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Dear DECA Members and Advisors,

The 2017-2018 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. Links to these resources can be found in this guide. 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:

**CHAPTER CAMPAIGNS: NEW RESOURCE!** DECA, Inc has put together a great resource which provides you with more information about the National Campaigns, how you can connect them to your classroom, ideas on how to complete the campaign, action plans, and more! Make sure you check out this resource [here](#)! Make sure to tweak this resource to help you complete the WI DECA Campaigns as well! Also, [Click Here](#) for cool new ideas on how to complete campaigns!

**NEW! Membership Registration System:** DECA, Inc. is using a new registration system this year. See page 10 of this guide for the new registration link and required information. Overall the new system seems to be more user friendly and allows each association to customize the site more than ever before. A few highlights include:

- There is a section under Settings called Quick Links. In this section, WI DECA has included all the important links you will need to reference throughout the year - this is a one stop shop for all conference registration links, website links, and online forms. Make sure to check this page out!
- If you make an error in registration, you can now submit a Name Change right on the membership site. In the past, you had to email National DECA to get this fixed. The name change request comes to Terri Mackey to approve. This should be much easier for advisors!
- We are also asking your chapter officers to provide us with their contact information so Team 52 can contact them directly, see page 11 of this guide for more information!!

**MIDDLE SCHOOL DECA:** Resources to start Middle School DECA are available on www.wideca.org. More information can be found on page 12 of this guide!

**OFFICIAL DECA DRESS CODE:** The WI DECA Board created a Official DECA Dress Code slide-show to help explain the WI DECA Dress code and what will happen if the dress code is not followed. You can find the link to this on page 25.

**PRINCIPLE EVENTS:** Just a reminder that in order to compete in a Principle Event, students must be a **freshman OR sophomore AND this must be their FIRST year as a DECA member.** Even if they registered as a member last year but did not compete, this is their second year as a member so they would not qualify for a Principle Event.

**CHEATING POLICY:** This July, the WI DECA Board voted to implement a cheating policy for District and State events. See page 35 of this guide to review the policy and reporting form.

**DECA PROJECT PRESENTATION FAQs:** If you are looking for more information on DECA projects and/or clarification on guidelines please check out page 38 to view a slide show put together by the WI DECA Board and Christie Grochowski (Project Director). This is a great resource for everyone to review!

**COMPETITIVE EVENT CHANGES:** For a full list of competitive event changes, [click here](#)

Last year was a great time to reflect on the many ways Wisconsin DECA OWNED OUR FUTURE! As we look forward to the new year, we are excited to the LIMITLESS ways our members become academically prepared, community oriented, professionally responsible, and experienced leaders! We look forward to working with all of you to lead Wisconsin DECA to new levels of achievements.

Sincerely,

Tim Fandek       Terri Mackey
Wisconsin DECA Chartered Association Advisor       Wisconsin DECA Center Executive Director
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
- WISCONSIN DECA ADVISOR CONTACT LIST
- CALENDARS AND PLANNING GUIDE
- DECA, INC & WI DECA CAMPAIGNS
- IMPACT BONUS & ICDC PIZZA PARTY
- MEMBERSHIP REGISTRATION
- CHAPTER OFFICER REGISTRATION
- STATE OFFICER INITIATIVES

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<table>
<thead>
<tr>
<th>WHO</th>
<th>WHAT</th>
<th>WHERE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WI DECA CHARTERED ASSOCIATION ADVISOR</strong></td>
<td>Tim serves Wisconsin as the Department of Public Instruction Marketing, Management &amp; Entrepreneurship Consultant and as Wisconsin Chartered Association DECA Advisor</td>
<td>125 South Webster Street P.O. Box 7841 Madison, WI 53707 Phone: 608.267.9259 Fax: 608.267.9275 <a href="mailto:Timothy.Fandek@dpi.wi.gov">Timothy.Fandek@dpi.wi.gov</a></td>
</tr>
<tr>
<td><strong>WI DECA CENTER EXECUTIVE DIRECTOR</strong></td>
<td>Terri serves as the primary event coordinator, membership registration manager, and works on fund development.</td>
<td>Phone: 414.779.6145 <a href="mailto:widecacenterdirector@gmail.com">widecacenterdirector@gmail.com</a></td>
</tr>
<tr>
<td><strong>WI DECA OFFICE ASSISTANT</strong></td>
<td>Maria is available to answer billing questions and assists Wisconsin DECA on countless initiatives and projects.</td>
<td>125 South Webster Street P.O. Box 7841 Madison, WI 53707 Phone: 608.267.9259 Fax: 608.267.9275 <a href="mailto:Maria.Ingraham@dpi.wi.gov">Maria.Ingraham@dpi.wi.gov</a></td>
</tr>
<tr>
<td><strong>WI DECA BOARD PRESIDENT</strong></td>
<td>Contact Megan if you have any questions about governance of Wisconsin DECA or if you need topics addressed at a WI DECA Board Meeting.</td>
<td><a href="mailto:fisherm@elmbrookschools.org">fisherm@elmbrookschools.org</a></td>
</tr>
<tr>
<td><strong>WI DECA CENTER BOARD PRESIDENT</strong></td>
<td>Contact Keith if you have any questions regarding operation of the WI DECA Center or if you need topics addressed at WI DECA Center Board Meetings</td>
<td><a href="mailto:keith.wartzenluft@rusd.org">keith.wartzenluft@rusd.org</a> or <a href="mailto:widecacenterpresident@gmail.com">widecacenterpresident@gmail.com</a></td>
</tr>
<tr>
<td><strong>WI DECA JUDGE COORDINATOR &amp; WEBSITE MANAGER</strong></td>
<td>Andrea is available to assist with questions regarding judge registration for SCDC. She is also the primary content manager for the WI DECA website: <a href="http://www.wideca.org">www.wideca.org</a></td>
<td><a href="mailto:asapon@gmail.com">asapon@gmail.com</a></td>
</tr>
<tr>
<td><strong>WI DECA LEADERSHIP SPECIALIST</strong></td>
<td>Questions about state officer initiatives should be sent to Keegan. Questions about state officer leadership training should be sent to Kyle.</td>
<td><a href="mailto:obrien.keegan@gmail.com">obrien.keegan@gmail.com</a> <a href="mailto:kyle@actionpackedleadership.com">kyle@actionpackedleadership.com</a></td>
</tr>
<tr>
<td><strong>WI DECA CHAPTER ADVISOR CONTACTS</strong></td>
<td>Please click here to retrieve most current chapter contact information</td>
<td></td>
</tr>
</tbody>
</table>
WISCONSIN DECA CALENDAR 2017-2018

JUNE 2017
11-14 State Officer Workshop (Madison)
11 Chapter Opportunity Workshop (COW) Registration Due
15 Leadership Council Applications Due
22 Wisconsin DECA Golf Outing

JULY 2017
6 Wisconsin DECA Board Meeting
13-14 Chapter Opportunity Workshop (COW)
28 WI DECA Center Board Meeting

AUGUST 2017
TBD District Conference Coordinator Meeting
16-18 Association Management Conference
30 Chapter Management Guide Released

SEPTEMBER 2017
TBD WI DECA Board Phone Conference Call

OCTOBER 2017
TBD WI DECA Center Board Conference Call
9 Emerging Leaders Conference (ELC) Registration Due
4 SCDC Planning Meeting
20 Central Regions Leadership Conference (CRLC) Registration Due

NOVEMBER 2017
12-13 Emerging Leaders Conference (ELC)
TBD Sports & Entertainment Marketing Conference Registration Due
15 WI DECA Membership Campaign Due

DECEMBER 2017
1-3 Central Region Leadership Conference (CRLC) Omaha, NE
15 DECA Inc. Membership Campaign & All Chapter Campaigns Due
TBD Sports & Entertainment Marketing Conference (SEM)

JANUARY 2018
5 District Conference: 2 & 7
6 District Conference: 1, 3, 5, and 6
13 District Conference: 4
15 Final DECA, Inc. Membership Due
23 SCDC Service Associate & State Officer Applications Due

FEBRUARY 2018
2 SCDC Project Submission Deadline
2 SCDC Registration Due
8 CTSO Government Day
8 Online Project Submission Due Date
9 WI DECA Board/WI DECA Center Board Meetings
9 SCDC Project Directors Meeting
10 State Officer Screening

MARCH 2018
5-7 SCDC 2018 “Limitless”
19 ICDC Registration Due
30-31 State Officer Orientation

APRIL 2018
21-24 ICDC 2018 “Limitless”

MAY 2018
TBD WI DECA Center Phone Conference Call
TBD WI DECA Board Phone Conference Call

JUNE 2018
10-13 State Officer Workshop
TBD COW Registration Due
TBD Wisconsin DECA Golf Outing

JULY 2018
TBD Wisconsin DECA Board Meeting
TBD Chapter Opportunity Workshop
TBD Wisconsin DECA Center Board Meeting

Click Here for the National DECA Calendar of Events.
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 activates
- 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

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 15th.

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
- 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
- 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
MEMBERSHIP
Guide your membership efforts by meeting these goals.

- **20** MORE STUDENTS THAN LAST YEAR
- **20** ALUMNI
- **20** PROFESSIONALS

GLOBAL ENTREPRENEURSHIP WEEK

- **3** IDEA CHALLENGE ENTRIES
- **3** SUCCESS STORIES OF LOCAL ENTREPRENEURS
- **3** SCHOOL/COMMUNITY OUTREACH ACTIVITIES

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

- **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.

- **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.

- **3** SCHOOL OUTREACH ACTIVITIES
- **3** PUBLIC POLICY MAKERS OUTREACH
- **3** COMMUNITY OUTREACH ACTIVITIES

DEADLINE 12.1.17
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.

DEADLINE 12.1.17
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.

DEADLINE 3.1.18
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.

Eligibility to attend ICDC is determined by the chartered associations, based on their policies. Chapters should consult with their association advisor for eligibility guidelines.
CELEBRATE DECA MONTH IN NOVEMBER

**MEMBERSHIP**
Guide your membership efforts by meeting these goals.

- **10** MORE STUDENTS THAN LAST YEAR
- **10** ALUMNI
- **10** PROFESSIONALS

**DEADLINE 11.15.17**
If your chapter earns one or more of the membership achievements by 11/15/17, your chapter will receive:

- A membership ribbon at SCDC 2017
- Entered into a drawing for an SCDC allocation spot for EACH achievement you earn (15 spots will be drawn, each chapter can receive a maximum of TWO spots. Chapters that complete the Chapter Campaign will also be entered into this drawing.

No form needed. WI DECA automatically tracks membership.

**GLOBAL ENTREPRENEURSHIP WEEK**

- **3** IDEA CHALLENGE ENTRIES
- **3** SUCCESS STORIES OF LOCAL ENTREPRENEURS
- **3** SCHOOL/COMMUNITY OUTREACH ACTIVITIES

**DEADLINE 12.1.17**
Each chapter that completes the requirements for one or more of the three DECA month campaigns (listed in the blue section) will receive:

- A membership ribbon at SCDC 2018
- Entered into a drawing for an SCDC allocation spot for EACH achievement you earn (15 spots will be drawn, each chapter can receive a maximum of TWO spots)
- Chapters that complete the Membership Campaign will also be entered into this drawing.

**HOW TO SUBMIT YOUR CAMPAIGN**
- Global Entrepreneurship Week: This is an online submission to National DECA. Make sure you submit the online form by the due date.
- Promotional Campaign: This is an online submission to National DECA. Make sure you submit the online form by the due date.
- You must submit TWO forms to be recognized by both National and State DECA!
  - National DECA Form: [Click Here](http://example.com) (this form must be completed to be recognized at ICDC 2018)
  - Wisconsin DECA Community Service Form: [Click Here](http://example.com) (this form must be completed to be recognized at SCDC 2018)

**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

**DEADLINE 2.1.18**
Chapters that complete all 3 achievements of the Membership Campaign, all 3 Chapter Campaigns, and create ONE Impact Video will receive the following:

- 1 additional allocation spot to SCDC 2018
- Reserved seating at the front of the room for all SCDC General Sessions
- Pizza Party at ICDC 2018
- See the next page for more information on the Impact Video Bonus and how to submit your video!
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.

**2017-2018 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. [Click here](#) for an example video.

**MEMBERSHIP**
DECA is a valuable asset to any high school student interested in being prepared for the professional arena and therefore is consistently expanding. Inform the organization of the different strategies and progress you’ve made as a chapter grow your membership. [Click here](#) for an example video. **ELC VIP CHALLENGE:** If you submit a membership for the ELC VIP Challenge you can also submit that video in this category! Make sure to submit the video at the link below in addition to at ELC!!

**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. [Click here](#) for an example video.

**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? [Click here](#) for an example video.

**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. [Click here](#) for an example video.

**GUIDELINES**
- Meet all of the requirements of the 2017-18 Wisconsin DECA 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.
- All videos are due by Feb. 1, 2018.

**EVALUATION**
- 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.

**RECOGNITION**
- 1 additional allocation to SCDC
- Early entry to all General Sessions at SCDC
- Reserved seating at the front of each SCDC 2018 general session
- The 1st place winners in each category will be recognized on stage at SCDC.

**CHAPTERS CAN SUBMIT MORE THAN ONE VIDEO AND BE WIN MORE THAN 1 CATEGORY!!**

[Click here](#) to submit your Impact Video!
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 Impact Video Bonus)

SUBMIT YOUR IMPACT VIDEO HERE BY FEBRUARY 1ST, 2018 TO BE INCLUDED IN THE PIZZA PARTY!

FOR MORE INFORMATION ABOUT THE IMPACT VIDEO PROGRAM, PLEASE SEE THE PREVIOUS PAGE!
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, 2017. 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: [https://membership.decaregistration.com/deca](https://membership.decaregistration.com/deca). **THIS IS A NEW REGISTRATION SITE THIS YEAR!!!** For each student member the system will require you to provide the following information: First Name, Last Name, Grade, Gender, Demographic/Race, Years as a Member. If you are unsure of the demographic information, it is important you select OPT OUT s. Other! This will help keep our information as accurate as possible. Please register information as accurately as you can. Changes/Edits need to be approved by Terri Mackey (after submitting membership). **NEW THIS YEAR:** You can send name change requests right from the registration system. Once you send the request, it will be reviewed, approved/denied by Terri Mackey and then the system automatically makes the change.

- **NEW FOR THIS YEAR:** Please make sure you register your chapter officers and include their email address! See the next page for more information!

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.
- **IMPORTANT! ADVISOR CHANGES:** NEVER delete an advisor from your chapter! If you need to remove and advisor from your roster it is very important that you click them as inactive and DO NOT DELETE THEM! If this advisor has moved to another chapter, their information will follow them to the new chapter if you click them as inactive. If you delete them, it will remove all of their information in the system. After 1 year as being inactive, this advisor will no longer show up in your chapter. To make an advisor inactive simply click on the check mark under status. The check mark will then change to a red circle with a line through it. This means they are inactive in your chapter!!
- If you have all your members listed in an excel document, you can add them all at one time using the Bulk CSV Upload. There is a template you can also download to make the process even easier!
- You may add members at any time up until January 15, 2018. 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, 2018 will impact eligibility to attend ICDC.**
- DECA Inc Address: 1908 Association Drive / Reston, VA 20191
- When entering your membership, make sure you are updating your contact information!
NEW FOR 2017-2018!
REGISTERING YOUR CHAPTER OFFICERS!

To support WI DECA Leadership and Team 52 with a number of initiatives, we are looking to create a master list of all Chapter Officers throughout the state with their position title and email address. Unfortunately, the new registration system does not allow advisors to add student emails. So we are asking that you send out the link below to your chapter officers and ask them to complete the form as soon as possible.

Chapter Officer Contact Information
https://wisconsindeca.formstack.com/forms/chapter_officer_contact_information

By completing this form, Chapter Officers will automatically be included in the WI DECA Presidents monthly email and be kept informed of important information and deadlines. Team 52 will also reach out to chapter officers for help gathering information for their initiatives throughout the year. This will also give your chapter officers a direct line of communication to the State Officers who will be able to help answer questions and provide direction on State/National Campaigns and Initiatives!
The Wisconsin DECA Middle School program mimics that of a high school chapter learning business, entrepreneurial, and marketing skills. High school DECA members interact and mentor middle school DECA members with community service events and with participating in competitive events. To start middle school DECA you do NOT need to create a new class for these students, you can simply start with a one day competition event that is run by your high school members and creates excitement for middle school students.

The Wisconsin DECA Middle School program will jump-start learning real world leadership skills and truly elevate future success in the high school DECA program and beyond!

A BIG thank you to Mark and Donell Bonetti for creating all the resources you will need to start Middle School DECA in your community! These resources include:

- A Middle School DECA Meeting Checklist and Timeline
- Middle School DECA Meeting Agenda
- Tips for Success
- Ice Breakers
- Practice Role Plays
- Practice Quizzes

All of this information, as well as information to to set up and gain support for your new chapter, implementation and 2017/2018 timeline can be found here!

**Membership Registration:** At this time, Wisconsin DECA does not require you to register your middle school DECA members. However, you are allowed to register your middle school DECA members if you choose to do so. IF you register your Middle School members they will count towards your quota for the state conference. Also, Wisconsin DECA will work with you to ensure that these students WILL be eligible for Principle events their Freshman year.

**Wisconsin DECA Events:** At this time, Middle School Members will NOT be allowed to attend Wisconsin DECA Events. Wisconsin DECA will review the chapters who have a middle school program after this year and evaluate the need to add state wide events for middle school members. We encourage you to include your middle school members at your local events for community service, fundraising, networking, etc.
The DECA experience isn’t just for one kind of member with one specific set of goals. The DECA experience is about exploring your options, discovering new paths and experiencing opportunities you never knew existed. With DECA, the possibilities for success are limitless.

From DECA’s competitive events and leadership opportunities, to career pathway conferences and chapter programs, there is a unique event, program, conference and campaign for every member to participate in. Being a DECA member allows you to discover your true ambition, realize your college and career goals and begin a journey of self-discovery.

When you utilize DECA’s endless resources, there is no limit to what you can achieve. So ignore your fear and push aside your uncertainty, because you’re about to embark on an incredible journey.

With DECA, your knowledge, skills, achievements and experiences will truly be limitless.

KATIE MURPHY
PRESIDENT
widecapresident@gmail.com
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VICE PRESIDENT OF COMMUNITY SERVICE
widecacomunityservice@gmail.com
BENNET GASSNER
VICE PRESIDENT OF BRAND MANAGEMENT
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widecaleadershipdev@gmail.com
TEAM 52 and I are excited for the LIMITLESS possibilities that this year has to offer for all of you. My goal is to expand the outreach of Middle School DECA, giving both current and future members a chance to heighten their skills. At the same time, I will also be focusing on effectively managing Team 52.

Recently, there has been a few schools who have already implemented middle school programs within their chapters, and I would like to help others achieve the same. Having students start their DECA journey in middle school will allow for extra years of experience, propelling Wisconsin DECA’s success at the international level to new heights. This opportunity will also allow current members to take ahold of newfound leadership skills as they guide the younger students.

A part of my set responsibilities as Wisconsin DECA President is to assist the team with their personal initiatives as well. This will become a main focus of mine this upcoming year, as I make sure each officer is meeting 100% of their goals, and using their time in office to full efficiency.

GOALS:
• Help chapters across the state implement their own middle school programs, which will:
  – Take Wisconsin DECA’s success at ICDC to new levels through added years of experience
  – Heighten future and current members leadership skills through the collaboration formed from Middle School DECA
• Effectively manage Team 52 and assist with each officer’s individual initiatives

I am filled with excitement to see how this next year will unfold. I know that there will be unbelievable success accomplished together, as we continue to push forward through the 2017-2018 year. Together, I know that we will produce prosperous and profound accomplishments to guide us to LIMITLESS successes.
PROGRAM OF WORK

I am beyond excited to work with Wisconsin DECA members this year to increase the impact that we have with our community service! From Trick-or-Can to Polar Plunges throughout Wisconsin, there are LIMITLESS opportunities to get involved with community service during the 2017-2018 DECA year.

GOALS:
• Promote a successful statewide Community Service Week that takes place during November 2017
• Facilitate networking through electronic communication between DECA chapter officers that hold a role specific to community service
• Cultivate beneficial partnerships with MDA, Make-A-Wish, and Special Olympics.
• Effectively manage the Community Service Calendar and Blog posts.
• Manage community service events across the state of Wisconsin, with a focus on increasing involvement in Trick-or-Can

The Community Service Week will consist of various community service activities that Wisconsin DECA chapters have the option to participate in. For example, a chapter could host a Miracle Minute with all profits going to charity. The week will end on MDA Day, an initiative that Gabby Every commenced as an Association Officer last year. I encourage chapters to donate funds raised on that Friday to the Muscular Dystrophy Association.

This initiative gives Wisconsin DECA chapters the opportunity to earn five SCDC Community Service ribbons all in one week! Furthermore, it promotes a mutual love for community service. Chapter officers who are members of the online Community Service Networking Group will be the ambassadors for the project within their school, bringing the week full circle.

Wisconsin DECA members have the opportunity to truly make a difference through community service during the upcoming year. I could not be more excited to connect with the LIMITLESS number of passionate leaders across the state!
PROGRAM OF WORK

In today’s world, defining DECA to business professionals, community leaders, and even members can be a daunting task. Currently, members and advisors may use short and often vague ways to define our organization, while others may employ longer definitions that are difficult to remember. Thus, during my term, I plan to create a simplistic and distinct definition for Wisconsin DECA members and advisors to use when describing our organization.

So, the next time that someone asks you “What is DECA?”, be sure to respond with, “A marketing organization that prepares emerging student leaders.” **DEFINITION SUBJECT TO CHANGE**

**GOALS:**
- Improve communication with chapter advisors and encourage them to spread Wisconsin DECA’s new definition within their chapters
- Enlist Leadership Council’s help in creative social media projects throughout the year aimed to share our new definition
- Engage members through all social media platforms to exemplify all of the positive aspects of DECA

With an improved definition in place, both members and advisors will be able to better share all of the wonderful aspects of our organization with others in a clear and concise way.

As always, be sure to follow Wisconsin DECA on our many social media channels, including Facebook, Instagram, and Twitter (@WI_DECA) for the latest updates, featured members, fun contests, and more! I cannot wait for another LIMITLESS year of DECA!
I am beyond excited to help lead Wisconsin DECA in LIMITLESS experiences this year! Alongside Team 52, I am going to be helping grow membership in numbers and experiences for this organization. To do this I am creating a mentorship program to help connect chapters and members across the state called “Better Together.”

“Better Together” will allow chapters to help each other and foster growth across the state. Members are able to give an inside look to what makes their chapters rise or fall, and this year members will be able to help other chapters find success as well.

I will also be focusing on Member of the Month to showcase the members that make Wisconsin DECA great, and to emphasize their LIMITLESS leadership skills.

**GOALS:**
- Create the “Better Together” mentorship program for Wisconsin DECA chapters
  - Have 25% of chapters collaborate in some way on this initiative throughout the year
- Redesign the Member of the Month application process to highlight Wisconsin DECA’s #Limitless members
  - Include a new application process
  - Award for being selected as Member of the Month
  - Recognition for those who nominated the Member of the Month

This year we will be showcasing the roots of why Wisconsin DECA is LIMITLESS— the members. Together, Wisconsin DECA has grown to the largest association in the Central Region and fifth largest association around the globe. I am excited to highlight the outstanding work that members and chapters will complete throughout the year. Wisconsin DECA members have always been and will continue to be LIMITLESS!
This year I am excited to elevate Wisconsin DECA’s events to LIMITLESS levels. My goal for this year is to increase the opportunities for Wisconsin DECA members to be involved and participate in events.

My goal is to elevate our already great event experience through more engagement, post-conference surveys, photo challenges, and revamping/revitalizing our Gold Student and VIP programs. Wisconsin DECA wants as many members to participate and give feedback as possible.

**GOALS:**

- **Promote Event Participation**
  - Recognize and incentivize conference photo challenge participants during and after each conference
  - Continue the VIP experience to recognize and reward outstanding performance throughout the year’s events

- **Increase Conference Satisfaction**
  - Create and promote post-conference surveys
  - Compile and develop detailed reports on each conference

- **Recognize Wisconsin DECA members who display excellence**
  - Revamp and promote the Gold Student Program

I cannot wait for all of this year’s opportunities to enhance and grow Wisconsin DECA’s events. Wisconsin DECA members will have LIMITLESS chances to grow as leaders and competitors. Follow Wisconsin DEC on social media (@WI_DECA) to stay up-to-date on all of our events and conferences. I am thrilled to bring another year of events to Wisconsin DECA members!
PROGRAM OF WORK

During my term in office, I will be providing Wisconsin DECA members a LIMITLESS amount of opportunities to build upon their leadership skills.

Changes have been made to the structure of Leadership Council, and Team 52 and I are elated to see where these new changes will take the Council. Surely, these changes will enhance Leadership Council and the overall DECA experience.

GOALS:
• Create a Wisconsin DECA Ambassador program for returning Leadership Council members
  – Ambassadors will be the role models of Leadership Council, and will have the opportunity to help complete the Advocacy Campaign for their chapter
• Increase quality involvement of Leadership Council
• Increase communication and networking opportunities among Leadership Council
  – Remind, Google +, GroupMe
  – Receptions at COW, ELC, SCDC
  – Regional Meetups
• Increase Leadership Council awareness through the creation of a monthly Leadership Council Spotlight
• Assist in facilitating the professional development of Team 52 and Leadership Council

Through the creation of the DECA Ambassador program, and increased quality involvement, communication, networking, and awareness, the Leadership Council experience will have no limits.

I am excited to see how the leadership skills of Wisconsin DECA members will grow. I know that this year, leadership will be taken to a new level. This year will truly be LIMITLESS!
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.

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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 updated 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 (widecacentrerdirector@gmail.com). Paper forms will NOT be accepted.

STUDENT TO ADULT RATIO

<table>
<thead>
<tr>
<th>Event</th>
<th>Ratio</th>
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<tr>
<td>WI DECA Events</td>
<td>16:1</td>
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<tr>
<td>CRLC</td>
<td>10:1</td>
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<tr>
<td>ICDC</td>
<td>8:1</td>
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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.
## EVENT REGISTRATION INFORMATION

### WI DECA Emerging Leaders Conference (ELC), Kalahari Resort, Wisconsin Dells

**November 12-13, 2017**  
[https://www.decaregistration.com/wi-fall/Main.asp](https://www.decaregistration.com/wi-fall/Main.asp)

**IMPORTANT DATES & COST:**  
**Early Bird Registration:** Sept. 4-17  
**REGISTRATION COST:** $85 per student, $45 per advisor  
**Regular Registration:** Sept. 17 - Oct. 9 (registration closes at 11:59 PM on Oct. 9th)  
**REGISTRATION COST:** $95 per student, $55 per advisor  
**HOUSING COST:** $45 per person

### Central Region Leadership Conference (CRLC), Omaha, NE

**December 1-3, 2017**

**IMPORTANT DATES & COST:**  
**Registration:** October 2nd - October 28th (registration closes at 5pm on Oct. 28th)  
**REGISTRATION COST:** $140 per person (NEW for 2017: Registration includes 1 lunch)  
**HOUSING COST:** $155.00 single, $77.50 double, $51.67 triple, $38.75 quad (per person, per night)

### WI DECA Sports & Entertainment Marketing Conference (SEM), Resch Center, Green Bay

**December 2017 - TBD**  
[https://www.decaregistration.com/wi-lab/Main.asp](https://www.decaregistration.com/wi-lab/Main.asp)

**IMPORTANT DATES & COSTS**  
**Registration:** TBD  
**REGISTRATION COST:** $50 per person (No housing available)

### State Career Development Conference (SCDC), Grand Geneva Resort, Lake Geneva

**March 5-7, 2018**  
[https://www.decaregistration.com/wi/Main.asp](https://www.decaregistration.com/wi/Main.asp)

**IMPORTANT DATES & COSTS**  
**Early Bird Registration:** January 1-19  
**REGISTRATION COST:** $100 per person  
**Regular Registration:** January 20 - Feb. 2 (registration closes at 11:59 PM on Feb. 2nd)  
**REGISTRATION COST:** $115 per person  
**HOUSING COST:** $50 per person

### International Career Development Conference (ICDC), Atlanta, GA

**April 21-24, 2018**  
[https://www.decaregistration.com/wi-icdc/Main.asp](https://www.decaregistration.com/wi-icdc/Main.asp)

**IMPORTANT DATES & COSTS**  
**Registration:** March 9-16 (registration closes at 11:59am on March 16th)  
**REGISTRATION COST:** $125 per person  
**Housing Cost:** TBD, hotel location and rate to be announced in October

### WI DECA Chapter Opportunity Workshop (COW), Concourse Hotel, Madison

**July 2018, TBD**  
[https://www.decaregistration.com/wi-cow/Main.asp](https://www.decaregistration.com/wi-cow/Main.asp)

**IMPORTANT DATES & COSTS**  
**Registration:** TBD  
**REGISTRATION & HOUSING COSTS:** $105 per person (All inclusive pricing includes registration and housing)
# OFFICIAL DECA DRESS

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.

NEW FOR 2017-18: [Click here](#) to view a slide show that explains WI DECA Dress Code FAQs AND what will happen if the dress code is not followed!

| When Appearing Before Judges and On Stage |  |
|-----------------------------------------|  |
| **Females** | **Males** |
| Official DECA blazer with dress skirt or dress slacks and a dress blouse or official blazer with a dress; dress shoes | Official DECA blazer OR Suit Jacket with dress slacks, collared dress skirt and necktie; dress shoes and dress socks |

| DECA General Sessions & Meal Functions |  |
|---------------------------------------|  |
| **Females** | **Males** |
| Business suit or blazer with dress blouse and dress skirt or dress slacks or business dress; dress shoes | Business suit or sports coat with dress slacks, collared dress shirt and necktie; dress shoes and dress socks |

| Event Briefing, Manuel Registration & Testing, Leadership Academies |  |
|-------------------------------------------------------------------|  |
| **Females** | **Males** |
| Dress blouse or dress sweater with dress skirt or dress slacks (blazer optional) or business dress; dress shoes | Collared dress shirt and necktie with dress slacks (blazer optional); dress shoes and dress socks |

| DECA Business Casual |  |
|---------------------|  |
| Casual slacks (i.e. Dockers), blouse or shirt, casual shoes |  (Jeans, t-shirts and athletic shoes are not acceptable) |

| WI DECA Chapter Pride (COW, ELC, CRLC, SEM, & SCDC when designated) |  |
|--------------------------------------------------------------------|  |
| 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) |

| Unacceptable Options at DECA Activities |  |
|----------------------------------------|  |
| Skin tight or revealing clothing | Athletic clothing (unless otherwise indicated) |
| Leggings or graphic designed hosiery/tights | Clothing with printing that is suggestive, obscene or promoting illegal substances |
| Midriff-baring clothing |  |
| Swimwear (unless otherwise indicated) |  |

Every WI DECA and DECA Conference Registration Packet will contain a conference specific dress code policy.
Dates for District Conferences are listed on the WI DECA calendar. Registration and contract information is listed below.

### District 1: January 6, 2018
**Registration link:** [https://www.decaregistration.com/wi-d01](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](mailto:stanislawskid@uwstout.edu)

### District 2: January 5, 2018
**Registration link:** [https://www.decaregistration.com/wi-d02](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](mailto:eric.siler@wrps.net)
- Ashley Tessmer
  - [ashley.tessmer@wrps.net](mailto:ashley.tessmer@wrps.net)

### District 3: January 6, 2018
**Registration link:** [https://www.decaregistration.com/wi-d03](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](mailto:sarah.vanberkum@edgerton.k12.wi.us)
- John Zimmerman
  - Phone: 608.743.5582
  - [jzimmerman@janesville.k12.wi.us](mailto:jzimmerman@janesville.k12.wi.us)

### District 4: January 13, 2018
**Registration link:** [https://www.decaregistration.com/wi-d04](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](mailto:lindmatu@hsdu.k12.wi.us)

### District 5: January 6, 2018
**Registration link:** [https://www.decaregistration.com/wi-d05](https://www.decaregistration.com/wi-d05)

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

**CONFERENCE COORDINATOR & CONTACT INFORMATION**
Steve Melzer
Phone: 262-369-3612 ext. 4333
Email: Melzer@ahs.k12.wi.us

### District 6: January 6, 2018
**Registration link:** [https://www.decaregistration.com/wi-d06](https://www.decaregistration.com/wi-d06)

**LOCATION**
Racine Case High School
7345 Washington Ave.
Racine, WI 53406

**CONFERENCE COORDINATOR & CONTACT INFORMATION**
Christine Grochowski
Phone: 262.539.5012
[cfg.deca@gmail.com](mailto:cfg.deca@gmail.com)

### District 7: TBD

**LOCATION**
TBD

**CONFERENCE COORDINATOR & CONTACT INFORMATION**
Eric Radomski
[radomsei@milwaukee.k12.wi.us](mailto:radomsei@milwaukee.k12.wi.us)
Please utilize this list as a reference to your chapter’s DECA District based on 2016-2017 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.

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<th>District 3</th>
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<td>Chippewa Falls</td>
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<td>St. Croix Falls</td>
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<td>Slinger</td>
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<td>Appleton North</td>
<td>Germantown</td>
<td>Waukesha North</td>
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<tr>
<td>Appleton West</td>
<td>Hartford Union</td>
<td>Waukesha South</td>
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<tr>
<td>Ashwaubenon</td>
<td>Homestead*</td>
<td>Waukesha West</td>
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<td>Bay Port</td>
<td>Kettle Moraine</td>
<td>West Allis Nathan Hale</td>
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<td>Dickson-Iron</td>
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<td>Vocational School**</td>
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<th>District 7</th>
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<tr>
<td>Milwaukee Hamilton</td>
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*Schools that are new for the 2016-2017 school year
**Schools that are new for the 2017-2018 school year
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.

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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/](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.**
• 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:

<table>
<thead>
<tr>
<th>JULY</th>
<th>Draft Events Submitted &amp; Reviewed by WI DECA District Leaders</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUGUST/SEPTEMBER</td>
<td>Final Events Submitted</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>Final Review &amp; Approval</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>• Event Distribution to District Coordinators</td>
</tr>
<tr>
<td></td>
<td>• Distribution of Performance Indicators (1st Page Only) on</td>
</tr>
<tr>
<td></td>
<td><a href="http://www.wideca.org">www.wideca.org</a> under the Events tab (District Events)</td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>Post Full Events on wideca.org to help members practice for SCDC/ICDC</td>
</tr>
</tbody>
</table>

Below is the acceptable use policy for the 2018 WI DECA District Role-Plays:

<table>
<thead>
<tr>
<th>ACCEPTABLE</th>
<th>NOT ACCEPTABLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Receive the Performance Indicators PRIOR to DISTRICTS</td>
<td>Post the Performance Indicators Online</td>
</tr>
<tr>
<td>Receive entire event (after a date specified by WI DECA)</td>
<td>Post the entire event online</td>
</tr>
<tr>
<td>Use the events for preparation of SCDC/ICDC</td>
<td>Sell the events</td>
</tr>
</tbody>
</table>

The WI DECA Board will determine the consequences for chapters that break the acceptable use policy.
# Wisconsin DECA Competitive Event Categories

<table>
<thead>
<tr>
<th>Category</th>
<th>Required Event</th>
<th>Events in this Category</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Series Events</strong></td>
<td>Yes <em>(if not registered for Series Event)</em></td>
<td><strong>Principles of Business Administration</strong> <strong>Events</strong>&lt;br&gt; <em>If a student was on ANY previous rosters (even if they did NOT compete) they are NOT eligible for these events. These events are for Freshman and Sophomores only, Juniors/Seniors are NOT allowed to compete in this event.</em>&lt;br&gt; <strong>Individual Series Events &amp; Personal Financial Literacy Event</strong> <em>(see the next page for a full list of events in these categories)</em></td>
</tr>
<tr>
<td></td>
<td>All competitors must register for <strong>ONE series OR Team Decision Making event at SCDC.</strong>&lt;br&gt; They can also choose to register for a Professional Selling, Manual, OR Chapter Team Event. They may also register for a Special Event.</td>
<td><strong>Business Law &amp; Ethics TDM</strong>&lt;br&gt; <strong>Buying &amp; Merchandising TDM</strong>&lt;br&gt; <strong>Entrepreneurship TDM</strong>&lt;br&gt; <strong>Financial Services TDM</strong>&lt;br&gt; <strong>Hospitality Services TMD</strong>&lt;br&gt; <strong>Marketing Management TDM</strong>&lt;br&gt; <strong>Sports &amp; Entertainment TDM</strong>&lt;br&gt; <strong>Travel &amp; Tourism TDM</strong></td>
</tr>
<tr>
<td><strong>Team Events</strong></td>
<td>Yes <em>(if not registered for Series Event)</em></td>
<td><strong>Financial Consulting</strong>&lt;br&gt; <strong>Hospitality and Tourism Professional Selling</strong>&lt;br&gt; <strong>Professional Selling</strong></td>
</tr>
<tr>
<td><em>(TDM)</em></td>
<td>All competitors must register for <strong>ONE series OR Team Decision Making event at SCDC.</strong>&lt;br&gt; They can also choose to register for a Professional Selling, Manual, OR Chapter Team Event. They may also register for a Special Event.</td>
<td><strong>Business Operations Research Events</strong>&lt;br&gt; <strong>Business Management and Entrepreneurship Events</strong>&lt;br&gt; <strong>Marketing Representative Events</strong> <em>(see the next page for a full list of events in these categories)</em></td>
</tr>
<tr>
<td><strong>Professional</strong></td>
<td>No</td>
<td><strong>Community Service Project</strong>&lt;br&gt; <strong>Creative Marketing Project</strong>&lt;br&gt; <strong>Entrepreneurship Promotion Project</strong>&lt;br&gt; <strong>Financial Literacy Promotion Project</strong>&lt;br&gt; <strong>Lean and Earn Project</strong>&lt;br&gt; <strong>Public relations Project</strong></td>
</tr>
<tr>
<td>Selling Events</td>
<td>Competitors can choose to register for <strong>ONE of these events in addition to the required series/TMD event</strong>. They can also choose to compete in one or more Special Event.</td>
<td><strong>Economic Excellence Online Test</strong>&lt;br&gt; <strong>Wisconsin Gold Chapter</strong>&lt;br&gt; <strong>Wisconsin Gold Student Marketing Education and Training Event</strong>&lt;br&gt; <strong>Wisconsin School Based Academy</strong></td>
</tr>
<tr>
<td><strong>Manual Events</strong></td>
<td>No</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Competitors can choose to register for <strong>ONE of these events in addition to the required series/TMD event</strong>. They can also choose to compete in one or more Special Event.</td>
<td></td>
</tr>
<tr>
<td><strong>Chapter Team</strong></td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>Events</td>
<td>Competitors can choose to register for <strong>ONE of these events in addition to the required series/TMD event</strong>. They can also choose to compete in one or more Special Event.</td>
<td></td>
</tr>
<tr>
<td><strong>Special Events</strong></td>
<td>No</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Competitors can choose to register for <strong>ONE of these events in addition to the required series/TMD event</strong>. They can also choose to compete in a Professional Selling Event, Manual Event, OR a Chapter Team Event.</td>
<td></td>
</tr>
</tbody>
</table>
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).**

<table>
<thead>
<tr>
<th>COMPETITIVE EVENT CATEGORIES</th>
<th>ICDC</th>
<th>CLUSTER EXAM</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Principles of Business Management and Administration—PBM</td>
<td>Top 7</td>
<td>Bus. Admin Core</td>
</tr>
<tr>
<td>2. Principles of Finance—PFN</td>
<td>Top 7</td>
<td>Bus. Admin Core</td>
</tr>
<tr>
<td>4. Principles of Marketing—PMK</td>
<td>Top 7</td>
<td>Bus. Admin Core</td>
</tr>
<tr>
<td><strong>INDIVIDUAL SERIES EVENTS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Accounting Applications Series—ACT</td>
<td>Top 7</td>
<td>Finance</td>
</tr>
<tr>
<td>2. Apparel and Accessories Marketing Series—AAM</td>
<td>Top 7</td>
<td>Marketing</td>
</tr>
<tr>
<td>3. Automotive Services Marketing Series—ASM</td>
<td>Top 7</td>
<td>Marketing</td>
</tr>
<tr>
<td>4. Business Finance Series—BFS</td>
<td>Top 7</td>
<td>Finance</td>
</tr>
<tr>
<td>5. Business Services Marketing Series—BSM</td>
<td>Top 7</td>
<td>Marketing</td>
</tr>
<tr>
<td>6. Entrepreneurship Series</td>
<td>Top 7</td>
<td>Entrepreneurship</td>
</tr>
<tr>
<td>7. Food Marketing Series—FMS</td>
<td>Top 7</td>
<td>Marketing</td>
</tr>
<tr>
<td>8. Hotel and Lodging Management Series—HLM</td>
<td>Top 7</td>
<td>Hospitality</td>
</tr>
<tr>
<td>10. Marketing Communications – MCS</td>
<td>Top 7</td>
<td>Marketing</td>
</tr>
<tr>
<td>11. Quick Serve Restaurant Management Series—QSRM</td>
<td>Top 7</td>
<td>Hospitality</td>
</tr>
<tr>
<td>12. Restaurant and Food Service Management Series—RFSM</td>
<td>Top 7</td>
<td>Hospitality</td>
</tr>
<tr>
<td>13. Retail Merchandising Series—RMS</td>
<td>Top 7</td>
<td>Marketing</td>
</tr>
<tr>
<td>14. Sports and Entertainment Marketing Series—SEM</td>
<td>Top 7</td>
<td>Marketing</td>
</tr>
<tr>
<td><strong>PERSONAL FINANCIAL LITERACY EVENT</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Personal Financial Literacy—PFL</td>
<td>Top 7</td>
<td>Financial Literacy</td>
</tr>
<tr>
<td><strong>TEAM DECISION MAKING EVENTS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Buying and Merchandising Team Decision Making—BTDM</td>
<td>Top 7</td>
<td>Marketing</td>
</tr>
<tr>
<td>3. Entrepreneurship Team Decision Making</td>
<td>Top 7</td>
<td>Entrepreneurship</td>
</tr>
<tr>
<td>4. Financial Services Team Decision Making—FTDM</td>
<td>Top 7</td>
<td>Finance</td>
</tr>
<tr>
<td>5. Hospitality Services Team Decision Making—HTDM</td>
<td>Top 7</td>
<td>Hospitality</td>
</tr>
<tr>
<td>6. Marketing Management Team Decision Making—MTDM</td>
<td>Top 7</td>
<td>Marketing</td>
</tr>
<tr>
<td>7. Sports and Entertainment Marketing Team Decision Making—STDM</td>
<td>Top 7</td>
<td>Marketing</td>
</tr>
<tr>
<td>8. Travel and Tourism Team Decision Making—TTDM</td>
<td>Top 7</td>
<td>Hospitality</td>
</tr>
</tbody>
</table>
## COMPETITIVE EVENTS CATEGORIES CONTINUED

### PROFESSIONAL SELLING AND CONSULTING EVENTS

<table>
<thead>
<tr>
<th>Category</th>
<th>ICDC</th>
<th>Cluster Exam</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Financial Consulting—FCE</td>
<td>Top 6</td>
<td>Finance</td>
</tr>
<tr>
<td>2. Hospitality and Tourism Professional Selling—HTPS</td>
<td>Top 6</td>
<td>Hospitality</td>
</tr>
<tr>
<td>3. Professional Selling—PSE</td>
<td>Top 6</td>
<td>Marketing</td>
</tr>
</tbody>
</table>

### BUSINESS OPERATIONS RESEARCH EVENTS

<table>
<thead>
<tr>
<th>Category</th>
<th>ICDC</th>
<th>Cluster Exam</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Buying and Merchandising Operations Research—BMOR</td>
<td>Top 6</td>
<td></td>
</tr>
<tr>
<td>3. Finance Operations Research—FOR</td>
<td>Top 6</td>
<td></td>
</tr>
</tbody>
</table>

### BUSINESS MANAGEMENT AND ENTREPRENEURSHIP EVENTS

<table>
<thead>
<tr>
<th>Category</th>
<th>ICDC</th>
<th>Cluster Exam</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Entrepreneurship - Innovation Plan—EIP</td>
<td>Top 6</td>
<td></td>
</tr>
<tr>
<td>2. Entrepreneurship-Start-Up Business Plan—ESB OR Franchising Business Plan - EFB</td>
<td>Top 6</td>
<td></td>
</tr>
<tr>
<td>3. Entrepreneurship - Independent Business Plan—EIB</td>
<td>Top 6</td>
<td></td>
</tr>
<tr>
<td>4. Entrepreneurship - Business Growth Plan—EBG</td>
<td>Top 6</td>
<td></td>
</tr>
<tr>
<td>5. International Business Plan—IBP</td>
<td>Top 6</td>
<td></td>
</tr>
</tbody>
</table>

### MARKETING REPRESENTATIVE EVENTS

<table>
<thead>
<tr>
<th>Category</th>
<th>ICDC</th>
<th>Cluster Exam</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Advertising Campaign—ADC</td>
<td>Top 6</td>
<td>Marketing</td>
</tr>
<tr>
<td>2. Fashion Merchandising Promotion Plan—FMP</td>
<td>Top 6</td>
<td>Marketing</td>
</tr>
<tr>
<td>3. Sports and Entertainment Promotion Plan—SEPP</td>
<td>Top 6</td>
<td>Marketing</td>
</tr>
</tbody>
</table>

### CHAPTER TEAM EVENTS

<table>
<thead>
<tr>
<th>Category</th>
<th>ICDC</th>
<th>Cluster Exam</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Community Service Project—CSP</td>
<td>Top 6</td>
<td></td>
</tr>
<tr>
<td>2. Creative Marketing Project—CMP</td>
<td>Top 6</td>
<td></td>
</tr>
<tr>
<td>3. Entrepreneurship Promotion Project—EPP</td>
<td>Top 6</td>
<td></td>
</tr>
<tr>
<td>4. Financial Literacy Promotion Project—FLPP</td>
<td>Top 6</td>
<td></td>
</tr>
<tr>
<td>5. Learn and Earn Project—LEP</td>
<td>Top 6</td>
<td></td>
</tr>
<tr>
<td>6. Public Relations Project—PRP</td>
<td>Top 6</td>
<td></td>
</tr>
</tbody>
</table>

### WISCONSIN ONLY SPECIAL EVENTS

<table>
<thead>
<tr>
<th>Category</th>
<th>ICDC</th>
<th>Cluster Exam</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economics Excellence – Top 20 students receive small medals and Top 10 will receive Champion medals.</td>
<td>Top 10</td>
<td>Non-competitive Spot</td>
</tr>
</tbody>
</table>

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 2018

Wisconsin School Based Enterprise Academy: Top TWO teams in each track earn ONE Non-competitive Spot.

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*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 2, 2018. Projects must also be submitted online by Feb. 8th! Refer to the SCDC Registration Packet for more details. See the ONLINE PROJECT SUBMISSION REQUIREMENT available in this document!*
<table>
<thead>
<tr>
<th><strong>STATE CAREER DEVELOPMENT CONFERENCE UPDATE</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SCDC QUOTA ALLOCATION</strong></td>
</tr>
<tr>
<td><strong>FRIEND OF DECA AND ALUMNI EXCELLENCE AWARD</strong></td>
</tr>
<tr>
<td><strong>RED APPLE ADVISOR AWARDS</strong></td>
</tr>
<tr>
<td><strong>ONLINE PROJECT SUBMISSION</strong></td>
</tr>
<tr>
<td><strong>CHEATING POLICY/ REPORTING FORM</strong></td>
</tr>
<tr>
<td><strong>DRESS CODE FAQS and Policy</strong></td>
</tr>
<tr>
<td><strong>COMPETITIVE EVENT UPDATE</strong></td>
</tr>
<tr>
<td></td>
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<tr>
<td></td>
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<td></td>
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<tr>
<td></td>
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<tr>
<td></td>
</tr>
</tbody>
</table>
DECA Board Form for Reporting Cheating

Form should be submitted to Series Director who will submit to Tabulation

a. Policy Statements:
   i. If students are caught cheating they still must continue to finish the event to completion (role-plays or presentations). Advisors would be notified of a DQ on Wednesday night.
   ii. If any type of cheating occurs with students at any conference (test or role-play) those students are not eligible to advance to any following competitive conferences during the current academic year.
   iii. To verify the cheating has occurred it is recommended that two people witnessed or observed the cheating AND/OR comparing documentation if possible.
   iv. If you are an advisor and you suspect someone of cheating it HAS to be reported to conference coordinator and tabulation director as soon as possible.
   v. If a competitor is caught cheating in one event, they would also be DQ’d in any other event that would qualify them for ICDC attendance. Advisors will be notified upon the completion of all events.
   vi. Appeal process would go to the Board for discussion

Date_______________ Time_______________ Location______________

Student being reported_______________________________________________

School____________________________________________________________

Event___________________________________________________________

Detailed behavior observed__________________________________________________________________
_______________________________________________________________________________________
_______________________________________________________________________________________
_______________________________________________________________________________________

Your name_________________________________________________________

Your role (advisor, chaperone, judge, etc.)_______________________________

Your phone number________________________________________________________

Witness name________________________________________________________

Witness role________________________________________________________

Any additional comments or concerns___________________________________________________________
_______________________________________________________________________________________
_______________________________________________________________________________________
_______________________________________________________________________________________
_______________________________________________________________________________________

__________________________________________

Signature of Series Director

__________________________________________

Signature of Tabulation Director

__________________________________________

Signature of Conference Coordinator

See back for further documentation
Steps taken by Series Director, Tabulation Director, and Conference Coordinator:

Appealed to DECA Board?  Yes  No

Decision of DECA Board (if applicable):
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:

Middle School Ribbon: If a chapter holds a Middle School event they will receive this ribbon.

DECA Ambassador: Any LC Member who is a DECA Ambassador will receive this ribbon.

Community Service Week: All Chapters who participate in Community Service week will get an additional WI DECA Initiative ribbon.
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 2, 2018**.

In addition, to submitting hardcopies of the project, you will also need to submit the project online. **NEW FOR THIS YEAR:** WI DECA will be using Turn It In software and you will use this website to submit your projects online. Turn It In will then cross reference all projects with the online projects that were submitted last year as well as the internet to check for plagiarism. The link to submit online projects on Turn It In will be included in the SCDC Registration Packet.

**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 February 8, 2018.**

Failure to submit by the deadline may result in members not being able to present their project at SCDC.

**The project you submit online will NOT be seen by a judge! Online projects will be cross referenced year over year to check for plagiarism.** At the July 6, 2017 board meeting, the DECA board voted that at this time Wisconsin DECA will NOT share online projects until the DECA board surveys the field to gain feedback about how/if projects are shared in the future.

Any project that is flagged for plagiarism by Turn It In will then be reviewed by Project Coordinator, Christie Grochowski and Wisconsin DECA Leadership. After this review, if it is determined the project was plagiarized, the project will be disqualified and the student(s) will not be allowed to attend SCDC. These spots will be lost as per the cheating policy. Refunds will be issued to the student or students.

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**DECA PROJECT PRESENTATION FAQS**

**NEW FOR 2017!**

Are you interested in having students participate in projects, but are not sure where to start? OR

Are you looking for a refresher on the dos and don’t s of written projects?

Megan Fisher, DECA Board President, created a DECA Project Presentation FAQs document to help describe project rules and guidelines. **Click here** to view this presentation!
COMPETITIVE EXCELLENCE UPDATE
ONLINE PRACTICE TESTS

WI DECA will continue to offer all members practice tests online. Members are 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 1, 2018.

ICDC Incentive
• All members that participate in Expect Excellence at ICDC 2018 will receive an additional pin. This pin will be handed out to the students when they arrive for Expect Excellence.

SCDC ALLOCATION (QUOTA) FORM

No changes have been made to the SCDC Allocation (Quota) Form from last year. 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.
ECONOMIC EXCELLENCE

• Every registered SCDC attendee (Service Associates are eligible to take this test) will have the opportunity to 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, 2018.

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

WI DECA will be re-vamping the Gold Student Program, John Zimmerman, Gold Student/Chapter Director and Ben Smith, VP of Event Management are working on these updates and more information will follow soon!

• 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 LINK TO COME SOON!

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. Below is the link for more information on SBE Certification and 2018 Guidelines: LINK COMING SOON!
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 2018!

**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](https://wisconsindeca.formstack.com/forms/untitled_form1)
- Nominations are due on January 30, 2018
- The winners of the Red Apple Award will be announced at SCDC. The video submissions will be available online at wideca.org but will not be played at SCDC 2018. 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. 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](https://wisconsindeca.formstack.com/forms/untitled_form1)
- Nominations are due on January 30, 2018
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. 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, 2018

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, 2018
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!

I am humbled to serve as your 2017-2018 Vice President of Community Service. I have always had a passion for serving others, and I am beyond grateful for the chance to lead Wisconsin DECA. DECA provides LIMITLESS opportunities to serve others. The significant impact that we make each year would not be possible without you—the advisors, members, and leaders.

In order to escalate the level of service in Wisconsin DECA, we need a core group of leaders who have a true passion for community service. As such, I am commencing a Community Service Networking Group as one of my main initiatives. Advisors will receive more information about this opportunity at the beginning of the school year.

New this year, Wisconsin DECA is providing your chapter the opportunity to earn five SCDC community service ribbons during one week. The week of November 6th is officially Wisconsin DECA Community Service Week 2017! More information will be released throughout the year with how you can get involved in this event.

I hope to feature each Wisconsin DECA chapter on both the Community Service Calendar and Blog. This will promote community service events throughout the state. Additionally, the blog will compile a resource full of best practices for DECA chapters searching for ways to increase the impact of their service. Furthermore, it could spotlight you! Visit the Wisconsin DECA website, http://www.wideca.org/, for additional information.

Wisconsin DECA, thank you for the countless hours that you put into community service. Thank you for the numerous business partner visits, and the hundreds of dollars that you have raised for charitable causes. Most of all, thank you for the heart that you put into serving others. It is because of the passion you exhibit that Wisconsin DECA is able to make such a notable impact.

My challenge for each of you is to get involved and strive to make a difference through community service. Wisconsin DECA is providing this Community Service Guide as a resource for your chapter to reference in order to thrive this year. Please do not hesitate to reach out to me with questions, concerns, or ideas. I cannot wait to see how we elevate our service in the upcoming year!

Sincerely,

**Kylie Rogers**

Kylie Rogers
Wisconsin DECA Vice President of Community Service
widecacomunityservice@gmail.com
**DECA, INC. Initiatives**

DECA, INC. Campaigns are detailed at: [http://www.deca.org/high-school-programs/high-school-chapter-campaigns/](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](http://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 [here](http://www.deca.org).

**WISCONSIN DECA COMMUNITY SERVICE CALENDAR**

WI DECA will have a now has a Community Service Event Calendar on [www.wideca.org](http://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.

[Click here](http://www.wideca.org) to have your event featured on the WI DECA Community Service Calendar!
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.