

**ILLINOIS
ASSOCIATION
OF
DECA**

**STATE
HANDBOOK**

**REVISED
AUGUST 2007**

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INTRODUCTION TO ILLINOIS DECA

Mission Statement

To assist local Chapters in the growth and development of DECA.

To further develop a respect for education in marketing and management, which will contribute to occupational competence.

To promote an understanding and appreciation for the responsibilities of citizenship in our free, competitive enterprise system.

Vision Statement

To provide the DECA experience for every marketing student who seeks it throughout Illinois.

INTRODUCTION

The Illinois Association of DECA (known as Illinois DECA or DECI) is a state-wide organization. It is a natural outgrowth of the local chapters which have been founded by students in Marketing Education programs. Any student interested in business and/or marketing and enrolled in an associated class may participate in DECA. The activities of the local chapters are an integral part of the Marketing Education program and are as varied as the circumstances with which each local chapter is faced.

Part of this handbook was first prepared in 1951 by Robert F. Kozelka, Supervisor of Business Marketing Education, revised in 1962 by Mrs. Patricia Rath, Supervisor, Business and Marketing Education Advisory Board, in 1987 by Mr. Philip Scheel, Executive Director of the Distributive Education Clubs of Illinois. It was again revised in 1992 by Mr. Terry Hurst, Lake Park Advisor and Mr. Philip Scheel. The last revision was done in 2006 by Mrs. Joan Varanauski, former DECA Advisor. Its purposes are to encourage Marketing Education program enrichment through youth group activities, to assist local chapter groups with their organization, to provide an up-to-date overview of the Illinois DECA program for each current school year, and to provide information to both new and experienced Advisors.

CALENDAR OF EVENTS

The calendar changes every year. The current calendar and list of due dates for various conferences and activities can be found at <http://www.ildeca.org/advisors/calendar.html> website. **Please check the web calendar for the latest up-to-date information for all activities and due dates.** The calendar dates for the 2007 – 2008 can only be found on the web. Due dates are highlighted in **RED**. Refund dates are in **GREEN**. Conferences and special activities are in **BLUE**. Every web site online form that needs to be submitted has a submit button or gives the name of the person who is to receive the form along with their address.

PURPOSES OF THE ILLINOIS ASSOCIATION OF DECA

1. To create a lasting interest in marketing and management as a vocation
2. To create an appreciation of the contribution of marketing to a high standard of living
3. To promote respect for vocational education and desire for vocational growth during school and adult life
4. To provide for exploration of vocational opportunities in marketing
5. To develop leadership in marketing and management
6. To encourage high ethical standards in business
7. To provide for mental and physical health through satisfactory social and recreational activities
8. To nurture appreciation for the contributions of the arts and sciences to business

CONTACT INFORMATION

ILLINOIS DECA BOARD OF DIRECTORS

Don Varanauski	Co-Executive Director	dvaranauski@ildeca.org
Jim Weber	Co-Executive Director	jweberinteraccess@sbcglobal.net
Tammi Conn	Illinois DECA Board of Directors	tconn@ildeca.org
Bill Coulson	Illinois DECA Board of Directors	coulsonw@northwood.edu
Ralph Fisher	Illinois DECA Board of Directors	rfisher@ildeca.org
Terry Hurst	Illinois DECA Board of Directors	thurst@ildeca.org
Jan Jacobson	Illinois DECA Board of Directors	jjacobson@ildeca.org
Sheryl Olson	Illinois DECA Board of Directors	solson@ildeca.org

IL DECA TREASURER

Joan Varanauski jvaranauski@ildeca.org

STATE OFFICER ADVISORS

Sheryl Olson solson@ildeca.org
William Coulson coulsonw@northwood.edu

AREA CONTACTS

Area 6 & 25 (South) Ralph Fisher Ralph.fisher@chsd218.org
Area 14 & 15 (North) Sheryl Olson solson@ildeca.org
Area 20 (West) Stacey Polen spolen@csd99.k12.il.us

MEMBERSHIP

INFORMATION

All membership information can be found on the National DECA web site at <http://deca.org/membershipprocessing.html> and follow the instructions. There are also basic step-by-step instructions located at this site. The membership campaign theme for this year is "[X]perience the Difference". Membership is open to all students interested in any area of business and marketing. Online membership can be processed whenever you are ready. When you submit your online registration to National DECA you must submit your State Summary Information to Illinois DECA (see the link below under dues).

If your school doesn't have a DECA program please contact Don Varanauski or Jim Weber for further information. If you have any questions regarding membership forms, dues, conference forms / registration please feel free to email Joan at jvaranauski@ildeca.org or call 630.991.6177.

IMPORTANT NOTICE – When you complete the online membership form please make sure that you spell the student's name correctly-it's very difficult to change the spelling once you submit the name. If a student goes by the name Bill and his name is submitted as William then if he is eligible to attend SCDC / ICDC he must be William.

Dues

Chapter membership for both state and national is done online through National DECA. Members must belong to both Illinois DECA and National DECA. The current membership dues for both these organizations are \$17 per person, including the Advisor(s). **Please make sure that you ask your Business Office to make this check payable to DECA and send it directly to National DECA in Reston, VA.** Follow the link above for processing online membership. Students must be a DECA member to compete at state and national conferences. Students who compete in any of the on-line computer competitions must be members to receive any earned awards or to compete at the International Career Development Conference.

The annual **State Charter fee** is \$10 per DECA Chapter. **Please ask your Business Office to make this check payable to Illinois DECA and mail the forms and check to Joan at the address listed on the form.** The link for the Charter fee and Illinois Foundation dues can be found at <http://www.ildeca.org/advisors/dues.html> on the State Summary form. **IFME** dues are used for scholarships for the students. The **Student Membership List form** must also be completed with the students listed in alpha order along with the business class they will be enrolled during the 2007 – 2008 school year **and signed by your school Principal.**

Forms

All forms can be found and completed online at the Illinois DECA website. Please read all information pertaining to the forms to make sure they are complete before submitting them. Double check to make sure that signatures and dates are present where

required. Again this year National DECA will collect all state & national membership dues. Please make sure that you complete both the National and State forms and send separate checks. This procedure will again be presented along with other important changes at the Professional Development session for Advisors during the State Executive Conference (SEC). Advisors who attend the SEC Conference without students do not need to pay the registration fee, unless they plan to stay for lunch, then the cost will be \$5.00. This will be a great opportunity to ask questions about anything related to DECA.

ILLINOIS FOUNDATION FOR MARKETING EDUCATION (IFME)

Dues for IFME are \$10 per Advisor and are used for the sole purpose of student scholarships. If an Advisor does not join IFME then your students are not eligible to apply for any of the Foundation scholarships.

AREA MEMBERSHIP

Dues for each of the surrounding Areas (6 & 25, 20 & 14 & 15) vary depending upon the area, check with the Area President for the current dues. Area 20 does have an additional Charter fee of \$10 for their chapter membership. Chapters usually fall under one of the three main areas with a few exceptions, the chapters in southern Illinois. Membership in an area depends upon the chapter's location. If you are a new chapter and not sure which area you would belong to, email Don Varanauski or Jim Weber for that information.

OUTSTANDING DECA CHAPTER ADVISOR AWARD

This is the fourth year that this award will be given out and information can be found at <http://www.ildeca.org/advisors/awards.html>. **The award is a certificate and pin from National DECA.** Last year we had five recipients that obtained the required number of points. The categories and point values are listed on the web. The points for this award began with the beginning of our S-CDC last March and will end on February 1, 2008. Check out the web and see how many points you can earn this year! First year Advisors are required to earn 70 points, everyone else is required to earn 140 points.

SUPERSTAR CHAPTERS

This is also the third year for this program. Chapters that meet this goal receive a certificate and a star on their name badge at our S-CDC Conference. Criteria for SUPERSTAR CHAPTER status: 1) a 10% membership increase over last year, 2) for chapters with membership of 100 or more last year, increase your membership by 10+ members, or 3) 100% membership (regardless of member numbers). Check out the web for more information or to see a list of the Superstar Chapters.

CONFERENCES

STATE EXECUTIVE CONFERENCE (SEC)

General Information & Cost

The State Executive Conference, Illinois DECA's Fall Leadership Conference, will be held on Wednesday, October 3, 2007 at Oakton Community College located at 1600 E. Golf Road in Des Plaines. This conference is for students wishing to interact with students from other chapters in the state through leadership development workshops and those students wishing to run for a state officer position. Check the web site for a tentative agenda and starting time. A Professional Development session will be held for all Advisors to update everyone on the new procedures and all the new changes in competitive events along with other pertinent information. The cost for this conference will be \$22 which includes lunch (pizza & soda or water). Oakton College limits registrations to 400 so if you plan to attend please complete the registration form and submit it early.

Directions

The Des Plaines campus is located 1/4 mile west of I-294 and approximately 7 miles north of O'Hare Airport.

Via Tri-State Tollway (I-294)

From North: Exit at Golf Road. Turn left at the end of the exit ramp. Turn right at the traffic light (Golf Road). Turn right at the first traffic light (College Drive).

From South: Take the Dempster West exit. Turn right on Rand Road (Route 12) to River Road (Route 45). Take River Road north to Golf Road. Turn right on Golf to the first traffic light (College Drive) and turn left.

Via the Kennedy Expressway

Take the Kennedy Expressway to the Tri-State Tollway (I-294 to Milwaukee). Exit at Dempster West and follow the directions (from South) above.

Election of State Officer Action Team

If you plan to run a student for state office please plan to have your student(s) there for testing on time. A State Officer Candidate packet can be found on the web. Download the information and make sure you carefully review the requirements with your student(s) candidate(s). Please make sure that you encourage students to run who will be committed to work hard to make DECA the best student organization in Illinois. Your candidate(s) should be willing to be president and able to attend a one day Officer Training Conference, usually within a week or two following SEC. This meeting is mandatory for all the newly elected state officers.

Registration Information

The forms for this conference can be found at <http://www.ildeca.org/advisors/sec.html> web site. The Registration form will be due by September 21, 2007. The forms are all

located in the blue boxed section. The Registration form is completed and submitted online. Please make sure that all information is completed and correct. No refunds will be given after Tuesday, September 26, 2007.

AREA FALL LEADERSHIP CONFERENCES

Each individual area usually holds a fall conference just for their members. The dates for these conferences will be posted on the web site Calendar. All Advisors in each Area are encouraged to attend their meetings and participate in their Area Competition, not only by having their students compete but also by participating as an Event Director or Assistant Director.

CENTRAL REGION LEADERSHIP CONFERENCE (CRLC)

General Information

This year CRLC will be held in Indianapolis, IN from Friday, December 7th to Sunday, December 9, 2007. The theme for this conference is “*Play It, Be A Player – The Opportunity Awaits...*”. This conference is a time for student and Advisor networking. The thirteen Midwest states are represented at this conference. Workshops are offered that reflect various business career clusters. Workshops are also normally offered for the Advisors as well. Conference highlights include: State mini conferences, General Sessions, Special leadership tracks, Industry speakers, DECA related workshops and more.

Registration Information & Cost

Conference registration will be \$100 and the hotel cost is \$145 which includes all taxes. The conference forms are located at <http://www.ildeca.org/advisors/crlc.html> web site.

STATE CAREER DEVELOPMENT CONFERENCE (S-CDC)

This conference is held after all three Area CDC's. The conference will be held March 6th to 8th, 2008 at the Decatur Convention Center & Hotel in Decatur, IL. Over 800 DECA students will compete in various events with the top three in each event earning the right to represent Illinois DECA at the International CDC. The competitive events meet the goals of the business curriculum when the student demonstrates proficiency in the areas of marketing, management and entrepreneurship. The IFME scholarships are also awarded at this conference. **If a student drops from an individual event you may substitute another student in that event or another individual event. If a student drops from a team event the other student may compete in an individual event.**

Event Changes for 2007 – 2008 Competitive Events

The following are the event changes from National DECA for this school year:

- **Food Marketing** will now have only one level of competition. There will no longer be an associate and a management level.
- **Management Team Decision Making Events** will not allow laptop computers or hand-held digital organizers in event preparation or presentation.
- E-commerce Management Team Decision Making and E-commerce Business Plan will have a name change. They are now referred to as **Internet Marketing Management Team Decision Making and Internet Marketing Business Plan**.
- **Evaluations for all 30-page written events** will reflect a 60% written evaluation and a 40% presentation evaluation.
- **Entrepreneurship Written** and **Internet Marketing Business Plan** will have separate sets of guidelines.
- **Fashion Merchandising Promotion Plan** will be a team event allowing one to three participants. A written test will also be added to this event.
- A bibliography will now be required for the **Entrepreneurship Participating Event**, the **Advertising Campaign Event** and the **Fashion Merchandising Promotion Plan Event**. This increases the maximum number of pages for each event to 11.
- Items 10 and 11 on the **Competitive Events Checklist** have been changed. Item 10 will read Entry follows the sequence outlined in the guidelines. Additional subsections are permitted. Item 11 will read The page number of each section must appear in the table of contents.
- In the **Written Events Presentation Guidelines** the item referencing the dimensions of poster boards and presentation display boards has been changed to allow for manufacturer's variables of ½ inch and the desktop flip chart presentation easels specifies the dimensions of the page as 10 inches by 12 inches.
- For implementation in 2008 is a new Marketing Representative Event—**Sports and Entertainment Marketing Promotion Plan** and a new chapter project—**Financial Literacy Promotion Project**

State & International Events & Special Projects Acronyms

COMPETENCY BASED SERIES EVENTS – COMPOSED OF INDIVIDUALS ONLY			
Accounting Application Series	ACT	Hotel & Lodging Management Series	HLM
Apparel & Accessories Marketing Series	AAM	Marketing Management Series	MMS
Automotive Services Marketing Series	ASM	Quick Serve Restaurant Series	QSRM
Business Services Marketing Series	BSM	Restaurant & Food Service Mgmt. Series	RFSM
Food Marketing Series	FMS	Retail Merchandising Series	RMS
		Sports & Entertainment Mktg. Series	SEM
TEAM DECISION MAKING EVENTS – COMPOSED OF 2 TEAM MEMBERS			
Business Law & Ethics Team Decision	BLMDM	Internet Marketing Team Decision	IMDM
Buying & Merchandising Team Decision	BMDM	Sports & Entertainment Team Decision	SMDM
Financial Analysis Team Decision	FMDM	Travel & Tourism Team Decision	TMDM
Hospitality Services Team Decision	HMDM		
RESEARCH EVENTS – WRITTEN – COMPOSED OF 1 TO 3 TEAM MEMBERS			
Business & Financial Research Event	BFR	Hospitality & Recreation Research Event	HRR
General Marketing Research Event	GMR	Retail Marketing Research Event	RMR
CHAPTER TEAM EVENTS – WRITTEN – COMPOSED OF 1 TO 3 CHAPTER REPRESENTATIVES			
Creative Marketing Project	CMP	Learn & Earn Project	LEP
Community Service Project	CSP	Public Relations Project	PRP
Entrepreneurship Promotion Project	EPP		
MARKETING REPRESENTATIVE EVENTS – WRITTEN –			
COMPOSED OF 1 – 3 MEMBERS		COMPOSED OF INDIVIDUALS ONLY	
Advertising Campaign	ADC	Technical Sales Event	TSE
Fashion Merchandising Promotion Plan	FMP		
BUSINESS MANAGEMENT & ENTREPRENEURSHIP – WRITTEN			
COMPOSED OF 1 – 3 MEMBERS		COMPOSED OF INDIVIDUALS ONLY	
Entrepreneurship Written	ENW	Judged as one event at S-CDC -	
International Business Plan	IBP	Entrepreneurship Participating-Independent	ENPI
Internet Marketing Business Plan	IMBP	Entrepreneurship Participating-Franchise	ENPF
SALES DEMONSTRATION – STATE EVENT ONLY – COMPOSED OF INDIVIDUALS ONLY			
Hardline	SDH	Softline	SDS
Miscellaneous	SDM		
SPECIAL ACTIVITY EVENTS - # OF MEMBERS VARY – CHECK GUIDELINES			
DECA Quiz Bowl	DQB	Sunkist Challenge	SKC
Stock Market Game	SMG	Virtual Business Challenge (Retail / Sports)	VBC

DECA Quiz Bowl Team Event

Each school will be allowed to enter only two teams. Teams are comprised of one to five students. Up to four students may compete with the fifth student as an alternate. Competition is done as a round robin with the winning team moving forward. Quiz Bowl competition is held late on Thursday night and the final round is late Friday night. Only the 1st place team is eligible to compete at ICDC.

Specialty Events – Online Competition

Check out these online activities for competition. You can find out all the guidelines along with the start and stopping dates of these competitive events. Both events have 2 rounds of competition. You can enter both times and more information regarding the Stock Market Game <http://deca.org/smg.html> & Virtual Business Challenge <http://deca.org/pdf/VBCguide.pdf> can be found on these web sites. The top 20 overall in both events are eligible to compete at the International Career Development Conference in Orlando, FL at ICDC.

Scholarship & Honor Awards

The year the IFME will offer 6 – 8 \$1000 scholarships with one scholarship at a larger amount. The larger scholarship amount will be dependent upon the fundraising earned from the Sox & Bull Marketing events. Graduating DECA members are eligible to apply for these scholarships as long as their Advisor is a member of IFME. There are 2 types of non-monetary awards – Frank Vignola and Honor Award. There is usually only 1 Frank Vignola but any number of Honor Awards can be presented. Check the web site <http://www.ildeca.org/advisors/scholarships.html> for the applications for the IFME scholarships, the Frank Vignola Award and the Honor Award.

All graduating members are eligible for the scholarships awarded by the Central Region Board and National DECA. Information regarding all these scholarships can be found on the National DECA web site <http://deca.org/schol.html> and all the scholarship information will be available in October 2007.

Registration Information – Please read

Registration and hotel forms are on the <http://www.ildeca.org/advisors/scdc.html> web site. Please read the directions first before completing the forms in order to save you time. Make sure that you register each student separately for all their events (ex. John Smith will be listed on 4 separate lines because he is in BSM, BFR, LEP and DQB events). When entering your high school name please do not type in “High School” because it is already listed. It is very important to double check the event acronym for your students to make sure you have them in the correct event. This will save time on Thursday when the students go to their respective events and their name is not on that event. These students lose out on valuable time reserved for taking the Thursday night Econ Test.

Important Reminder – it is very important to get your registration form in as early as possible. We need to know how many are attending the conference and which event(s) in case room assignments have to be changed. Also the number of judges for each event is determined by the number of participating students in each event.

Adds, Drops, Substitutions & Changes

There is a “Conference Changes & Cancellations” form on the web with the rest of the conference forms. Please use this form so that you have a copy of all changes that are submitted. As soon as you know you want to add or drop a student or even change an event please do so right away, even if it is past the refund date. The last date to submit this form is February 28, 2008.

Advisor Meeting Following Grand Awards Session

If you had a student that was a top 10 finalist you should definitely plan to attend this meeting. Many students enter more than one event at the state level and if they win in more than 1 event they must choose which event they want to compete in at ICDC. **(It helps if the Advisor knows prior to the Grand Awards session which event the student prefers.)** This means that the 4th, 5th or even the 6th place person has an opportunity to represent Illinois DECA and compete at ICDC.

After the meeting Advisors will be able to pick up their chapter's envelope with the judge's information. Joan will email to each individual Advisor their student's scores and rank for all the competency based individual & team events within approximately a week after the conference ends. These scores will help you determine your student's strengths and weaknesses for future competition. Written event information is handled by Jim Weber

Any Advisor who has a student(s) who they feel deserves to attend ICDC must seek special permission **in writing by sending an email** to Joan at jvaranauski@ildeca.org. Please state the student's first and second choice of activity and also let me know if they are seniors. If the student is a state officer or plans to run for state office the following school year they may attend the LEADS program. If the student is a senior they may attend the Senior Management Institute. With our present membership we are only allotted 6 voting delegates. The other program is the Leadership Development Academy. **Please make sure that the student understands they are making a commitment for 2 days of activity and must attend all sessions.** **Voting Delegates must be willing to make all the interview sessions and the all important voting session.**

Miscellaneous Information

If you or any of your students need a vegetarian meal in place of the normal banquet meal at SCDC please send an email to Joan at jvaranauski@ildeca.org to reserve a vegetarian meal. If SCDC falls during Lent (which is normally the case) we are granted special dispensation to have meat at the Friday banquet meal. **Vegetarian meal requests must be received by February 21, 2008.**

For whatever reason, if you have a student who will arrive late or has to leave the conference early please notify Don at dvaranauski@ildeca.org as soon as possible. We will make sure the student is able to make up Thursday's Econ test so he/she is not disqualified and receives their award if leaving early.

Special Needs Student

If you know that a student with special needs will be attending the conference please notify Joan at jvaranauski@ildeca.org so that arrangements can be made to accommodate the student(s).

INTERNATIONAL CAREER DEVELOPMENT CONFERENCE (ICDC)

This year the I-CDC will be held from April 25, 2008 to April 30, 2008 in Atlanta, GA. The theme is “[X]perience the Difference”. Over 13,000 DECA members will be present. In order to attend this conference students must have 1) earned the right by being a top 3 winner in their event, 2) invited by National DECA as a top 20 winner in one of the on-line events (i.e. Virtual Business Challenge or Stock Market Game), 3) obtained special permission as a voting delegate, or 4) obtained permission to attend one of the other special programs (i.e. LDA, SMI, or LEADS).

Registration & Hotel Information

As soon as National DECA notifies us of the registration fee and hotel assignment it will be posted at <http://www.ildeca.org/advisors/icdc.html> web site. Conference registration for all Illinois Advisors will take place at 10:15 p.m. on Friday, April 25, 2008 followed by a state meeting. Registration room location TBA.

When completing the online conference registration form please make sure that the student’s name is spelled exactly like it was on the membership roster form submitted at the beginning of the school year. If a student’s name was spelled incorrectly on the membership roster please notify Joan ASAP to submit a name correction change to National DECA.

AREA ADVISOR MEETINGS

Each Area holds meetings at various times, usually once a month throughout the school year. Attendance at these meetings is very important and especially helpful to those Advisors that are new in DECA. Planning the Area Fall Leadership Conference and Area competition (held in either late January or early February) are two of the important events discussed at the meetings. This can be an excellent time for everyone to network and discuss items or concerns that new or young (< 4 years experience) Advisors may have.

FORMS

CONDUCT CODE, DRESS CODE & EMERGENCY INFORMATION

This form can be found at <http://www.ildeca.org/advisors/sec.html>. Once you complete the form for SEC keep the form for the other conferences related to Illinois DECA. If you attend CRLC and ICDC sometimes a separate form is required. These forms are kept by the Advisor and brought to each conference.

VERIFICATION OF SIGNED FORMS

This form is found under each conference and must be turned in at conference registration. The same form is used at SEC, CRLC S-CDC and I-CDC. I will have an extra form for Advisors to sign if you forget to bring one.

ILLINOIS FOUNDATION FOR MARKETING EDUCATION (IFME)

Mission Statement

Business and Marketing Professionals and Educators Providing Support Through Scholarships, Business Leadership, and Educational Experiences to Enhance and Promote Marketing Education and the Illinois Association of DECA.

The Illinois Foundation for Marketing Education was established in 1959 by business professionals, educators and state staff who were interested in promoting marketing education. IFME is a non-profit organization. If you know of any business member in your community who would like to join the Foundation please refer them to Robert_uribe@aigag.com.

An Advisor representative from each area is invited to attend the IFME meetings as a non-voting member. The Advisor can then bring back to their individual area pertinent information regarding IFME along with deadlines for their various events. IFME does at least two major fundraisers each year to provide scholarships for qualifying DECA members. The chapter Advisor must be a member of the Illinois Foundation for Marketing Education for their students to be eligible for any scholarship. For 2006 – 2007 school year there will be four \$2500 scholarships offered at SCDC.

The Foundation is comprised of business members in partnership with Illinois DECA.

IFME Activities

- Participate in the state officer screening process at the State Executive Conference in October
- Judging at the State Career Development Conference in March
- Develop and promote the Sports Marketing Seminar with the Chicago White Sox
- Develop and promote the Sports Marketing Seminar with the Chicago Bulls
- Award Illinois DECA members with monetary scholarships and non-monetary awards
- Develop and promote the annual "Poster Contest"
- Publish and distribute the IFME Perspectives (newsletter)
- Continue to provide support to Illinois DECA through participation at S-CDC
- Financially support the Officer Training Conference in the fall
- Provide learning experiences for students through DECI business partnerships
- Continue to offer a "Speaker's Bureau" to all Advisors

FINANCING CHAPTER ACTIVITIES

The amount of capital required by any chapter of the Illinois Association of DECA (DECI) depends on the activities which it plans for the year. The amount will vary from year to year according to the interest of the members, conferences you attend and their cooperation in planning and completing projects. It is a good practice if the Advisor has their students pay a part or all of the cost for conferences and activities. The reason for this is so the student has ownership and it's not a free ride. It is also a good practice if the Advisor has a signed contract with each student and their parent(s)/guardian so that

if a student drops out from the conference they are still required to pay their fair share and the chapter doesn't have to cover the cost. Every conference has a date after which no refunds are given for anyone who drops out, and the chapter is required to pay for everyone who is still registered.

There are three ways in which a chapter may raise the necessary funds. While the area, state, and national youth organizations generally rely on membership dues for financing their activity programs, local chapters use any or all of the following methods:

1. **DUES:** The dues paid by each member should provide for the per capita operating expenses of the chapter, and should be within the local school's policy for club dues. The amount should not be so large that it would prevent a student's belonging as an active member. A chapter may include a field trip to a large city in its activities program and agree to set the dues high enough to collect a major portion of the cost of the trip before it takes place. The amount of dues which is to be paid by each member should be carefully worked out by the executive committee and should be approved by a strong majority of the members.
2. **SAVINGS PLANS:** A fundraiser can be used as a savings plan. Students who participate in raising funds can use the amount that they earn for the chapter to defray their cost to attend conferences or other activities of their chapter. Each student member should be charged an amount to attend DECA conferences or activities so they have ownership of the total cost. When students have money invested in a DECA conference or activity it reduces the drop-out rate.
3. **SPECIAL ACTIVITIES:** From time to time, special sales projects may be found necessary if certain activities are to be undertaken. The sending of delegates to a state meeting, or holding an employer-employee banquet are examples of projects that usually are not paid for out of the dues account in the treasury. Some special projects used by various chapters are:
 - A. The sponsorship of projects such as fashion shows or post-game dances.
 - B. Providing services such as operating the checkroom, running the school store or holding a car wash.

Well-planned sales projects can correspond with the general content of the Marketing Education program, for instance:

1. When the class is studying the economics of distribution, the chapter would be able to discuss the profit motive and plan the estimated profit that is needed to finance its program of activities.
2. When marketing is the class topic, the type of sales activity and the potential market might be determined.
3. When salesmanship and sales promotion are class subject areas, an effective sales force and promotion committee could be established for the activity, and so on.

NEW CHAPTER ADVISOR RECRUITMENT

If anyone knows of a school in their area that has a business teacher willing to start a new chapter (or renew a dropped chapter) please inform Don Varanauski or Jim Weber so that we can assist them. By helping to keep our membership numbers up (or increase our membership) we can insure that we maintain being able to send the top 3 state winners to ICDC. The number of eligible winners is determined by a formula set by National DECA based on the previous year's membership. This also determines how many slots we are allotted for Voting Delegates, Leadership Academy and Senior Management Institute.

COMPETITIVE EVENT TIPS

For the past several years National DECA has distributed "DECA Roadmap Calendars". Inside are valuable tips written by teachers who have helpful information on various competitive events. These are normally teachers (recommended by their State Advisor) who have been successful in having students on stage at ICDC. Each year at the Professional Development session held during the State Executive Conference (SEC), if time permits, helpful tips are presented and some of the Advisors exchange information. The National web site also has links that show you the Performance Indicators (what exactly the students are judged on), Sample Exam Questions (multiple choice exam) and Sample Event Role Play. These are especially helpful for the new events introduced this year. They can be found at <http://deca.org/celisting.html> web site.

If you are a new Advisor you might want to pick up some of the laps, tests, role plays and written event winners from previous years to help you learn what type of information your students need to focus on to be a winner. You can purchase these from DECA Images at the www.deca.org web site. Always work with your students and have them role play with you or their parents or a local business professional. The IFME is always willing to help and you might even invite a Foundation member to assist in judging your students in the classroom or DECA meeting.

For the written events have your student(s) practice their presentation in front of their parents, family and peers. In team events make sure that all members present part of the presentation. For all events make sure that your student(s) introduce themselves to the judge and give a firm handshake. When a student is before the judge they must present themselves as assured and confident that what they are saying is what the role play is requesting. At the conclusion when the judge asks them questions make sure they take a moment to think out the best solution to the question before speaking.

STATE OFFICER CANDIDATE INFORMATION

The state officer candidate packet has been revised for 2007 – 2008 school year. Most of the information is the same but please read the packet carefully with your student and make sure they are aware of the time commitment and are dedicated to making Illinois DECA a strong vocational education program. The Advisor of a state officer must also be aware of their involvement in this process throughout the school year. There will be a direct link to the packet from the IL Deca home web page at ildeca.org.

HOW TO START & ORGANIZE A NEW CHAPTER

The most important factor in organizing a chapter is to make sure that you as the Advisor are committed to making it work. The next step is to make sure that your Administrators understand that DECA is a learning experience for the student members. They will learn about business, marketing, distribution, advertising, sales and much more. Being involved in DECA means learning team work and leadership skills. DECA members also enjoy social activities and travel. Involve your administrators and counselors by inviting them to judge at your area competition or even at the State CDC held in Decatur, IL. This is possibly the best way to show them how DECA promotes learning and meets academic standards. Also, invite your local business community leaders to judge at area or state competition.

Beginning chapters can start with as few as 10 members plus the Advisor. Special permission is required for chapters with less than 10 and only for the first year. Students joining DECA should have an interest in a business career and be enrolled in a business class during the current school year. Any business class will make your student eligible to compete at state competition. National DECA has a packet of information on their web site called *DECA's Chapter Management System* which contains 114 pages of information for starting and maintaining a DECA Chapter. The link to this packet is <http://deca.org/pdf/DECAChapterManagement.pdf>.

Don & Joan Varanauski can be reached by emailing Don at dvaranauski@ildeca.org or Joan at jvaranauski@ildeca.org. Jim Weber can be reached at jweber-interaccess@sbcglobal.net. Please let us know if you have a problem or just a question. The Advisors in your specific Area will also be willing to help, you'll find them a great support group. Make a point to attend your Area meetings to learn what's happening and to meet your fellow Advisors.