DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe.

HAVE QUESTIONS? CONTACT DECA STAFF FOR ASSISTANCE

FRANK PETERSON
Acting Executive Director
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Ask me about...
- Board of Directors
- Strategic Plan

CHRISTOPHER YOUNG
Chief Program Officer
christopher@deca.org

Ask me about...
- Competitive Events
- Educational Conferences
- Idea Challenge
- Stock Market Game

REBECCA COX
Association Services Manager
rebecca@deca.org

Ask me about...
- Chartered Associations
- Chapter Campaigns
- Recognition Awards

DEBBIE TAYLOR
Leadership Specialist
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Ask me about...
- Executive Officers
- Chapter Leadership Resources
- Leadership Passport Program

HOLLY NORRIS
Collegiate Chapter Specialist
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Ask me about...
- Starting a Chapter

MATT ARNETT
Membership Manager
matthew@deca.org

Ask me about...
- Online Membership
- Dues Processing

For information about your associations dates, structure and conferences, see page 4.
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<thead>
<tr>
<th>SEPTEMBER</th>
<th>DECEMBER</th>
<th>FEBRUARY</th>
<th>MARCH</th>
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<td>ROUND 1</td>
<td>OUTSTANDING SERVICE AWARD APPLICATION PACKET DUE</td>
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<td>ADVISOR SCHOLARSHIP APPLICATIONS DEADLINE</td>
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<td>deca.org/advisorscholarships</td>
<td>EXECUTIVE OFFICER CANDIDATE APPLICATIONS DUE</td>
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<td>ENGAGE CONFERENCE REGISTRATION + HOUSING DUE</td>
<td>STUDENT SCHOLARSHIP APPLICATIONS DUE ONLINE</td>
<td>COLLEGIATE DECA MEMBERSHIP SUBMISSION + DUES DEADLINE FOR ICDC EVENT COMPETITORS</td>
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<td>DECA MONTH</td>
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**FEBRUARY**

**CTE MONTH**

1. INTENT TO RUN FOR EXECUTIVE OFFICE FORM DUE
   - deca.org/collegiateofficers
2. STOCK MARKET GAME BEGINS | ROUND 2
   - deca.org/competitions/college
3. COLLEGIATE DECA MEMBERSHIP SUBMISSION + DUES DEADLINE FOR ICDC EVENT COMPETITORS
4. COLLEGIATE DECA ACADEMIC HONOR AWARD APPLICATIONS DUE
   - deca.org/collegeawards
5. LEADERSHIP PASSPORT AWARD SUBMISSION DEADLINE
   - deca.org/passport
6. CHAPTER LEADERSHIP AWARD SUBMISSION DEADLINE
   - deca.org/collegeawards
7. COMMUNITY SERVICE AWARD SUBMISSION DEADLINE
   - deca.org/collegeawards

**MARCH**

1. ASSOCIATION ADMINISTRATOR OF THE YEAR AWARD RECIPIENTS DUE
2. ASSOCIATION CHAPTER ADVISOR OF THE YEAR AWARD RECIPIENTS DUE
3. ADVISOR SCHOLARSHIP APPLICATIONS DEADLINE
   - deca.org/advisorscholarships
4. EXECUTIVE OFFICER CANDIDATE APPLICATIONS DUE
   - deca.org/collegiateofficers
5. ADVOCACY CAMPAIGN SUBMISSION DEADLINE
   - deca.org/campuschallenges
6. COLLEGIATE DECA ICDC REGISTRATION DUE TO DECA INC.
7. COLLEGIATE DECA ICDC HOTEL RESERVATIONS DUE TO ATLANTA MARRIOTT MARQUIS
8. ONLINE TESTING FOR COLLEGIATE ICDC BEGINS
9. RECIPIENTS OF STUDENT, ADVISOR + CHAPTER RECOGNITION ANNOUNCED

**APRIL**

2. ONLINE TESTING FOR COLLEGIATE ICDC ENDS
3. STOCK MARKET GAME ENDS | ROUND 2
4. COLLEGIATE DECA INTERNATIONAL CAREER DEVELOPMENT CONFERENCE
   - Atlanta, GA
   - deca.org/cicdc
COLLEGIATE DECA LEADERSHIP

CHARTERED ASSOCIATION CONTACTS

Chartered associations are one of the most valuable assets in providing resources and leadership to help local chapters. While DECA provides guidelines for its comprehensive learning program, chartered associations administer DECA Inc. learning programs and offer additional programs that address specific needs of their membership. College charters are held by either state departments of education or a non-profit corporation.

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2019-2020 COLLEGIATE DECA EXECUTIVE OFFICERS

Collegiate DECA’s Executive Officers are elected by the student members to provide leadership for the current academic year. As our primary student public relations agents, Collegiate DECA’s Executive Officers represent more than 5,000 members to a variety of key stakeholders, including fellow members, advisors, education administrators, business partners, public policymakers and more. They also develop a program of leadership to assist in the implementation of DECA Inc.’s strategic plan.

If you do not have a chartered association contact, please contact: Rebecca Cox | rebecca@deca.org
START YOUR YEAR

MEMBERSHIP: THE KEY TO ALL THINGS DECA

DUES

DECA INC.:
$10 per person (student, alumni, advisor and professional)

CHARTERED ASSOCIATION DUES:
Please check the online membership system for specific chartered association dues, or visit deca.org/collegemembership.

MEMBER REGISTRATION

Register members online at membership.decaregistration.com/deca
Students and advisors must be DECA members to register for conferences and events.

MEMBERSHIP RECRUITMENT

MEMBERSHIP CAMPAIGNS:
Drive your chapter’s membership using the Collegiate DECA Membership Campaign. Your chapter can earn recognition and rewards for not only growing your chapter, but also for submitting membership by set deadlines. To learn more, visit deca.org/collegecampaigns for complete guidelines.

HOST A TABLE AT YOUR CAMPUS EVENTS:
Take every opportunity you can to get your name out there in front of students. Split your time amongst your chapter officers, and check out our official Collegiate DECA merchandise to amp up your table at shopdeca.org.

VISIT CLASSES:
Ask instructors related to DECA’s core areas (marketing, finance, hospitality, management and entrepreneurship) if you can share information on Collegiate DECA in their classes.

GET SOCIAL:
Many colleges have Facebook groups or pages where students can share information about upcoming events, ask questions about classes and more. These pages are a great opportunity to promote your chapter to incoming freshmen! In addition, you can interact with your school’s outlets on your chapter’s social media pages for more visibility.
## COMPETITIVE EVENTS

### INDIVIDUAL CASE STUDY EVENTS

<table>
<thead>
<tr>
<th>Event Category</th>
<th>Exam Type</th>
<th>Preparation Time</th>
<th>Presentation Time</th>
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<td>Entrepreneurship Operations</td>
<td>Entrepreneurship Exam</td>
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<td>Fashion Merchandising and Marketing</td>
<td>Marketing Exam</td>
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<td>Financial Accounting</td>
<td>Finance Exam</td>
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<td>Hotel and Lodging</td>
<td>Hospitality and Tourism Exam</td>
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<td>Human Resource Management</td>
<td>Business Management and Admin</td>
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<td>Management Accounting</td>
<td>Finance Exam</td>
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<td>Marketing Management</td>
<td>Marketing Exam</td>
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<td>Restaurant and Food Service Management</td>
<td>Hospitality and Tourism Exam</td>
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<td>Retail Management</td>
<td>Business Management and Admin</td>
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<td>Sales Management Meeting</td>
<td>Marketing Exam</td>
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<td>Travel and Tourism</td>
<td>Hospitality and Tourism Exam</td>
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### TEAM CASE STUDY EVENTS

| Event Category                                      | Notes                                                                 |
|-----------------------------------------------------|                                                                     |
| Business Ethics                                     | 2 Students                                                          |
| Business-to-Business Marketing                      |                                                                      |
| Event Planning                                      |                                                                      |
| Financial Statement Analysis                        |                                                                      |
| International Marketing                             |                                                                      |
| Marketing Communications                             |                                                                      |
| Sports and Entertainment Marketing                   |                                                                      |

### PREPARED BUSINESS PRESENTATION EVENTS

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<td>Entrepreneurship - Growing Your Business</td>
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<td>Professional Sales</td>
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COLLEGIATE DECA CONFERENCES

ENGAGE CONFERENCE
November 21-23, 2019
Holiday Inn Mart Plaza, Chicago, IL
Registration closes October 18, 2019.
■ For detailed conference information, visit deca.org/engage

INTERNATIONAL CAREER DEVELOPMENT CONFERENCE
April 22-25, 2020
Atlanta Marriott Marquis, Atlanta, GA
Online competitive event testing will be held March 24-April 2. Registration closes March 19, 2020.
■ For detailed conference information, visit deca.org/cicdc
■ For online testing, email Michael Mount at michael@deca.org

ATTENDEE REGISTRATION PROCESS

1. LOG INTO THE MEMBERSHIP PORTAL
2. CLICK THE CONFERENCES TAB
3. SELECT THE CONFERENCE
4. REGISTER ADVISORS
5. REGISTER STUDENTS AND ASSIGN EVENTS
6. REGISTER GUESTS
7. SELECT T-SHIRT SIZES (IF APPLICABLE)
8. SELECT ALL ATTENDEES
9. ACCEPT DISCLAIMERS
10. SUBMIT REGISTRATION AND CONFIRM
11. VIEW AND PAY FROM YOUR INVOICE HISTORY TAB

FOR COLLEGIATE DECA ICDC:
Attendees from certain associations should ignore invoices in tab and will receive an invoice from their chartered association. Changes must be made through your Charted Association Advisor or through the membership portal.
GET INVOLVED!

LEADERSHIP PASSPORT PROGRAM

The Individual Leadership Passport Program is designed to provide members a guide for year-round engagement, enhancing the benefits received from membership in Collegiate DECA. Activities are categorized using DECA’s core values and guiding principles, in an effort to encourage a well-rounded college experience. There are two levels of achievement: gold and blue. The deadline for submission is February 15, 2020.

The Chapter Leadership Passport Program provides chapters a guide for year-round engagement, enhancing the benefits received from membership in Collegiate DECA. Activities are categorized using DECA’s core values and guiding principles, in an effort to encourage chapters to develop/participate in a wide range of activities that appeal to many different interests and contribute to the goals of your campus. There are three levels of achievement: executive, diplomat and presidential. The deadline for submission is February 15, 2020.

For complete guidelines, visit deca.org/passport.

SCHOLARSHIPS

Each year, DECA’s corporate partners provide scholarships to DECA and Collegiate DECA members. Scholarships are strictly merit based and are administered based on guidelines set by the donor. The deadline to apply for scholarships is January 17, 2020.

For more information, visit deca.org/collegescholarships.

RECOGNITION AWARDS

Collegiate DECA recognizes its members and chapters through a variety of recognition programs for distinguished achievement in academics, leadership and community service.

Collegiate DECA Recognition Awards include:

- Academic Honor Award
- Chapter Leadership Award
- Association Leadership Award
- Community Service Award

For more information, visit deca.org/collegeawards.

CHAPTER CAMPAIGNS

Engage your members in Collegiate DECA activities throughout the year using DECA’s Chapter Campaigns as your guide! These campaigns are perfect for developing your chapter’s membership and awareness. Collegiate DECA offers unique campaigns that will help you grow your chapter and build lasting partnerships within your school and community.

Collegiate DECA Chapter Campaigns include:

- Membership Campaign
- Advocacy Campaign

For more information, visit deca.org/collegecampaigns.