



## WELCOME TO DECA'S NATIONAL ADVISORY BOARD

### CHAIRMAN'S WELCOME

On behalf of DECA's 200,000 students/members and teachers/advisors, I'm delighted to welcome you to the [National Advisory Board \(NAB\)](#). Working together, DECA's 60+ corporate partners, the NAB, provide the essential strategic and financial support that keep DECA's programs relevant and connected to business.

By now, you may be asking, "That's great, but how do I connect DECA to my business?" The purpose of this Onboarding process is to help you achieve that connectivity, on the DECA side, and the necessary engagement within your organization.

When done right, your DECA partnership can be an incredibly rewarding experience for you and your organization. Your active participation in DECA's NAB, as well as your engagement of national, state and local programming, will ensure your partnership success.

Welcome to the NAB!

A handwritten signature in black ink, reading "Michael P. Marchetti".

Mike Marchetti  
NAB Chairman, EVP Operations, Finish Line



### DECA HISTORY & MISSION

While some terminology has changed since our founding in 1946, our foundational mission has not - [DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management](#). We do this through our well-proven method of classroom instruction, "real-world" application and competition.

As an organization, DECA's mission and model are set by the [DECA Inc. Board of Directors \(BOD\)](#). The DECA Inc. BOD is comprised of two representatives from each of DECA's Regions, the chair of the NAB and three ex-officio members.

The strength and differentiating value of our model is that DECA is part of the classroom. The [U.S. Congress](#) specifically authorizes our programs as integral to delivering career education at the high school and college levels.

Finally, DECA measures our program strength and student/teacher achievement, through a highly successful [competition model](#). Through this process, [students self-select a career area of interest in which they will compete](#) at the local, state and international level. The competition allows DECA the opportunity to measure achievement and the scholarships and prizes encourage students to continue their education and career pursuits.

Thank you for your commitment to DECA's programs and our common goals!

A handwritten signature in black ink, reading "Ed Davis".

Ed Davis  
Executive Director, DECA Inc.



## THE VALUE OF NAB MEMBERSHIP

DECA is a 501(c)(3) educational not-for-profit. By joining DECA's NAB you've both strategically aligned your organization with an internationally [recognized leader](#) in the fields of youth development, college and career readiness and entrepreneurship – and found a way to bring bottom line value to your organization's commitment to corporate social responsibility.

The bottom line value, for most NAB, falls into two major categories:

- [Distribution](#) - DECA provides some 5,000 points of contact (our chapters) on high school and college campuses in every U.S. State, Territory, Canada, Mexico and Germany. Beyond our 200,000 members and advisors, our network reaches 25% of the U.S. high school population.
- Recruitment ([Link to NRCCUA Report](#)) - Whether it's for retail staffing, college enrollment, internships or career positions, NAB partners find DECA a most-valuable resource because of our students/teachers focus and training, the pipeline relationship that they have with our chapters and our connection to college.



DECA's NAB is a diverse group, but, in DECA, we all share common values and purpose ([Link to Testimonial Page.](#)) We encourage you to network with your NAB colleagues as a strategy for making your partnership as successful as possible for your organization, as well as personally rewarding for you.

I look forward to working with you on this important new partnership!

John Fistolera  
Director of Development, DECA Inc.

## DECA TERMS

Like every organization, DECA has its own alphabet soup of acronyms and terms that you'll come to know. Until you do, we've highlighted some of the major ones to get you started.

- [NAB](#) - The National Advisory Board is made up of organizations, like yours, who provide strategic advice and financial support to DECA.
- [NAB Executive Committee](#) - The NAB Executive Committee is comprised of the most engaged members of DECA's NAB.
- [DECA Members](#) - The DECA Members are high school or college students who are currently enrolled in a marketing/business class at their school. ([Link to NRCCUA Report](#))
- [DECA Advisor](#) - The DECA Advisor is the high school or college teacher who heads up the DECA Chapter at the local/school level. ([Link to NRCCUA Report](#))
- [DECA Chapter](#) - The DECA Chapter is the local unit of DECA and your direct connection to 200,000 high school and college students, 5,000 teachers and the broader student population that the chapter touches.
- [Competitive Events](#) - DECA's Competitive Events are the method through which we measure our programs' strength and recognize student/teacher achievement. They are primarily role-play or case-study driven.
- [ICDC](#) - The International Career Development Conferences are the highlight of DECA's calendar and (usually) the largest event of our partnership year.
- [DECA Publications](#) - DECA has a number of publications that are key in delivering partnership messages.
- [DECA Exhibits](#) - DECA stages a traditional show floor at most conferences.
- [SBE](#) - School-Based Enterprises are often referred to as "the school store" on campus.
- [High School DECA](#) - DECA's High School Division is comprised of nearly 5,000 teachers/advisors and 185,000 students/members.
- [Collegiate DECA](#) - DECA's College Division is comprised of nearly 250 college faculty/advisors and 15,000 college students/members.



Please let me know if there's anything I can do to help you get started!

A handwritten signature in black ink that reads "C. Allen".

Cindy Allen  
Director of Marketing

## DECA CALENDAR

Your NAB Partnership Manager will develop a calendar of dates and deadlines specific to your organization, but here is a complete listing of [DECA Events](#) for the calendar year. Please also feel free to contact me with any questions you might have as you establish your DECA partnership.

Welcome to the NAB and let me know what questions I can answer!

NAB Member's Name

Organization Name ([Link to email](#))

## KEY CONTACTS

- [Ed Davis, Executive Director](#)
- [John Fistolera, Director of Development](#)
- [Cindy Allen, Director of Marketing](#)
- [Sissy Long, Marketing Specialist](#)
- [NAB Mentor Assigned to New NAB \(Link to email\)](#)

## CONTACT INFORMATION

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