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Dear Indiana DECA Advisors,

I would like to thank all of you for a wonderful first year. I am looking forward to another year as State Advisor with one year under my belt.

Once again the website is getting a new look. We are no longer with webnode.com. I have deleted the website from webnode. If you have the website bookmarked on your internet browser toolbar it might not work. All you need to do is bookmark it again.

The mailing address for Indiana DECA is the same from last year.

Indiana DECA
P. O. Box 829
Frankfort, IN 46041

Please make sure your school treasurer has this information.

State Officer Newsletters have gone back to the written form. The first two are up on the website. Look forward to the next State Officer newsletter in early November.

This Fall Mailing has updates and information you all should be aware of. Please read through it carefully.

If you have any questions, please let me know.

I look forward to seeing you all again soon.

Sincerely,



Emily Eaton
Indiana DECA State Advisor



YouTube



Find Indiana DECA on Facebook, YouTube and Twitter. Become a fan and follower today!

2011-2012 Indiana DECA Calendar

Date	Event	Location
November 4	Fall Leadership Conference	Wyndham, Indianapolis
November 17	Indiana DECA Board Meeting	Wyndham, Indianapolis
November 18-19	Business & Marketing Education Conference	Wyndham, Indianapolis
November 18	State Officer DECA Booth at BME Conference (3 to 4 SO)	Wyndham, Indianapolis
November 19-20	State Officer Team Meeting	Indianapolis Downtown Marriott
December 2-4	Central Region Conference	Omaha, Nebraska
January 7-14	DISTRICT CONFERENCES	Various Locations
January 21	District Conference Snow Date	Various Locations
January 28	State Officer Screening	Carmel High School
January 28	Indiana DECA Board Meeting	Carmel High School
January 28-29	State Officer Team Meeting	TBA
March 9	State Officers arrive at SCDC	Indianapolis Downtown Marriott
March 11-13	SCDC	Indianapolis Downtown Marriott
March 24	Competitive Events Camp	Carmel High School
March 24	Indiana DECA Executive Committee	Carmel High School
April 28-May 1	ICDC	Salt Lake City, Utah
June 5	Indiana DECA Board Meeting	Carmel High School

Required Meetings for All State Officers

Your 2011-2012 State Officer Team



- Jack Laszlo – President – Munster High School
- Abby McCormick – Vice President of Communications – Washington High School
- Nick Laszlo – Vice President of Technology – Munster High School
- Branon Renick – VP of Corporate Development – Frankfort High School
- Blaire Gearhart – District 1 President – Griffith High School
- Jack Jordan – District 2 President – Bremen High School
- Jason Garza – District 3/6 President – Mississinewa High School
- Pooja Patel – District 4/5 President – Westfield High School
- Allison Sherrill – District 7 President – Terre Haute North High School
- Maggie Hamer – District 8 President – Brownsburg High School
- Kelsey Cross – District 9 President – Union City Community High School
- Anna Schilling – District 10 President – Washington High School

Mission Statement
 Indiana DECA provides opportunities for its members to excel in marketing, entrepreneurship, management, and finance in a creative and professional environment.

Goals

1: Sponsorship

- \$15,000.00

2. Community/Charity Service

- Riley Children’s Hospital
 - During DECA Week each chapter will have the

opportunity to sell Riley icons.

The chapter with the most money raised averaged with their chapter size will be awarded at SCDC.

- Ambassadors for Children
 - This is the same as years past.
 - Supplies will be collected at District Conferences and the District with the most supplies will be awarded at SCDC.
- Jar Wars
 - Each District will decide which charity they would like the money to go to before SCDC. At SCDC each District will have a jar and the District with the most amount of money will give all the money raised to the charity they chose.

3. Communication

- Facebook
 - Reach 2,000 likes on the Indiana DECA Facebook Page by the end of SCDC
- Chapter Visits

4. Expansion

- Promote alumni and professional membership
- Increase membership by 300 from last year.
- Add one chapter per district

Do you have a student that would make a good candidate for state office?

Many advisors may think a student should already be a leader before running for state office. Not so. The experience of being on the State Officer team is one of the many opportunities available for DECA members to learn leadership skills.

This year look for one or two students who show leadership *potential*. Encourage them to run for District President or Statewide Office.

2011-2012 National DECA Theme



Learning Connection

This program was formed by the IDOE with a grant for developing statewide data systems. This can be used as a resource for classroom ideas. There are forums you can participate in and gain information from other teachers. Go to <https://learningconnection.doe.in.gov/Login.aspx?ret=/default.aspx> for more information! There is a group for Indiana DECA Chapter Advisors. I expect all of you to use this resource and be a part of the Indiana DECA group. This group will be updated throughout the year with useful information.

DECA WEEK

DECA Week is October 9-15. I hope all of you will be taking part in this and promoting DECA in your school. You should have received an email from your District President about Riley Children’s Hospital Icons. Each school has the opportunity to sell Riley Icons during DECA week. These icons are what you sometimes see in stores to purchase for \$1.00 and they are displayed on the wall. One of the State Officer goals is to raise money for Riley. If you are interested in doing this please let your District President or me know how many Riley Icons your chapter would like. The chapter with the most money raised averaged with chapter size will be rewarded at SCDC.



Membership Campaign

DECA is excited to announce a new format for the membership campaign that provides chapters the opportunity to earn awesome rewards for members, the chapter and the advisor.

SUMMIT | RECRUIT

20 + 20 + 20

MORE STUDENTS THAN LAST YEAR | ALUMNI | PARTNERS + PROFESSIONALS

REWARDS: SPECIAL PLAQUE, FREE CURRICULUM, ADVISOR SHIRT, COMPLIMENTARY BLAZER PATCH EXCHANGE*, VIP SEATS AT ICDC 2012, CHAPTER PROFILED ON DECA.ORG

To reach the **Summit Level**, recruit 20 more students than last year, 20 alumni and 20 partners/professional members. If 20 more students than last year cannot be achieved, the chapter may substitute them with additional alumni or professional members.

PEAK | RECRUIT

12 + 12 + 12

MORE STUDENTS THAN LAST YEAR | ALUMNI | PARTNERS + PROFESSIONALS

REWARDS: SPECIAL CERTIFICATE, FREE CURRICULUM, ADVISOR SHIRT, COMPLIMENTARY BLAZER PATCH EXCHANGE*, CHAPTER PROFILED ON DECA.ORG

To reach the **Peak Level**, recruit 12 more students than last year, 12 alumni and 12 partners/professional members.

PINNACLE | RECRUIT

11 + 11 + 11

MORE STUDENTS THAN LAST YEAR | ALUMNI | PARTNERS + PROFESSIONALS

REWARDS: SPECIAL CERTIFICATE, COMPLIMENTARY BLAZER PATCH EXCHANGE*, ADVISOR SHIRT, FREE CURRICULUM

To reach the **Pinnacle Level**, recruit 11 more students than last year, 11 alumni and 11 partners/professional members.

No additional reporting is necessary as winners will be determined using the chapter roster in the online membership system on December 1, 2011.

*Complimentary blazer patch exchange for all of your chapter's patches.

Reward items shown are for pictorial purposes. Actual items may vary.

Rock the Membership

This year we are introducing our own membership campaign.

VIP Pass – Chapter with overall highest growth percentage

On Stage recognition at SCDC

VIP Pass to wear Monday night of SCDC

DECA Rocks t-shirt to wear on Monday night of SCDC after general session

DECA Images gift card of \$100.00

Rock Star Status – Chapters with at least 60 new members.*

On stage recognition at SCDC

DECA Rocks t-shirt to wear on Monday night of SCDC after general session

DECA Images gift card of \$50.00

Back Up Singers – Chapters with at least 45 new members.*

On Stage recognition at SCDC

Plastic microphone

DECA Images gift card of \$15.00

Roadies – Chapters with at least 30 new members.*

On stage recognition at SCDC

Inflated guitar

DECA Images gift card of \$10.00

*** Each of the three categories (Student, Professional, and Alumni) needs to be represented with at least one increased member from the past year.**

**** December 1, 2011 membership rosters will be used for this campaign.**

You do not get recognition from National DECA with this campaign. This is only occurring in Indiana.

Membership Dues:

All members join through the high school they are attending. The annual membership year runs from July 1 through June 30. All Indiana DECA members pay \$5.00 for state dues and \$8.00 for DECA Inc. dues. District dues are determined separately so check with your district coordinator for that information. Online membership submission and dues are due to DECA Inc. by November 15, 2011. Additional members can be added USING the online system at any time during the school year but must be online and paid in full by March 1, 2011, in order to compete at International Career Development Conference in May 2012.

DUES MUST BE PAID IN FULL BEFORE ANY STUDENT CAN COMPETE FOR DISTRICT, SCDC, AND ICDC.

Membership Frequently Asked Questions:

Q: Many of my students use nicknames. Should their full name or nickname appear on the roster?

A: When you submit names use full names. The name should appear the same on ALL documents (membership registration, competition, etc.) throughout the year.

Q: What is the minimum amount of student members needed on a roster?

A: The minimum chapter size on the national roster is ten student members and one advisor. The only exception is in the case of a new or reactivated chapter who has two years to obtain ten members.

Q: Do I need to send my roster and check at the same time?

A: Yes, it is required that your rosters and check or purchase order be sent together.

Q: Can dues be refunded or transferred?

A: Membership dues (Indiana & National) are nontransferable and nonrefundable. Please read over your members' names carefully before mailing.

Q: How do I submit names of new members once my initial roster has been submitted?

A: When your initial roster is received, additional rosters will be generated and mailed to you. This typically occurs in January.

Q: Have a question not listed above?

A: Go to DECA.org, click on membership, high school membership (on right), then click frequently asked questions on the right for a complete list. If your question is not answered there please email Emily Eaton, Indiana DECA State Advisor at IndianaDECA@gmail.com.

District Allocations

District	# of Chapters in District	2010-2011 Membership	% of Membership	Total Slots
1	8	416	15.64	8
2	5	153	5.75	3
3/6	7	304	11.43	6
4/5	9	708	26.61	14
7	2	188	7.07	4
8	8	430	16.17	8
9	3	118	4.44	2
10	6	273	10.26	5
11/12	3	70	2.63	2
Totals	51	2660	100.00%	52

Based on the 2010-2011 National Membership Report

NOTE: If a district does not fill all the slots they are entitled to for state then the slots may be filled by a district that has eligible students who participated but who did not qualify in their district. This is to insure a full slate of contestants. There will be a minimum test score needed to be able to move on.

WRITTEN EVENT ALLOCATION: A chapter may have as many written research event entries as they desire with one exception: chapter projects are ONE per chapter per event. Please check your DECA Guide for chapter projects and also the number of allowable participants for each research event.

ALLOCATIONS FOR DISTRICT SERIES AND TEAM EVENTS: The recommended guideline is one entry per every ten members in your chapter. Please contact your district coordinator for allocations in

Outstanding DECA Awards

Each year Indiana DECA honors three outstanding adult individuals at the SCDC. This is your opportunity to show appreciation to those persons who have given their time and energy to provide the "something extra" that makes Indiana DECA and Marketing Education the valuable learning experience that it is today. You can find the descriptions and applications at IndianaDECA.org. Applications are due 30 days prior to the SCDC. The awards include Outstanding Alumnus, Outstanding Business Person, and Outstanding Advisor. There are also awards from national DECA -Outstanding DECA Advisor and Outstanding New DECA Advisor. Applications and more information can be found on the national DECA website.

2011-2012 District Coordinators

Judy Commers	District 1 Coordinator	Porter County Career Center
Lots Pinneyi	District 2 Coordinator	Jimtown High School
Becky Kammeyer	District 3/6 Coordinator	Mississinewa High School
Janice Brown	District 4/5 Coordinator	Carmel High School
Gen Craft	District 7 Coordinator	Terre Haute South High School
Steve Bennett	District 8 Coordinator	Brownsburg High School
Kecky Kuehl	District 9 Coordinator	Union City Community High School
Bill Turner	District 10 Coordinator	Washington High School
Mike Hackman	District 11/12 Coordinator	Columbus North High School

STN Numbers

This year we will be collecting STN numbers. STN stands for Student Test Number. This is the number each student is assigned when enrolled in High School. The Indiana Department of Education is requiring this information for our grant. In order for us to continue operating under this grant we need the STN numbers of each of your DECA members. If you are not sure what this number is ask your guidance department. They should be able to assist you. Please send me an electronic copy of these to IndianaDECA@gmail.com by April, 27, 2012. It would be helpful to get these when you submit your membership.

Fall Leadership Conference

Friday, November 4, 2011

8:30 AM – 4:00 PM

Wyndham Hotel at the Airport

\$30.00 Registration fee (includes lunch)

Agenda

8:30 a.m.	Registration
9:00 a.m.	Opening Session
10:00 a.m.	CTSO –Specific Meetings
11:30 a.m.	Lunch
12:30 p.m.	FOCUS Training Workshops (3 50-min. sessions)
3:40 p.m.	Closing Session



Registration is due October 12, 2011. For more information please go to IndianaDECA.org.

Central Region Leadership Conference



December 2-4, 2011

Hotels

Hilton Omaha	\$140 per night/per room
Hilton Garden Inn	\$140 per night/per room
Courtyard	\$140 per night/per room

Activities

DECA Leadership Safari	\$15.00
Zoo only	\$15.00
TD Ameritrade Park Tour	\$6.00

Registration Fee: \$100.00

Opening Session Speaker



Bill Cordes

Closing Session Speaker



Kevin Wanzer

Registration is due October 17, 2011 to Emily Eaton, Indiana DECA State Advisor.

You can find more information at IndianaDECA.org under the conference tab.

If you have any questions please feel free to email Emily Eaton at IndianaDECA@gmail.com.

IMEA

Indiana Marketing Education Association

This is your teacher organization that is moving ahead on your behalf. You can show your support by paying dues and becoming a member of the IMEA. Pay your professional dues and send a check made payable to Indiana IMEA to:

Mr. Bill Turner
IMEA Treasurer
Washington High School
608 East Walnut St.
Washington, IN 47501

IMEA dues are only \$10.00

Competitive Event Changes

As DECA continues to align its renowned competitive events program to career clusters, the Competitive Events Task Force recommended and the board of directors approved the following changes effective for the 2011–2012 school year.

New Events

Individual Series Events

- Business Finance Series Event
- Human Resources Management Series Event

Marketing Representative Event

- Sports and Entertainment Promotion Plan Event

Professional Selling Event

- Hospitality and Tourism Professional Selling Event

Eliminated Events

- DECA Quiz Bowl
- Internet Marketing Plan Event

Written Event Guidelines

In order to insure the quality of Indiana DECA written entries, the following screening guidelines are used for all entries for the State Career Development Conference. The guidelines affect all the Marketing Research, Chapter, Business Management and Entrepreneurship, and Marketing Representative events. For a complete listing please see page 52 in your DECA Guide.

Written projects may be disqualified prior to being judged for the following reasons.

- Failure to follow published National guidelines and required format. They are in your DECA Guide.
- Any entry that accumulates 25 or more penalty points.
- Any entry having more than 15 typing errors including misspelled words and typos.
- Entries will be screened upon receipt prior to dissemination to judges. Any student's project that is disqualified from attending the SCDC will be eligible for a conference refund.
- Written projects must attain a score of 70 points or above to be eligible to compete at the International Career Development Conference and attain a score of 50 points or above to be recognized at the SCDC.

The above guidelines are intended to insure the quality of the written projects that are submitted and passed on to the marketing community for judging. Written projects are examples of what is taught and the standards of performance expected in Marketing Education. We want to promote a positive image of student performance; therefore, we want the judges to see quality work.

Things to remember when you prepare:

- Be sure to have your project in an official DECA folio
- Be sure to complete/include the *Statement of Assurances* for each project.
- All written projects require two copies (original and one copy). All copies should be in a folio as well. All projects should have a set of guidelines, the rating sheet and the penalty point sheet inside the original, and the copy behind the content pages. You will receive penalty points if this is not done.
- Place a mailing label in the upper right corner stating type of project, school, and contestant name(s). This goes on the original and each copy.
- Advertising Campaign requires a Promotional Fact Sheet.
- If you have any questions, please contact State Advisor, Emily Eaton.

Indiana Business, Marketing and Information Technology Conference

ALL Marketing Education teachers/DECA advisors are requested to attend the Indiana Business, Marketing & Information Technology Conference to be held November 18 & 19, 2011 at the Wyndham Hotel in Indianapolis. More information will come in the coming weeks. Please keep a look out for an agenda, DECA workshops, etc.



A large percentage of DECA members go on to college. When they get there, Collegiate DECA is waiting for them. Collegiate DECA helps colleges recruit top students and develop them as campus leaders. Students have access to career-oriented programs and networking opportunities. Collegiate DECA offers competitive events in over 20 different professional fields for students to explore career options, develop strategic decision-making skills, and demonstrate their knowledge by participating in real-life business scenarios.

Congratulations to our top 10 finishers at ICDC in Orlando!!

- Kayla Perry, Carmel – Sports and Entertainment Marketing – 2nd Place
- Sumanth Chintamani, Munster – Automotive Services Marketing – 2nd Place
- Matthew Johnson and Quinn Jones, Carmel – Business Law and Ethics – 2nd Place
- Alexandra Lodewyck, Munster – Apparel and Accessories Marketing – 4th Place
- Alex Noble and Sara Ross, Frankfort – Learn and Earn Project – 4th Place
- Megha Kumar, Munster – Restaurant and Food Service Marketing – 4th Place
- Jack Laszlo, Munster – Retail Merchandising Series – 4th Place
- Chandani Bhatt and William Greenlaw, Munster – Travel and Tourism Team – 5th Place
- Lindsay Crawford, Homestead – Accounting Applications – 9th Place

See you all in 2012 in Salt Lake City, Utah