



What is DECA?

DECA prepares the students to be...

- Academically Prepared
- Community Oriented
- Professionally Responsible
- Experienced Leaders



DECA?

Students are invited to consider joining DECA if they are enrolled, and earning a C or better, in one of the following classes during Semester 1:

- Marketing 1
- Marketing 2
- Marketing 3

Mission Statement: to enhance the co-curricular education of students with interests in marketing, management and entrepreneurship



Competitive Events

- Role Plays (Everyone)
- Marketing Test (Everyone)

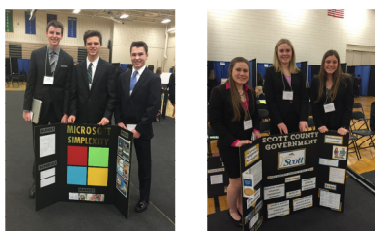
Class projects become DECA projects:

- Advertising Campaign (Marketing 1)
- Sales Demonstration (Marketing 1)
- Market Research Project (Marketing 2)
- Chapter Projects (Marketing 3)
- Business Plans (Marketing 3)



Attire

- Business Professional



District Competition (700 Competitors)

- **Sunday (January 29– Wayzata High School) Competition**
 - Role Plays
 - Principles (most first year students)
 - Individual Role Plays
 - Team Role Plays
 - Marketing Test (100 MC questions)
 - Skill Event
 - Sales Demonstrations
 - Paper Presentation
 - Ad Campaign/Business Plan
 - Market Research Projects
- **Monday (January 30 – Medina Ballroom) Awards Ceremony**



State Competition (1,200 Competitors)

Top 4-7 from Districts move to State

- Sunday (March 19– Minneapolis Hyatt)
 - Competitive Events (10 page papers)
 - Marketing Tests
- Monday (March 20– Minneapolis Hyatt)
 - Role Play Events
 - Preliminary Awards
- Tuesday (March 21– Minneapolis Hyatt)
 - All Final Rounds *



* Note that if student qualifies in only a written paper event, they may not qualify to stay overnight.



International Competition (15,000 Competitors)

Top 3 from State move to Internationals

- April 25-30 in Anaheim, CA



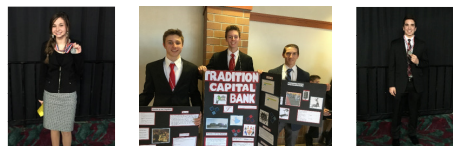
Competition Rules

- Code of Conduct (before Districts)
- At Competitions:
- Miss an event – sent home immediately
 - Must stay IN Wayzata High School at all times (Districts)
 - Freedom form (State)
 - Must compete at Districts to move on to State, etc.



Competition Practice

- Saturday, January 7
 - Sign up for a time to present to Ms. Stohs, Ms. Cowing, and volunteers.
 - Come early to practice before your time!



Community Service/Events

- Powder Puff
- Chan Man
- Breakfast with Santa
- Mystery Bus Tour
- Other new events!



DECA Fees

Event:	Fee (subject to change):	Includes:
Activities Fee	\$225 due October 14 to the Activities Office	Bus transportation, advisor stipends, and more.
District Competition	Approximately \$75 due mid-December	State and National dues, registration, two meals, chapter t-shirt, and more.
State Competition	Approximately \$200 due mid-February	Registration, two nights at Hyatt, three dinners, two nights of overnight security, and more.
International Competition	The fee is based on fundraising.	Airfare, five nights at the hotel, registration, dinners, activities, and more.



DECA Application Process

- Application
 - Due Thursday, October 6
- Teacher Recommendation
 - Due Thursday, October 6
 - New DECA members only
- 100 Question Marketing Test
 - Thursday, October 6 at 7:00 a.m. in Forum.
 - Practice Test is located on DECA Google Classroom



Reasons to join DECA

- Love business/marketing
- Want to learn life skills
- Want to challenge myself
- Put myself in a professional environment
- Enjoy competition with other schools



NOT reasons to join DECA

- Looks good on a resume
- Spend time with my friends

Please note: Both of these will happen as a result of participation in DECA, but should not be the main reason to join.



Parent Involvement

- Competition Judges
- Competition Chaperones
- Competition Practice Evaluators
- Proofread Your Son/Daughter's Project
- Other?
- Booster Club Help (Mary Frey)



DECA Calendar

Date	Information	Location
September 22 (Options)	Student Interest Meeting	CNHS Forum
September 22 (6:30 p.m.)	Parent Meeting	CNHS Forum
October 6 (7:00 a.m.)	DECA Test/Application/Recommendation due	CNHS Forum
January 29	DECA District Competition	Wayzata High School
January 30	DECA District Competition Awards	Medina Ballroom
March 19-21	DECA State Competition	Hyatt Minneapolis
TBD	DECA Banquet	TBD
April 25-30	DECA International Competition	Anaheim, CA

