



Indiana DECA Fall Newsletter

August 2019

Welcome to the start of what promises to be another great year for Indiana DECA. I hope all of you had a relaxing and enjoyable summer. This year, DECA is challenging you and your local chapter members to break out of our comfort zones, take risks and prove ourselves as emerging leaders and entrepreneurs. We know the DECA experience is all about giving students an opportunity to discover and explore countless options they never knew existed. Taking advantage of these opportunities is what will help shape their futures as the next generation of leaders and entrepreneurs.

ICDC 2019 was a great success for Indiana DECA. We had a total of fourteen students place in the top 10 overall in international competition. Six of these students were 2nd place finishers. You can find the list of Indiana top 10 finishers on page three.

To continue this tradition of success, DECA Inc. has unveiled an excellent theme this year. All chapter campaigns revolve around this theme and you will find them published in the DECA Guide, ready for you and your students to have a great DECA year.

I am looking forward to serving Indiana DECA again this year as your chartered association advisor! If you have any questions throughout the year, please don't hesitate to let me know. I am here to be of assistance. I hope you make the most of the year ahead. Ready . . . Set . . . **HERE WE GO!**

Sincerely,

Janice Brown
Indiana DECA Executive Director
Indiana DECA Chartered Association Advisor
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In this Issue:

2	State Officer Team
3	ICDC Wrap-up
3	Outstanding DECA Awards
3	STN Numbers
3	IBEA November Conference
4	Calendar of Events
5	Membership Campaign
5	Membership Dues
5	Membership FAQ
6	DECA Inc. Chapter Campaigns
6	DECA Professional Learning
7	Central Region Conference
7	Fall Leadership Conference
7	District Coordinators
8	District Allocations
8	Competitive Event Update
9	IMEA

Please make sure the treasurer at your school has the correct address for Indiana DECA.

Indiana DECA
12631 West Road
Zionsville, IN 46077



Mission Statement

Indiana DECA enables aspiring leaders to be prepared for the challenges of their future endeavors through community service, real world experience, and career-oriented competition . . . Here we go!

Goals

Awareness

- Increase Twitter followers to 3,000
- Increase Instagram followers to 1,000
- Utilize social media

Membership

- Add three new or reactivated chapters
- Increase membership by 150 members
- Help new chapters prosper

Sponsorships

- \$15,000
- Point of Interest sponsorships

Community

- Promote local Community Service opportunities
- Hold Miracle Moments at DCDCs and SCDC
- Two state leadership team service projects

Meet your 2019-2020 State Officer Team

President

Thomas Wilhoite – Yorktown HS

VP of Career Development

Jordan Bradley – Terre Haute North Vigo HS

VP of Leadership

Peyton Davis – Bloomfield HS

VP of Marketing

Julia Sonntag – Terre Haute North Vigo HS

VP of Technology & Communications

Jacob Koets – Jimtown HS

VP of Community Service

Megan Fletcher – Monrovia HS

Region 1 President

Katelynn Beam – LaVille HS

Region 2 President

Muntasir Munaf – Hamilton Southeastern HS

Region 3 President

Madison Stagge – Yorktown HS

Region 4 President

Claire Thrift – Terre Haute North Vigo HS

Region 5 President

Sriya Koganti – Avon HS

Do you have a student who 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 Leadership Team is one of the many opportunities available for DECA members to develop leadership skills.

Start looking now for one or two students who show leadership *potential*. Encourage them to run for Regional President or Statewide Office.

Congratulations to our top 10 finishers at ICDC 2019 in Orlando, Florida!

- Bryce Hull & Vivek Patel– Carmel – Finance Operations Research – 2nd Place
- Riley Hannon, Meredith Lipps & Connor Wemhoff – Carmel – Sports & Entertainment Marketing Operations Research – 2nd Place
- Jacob Koets – Jimtown – Restaurant & Food Service Management Series – 2nd Place
- Maxwell Himelstein, Max Hurwitz & Michael Rekhter – Carmel – Franchise Business Plan – 4th Place
- Kathir Venkat & Jackie Webber – Munster – Travel & Tourism Team Decision Making – 7th Place
- Tara Kandallu – Carmel – Hotel & Lodging Management Series –8th Place
- Adam McGrogan & Rocco Zirille – Homestead – Business Growth Plan – 10th Place

See you April 2020 in Nashville, Tennessee!!!!



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. Please take a few moments to submit your nomination!

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.

STN Numbers

We will be collecting STN numbers again this year. STN stands for Student Test Number. This is the number each student is assigned when enrolled in school. The Indiana Department of Education requires this information for our grant. For us to continue operating under this grant we need the STN numbers for each of your student DECA members. You will need to provide me with **ONLY** the STN number. ***IDO NOT need the student names. Please send the STN numbers in an EXCEL spreadsheet.*** These are due by December 13, 2019.

**Indiana Business Education
Association Annual Conference
November 22 and 23, 2019**

2019-2020 Calendar of Events

September 15	State Officer Meeting	Carmel
September 20-21	IACTE Conference	Marriott East, Indianapolis
September 21	Indiana DECA Board Meeting	Carmel High School
October/November	Fall Leadership Conference	TBD
November	National DECA Month	
November 15	ICDC Pin/SCDC T-shirt Designs Due	
November 15	Chapter Membership Rosters Due	
November 21	Indiana DECA Board Meeting	Wyndham Hotel West
November 22-23	Bus., Mktg. & Tech Ed. Conference	Wyndham Hotel West
November 23-24	State Officer Meeting	Indianapolis
December 3	Chapter Campaigns Due	
December 6-8	Central Region Conference	Minneapolis, MN
December 13	STN Numbers Due	
January 4-11, 2020	DISTRICT CONFERENCES	Various Locations
January 15	State Officer Candidate Applications Due	
January 18	District Conference Snow Date	Various Locations
January 25	State Officer Screening	TBD
Jan. 25-26	State Officer Team Meeting	Indianapolis
February 1	Indiana DECA Board Meeting	TBD
February 28	State Officers arrive at SCDC	Indianapolis Marriott Downtown
March 1-3	SCDC	Indianapolis Marriott Downtown
April 4	Indiana DECA Board Meeting	TBD
April 29-May 2	ICDC	Nashville, TN
June	State Officer Orientation	Indianapolis
June 6	CTSO Combined Officer Training	Indianapolis
June	Indiana DECA Board Meeting	TBD

Membership Campaign:

MEMBERSHIP

Guide your membership efforts by meeting these goals.

20

MORE STUDENTS
THAN LAST YEAR

20

ALUMNI

20

PROFESSIONALS

DEADLINE 12.3.19

Earn **ACHIEVEMENT LEVEL** by meeting the requirements in any **ONE** of the categories (students, alumni or professionals) of the Membership Campaign and receive a pennant and certificate.

Earn **THRIVE LEVEL** by meeting the requirements in any **TWO** of the categories of the Membership Campaign and receive a pennant, plaque, flag and **TWO ALLOCATIONS** to attend the **THRIVE ACADEMY** at ICDC!

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. Please check with your district coordinator for that information. Online membership submission and dues are due to DECA Inc. by November 15, 2019. 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, 2020, in order to compete at the International Career Development Conference in April 2020.

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

Membership Frequently Asked Questions:

Q: Who should join DECA?

A: All students who participate in DECA activities at the local, district, chartered association and/or international levels should pay chartered association and DECA Inc. dues. These activities include, but are not limited to, conferences, competitive events, online challenges, scholarship applications and more. Board policy states that all members, including advisors, must pay membership dues.

Q: What is included in DECA membership?

A: In addition to an official membership card and pin, DECA members have exclusive access to all of the college and career preparation opportunities DECA provides. These include four issues of DECA Direct magazine, participation in DECA's Competitive Events Program to demonstrate their knowledge and earn recognition, opportunities to attend conferences designed to prepare them for college and careers, access to \$300,000 in scholarships and more. DECA membership is for one school year, culminating June 30 of each year.

Q: What is the deadline for submitting membership?

A: DECA membership is open year-round; however, DECA encourages all chapters to activate their chapter by submitting initial membership by November 15. This ensures that the chapter continues to receive communication, publications and services from DECA Inc. The deadline for members to be eligible to compete at the International Career Development Conference is March 1.

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

A: The minimum chapter size is ten (10) student members and one (1) advisor (or any combination of 11 paid members). The only exception is in the case of a new or reactivated chapter, which has two years to obtain the minimum chapter size. In this case, please contact Michael Mount at DECA Inc.

Q: Can dues be refunded or transferred?

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

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: Have a question not listed above?

A: Email Janice Brown, Indiana DECA Chartered Association Advisor at: indianadeca@gmail.com.

DECA Week Campaigns:

GLOBAL ENTREPRENEURSHIP WEEK

Activities must occur during November 18-24, 2019. Submit DECA Idea Challenge entries at www.deca.org/challenges.



PROMOTIONAL

Conduct these activities from the beginning of your school year through DECA Month.



COMMUNITY SERVICE

Conduct a community service activity from the beginning of your school year through DECA Month.



DEADLINE 12.3.19

Earn **ACHIEVEMENT LEVEL** by meeting the requirements in any **ONE** of the DECA Month Chapter Campaigns (Global Entrepreneurship Week Campaign, Promotional Campaign or Community Service Campaign) and receive a pennant and certificate.

Earn **THRIVE LEVEL** by meeting the requirements in any **TWO** of the DECA Month Chapter Campaigns (Global Entrepreneurship Week Campaign, Promotional Campaign and Community Service Campaign) and receive a pennant, plaque, flag and **TWO ALLOCATIONS** to attend the **THRIVE ACADEMY** at ICDC!

Advocacy Campaign:

ADVOCACY

Advocate during Career and Technical Education Month in February.



DEADLINE 3.1.20

Meet the requirements in the Advocacy Campaign during February and receive a pennant, special plaque from DECA's Congressional Advisory Board and a letter of recognition sent to your school administrator and government officials.

DECA PROFESSIONAL LEARNING

MARK YOUR CALENDARS and JOIN US on Thursday afternoon, **September 5** from **1:00 – 4:00 PM** to learn more about Using Integrated Marketing Campaign Events in the Classroom and Using Project Management in the Classroom. This professional learning opportunity is being offered by Indiana DECA at two locations: Brownstown Central High School (Brownstown, IN) and J. Everett Light Career Center (north side of Indianapolis). Click [here](#) now to register!

Advisors attending the entire workshop are eligible to receive mileage reimbursement and ½ day sub reimbursement pay. PGP points will also be available.



**December 6-8, 2019
Minneapolis, MN**

Indiana DECA Fall Leadership Conference

Date will be late October or early November.

We are currently working with the Pacers to confirm the exact date and secure ticket prices for FLC.

More information will be distributed when it is available.



2019-2020 District Coordinators

Julie Moore	District 1	Washington Township High School
Amber Reed	District 2	Bremen High School
Brian McNeal	District 3/6	Homestead High School
Kristin Lidstrom	District 4	Hamilton Southeastern High School
Laura Cardamon	District 5	Carmel High School
Gen Craft	District 7	Terre Haute South Vigo High School
Rachel Jones	District 8	Ben Davis High School
Becky Kuehl	District 9	Union City Community High School
Kevin Krizan	District 10	Mt. Vernon High School
Robin Perry	District 11/12	Brownstown Central High School

District Allocations

District	# of Chapters in District	2018-2019 Membership	% of Membership	Total Slots
1	8	375	12.92	6
2	9	326	11.23	6
3/6	8	262	9.03	5
4	9	414	14.27	7
5	1	423	14.58	7
7	5	271	9.34	5
8	8	558	19.23	9
9	2	109	3.76	2
10	3	80	2.76	2
11/12	4	84	2.89	2
Totals	57	2,902	100.00%	51

Based on the 2018-2019 National Student 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 submit a ***maximum of 8 entries per written project event*** with one exception: *project management events are ONE per chapter per event*. Please check your DECA Guide for the number of allowable participants for each event that has a written component.

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

Competitive Event Updates

1. The **Chapter Team Events will now be called the Project Management Events**, effective for the 2019-2020 school year as approved by the DECA Inc. Board of Directors. The Project Management Events require participants to use project management skills to initiate, plan, execute, monitor and control, and close a project. Participants in the Project Management Events will:

- Identify a problem
- Develop a project management plan related to the problem
- Implement the project using project management skills
- Develop a written report and presentation on the project

The new event names are:

- Business Solutions Project (similar to the Creative Marketing Project)
- Career Development Project (similar to the Entrepreneurship Promotion Project)
- Community Awareness Project (similar to the Public Relations Project)
- Community Giving Project (similar to the Community Service Project)
- Financial Literacy Project (similar to the Financial Literacy Promotion Project)
- Sales Project (similar to the Learn and Earn Project)

There is now a ***common set of guidelines and evaluation rubrics*** for the Project Management events.

2. **Performance Indicator lists have been updated at deca.org.**
3. **Guidelines for the prepared Entrepreneurship Events have been updated for clarity and consistency.**

Indiana Marketing Education Association (IMEA)

IMEA (Indiana Marketing Education Association) is your teacher organization that is moving ahead on your behalf. You can show your support by paying dues and becoming a member. **Join now!**

Indiana Marketing Education Association

Membership Application - \$10.00/year

Member Name _____

Home Address _____

City _____ State _____ Zip Code _____

School Name _____

School Address _____ City _____

State _____ Zip Code _____ County _____ Number Yrs. Teaching _____

Home/Cell Phone _____ School Phone _____

School Principal _____ Principal Email _____

E-mail Address _____

New Member _____ Renewal _____

Can we contact you for a future position on the IMEA Executive Board? ____Yes ____No

If you have questions about your membership, please contact Amber Reed, IMEA Treasurer at areed@bps.k12.in.us

Make checks payable to IMEA or IN Marketing Education Association

Mail to:
Amber Reed
415 Zillmer Drive
Bremen, IN 46506

For Treasurer Use Only:

Date Received: _____

Cash _____ Check _____