

Revised: August 2017

PENNSYLVANIA DECA ADVISOR HANDBOOK

“DEFY GRAVITY
WITH #PA DECA”

School Year:
2017-2018



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SECTION 1

INTRODUCTION

INTRODUCTION

This handbook is designed to provide general and detailed information about the Pennsylvania DECA organization as well as objectives of DECA as it pertains to the local chapters under the Pennsylvania Association of DECA.

All materials contained herein are included for the following purposes:

1. To provide advisors with the needed information to facilitate chapter activities and conference participation.
2. To clarify and promote the educational value of DECA activities.
3. To help the chapter function as a co-curricular part of the secondary marketing program, materials handling, or related marketing or business courses.
4. To provide for individual member growth and development.

Established DECA chapters and schools contemplating the formation of chapters should find this information useful. Much of the material is student oriented so as to give motivation and direction. One must remember that today's student organizations must meet the needs of a diverse student population. Teachers should evaluate their choice of activities to meet the needs of the student body in a given year.

HISTORY OF DECA IN PENNSYLVANIA

As the sales and marketing program known as Distributive Education developed in the 1940s and 1950s, the teacher-coordinators directly involved in the program felt an additional co-curricular activity was needed to enhance the program itself. Most DE programs in Pennsylvania at this time were for seniors only. The students attended school in the morning and were released at noon to go to work. There was no opportunity to participate in extra-curricular clubs or sports. The DECA teacher-coordinators saw the need for leadership training and the opportunity to demonstrate what the students were learning in the classroom and on the job.

In the spring of 1947, Distributive Education students and advisors from five schools in eastern Pennsylvania met informally for the first Distributive Education Conference in Lancaster. They represented clubs from Lancaster, York, Harrisburg, Carlisle and Reading. These five schools were the beginning of Pennsylvania DECA. They continued to meet for the next four years, each taking a turn at hosting the annual meeting. In 1952, the organization went statewide as DE enrollments increased. The teacher-coordinators met and organized DECP, the DE Clubs of Pennsylvania. A state convention was held that year in Reading. In the following years, state conventions were held in Pittsburgh, 1953; Pottsville, 1954; Erie, 1955; Lancaster, 1956; Chester, 1957; Hazleton, 1958; Pittsburgh, 1959; and York, 1960.

In those years, there was much controversy concerning Pennsylvania affiliating with the national DECA organization. However, through the efforts of people like Kenneth Pfeiffer, State Supervisor of Distributive Education at the time; Dr. Galen Jones, William Penn High School in York; Catherine Clark, McCaskey High School in Lancaster; Blanche Curran, Pottsville High School; and Charles Steadman, Chairman of the Distributive Education Department at the University of

Pittsburgh, a state charter was applied for from the national organization. At the National DECA Conference held in Kansas City in the spring of 1960, Charles Steadman accepted the charter for Pennsylvania. Only six chapters and a total of 116 members were listed on that original charter.

A state DECA advisor was named shortly after the national affiliation. Ray Schweet, teacher-coordinator from Chester High School, was appointed by Kenneth Pfeiffer, State DE Supervisor. Mr. Schweet assumed those duties in addition to his role as a teacher. In the next few years, the state organization was divided into four regions: North, South, East, and West. Each region held its own conference with the winners of competitive events going on to state competition. As enrollment continued to grow, it became apparent that more regions were needed. Each region split in half; there were areas called the northeast region, southeast region, and so on. When the need arose for more regions, the present numbering system was initiated. To avoid conflict with the four regions of national DECA, Pennsylvania changed the terminology from region to district.

As the importance of vocational youth organizations began to be recognized, a state DECA Advisor was appointed and assigned to the state office staff. Tony Pitale was the first to serve in this full-time capacity. DECA began to be accepted as an integral part of the DE curriculum. After Mr. Pitale resigned his position to continue his education as an EPDA fellow, Robert Burchfield held the position of DECA Advisor for one year. Blanche Curran, Acting State Supervisor of Distributive Education, assumed the duties of the DECA Advisor, along with her supervisory responsibilities, in 1971.

By 1976, twenty-nine years after the first conference, the Pennsylvania DECA State Conference, held at Hershey Lodge and Convention Center, was comprised of members and advisors representing 118 high school chapters, two junior collegiate chapters, and three collegiate chapters. The opening of vocational-technical schools in the 1960s included distributive education programs and increased DECA membership. Through the 1970s and 1980s the number of chapters held steady at about 100. The largest DECA chapters in Pennsylvania in the mid-90's were those in comprehensive high schools. At the present time, there are nine districts with over 3,000 members representing the five divisions of DECA.

With the advent of the 70's, the state conference became too large for most hotels and the Host Farm Resort in Lancaster was chosen as a conference site. The conference was alternated between Host Farm and the Hershey Motor Lodge and Convention Center. In the 1980s, a western Pennsylvania resort, Seven Springs, alternated with Hershey as the site of state conferences.

In 1972, the tradition of having the high school student officers involved in the planning of the state conference began. That year, Kate McQuillan, president, and Carol Beyer, reporter, were part of the group that met with officials of the Host Farm to plan the conference. The next year, six state officers met at a two-day planning session to organize a conference, write scripts and assist in the preparation of the total conference. By 1974, all 16 state officers participated in the planning session, a practice that is still in effect today.

The Board of Trustees has been an integral part of the operation of PA DECA since its formation. From a small group of teacher-coordinators appointed by the State Advisor, the Board has become an elected body of advisors with a teacher-coordinator representing each district. The post-secondary advisors and the state high school division president are also members of the Board. In 1999, a business/industry representative and a school administrator were added to the Board.

The early 1970s saw the start of an annual All-Youth Leadership Conference at which newly elected officers of the vocational youth groups received leadership training. Since this was discontinued by the Department of Education, the DECA Board of Trustees has conducted a summer Leadership Training Session for the incoming high school division state officers. A state program of community

involvement is planned at this session for all DECA members during the next school year. Examples of these programs include: a fund-raising project to aid flood victims by asking for donations of S&H Green Stamps; collecting miles of pennies which were used to refurbish the Statue of Liberty; planning a free enterprise point-of-purchase display in cooperation with the Pennsylvania Retailers' Association; raising money for the establishment of a Pennsylvania room in the National DECA center; and supporting various charitable organizations, such as the Muscular Dystrophy Association, the Sunshine Foundation, the American Red Cross, the Cancer Society, the World War II Memorial, and the Make-A-Wish Foundation.

In July 1974, William Reilly became the State DECA Advisor. When he moved to another position, Blanche Curran was again both State Supervisor of Distributive Education and DECA Advisor. Upon her retirement in 1981, E. H. "Butch" Blyler was named the State Supervisor for Distributive Education and State DECA Advisor. In 1985, a Vocational Student Organization Office was created. This office served to facilitate the activities of the seven vocational youth clubs. Jayne Johnson was employed as Coordinator of the office. Mrs. Johnson served as the PA DECA Executive Director for several years, employed by the Board of Trustees. Jerry DiGiovanni became the PA DECA Executive Director in 2002. Jeanette Leuchak was also employed by the Board of Trustees as Executive Secretary/Treasurer. James White took over that position in 2006. Charles Mariotz began his tenure as State Officer Team Advisor at the same time. In 2007, Howard Leight became the PA DECA Facilitator employed by the Pennsylvania Department of Education, succeeding Barbara Clarke. In 2012, La Verne Dixon, Ph.D. became the PA DECA Facilitator as successor to Howard Leight.

In 1999, the Board of Trustees established the Pennsylvania DECA State Business Partnership. Jayne Johnson's duties were extended to include direction of the group. When Jerry DiGiovanni became PA DECA Executive Director, he also became the coordinator of the State Business Partnership group.

As Pennsylvania DECA continues into the 21st century, there are over 60 active DECA chapters with a membership of nearly 4,500 students and over 250 professionals and alumni.

NATIONAL OFFICERS FROM PENNSYLVANIA

- Early 1960s: Our records indicate that our first national officer was Daniel Slipetski from Sun Valley High School. Dan served as North Atlantic Regional Vice President. He later went on to become a DE teacher-coordinator in the state of Delaware.
- 1971-72: Jo-Ann Cullen served as North Atlantic Regional Vice President of the Junior Collegiate Division of DECA. Jo-Ann was a graduate of Bucks County Technical School and was a student at Pierce Junior College during her vice presidency. In January 1972, Jo-Ann was appointed to the President's Advisory Council for Vocational Education, the youngest member ever to be appointed to this board.
- 1973-74: Stan Pacanowski served as North Atlantic Regional Vice President of the high school division. Stan was from Norristown Area Senior High School. He was also a White House Aide during the summer of 1974.
- 1974-75: Brenda Schlegel was the North Atlantic Regional Vice President of the Junior Collegiate Division. A former student at South Schuylkill Area Vocational-Technical School, Marlin, PA, she was elected to the office while attending Brandywine College in the state of Delaware.
- 1982-83: Kelly Laukemann served as the National High School Division President. Kelly was a student at Northern York High School, Dillsburg, PA. She was the third female national president in the history of DECA. Kelly has a graduate degree from Harvard University as well as undergraduate degrees from New York University and Fashion Institute of Technology. Kelly has owned her own business since 1992.
- 1982-83: Michael (Rocke) Rinker served as North Atlantic Regional Vice President. While a student at Northampton Area High School, Rocke also served as president of Pennsylvania DECA in 1981-82. Rocke attended Churchman's Business College while serving his national office.
- 1989-90: Jeff Anderson, a graduate of West Chester East High School, West Chester, served as North Atlantic Regional Vice President. He attended the Pennsylvania State University during his term in office.
- 1990-91: Douglas Felice, a graduate of West Chester East High School, served as North Atlantic Regional Vice President while a freshman at the Pennsylvania State University.
- 1996-97: Lori Feyka, a graduate of Beaver County Area Vocational Technical School, served as the Delta Epsilon Chi North Atlantic Regional Vice President. Lori attended the Community College of Allegheny County.
- 2000-01: Jeanine Tancredi, a graduate of West Chester East High School, served as North Atlantic Regional Vice President. She attended Drexel University during her term in office.
- 2004-05: Danielle Knecht, a graduate of Freedom High School, served as North Atlantic Regional Vice President. She attended the Pennsylvania State University during her term of office.
- 2005-06: Amanda Rittwage, a graduate of Pottstown High School, served as North Atlantic Regional Vice President. She attended Bloomsburg University during her term of office.
- 2010-11: Nate Keeney, a graduate of Northampton Area High School served as North Atlantic Regional Vice President. He is attending Johnson & Wales University.
- 2014-15: Juan Sanchez, a graduate of Easton High School, served as NARVP. He is attending the University of Florida.

NATIONAL OFFICERS FROM PENNSYLVANIA (Continued)

- 2015-16 Tara Nath, a graduate of Bethel Park High School, is served as NARVP. She is attending the University of North Carolina at Chapel Hill.
- 2015-17 Donald LeCompte, a graduate of East Stroudsburg Senior High School served as student representative on the Pennsylvania State Board of Education during school year 2015-16. He was elected to serve as Executive President for the International DECA body of students and held that position during school year 2016-17. Donald is now attending the College of William and Mary.

POLICY STATEMENTS

The following demonstrate official support for DECA as a co-curricular activity:

1. Policy Statement of the United States Office of Education

“The United States Department of Education maintains a close relationship with the ten career and technical student organizations and welcomes their cooperation and support in strengthening programs of vocational and technical education. Recognizing that the past performance and future potential of these ten organizations are compatible with overall purposes and objectives of education today, the United States Department of Education strongly endorses their objectives and seeks to involve their thinking in vocational and technical education.”

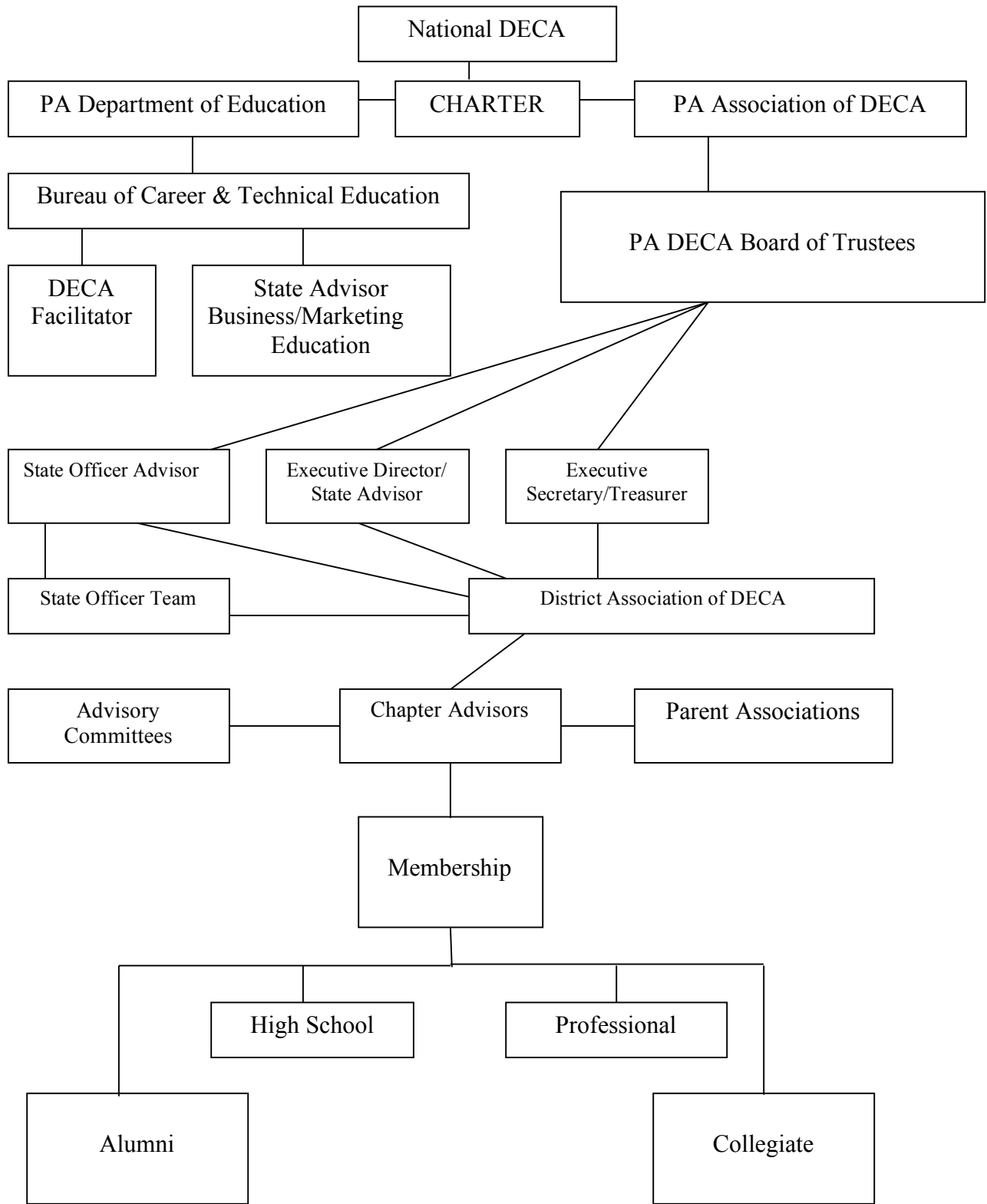
“The United States Department of Education recognizes the educational programs and philosophies embraced by career and technical student organizations as being an integral part of vocational and technical instructional programs.”

2. Policy Statement of the Pennsylvania Department of Education

“The Pennsylvania Department of Education encourages the establishment of local career and technical student organizations. Such organizations shall be administered as an integral part of the vocational education curriculum in order to assist students in the development of character and citizenship, positive social attitudes and sportsmanship, along with job skills and good work habits. The existence of active vocational student organizations is considered vital to well-rounded vocational and technical education programs.”

“Career and technical student organizations are to be used as a method of instruction for vocationally oriented education programs.”

PENNSYLVANIA DECA ORGANIZATIONAL CHART



BOARD OF TRUSTEES

The governing body of the Pennsylvania Association of DECA is the Board of Trustees. It consists of marketing/business/materials handling educators elected by each district, the high school state president, a representative of business, and a school administrator. Their function is to set policy and guidelines and oversee the direction of the DECA program of activities.

STATE OFFICER TEAM

The student membership is represented by elected student officers who comprise the State Action Team. These elected state officers select, organize, and develop plans for activities during their terms of office. They implement, with the advice of the Board of Trustees and the state officer advisor, those activities that have been selected for their program of work. Finally, these officers evaluate their efforts on behalf of the growth and development of the Pennsylvania Association of DECA and make recommendations concerning succeeding programs of work.

DECA FACILITATOR

The DECA Facilitator is employed by the Pennsylvania Department of Education and is the link between the DECA Board of Trustees and the Pennsylvania Department of Education. The facilitator is responsible for ensuring that all activities of the Pennsylvania Association of DECA are within the established guidelines of the PA Department of Education.

BUSINESS AND MARKETING EDUCATION PROGRAM SPECIALIST

The Business and Marketing Education Program Specialist is an employee of the Pennsylvania Department of Education. The duties of the Business and Marketing Education Program Specialist include providing assistance to schools in their implementation, operation or revision of marketing education and/ or business education programs; identifying current problems, trends and future needs; and acting as a liaison between the Pennsylvania Department of Education and DECA on programmatic and policy issues.

CHAPTER ADVISORS

Chapter advisors are those individual teachers who are responsible in the local schools for their marketing/business/materials handling program. They are the communication link between the members and all other levels of the organizational chart.

DECA EXECUTIVE DIRECTOR

The DECA Executive Director, employed by the Board of Trustees, has the responsibility of coordinating communications between the PA DECA Board of Trustees, National DECA Board of Directors, the state officer action team and local chapter advisors. The Executive Director is responsible for the implementation of board decisions, planning of meetings and conferences, and the promotion of Pennsylvania DECA activities.

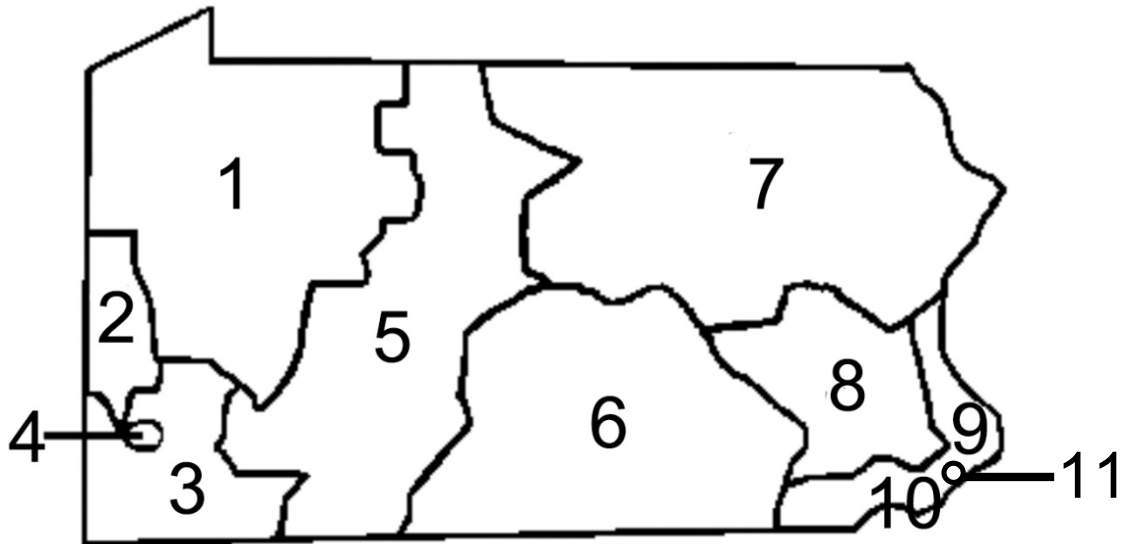
EXECUTIVE SECRETARY/TREASURER

The Executive Secretary/Treasurer is employed by the Board of Trustees to handle all financial and membership matters of the Pennsylvania Association of DECA. The Executive Secretary/Treasurer assists the Executive Director and the DECA Facilitator in all conference planning, registration and membership processing.

STATE OFFICER ADVISOR

The State Officer Advisor is appointed by the Pennsylvania DECA Board of Trustees to work with the State Officer Team. The State Officer Advisor is responsible for coordinating and implementing all functions and activities of and for the State Officer Team with the assistance of the Pennsylvania DECA staff and the state officer chapter advisors.

PENNSYLVANIA DECA DISTRICT ALIGNMENT



STUDENT MEMBERSHIP

Student membership in DECA is open to individuals interested in furthering their occupational objectives in marketing, materials handling, or business. Any group of 10 or more students enrolled in a marketing education or related business course, plus an advisor in a local school, can comprise a DECA chapter. A DECA chapter can also exist with fewer than 10 members if classroom membership is 100 percent.

TYPES OF MEMBERSHIP

There are four classes of membership in the Pennsylvania Association of DECA. The following are the classes of membership that are recognized:

- A. **ACTIVE MEMBERS:** Membership is available to students with career interests in marketing, entrepreneurship, finance, hospitality, materials handling and management in grades nine through twelve. Active members must pay dues as established by this state association and will be eligible to hold chapter or state office and participate in chapter, state, or national activities.
- B. **ALUMNI MEMBERS:** Graduates of marketing, materials handling, or business courses who have been members of local chapters. Alumni members may participate in various district, state, and national conferences. They must abide by all codes of conduct. Alumni members will pay dues as established by Pennsylvania DECA.
- C. **PROFESSIONAL MEMBERS:** Individuals associated with or participating in the professional development of DECA as approved by the state association. Such members may include: teachers, teacher-educators and marketing education supervisors; employers and training station sponsors of marketing education students; advisory committee members and others willing to contribute to DECA's growth and development. Professional members will pay dues as established by the state association, but will be ineligible to serve as voting delegates, to hold office, or to otherwise represent PA DECA.
- D. **COLLEGIATE MEMBERS:** The Collegiate Division of DECA is a student-professional organization that supports the activities of the high school division. Members of Collegiate DECA maintain active affiliation with DECA on a local, state, and national level. Members are provided with an opportunity, as prospective marketing educators, to discuss new ideas and developments with professionals. Collegiate members also work with business and community leaders to establish and promote the marketing education program and collegiate DECA.

HOW TO START A NEW DECA CHAPTER

Congratulations! You are about to begin a journey with your marketing, business management, finance, hospitality, materials handling and entrepreneurship classes. DECA works along with your classroom activities to develop your students' leadership, occupational, and social skills. Starting a DECA chapter is easy and fun for both yourself and your students. With a minimum of 10 members (students currently enrolled in marketing, management, business, or entrepreneurship classes or students who have previously taken classes) and one advisor, you will have the opportunity to establish your chapter.

Recruit interested students

Meet with marketing, business management, finance, hospitality, materials handling and entrepreneurship students to determine interest and recruit for membership. Present a brief orientation to DECA and its benefits so students can see the opportunities afforded with DECA membership. Students that have taken a marketing, business management, finance, hospitality, materials handling and entrepreneurship course are also eligible to join DECA. They are referred to as "in school alumni."

Meet with appropriate school administrator

After recruiting interested students, meet with the appropriate school administrator to present DECA and its benefits. Explain that DECA is a student association for marketing and business students that offer an opportunity for students to develop career job skills, leadership abilities, an understanding and appreciation of civic responsibility, and ethical values. Also include in your presentation the additional opportunities students have for recognition through the competitive events program and extensive scholarship program. Highlight the idea that you would like your students to take advantage of these opportunities.

Contact your state DECA advisor or National DECA for membership procedures

With your school's approval, contact your state DECA advisor or National DECA for an initial membership roster. Complete the roster online, include the appropriate dues (plan ahead to have a school check cut) and return directly to National DECA! Dues in Pennsylvania are currently \$15 per student, advisor, professional, or alumni members. (National dues are \$8.00 and state dues are \$7.00.) You will then receive a new chapter charter, membership pins, and membership cards.

Start planning meetings and activities

Now that you have started your chapter, take some time to start planning meetings and activities. At an orientation meeting, explain the benefits of membership, goals of the organization and discuss the development of a chapter constitution. Officers play an important role in the success of your chapter. Discuss the responsibilities and duties of officers, as well as the campaign and election procedures. Other key topics on your agenda may include chapter activities, community service, social events, fundraisers and conferences.

Current DECA advisors have provided some suggestions about starting a new chapter:

- Get involved in your community. Business and charitable organizations are always willing to work side by side with your DECA chapter.
- Ask other advisors in your area for advice and ideas. Pennsylvania DECA offers a “mentor” program for new advisors.
- Order “how to” material/resources from National DECA. Check out the offerings on the national website at www.deca.org and Pennsylvania’s website at www.padeca.org.
- Attend a fall leadership conference in your state or region. Many Pennsylvania districts offer a fall DECA orientation workshop. Many chapters attend the North Atlantic Regional DECA conference in November. This will put you in contact with other chapters and advisors, as well as give you and your students a great sense of the benefits of DECA membership. It is a great way to kick off your DECA year.
- Have social outings with your students such as bowling, skating, or pizza parties.
- Make fundraising fun! Car washes, cookie/food sales, and the school store are all ways for your students to learn about running a small business.
- With your new chapter, begin to integrate DECA into your curriculum. Good Luck!

**FOR ADDITIONAL INFORMATION, CONTACT:
JERRY DiGIOVANNI**

**PENNSYLVANIA DECA EXECUTIVE DIRECTOR
920 Woodland Avenue
Norristown, PA 19403
PHONE: 215-327-5618**

**jerry@padeca.org
www.padeca.org**

Membership dues are as follows:

| | |
|---------------------------|---------|
| High School Division: | \$16.00 |
| High School Professional: | \$16.00 |
| Collegiate Division | \$16.00 |
| Alumni: | \$16.00 |
| Collegiate Professional: | \$16.00 |

Dues must be paid for every active member and are payable on or before the date established by the Board of Trustees each school year.

State dues are used for:

- State officer workshops and meetings
- Administrative costs
- Conference costs
- State DECA scholarship awards

All state/provincial associations utilize the online membership reporting system. This is done by logging on to the national DECA website at www.deca.org. The membership direct link is <http://membership.deca.org>. You must have established a user name and password in order to use this link. If you have problems regarding your membership registration, please contact Membership at membership@deca.org or call 703-860-5000. The check for your national and state dues (a total of \$16.00 for each member), must be mailed to the national DECA office at:

DECA Inc.
Attn: Membership Department
1908 Association Drive
Reston, VA 20191

Online Membership Processing

The online membership system will allow chapters to easily submit members, effectively manage chapter membership, and obtain 24-hour real-time access to membership data and reports. Chapters log on to the membership system and follow a step-by-step process to record their members. The system will calculate the dues owed for both the association and DECA Incorporated and generate an invoice. The chapter then prepares a single check for the dues and forwards it to DECA Inc. Membership is confirmed when DECA Inc. receives and processes the dues check. Chapters may add additional members at any time. State/provincial associations will receive email notification each time a chapter submits members or a new chapter is set up. Designated representatives of the association will have administrative access to the chapter data at any time. Associations will receive the accumulated association dues on a monthly basis in the same manner that direct dues are currently processed.

THE DECA COLORS

The colors of DECA are blue and white.

The DECA Blazer is the official jacket for the organization. The DECA Blazer symbolizes the professionalism and teamwork for which we all strive.

NATIONAL DECA TAGLINE FOR 2017-2018:

“LIMITLESS”

PA DECA TAGLINE FOR 2017-2018:

“DEFY GRAVITY WITH #PA DECA”

THE DECA CREED

The DECA Creed is a guideline for all members of DECA. The DECA Creed is read by members at chapter, state and national activities to reaffirm our commitment to ourselves, to our community and to our nation.

I believe in the future which I am planning for myself in the field of Marketing and Management, and in the opportunities which my vocation offers.

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

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

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

PENNSYLVANIA DECA CONTACT INFORMATION

| | |
|---|---|
| <p align="center">PA DECA Student Leadership Team President</p> <p align="center">Max Lucas president@padeca.org</p> | <p align="center">PA DECA Student Leadership Team Vice-President</p> <p align="center">Paige Davidson vice-president@padeca.org</p> |
| <p align="center">PA DECA Executive Director</p> <p align="center">Jerry DiGiovanni 920 Woodland Avenue Norristown, PA 19403</p> <p align="center">jerry@padeca.org Cell: 215.327.5618</p> | <p align="center">PA DECA Board of Trustees President</p> <p align="center">Joe Wagner Freedom Area High School 1900 Bulldog Road Freedom, PA 15042</p> <p align="center">bmajors@freedom.k12.pa.us Phone: 724-775-7400</p> |
| <p align="center">PA DECA Executive Secretary/Treasurer</p> <p align="center">James White PO Box 15294 Pittsburgh, PA 15237</p> <p align="center">jwhite2244@comcast.net</p> <p align="center">Home: 412.364.9239 Cell: 412.897.5584</p> | <p align="center">PA DECA Facilitator</p> <p align="center">La Verne Dixon, Ph.D. Pennsylvania Department of Education Bureau of Career and Technical Education 333 Market Street Harrisburg, PA 17126</p> <p align="center">lavidixon@pa.gov Phone: 717.787.6026</p> |
| <p align="center">Officer Advisor(s)</p> <p align="center">Bob Nathan bnathan@riverside.k12.pa.us</p> <p align="center">Gaye Ann Ice Gayeann1120@gmail.com</p> <p align="center">Phone: 724.544.8258</p> | <p align="center">Business & Marketing Education Program Specialist</p> <p align="center">Mindy Mansfield, M.B.A. Pennsylvania Department of Education Bureau of Career and Technical Education 333 Market Street Harrisburg, PA 17126</p> <p align="center">mfreidinma@pa.gov Phone: 717.346.9480</p> |

SECTION 2

CHAPTER ADVISORS

ADVISORS' RESPONSIBILITIES

ADVISOR/GENERAL

1. Initiate and direct DECA chapter organization, functions, and activities.
2. Insure that ALL students are registered state and national DECA members by the deadline established by the Board of Trustees with additions allowed prior to district competition.
3. Attend district and state DECA advisor meetings throughout the year.
4. Keep informed on general information, chapter management, competitive events, conferences and suggested ideas for DECA chapter activities.
5. Keep abreast of new developments in DECA and call them to the attention of members.
6. Encourage participation of members on district, state and national levels of competition and prepare students for leadership activities in accordance with state and national guidelines.
7. Encourage and help provide avenues for parental, advisory committee, and business involvement.
8. Be familiar with the history, principles, state guidelines, ceremonies, typical activities, parliamentary procedure, and other essentials of the organization.
9. Become active in other professional organizations such as Pennsylvania Business Education Association (PBEA), Association of Career and Technology Educators (ACTE) and PA ACTE.

ADVISOR/CHAPTER

1. Assist in plans for electing an efficient group of officers by following the same criteria used for officer selection on the state level. Inform candidates of duties and responsibilities of each office.
2. Orient newly elected officers on parliamentary procedures and provide leadership training.
3. Assist members in planning a calendar of events, including the state action team program of work early enough in the school year to be included on the school calendar.
4. Plan adequately financed programs and properly protect funds, chapter records, and accounts.
5. See that DECA chapter meetings are held regularly and conducted in a businesslike manner.

6. Help new DECA members to take part and get into the spirit of the DECA activities.
7. Encourage every DECA member to take an active role in the duties and responsibilities of chapter operation.
8. Monitor DECA chapter executive committee meetings to assist officer with chapter business.
9. See that all ceremonies, civic appearances, and chapter publicity are professionally planned and executed.
10. Keep school administration and the public posted on activities. Encourage students to contribute articles to the *DECA Direct*.

ADVISOR/CONFERENCES

1. Complete Conference Registration Forms and financial obligations before the deadline date established by the Board of Trustees.
2. Adhere to the adult code of conduct.
3. Fulfill all assigned responsibilities at district, state, regional, and national conferences and competitive activities.
4. Review conference code of conduct and dress code with students and parents prior to the conference.
5. Monitor students' adherence to the code of conduct during all conferences.
6. Assist in any other special duties that have been assigned.
7. Be responsible for securing an appropriate chaperone for all conferences. The chaperone must be lodged at the same facility in which the students are lodged or in which the conference is being held.
8. Must communicate with the Board of Trustees about his/her non-attendance at a conference.

ADVISORS' QUICK GUIDE TO CHAPTER MANAGEMENT

PLEASE NOTE: EACH SCHOOL HAS ITS OWN POLICIES AND PROCEDURES FOR ACCESSING MONEY TO PAY FOR CONFERENCES, TRANSPORTATION ARRANGEMENTS, PERMISSION FORMS, ETC. MAKE IT A PRIORITY TO VISIT YOUR SCHOOL'S BUSINESS OFFICE OR ADMINISTRATOR TO LEARN THE PROPER PROCEDURES. DO NOT RELY ON SECRETARIAL STAFF TO MAIL IN ANY PAPERWORK AND CHECKS ON TIME TO MEET DEADLINES!

AUGUST

- ❑ Develop an activities calendar.
- ❑ Review National DECA Membership Mailing online at www.deca.org. (You should also receive it in the mail.) Membership registration is done online with the national office.
- ❑ Download the National DECA Guide. This will also be mailed to you. (If you do not receive a DECA Guide, call National DECA at 703.860.5000.)

SEPTEMBER

- ❑ Review Pennsylvania DECA weekly emails 'Tips of the Week'.
- ❑ Conduct DECA orientation in class. This should include a brief history of DECA [a narrative description of DECA] competitive events overview, election of chapter officers (sometimes done in the spring), collect membership dues.

OCTOBER

- ❑ Conduct your occupational advisory committee meeting.
- ❑ Consider attending a Fall Leadership Conference/Mock Competition
- ❑ Fundraising.
- ❑ Attend your local district meeting.
- ❑ Begin written event preparation.
- ❑ Plan DECA month activities (November).
- ❑ Recruit new members.

NOVEMBER

- ❑ Continue to recruit member. Deadline date for online membership rosters and payment of dues to **National DECA is November 15!**
- ❑ Attend Power Trip or another Leadership Conference.
- ❑ Register for your local district conference.

DECEMBER

- ❑ Attend your district conference. Remember, all additional members not on your original roster **MUST** be submitted prior to your district conference. Don't forget to have all your permission slips in order!
- ❑ Develop your budget for the following school year. Most schools require you to submit your budget in December or January.

JANUARY

- ❑ Mail or e-mail your state conference housing/registration/written events/permission forms to the hotel and appropriate state staff.
- ❑ Register for State DECA Conference by the established deadline date.
- ❑ Fundraising.

FEBRUARY/ MARCH

- ❑ Attend the Pennsylvania DECA State Conference!! Don't forget your permission slips.
- ❑ Register for International DECA Conference by the established deadline date.
- ❑ Fundraising.
- ❑ Arrange logistics and transportation for the International DECA Conference.

APRIL

- ❑ Attend the International DECA Career Development Conference. Be sure you have enough DECA blazers for competition.

MAY

- ❑ Spring Break! Take a breather.
- ❑ Pittsburgh Leadership Conference with the Pittsburgh Pirates.
- ❑ Begin plans for next year.
- ❑ Recruit new Advisory Committee members and business partners.
- ❑ Order chapter management resources/supplies for next year.
- ❑ This may be a good time to hold officer elections for the coming year. They could start on next year's program of work.

CHAPTER ACTIVITIES

Refer to the National DECA Website for additional chapter management information.

Pennsylvania DECA recommends that teachers have the following resources:

Available from National DECA

www.deca.org

- DECA Guide
- On-line registration
- DECA Direct
- Integrating DECA into the Curriculum
- Chapter Management Ideas
- Promotional Posters
- Fundraising Ideas
- National Leadership Conferences
- International Career Development Conference Details
- DECA Direct
- National DECA website (www.deca.org)

Available from Pennsylvania DECA

www.padeca.org

- ◆ Competitive Events Supplemental Guide
- ◆ Pennsylvania DECA Directory
- ◆ PA Leadership Events
- ◆ Dates to Remember
- ◆ Scholarship Information
- ◆ Pennsylvania DECA website (www.padeca.org)

IMPORTANT PHONE NUMBERS

PA DECA Executive Director:

Jerry DiGiovanni; 215.327.5618; jerry@padeca.org

- Membership
- State Conference
- National Conference
- Hotel Arrangements
- Judges, Exhibitors, Contributors
- Scholarships
- State Business Partnership
- Board Meetings
- Fall Leadership Conferences
- Summer Workshop
- Officer Training
- Tabulation
- Competitive Events

Executive Secretary/Treasurer:

James White; 412.364.9239; jwhite2244@comcast.net

- Conference Registration Fees
- Scholarship Processing
- Financial Matters

Officer Advisor:

Bob Nathan; bnathan@riverside.k.12.pa.us

Gaye Ann Ice; 724.544.8258; gayeann1120@gmail.com

- State Officer Duties/Responsibilities

Board of Trustees President:

Joe Wagner; 717.240.6800; wagner2@carliseschools.org

- Disciplinary Matters
- Board of Trustee Agenda Items
- Matters not resolved by other staff

Business and Marketing Education Program Specialist:

Mindy Mansfield, MBA; 717.346.9480; mfreidinma@pa.gov

- Marketing Education
- Certification
- Teacher Vacancies
- Business Education
- Program Approvals
- Curriculum

PA DECA Facilitator/Education Advisor:

La Verne Dixon, PhD; 717.787.6026; email: lavdixon@pa.gov

- PDE Liaison
- MBA Curriculum Liaison
- Publications Revision
- Marketing Education
- Advisory Committees
- CTE Recruitment/K-12 Schools
- Teacher Professional Development

National DECA Office:

Main Phone Number: 703-860-5000

DECA Images: 703-860-5006

E-mail: www.deca.org

- Co-Interim Executive Director: **Frank Peterson**
- Co-Interim Executive Director: **John Fistolera**
- High School Director: **Christopher Young**
- Membership Manager: **Matt Arnett**
- Communications and Publications: **Janelle Arrighi**
- Corporate and External Affairs: **Nick Edwards**
- Finance and Administration: **Patrick Cheney**
- Professional and Program Development: **TBD**
- Competitive Events: **TBD**
- DECA Images: **TBD**

SECTION 3

CONFERENCES

Complete details are provided in the annual conference registration packet.

DECA CONFERENCES

STATE OFFICER LEADERSHIP TRAINING WORKSHOP

Students elected to state office are challenged to provide guidance, leadership, and inspiration for all Pennsylvania DECA members. The growth of Pennsylvania DECA during an officer's term will depend on the preparation, planning, and performance of his/her duties. A mandatory State Officer Leadership Training Workshop is conducted each summer for incoming officers.

FALL LEADERSHIP CONFERENCES

There are several mock competitions within PA that new DECA members are encouraged to attend. Fall conferences include Mock Competitions, The Ultimate Power Trip, The Innovations & Entrepreneurship Conference, and the Sports & Entertainment Conference with the 76'ers.

DISTRICT CAREER DEVELOPMENT CONFERENCE (DCDC)

Guidelines for attending the individual district conferences will be determined by the district. Planning will be the responsibility of the district officers, Board of Trustees members, and chapter advisors.

OBJECTIVES

1. To provide maximum participation of local DECA chapter members in educational activities related to their career goals through competitive events.
2. To elect district representatives to the state officer team.
3. To provide opportunities for interaction among student members, marketing education teachers, and the business community.

Reporting of the district-level winners must be made to the state DECA facilitator by the district board representative before the State Career Development Conference registration deadline date.

STATE CAREER DEVELOPMENT CONFERENCE (SCDC)

The State Career Development Conference is held annually. All national competitive events and those sponsored by the Pennsylvania Association of DECA will be held at the state conference. Refer to the competitive events section of this handbook.

OBJECTIVES:

1. To compete for statewide awards.
2. To qualify for national competition.
3. To conduct the annual business meeting.
4. To elect state student officers.
5. To interview candidates for scholarships and awards.

WHO MAY ATTEND?

1. District winners in each national competitive event based on district membership.
2. Participants in state competitive events.
3. Participants submitting written manuals.
4. One voting delegate per chapter as established by the Board of Trustees.
5. State student officers.
6. State officer candidates and National officer candidates. Chapters may send only those students who meet the criteria established by the Board of Trustees and who have submitted the proper credentials to the District Board Member who will then forward them to the DECA Executive Director.
7. Each chapter is limited to the ratio of one participant per 27 members and any major portion thereof for each individual series competitive event.

Participation for events on state level only and participation for pilot events is determined by the Board of Trustees.

The following standards should be met by all students attending the conference:

1. Only chapter members who have paid dues may attend the conference.
2. All members attending the SCDC must submit a completed official PA DECA permission form, have the approval of school officials, employer (co-op students), and parents.
3. Only those chapter members who will conduct themselves in a manner that will be a credit to DECA should be eligible to attend.
4. There must be one registered (paid) adult advisor/chaperone for every 15 students or major fraction thereof attending the conference.

Pennsylvania DECA Rules and Regulations

Advisors are responsible for reviewing the following rules and regulations with students/delegates and discussing possible consequences of infractions of these rules and regulations.

1. Discipline reports must be filed for every infraction of the rules of conduct. Any major infraction of rules of conduct must be reported immediately to a member of the discipline committee and a discipline report initiated by the person reporting the incident.

Delegate Responsibilities:

NOTE: The term “delegate” shall mean all DECA members who are attending high school and those persons under the age 21.

1. Delegates shall respect and abide by the authority vested in the Board of Trustees, State Advisor, hotel security personnel, and any advisor responsible for conduct and rules at the conference.
2. Conference identification badges must be worn at all times.
3. There will be NO smoking or use of tobacco products.
4. NO alcoholic beverages, narcotics, weapons, or drug paraphernalia in any form shall be in the possession of delegates at any time, under any circumstances. Violations will be referred to the local and state law enforcement officers.
5. Music devices (iPod, iPhone, etc.) may only be used with a personal headset. Equipment will be confiscated and returned at the end of the conference.
6. All delegates attending the conference must be registered and stay as overnight guests at the conference hotel and not with friends or relatives.
7. Delegates may not leave the hotel property without the specific consent of his/her advisor. Delegates shall keep their advisors informed of their activities and whereabouts.
8. Under NO circumstances shall a delegate be in another delegate’s room with someone of the opposite sex regardless of the time of day or night.
9. Everyone will be in his/her room at curfew time. Chapter meetings are NOT to be conducted after curfew. NO food deliveries (pizza, etc.) will be permitted to be accepted by delegates after curfew. All delegates will be quiet during curfew hours.
10. NO room changes are to be made by students or advisors. Delegates will be assigned a room by the hotel and must stay in that assigned room.
11. Delegates shall attend all conference activities including meals, general sessions, and assigned events.
12. Each delegate is responsible for paying any outstanding bills charged to the room and returning all keys. Be aware that most hotel room phones are not accessible for calls outside the hotel.
13. Cell phones may not be assigned events.
14. Any damages to any property or furnishings in the hotel rooms or buildings must be paid by the individual room occupant or chapter.

15. Linens, towels, or any other hotel property may not be removed from the rooms or housekeeping carts. No furniture or mattresses are to be removed from the rooms.
16. From the time delegates arrive at the conference, delegates shall adhere to the dress code requirements. It is the chapter advisor's responsibility to see that his/her delegation complies with the rules established for proper dress.
17. Hand-held, non-programmable, battery-operated calculators are allowed in competition. (Outside notes or study aids are not allowed in competition.) Check the DECA Guide for additional information.
18. Delegates are required to bring a sharpened #2 pencil to events.
19. Notification of disqualification will be sent to tabulation by the adult advisor in charge. This disqualification may be due to tardiness, cheating, or failure to compete in their event.
20. Delegates should be prompt and prepared for all activities, financially and otherwise.
21. Dates shall be permitted to authorized activities only and between delegates only. Only DECA members registered for the conference and other registered conference participants are allowed in any rooms or activity of the conference.
22. Under no circumstances may DECA students drive to an official state or national DECA function.
24. Failure to obey these rules and regulations will include these possible consequences, but are not limited to:
 - a. Loss of a minimum of 10 points.
 - b. Total disqualification.
 - c. Sent home at delegate/parent expense.
 - d. Entire chapter sent home.
 - e. Probation for the following year—chapter or individual.
 - f. School administration and/or police notification.

PENNSYLVANIA DECA

CODE OF ETHICS FOR ADULT ADVISORS

DECA conferences provide an opportunity for DECA members to engage in leadership development activities. You, as an adult advisor, must help in maintaining appropriate conduct and appearance.

Since a good example is one method of teaching and students participating in this conference are impressionable, a Code of Ethics (or guidelines) is set for adult advisors.

It becomes the responsibility of each and every conference participant to see that proper conduct is adhered to at all times. Violations of these practices and procedures, as established, will be referred to the Pennsylvania DECA Board of Trustees.

*Advisors shall meet with participants daily for progress reports, time schedules, and other activities.

*Advisors shall keep an agenda for each student in order that he/she may be reached at any time during the conference.

*Each chapter shall have one advisor on call at all times.

*Each advisor shall be responsible for seeing that participants adhere to all conduct practices and procedures.

*The rules, as stated in the "Pennsylvania DECA Rules and Regulations" and the "Dress Code," are called to your attention to review. They should govern the behavior of advisors, as well as students.

*It is each advisor's responsibility to assist with competitive event administration at the state and national conferences.

*All advisors will be expected to help with hall patrol after curfew.

*It is the advisor's responsibility to check all students in their rooms at curfew each night. No chapter meetings are permitted after curfew. Also, no food (pizza, etc.) will be permitted to be delivered to students after curfew.

PENNSYLVANIA DECA DRESS CODE

Chapter Advisor Responsibility: Advisors are responsible for reviewing the following dress code with students and discussing the consequences of infractions.

FEMALES

- Business suit with blouse, shell, or turtleneck
- Blazer with skirt or dress slacks and with blouse, shell, or turtleneck
- Business dress with jacket
- Dress shoes and stockings

MALES

- Business suit with collared dress shirt and necktie or
- Sport coat/dress slacks, collared shirt and necktie
- Dress shoes and socks

NOTE:

No shorts, jeans, denim clothing, cut-offs, sweatshirts, sneakers, mini-skirts, split skirts, mini-dresses, or T-shirts will be permitted during the workshops, general sessions, meetings, competitive events, and meal functions.

Written Testing and Orientation:

Students are required to wear the current Pennsylvania DECA conference shirt with a business skirt or slacks. NO denim or jeans. NO sneakers.

*Casual wear will be acceptable only during specific social functions or where otherwise specified.

*Dress code attire is required for the award sessions. Students dressed improperly or carrying any items will not be permitted on stage.

*Dress code attire *will be required* for **all** meal functions. Those not properly attired will be turned away at the door.

*A DECA blazer is appropriate for all occasions.

NOTE: Students should be aware that points may be deducted for what the judge considers to be inappropriate or non-businesslike appearance.

(Examples of this may include visible tattoos, facial piercing, hair styles or colors, etc.)

We hope we have made it easier for you and your students to prevent them from being penalized. We have spent hours over the past years considering: current fashion trends, cost, time restraints, impressions of judges and sponsors, other CTSO dress codes, and fairness between males and females.

Student Signature/Date

Parent/Guardian Signature/Date

PENNSYLVANIA DECA SAMPLE ATTENDANCE PERMISSION FORM

This is to certify that _____ has my permission to attend the _____
_____ held at the _____ on _____.

I also do hereby absolve and release school officials, the DECA Chapter Advisor or other responsible adult, and the assigned DECA staff from any claims for personal injuries or illness that might be sustained while he/she is traveling to and from or during the DECA sponsored activity.

| | |
|--------------------------|-------------|
| Participant's last name: | First name: |
|--------------------------|-------------|

| | | | |
|-----------------|-------|--------|------|
| Street Address: | City: | State: | Zip: |
|-----------------|-------|--------|------|

| | | |
|------------------------|----------------|--------|
| Home telephone: () | Date of birth: | Grade: |
|------------------------|----------------|--------|

| | | | |
|----------------------|----------|--------|------|
| School name: | Address: | State: | Zip: |
| School phone: () | City: | | |

| |
|-----------------------|
| Parent/Guardian Name: |
|-----------------------|

EMERGENCY INFORMATION

I/we authorize the DECA chapter advisor/responsible adult to secure the services of a physician or hospital and to incur the expenses for necessary services in the event of accident or illness. I/we realize that I/we will be responsible for the payment of these costs.

| | |
|-----------------------------------|------------------------|
| Name of emergency contact person: | Work Telephone: () |
| Home telephone: () | |

| | |
|--|-------------------------|
| Family physician name: | Physician phone: () |
| Is the student taking any medication? | If yes, please list: |
| Please list any allergies, medical needs or health problems: | |

| | |
|-------------------------|------------------------------|
| Insurance company name: | Insurance plan/group number: |
|-------------------------|------------------------------|

We have read and agree to abide by the Pennsylvania DECA Rules and Regulations and Dress Code. We also agree that the school officials, the DECA Chapter Advisor, the State DECA staff and the Conference Conduct Committee have the right to investigate possible violations of the DECA Rules and Regulations and authorize the search of the above named student's room or property in furtherance of such an investigation. We also agree that the school officials, the DECA Chapter Advisor, the State DECA Staff and the Conference Conduct Committee have the right to send the above-named student home from the activity at the expense of the family provided that he/she has violated the Rules and Regulations and/or his/her conduct has become a detriment. The expenses will include transportation, time and travel expenses for a security guard to accompany the student, as well as the student's expenses.

| | | | |
|---------------------------|------|---------------------------|------|
| Student Signature | Date | Chapter Advisor Signature | Date |
| Parent/Guardian Signature | Date | School Official Signature | Date |

INTERNATIONAL CAREER DEVELOPMENT CONFERENCE (ICDC)

State winners compete for DECA's top awards in its program of individual and team events at the International Career Development Conference. Trophies, medallions, and some cash awards are presented at the awards ceremonies.

The conference also brings together the International officer candidates who are campaigning for International office. Nominating committees interview candidates as campaign assistants gather votes and commitments from their favorite candidate. A large campaign session, similar to the national political conventions, is held where candidates give speeches and demonstrations. An election session is held on the last day of the conference climaxing the feverish campaigning. The election winners are announced at the end of the Grand Awards Session.

The following rules apply for eligibility to attend the International Career Development Conference: (the term delegate refers to all those in attendance)

1. Number of delegates eligible to attend is established by National DECA (based on state membership).
2. Delegates must be paid active members of Pennsylvania DECA and National DECA.
3. Delegates must have the approval of their school administration, chapter advisor, parents or guardians, and Pennsylvania DECA.
4. All state officers are eligible.
5. The number of winners of individual series events and written events is based on state membership totals.
6. Voting delegates may attend based on total state membership.

If state winners in a nationally recognized competitive event cannot attend the International Career Development Conference, they must notify the state advisor (Executive Director) immediately and provisions will be made to have the student who is next in line attend in their place to represent the state.

All student delegates to the International Career Development Conference must be accompanied by a chapter advisor. One registered (paid) adult chaperone must accompany each eight students.

DECA chapter advisors and students attending the International DECA Career Development Conference must be housed in a conference facility designated by the state Board of Trustees.

**INTERNATIONAL DECA
ATTENDANCE CRITERIA AND ELIGIBILITY*
HIGH SCHOOL, COLLEGIATE, AND ALUMNI DIVISIONS**

The board of directors of DECA, Incorporated has specified that there must be a *MINIMUM OF ONE ADULT ADVISOR FOR EVERY EIGHT HIGH SCHOOL DIVISION STUDENT DELEGATES*. Adult advisors may be any adult named by the state DECA advisor to serve the state association in this capacity. He/she must register for the conference, pay the registration fee, and be in attendance for the entire period of the conference. There are no restrictions on the number of adult advisors who may attend. In reference to the required minimum, all coordinators, parents, supervisors, and teacher-educators are eligible.

STUDENT DELEGATES:

1. To be eligible to attend the International Career Development Conference, each member must meet these basic criteria:
 - Be an active member of a division of DECA. Membership must be recorded on an official DECA Membership Roster and be on file at National DECA Headquarters.
 - Have the approval of the chapter DECA advisor.
 - Have the approval of the school administration.
 - Have the approval of a parent or guardian unless 21 years or older.
2. Any alumni or collegiate division member meeting the above criteria is eligible to attend the Career Development Conference.
3. In addition to the above criteria, high school division members must meet one of the following:
 - Be a state participant in one of the national competitive activities.
 - Be a state, area, regional officer, or national office candidate.
 - Be a national voting delegate representing his/her state association.
 - Be a state association representative by receiving special permission from his/her state DECA advisor (limited to 1% of the state's national DECA membership in the high school division).
 - Be a National Scholarship Award recipient.
 - Be a delegate in one DECA's Leadership Academies or SBE.
4. Allocation for competitors, voting delegates, and state association representatives is based on each state/provincial association's membership in the high school division on **June 30th** of the previous calendar year.

QUALIFICATIONS FOR ENTERING INTERNATIONAL COMPETITIVE EVENTS GENERAL RULES AND REGULATIONS

1. All participants must be active members of DECA with the current year's dues on file with DECA Inc. prior to March 1 of the current school year.
2. All participants and written entries must be approved and authorized for entering competition by their state association through official competitive events registration forms.
3. All participants and written entries must meet specifications set forth for each activity.
4. All participants must have participated in state, district, and/or local competition.
5. All entry forms and written entries must be submitted by the state advisor or designee according to announced deadlines.
6. A participant may enter only one of the competitive events with a participatory component during DECA's international conference.
7. No additions or substitutions may be registered for competition after the deadline set forth by national DECA.
8. A written entry may not be entered in more than one national competitive event during a given year.
9. Once a written entry is entered in international competition, the identical content material may not be entered in international conference competition again.
10. All participants must attend the briefing sessions scheduled for their competitive event during the international conference.
11. Participants are required to follow the official DECA dress code, which requires that they wear an official DECA blazer for all phases of competition during which they come in contact with a judge or judges. See a complete statement of the dress code below.
12. All written entries must include a signed copy of DECA's Written Event Statement of Assurances.

HIGH SCHOOL DIVISION: INTERNATIONAL CAREER DEVELOPMENT CONFERENCE
Attendance Permission Form -- State Association: Pennsylvania
DRESS CODE FOR ICDC

DECA's Board of Directors has developed the following official dress standards for the International Career Development Conference. Students, advisors and chaperones must follow the dress code.

An official DECA blazer is required to receive recognition/an award on stage.

DECA General Sessions, Meal Functions:

- FEMALES:** Business suit or blazer with dress blouse and dress skirt or dress slacks or business dress; dress shoes and hosiery/trouser socks
- MALES:** Business suit or sport coat with dress slacks, collared dress shirt and necktie; dress shoes and socks

When Appearing Before Judges:

- FEMALES:** Official DECA blazer with dress skirt or dress slacks and a dress blouse or official blazer with a dress; dress shoes and hosiery/trouser socks
- MALES:** Official DECA blazer with dress slacks, collared dress shirt and necktie; dress shoes and dress socks

Event Briefing, Manual Registration and Testing

- FEMALES:** Dress blouse or dress sweater with dress skirt or dress slacks (blazer optional) or business dress; dress shoes, hosiery/trouser socks
- MALES:** Collared dress shirt and necktie with dress slacks (blazer optional); dress shoes and dress socks

DECA Business Casual

Casual slacks (e.g., Dockers), blouse or shirt, socks and casual shoes. Jeans, t-shirts and athletic shoes are **not** included in business casual attire.

Dance Attire

Casual slacks or jeans with blouse, shirt or t-shirt. Shoes are required.

The following are unacceptable during DECA activities:

- Skin-tight or revealing clothing
- Midriff-baring clothing
- Clothing with printing that is suggestive, obscene or promotes illegal substances
- Athletic clothing
- Swimwear

Any medical exceptions to this code must be documented at the conference prior to the beginning of the conference in headquarters. This is the responsibility of the local advisor.

ATTENDANCE:

This is to certify that _____ has my permission to attend the above-named DECA activity. I also do hereby, on behalf of _____ absolve and release the school officials, the DECA chapter advisors and the assigned state DECA staff from any claim for personal injuries or illness which might be sustained while he/she is *in-route* to and from or during the DECA-sponsored activity.

EMERGENCY:

I authorize the advisor to secure the services of a physician or hospital, to incur the expenses for necessary services in the event of accident or illness and I will provide for the payment of these costs. We have read and agree to abide by the DECA Code of Conduct. We also agree that the school officials, the DECA chapter advisors, the state DECA staff or the Conference Conduct Committee, have the right to send _____ home from the activity at our expense, provided that he/she has violated the Code of Conduct and/or his/her conduct has become a detriment.

Student Signature

Chapter Advisor Signature

Parent/Guardian Signature / Phone

School Official Signature

Insurance Company Name

Policy Number

**INTERNATIONAL
CAREER DEVELOPMENT CONFERENCE
DELEGATE INFRACTION NOTICE**

To: _____
Name of State Advisor or State Supervisor State

Division

It has been reported that _____ of
your state delegation violated the following delegate conduct practice and/or procedure:

- | | |
|---|-------------------------------|
| _____ Dress code | _____ No identification badge |
| _____ Defaced public property | _____ In unauthorized place |
| _____ Possession of alcoholic beverages/ narcotics | _____ Curfew regulations |
| _____ Smoking in DECA blazer | _____ Unauthorized date |
| _____ Other (please specify) _____ | _____ Unauthorized transport |

while officially representing Pennsylvania DECA on _____ at _____
date time

For the benefit of the thousands of DECA members who will be privileged to attend the
International Career Development Conferences in future years, it is necessary for all current
ICDC delegates to abide by established conference rules. Please bring this notice to the immediate
attention of all parties involved.

Date

Chairperson,
Presidential Governance Committee

ICDC DECA DELEGATE (STUDENT AND ADULT) CONDUCT PRACTICES PROCEDURES

HIGH SCHOOL DIVISION

The board of directors for DECA, Inc. requires each delegate attending the International Career Development Conference to read and complete the Attendance Permission Form and return it to the state DECA advisor as partial completion of attendance requirements.

1. The term “delegate” shall mean any DECA member, including advisors attending ICDC (high school, collegiate, alumni or professional).
2. There shall be no defacing of public property. Any damage to any property or furnishings in the hotel rooms or building must be paid for by the individual or chapter responsible.
3. Delegates shall keep their adult advisors informed of their activities and whereabouts at all times.
4. Delegates should be prompt and prepared for all activities.
5. Delegates should be financially prepared for all activities.
6. Out-of-town delegates will spend nights at their assigned hotel and in their assigned room. *THEY WILL BE QUIET AT CURFEW.*
7. Conference-area delegates not staying at the hotel shall be off hotel grounds by curfew or immediately following the last scheduled event.
8. Dates shall be permitted to authorized activities only and between delegates only.
9. No alcoholic beverages or narcotics in any form shall be possessed by delegates at any time, under any circumstances.
10. Out of common courtesy to the general public, no smoking in public will be permitted while a delegate is in DECA blazer officially representing his/her state association and DECA.
11. No delegate shall leave the hotel (except for authorized events) unless permission has been received from chapter and state advisors.
12. Delegates are required to attend all general sessions and activities assigned, including workshops, competitive events, committee meetings, etc., for which they are registered unless engaged in some specific assignment taking place at the same time.
13. Identification badges will be worn at all times.
14. The dress code will be in effect at all times.
15. The state association will be responsible for delegates’ conduct.

16. Delegates violating or ignoring any of the conduct rules will subject their entire delegation to being unseated and their candidates or competitive events participants to be disqualified. Individual delegates may be sent home immediately at their own expense. Curfew will be enforced (curfew means delegates will be in assigned rooms).
17. Casual wear will be accepted during specific social functions as designated during orientation sessions.

PRESIDENTIAL GOVERNANCE COMMITTEE

A Governance Committee will be appointed for the high school division. The purpose of the committee will be to act upon all violations of the *Delegate Conduct Practices and Procedures* within the division. Collegiate and alumni members will be expected to follow the policies established for the high school division since these divisions have chosen to meet during the high school division Conference. The conduct guidelines were approved by the board of directors for DECA, Inc., and apply to adult advisors, as well as student delegates.

A copy of the Delegate Conduct Practices and Procedures may be found in this section. The board of directors for DECA, Inc., requires every student delegate to read and complete this form as partial completion of International Career Development Conference attendance requirements. Please make sufficient copies for your delegates to sign and return to you prior to the International Career Development Conference. Advisors may wish to bring these forms with them to the conference for possible reference. *Please do not mail to the National DECA office.*

CODE OF ETHICS FOR ADULT ADVISORS

Marketing education programs offer training to those students who have a career objective in the field of marketing, merchandising or management. Individual conduct and appearance is a phase of this training. At DECA's International Career Development Conference, this phase of the education program becomes apparent.

Since a good example is one method of teaching, and students participating in the conference are impressionable, a Code of Ethics (or guidelines) is set for adult advisors.

It becomes the responsibility of each and every participant to see that proper conduct is adhered to at all times.

Violations of these practices and procedures, as established, will be referred to the president of the board of directors for DECA, Inc.

- Advisors shall conduct daily meetings with participants for progress reports, time schedules and other activities.
- Advisors shall keep an agenda for each student in order that they may be reached at any time during the conference.
- Each state shall arrange to have one advisor on call at all times.
- Each advisor shall be responsible for seeing that participants adhere to all conduct practices and procedures.
- The rules, as stated in the **Delegate Conduct Practices and Procedures and the Dress Code**, are called to your attention for review and should govern the behavior of advisors as well as students.

Sample Judge, Exhibitor, and Alumni Letters of Invitation

Date

Dear Friend of Pennsylvania DECA:

Pennsylvania DECA would like to give you the opportunity to become involved in one of the most exciting activities involving young people. DECA's unique role is to provide leadership experiences and recognition to its members as they prepare for dynamic careers in marketing, management, and entrepreneurship. We need your help to make our state conference a success for **2,500** students across Pennsylvania. The Annual Pennsylvania DECA State Career Development Conference will be held at the Hershey Lodge located in Hershey, PA.

You and your co-workers can become involved by serving as judges in one or more of DECA's competitive events. These events are designed to recognize our members' achievements in the classroom and on the job. State winners earn the right to attend and compete at the International DECA competition in Anaheim, California.

Events you will be judging are developed for a particular occupational area and skills an employee would need in that occupation. Serving as a judge is a painless, yet productive and rewarding way to give back to the community. Who can judge? Anyone with expertise in a particular occupational area can participate. Meeting enthusiastic, bright, potential college students and/or employees is an additional judging bonus!

We need your assistance on **February 22, 2018 from 7:30 a.m. until 4:00 p.m. Breakfast and lunch will be provided.** Please email jerry@padecca.org to sign up. Details about your competitive event will be provided in January.

Don't miss out on this special opportunity. Visit our web sites at www.deca.org and www.padecca.org for additional judging information. We look forward to receiving your favorable response.

Sincerely,

Name
Title
Phone #

Date

Dear Exhibitor:

The Pennsylvania DECA Career Development Conference (CDC) will be held at the _____, _____, Pennsylvania, on February _____. We look forward to having your company exhibit with us this year.

Approximately **2,500** students, advisors, and business representatives from across the Commonwealth of Pennsylvania will attend the CDC. The details for exhibiting are explained on the enclosed information documents.

If you plan to participate as an exhibitor at the PA DECA conference, please return the enclosed “Exhibitor Response Form” by **January 19, 2018** so that your name can be included in the conference program.

Your participation in our Pennsylvania DECA Career Development Conference will be appreciated!

Sincerely,

**DETAILS OF EXHIBITING
PENNSYLVANIA ASSOCIATION OF DECA
CAREER DEVELOPMENT CONFERENCE**

- **SIZE:** EXHIBIT AREA IS 8' IN SIZE AND INCLUDES ONE 8' DRAPED TABLE AND CHAIR.
- **TABLE PREPARATION:** DRAPED 6' OR 8' TABLE
- **LOCATION:** Convention Center ASSIGNMENTS WILL BE BASED ON RECEIPT DATE OF YOUR EXHIBITOR FEE.
- **COST:**
 - Exhibit (display) \$250.00 per table
 - Educational (schools) \$150.00 per table
 - PA DECA Scholarship Schools \$100.00 per table
- **MAKE ALL CHECKS PAYABLE TO: PENNSYLVANIA DECA**
- **MAIL YOUR CHECKS TO: PENNSYLVANIA DECA by **January 19, 2018****
- **EXHIBIT HOURS: Wednesday: 9:00 a.m. until 4:00 p.m.**

HOUSING: Our package plan includes two nights lodging, two dinners, one lunch, one breakfast and brunch, plus taxes and gratuities. Hotel reservations are to be made on an individual basis.

**PENNSYLVANIA ASSOCIATION OF DECA
EXHIBITOR RESPONSE FORM**

_____ No, we **are unable** to exhibit this year, but keep us on your mailing list for next year.

_____ Yes, we will exhibit at the Pennsylvania Association of DECA Career Development Conference.

_____ Please remove our name from your mailing list.

Please return this form by January 19, 2018 to:

**Jerry DiGiovanni
920 Woodland Avenue
Norristown, PA 19403**

Name of Person(s) Exhibiting _____

Company _____

Address _____

Phone _____ Fax _____

Date

Dear DECA Alumni,

Pennsylvania DECA's State Career Development Conference is here! Your former DECA chapters are busy planning their yearly activities. Do you remember fundraising, participating in the plan of action, selecting your competitive events, recruiting new members, field trips, attending conferences and working in the school store? It seems like only yesterday, but you can still be a part of Pennsylvania DECA.

This year's State Career Development Conference will be held on _____ at the _____
_____. Mark your calendars. **Competition and judging will be on**
_____ . The cooperation and participation of businesses and interested alumni like you will make the competitive events meaningful to our students.

Our opening ceremonies begin **at 6:00 p.m. on Wednesday**. You may be interested in conducting a workshop for our students or advisors at our conference. Your participation as a judge or in any capacity would be greatly appreciated.

Please complete the judge's response sheet as soon as possible. Your participation is vital to the success and continuation of marketing education and DECA in Pennsylvania. Visit our alumni web site at www.padeca.org for additional judging information and business partner membership.

Looking forward to hearing from you soon.

Sincerely,

SECTION 4

COMPETITIVE EVENTS

FOR ALL CURRENT GUIDELINES:

Refer to the National *DECA GUIDE*

AND

Pennsylvania DECA *Competitive Events
Supplemental Guide*,

www.padeca.org [and] www.deca.org



COMPETITIVE EVENTS FOR 2017-2018

Students may compete in ONE EVENT ONLY. Please refer to your 2017-2018 National DECA Guide for a complete description of each event.

| Principles of Business Administration Events (For first-year members only) | Dist. | State | National |
|---|--------------|--------------|-----------------|
| 1. Principles of Business Management & Administration | X | X | X |
| 2. Principles of Finance | X | X | X |
| 3. Principles of Hospitality & Tourism | X | X | X |
| 4. Principles of Marketing | X | X | X |
| Team Decision Making Events | | | |
| 1. Business Law & Ethics | X | X | X |
| 2. Buying and Merchandising | X | X | X |
| 3. Entrepreneurship Team Decision Making | X | X | X |
| 4. Financial Services | X | X | X |
| 5. Hospitality Services | X | X | X |
| 6. Marketing Management | X | X | X |
| 7. Sports & Entertainment Marketing | X | X | X |
| 8. Travel & Tourism Marketing | X | X | X |
| Individual Series Events | | | |
| 1. Accounting Applications | X | X | X |
| 2. Apparel & Accessories | X | X | X |
| 3. Automotive Services Marketing | X | X | X |
| 4. Business Finance | X | X | X |
| 5. Business Services Marketing | X | X | X |
| 6. Entrepreneurship | X | X | X |
| 7. Food Marketing | X | X | X |
| 8. Hotel and Lodging Management | X | X | X |
| 9. Human Resources Management | X | X | X |
| 10. Marketing Communication | X | X | X |
| 11. Personal Financial Literacy | X | X | X |
| 12. Quick-Serve Restaurant | X | X | X |
| 13. Restaurant & Food Service Management | X | X | X |
| 14. Retail Merchandising | X | X | X |
| 15. Sports and Entertainment Marketing | X | X | X |
| 16. Logistics | X | X | |
| Business Operations Research Events | | | |
| 1. Business Services | | X | X |
| 2. Buying & Merchandising | | X | X |
| 3. Finance Operations Research | | X | X |
| 4. Hospitality & Tourism | | X | X |
| 5. Sports & Entertainment Marketing | | X | X |

| | State | National |
|--|----------|----------|
| Chapter Team Events | | |
| 1. Community Service Project | X | X |
| 2. Creative Marketing Project | X | X |
| 3. Entrepreneurship Promotion Project | X | X |
| 4. Financial Literary Promotion Project | X | X |
| 5. Learn & Earn Project | X | X |
| 6. Public Relations Project | X | X |
| Entrepreneurship Events | | |
| 1. Innovation Plan | X | X |
| 2. Start-Up Business Plan** | X | X |
| 3. Franchise Business Plan..... | X | X |
| 4. Business Growth Plan..... | X | X |
| 5. Independent Business Plan | X | X |
| 6. International Business Plan | X | X |
| <i>** The Start-Up Business Plan can now be comprised of one to three members.</i> | | |
| Marketing Representative Events | | |
| 1. Advertising Campaign | X | X |
| 2. Fashion Merchandising Promotion Plan | X | X |
| 3. Sports & Entertainment Promotion Plan | X | X |
| Professional Selling and Consulting Events | | |
| 1. Financial Consulting | X | X |
| 2. Hospitality and Tourism Professional Selling | X | X |
| 2. Professional Selling | X | X |
| Special Activities | | |
| 1. DECA Quiz Bowl | X | |
| Online Events | | |
| 1. *The Stock Market Game | | X |
| 2. *Virtual Business Challenge – Accounting | | X |
| 3. *Virtual Business Challenge – Fashion (VBCFA) | | X |
| 4. *Virtual Business Challenge – Hotel Management | | X |
| 5. *Virtual Business Challenge – Personal Finance | | X |
| 6. *Virtual Business Challenge – Restaurant | | X |
| 7. *Virtual Business Challenge – Retail | | X |
| 8. *Virtual Business Challenge – Sports | | X |
| Other State Only Events | | |
| 1. Chapter Awards Program Event | X | |
| 2. Job Interview..... | X | |
| 3. *Modeling..... | X | |
| 4. Public Speaking | X | |
| 5. School Store Team Event..... | X | |
| 6. *Student of the Year Scholarship Event..... | X | |
| 7. Transportation Written Event | X | |
| 8. Chapter Banner Contest..... | X | |

*Open to all students

Other: The color “**RED**” denotes new competitive event for year 2017-18.

Pennsylvania DECA Disciplinary Report

1. DECA members involved in the incident:

| | <u>Names</u> | <u>School(s)</u> |
|----|--------------|------------------|
| 1. | _____ | _____ |
| 2. | _____ | _____ |
| 3. | _____ | _____ |
| 4. | _____ | _____ |
| 5. | _____ | _____ |

2. Time of incident: Date _____ Time _____ am/pm

3. Advisors summoned: _____

4. Location of incident: _____

5. Describe incident: _____

6. Action taken: _____

Signatures of DECA member(s) involved:

Signature indicates that I have had the opportunity to review the disciplinary report. My signature does not necessarily signify my approval of the report.

Advisor(s) signature: _____

Board Member signature: _____

State Official signature: _____

Disciplinary Committee signatures: _____

SECTION 5

SCHOLARSHIP AWARDS

Refer to the Scholarship Awards Guide, published annually for current scholarship information;

Information is also available on
www.padeca.org and www.deca.org

SCHOLARSHIPS AVAILABLE

PENNSYLVANIA DECA SCHOLARSHIPS:

1. PENNSYLVANIA DECA SCHOLARSHIP
2. PENNSYLVANIA DECA STATE BUSINESS PARTNERSHIP SCHOLARSHIP
3. STUDENT OF THE YEAR SCHOLARSHIP
4. ALUMNI SCHOLARSHIP

PENNSYLVANIA-BASED SCHOLARSHIPS:

1. ART INSTITUTE
2. CENTRAL PENNSYLVANIA COLLEGE
3. DUBOIS BUSINESS COLLEGE
4. HARRISBURG UNIVERSITY OF SCIENCE & TECHNOLOGY
5. PENNSYLVANIA FOOD MERCHANTS ASSOCIATION SCHOLARSHIP
6. PITTSBURGH TECHNICAL INSTITUTE
7. TEMPLE UNIVERSITY—FOX SCHOOL OF BUSINESS AND MANAGEMENT
8. THE RESTAURANT SCHOOL AT WALNUT HILL COLLEGE

OUT OF STATE SCHOLARSHIP:

1. LINDENWOOD UNIVERSITY
2. RIDER UNIVERSITY
3. FLORIDA INTERNATIONAL UNIVERSITY
4. COLORADO STATE UNIVERSITY
5. NOVA SOUTHEASTERN UNIVERSITY
6. DAVENPORT UNIVERSITY
7. BERKLEY COLLEGE

NATIONAL DECA SCHOLARSHIPS:

1. JOHNSON & WALES UNIVERSITY
2. VARIOUS NATIONAL BUSINESS PARTNER SPONSORED SCHOLARSHIPS

VISIT OUR WEBSITES FOR DETAILS:

www.deca.org

www.padeca.org

PENNSYLVANIA DECA SCHOLARSHIP APPLICATION INFORMATION

WHAT ARE PENNSYLVANIA DECA SCHOLARSHIPS?

Scholarships are financial awards made to worthy members of the Pennsylvania Association of DECA. Awards are intended to help students continue their preparation for a career in marketing or marketing education.

HOW MANY AWARDS ARE MADE?

The number of awards provided depends entirely on the amount of available funds. Normally, several awards will be given. The Board of Trustees reserves the right to determine the annual number. The Board of Trustees also reserves the right to make changes in eligibility criteria.

WHO IS ELIGIBLE?

Any DECA member is eligible who:

- Is a senior currently enrolled in the marketing/business education curriculum.
- Intends to complete a course of study in the field of marketing, business, or marketing education.
- Shows evidence of scholastic ability.

HOW DO I APPLY FOR THE AWARDS?

- Apply for admission to the college of your choice.
- Obtain the application from your DECA advisor and complete the scholarship application.
- Submit your COMPLETE application through your DECA advisor or guidance office. Mail prior to the deadline date to the PA DECA Executive Secretary/Treasurer.

HOW ARE THE AWARDS PAID?

These are one-year awards. Your awards will be paid directly to the college you enter. Upon receipt of an official letter of acceptance from the college and the requested personal information, the funds will be forwarded to your college account that you may draw upon for expenses as approved by school officials.

HOW ARE AWARDS DETERMINED?

All applications are reviewed and scored at the State CDC.

SECTION 6

DECA OFFICERS

FOR ADDITIONAL INFORMATION:
Refer to the Pennsylvania DECA Website
And the National DECA Website

PENNSYLVANIA DECA STATE OFFICER GUIDELINES

General requirements for ALL OFFICERS:

It is your responsibility as a state officer to adhere to the following guidelines. For specific information, refer to the state officer handbook and National DECA and Pennsylvania DECA websites.

Attend ALL of the following conferences:

1. Leadership Training Workshop held the end of June.
2. State Conference Planning Session held in December.
3. State Conference held in February.

Compile a monthly report of activities and submit to the president by the deadlines established during the summer leadership training workshop.

DECA BLAZERS – All state officers should have DECA blazers and should wear them at all times when officially representing Pennsylvania DECA.

Prepare two presentations for community organizations and schools pertaining to DECA, civic consciousness, free enterprise, etc.

Communicate with all schools within your district on a bi-monthly basis.

Adhere to the established rules and regulations and dress code.

Maintain a 2.5 average (or its equivalent) and adhere to your school district's (home and technical school) attendance, discipline, and grading policies.

Demonstrate mature, professional behavior.

Benefits of Being a State Officer:

Opportunity to develop leadership and communication skills.

Three conference expenses paid by Pennsylvania DECA.

DECA uniform allowance.

Make new friends from across the state.

DUTIES OF OFFICERS

President:

- Preside at all meetings of the State Officer Team
- Make all necessary committee appointments including the designation of chairpersons
- Serve on the PA DECA Board of Trustees as a voting member
- Communicate on a regular basis with other Association leaders and the Executive Officer Team
- Attend CTE Celebration activities in Harrisburg
- Prepare a greeting for the State Conference Program & Opening Session
- Work with the State Officer Advisor and other designated advisor to coordinate and preside over the annual business and election session at the State Career Development Conference
- Work with the State Officer Team, State Officer Advisor, and State Executive Director to plan and execute a successful State Career Development Conference
- Communicate regularly with all State Officers and the State Officer Advisor to ensure that all members of the Officer Team are completing their required assignments on time

Vice President:

- Coordinate all aspects of the Plan of Action and compile all associated lists and financial reports
- Account for all monies raised by the Plan of Action
- Compile a checklist of all State Officer activities and send a report to the Board of Trustees by the end of each of the following months: September, November, January, March
- Serve in any capacity as directed by the President
- Accept the responsibilities of the President as needed

Vice President of Communication:

- Manage all of Pennsylvania DECA's social media platforms, and ensure that they are all being utilized effectively and on a regular basis
- Develop a planned program of public relations to promote the welfare of Pennsylvania DECA
- Communicate on a regular basis with the Pennsylvania DECA Website Coordinator to ensure that all necessary information is available on our website, and to ensure that it is up-to-date and relevant
- Take minutes at all meetings of the State Officer Team
- Distribute copies of the minutes to all State Officers and Board of Trustees members
- Serve as presiding officer in the absence of the President or Vice President, or until a presiding officer pro tem is elected to serve for that meeting

Vice President of Membership:

- Set overall membership goals for the growth of the organization
- Maintain relations with all current PA DECA chapters to ensure their stability and continued growth
- Work closely with all District Representatives to expand each district with the addition of at least 1 new chapter per district each year
- Create promotional materials and presentations that can be used to promote Pennsylvania DECA to current and potential chapters
- Promote DECA Month activities in chapters across the State

Vice President of Business Partnerships:

- Solicit funding for advertisements in the State Conference Program, competitive event sponsors, and other necessary items throughout the year
- Set an overall goal to increase the number of Pennsylvania DECA business partners
- Maintain relations with all current PA DECA business partners to ensure their continued support into the future

- Create promotional materials and presentations that can be used to promote becoming a Pennsylvania DECA business partner
- Collect State Officer Patrons for the State Career Development Conference program
- Find a company or organization to sponsor the Pennsylvania DECA ICDC giveaway pins

Vice President of Community Outreach:

- Work with the State Officer Team to determine potential state charities prior to the June Officer Training, and coordinate/schedule charity presentations to take place at the June Officer meeting
- Serve as the lead contact with the selected state charity
- Determine an overall goal of how much money to raise for the state charity, and account for all monies raised towards this goal by all chapters and at all PA DECA conferences and events throughout the year
- Plan and coordinate fundraisers that will benefit the selected state charity
- Coordinate all state charity related events and fundraisers at the State Career Development Conference

District Representatives:

- Work closely with the District Board Representative to plan and carry out a successful District Competition
- Initiate and maintain contact on a regular basis with all Chapter Presidents and Chapter Advisors within the district
- Work with the Vice President of Membership to recruit at least 1 new school that falls within his/her district
- Work with the Vice President of Business Partnerships to promote DECA to business and industry in his/her district
- Serve in any capacity as directed by the President

All Officers:

- Regularly contribute articles for blogs on the website
- Communicate with the President, State Officer Advisor, State Executive Director, and other appropriate parties on a regular basis
- Attend all required meetings of the State Officer Team: Summer, Winter, & States
- Attend team meetings via video conferencing as necessary

OFFICER APPLICATION QUALIFICATIONS

The chapter advisor must submit credentials and nomination form to the DECA Executive Director before the established deadline.

Please consider state officer qualifications such as the following:

1. Must meet the grade point listed in the state bylaws.
2. Should have a thorough knowledge of parliamentary procedure and be able to conduct a meeting based on *Robert's Rules of Order, Revised*.
3. Should exhibit leadership qualities.
4. Should be able to express opinions and make decisions.
5. Should be neat and businesslike in appearance.
6. Must be able to attend meetings of the state action team of the state organization and have enough time to properly fulfill the duties of the office.
7. Must attend the state career development conference with chapter advisor.
8. Should be able to state specific contributions that can be made and express willingness and determination in the performance of the office.

APPLICATION PROCEDURES

- Obtain application form at www.padeca.org.
- Complete all forms and submit by the deadline date.
- Credentials for seeking state office are listed in the state officer handbook.
- Take the officer test at or before your district conference.

PENNSYLVANIA DECA STATE OFFICER DRESS CODE

Uniformity of state officer dress sets a business and professional standard for Pennsylvania DECA. Thus, Pennsylvania DECA requires you to wear a standardized uniform at the yearly conference and other official activities. You will be informed as to the skirt/slacks selections made for your team of officers when you receive the registration materials for the Summer Leadership Training Workshop. A clothing allowance is provided by the Board of Trustees.

The dress code for state officers is as follows:

FEMALES:

- DECA blazer**
- Selected slacks**
- Selected blouse**
- Selected skirt**
- Navy pumps**
- Natural colored hosiery**

MALES:

- DECA blazer**
- Selected tie**
- Oxford shirts**
- Dress shoes and socks**
- Selected slacks**

Please bring all of the above-named items with you to the summer workshop.

PENNSYLVANIA DECA STATE/NATIONAL OFFICER CANDIDATE CHECKLIST

I wish to be considered as a candidate for the following office.

- President
- Vice President
- Executive Council (VP of Communication, Membership, Business Partnership, Community Outreach).
- State Representative for District # _____
- Executive President
- North Atlantic Region Vice President

I believe I meet the requirement for the office.

- Must be a local, state and national DECA member.
- Must be a freshman, sophomore or junior in a secondary school to run for state office.
- Must be a senior to run for national office.
- Must possess a cumulative high school average of at least a 2.5 on a 4.0 system.
- Must be knowledgeable about Pennsylvania DECA and national DECA.
- Must have a career objective in marketing, materials handling, or business.
- Must demonstrate leadership abilities and active chapter involvement.
- Must be available for required meetings and/or conferences.

I am verifying my eligibility by submitting all of the following documents.

- A letter from the guidance office attesting to my scholastic average and year of graduation *or* an official school transcript.
- A copy of my state officer candidate examination results via my district's Board of Trustees representative.
- A letter clearly stating my career objective and the reason I feel qualified to be an officer.
- A letter of recommendation from my chapter advisor indicating my membership in DECA, my chapter involvement, my leadership abilities, and my poise in dealing with people.
- The candidate information/permission sheet complete with all signatures.

PENNSYLVANIA DECA STATE/NATIONAL OFFICER CANDIDATE INFORMATION/PERMISSION SHEET

Candidate for the office of _____

Name _____ District _____
First Middle Last

Home Address _____
Address City State ZIP

Telephone () _____ Advisor Name _____

E-mail Address _____

School _____ School Phone () _____

Offices held in DECA: _____

Name of local newspaper: _____

Address of local newspaper: _____
Street City State ZIP

I have completed the officer candidate checklist and information/permission forms. If elected, I agree to perform the duties of the office. Additionally, I have read the Guidelines for State Officer and will adhere to them as outlined. I fully understand that failure to do so will result in my dismissal as an officer.

Candidate Date

I realize that it is my responsibility to chaperone or to provide a substitute chaperone for my officer at all required activities. I hereby pledge my support of the above-named candidate.

Chapter Advisor Date

I hereby grant my approval for the above-named candidate to serve as an officer in DECA. Thus, I grant my support for his/her involvement in local, state, or national activities.

School Official Date

Parent Date

As a member of the Pennsylvania DECA Board of Trustees, I have thoroughly examined these credentials and have found them to be satisfactory and complete. It is my recommendation that the above-named individual be considered as a candidate for office in Pennsylvania or national DECA.

Board Member Date

PLEASE NOTE: These are the requirements for all Pennsylvania DECA state officers. National officer candidates must complete ADDITIONAL paperwork that must be obtained through the state advisor/state office prior to the established deadline date.

DECA OFFICER SAMPLE TEST QUESTIONS

(May be used at national level for officer candidacy)

1. What is DECA?
2. What is ME?
3. List the three main purposes of DECA.
4. What do the four points of the DECA Diamond symbolize?
5. Name the tag line of DECA.
6. Name the official national publication of DECA.
7. What is the purpose of National DECA Week?
8. What is DECA, Inc.?
9. What is NARCON?
10. Name four other career and technical student organizations.
11. Know the DECA creed word for word.
12. Who is the DECA facilitator?
13. Who is the PA DECA state advisor?
14. Who is the executive director of national DECA?
15. Who is the president of the PA DECA Board of Trustees?
16. What is the national advisory board (NAB)?
17. When is National DECA Week?
18. What are the colors of DECA?

CHAPTER OFFICER INSTALLATION

CEREMONY: The outgoing President speaks first: “Fellow members of DECA, it is my pleasure at this time to present your new officers – duly elected and entrusted with the administration of this organization during the coming year. Will each of our incoming officers please stand when called upon and face his predecessor for induction into office.”

The outgoing President calls upon the President-elect to step forward and addresses him/her concerning the duties and responsibilities of his office in this manner: “(name of incoming president), you have been chosen by the chapter members of the _____ Chapter of DECA to lead this organization for the coming year. In electing you President, we have indicated our faith in your qualities of leadership, responsibility, diplomacy and intelligence, and hereby entrust you with the future administration of the chapter.”

As President you will preside over all the meetings of this chapter and be responsible for our progress during the coming year. We will look to your leadership in all endeavors. If you are willing to accept this responsibility, please raise your right hand and repeat after me:

‘I understand fully the honor and responsibilities which have come to me as President of this chapter of DECA and do solemnly and sincerely promise to accept and fulfill these responsibilities to the best of my ability.’

The retiring President then shakes hands with the President-elect and presents him/her with the gavel, handle first. The new President then returns to his chair. Each outgoing officer is then called upon by the President to induct his successor. (Though their speeches are essentially the same, they are given below as a guide.)

Retiring Vice President: You, (name of incoming Vice President), have been chosen as Vice President of this chapter of DECA by your fellow members. They have, thus, demonstrated their confidence in your ability to assume the leadership of this organization in the President’s absence. It shall be your duty to assist the President whenever called upon to do so and to serve as chairperson of all meetings of this chapter in the absence of the President. If you are willing to assume these responsibilities, please raise your right hand and repeat after me this pledge:

‘I understand fully the responsibilities of the office of Vice President and hereby promise to accept and fulfill these responsibilities to the best of my ability.’

The Vice President then follows the same procedure as the incoming President.

Retiring Secretary: You, (name of incoming Secretary), have been chosen by your fellow members as Secretary of this chapter of DECA. As Secretary, you will be responsible for the records of this organization and the keeping of accurate minutes. You will also be called upon to carry on all official correspondence. You will keep an accurate list of members and furnish members with membership cards. You should provide the President or his substitute with a written agenda for each meeting, if possible, with a list of committees. If you are willing to accept these responsibilities, please raise your right hand and repeat after me:

‘I understand fully the responsibilities of the Office of Secretary and hereby promise to accept and fulfill these responsibilities to the best of my ability.’

After shaking hands, the incoming Secretary takes proper place.

Retiring Treasurer: You, (name of incoming Treasurer), have been chosen for a position of high honor and trust. Your duties will require you to keep accurate records of all receipts and disbursements of this chapter and be ready at all times to give a report of all of its financial condition. It is your duty to receive and deposit all chapter funds, pay them out as directed, prepare a budget of proposed expenditures and collect dues. It is also your responsibility to encourage thrift in the chapter among your fellow members, thus performing an educational function. If you are willing to assume these responsibilities, please raise your right hand and repeat after me.

‘I understand fully the responsibilities and duties of the Treasurer and hereby promise to accept and fulfill these responsibilities to the best of my ability.’

After shaking hands, the incoming Treasurer takes proper place.

Retiring Reporter: You, (name of income Reporter), have been chosen by your fellow members as Reporter of this chapter. You will be responsible for gathering chapter news and reporting it to the local paper, to our state association, and to the national headquarters of DECA for possible use in our national publications. It should also be considered part of your duties to provide continuity between past, present, and future events of importance in the life of your chapter to pass on to your successor at the end of your term. If you are willing to assume the responsibilities of this office, please raise your right hand and repeat after me:

‘I understand fully the responsibilities of the Reporter and hereby promise to accept and fulfill these responsibilities to the best of my ability.’

After shaking hands, the incoming Reporter takes proper place.

Retiring Parliamentarian: You, (name of income Parliamentarian), have been chosen by your fellow members as Parliamentarian of the chapter. You should be well versed in Robert’s Rules of Order (Revised) and be able to settle all questions of parliamentary procedure as they arise. If you are willing to assume the responsibilities of this office, please raise your right hand and repeat after me:

‘I understand fully the responsibilities of the Parliamentarian and hereby promise to accept and fulfill these responsibilities to the best of my ability.’

After shaking hands, the incoming Parliamentarian takes proper place.

Retiring Historian: You, (name of incoming Historian), have been chosen by your fellow members as Historian of the chapter. You should be willing to compile a scrapbook and written account of your chapter’s activities for the year. If you are willing to assume the responsibilities of this office, please raise your hand and repeat after me:

‘I understand fully, the responsibilities of the Historian and hereby promise to accept and fulfill these responsibilities to the best of my ability.’

After shaking hands, the incoming Historian takes proper place.

SECTION 7

PUBLIC RELATIONS

PUBLIC RELATIONS

There are many people who are unaware of the existence and the value of marketing/business education and materials handling. With the proper communication, you will give information, get information and gain the cooperation of the public. This process can assist you in effectively operating a quality program. If you are successful in establishing and achieving good public information goals, DECA will receive the following benefits:

1. Improved communications and cooperation between the organization and the public.
2. Broader understanding of your program in your own school and community.
3. Increased interest among training stations, employers and businesses.
4. Increased prestige and pride towards DECA on the part of the students and coordinators.
5. Attraction of applicants to your program.
6. Goodwill and a favorable community climate for DECA.
7. Informed and interested members.

MEDIA PLAN

The key to a successful media program is timely, accurate and complete releases that impress media decision makers of the need to make your material a part of the news. Your DECA program has some natural media focus points that should be utilized to their fullest.

NEWS RELEASES

The news media will usually supply you with guides to follow in preparing copy for them. Tools for this purpose are available throughout the industry.

| | |
|---|---|
| Who, what, when where, why and how | These first sentences are called the lead. They should get the attention of the reader. |
| Important details | Each additional paragraph should be of declining importance. Be BRIEF. Use short words and write short sentences. |
| Miscellaneous | Include other information that will support your topic |

NOTE: *As you plan your news release, remember the purpose of the release and the media to which the release is directed.*

CHECKLIST FOR COPY PREPARATION

As a guide to the proper preparation of copy, here are some general rules you should observe:

1. Put the chapter name, address and telephone number and your own name at the top of the page. This will enable the editor to reach you immediately should additional information be required.
2. Put the release date of the story near the top of the page.
3. Type your release on one side of the paper only.
4. Always double-space your release.
5. Leave the top third of the first page (or a couple of inches) blank, to permit notations by the editor.
6. End each page with a complete paragraph. Never “jump” a paragraph from one page to another.
7. Use a dateline to indicate the source of the story. If you originated the story, use the name of your city. If it originated elsewhere, use the name of that city. The dateline should look like this:
FALLS CHURCH, August 14—
8. When your story runs to more than one page, write “(more)” in the lower right-hand corner of each page except the last. Never staple the pages together.
9. Keep your story as short as possible. Just tell the facts.
10. Do not use any more adjectives than you have to.
11. Make sure all initials and names are correctly spelled.
12. Check facts and figures for accuracy.
13. Picture requirements vary according to the publication. Check in advance to determine the requirements. Use no more than three people in the picture and have it be an “action” picture. Type a caption on a separate page—do not clip to picture or write on back of the picture.
14. Keep all publicity in a scrapbook as it appears. Keep notes on any TV or radio publicity and any other media used.

SOURCES OF PUBLICITY:

NATIONAL DECA PUBLICATIONS
PA DECA STATE NEWSLETTER
SCHOOL NEWSPAPER
PUBLIC SPEAKING
CIVIC ORGANIZATIONS
CHAMBER OF COMMERCE
PARENT-TEACHER ORGANIZATIONS

WEB PAGES
SOCIAL NETWORKING SITES
CHAPTER NEWSLETTER
RADIO
TV

TIPS FOR GETTING YOUR STORY USED

Many publicity stories distributed to the press, radio and television end up in the wastebasket. The good ones get used as received or they may be rewritten by the editor.

The following are some points to help get your story used. Make sure:

1. That your story contains something of interest to local residents.
2. That there is enough substantial material to make it newsworthy.
3. That it is timely.
4. That the media does not have a policy against publishing articles of this nature (example: stories of “routine” personnel appointments; religious or political opinions unless from a well-known news maker; routine organizational achievements; solicitation of funds).
5. That it is not disguised advertising.
6. That the story is not fake or dishonest in its statements.
7. That the story contains no factual inaccuracies.
8. That it does not duplicate an earlier release.
9. That you or a responsible individual are available to provide other key story facts after the editor has received the article.
10. That your story reaches the appropriate editor at a particular news medium.
11. That you send a thank you note after the publicity appears.

DECA PUBLICATIONS

DECA *Direct* is the official publication of national DECA. In addition to articles of interest to all DECA members, a section is provided for contributions from local DECA chapters. Follow the rules for newspaper releases in submitting your articles for publication in DECA *Dimensions*.

PHOTOGRAPHS

Please send with your articles photographs that help to tell the story. Photos should be accompanied with an explanatory caption. Make sure that all persons are clearly identified. Send only clear sharp prints. Dark snapshots and prints with little contrast will not reproduce satisfactorily. Examples of activities that make news are:

| | |
|---|--|
| Civic or school betterment projects or programs | Fundraising projects |
| Involvement of business and civic groups | Advisory committee activities |
| Outstanding marketing project reports | DECA promotional events |
| National DECA Week activities planned by chapters | Special awards and recognition either given or received by chapters or members |

DEADLINES

If you have an article for publication in the newsletter, make sure you observe the copy deadline.

SECTION 8

STATE BUSINESS PARTNERSHIP INFORMATION

PENNSYLVANIA DECA STATE BUSINESS PARTNERSHIP “RESUME”

Objectives

- Reduce hiring and training costs.
- Provide better customer service.
- Work with bright, goal-oriented students.
- Become involved with your community.
- Generate goodwill for your business/school.

Highlights of Qualifications

- Over 50 years of experience helping students to develop entrepreneurial/marketing skills, to build self-esteem, to promote civic consciousness and to create leaders.

Professional Experience

- Pennsylvania DECA is an integral part of the marketing education and business curriculum in over 60 Pennsylvania high schools and technical schools.
- Pennsylvania DECA consistently places students in the top 20 at the International DECA Career Development Conference. Over 15,000 DECA members, advisors, and business partners attended the 2011 International Conference.
- Our graduates possess the necessary entry-level management skills to become successful in many career fields.
- The DECA competency-based competitive events program is one of the most comprehensive and challenging in education today.
- DECA members have the opportunity to meet students and business people at the local, state, and national levels. This is a unique opportunity for students to encounter the real world firsthand.
- DECA develops leaders and creates self-confidence in its members.

Professional and Civic

- Local DECA chapters work with their communities to promote civic consciousness and provide hours of community service.
- DECA is a partner in many educational, professional and civic organizations such as:

| | |
|---|--|
| Berkeley College | Men’s Warehouse |
| College Pro Painters | Muscular Dystrophy Association |
| DeVry University | National Auto Parts Association (NAPA) |
| Ewing Marion Kaufman Foundation | Otis Spunkmeyer |
| Fashion Institute of Design & Merchandising | Piper Jaffray & Co. |
| Finish Line, Inc. | Publix Super Markets, Inc |
| Foot Locker, Inc. | Safeway, Inc. |
| International Franchise Association | Sears Holdings Corporation/K-Mart |
| J.C. Penney | Stein Mart, Inc |
| Johnson & Wales University | T.J. Max/Marshalls |
| Marriott International | Walgreen’s |

References: All Pennsylvania DECA members.

For State Business Partnership membership information, contact:

Jerry DiGiovanni
PA DECA Executive Director
920 Woodland Avenue
Norristown, PA 19403
215-327-5618
jerry@padeca.org
www.padeca.org

Pennsylvania DECA State Business Partnership

Your \$100 yearly membership fee includes:

Membership in DECA's professional division;
National membership pin;
Website link to PA DECA;
Public relations for your school or business;
Automatic listing in our state conference program;
SBP newsletter and DECA *Dimensions* magazine;
"Pennsylvania DECA Ambassador Program" access;
Opportunity to meet teachers and students at the state and local level;
Access to the SBP page on the PA DECA website for current PA DECA information;
Job listings on our website as well as a source of qualified candidates for helping your business...

How is the money used?

The fee will contribute to our Pennsylvania DECA State Business Partnership Scholarship, defray expenses for our students attending state and international competitions, and \$15 is used for State and National DECA professional membership fees.

Any donations to our scholarship fund would be greatly appreciated.

Please send your membership check to:

Jerry DiGiovanni
PA DECA Executive Director
920 Woodland Avenue
Norristown, PA 19403
215-327-5618
jerry@padeca.org
www.padeca.org

Make all checks payable to "PA DECA"

DECA is a registered 501(c)(3) corporation

**Pennsylvania DECA SBP
Membership/Sign-Up Sheet**

Name _____

Title _____

Address _____

City, State, ZIP _____

Phone () - _____ Fax () - _____

E-mail _____

Web Address _____

Areas of Interest: Please send me more information about:

- Membership Programs (Career/Job Fairs/Exhibiting, Job Listings on the PA DECA Website)
- Judging/Judge Recruitment at local and state level
- Public Relations (Student/Teacher/Business Recognition, DECA Ambassador Program)
- Fund Development (includes scholarship, event sponsorship)

Please return this form and the \$50 membership fee made payable to PA DECA to:

Jerry DiGiovanni
PA DECA Executive Director
920 Woodland Avenue
Norristown, PA 19403
215-327-5618
jerry@padeca.org
www.padeca.org

Any donation to our scholarship fund would be greatly appreciated.

Would you like your website linked to the PA DECA website? _____

May we publish your address in our PA DECA directory? _____

PENNSYLVANIA DECA AMBASSADOR PROGRAM

Objectives:

- To gain a perspective of the operations of the business/organization
- To meet key associates and learn more about their contributions to the business/organization
- To enhance communication skills of the DECA officers(s) through networking opportunities
- To share information about Pennsylvania DECA and its mission with the shadowing visit mentor
- To learn the history, goals, mission and vision for the future of the business/organization

Outline of possible topics to cover:

- History of the company/organization
- Type of structure (sole proprietorship, partnership, franchise, corporation)
- Goals and mission
- Operations of the business (Accounting, Human Resources, Sales/Marketing, Support Staff)
- Vision for the future
- Employment opportunities (short and long term)
- Training practices and philosophies
- Marketing techniques
- Applications of technology in the business

Business visit/presentation details:

- DECA ambassadors will visit as individuals or sometimes as a team.
- Visits/presentations are scheduled for a maximum of two hours.
- Arrangements must be made at least six weeks in advance to allow school paperwork/approvals to be completed.
- Yes, our business/organization would like to participate in the Pennsylvania DECA ambassador program.**

Contact person _____
Business organization _____
Address: _____
Phone: _____
E-mail (Please print clearly): _____
Date (s) preferred: _____ Time (s) preferred: _____

Please return this form to Your local DECA advisor or mail to:

Jerry DiGiovanni
PA DECA Executive Director
920 Woodland Avenue
Norristown, PA 19403
215-327-5618
jerry@padeca.org
www.padeca.org

PENNSYLVANIA DECA AMBASSADOR EVALUATION

Objectives of the visit:

- To gain a perspective of the operations of the business/organization
- To meet key associates and learn more about their contributions to the business/organization
- To enhance communication skills of the DECA Officer(s) through networking opportunities
- To share information about Pennsylvania DECA and its mission with the shadowing host mentor
- To learn the history, goals, mission and vision for the future of the business/organization

1. **The time frame per visit was...**

2. **The advance information about the DECA Ambassadors was...**

3. **I would suggest the following regarding advance information mailed to business/organizations:**

4. **I was impressed by...**

5. **I was not impressed by...**

6. **The content of the student's presentation was organized, informative and pertinent to our organization. ____yes ____no**

7. **We would be willing to host another DECA Ambassador program. ____yes ____no**

8. **Your overall impression/comments:**

Please return to : YOUR LOCAL DECA ADVISOR or

**Jerry DiGiovanni
PA DECA Executive Director
920 Woodland Avenue
Norristown, PA 19403
215-327-5618
jerry@padeca.org
www.padeca.org**

SECTION 9

BYLAWS

BYLAWS OF THE PENNSYLVANIA ASSOCIATION OF DECA

[AS OF August 4, 2016]

ARTICLE I - NAME

The official name of this organization shall be the Pennsylvania Association of DECA. The organization may be referred to as the Pennsylvania Association of DECA.

ARTICLE II - PURPOSES

The purposes of this Association are:

- To act as a unifying body by providing an opportunity for DECA chapters in Pennsylvania to work and plan together on a statewide basis.
- To help students identify a career objective in the fields of marketing, finance, hospitality, management, and material handling.
- To develop leadership ability, improve human relations and promote patterns of success for students of marketing, finance, hospitality, management, and material handling.
- To develop a realization of the responsibilities of citizenship in our free enterprise system.
- To develop understanding and support of marketing, finance, hospitality, management, and material handling by educational personnel, business professionals, parents, and the community.
- To cooperate with all national, state, and local student leadership organizations with comparable goals and purposes.
- To encourage high ethical standards in business and industry.
- To support the national parent organization, DECA, its purposes and functions.

ARTICLE III - ORGANIZATION

Section 1. The Pennsylvania Association of DECA is an association of local DECA chapters in the Commonwealth of Pennsylvania.

Section 2. Administration of Pennsylvania Association of DECA shall be vested in the State Board of Trustees.

Section 3. The state association shall be composed of four divisions – high school, collegiate, professional, and alumni. Each division will have officers who will be elected annually by voting delegates of that division.

Section 4. DECA Inc. will issue charters to local DECA chapters who meet DECA Inc. criteria.

Section 5. The Pennsylvania Association of DECA shall be divided into geographical districts within the Commonwealth. These districts may be realigned by the Board of Trustees as the need arises.

Section 6. Any request from a chapter to change its district should be submitted in writing to the Board of Trustees only after the districts involved have approved this request for change.

Section 7. District competitive events will be held prior to the State Career Development Conference with a deadline date established by the Board of Trustees.

Section 8. If two or more districts combine to hold a conference, the number of winners who may participate at the State Career Development Conference will be based on the number of chapter members in the two districts, as established by the Board of Trustees.

ARTICLE IV – MEMBERSHIP

Section 1. Membership in the Pennsylvania Association of DECA will consist of the individual members of local DECA chapters. Active DECA chapters must meet the membership guidelines established by DECA Inc.

Section 2. The classes of membership that shall be recognized are:

a. Active High School Members: Active members can be students who are currently enrolled in a high school business course, or are interested in pursuing a career in the fields of marketing, finance, hospitality, management, or materials handling. An active member shall be so designated by inclusion of his or her name on the official roster of DECA, signed and submitted by the state advisor and shall have paid dues as established by the High School Division or shall have been covered by an amount equal to the required dues payment by the state association. Active members so designated may be declared eligible to participate in international competitive events or projects, hold executive office, serve as a international voting delegate, represent the state association in International DECA affairs if called upon, and shall receive all of the materials and benefits of international membership.

b. Active Collegiate Members: Active members can be students in postsecondary programs of marketing, finance, hospitality, management, material handling and/or related fields. An active member must pay dues as established by Collegiate DECA, and may be declared eligible to hold an executive office, to participate in international competitive events or programs, to serve as a international voting delegate or to otherwise represent his/her association in International DECA affairs as may be approved by his/her association.

c. Alumni Members: Graduates of a marketing, finance, hospitality, management, or materials handling course who have been members of local DECA chapters and have paid dues to the state association. Alumni members can be former members of a chapter from any association in DECA Inc.

d. Professional Members: Persons associated with or participating in the professional development of DECA, as approved by the state association. Such members may include teachers, training station sponsors, advisory committee members, state business partnership members or business professionals in the fields of marketing, finance, hospitality, management, or material handling. Anyone else willing to contribute to the growth and development of DECA may also become a professional member.

ARTICLE V - VOTING

Section 1. Each chapter may register no more than one official voting delegate for the State Career Development Conference. A designated voting delegate must be seated in order for that chapter to vote.

Section 2. Only voting delegates and persons designated by the Board of Trustees are permitted on the voting floor.

Section 3. All votes will be cast by the designated voting delegate using written ballots. There will be one ballot per school per office until a winner is determined.

Section 4. DURING THE PRESIDENTIAL ELECTION, once a clear majority (51%) is reached, the candidate receiving the next highest vote count (on that ballot) is the Vice President.

If no candidate receives a clear majority on the first ballot:

1. The candidate receiving the lowest number of votes on that ballot is dropped.
2. The delegates are informed of the remaining candidates and a new vote is taken.
3. The process repeats itself until a clear majority is obtained.

Section 5. DURING THE EXECUTIVE COUNCIL ELECTION, there are four spots available: Vice President of Communications, Vice President of Business Partnerships, Vice President of Member Development, Vice President of Community Outreach.

The four candidates who receive the largest number of votes are elected to the Executive Council.

Delegates need to be held in the voting session until this vote is tallied to ensure that there is not a tie for the fourth spot.

No candidate needs a majority or a minimum number of votes to be elected to this position.

If there are not four candidates for this post, then the candidate for President/ Executive VP who receives the third highest number of votes on the final Presidential ballot is elected to the Executive Council.

This process will continue until all spots on the Executive Council are filled.

Section 6. The number of votes per chapter will be based on the ratio membership established by the Board of Trustees.

ARTICLE VI - MEETINGS

Section 1. A Pennsylvania State Career Development Conference shall be called by the Board of Trustees each year for the following purposes:

- a. To hold the annual meeting of the Pennsylvania Association of DECA.
- b. To culminate yearly activities of the Pennsylvania Association of DECA.
- c. To recognize outstanding individual and group achievement through competitive events.
- d. To elect state officers and conduct business of the organization.

Section 2. The Board of Trustees shall be empowered to call special meetings.

ARTICLE VII – STUDENT OFFICERS

Section 1. The official name of this position shall be Student Officer of Pennsylvania DECA. The position may be referred to as State Officer of Pennsylvania DECA.

Section 2. The student officers of the Pennsylvania Association of DECA shall be a State President, State Vice President, Vice President of Communications, Vice President of Business Partnerships, Vice President of Member Development, Vice President of Community Outreach, and a district representative from each district.

Section 3. The officers, with the exception of the district representatives, must be elected by a majority of the votes cast by voting delegates at the annual State Career Development Conference.

Section 4. The district representatives shall be elected prior to the State Career Development Conference by a majority of the votes cast by voting delegates in their respective districts according to the procedures established by the Board of Trustees.

Section 5. All state officers shall serve for a term of one year commencing at the end of the International Career Development Conference.

Section 6. The duties of the state officers shall be as follows:

President:

The state president shall serve as the lead student voice for all Pennsylvania DECA members, and shall serve as a voting member of the Pennsylvania DECA Board of Trustees. The president shall preside over the general sessions at the annual State Career Development Conference and at all meetings of the state and district officers. The president must be available, as necessary, to promote the general welfare of Pennsylvania DECA.

State Vice President:

The state vice president shall serve in any capacity as directed by the president, and as the president pro tem as specific occasions may demand. The vice president shall be in charge of all activities directly relating to the Plan of Action. The vice president must be available, as necessary, to promote the general welfare of Pennsylvania DECA.

Vice President of Communication:

The Vice President of Communication will take minutes at all meetings of the state officer team. The Vice President of Communication will coordinate communication between the state officer team and the members of Pennsylvania DECA. She/he will also serve as the editor of the state newsletter and as the liaison for all blogs and news articles. The Vice President of Communication must be available, as necessary, to promote the general welfare of Pennsylvania DECA.

Vice President of Business Partnerships:

The Vice President of Business Partnerships will work to coordinate and maintain business partnerships within Pennsylvania DECA, and he/she will work to obtain new business partners and professional members for the Association. The Vice President of Business Partnerships must be available, as necessary, to promote the general welfare of Pennsylvania DECA.

Vice President of Membership Development:

The Vice President of Membership Development will work throughout his/her term to enhance the overall experience of student membership in Pennsylvania DECA. The Vice President of Membership Development will oversee all statewide Pennsylvania DECA social media platforms. She/he will coordinate events and programs throughout the year that help to enhance the membership experience, both with overall DECA experience and competition/career preparation. The Vice President of Membership Development must be available, as necessary, to promote the general welfare of Pennsylvania DECA.

Vice President of Community Outreach:

The Vice President of Community Outreach will be responsible for planning and coordinating a state officer fundraiser that will benefit the selected state charity. She/he will also work to enhance community service opportunities that are available to members of Pennsylvania DECA. The Vice President of Community Outreach must be available, as necessary, to promote the general welfare of Pennsylvania DECA.

District Representative (one from each district): District Representatives must meet the criteria for state officers and must be elected by their districts before the annual State Career Development Conference. They will serve as a liaison between the state association and chapter officers from their district. It is their responsibility to recruit new schools that fall within their district. District Representatives will preside at all district meetings and district conferences. District Representatives must be available, as necessary, to promote the general welfare of Pennsylvania DECA.

Section 6. A maximum of two students from one DECA chapter may serve for any Student Officer of Pennsylvania DECA position during the same term.

Section 7.

In order to hold any student officer position in Pennsylvania DECA one must:

- a. Be presently enrolled in the ninth, tenth, or eleventh grade at an approved secondary educational facility offering DECA.
- b. Be an active student member in the local DECA chapter.
- c. Possess a cumulative scholastic average of at least a 2.5 on a 4.0 system, or a letter grade of C for at least two semesters immediately preceding application for office.
- d. Show evidence of being an academically prepared, community oriented, professionally responsible and experienced leader.
- e. Be knowledgeable about PA DECA and National DECA
- f. Be able to attend all required meetings of the state officer team
- g. Have enough time to properly fulfill the duties of the office for which she/he is running
- h. Meet any additional qualifications as required by the Board of Trustees.

ARTICLE VIII - DUES

Section 1. Dues determined by the Board of Trustees shall be payable to the state by a date to be administratively feasible to meet National DECA deadlines.

Section 2. The membership of any given year shall be July 1 to June 30 inclusive.

ARTICLE IX – FINANCES

Section 1. A report will be provided by the executive secretary/treasurer at every meeting of the Board of Trustees.

Section 2. The fiscal year, of any given year, shall be July 1 to June 30 inclusive.

Section 3. The interest income from scholarship investments will be awarded annually in the form of scholarships according to criteria set down by the Pennsylvania DECA Board of Trustees.

Section 4. Following the close of the fiscal year, the Board of Trustees and the secretary/treasurer will conduct a fiscal review to determine what available funds could be considered for such things as additional scholarship investments, public relations projects, leadership training, etc.

Section 5. The finance committee of the Board of Trustees will prepare an annual budget.

ARTICLE X – EMBLEMS AND COLORS

The emblem of the State Association of DECA and its colors shall be the same as those adopted by DECA Inc. and the rules of usage shall follow those established by DECA Inc.

ARTICLE XI – BUSINESS AND MARKETING EDUCATION PROGRAM SPECIALIST AND DECA FACILITATOR

Section 1. The Pennsylvania Department of Education will appoint a professional staff member to serve as DECA Facilitator.

Section 2. The DECA Facilitator serves as a non-voting member of the Board of Trustees.

Section 3. The Business and Marketing Education Program Specialist serves as a non-voting member of the Board of Trustees.

ARTICLE XII – EXECUTIVE DIRECTOR, EXECUTIVE SECRETARY/TREASURER

Section 1. The Pennsylvania DECA Board of Trustees appoints an Executive Director and an Executive Secretary/Treasurer to serve as non-voting members of the Board of Trustees.

Section 2. The Executive Director coordinates communication between the Board of Trustees, the state DECA facilitator, and the local chapter advisors. The Executive Director is responsible for the implementation of board decisions, planning of state conferences, general supervision of overall DECA functions at the state and international level, and to work with businesses and industries to promote Pennsylvania DECA. The Executive Director serves as a member of DECA, Inc. The Executive Director may also serve as the State Advisor.

Section 3. The Executive Secretary/Treasurer is to handle all financial and membership matters of the association. The Executive Secretary/Treasurer assists the Executive Director and DECA Facilitator in all conference planning and membership processing.

ARTICLE XIII – [NATIONAL DECA] DECA Inc. PARTICIPATION

Section 1. The Pennsylvania Association of DECA shall participate in DECA Inc. activities.

Section 2. The number of delegates, attendance criteria and other details in connection with any DECA Inc. conference shall be determined by the Board of Trustees of Pennsylvania DECA consistent with any published directives from the international office of DECA.

ARTICLE XIV – AMENDMENTS

Section 1. The bylaws may be amended by a two-thirds vote of the authorized delegates at the annual State Career Development Conference voting session.

Section 2. Only such amendments shall be made as are in keeping with the purposes stated in Article II of this Constitution.

Section 3. Any proposed amendment to this Constitution shall be:

- a. Submitted in writing to members of the Board of Trustees 30 days before a board meeting.
- b. Approved by a two-thirds vote of the Board of Trustees
- c. Submitted to the general membership 30 days before the State Career Development Conference.
- d. Voted upon at the State Career Development Conference.

Section 4. Grammar and spelling mistakes within the Bylaws of the Pennsylvania Association of DECA may be corrected upon approval of the Board of Trustees. These grammar and spelling mistakes can be corrected without an official amendment, and without a vote by the student membership at the State Career Development Conference.

ARTICLE XV – RULES AND REGULATIONS AND BYLAWS

Section 1. Such rules, regulations, and bylaws as deemed necessary for the proper conduct of this organization shall be adopted by the Board of Trustees.

Section 2. No rules, regulations, or bylaws shall be adopted which are contrary to this constitution or not in compliance with PA Department of Educational regulations.

Section 3. All meetings of the Board of Trustees and the State Officers will be run using *Robert's Rules of Order, Revised*.

BYLAWS OF THE BOARD OF TRUSTEES OF PENNSYLVANIA DECA

ARTICLE I - NAME

The official name of this organization shall be the Board of Trustees of the Pennsylvania Association of DECA.

ARTICLE II - PURPOSES

The purposes of the Board of Trustees are as follows:

1. To assist the executive director, and executive secretary/treasurer in the growth and development of DECA in Pennsylvania.
2. To further develop a respect for education in marketing, finance, hospitality, management, and materials handling, which will contribute to vocational competence.
3. To promote understanding and appreciation for the responsibilities of citizenship in our free, competitive enterprise system.
4. To provide leadership within the framework of Pennsylvania DECA.

ARTICLE III - ORGANIZATION

1. The state will be divided into districts. Each district will be represented by one voting member on the Board of Trustees.
2. The operation of the state association of DECA will be supervised by the Board of Trustees, with the state DECA executive director serving as administrator of policies established by the Board of Trustees.
3. New Districts may be established or realigned by the Board of Trustees at the Board's discretion.
4. Board members are to act as liaison between the district and the board to:
 - a. Interpret and administer board policies.
 - b. Communicate the interests of the majority of chapter advisors/coordinators in the district to the board.
5. The Board reserves the right to take disciplinary action against DECA members at DECA affairs for due cause and reason.
6. Standing Committees:
 - a. Finance
 - b. Conferences
 - c. Program Development
 - d. Scholarship
 - e. Discipline
 - f. Plagiarism
 - g. Others as deemed necessary by the Board of Trustees

ARTICLE IV - MEMBERSHIP

1. The Board shall consist of one chapter advisor from each district, one chapter advisor from the Collegiate DECA division, the high school state president, one business/industry representative and one school administrator.
2. All elected members will be elected to serve three-year terms.

3. The high school president will serve a one-year term (unless he/she is elected for an additional term as state president) which will begin at the conclusion of the International Career Development Conference.
4. High School chapter advisors shall be elected to the Board of Trustees by plurality of DECA advisors in their local district. The Collegiate DECA chapter advisor, the business/industry representative and the school administrator representative will be appointed to the Board by the state advisor. The Pennsylvania DECA Board of Trustees appoints an Executive Director and an Executive Secretary/Treasurer to serve as non-voting members of the Board of Trustees.
5. Election of Board members shall be consistent with a three-year rotating plan established by the Board of Trustees.

ARTICLE V – VOTING

1. All voting members of the Board of Trustees shall have the right to one vote.
2. A quorum shall consist of the majority of voting members present.

ARTICLE VI – MEETINGS

1. A schedule of meetings of the Board of Trustees shall be approved at the State Career Development Conference. The time, place, and date of these meetings shall be decided upon by the Board.
2. Board members shall be notified in writing at least 14 days in advance of all meetings; such notice is to include an agenda.
3. Special meetings may be called by the President.
4. Parliamentary procedure of all meetings will be governed by *Robert's Rules of Order, Revised*.
5. **GUIDELINES FOR NON-BOARD MEMBER ATTENDANCE AT DECA BOARD OF TRUSTEE MEETINGS:**
 - a. A Board member may send a chapter advisor as a substitute.
 - b. Any DECA chapter advisor and state or executive officer may sit in on meetings as an observer but not directly at the meeting table. The president of the Board will choose when he/she may wish to call upon them for any remarks this guest may wish to make.
 - c. All proposals or suggestions for Board action by non-board members (excluding valid substitutes) must be written up and sent to the president of the Board 15 days prior to the board meeting. Twenty copies must be included.
 - d. Any person wishing to be put on the agenda of a Board meeting must get approval from the Board president 15 days prior to the Board meeting. Each person will be given 15 minutes during the Board meeting.

ARTICLE VII – OFFICERS

1. Officers: President, Vice President, Secretary, and Treasurer.
2. Person(s) designated by the Board of Trustees shall serve as executive secretary/treasurer, executive director, state business partnership coordinator, and state advisor.
3. The committee chairpersons report directly to the President of the Board.
4. The elected Board president can serve no more than two consecutive terms.
5. Election of Board officers shall be held at the meeting following the State Career Development Conference.

6. The term for Board of Trustees Officers shall be one year commencing July 1 and terminating June 30.

ARTICLE VIII – ADVISORS

1. The Business and Marketing Education program specialist and the PA DECA Facilitator are employees of the Pennsylvania Department of Education and may serve as advisors to the Pennsylvania Association of DECA and as non-voting members of the Board of Trustees.
2. Advisory committees to assist with the growth and development of the Pennsylvania Association of DECA may be appointed as deemed necessary by the Board of Trustees.

ARTICLE IX – AMENDMENTS

1. To amend the bylaws, the proposal must be presented to the Board of Trustees for consideration and adoption by majority vote.
2. Wording of proposed amendments must be included in the meeting notice.

ARTICLES X – RULES AND POLICIES

1. The Board of Trustees will adopt such rules, regulations, and policies as are deemed necessary to operate as an organization.
2. The Executive Secretary/Treasurer shall provide each board member with an annual audited financial statement by September 30 of the following year.
3. Any rules, regulations, and policies adopted by the Board of Trustees must be in compliance with the Department of Education regulations.

RULES AND POLICIES OF THE BOARD OF TRUSTEES

1. **Standing Committees:**
 - a. Finance
 - b. Conferences
 - c. Program Development
 - d. Scholarship
 - e. Discipline
 - f. Plagiarism
 - g. Others as deemed necessary by the Board of Trustees
2. **Ten members plus an advisor, or 100% class membership plus an advisor, will be necessary to be recognized as a DECA chapter.**
3. **DISTRICTS MAY COMBINE FOR A DISTRICT CONFERENCE** – If two or more districts combine to hold a conference the number of winners who may participate at the State Career Development Conference shall be based on the combined number of chapter members from the two districts, as established by the Board of Trustees.
4. **DISTRICT COMPETITIVE EVENTS** – will be held before the State Career Development Conference with a deadline date established by the Board of Trustees.

5. **CHANGE OF DISTRICT** – Any request from a chapter to change its district must be submitted in writing to the Board of Trustees only after the chapters in the involved districts have approved this request for change.
6. **CHAPTER PARTICIPATION IN COMPETITIVE EVENTS**
 - a. The number of chapter participants allowed in competitive events at the state conference will be established by and published by the Board of Trustees.
 - b. District conference participation need not coincide with the competitive event allotments for the state conference.
7. **DISTRICT PARTICIPATION FOR STATE COMPETITION** – The number of place winners in each competitive event to be sent to represent the district at state competition will be determined annually by the Board of Trustees.
8. **INSURANCE FOR STATE OFFICERS** – Every state officer should be covered by insurance for all official DECA functions during their term of office, the cost to be underwritten by Pennsylvania DECA.
9. **CHAPTERS HAVING FIRST PLACE WINNERS IN STATE LEVEL ONLY COMPETITIVE EVENTS** – Those first place winners will be considered for delegate status for the International Career Development Conference.
10. **EXECUTIVE OFFICER** – Chapter advisors wishing to run a student for an executive officer position must follow guidelines established by the Board of Trustees.
11. **SATELLITE PROGRAMS** of an area vocational-technical school will be permitted to have separate DECA chapters.
12. **STATE OFFICER TRAVEL EXPENSE** – The Board of Trustees is granted authority to approve travel expenses for state officers when it is deemed necessary. Whenever possible, travel is to be with the chapter advisor.
13. **CHAPERONE RATIO** –The adult to student ratio at the State Career Development Conference will be one adult for every fifteen students.