

2009-2010

# South Carolina DECA Handbook



Established in 1943  
Charter Member of DECA, Inc.

# South Carolina DECA Advisor Guidebook

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This guide was developed to assist advisors with all information associated with managing a DECA chapter. Additional information on managing a chapter can be found on the state website ([www.southcarolinadeca.org](http://www.southcarolinadeca.org)) and the national website ([www.deca.org](http://www.deca.org)).

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## Summary of Activities

- September**      Marketing Teacher/DECA Advisor In-service. In-service is a opportunity for teachers to get updates and information that will help make this a successful year. Registration materials are mailed to each teacher/advisor. Location is usually in a central location.
- October/November**      Fall Leadership Conference – The focus is on leadership skills for chapter officers or leaders in your local chapter. Registration materials are e-mailed and available on the South Carolina DECA website.
- November**      Southern Region Conference – Members who attend will not only experience the best leadership training for having a successful chapter, but will also have the opportunity to learn from local business leaders who know what it takes to have a successful career in the fields of entertainment and hospitality. Registration materials are distributed by national DECA and on their website. Registration is handled by individual chapters online with National DECA.
- December/January**      Regional Qualifying Events. The three regions of SC DECA hold a qualifying event for the Individual Series Events. The top ten qualifiers from each event move on to the state level for competition. Each region has a host chapter. Registration materials come directly from the host advisor. The SC DECA website will make information available as soon as it is posted from the host advisor. We will be using online testing which will be taken at your school. The interview portion will be conducted at the regional event location.
- February**      State DECA Career Development Conference. This conference is used to define the winners of the competitive events who qualify to represent the State at the International DECA Conference. SC DECA members attending this conference will compete with DECA members from across South Carolina. Registration materials are e-mailed to advisors and posted on the SC DECA website.
- April/May**      International DECA Career Development Conference. DECA members from US, Canada, Puerto Rico, and Germany participate in competitive events, leadership academy, and workshops. You must be a participant at our State CDC in order to qualify to attend ICDC. Registration materials are distributed at the SC DECA State Conference.

**Online Membership Registration  
For South Carolina DECA  
DUES  
CHAPTER INFORMATION**

**DUE DATE FOR Initial Membership Roster DUES - NOVEMBER 30**

1. Each chapter will enter their information online. Please refer to the file on Online Membership Instructions.
2. To be an active SC DECA chapter, you must submit your initial roster by November 30. Failure to submit your initial roster by due date could result in ineligibility for competitions.
4. A single check for state and national dues should be make out to DECA, Inc. Purchase orders are acceptable, however, **the roster will not be processed until the actual check is submitted.** The dues are as follows:

	<b>National</b>	+	<b>State</b>	=	<b>Total</b>
High School	8.00	+	6.00	=	14.00
Professional	8.00	+	6.00	=	14.00
Delta Epsilon Chi	12.00	+	0.00	=	12.00
Professional	12.00	+	0.00	=	12.00
Collegiate	8.00	+	6.00	=	14.00
Professional	8.00	+	6.00	=	14.00
Alumni	8.00	+	6.00	=	14.00
Professional (business advisory)	8.00	+	6.00	=	14.00

5. All paid members of State DECA must also be paid members of National DECA. This includes professional division members. All advisors must join the professional division.
6. You will receive membership materials via mail. Please allow **3 to 4 weeks for processing and mailing.**
7. The State Advisor will be notified when a chapter registers online. The State Advisor will be able to login and check information for local chapters.
8. **INITIAL ROSTERS MUST BE SUBMITTED TO DECA, INC BY NOVEMBER 30.** Any rosters received after this date, there will be charged of \$5.00 for the chapter. No exceptions!
9. **In order for your chapter to compete in South Carolina DECA Regional events or the State DECA Conference, your initial roster must be Online no later than November 30.**

**Web link for online membership registration:  
[www.deca.org/membershipprocessing.html](http://www.deca.org/membershipprocessing.html)**

Listed below are important policies and dates regarding DECA membership that should be noted by your chapter.

## **DEADLINES:**

- A. Due date for initial roster and dues are **November 30**. A late fee of \$5.00 per chapter will be assessed after that date. Additions to rosters can be submitted anytime after the initial membership registration. Dues must be paid by **November 30** for all members to be eligible to participate at Regional competition. To be eligible to participate at our state conference dues must be paid by **January 1**. Final roster must be submitted **March 1**; in order to be eligible for competition at the International Career Development Conference.
  
- B. Delta Epsilon Chi chapters: The initial rosters must follow the same guidelines as the high school division. Additions rosters must be postmarked by **February 15**, in order to be eligible for competition at the International Conference.

## **POLICIES:**

- A. Minimum Chapter Size: All chapters in both the Delta Epsilon Chi and High School Divisions must pay minimum dues to National DECA equivalent to at least ten (10) members or have 100% membership in order to receive National DECA services. 100% membership refers to 100% of the students enrolled in a marketing education program at a high school or post secondary institute.
- B. Purchase Orders: National DECA will accept purchase orders; however, the chapter's membership **will not** be processed until the actual check arrives. When the online registration has been completed, you will print a roster which is to be used as an invoice for the purchase order.
- C. Dues: National dues are non-transferable and non-refundable. If a student member changes schools, in-state or out-of-state, a written notice must be sent to the state advisor and the membership division of National DECA giving the school, city and state of both the old and new schools.
- D. Students on semester or block schedules may join DECA. Dues may be paid when the student is enrolled in your class. Membership is for the entire school year. Block schedule memberships must be postmarked prior to regional competition in order to be eligible to compete.
- E. Students who are in a Marketing Education program of study may be members of the high school division of DECA provided the student has not graduated from school. This allows students from the ninth grade through twelfth grade to be DECA members regardless of which year, semester, or block they are enrolled in a Marketing class. Students should have a four-year plan on file with the guidance department at the start of the ninth grade indicating their program or major. Also students enrolled in any Marketing class may join the DECA high school division for that year regardless of when the actual class occurs. Membership is valid for the entire school year.

**All membership will be done online. No rosters will be mailed out to individual chapters in South Carolina. If you have any questions please call Ginger Hill at 803-329-5419 or Michael Mount at National DECA 703-860-5000.**

**National DECA will be sending membership cards and other promotional materials for your students directly to each local chapter. Please allow 4 to 6 weeks for processing and mailing.**

**Things to remember about joining DECA:**

- \* ALL CHAPTERS MUST JOIN **BY NOVEMBER 30**.
- \* CHAPTER MEMBERSHIP ROSTERS ARE HANDLED THROUGH NATIONAL DECA AND COMPLETED ONLINE.
- \* YOU MUST BE A MEMBER OF **BOTH** STATE AND NATIONAL DECA.
- \* IF YOU HAVE ANY QUESTIONS, PLEASE CALL MEMBERSHIP SERVICES AT NATIONAL DECA AT 703-860-5000.

**WHY JOIN DECA?**

**DECA** originally called the Distributive Education Clubs of America is a student-centered organization for you ... the Marketing Education student.

**DECA** is co-curricular and is an important part of the Marketing Education instructional program.

**DECA** offers high school students, postsecondary students, college students, professional and other members' activities at the local, state and national levels.

**DECA** maintains a series of chapter, state and national competency-based competitive event activities.

**DECA** conferences are designed to stimulate and motivate classroom interest, career exploration and vocational competence.

**DECA** believes in competition, offers awards and recognition to student members and advisors for outstanding accomplishments.

**DECA** provides you with the opportunity to develop socially through leadership experience, civic activities and travel.

**DECA** conferences give you the chance to participate in competency-based competitive events in your chosen career field, to compete with other students with similar interests, and to practice your skills in marketing, merchandising and management.

Date Received \_\_\_\_\_

**SOUTH CAROLINA DECA  
COMPREHENSIVE CONSENT FORM**

RETURN TO: Ginger Hill  
State DECA Advisor  
427 Trails End Street  
Rock Hill, SC 29732

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I, \_\_\_\_\_, will have properly completed and signed a South Carolina DECA Comprehensive permission form for each student attending a conference and I will have a Parental Permission form on file for each student attending any of the following South Carolina DECA activities:

- |  |
|--|
| <ol style="list-style-type: none"><li>1. State DECA Leadership Conference / RALLY</li><li>2. Executive Council Meetings</li><li>3. Region Competition</li><li>4. Regional Conference</li><li>5. State Career Development Conference</li><li>6. International Career Development Conference</li><li>7. State Officer Institute and State Officer Meetings</li><li>8. Other workshops, seminars and activities financially sponsored by DECA</li></ol> |
|--|

By signing below I am also indicating that I will have the South Carolina DECA Comprehensive Consent form in my possession for the duration of any of the above activities, including travel to and from these activities. I also understand the following:

- |   |
|---|
| <ol style="list-style-type: none"><li>1. South Carolina DECA will <b>NOT</b> collect the Comprehensive Consent Form prior to or at the DECA activities listed above, except the National Conference when the forms will be turned in at check-in for the Emergency File.</li><li>2. The South Carolina DECA Comprehensive Consent Form, when properly and totally completed, represents my student's and my best liability and medical protection during any of these activities.</li><li>3. The content of the form, including code of conduct and dress code has been thoroughly discussed with the students, and will be enforced by me.</li></ol> |
|---|

I have read the above and hereby offer assurance that I understand and agree to comply with the policies stated as indicated by my signature appearing below.

\_\_\_\_\_ Date

\_\_\_\_\_ Chapter Advisor Signature

\_\_\_\_\_ School Administrator

## SOUTH CAROLINA DECA COMPREHENSIVE PARENTAL PERMISSION FORM

Student Name: \_\_\_\_\_ School: \_\_\_\_\_

Advisor Name: \_\_\_\_\_ School Phone: \_\_\_\_\_

**INFORMATION:** This form, completed with all information and signatures required, must be submitted by each student prior to attending DECA activities. This form applies to all DECA activities and should be on file in each local school by October 1 and is maintained on file for one calendar year. Completion and signing of this document indicates that the student and parent(s) or guardian have read this form and consent to:

1. Student attendance at and travel to and from the following DECA activities: State DECA Leadership Conference; Executive Council Meetings; District Competition; Regional Competition; State Career Development Conference; International Career Development Conference; State Officer Institute and State Officer meetings; other workshops, seminars and activities financially sponsored by DECA.
2. Emergency medical treatment
3. Student abiding by the Conduct Code, Dress Code and Code of Ethics
4. Waiver of Liability

Consent and approval indicated by signing parties are applicable to all DECA activities.

**MEDICAL CONSENT:**  
(Please Print)

\*We, as indicated by our signature(s), below, \_\_\_\_\_  
*Name(s) of Parent or Guardian* *Relationship(s) to Student*

of \_\_\_\_\_  
*Student Name* *Age* *Social Security Number*

of \_\_\_\_\_  
*Complete Home Address with ZIP Code* *Home Phone*

\_\_\_\_\_, hereby authorize in advance any necessary medical treatment  
*Emergency Phone Number(s)*

required by \_\_\_\_\_, while traveling to and from and  
*STUDENT NAME*

while attending DECA activities. In the event of an emergency in which we cannot be contacted,

notify \_\_\_\_\_  
*Name* *Phone*

**TRAVEL AND ATTENDANCE:**  
(Please Print)

\*We, as indicated by our signature below, hereby give our son/daughter \_\_\_\_\_ permission to attend and travel to and from DECA activities.

**WAIVER OF LIABILITY:**

We, as indicated by our signatures below, agree to waive the liability of SC DECA and its staff, the SC Department of Education and its staff, the Marketing Education instructor/advisor and chaperones for accident or illness occurring during transit or while participating in DECA activities. If any part of this release is found unenforceable, the remaining provisions shall remain binding on all parties.

\*We as indicated by our signature(s) below certify that the school officials, the DECA Chapter Advisor(s), the State DECA Advisor, DECA Coordinator or any member of the DECA Executive Council have the right to send my son/daughter home from the DECA sponsored activity at my expense if he/she fails to comply with the Conduct Code, Dress Code, Code of Ethics, applicable laws, and/or fails to follow instructions of chaperones or advisors. I assume full responsibility for his/her good behavior and I assume all liability resulting from his/her behavior. I shall not hold the Board of Education, school employees or the chaperones liable for any incidents that may occur.

\_\_\_\_\_  
Student Signature Date

\_\_\_\_\_  
Parent/Guardian Signature Date

\_\_\_\_\_  
Parent/Guardian Signature Date

\*If a child lives with both parents, both parents must sign this form.  
 Please duplicate a copy for each DECA member attending DECA activities and keep on file at each school/center.

Note: A copy of this form should be provided to the parents/guardians as well as kept on file at the school.

**DRESS CODE FOR ALL DECA'S LEADERSHIP DEVELOPMENT CONFERENCES**

From the time delegates leave their home and until their return, and throughout the conference, delegates shall adhere to the following dress code requirements:

- A. Young women and men will be dressed in appropriate business like attire suitable to each occasion.
- B. A DECA blazer worn with neat, business-like attire will be considered appropriate for any occasion.

**ATTENDANCE:**

This is to certify that

\_\_\_\_\_ has my permission to attend the above named DECA activity. I also do hereby, on behalf of

\_\_\_\_\_ absolve and release the school officials, the DECA Chapter Advisors and the assigned State DECA staff from any claims for personal injuries or illness which might be sustained while he/she is in route to and from or during the DECA sponsored activity.

**EMERGENCY**

I authorize the Advisor to secure the services of a physician or hospital, and to incur the expenses for necessary services in the event of accident or illness, and I will provide for the payment of these costs.

We have read and agree to abide by the DECA Code of Conduct. We also agree that the school officials, the DECA Chapter Advisors, the State DECA staff, the Conference Conduct Committee, have the right to send

\_\_\_\_\_ home from the activity at our expense, provided that he/she has violated the Code of Conduct and/or his/her conduct has become a detriment.

\_\_\_\_\_  
Student Signature

\_\_\_\_\_  
Parent/Guardian Signature

\_\_\_\_\_  
Phone number

\_\_\_\_\_  
Chapter Advisor Signature

\_\_\_\_\_  
School Official Signature

\_\_\_\_\_  
Insurance Company Name

\_\_\_\_\_  
Policy Number

**OFFICIAL DRESS CODE  
FOR SC DECA CAREER DEVELOPMENT CONFERENCE**

DECA's board of directors has developed the following official dress standards for the Career Development Conferences (both State and international). Students, advisors and chaperones must follow the dress code. This code applies to all state and national DECA conferences and meetings.

Competitors must wear an official DECA blazer during interaction with the judges. *While official DECA blazers are not **required** during briefing and testing, professional business dress is **required**.* Professional dress should also be worn to all conference sessions including special meal functions such as luncheons. Formal attire is optional for the final session and for the State CDC Awards Banquet.

For a more polished, professional appearance, it is recommended that students wear appropriate hosiery/socks.

**When Appearing before Judges**

**Females**

Official DECA blazer with dress skirt or dress slacks and a dress blouse or official blazer with a dress; dress shoes

**Males**

Official DECA blazer with dress slacks, collared dress shirt and necktie; dress shoes and dress socks

**DECA General Sessions and Meal Functions**

**Females**

Business suit or blazer with dress blouse and dress Skirt or dress slacks or business dress; dress shoes

**Males**

Business suit or sport coat with dress slacks, collared dress shirt and necktie; dress shoes and dress socks

**An official DECA blazer is required to receive recognition/an award on stage at ICDC.  
For SC DECA Awards program formal attire is also acceptable for recognition/an award on stage.**

**Event Briefing, Manual Registration and Testing**

**Females**

Dress blouse or dress sweater with dress skirt or dress slacks (blazer optional) or business dress; dress shoes

**Males**

Collared dress shirt and necktie with dress slacks (blazer optional); dress shoes and dress socks

**DECA Business Casual**

Casual slacks (e.g. Dockers), blouse or shirt, socks and casual shoes

Jeans, t-shirts and athletic shoes **are not** included in business casual attire.

**The following are unacceptable during DECA activities:**

- Skin-tight or revealing clothing
- Midriff-baring clothing
- Clothing with printing that is suggestive, obscene or promotes illegal substances
- Athletic clothing

## 2009-2010 Marketing & SC DECA Calendar

Note: Info in **Red** designates a due date  
and

Info in **Blue** is an event for Students  
Advisors

Dates	Event	Location
September 9 , 2009	Teacher/Advisor In-Service	Lexington Technology Center
September 5 , 2009	Teacher In-Service Registration Due	SC DECA Office
October 1, 2009	SC DECA Consent Form Due	Mailed or Faxed to SC DECA Office
October 11-17, 2009	National DECA WEEK	
October , 2009 TBA	Fall Leadership Challenge registration and payment due	SC DECA Office
November 2, 2009	Regional Qualifying Registration Due	SC DECA Office
November 13-15, 2009	Southern Region Leadership Conference	Orlando, FL
November 18-22, 2009 December 2-6, 2009 December 9-13, 2009	The New York Experience	New York, NY
November 20-30, 2009	Online Testing for Regional Qualifying Event	Your School via On-line
November 30, 2008	Initial Membership Rosters Due	DECA, Inc. Office
December 3, 2009	Region I Qualifying Event	Aiken High School
December 3, 2009	Region II Qualifying Event	Heyward Career Center
December 2, 2009	Region III Qualifying Event	Wando HS, Mt. Pleasant, SC
January 1, 2010	Pin Design Contest Entry Due	SC DECA Office
January 1, 2010	T-shirt Contest Entry due	SC DECA Office
January 18, 2010	State Officer Candidate Applications Due	SC DECA Office
January 26, 2010	State CDC Registration Due	SC DECA Office
January 26, 2010	Hotel Reservations Due (All attendees must stay in conference Hotel)	Embassy Suites, North Charleston, SC
February 1, 2010	Deadline for SC DECA Scholarship and Harry Applegate Scholarship	SC DECA Office
February 1, 2010	Deadline for National DECA Honor Award	DECA, Inc. Office

<b>February 1, 2010</b>	<b>Membership Deadline for additions to be eligible for State CDC</b>	<b>DECA, Inc. Office</b>
<b>January 30, 2010</b>	<b>Drop Dead Deadline for State CDC</b>	<b>SC DECA Office</b>
<b>February 3, 2010</b>	<b>State Officer Candidate Screening</b>	<b>To Be Announced</b>
<b>February 26-28, 2010</b>	<b>South Carolina DECA State CDC</b>	<b>Charleston Convention Center/ Embassy Suites</b>
<b>March 1, 2010</b>	<b>Membership Deadline for additions to be eligible for ICDC</b>	<b>DECA, Inc. Office</b>
<b>March 25, 2010</b>	<b>ICDC Registration and Payment Due</b>	<b>SC DECA Office Travel Ventures</b>
<b>April 24-27, 2010</b>	<b>International DECA Career Development Conference</b>	<b>Louisville, KY</b>

## **DECA'S COMPETITIVE EVENTS PROGRAM PURPOSES AND RATIONALE**

The purposes of DECA's Competitive Events are:

1. to contribute to the development of skills necessary for careers in marketing, merchandising, management, and entrepreneurship.
2. to evaluate student achievement of the skills through careful measurement devices
3. to provide opportunities for student and team recognition
4. to provide constructive avenues for individual or team expression, initiative and creativity
5. to motivate students to assume responsibility for self-improvement and self-discipline
6. to provide a vehicle for students to demonstrate (via performance indicators) their acquired skills through individual and/or team activities
7. to assist students in acquiring a realistic self-concept through individual and/or team activities
8. to help students to participate in an environment of cooperation and competition
9. to provide visibility for the educational goals and objectives of marketing education

It should be emphasized that competitive events are only one of the many phases of the total DECA program of student activities and that DECA competitive events are only one of the strategies used in assisting students to development the skills necessary to prepare for and advance in marketing, management and entrepreneurship careers.

It is believed that competitive events are congruent with sound educational practices and enhance educational purposes. Therefore, DECA competitive events are learning activities designed to evaluate students' development of essential skills necessary for entry and/or advancement in the field of marketing. The DECA Competency Based Competitive Events Program facilitates effective integration of DECA as an integral component of the total marketing education instructional program.

To do this, competitive events are designed to enable students to engage in activities that will extend their interests and skills for careers in marketing and measure via performance indicators the degree to which skills have already been acquired. In effect, the competitive events meet the goals of the marketing education curriculum by demonstrating occupational proficiency in specific areas of marketing, management, and entrepreneurship.

### **Qualifications for Entering Competitive Events**

#### **General Rules and Regulations**

1. All participants must be active members of DECA with the current year's dues on file with National DECA prior to November 30 or March 1 of the current school year.
2. All participants and written entries must be approved and authorized for entering competition by their state association through official competitive events registration forms.
3. All participants and written entries must meet specifications set forth for each activity.
4. All participants entering Competency Based Series Events must have participated in state, district and/or local competition in the level for which they are entering.
5. All entry forms and creative entries must be submitted by the state advisor or designee according to announced deadlines.
6. A participant may enter only one of the competitive events with a participatory component during the State DECA Conference or the International conference.
7. All competitive events are open to both project and cooperative students who are active members of DECA.
8. No additions or substitutions may be registered for competition after the deadline set forth by State DECA or by DECA, Inc.
9. A written entry may not be entered in more than one competitive event during a given year.

10. Once a written entry is entered in competition, the identical content material may not be entered in competition again.
11. All participants must attend the briefing sessions scheduled for their competitive event during the conference. Failure to attend the scheduled briefing session will result in disqualification of the participant.
12. All written entries must include a signed copy of DECA's Written Event Statement of Assurances.

### **Individual Series Events:**

1. Accounting Applications - ACT
2. Apparel and Accessories Marketing Series - AAM
3. Automotive Services Marketing Series - ASM
4. Business Services Marketing Series - BSM
5. Food Marketing Series - FMS
6. Hotel & Lodging Management Series - HLM
7. Marketing Management Series - MMS
8. Quick Serve Restaurant Management Series - QSRM
9. Restaurant and Food Service Management Series - RFSM
10. Retail Merchandising Series - RMS
11. Sports & Entertainment Marketing Series - SEM

### **Purpose**

DECA's individual events effectively measure students' proficiency in those skills identified by occupational practitioners as essential to success in a given occupation. Participants receive recognition for achievement in each event and in the series as a whole.

The skills evaluated are selected from a list of performance indicators validated by industry representatives. Participants in these competitive events are not informed in advance of the skills to be evaluated.

Complete lists of performance indicators are available from DECA IMAGES or DECA's Web site, [www.deca.org](http://www.deca.org).

### **Procedure**

An individual series event consists of two major parts: a written comprehensive exam, together with "activities" or demonstration/role-playing events.

The comprehensive exam is a multiple-choice test of 100 items. Items (multiple choices) are developed especially for each series based on the knowledge, skills and attitudes associated with the particular occupation, i.e., Apparel and Accessories Marketing, Automotive Services Marketing, etc.

In the role-playing activity event(s) participants are required to accomplish a task by translating what they have learned into effective, efficient and spontaneous action. Demonstration of professional accomplishment is required during DECA's role-playing events.

The participant is given a written "situation" to review. It may be a product or service to sell, a merchandising decision, or a problem in human relations. Participants are allowed time to review the situation and to develop a professional approach to solving the problem. Following this, participants are examined by a competent judge and asked to explain how he/she would solve the situation or problem.

The judge is a qualified business executive who plays the role of "second party" in the situation. Following the examination, the judge evaluates the participant's responses and records the results on an evaluation form that has been developed especially for each competitive event.

## **Team Decision Making Events**

1. Business Law and Ethics - BLTDM
2. Buying & Merchandising Management - BTDM
3. Financial Analysis - FTDM
4. Hospitality Services - HTDM
5. Sports and Entertainment Marketing - STDM
6. Travel and Tourism Marketing - TTDM

### **Purpose**

The Management Team Decision Making Events provide an opportunity for participants to analyze on or a combination of elements essential to the effective operation of a business in the specific occupational area. These elements may include, but are not limited to, financial management, personnel management, merchandise management, marketing issues, security issues, etc. The business situation to be analyzed will be presented as a case study.

### **Procedure**

These events are the same in nature to the individual series with a test and a role play but they address the management level of competencies for each area. Teams of two participants are required to accomplish a task by translating what they have learned into effective, efficient and spontaneous action. Each team member will be given a 100-question, multiple choice, and comprehensive exam testing knowledge of the National Curriculum Framework and performance indicators specific to each occupational area. The scores will be averaged to produce a single team score.

The judge is a qualified business executive who plays the role of "second party" in the situation. Following the examination, the judge evaluates the participants' responses and records the results on an evaluation form that has been developed especially for each competitive event.

## **Business Operations Research Events**

1. Business Services Operations Research Event - BOR
2. Buying and Merchandising Operations Research Event - BMOR
3. Finance Operations Research Event - FOR
4. Hospitality and Tourism Operations Research Event – HOR
5. Sports and Entertainment Marketing Operations Research Event - SEOR

## **Chapter Team Events**

1. Community Service Project - CSP
2. Creative Marketing Project - CMP
3. Entrepreneurship Promotion Project – EPP
4. Financial Literacy Promotion Project - FLPP
5. Learn and Earn Project - LEP
6. Public Relations Project - PRP

## **Business management and Entrepreneurship Events**

1. Entrepreneurship Written - ENW
2. International Business Plan - IBP
3. Internet Marketing Plan - IMP
4. Entrepreneurship Participating – Organizing an Independent Business or Franchising Business – ENPI or ENPF

## **Marketing Representative Events**

1. Advertising Campaign Event - ADC
2. Fashion Merchandising Promotion Plan - FMP
3. Technical Sales Event - TSE

### **Purpose**

The above events provide an opportunity for participants to demonstrate skills needed by management personnel. Each of the guidelines for the above events is found in the DECA Guide which is mailed to individual chapters in August or found on the DECA website. Please read the guidelines for the event carefully to determine how many participants may enter because most of these events allow teams of one to three to participate.

## **Special Activities**

DECA Quiz Bowl

## **Online Challenges**

1. Stock Market Game - SMG
2. Virtual Business Challenge Retail – VBCR
3. Virtual Business Challenge Sports - VCBS

## **South Carolina DECA Only Events**

1. Employment Acquisition
2. Pin Design Contest
3. T-shirt Design Contest

## **Principles of Business Administration Events**

For first year DECA members only

1. Principles of Business Management and Administration – PBM
2. Principles of Finance – PFN
3. Principles of Hospitality and Tourism – PHT
4. Principles of Marketing - PMK

## EMPLOYMENT ACQUISITION EVENT

### SOUTH CAROLINA DECA

**PURPOSE:** To develop job search, interview, application, placement and maintenance skills necessary for obtaining and maintaining employment in the field of marketing.

**ELIGIBILITY:** Each chapter may have one entry for 1-29 members, two entries for 30-44 members, three entries for 45 or more members, in good standing, in the state competition. There is no national competition. A student may enter only one event.

#### **SPECIFICATIONS:**

1. For the state competition the student will submit the following in a letter size folder to the judge.
  - A. A typed one page letter of application.
  - B. A typed resume not to exceed two pages (one side only).
  - C. Place the letter and resume in a folder labeled with the student's name.
2. The position for which the student is applying was advertised in the STATE Newspaper. Wanted: Part time enthusiastic employees. Send resume and letter of application to Mrs. Vi Coe, Personnel Director, American Outfitters, Charleston, SC.
3. No other material will be accepted (photograph, letters of recommendation, etc.). The letter of application, resume, job application form and judging sheets will not be returned.
4. The letter and resume must be prepared by the student member, not the chapter advisor. The advisor should serve as a consultant to insure that these documents are properly prepared.
5. One copy of the Essay, Resume and letter of application in **one** labeled folder must be submitted at registration for the Sate conference. The folders will be given to the judge prior to competition. Do not mail with registration or other written projects.
6. A written test relating to all aspects of the job application process will be given at the state competition. The students will have 60 minutes to complete the written test.
7. A job application form will be completed by all participants at the state conference. Students must provide their own pen. Time limit on the application shall be 15 minutes. The student may bring a copy of their resume to complete the application form.
8. A personal interview will be conducted at the state conference. The time limit on the interview shall be 5 minutes.
9. Contestant must wear business attire during the event.
10. Students should prepare a one page essay between 200 and 500 words on how their marketing program prepared the student for the job for which they are applying.

## LEVELS OF COMPETITION

### Level 1 - Chapter Competition

This level of competition is optional and is not required for competition beyond the first level. All competition at this level is planned and executed by and at the discretion of the chapter advisor.

### Level 2 - State Level Competition

This is the first level of competition sponsored by the State Association. Participants will take a test, fill out an application form and participate in a job interview. The student is required to bring three copies of their resume and letter of application enclosed in file folders labeled with the student's name to present to the judges. The event shall receive recognition during the awards session. The top three (3) participants will receive a trophy. Fourth and fifth places receive certificates. The first, second and third place winners will be eligible to attend the National DECA Conference at their own expense. There is **no national competition**. A student may enter only one event.

<b>EMPLOYMENT ACQUISITION RATING SHEET</b>
--

STUDENT NAME OR ID NUMBER \_\_\_\_\_ JUDGE# \_\_\_\_\_

	Poor	Fair	Good	Excellent	Judged Points
Letter of Application (15) format, appearance, content, appropriate	0-1-2-3	4-5-6-7	8-9-10-11	12-13-14-15	_____
Resume'(15) Format, complete, appropriate data, appearance	0-1-2-3	4-5-6-7	8-9-10-11	12-13-14-15	_____
Application Form (15) Neatness, completeness, appropriate responses, correctness	0-1-2-3	4-5-6-7	8-9-10-11	12-13-14-15	_____
Interview (30) Impression, poise, self confidence, professionalism, effectiveness of response, marketing career orientation	0-1-2-3-4-5-6-7	8-9-10-11-12-13-14	15-16-17-18-19-20-21-22	23-24-25-26-27-28-29-30	_____
Appearance (10) Professional dress, neat, clean, conservative, appropriate attire, personal grooming	0-1-2	3-4-5	6-7-8	9-10	_____
Essay (15)	0-1-2-3	4-5-6-7	8-9-10-11	12-13-14-15	_____
Total Possible Points - 100					Total Judged Points _____

## LEVELS OF COMPETITION

### LEVEL 1 - Chapter Competition

This level of competition is optional and is not required for competition beyond the first level. All competition at this level is planned and executed by and at the discretion of the chapter advisor.

### LEVEL 2 - State Level Competition

This is the first level of competition sponsored by the State Association. The competition will be held during the State Career Development Conference.

Each chapter advisor may enter one (1) participant plus an additional entry for each set of fifteen students above fifteen. (Maximum of three (3) entries per chapter.

The event shall receive recognition during the Awards Session. The top three (3) participants shall receive a trophy. Fourth and fifth places receive certificates.

The first, second and third place winners will be eligible to attend the National DECA Conference at their own expense. **There is no national competition.**

## SC DECA Pin Design

Submit a pin design for possible use by the South Carolina DECA Association at the International Career Development Conference.

Specifications:

1. Must include "South Carolina DECA"
2. Must be submitted on an 8 1/2 X 11 page
3. Must be submitted as a black and white line drawing
4. Must include a color rendition on the same page (may be a smaller size).
5. Pin area must be illustrated with the 4" x 4" size
6. Must be submitted by deadline date
7. May use state theme/national theme

**Send entries to:**

**SC DECA  
Ginger Hill  
427 Trails End Street  
Rock Hill, SC 29732**

Basis for Judging:

1. Design Impact
2. Suitability
3. Creativity
4. Originality

The winner will be recognized at the State Leadership Conference.

**Deadline: January 1**

## SC DECA T-Shirt Design

Submit a T-Shirt design for possible use by the South Carolina DECA Association at the State Career Development Conference.

Specifications:

1. Must include "South Carolina DECA"
2. Must be submitted on official enclosed layout form
3. Must be submitted as a black and white line drawing
4. Must include a separate color rendition layout design
5. Must be submitted by deadline date
6. May use state theme/national theme
7. Design may encompass front, back or sleeve of T-Shirt
8. Design must also include a cost of producing quote that was researched by local T-shirt Company.

**Send entries to:**

**SC DECA  
Ginger Hill  
427 Trails End Street  
Rock Hill, SC 29732**

Basis for Judging:

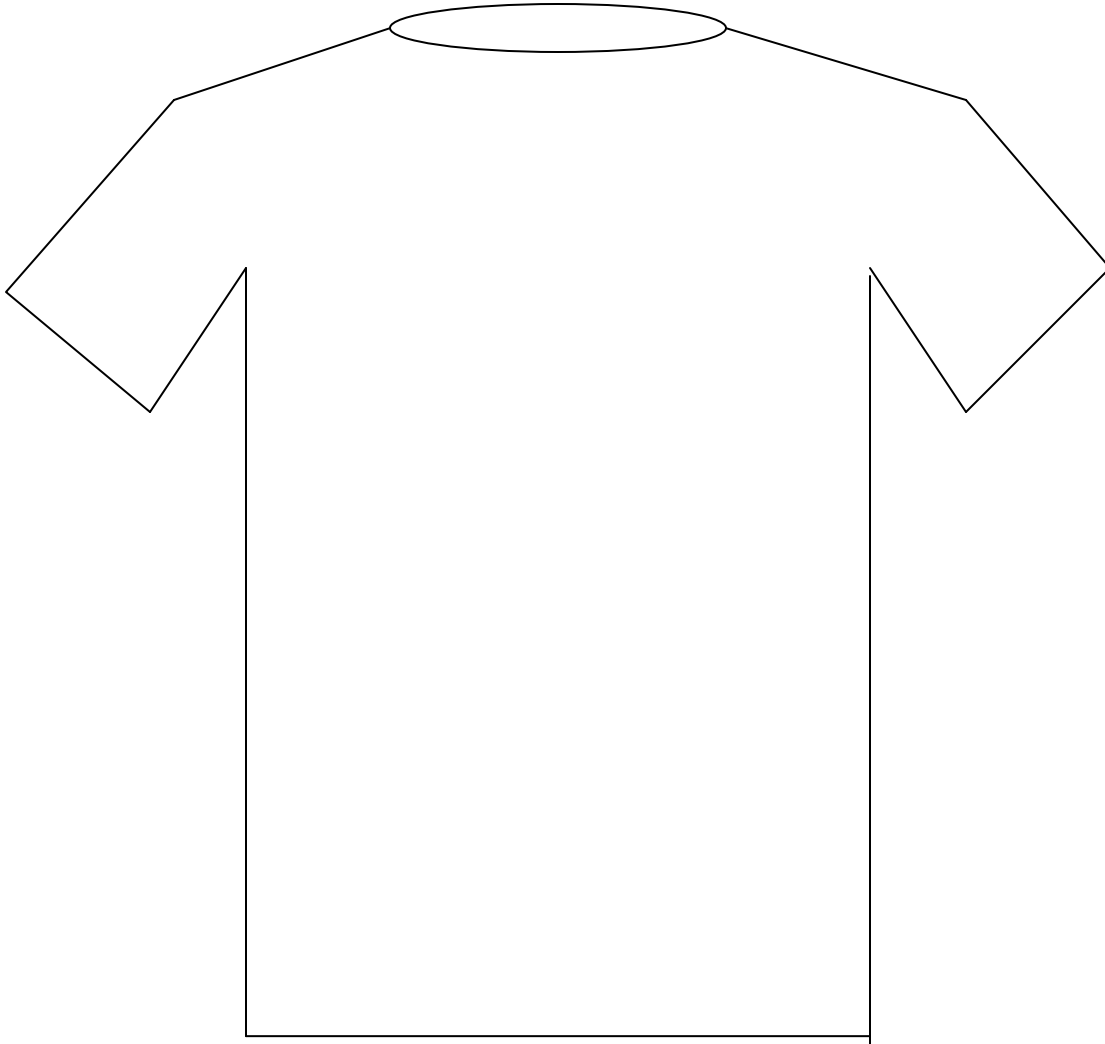
1. Design Impact
2. Suitability
3. Creativity
4. Originality

The winner will be recognized at the State Leadership Conference.

**Deadline: January 1**

## SC DECA T-Shirt Design Layout form

Chapter: \_\_\_\_\_ Advisor: \_\_\_\_\_



Front: \_\_\_\_\_

Back: \_\_\_\_\_

\* Make as many copies of this page as needed.

**Due: January 1**

## How Do I Determine Who Can Compete?

### Regional Qualifying Event:

Number of participants:

- 1-15 chapter members allows maximum of 15 chapter participants
- 16-30 chapter members allows maximum of 30 chapter participants
- 31-45 chapter members allows maximum of 45 chapter participants
- 46-60 chapter members allows maximum of 60 chapter participants
- 61+ chapter members allows maximum of 70 chapter participants

This determines the number of students eligible to compete from a chapter. This number may be allocated to any event up to a maximum of six in any one event. A student may enter only one event. The top ten qualifiers in each event will advance to the state level to compete.

### State CDC:

#### Individual Series Events:

Competitor must place in the top ten at the regional qualifying event to advance to state competition.

#### State Events:

- **State events include Employment Acquisition (Job Interview). This is state level event only. There is no national competition. The winners will be recognized with the usual awards, and the winners may attend the national conference at their own expense.**
- **You may register students for state level only events up to three per event based on student chapter membership (10 - 29 = 1, 30 - 44 = 2, 45 or more = 3).**

#### Business Operations Research Events, Business Management & Entrepreneurship Events and Marketing Representative Events:

**You may register students for these events up to three per event based on student chapter membership (10 - 29 = 1, 30 - 44 = 2, 45 or more = 3).**

#### Chapter Team Events:

**One team entry per chapter in chapter events.**

#### Team Decision Making Events:

The six Team Decision-Making events are classified a State Event therefore they will follow the same as state level only events (up to three per chapter based on chapter membership).

**DECA Quiz Bowl:** One four member team. Team members may compete in another event and participate on your quiz bowl team.

#### Voting Delegates:

Each chapter having ten (10) to thirty (30) members will be allowed two (2) voting delegates. Chapters having thirty-one or more members are allowed one additional voting delegate.

## South Carolina State Officers 2009-2010



### **Blake Stout**

President

**E-mail:** stout.scdecapres@yahoo.com

### **School**

Aiken High School

449 Rutland Drive

Aiken, SC 29801

Phone: 803.641.2500

Fax: 803.641.2501

**Advisor:** Lisa Hall

### **Katie Childers**

Vice President of Chapter Development

**E-mail:** [childers.scdecavp@yahoo.com](mailto:childers.scdecavp@yahoo.com)

### **School**

Floyd D. Johnson Technology Center

1010 DeVinney Road

York, SC 29745

Phone: 803.684.1910

Fax: 803.684.1913

**Advisor:** Stella Magliolo

### **Alex Umsted**

Vice President of Communications

**E-mail:** umsted.scdecavp@yahoo.com

### **School**

South Aiken High School

232 E Pine Log Road

Aiken, SC 29801

Phone: 803.641.2600

Fax:

**Advisor:** Robert Lovejoy

### **Wilyem Cain**

Vice President of Business Partnership

**E-mail:** cain.scdecavp@yahoo.com

### **School**

Fairfield Central High School

1451 US Hwy 321 North

Winnsboro, SC 29180

Phone: 803.635.5506

Fax: 803.635.9958

**Advisor:** Trev Sherrod

### **Abbie Hamman**

Vice President of Special Projects

**E-mail:** hamman.scdecavp@yahoo.com

### **School**

South Aiken High School

232 E. Pine Log Road

Aiken, SC 29801

Phone: 803.641.2600

Fax:

**Advisor:** Robert Lovejoy

### **DeHavelyn Barnes**

Vice President of Media Relations

**E-mail:** barnes.scdecavp@yahoo.com

### **School**

Aiken High School

449 Rutland Drive

Aiken, SC 29801

Phone: 803.641.2500

Fax: 803.641.2501

**Advisor:** Lisa Hall

**Executive Council 2009-2010**  
**Contact Information for Advisor Members**

<b>Region I</b>	<b>Term</b>	<b>Chapter</b>	<b>e-mail/Phone</b>
Lisa Hall	1 year	Aiken High School 449 Rutland Drive Aiken, SC 29801	<a href="mailto:lhall@aiken.k12.sc.us">lhall@aiken.k12.sc.us</a> Phone: 803.641.2500 ext 130 Fax: 803.641.2501
Robert Lovejoy Chairperson	2 year	South Aiken High School 232 E. Pine Log Road Aiken, SC 29801	<a href="mailto:rlovejoy@aiken.k12.sc.us">rlovejoy@aiken.k12.sc.us</a> Phone: 803.641.2600 Fax:
<b>Region II</b>			
Pam Smith	1 year	Darlington Institute of Technology 160 Pinedale Road Darlington, SC 29532	<a href="mailto:psmith@darlington.k12.sc.us">psmith@darlington.k12.sc.us</a> Phone: 843.398.4796 Fax:
Mary Susan Williamson	2 year	Brookland – Cayce High School 1300 State Street Cayce, SC 29033	<a href="mailto:marys@lex2.org">marys@lex2.org</a> Phone: 803.791.5000 Fax:
<b>Region III</b>			
Lou Ellen Blackmon	1 year	Socastee High School 4900 Socastee Blvd Myrtle Beach, SC 29588	<a href="mailto:lblackmon@horrycountyschools.net">lblackmon@horrycountyschools.net</a> Phone: 843.293.2513 Fax:
Lynn Rigsbee	2 year	Socastee High School 4900 Socastee Blvd Myrtle Beach, SC 29588	<a href="mailto:lrigsbee@horrycountyschools.net">lrigsbee@horrycountyschools.net</a> Phone: 843.293.2513

Other members:  
State Officers  
State Advisor

## DECA FACTS

Please share the following information with your chapter officers and all chapter members. Use this information in conjunction with your DECA Guidebook and the National and South Carolina DECA websites. Members, chapter officers, and state and national officer candidates should be familiar with this information.

1. DECA is an association of marketing students.
2. The mission of DECA is to enhance the education of students with interests in marketing, management, and entrepreneurship.
3. The DECA Tagline is “Developing Future Leaders for Marketing and Management.”
4. The National DECA theme for the year is “Live, Learn, Lead.”
5. The DECA Creed:

I Believe in the future which I am planning for myself in the field of marketing and in the opportunities which my vocation offers.

I Believe in fulfilling the highest measure of service to my vocation, my fellow beings, my country and my God - that by so doing, I will be rewarded with personal satisfaction and material wealth.

I Believe in the democratic philosophies of private enterprise and competition, and in the freedoms of this nation - that these philosophies allow for the fullest development of my individual abilities.

I Believe that by doing my best to live according to these high principles, I will be of greater service both to myself and to mankind.

6. The DECA Code of Ethics:  
As a DECA member:

**I will** be sincere and honest.

**I will** accept each task with confidence in my ability to perform my own work at a high standard.

**I will** strive with the guidance of my family, teachers, advisors, businesspersons, and by own initiative, to do my best in making my community, state, and nation a better place to live.

**I will** strive to develop a cooperative attitude and will exercise tact with and respect for other individuals.

**I will** be steadfast in my beliefs and in my responsibilities as a citizen.

**I will** demonstrate good sportsmanship in competition by being modest in victory and gracious in defeat.

7. The Executive Director of National DECA is Dr. Edward L. Davis.
8. The mailing Address for National DECA is:

DECA  
1908 Association Drive  
Reston, Virginia 20191  
(703) 860-5000, FAX: (703) 860-4013  
[www.deca.org](http://www.deca.org)
9. The National DECA Center is located in Reston, Virginia.
10. DECA was established nationally in 1946.
11. The 2009 International Career Development Conference will be held in Louisville, KY  
April 24 – April 27, 2010.
13. The official magazine of National DECA is “DECA Dimensions.”
14. National DECA Week is October 11-17, 2009.
15. The South Carolina DECA State Officer Advisor is Robert Lovejoy.
16. South Carolina Executive Council members are: Robert Lovejoy, Lisa Hall, Pam Smith, MarySusan Williamson, Lou Ellen Blackmon, and Lynn Rigsbee.
17. Delta Epsilon Chi is the post-secondary division of DECA.
18. The SC DECA Advisor is Ginger Hill.
19. The four regions of National DECA are North Atlantic Region, Central Region, Southern Region, and Western Region.
20. The 2009 Southern Region DECA Conference will be held in Orlando, FL.
21. The State Department Student Organizations Liaison is Tony Dillon.
22. South Carolina was among the original 17 Chartered State DECA Associations.
23. The State DECA Office is located at 427 Trails End Street, Rock Hill, SC 29732. The phone number is 803.329.5419.
24. The Distributors Club, a forerunner of DECA, was established in South Carolina in 1943.
25. In 1993, South Carolina DECA celebrated its 50<sup>th</sup> year.
26. The 2010 State Career Development Conference will be held February 26 – 28, 2010 in The Charleston Convention Center and Embassy Suites Hotel, North Charleston, SC

27. The 2009-2010 State DECA Officers for the High School Division are:

President	Blake Stout, Aiken High School
VP of Chapter Development	Katie Childers, Floyd D. Johnson Technology Center
VP of Communications	Alex Umsted, South Aiken High School
VP of Business Partnerships	Wilyem Cain, Fairfield Central High School
VP of Media Relations	Abbie Hamman, South Aiken High School
VP of Special Projects	DeHaveyIn Barnes, Aiken High School

28. M.A.P. stands for Merit Awards Program.

29. CAP stands for Chapter Awards Program.

30. LEAP stands for Leadership Education Action Program.

31. DECA offers a well-rounded “competitive events program” – not “contests.”

32. DECA operates in all 50 states plus Puerto Rico, the District of Columbia, Guam, the Virgin Islands, Canada and Germany.

33. At the local level, DECA is referred to as a “chapter” – not a “club.”

34. Persons belonging to a DECA Chapter are “members” – not “DECA students.”

35. National DECA is made up of state and territorial “associations” – state associations are made up of local chapters.

36. All state officers are responsible for promoting the general welfare of DECA. The duty of the Vice President for media relations is to encourage maximum publicity of SC DECA.

37. To qualify to run for a State Officer, a student must have a 2.8 grade point average based on a 4.0 scale.

38. A quorum of the Executive Council consists of 2/3 of its members.

39. State Officer Candidates may be a rising junior or senior.

40. To end a meeting requires a motion to adjourn. Minutes are a record of official business from the Executive Council meeting. Having the Floor is the privilege of speaking before the assembly.

41. What is DECA?

DECA lettering was originally formed from the name the “Distributive Education Clubs of America.” DECA is a vocational organizational organization for students in Marketing Education programs. Today, DECA is the official name of this organization and the individual letters no longer carry any specific meaning.

DECA is a national organization with a total membership of approximately 195,000. There are 55 associations of National DECA. These include all fifty states plus Canada, the Virgin Islands, the Mariana Islands, Puerto Rico, and Washington, DC.

42. What are the Divisions of DECA?

There are five divisions of the National DECA structure. The two student divisions are High School and Delta Epsilon Chi (Junior Collegiate). The three support divisions are Collegiate, Alumni and Professional.

43. What is the DECA Emblem?

The emblem is the diamond shape. The four points of the DECA Diamond symbolize:

**Vocational Understanding**

**Civic Consciousness**

**Social Intelligence**

**Leadership Development**

44. The current president of the DECA, Inc. Board of Directors is Jacklyn Schiller, Minnesota DECA.

## **SOUTH CAROLINA DECA REGIONS**

Due to the shifts in local DECA chapter membership, the voting delegates elected to divide the state into three regions, thus eliminating the former districts.

The regions by counties are as follows:

### **REGION I**

**Abbeville  
Aiken  
Anderson  
Barnwell  
Bamberg  
Cherokee  
Chester  
Edgefield  
Greenville  
Lexington  
(Technology Ctr. & White Knoll)**

**Laurens  
McCormick  
Newberry  
Oconee  
Pickens  
Saluda  
Spartanburg  
Union  
York**

### **REGION II**

**Chesterfield  
Clarendon  
Darlington  
Dillon  
Fairfield  
Florence  
Kershaw**

**Lancaster  
Lee  
Lexington  
Marion  
Marlboro  
Richland  
Sumter**

### **REGION III**

**Allendale  
Bamberg  
Beaufort  
Berkeley  
Calhoun  
Charleston  
Colleton**

**Dorchester  
Georgetown  
Hampton  
Horry  
Jasper  
Orangeburg  
Williamsburg**

# State Office Descriptions

State Officers are elected each year at the State Career Development Conference in February. You will find the Guidelines for a State Officer Candidate at the South Carolina DECA website. To be eligible to run as a candidate you must be currently a sophomore or a junior member with at least a 2.8 GPA on a 4.0 scale. A candidate must also have leadership experience at your local chapter level. The SC DECA offices include the following:

**President** – provides overall leadership to the organization, provides leadership and management of the state officer team, presides over the official SC DECA meetings and conferences, initiates and maintains communications with the national officers, and represents SC DECA in response to specific invitations.

**Vice President for Communications** – edits and maintains the SC DECA website, assists with the development of a slide show-video for the state conference, develops written communications with local chapters and gathers information from local chapters concerning their activities.

**Vice President for Media Relations** – develops and maintains a press kit for SC DECA activities, distributes news about the state association to the media, and identifies and invites appropriate media to state activities.

**Vice President for Business Partnerships** – assists with the development of the State Business Partnership initiative, helps maintain contact with key supporters, and promotes the development of additional scholarships for students.

**Vice President for Chapter Development** – identifies potential new chapters, serve as liaison between the state association and new chapters, and provide helpful information to new chapter advisors and chapter officers

**Vice President for Special Projects** – represent the state association at all special project activities, promote the implementation of special projects activities at the local and state level, and to provide leadership to a statewide special project.

**Please refer to the SC DECA website for listing and contact info of the current state officers and the national website for the national DECA officers.**

*How do you become a state officer candidate?*

**Request from the state advisor to have a State Officer Candidate Application Guide mailed to you. You may also download the State Officer Candidate Application Guide from the website in October. The Guide will contain all the requirements, all the steps to follow, all the necessary forms, and all the due dates you will need to become an officer candidate.**

## ADVISOR CONTACT SHEET

In an effort to provide you with timely information and any “late breaking DECA updates”.....please forward the following information to

[scdeca.hill@yahoo.com](mailto:scdeca.hill@yahoo.com)

Advisor Name \_\_\_\_\_

School Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

Phone Number ( \_\_\_\_\_ ) \_\_\_\_\_

Fax Number ( \_\_\_\_\_ ) \_\_\_\_\_

Email school \_\_\_\_\_

Home Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

Email home \_\_\_\_\_

Cell phone \_\_\_\_\_

**This information will only be used when there is imperative information that must be distributed.**

**If your email is not on file South Carolina DECA will not accept responsibility for your missing deadlines.**