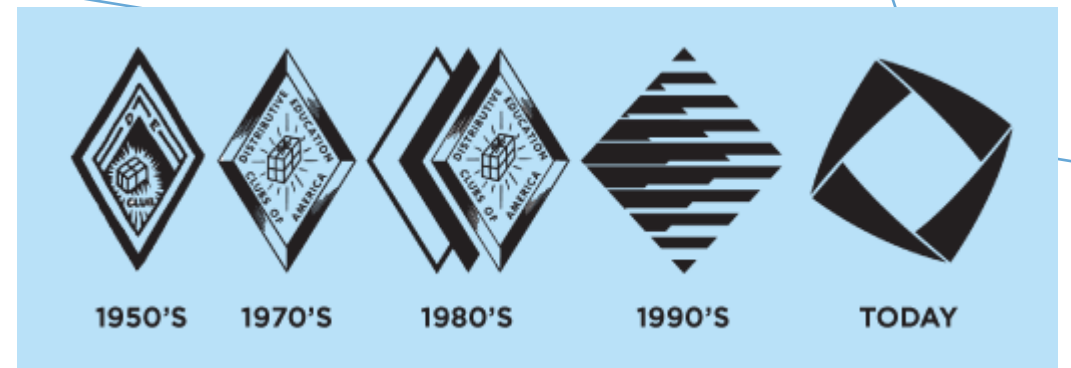


DECA

MEMBERSHIP
&
RECRUITMENT



WHAT IS DECA?



- **Mission Statement** - DECA prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management in high schools and colleges around the globe.
- Co-curricular organization run through the business department. Focuses on networking, problems solving, business strategies, and more.
- Highly recommended for all students not just those interested in business.

DECA prepares the next generation to be



Academically Prepared

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



Community Oriented

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



Professionally Responsible

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



Experienced Leaders

DECA members are empowered through experience to provide effective leadership through goal setting, consensus building and project implementation.

- More than 70 % of DECA members at the ICDC indicated that DECA has influenced their future career plans.
- More than 65 % indicated that DECA has influenced their future college plans.
- Benefits of membership:
 - Career Exploration
 - Skill Enhancement
 - Instructional Reinforcement
 - Leadership Building
 - Communication Building
 - Professionalism

WHY SHOULD YOU JOIN?

- Community Service
- Fundraising Activities
- Competitive Events
- Field Trips
- Networking opportunities
- Scholarships
- Meet new people





EXECUTIVE MEMBERS

Spencer Barnoski	Alex Ricciardi	JR Cima
Andrew Briggs	Sydney Schiavo	Carly D'Angelo
Matt Egan	Thomas Tait	Anthony Dellomo
Danny Guetens	Edward Tobler	Kayla Flaherty
Emily Guthier	Casey Torbik	Zaira Kazmi
Grace Kim	Abigail Wilson	Sarah Mendelson
Kira Knox-Bishop	Ethan Wilson	Evelyn Nicholson
Santino Mesi	Amanda Attanasi	Alyson Petro
Caden Morrell	Ryan Beebe	



COMPETITION

- 3 Rounds of competition
- For 2020
 - Districts – December
 - States – February / March
 - ICDC – April
- Districts - 100 Question Multiple-Choice Test (districts test will done on-line at WTHS)
- States – Test and role play presentation. Currently virtual but hybrid model is being planned.
- ICDC – Anaheim California – Test and role play. Set up to be hybrid or live.

BENEFITS OF COMPETITION

- Recognition
- Hands on experience
- Entertainment
- Meeting new people
- Develop skills not learned in the classroom



FORMS AND COSTS

- \$25 TOTAL – Includes local, state, national membership dues, district competition fee, general membership t-shirt.
- Forms will be electronic. Located on:
 - DECA Class Page
 - Business Teachers Schoology pages.
 - WTHS DECA Social Media Pages
- Complete form and turn in dues to Mrs. Ackley by OCTOBER 16th!
- Membership and district enrollment will not be processed without dues payment.



FUNDRAISING AND SPONSORSHIP

- If the due payment is a concern please talk to Mrs. Ackley about possible sponsorship.
- Fundraising also available.
Sell 2 Save-Around Coupon books and membership is FREE!
 - See Mrs. Ackley in G201 to pick up order forms.



PRINCIPLES OF BUSINESS ADMINISTRATION (PBA)

- Principles of Business Management
 - Principles of Marketing
- Principles of Hospitality and Tourism
 - Principles of Finance
- Individual events - entry level events for only first year DECA members.
- Basics of marketing, management, hospitality and tourism, and finance.



SAMPLE PRINCIPLES QUESTIONS

- A disadvantage of problem-solving in groups is that it
 - A. decreases risk-taking.
 - B. decreases conformity.
 - C. takes more time.
 - D. hinders communication
- An employee who is able to adjust to changing conditions possesses the desirable trait of
 - A. loyalty.
 - B. adaptability.
 - C. friendliness.
 - D. tact.
- Bill punishes each of his staff exactly the same way when they break the rules. Bill is being
 - A. generous.
 - B. empathetic.
 - C. biased.
 - D. consistent.
- Coins and paper money are types of
 - A. dividends.
 - B. contracts.
 - C. bonds.
 - D. currency.

TEAM DECISION MAKING EVENTS

- Business Law and Ethics
- Buying and Merchandising
 - Entrepreneurship
 - Financial Services
 - Hospitality Services
 - Marketing Management
- Sports and Entertainment Marketing
 - Travel and Tourism



- No more or no less than 2 people.
- Tests are averaged together. Role play has 30 minutes to prep, 15 minutes to present.

INDIVIDUAL SERIES EVENTS

- Accounting Applications Series
 - Apparel and Accessories Series
 - Automotive Services Marketing Series
 - Business Finance Series
 - Entrepreneurship Series
 - Food Marketing Series
 - Hotel and Lodging Management Series
 - Human Resources Management Series
 - Marketing Communications Series
 - Personal Finance Literacy Series
 - Quick Serve Restaurant Management Series
 - Restaurant and Food Service Management Series
 - Retail Merchandising Series
 - Sports and Entertainment Marketing Series
- Role play has 10 minutes to prep, 10 minutes to present.

PROFESSIONAL SELLING AND CONSULTING

- Financial Consulting Event
 - Hospitality and Tourism Professional Selling
 - Professional Selling
- These are done BEFORE the event.
 - Will be test only for districts
 - Presentation done BEFORE attending states.
 - Presentation must be on given topic.



PROFESSIONAL SELLING TOPICS

- **Financial Consulting** -Assume the role of a financial consultant. A millennial client has scheduled a meeting with you for advice on debt consolidation. The millennial, who was recently furloughed from his/her professional job, already had credit card bills, private student loans, medical bills and personal loans, but now with minimal income, his/her debt continues to grow. The client would like you to explain the benefits of consolidating debt and give recommendations on how he/she can do so, as well as provide consultation on short-term and long-term strategies to deal with the loss of income.

PROFESSIONAL SELLING TOPICS






- **Hospitality & Tourism** -Assume the role of a sales representative of a hospitality and tourism marketing agency. The director of sales and marketing of a recently re-opened 595 luxury guestroom resort is interested in your digital marketing services to promote the features of the resort to drive online bookings. The resort features an infinity pool, water park, golf course, spa, six food and beverage outlets including two exquisite restaurants, movie theatre and 100,000 square feet of meeting space. You have a meeting scheduled with the director of sales and marketing to present your company's hospitality-specific products and services and price points.

PROFESSIONAL SELLING TOPICS

- **Professional Selling** - Assume the role of a sales representative of a virtual tour software company. The director of admissions for a local college has scheduled a meeting with you because he/she has a desire to utilize virtual tours as a recruitment tool for incoming freshmen. He/she wants to learn how your company's products and services can be beneficial to his/her college and how your company can stand out amongst the rest

PERSONAL FINANCIAL LITERACY

- Students will be assessed on their knowledge of areas such as: financial responsibility and decision making, income and careers, planning and money management, credit and debt, risk management and insurance, and saving and investing.

PARTICIPANTS	EXAM	APPEAR BEFORE A JUDGE	PREPARATION TIME	INTERVIEW TIME
				
1 participant	Financial Literacy	1 role-play; 2nd for finalists	10 minutes	10 minutes

IMPORTANT DATES TO REMEMBER

- Save-a-round Coupon Book- on sale now
- October 16th- Membership/District Form and Money Due
- October 22nd – Chipotle Night
- November 18th - Krispy Kreme sale starts
- November – TBD – Pat’s Select Night
- December - DECA Induction
- December – District Testing
- December 20th – State qualifiers announced.
- February/March - 2021 State Conference



This Photo by Unknown Author is licensed under [CC BY-NC-ND](#)

STAY UP TO DATE

- Be sure to follow us on Social Media for weekly contests and updated information.
- Twitter - @TWPDECA
- Instagram - @WTHSDECA
- Remind 101 – Text 81010 ONLY SIGN UP FOR ONE CLASS.
 - Freshman and Sophomores - @DECA2324
 - Juniors and Seniors - @DECA2221



MEMBERSHIP INFO

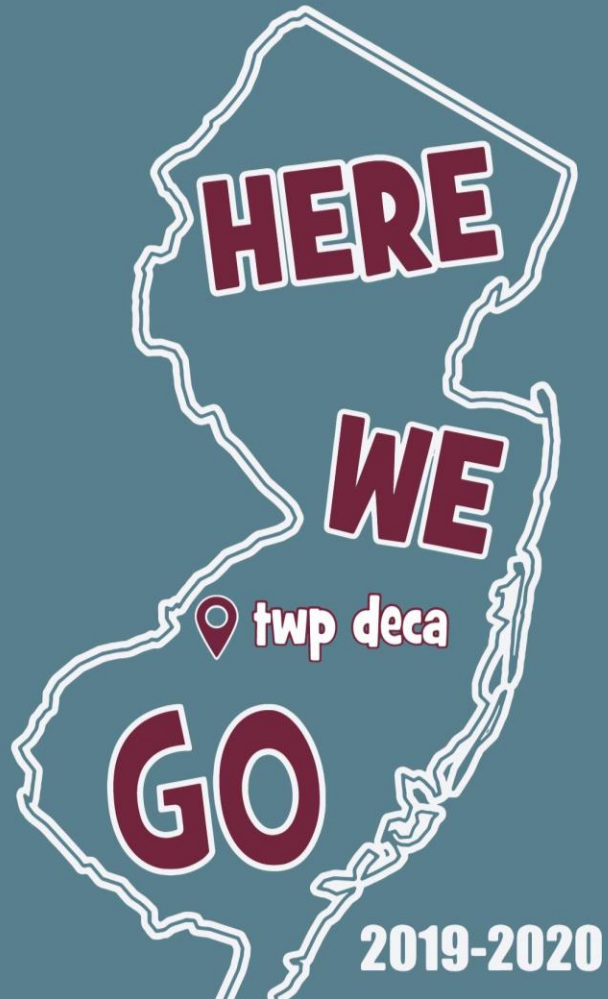
- Once forms and dues are processed you will be added to a Schoology group.
- All information will be pushed out through there.
- Look for practice tests and role plays.
- Weekly challenges.





TWP DECA

2019 - 2020



FREE MONEY?

- Want to win a gift card to a local restaurant of your choice?
- Design our general membership t-shirt.
- Anyone that designs the shirt will get a \$5 WAWA gift card.
- The design that is chosen by the Executive Board will win a \$10 gift card to a location of your choose!
- Slogans for 2020 – Next Level and Infinite