

ABOUT DECA

DECA's mission is to prepare emerging leaders and entrepreneurs in marketing, finance, hospitality and management.

Through their participation in DECA, students will become academically prepared, community oriented, professionally responsible and experienced leaders.

DECA is a nonpartisan, non-sectarian 501(c) (3) association of students, teachers, and administrators and is recognized and endorsed by all 50 state departments of education and the U.S. Department of Education.

DECA BY THE NUMBERS ...

- 200,000 members
- 5,000 high schools and colleges
- 50 states
- 9 countries
- \$500,000 in scholarships and awards
- More than 60 partnering sponsors
- \$475,000 raised in 2010/2011 for the Muscular Dystrophy Association
- 62 competitive event categories
- Membership profile:
 - 56.8 % - Female
 - 43.2 % - Male
 - 17 % African American
 - 60 % White
 - 15 % Hispanic
 - 4 % Asian

COLLEGE AND CAREER READY:

- 86 % of DECA members report an A or B average
- 68 % plan to attend college immediately after graduating high school
- 59 % would like to attend a private college or university (More than twice the national average.)
- More than 70 % of DECA members say that DECA has influenced their future career plans
- 53 % of DECA members are obtaining experience through employment



Future Major/Career Path	DECA	National
\$ Accounting/Finance	9.0%	2.6%
📱 Advertising/Public Relations	8.6%	0.7%
📁 Business Administration	19.8%	5.1%
🌐 Business - International	9.7%	1.5%
👤 Business Owner/Entrepreneur	16.8%	4.2%
👗 Fashion Merchandising	4.8%	2.4%
🌐 Hotel/Resort Management	1.9%	0.4%
📱 Sales/Marketing	8.1%	0.8%
🌐 Travel and Toursim	1.0%	0.7%
Undecided/Other	5.1%	16.8%

2011 NATIONAL ADVISORY BOARD

DECA's National Advisory Board includes representatives from more than 60 corporations, foundations and associations. NAB members provide financial resources, advocacy and a network of professionals to support DECA activities at all levels.

American Hotel & Lodging Educational Institute
Belmont University College of Business Administration
Berkeley College
BetterInvesting
Boston University School of Hospitality
College Pro Painters
Custom Resources LLC
 DeVry University
Embry-Riddle Aeronautical University
ESPN Fundraising
Ewing Marion Kauffman Foundation
FIDM/Fashion Institute of Design & Merchandising
Finish Line, Inc.
Florida International University
School of Hospitality and Tourism Management
Foot Locker, Inc.
Fordham University, Gabelli School of Business
Goodheart-Willcox Publisher
Herff Jones, Inc.
Hilton Worldwide
International Franchise Association
Educational Foundation, Inc.
Jack Links Beef Jerky
J.C. Penney Company, Inc.
Johnson & Wales University
Jostens, Inc.
Lynn University
M&M Productions USA
Marriott International, Inc.
McGraw-Hill School Education Group
McPherson College

Men's Wearhouse
Muscular Dystrophy Association
National Apartment Association Education Institute
National Automotive Parts Association
Niagara University College of Hospitality & Tourism Management
NRF Foundation
NBA Properties, Inc.
NFIB Young Entrepreneur Foundation
Northwood University
Ohio Northern University—
James F. Dicke College of Business Administration
Otis Spunkmeyer, Inc.
PDC Productions
PepsiCo Chilled DSD
PepsiCo Foodservice Sales
Piper Jaffray & Co.
Publix Super Markets, Inc.
Safeway, Inc.
Sales & Marketing Executives International, Inc.
Sears Holdings Corporation
SIFMA Foundation
SimpleTuition, Inc.
Southwest Airlines Co.
Stein Mart, Inc.
T.J.Maxx/Marshalls
Universal Studios
Vector Marketing Corporation
Walgreen Co.

2011 CONGRESSIONAL ADVISORY BOARD

DECA's Congressional Advisory Board (CAB) is a bipartisan group of United States Senators and representatives from all areas of the country representing varied political philosophies. They have one thing in common – a strong interest in the youth of our country. CAB activities include making public appearances at major DECA events, hosting receptions for DECA groups, meeting with state delegates, offering advice on special projects and more.

SENATORS

Thad Cochran – Mississippi
Kent Conrad – North Dakota
Byron Dorgan – North Dakota
Mark Kirk – Illinois
Carl Levin – Michigan
Richard G. Lugar – Indiana
J.D. Rockefeller, IV – West Virginia
Jon Tester – Montana
Ron Wyden – Oregon

REPRESENTATIVES

Rob Bishop – Utah
John A. Boehner – Ohio
Dave Camp – Michigan
Shelley Capito – West Virginia
Norman D. Dicks – Washington
John J. Duncan, Jr. – Tennessee
Gene Green – Texas
Ralph M. Hall – Texas
Kenny Merchant – Texas
Michael T. McCaul – Texas
Jerry McNerney – California
Devin Nunes – California
Gary Peters – Michigan
Nick Joe Rahall, II – West Virginia
Denny Rehberg – Montana
Silvestre Reyes – Texas
Pete Sessions – Texas
Fred Upton – Michigan