college and career ready when they graduate from high school by focusing on the following outcomes:

Academically Prepared

DECA’s competitive events provide a vehicle to demonstrate National Curriculum Standards through individual or team activities, develop and employ the key skills of analysis, application of knowledge, creative problem solving and logical presentations.

Community Orientated

DECA’s competitive events help members explore their communities, participate in an environment of cooperation and recognize their responsibility to the community.

Professionally Responsible

DECA’s competitive events encourage members to develop ethics, integrity and high standards, and to assume responsibility for self-improvement and self-discipline.

Experienced Leaders

DECA’s competitive events provide constructive avenues for team expression, initiative and creativity.

DECA’s competitive events program promotes **competence, innovation, integrity and teamwork.**

DECA Competitive Events Guidelines are detailed in the DECA Guide or at the following website: <http://www.deca.org/high-school-programs/high-school-competitive-events/>

Performance Indicators are available for each event by clicking on the event abbreviation in the performance indicator column at the above site.

BECAUSE OF DECA COPYRIGHT AGREEMENTS, SCDC PERFORMANCE INDICATORS WILL NOT BE DISTRIBUTED PRIOR TO SCDC.





BOARD OF GOVERNORS UPDATED POLICY

Everyone involved in competitive events should clearly understand the following information.

COPYRIGHT AGREEMENT

1. Chartered Associations purchase a license for one-time use of exams for year (only) as part of the current year's DECA Competitive Events Program.
2. Exam items may not be banked nor re-used to develop other exams. Exams must be used only as distributed by DECA Inc.
3. Items may not be edited nor rewritten for any purpose. (Derivative works are controlled by U.S. copyright law and are generally not allowed without express permission.)
4. Chartered Associations agree that all exams will be collected and destroyed after one-time use.
5. Chartered Associations may retain one file copy, but the file copy may not be used as a source of items for any purpose.
6. Only after a date specified by DECA Inc. will the Chartered Association Advisors be able to provide samples copies of the District Exam to local chapter advisors. After all state/provincial conferences have ended, DECA Images will begin selling samples copies of the state/provincial exams.
7. Chartered Associations may duplicate exams as needed for individual students competing in DECA's current year's Competitive Events Program.
8. Chartered Associations that use an online testing service must notify DECA Inc. who the provider is and the provider must meet DECA's online security requirements. DECA Inc. will provide the exams directly to approved online providers after they have demonstrated their security standards.
9. Under no circumstances may the exams and/or DECA competitive events in whole or in part, or any items within be published or posted on any website.
10. All copyright restrictions apply to local chapters also.

POLICY UPDATE #1

Any chapter which violates DECA's exam or scenario use and distribution policies will not be allowed to participate in that school year's chartered association conference or ICDC.

POLICY UPDATE #2

If any exams or scenarios are posted on a chapter or chartered association website or distributed in any way outside of the policy, the chartered association will not receive scenarios from DECA Inc. or be eligible to purchase exams for a period of one year.

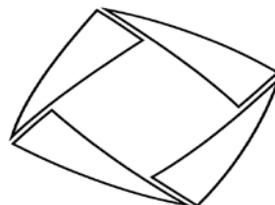
- WI DECA Marketing Educators conducted industry research to develop the WI DECA District role-plays
- Similar to National DECA, each District competitive events writer will be compensated \$125/role-play. The honorarium expenses will be covered by each of the District conferences—Approximately \$1,100/District
- Other Chartered Associations may be interested in purchasing the District role-plays; therefore, an acceptable use policy is required for the events (reference below)
- Anticipated District Competitive Events Timeline:

JULY	Draft Events Submitted & Reviewed by WI DECA District Leaders
AUGUST/SEPTEMBER	Final Events Submitted
SEPTEMBER	Final Review & Approval
OCTOBER	<ul style="list-style-type: none"> • Event Distribution to District Coordinators • Distribution of Performance Indicators (1st Page Only) on www.wideca.org under the Events tab (District Events)
FEBRUARY	Post Full Events on wideca.org to help members practice for SCDC/ICDC

Below is the acceptable use policy for the 2017 WI DECA District Role-Plays:

ACCEPTABLE	NOT ACCEPTABLE
Receive the Performance Indicators PRIOR to DISTRICTS	Post the Performance Indicators On-line
Receive entire event (after a date specified by WI DECA)	Post the entire event online
Use the events for preparation of SCDC/ICDC	Sell the events

The WI DECA Board will determine the consequences for chapters that break the acceptable use policy.



GENERAL QUALIFICATIONS & GUIDELINES FOR COMPETITION

Wisconsin DECA Competitive Event Categories

Category	Required Event	Events in this Category
Series Events	<p>Yes (if not registered for Series Event)</p> <p>All competitors must register for ONE series OR Team Decision Making event at SCDC.</p> <p>They can also choose to register for a Professional Selling, Manual, OR Chapter Team Event.</p> <p>They may also register for a Special Event.</p>	<p>Principles of Business Administration Events (Freshman and Sophomores ONLY)</p> <p>Individual Series Events & Personal Financial Literacy Event (see the next page for a full list of events in these categories)</p>
Team Events (TDM)	<p>Yes (if not registered for Series Event)</p> <p>All competitors must register for ONE series OR Team Decision Making event at SCDC.</p> <p>They can also choose to register for a Professional Selling, Manual, OR Chapter Team Event.</p> <p>They may also register for a Special Event.</p>	<p>Business Law & Ethics TDM Buying & Merchandising TDM Financial Services TDM Hospitality Services TMD Marketing Management TDM Sports & Entertainment TDM Travel & Tourism TDM</p>
Professional Selling Events	<p>No</p> <p>Competitors can choose to register for ONE of these events in addition to the required series/TMD event. They can also choose to compete in one or more Special Event.</p>	<p>Financial Consulting Hospitality and Tourism Professional Selling Professional Selling</p>
Manual Events	<p>No</p> <p>Competitors can choose to register for ONE of these events in addition to the required series/TMD event. They can also choose to compete in one or more Special Event.</p>	<p>Business Operations Research Events Business Management and Entrepreneurship Events Marketing Representative Events (see the next page for a full list of events in these categories)</p>
Chapter Team Events	<p>No</p> <p>Competitors can choose to register for ONE of these events in addition to the required series/TMD event. They can also choose to compete in one or more Special Event.</p>	<p>Community Service Project Creative Marketing Project Entrepreneurship Promotion Project Financial Literacy Promotion Project Lean and Earn Project Public relations Project</p>
Special Events	<p>No</p> <p>Competitors can choose to register for ONE of these events in addition to the required series/TMD event. They can choose to also compete in a Professional Selling Event, Manual Event, OR a Chapter Team Event.</p>	<p>Economic Excellence Online Test Wisconsin Gold Chapter Wisconsin Gold Student Marketing Education and Training Event Wisconsin School Based Academy</p>

COMPETITIVE EVENT CATEGORIES

DECA, Inc. allocates each Chartered Association a certain amount of spots to ICDC based on Membership. Below shows the spots WI DECA gets for each event and the test associated with each event. **Events with the * are the REQUIRED EVENTS (I.E. students must compete in ONE of these events).**

PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS		ICDC	CLUSTER EXAM	
1. Principles of Business Management and Administration—PBM	Top 6	Bus. Admin Core	*	
2. Principles of Finance—PFN	Top 6	Bus. Admin Core	*	
3. Principles of Hospitality and Tourism—PHT	Top 6	Bus. Admin Core	*	
4. Principles of Marketing—PMK	Top 6	Bus. Admin Core	*	
INDIVIDUAL SERIES EVENTS		ICDC	CLUSTER EXAM	
1. Accounting Applications Series—ACT	Top 6	Finance	*	
2. Apparel and Accessories Marketing Series—AAM	Top 6	Marketing	*	
3. Automotive Services Marketing Series—ASM	Top 6	Marketing	*	
4. Business Finance Series—BFS	Top 6	Finance	*	
5. Business Services Marketing Series—BSM	Top 6	Marketing	*	
6. Food Marketing Series—FMS	Top 6	Marketing	*	
7. Hotel and Lodging Management Series—HLM	Top 6	Hospitality	*	
8. Human Resources Management Series—HRM	Top 6	Bus. Mgmt. Admin	*	
9. Marketing Communications - MCS	Top 6	Marketing	*	
10. Quick Serve Restaurant Management Series—QSRM	Top 6	Hospitality	*	
11. Restaurant and Food Service Management Series—RFSM	Top 6	Hospitality	*	
12. Retail Merchandising Series—RMS	Top 6	Marketing	*	
13. Sports and Entertainment Marketing Series—SEM	Top 6	Marketing	*	
PERSONAL FINANCIAL LITERACY EVENT		ICDC	CLUSTER EXAM	
1. Personal Financial Literacy—PFL	Top 6	Financial Literacy	*	
TEAM DECISION MAKING EVENTS		ICDC	CLUSTER EXAM	
1. Business Law and Ethics Team Decision Making—BLTDM	Top 6	Bus. Mgmt. Admin	*	
2. Buying and Merchandising Team Decision Making—BTDM	Top 6	Marketing	*	
3. Financial Services Team Decision Making—FTDM	Top 6	Finance	*	
4. Hospitality Services Team Decision Making—HTDM	Top 6	Hospitality	*	
5. Marketing Management Team Decision Making—MTDM	Top 6	Marketing	*	
6. Sports and Entertainment Marketing Team Decision Making—STDM	Top 6	Marketing	*	
7. Travel and Tourism Team Decision Making—TTDM	Top 6	Hospitality	*	

COMPETITIVE EVENTS CATEGORIES CONTINUED

PROFESSIONAL SELLING AND CONSULTING EVENTS	ICDC	CLUSTER EXAM	
1. Financial Consulting—FCE	Top 6	Finance	
2. Hospitality and Tourism Professional Selling—HTPS	Top 6	Hospitality	
3. Professional Selling—PSE	Top 6	Marketing	
BUSINESS OPERATIONS RESEARCH EVENTS	ICDC	CLUSTER EXAM	
1. Business Services Operations Research—BOR	Top 6		
2. Buying and Merchandising Operations Research—BMOR	Top 6		
3. Finance Operations Research—FOR	Top 6		
4. Hospitality and Tourism Operations Research—HTOR	Top 6		
5. Sports and Entertainment Marketing Operations Research— SEOR	Top 6		
BUSINESS MANAGEMENT AND ENTREPRENEURSHIP EVENTS	ICDC	CLUSTER EXAM	
1. Entrepreneurship - Innovation Plan—EIP	Top 6		
2. Entrepreneurship-Start-Up Business Plan—ESB OR Franchising Business Plan - EFB	Top 6		
3. Entrepreneurship - Independent Business Plan—EIB	Top 6		
4. Entrepreneurship - Business Growth Plan—EBG	Top 6		
5. International Business Plan—IBP	Top 6		
MARKETING REPRESENTATIVE EVENTS	ICDC	CLUSTER EXAM	
1. Advertising Campaign—ADC	Top 6	Marketing	
2. Fashion Merchandising Promotion Plan—FMP	Top 6	Marketing	
3. Sports and Entertainment Promotion Plan—SEPP	Top 6	Marketing	
CHAPTER TEAM EVENTS	ICDC	CLUSTER EXAM	
1. Community Service Project—CSP	Top 6		
2. Creative Marketing Project—CMP	Top 6		
3. Entrepreneurship Promotion Project—EPP	Top 6		
4. Financial Literacy Promotion Project—FLPP	Top 6		
5. Learn and Earn Project—LEP	Top 6		
6. Public Relations Project—PRP	Top 6		
WISCONSIN ONLY SPECIAL EVENTS	ICDC		
Economics Excellence - Top 20 students receive small medals and Top 10 will receive Champaign medals.	Top 10	Non-competitive Spot	
Wisconsin Gold Chapter: All Gold Certified Chapters earn ONE Non-competitive Spot			
Wisconsin Gold Student	Top 6	Non-competitive Spot	
Marketing Education and Training Event	Top 6	Non-competitive Spot	
State Officer Elections: Newly elected officers are required to attend ICDC 2017			
Wisconsin School Based Enterprise Academy: Top TWO teams in each track earn ONE Non-competitive spot.			

Projects that require a manual will be submitted in hard copy format per DECA guidelines. Projects (one copy in DECA Binder and two photocopies) must be postmarked (in the mail) to WI DECA by FEBRUARY 3, 2017. Refer to the SCDC Registration Packet for more details. See page 37 for the NEW ONLINE PROJECT SUBMISSION REQUIREMENT!



STATE CAREER DEVELOPMENT CONFERENCE UPDATE

Check out the updates below and make sure you read the complete updates in this guide and in the SCDC Registration Packet.

SCDC QUOTA ALLOCATION	The split of District 5 and 6 will not have an effect on the SCDC Allotment/Quota form. All districts will still receive qualifier spots for the Top 2 qualifiers in each event. The membership ratio will remain at 18:1.
FRIEND OF DECA AND ALUMNI EXCELLENCE AWARD	Friend of DECA and Alumni Excellence Recipients will only be recognized on stage at SCDC if they are able to attend the Wednesday awards session. If they are not able to attend, the award will be given to the person who submitted the nomination.
RED APPLE ADVISOR AWARDS	The videos that are submitted with all Red Apple Advisor nominations will be available on wideca.org and will NOT be shown during the sessions at SCDC. All Red Apple Advisors will still be recognized on stage. All of the Red Apple Advisors will be called to the stage at the same time to accept their award.
ONLINE PROJECT SUBMISSION	In addition to submitting paper copies of all projects, projects must also be submitted online for SCDC 2017. Please see the next page for more information!
COMPETITIVE EVENT UPDATE	<ul style="list-style-type: none"> • On June 1, 2016 the WI DECA Board decided all 4 Principle Events and Personal Financial Literacy will have 2 role plays at both Districts and SCDC. • Members that qualify for ICDC in Virtual Business Challenge or the Stock Market Game do NOT need to attend SCDC. • The Principles of Business Administration Events performance element will move from a content interview format to a business situation. Rather than the interaction always being an interview situation, participants will now have opportunities to interact with judges in different roles. • The Marketing Communications Team Decision Making event will become Marketing Communications (an Individual Series Event) (MCS) and the Marketing Management series event will become Marketing Management Team Decision Making (MTDM). This allows for more marketing communications pathways performance indicators to be used in Marketing Communications role-plays. • The Franchise Business Plan can now be comprised of one to three members of the DECA chapter. • The Business Growth Plan now requires that all of the one to three members be owners listed on the official documentation of ownership. • The format guidelines and evaluation forms of all Entrepreneurship Events will be modified based on feedback after the first year of implementation. • The evaluation forms for Principles of Business Administration Events, Individual Series Events and Personal Financial Literacy event will include both the performance indicators and the evaluation of 21st Century Skills, similar to the Team Decision Making Events. Specifically, participants will now be assessed on <ul style="list-style-type: none"> • how effectively they reason and use systems thinking • how effectively they make judgments and decisions, and solve problems • how clearly they communicate • creativity in addressing the problem or issue at hand • The previously scheduled new events for 2016-2017 (Entrepreneurship Team Decision Making and Entrepreneurship Individual Series) will be delayed until 2017-2018 to provide more development time and to provide sample materials.

NEW TO SCDC 2017!!

WI DECA has created a list of all the ribbons your chapter can earn at SCDC. You can view this list on www.wideca.org or by [clicking here!](#)

This is an interactive list! As your mouse hovers over each ribbon a description will pop up explaining how to earn this ribbon.

Also, there are **NEW** ribbons for SCDC 2017:

- **Alumni Membership:** If your chapter completed the Alumni portion of the WI DECA Membership Campaign (10 Alumni Members) everyone in your chapter will get this ribbon.
- **Professional Membership:** If your chapter completed the Professional Member portion of the WI DECA Membership Campaign (10 Professional Members) everyone in your chapter will get this ribbon.
- **Competitive Excellence:** Every student that completes ONE or more practice test prior to arriving to SCDC. Tests must be taken by 5pm on March 7th.



Projects that require a manual will still be submitted in hard copy format per DECA guidelines. Projects (one copy in DECA Binder and two photocopies) must be postmarked (in the mail) to WI DECA by **February 3, 2017**.

NEW FOR 2016-17:

In addition, to submitting hardcopies of the project, you will also need to submit the project online using the following website: <https://www.decaregistration.com/project>

You do not need to include all the statement of assurances with the online project. You can simply include a word or PDF version of the FINAL VERSION of each project. It is important the online version is the final version and includes the title page, page numbers, etc. **Our recommendation is to take one of the hard copies you are submitting and scan the entire project. You can then just upload that PDF file on the website above.**

Online projects are not due until March 1, 2017.

Failure to submit by the deadline may result in members not being able to present their project at SCDC. Since this is the first year, WI DECA will send many reminders about online submissions prior to the deadline and be flexible if any issues arise.

The project you submit online will NOT be seen by a judge! The WI DECA Board decided at the June 2016 meeting to add online submission for the following reasons:

- Build a database of projects to showcase WI DECA Champions
 - To showcase our champions, it is important that your online submission is the final version that was submitted via hardcopy.
- This database will be made available to all WI DECA Advisors as an additional resource to help prepare WI DECA members
- Track all projects that are submitted to ensure the same projects are not submitted year over year





COMPETITIVE EXCELLENCE UPDATE NEW FOR 2017!

This year WI DECA is excited to announce all members will be able to take as many practice tests as they would like to prepare for competition. Practice tests are free to members!

The link to take practice tests is: <https://www.answerwrite.com/deca/wi-practice>

Members simply login using their Member ID (found with your membership) and choose which of the 21 practice tests they would like to take. The system will send the student their results and indicate the correct answer for the questions they got wrong.

SCDC Incentive

- All members who take ONE or more tests prior to SCDC will be given a Competitive Excellence Ribbon at SCDC. Members just have to take the test prior to 5pm on March 7, 2017.

ICDC Incentive

- All members that participate in Expect Excellence at ICDC 2017 will receive an additional pin. This pin will be handed out to the students when they arrive for Expect Excellence.



SCDC ALLOCATION (QUOTA) FORM

The split of District 5 and 6 will not have an effect on the SCDC Allotment/Quota form. All districts will still receive qualifier spots for the Top 2 qualifiers in each event. The membership ratio will remain at 18:1.

The SCDC Allotment/Quota Form is an online form. Please [click here](#) to view this form. Once the form is submitted, Terri Mackey will review the form and let you know if it is approved or if changes need to be made.

STATE LEVEL EVENT INFORMATION

ECONOMIC EXCELLENCE

- Every registered SCDC attendee (Service Associates are eligible to take this test) will have the opportunity compete an online economics test of 100 questions (not required)
- Economics score will NOT be factored into Series or Principles of Business Administration Events: Consistent with competitive events at ICDC
- Recognition of Top 20 competitors on stage & Top 10 will earn non-competitor spot to ICDC
- Each District will have the opportunity to determine the following:
 - If the District will offer an economics test
 - Format—Online vs. Written
 - Number of Questions—50 vs. 100
- Quota system will apply to districts offering economics event—top 2 qualifiers earn spots to SCDC
- No substitutions/changes to this event registration after February 15, 2017.

GOLD CHAPTER

- The Wisconsin Gold Chapter Project is a Wisconsin Only Special Event that provides an opportunity for chapter members to work together and highlight the past year's chapter level activities. This project requires members to document and creatively compile a publication that serves as a portfolio of successful chapter activities and projects. It also provides chapter members the opportunity to demonstrate the knowledge and skills necessary in planning, organizing, implementing and evaluating the chapter activities and projects.
- The project activities may be conducted anytime between the deadline for submission of the previous year's Wisconsin Gold Chapter Project and the current year's deadline for submission (available on the annual WI DECA Calendar). For more information on Gold Chapter, please [click here](#).

GOLD STUDENT

- The Wisconsin Gold Student is a Wisconsin Only Special Event that provides an opportunity for chapter members to highlight their involvement in DECA through the development of a portfolio and then share this information with a panel of judges at the State Career Development Conference. This project requires members to document and creatively compile a publication that serves as a portfolio of their personal DECA related activities, projects and achievements. Finally, it is an opportunity for members to demonstrate their presentation and interview skills in front of a panel of judges and potentially be awarded a non-competitor spot to ICDC.
- The project activities may be conducted anytime between the deadlines for submission of the previous year's Wisconsin Gold Chapter Project and the current year's deadline for submission, available on the annual WIDECA Calendar. For more information on Gold Chapter, please [click here](#).

MARKETING EDUCATION & TRAINING PRESENTATION

The Marketing Education & Training Presentation is a Wisconsin Only Special Event that provides an opportunity for WIDECA members to be recognized for outstanding planning and instruction in marketing education. This project requires members to prepare and submit a 2 page lesson plan (template provided) by a set deadline. Students who meet this requirement will be scheduled for a 10 minute marketing presentation at SCDC. For more information on the Marketing Education & Training Presentation, please [click here](#).

DECA SCHOOL BASED ENTERPRISE (SBE) CERTIFICATION

The School-based Enterprise Certification Program was developed to provide recognition for outstanding achievement by school-based enterprises and to motivate SBEs to strive for excellence and to grow. The program provides SBEs with standards for model school store operation and provides recognition for school-based enterprises at three levels: bronze, silver and gold. The number and type of activities a school-based enterprise completes for each of the standards will determine the level of certification awarded. For more information on SBE Certification and 2017 Guidelines, please [click here](#).

Wisconsin DECA would not be the same without the dedication and enthusiasm of some very special people! Each year, Wisconsin DECA is proud to recognize advisors, alumni, and other friends of DECA with special awards at SCDC. Please take the time to review the application guidelines for the SCDC Special Recognition Awards. Think about those special people that deserve recognition and nominate them for SCDC 2017!

RED APPLE ADVISOR AWARD

- The purpose of this award is to recognize chapter advisors for their dedication and commitment to students.
- Current students can nominate their advisors for this award.
- Advisor must NOT have received the Red Apple Advisor Award the year prior.
- A photograph of the advisor must be included with the nomination form.
- Students must complete the following online form along with a short video highlighting why their advisor should receive the Red Apple Award.
- Online Form: https://wisconsindeca.formstack.com/forms/untitled_form1
- Nominations are due on **January 30, 2017**
- The winners of the Red Apple Award will be announced at SCDC. **NEW THIS YEAR:** The video submissions will be available online at wideca.org but will not be played at SCDC 2017. The winners of the Red Apple Award will be called onstage to accept their award.

ALUMNI EXCELLENCE AWARD

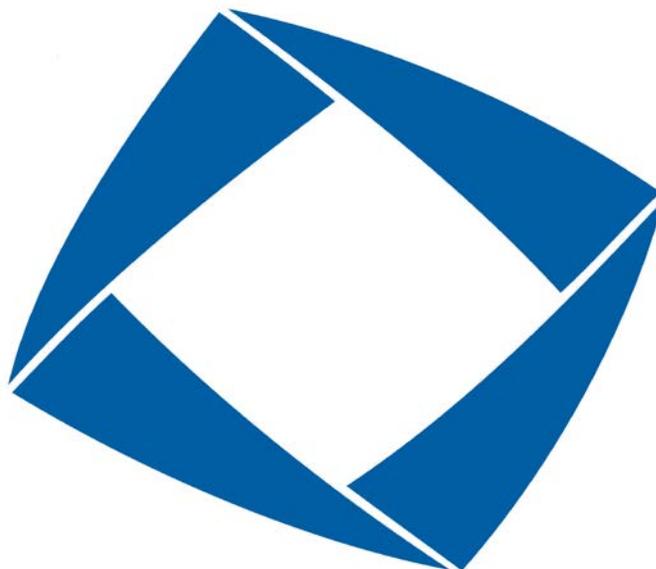
- The Alumni Excellence Award is designed to recognize outstanding alumni members.
- Nominations can be submitted by a local or state advisor.
- **Nominee must be an active, paid alumni of your DECA chapter (name will appear on current year DECA Membership Roster)**
- Applicant should be a successful marketing or business employee or a current member of Collegiate DECA.
- Your nomination should be based on the participation, assistance, and the guidance they have demonstrated on the local and state levels. Judging at district and state events is noteworthy.
- Please include a photograph with nomination form.
- All nominees will be given the award based on your recommendation.
- Arrange for your nominee to be present at the Formal Awards Banquet Session at SCDC. You must register the person as a special guest during SCDC Online Registration. **NEW THIS YEAR:** WI DECA will not recognize the alumni on stage if they are not present. The award will be given to the advisor at SCDC registration to present to the alumni member at another time.
- Online Form: https://wisconsindeca.formstack.com/forms/untitled_form1
- Nominations are due on **January 30, 2017**

SCHOOL OFFICIAL & FRIEND OF WISCONSIN DECA AWARD

- The School Official Excellence Award or Friends of Wisconsin DECA is designed to recognize contributions to the success of your program
- Included in the broad category of school official is: district administrator, school board member, LVEC, principal, or guidance counselor.
- Friends of WI DECA can be parents, community member, or business partners.
- Applicant should have made a significant, long-term contribution to the success of marketing education and DECA at the local level. You should be able to list on the application, specific decision, actions and contributions he/she has made to the benefit of your program.
- The application form must be completed by the chapter advisor.
- Please include a photograph with nomination form.
- All nominees will be presented the award based on your recommendation.
- Arrange for your nominee to be present at the Formal Awards Banquet Session at SCDC. You must register the person as a special guest during SCDC Online Registration. **NEW THIS YEAR:** WI DECA will not recognize the alumni on stage if they are not present. The award will be given to the advisor at SCDC registration to present to the alumni member at another time.
- Online Form: https://wisconsindeca.formstack.com/forms/school_official_excellence_friends_of_deca_awards
- Nominations are due on **January 30, 2017**

MARKETING EDUCATOR PROFESSIONAL DEVELOPMENT SCHOLARSHIP PROGRAM

- The purpose of this award is to recognize the accomplishments of marketing educators and offer scholarship monies to advance their professional career in marketing education.
- Please include a photograph with portfolio application.
- Portfolios must be submitted electronically.
- This award will be presented at the Wednesday Board Meeting at SCDC.
- Online Form: https://wisconsindeca.formstack.com/forms/untitled_form_20
- Applications are due on **January 30, 2017**



Your Wisconsin DECA Guide to Incorporating the DECA Guiding Principle of Community Service into your DECA Chapter. For the complete Community Service Guide, [click here!](#)

Hello Wisconsin DECA!

Thank you for allowing me to serve as your Vice President of Community Service this year! I am so excited to work with all of you to help grow WI DECA's impact throughout the state. I cannot wait to see how your service will help you, as well as the people in your communities, Own Your Future!

Community Service means a lot to many people involved in our Organization, including myself. We have the opportunity to help so many people around us! WI DECA has made a difference in countless lives throughout the years, and my hope is that this year we can make an even larger impact than the last. However, in order for this goal to become a reality, we need your help!

Every year, Wisconsin's state officer team wants to see your chapters reach their maximum potential, and in order to do that we work hard to give you the tools you will need throughout the year! This Community Service Guide was designed to give you descriptions, tips, and ideas for events your chapter could do. Last year, Meghan Sharkus created a Community Service Blog to highlight you and the amazing events you held in your communities. This year I want to not only keep up the blog, but also add a new event idea as well as instate some incentives for those chapters who work hard to give back to their communities!

We value your feedback and input as well, please do not hesitate to contact me regarding any questions, comments, or concerns you have this year! Know that you are the ones who have the power to make a difference. Together, we can create a lasting impression for years to come!

Sincerely,

Gabby Every

Gabby Every
Wisconsin DECA Vice President of Community Service
widecacommunityservice@gmail.com



GET CONNECTED TO WI DECA COMMUNITY SERVICE INITIATIVES



OUR MISSION DECA PREPARES EMERGING LEADERS AND ENTREPRENEURS IN MARKETING, FINANCE, HOSPITALITY AND MANAGEMENT

OUR 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.

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

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

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

DECA PREPARES THE NEXT GENERATION TO BE

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

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

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

DECA members are empowered through experience to provide effective leadership through global setting, consensus building and project implementation. **EXPERIENCED LEADERS**

DECA, INC. Initiatives

DECA, INC. Campaigns are detailed at: <http://www.deca.org/high-school-programs/high-school-chapter-campaigns/>

DECA, INC. recognizes chapter achievement for community service. Recognition can range from a certificate to an ICDC allocation spot to attend a DECA Academy in Anaheim, CA.

To receive recognition from DECA, Inc. all community service activities must be submitted online at www.deca.org

Wisconsin DECA Initiatives

- MDA (Muscular Dystrophy Association)
- Polar Plunge
- Acts of Kindness
- 100 Hours
- General Contributions to Charity
- Trick or Can
- All CTSO Safe Driving

Wisconsin DECA recognizes chapter achievement for community service. Recognition can range from a certificate, SCDC ribbons, to extra allocation spot at SCDC.

For Wisconsin DECA recognition you must submit your community service activities using the online Community Service form, which can be found at:

<https://www.formstack.com/forms/?1819285-PO4DqueTs3>

COMING SOON! WI DECA will have a Community Service Event Calendar on www.wideca.org with all of the Community Service Events happening around the state. Make sure you submit your Community Service Event to be included on this calendar. Terri Mackey will send our more information soon!



Wisconsin DECA By-Laws Updated July 2014

<https://docs.google.com/document/d/1KQJwd992O2fr3e-Q76kywggcvaJ9ULIAjEIJBNhrbv2w/edit?usp=sharing>

The mission of marketing, management, and entrepreneurship education is to prepare emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management in high schools and colleges around the globe.