

**DISTRIBUTIVE EDUCATION
CLUBS OF ILLINOIS
Illinois
Association of
DECA**

**STATE
HANDBOOK**

**Revised
August 2019**

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ILLINOIS DECA

MISSION STATEMENT

DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management.

OBJECTIVES

To further develop a respect for education in marketing and management, which will contribute to occupational competence.

To promote an understanding and appreciation for the responsibilities of citizenship in our free, competitive enterprise system.

VISION STATEMENT

To provide the DECA experience for every student who seeks it throughout Illinois, especially for those students interested in all aspects of business.

INTRODUCTION

The Illinois Association of DECA (known as Illinois DECA or DECI) is a state-wide organization. It is a natural outgrowth of the local chapters which have been founded by students in Marketing Education programs. Any student interested in business and/or marketing and enrolled in an associated class may participate in DECA. The activities of the local chapters are an integral part of the Marketing Education program and are as varied as the circumstances with which each local chapter is faced.

Part of this handbook was first prepared in 1951 by Robert F. Kozelka, Supervisor of Business Marketing Education, revised in 1962 by Mrs. Patricia Rath, Supervisor, Business and Marketing Education Advisory Board, in 1987 by Mr. Philip Scheel, Executive Director of the Distributive Education Clubs of Illinois. It was again revised in 1992 by Mr. Terry Hurst, Lake Park Advisor and Mr. Philip Scheel. It was again revised in 2006 by Mrs. Joan Varanauski. It has now been updated by Mr. Mark Lyons. Its purposes are to encourage Marketing Education program enrichment through youth group activities, to assist local chapter groups with their organization, to provide an up-to-date overview of the Illinois DECA program for each current school year, and to provide information to both new and experienced Advisors.

IHSA REQUIREMENTS FOR CTSO ORGANIZATIONS

The information below can be found on the IHSA.org website in the [Constitution, By-laws, and Policy](#). Illinois DECA is a member of the Illinois Coordinating Council for Career and Technical Organizations.

2.060 MULTIPLE SCHOOL INTERSCHOLASTIC ACTIVITIES

Member schools must adhere to the following conditions when participating in any interscholastic multiple school (four or more schools) contest or other activity:

(c) multiple school conference activities may begin as early as 8:00 a.m. on a school day;
(d) multiple school activities sponsored by a statewide organization such as the Illinois Coordinating Council for Career and Technical Student Organizations, the Illinois Association of Student Councils, etc. may begin as early as 8:00 a.m. on a school day;

CALENDAR OF EVENTS

The calendar changes every year. The current calendar and list of due dates for various conferences and activities can be found at <http://www.ildeca.org> website. **Please check the web calendar for the latest up-to-date information for all activities and due dates.** Advisors should check with their own Region for your specific related dates.

PURPOSES OF THE ILLINOIS ASSOCIATION OF DECA

To create a lasting interest in marketing and management as a vocation
To create an appreciation of the contribution of marketing to a high standard of living
To promote respect for vocational education and desire for vocational growth during school and adult life
To provide for exploration of vocational opportunities in marketing
To develop leadership in marketing and management
To encourage high ethical standards in business
To provide for mental and physical health through satisfactory social and recreational activities
To nurture appreciation for the contributions of the arts and sciences to business

CONTACT INFORMATION

ILLINOIS DECA BOARD OF DIRECTORS

Jim Weber	Co-Executive Director	jweber-interaccess@sbcglobal.net
Mark Lyons	Co-Executive Director	mlyons@d131.org
Karen Bear	Illinois DECA Board of Directors	beark@epcusd401.org
Dave Burke	Illinois DECA Board of Directors	dburke@dist113.org
Tammi Conn	Illinois DECA Board of Directors	tconn@ildeca.org
Bill Coulson	Illinois DECA Board of Directors	coulsonw@northwood.edu
Jim Duffy	Illinois DECA Board of Directors	jduffy@d230.org
Kevin Jones	Illinois DECA Board of Directors	kjones@lphs.org
Jean Attig	Illinois DECA Board of Directors	jeaatt@d219.org
Jenny Weber	Illinois DECA Board of Directors	weberj@eths202.org

IL DECA SECRETARY/TREASURER

Mark Lyons

mlyons@d131.org

IL DECA STATE STAFF

Barbara Weber

bweber@ildeca.org

Terry Lyons

tlyons94@yahoo.com

STATE OFFICER ADVISOR

Karen Bear

beark@epcusd401.org

REGIONAL CONTACTS

South Suburban DECA Jim Duffy

jduffy@d230.org

North Suburban DECA Brian Lukens

blukens@dist113.org

West Suburban DECA Mark Lyons

mlyons@d131.org

ADVISOR COMMITMENT LETTER

Every chapter MUST complete the Advisor Commitment Letter found online at ildeca.org. This form must be completed and **mailed/scan&emailed back to Mark by September 30th**.

MEMBERSHIP

DUES INFORMATION

National DECA Registration – November 1st is the Target Date for initial registration

1. The easiest way to get to this site is to click on the top center "Button" on the Home web page at ildeca.org or enter www.decaregistration.com/hs/login.aspx
2. Update advisor information if it has changed.
3. There are two (2) categories listed for membership which are 1) T-shirt size and 2) Officer. These are optional but please complete these categories because they will be required on the Illinois DECA Registration site.
4. Click on returning DECA students and enter new students. **Double check the student name for spelling before submitting** – the way you submit a student's name is the way it will be used for all conferences (i.e. Bill instead of William)
5. The current national and state dues are \$17 per person (includes advisors). Print your invoice and submit to your Business Office for membership dues payment.
6. **Make check payable to DECA, Inc. and send it directly to DECA, Attn: Membership, 1908 Association Drive, Reston, VA 20191-1594**
7. Any questions regarding the national membership site should be directed to Matthew Arnett or Michael Mount at 703.860.5000.

The membership campaign theme for this year is "*Limitless*". Membership is open to all students, especially those interested in any area of business, finance, marketing and entrepreneurship. Online membership can be processed at any time throughout the school year.

Illinois DECA Registration – November 15th is the Target Date for Initial registration.
Students entered by February 1st each year are eligible to compete at IL DECA CDC.

1. **Every new advisor** must create their own account [at ildeca.org](http://ildeca.org), returning advisor accounts should still be active. **All advisors must be listed for each chapter and each one should have their own access.** The easiest way to get to the online membership site is to click on the 3rd “Button” down in the right column. **If you forgot your password, email Mark for a temporary password.**
2. Download your student CSV file membership list from the DECA, Inc. web site, and save it to as an Excel file. **Do not change or delete any of the 15 columns on the file. If you don’t have columns A-O on your form, email Mark your file.** You can upload the Excel file to our ildeca.org membership site by following the directions at that site. If you have any problem uploading your student membership let know.
3. **Each time you add students for membership on the DECA Inc. web site you will need to:**
 - a. ***Upload the saved membership file to our membership web site after following step 2 above.***
 - b. ***Once the student names are uploaded you will need to click the “Edit” button for each student prior to clicking the “Submit” button and:***
 - i. ***Enter their t-shirt size if not done at the DECA site***
 - ii. ***Type only 1 business class they are taking this school year (if no business class this year leave the space blank)***
 - c. ***Once your membership is submitted the “Edit” button disappears but you can still open the individual student’s record by double clicking on the student’s name and the dialog box will open to make changes.***
 - d. **Download the Student Membership form:**
 - i. **When the Dialog box opens click the PDF box**
 - ii. **Download the exported file**
 - iii. **Save the file with any name you choose**
 - e. **Print the Student Membership & have your administrator sign & date it**
 - f. **Mail the signed form to Mark (address listed on the form)**
 - g. **You can also scan it as a PDF and email it to Mark**
4. This form (along with the State Summary form) is required for our state grant from the Illinois State Board of Education.
5. **Complete the State Summary**
 - a. \$10 Charter Fee
 - b. \$10 IFME Advisor dues for each advisor (goes for student scholarships)
 - c. Student Communication Coordinator with their email address
 - i. The state officers will stay in contact with your student who will be able to report to the rest of your chapter what is taking place in Illinois DECA throughout the year.
 - d. **Download the State Summary form as a PDF file,**
 - e. Save the files, and print copies. The State Summary form can be submitted to your Business Office for your Charter Fee & IFME dues for all advisors.
 - f. Mail form(s) and check payable to Illinois DECA to Mark at address on form

6. Active chapters not submitting initial registration by November 30th will incur a \$50 chapter penalty fee.

If your school doesn't have a DECA program please contact Mark Lyons or Jim Weber for further information. If you have any questions regarding membership forms, dues, conference forms / registration please feel free to email Mark at Markildeca@att.net or call my cell phone 630.997.6982.

ILLINOIS FOUNDATION FOR MARKETING EDUCATION (IFME)

All Chapter Advisors are required to join IFME. All senior DECA students will be eligible to apply for the Foundation scholarships. The number and amount of the scholarships depend upon how much money is raised during their fundraising Marketing Events and other activities sponsored by IFME. Advisors are encouraged to support the activities of the IFME. Each of the three (3) regions are requested to have a representative at the IFME meetings held about 3 times each year so they are informed about the activities IFME plans throughout the year.

REGIONAL MEMBERSHIP

Dues for each of the surrounding Regions [North Suburban DECA (NSD), South Suburban DECA (SSD) & West Suburban DECA (WSD)] vary depending upon the region, check with your Regional President (on page 5) for the current dues. Chapters usually fall under one of the three main areas with a few exceptions. Membership in a Region depends upon the chapter's location. If you are a new chapter and not sure which Region you would belong to, email Mark Lyons for that information.

ISBE Grant Activity Form Requirement

All chapter advisors are required to complete the Chapter Activity Report found on the ildeca.org web site under the Resources Heading tab. Make sure you read the directions on the top of the form. Please complete the information including a brief description of the activity and click the Submit button. Your information will be electronically sent. **This is mandatory for all chapters to complete each year.** You can complete the activity form any time throughout the school year. For group conferences one advisor can submit for everyone but all schools in their region must be listed.

SUPERSTAR CHAPTERS

Chapters that meet this goal receive a certificate, pin and a star on their name badge at our IL DECA CDC Conference. Criteria for SUPERSTAR CHAPTER status (based on the previous year's membership), 1) a 10% membership increase over last year, 2) Membership over 50 adding 3 members, 3) Membership over 75 adding 2 members or 4) chapters with membership of 100 or more are automatically superstars.

OUTSTANDING ADVISOR & NEW ADVISOR AWARD

The due date each year is January 17th each year, beginning with the IL DECA CDC Conference (from the previous school year). Advisors can start earning points for this award. This award is open to all advisors who complete the requirements. More information regarding the requirements and the form to complete can be found on the ildeca.org web site under the General Info tab. This award is sponsored by DECA Inc. and may be cancelled by them. New Advisor are also eligible, point totals are reduced.

CONFERENCES

Fall Leadership Conference (FLC)

General Information & Registration Deadline – October 2, 2019

Illinois DECA's Fall Leadership Conference will be held on Wednesday, October 2, 2019 at the Donald E. Stephens Convention Center, 5555 N. River Rd., Rosemont, IL. This conference is for students wishing to interact with students from other chapters in the state through leadership development workshops and those students wishing to run for a state officer position. There will be professional workshops and Focus Training will provide workshops on how to role play before a judge. ***A Professional Development session will be held for all Advisors to update everyone on new procedures and changes in competitive events along with other pertinent information.*** State Officer Application Information Packet can be found on the website and the postmark deadline date for submission is September 19, 2019.

Election of State Officer Action Team

If you plan to run a *student for state office please read the State Officer Candidate Packet (found at ildeca.org)*. **This year candidates will take their test at Bolingbrook HS at 9:00 AM on September 28, 2019.** A chapter may have up to two (2) officer candidates. The state officer candidate packet has been revised for 2019–2020 school year. Most of the information is the same but please read the packet carefully with your student(s) and make sure they are aware of the time commitment and are dedicated to making Illinois DECA a strong vocational education program. **The state officer advisor must also be aware of their involvement in this process throughout the school year.** Please make sure that you encourage students to run who will be committed to work hard to make DECA the best student organization in Illinois. Your candidate(s) must be willing to be president and attend the Mandatory Officer Training Conference October TBD, 2019. All officer candidates must be registered members of DECA/Illinois DECA.

Fall Leadership Conference (FLC) Registration Information

Mark will send the Excel registration form to all advisors since this conference occurs prior to Membership Registration deadline. The Registration form will be due by Tuesday, September 20, 2019 emailed back to Mark. The registration fee is \$20 per person. **No refunds will be given after submission.**

CENTRAL REGION LEADERSHIP CONFERENCE (CRLC)

General Information

This year CRLC will be held in Minneapolis, MN from Friday, December 6th to Sunday, December 8th. This conference is a time for student and advisor networking. The thirteen Midwest states are represented at this conference. Manitoba, Canada is also part of the Central Region but usually they do not attend this conference. Workshops are offered that reflect various business career clusters. Workshops are also offered for the advisors as well. Conference highlights usually include: DECA related workshops, General Sessions, Special leadership tracks, and Industry speakers. Information on this conference is available on our Illinois DECA Calendar on our web site.

ILLINOIS CAREER DEVELOPMENT CONFERENCE (IL DECA CDC)

This conference is held after all three Regional CDC's. The conference will be held March 12-14, 2020 at the Hyatt Regency O'Hare Hotel in Rosemont, IL. Registration is done online; **check the Calendar for all deadline dates**. It is mandatory for all conference attendees to stay on property at the Hyatt Regency – even if their school is close to the hotel due to a hotel commitment for meeting rooms. About 1100 DECA students will compete in various events. IL DECA will send four (4) in each competency based event and three (3) in the written events to represent Illinois DECA at the International CDC. The competitive events meet the goals of the National Standards and the business curriculum when the student demonstrates proficiency in the areas of marketing, management or entrepreneurship. Students who participate in any of the online competitive events will be notified by DECA if they qualify to compete at ICDC. **If a student drops from an individual event you may substitute another student in that event. If a student drops from a team event the other student may compete in an individual event if another team partner is not available.**

It is important to have a commitment from your students prior to attending the state conference if they plan to attend ICDC. **Registration and hotel rooming for ICDC is due by March 16, 2020. If your student(s) is/are competing in more than one event you will need to know which event they will compete in at ICDC. All this information will be required prior to the Advisor meeting following the Grand Awards session on March 14, 2020. If you don't have this information ready for this meeting you may jeopardize your student(s) attendance at ICDC.**

Registration Guidelines

Complete your registration online at our registration site. The easiest way to get there is on ildeca.org and click on the 3rd button down in the right column on the Home page. Directions are available at the registration site.

1. **Hotel registration & t-shirt size**
 - a. Enter rooms for the advisors first
 - b. Enter rooms for all the students

- c. For every 15 students you must have an advisor / chaperone registered (if you plan to have an advisor from another school in your district you must request a letter from the Principal of the other school stating they are aware that their advisor is chaperoning your students).
2. **Click the Event Management button** to enter the competitive event for each student – double check that you have entered the correct event for each student
3. **Make sure you complete the following:**
 - a. Meal type
 - b. T-shirt (will automatically fill-in if listed on the student's profile sheet)
 - c. Special Needs – if applicable
 - d. Late Arrival / Leave Early form – if applicable
4. **Click on the Registration Verification button** to check for any missing information
5. **Click the Submit Registration button – if any errors are present then the form will not be submitted and a dialog text will appear.** If no errors are present then a dialog box will appear letting you know that you will not be able to make changes once the form is submitted. If you need to make a change you must contact Mark.
6. **Click on the Hotel Reservation Report and save & print the form. Send a copy to the hotel by February 12, 2019** and a copy to your Business Office for payment.
 - a. Your **hotel payment check should be made payable to the Hyatt Regency Hotel** and mailed to them
 - b. Your **registration payment check should be made payable to Distributive Education Clubs of Illinois** and mailed to Mark

Competition Guidelines

1. You must be a member in good standing by March 1st which means:
 1. State & national membership dues are paid
 2. Your Advisor Commitment Letter for your school is on file with Mark
 3. Your \$10 Chapter Charter fee is paid, and
 4. IFME Advisor \$10 dues are paid for each advisor
2. Chapters are allowed to bring as many students as they want as long as there is one (1) adult for every fifteen (15) students. **A Chapter advisor who plans to use an advisor from their district as one of their chaperones need a letter of approval from the administrator of the other school stating their advisor is assisting with chaperone duties. Mark Lyons must receive the letter prior to their arrival at the conference.**
3. Chapters with large memberships may have 5 students in events. **All student members must compete in at least one competency based event (i.e. Individual, Team Decision or Principle).** They may compete in as many written events as they choose. **The Chapter Advisor is to be responsible for the first 15 student members and an additional registered paying adult is needed for each additional 15 or part of 15 students in order to assist the advisor in supervision of the students.**
4. An adult refers to someone 21 years of age or older.
5. Students must be in attendance at the Mini-Awards as well as the Grand Awards sessions to be recognized as a winner or they will be disqualified. A student **may**

be exempted only if a Late Arrival / Early Leave form is on file for the student and with executive approval. A request form, complete with all signatures, must be presented to Mark at the conference registration. Late Arrival / Early Dismissal Forms are available online on the IL DECA Registration web site.

Students with a career goal and/or training station experience in one of the competency areas for which there is a participating Individual Series Event (ISE) or a Management Team Decision Making Event (MTDM) may compete in that event. Additionally all students may also compete in the Business Operations Research Events, Project Management Events, Entrepreneurship Events, Integrated Marketing Campaign Events, Professional Selling and Consulting Events, or Online Events. Although students are allowed to participate in more than one event on the state level in Illinois, they would only be allowed to enter one individual/team event on the international level. Students will need to make a choice if they win in more than one event at state.

Students competing in one of the four Principles of Business events must be a first year DECA member – NO Exceptions.

State & International Events & Special Projects Acronyms

COMPETENCY BASED SERIES EVENTS – COMPOSED OF INDIVIDUALS ONLY			
Accounting Application Series	ACT	Hotel & Lodging Management Series	HLM
Apparel & Accessories Marketing Series	AAM	Human Resources Management	HRM
Automotive Services Marketing Series	ASM	Marketing Communication Series	MCS
Business Finance Services	BFS	Quick Serve Restaurant Series	QSRM
Business Services Marketing Series	BSM	Restaurant & Food Service Mgmt. Series	RFSM
Entrepreneurship Series	ENT	Retail Merchandising Series	RMS
Food Marketing Series	FMS	Sports & Entertainment Mktg. Series	SEM
PRINCIPLES OF BUSINESS ADMINISTRATION – FIRST YEAR DECA MEMBERS ONLY			
Principles of Business Mgmt. & Administration	PBM	Principles of Hospitality & Tourism	PHT
Principles of Finance	PFN	Principles of Marketing	PMK
PERSONAL FINANCIAL LITERACY – COMPOSED OF INDIVIDUALS ONLY			PFL
TEAM DECISION MAKING EVENTS – COMPOSED OF 2 TEAM MEMBERS			
Business Law & Ethics Team Decision	BLTDM	Hospitality Services Team Decision	HTDM
Buying & Merchandising Team Decision	BTDM	Marketing Management Team Decision	MTDM
Entrepreneurship Team Decision	ETDM	Sports & Entertainment Team Decision	STDM
Financial Services Team Decision	FTDM	Travel & Tourism Team Decision	TTDM
BUSINESS OPERATIONS RESEARCH – WRITTEN – COMPOSED OF 1 TO 3 TEAM MEMBERS			
Business Services Operations	BOR		
Buying & Merchandising Operations Research	BMOR	Hospitality & Tourism Operations	HTOR
Finance Operations Research	FOR	Sports & Entertainment Marketing Operation	SEOR
PROJECT MANAGEMENT EVENTS - WRITTEN – COMPOSED OF 1 TO 3 CHAPTER REPRESENTATIVES			
Business Solutions Project	PMBS	Community Giving Project	PMCG
Career Development Project	PMCD	Financial Literacy Project	PMFL

Community Awareness Project	PMCA	Sales Project	PMSP
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INTEGRATED MARKETING CAMPAIGN EVENTS – WRITTEN – COMPOSED OF 1 – 3 MEMBERS			
Integrated Marketing Campaign - Event	IMCE		
Integrated Marketing Campaign - Product	IMCP	Integrated Marketing Campaign - Service	IMCS
ENTREPRENEURSHIP EVENTS – WRITTEN – Composed of 1 – 3 Members			
Innovation Plan	EIP	International Business Plan	IBP
Start-up Business Plan	ESB	Business Growth Plan	EBG
Independent Business Plan	EIB	Franchise Business Plan	EFB
PROFESSIONAL SELLING AND CONSULTING EVENTS – COMPOSED OF INDIVIDUALS ONLY			
Financial Consulting	FCE		
Hospitality & Tourism Professional Selling	HTPS	Professional Selling	PSE
ONLINE EVENTS – COMPOSED OF 1 - 3 MEMBERS			
Stock Market Game	SMG	Virtual Business Challenge Personal Finance	VBCPF
Virtual Business Challenge Accounting	VBCAC	Virtual Business Challenge Restaurant	VBCRS
Virtual Business Challenge Fashion	VBCFA	Virtual Business Challenge Retail	VBCRT
Virtual Business Challenge Hotel Mgmt..	VBCHEM	Virtual Business Challenge Sports	VBCSP

Online Competition

Check out these online activities for competition. You can find out all the guidelines along with the start and stopping dates of these competitive events. You can enter one or more of the online events and more information regarding the Stock Market Game <http://deca.org/smg.html> & Virtual Business Challenge <http://deca.org/pdf/VBCguide.pdf> can be found on these web sites. The top overall teams in both events are eligible to compete at the International Career Development Conference.

Scholarship & Honor Awards

This year the IFME will offer a number of scholarships and the amount and number of scholarships will be dependent upon the fundraising earned from their Marketing events. Graduating DECA members are eligible to apply for these scholarships as long as their Advisor is a member of IFME. There are 2 types of non-monetary awards – Frank Vignola and Honor Award. There is usually only 1 Frank Vignola but any number of Honor Awards can be presented. Check the web site <http://www.ildeca.org/advisors/scholarships.html> for the applications for the IFME scholarships, the Frank Vignola Award and the Honor Award.

All graduating members are eligible for the scholarships awarded by the Central Region Board and National DECA. Information regarding all these scholarships can be found on the National DECA web site <http://deca.org> and all the scholarship information will be available in October 2019.

Registration Information – Please read

Registration and hotel forms can be found at the <http://www.ildeca.org> web site. Click on the 3rd button down in the right column “Member-Conference Registration” button. Please read the directions first before completing the forms in order to save you time. **There are step-by-step directions with pictures online at the registration site.** Set-up the advisor hotel

room(s) first. If rooms are shared with another school make sure you complete that information. Make sure that you register each student separately for all their events (ex. John Smith will be listed on 4 separate lines because he is in BSM, BOR, LEP and CSP events). In order to insure your rooms at the hotel you must **email** the hotel form to them by the deadline date of February 4th or sooner; **however; if you have students drop and don't need a room please notify the hotel ASAP.**

Important Reminder – it is very important to get your registration form in as early as possible. We need to know how many are attending the conference and which event(s) so room assignments can be assigned in the program. Also the number of judges for each event is determined by the number of participating students in each event.

Adds, Drops, Substitutions & Changes

Once you submit your online registration it is locked. If you have to make changes you need to email those changes to Mark. **Please email the student's name and events to add or drop**. As soon as you know you want to add or drop a student or even change an event please do so right away, **even if it is past the refund date**. This will help make your registration process go smoothly at conference time.

Advisor Meeting Thursday Following Registration – 4:00 PM Midway Room This meeting is **mandatory** for all advisors. Plan to complete your registration on time so that you are ready to attend the meeting. This meeting will cover any program changes and other important information you will need for the conference.

Advisor Meeting Following Grand Awards Session

All advisors should attend this meeting, especially those who had a student that was on stage as a top 10 finalist. Many students enter more than one event at the state level and if they win in more than 1 event they must choose which event they want to compete in at ICDC. **(It is extremely important for the Advisor to know prior to the Grand Awards session which event the student prefers.)** *This means that the 5th – 13th place person might have the opportunity to represent Illinois DECA and compete at ICDC.*

After the meeting Advisors will be able to pick up their chapter's envelope(s) with the judge's role play evaluation sheets. Before Mark can email advisors their student results for all the competency based events I must get the ICDC registration completed and sent to DECA. Jim Weber will send you the written event judge result sheets. These scores will help you determine your student's strengths and weaknesses for future competition.

Any Advisor who has a student, who they feel deserves to attend ICDC, but wasn't an event winner, must seek special permission **in writing by sending an email** to Mark at Markildeca@att.net. **Please make sure that the student understands they are making a commitment for 2 days of activity and must attend all sessions.** **The 6 Voting Delegates must be willing to make all the interview sessions and the all-important voting session.** The academies include:

- Ignite – take your personal DECA experience to the next level and Ignite your passion for DECA
- Elevate – formerly Leadership Academy
- Empower – formerly Leads Academy
- Aspire – fast track to college and career success
- Thrive – develop your collaborations, communications critical thinking and creativity skills

Miscellaneous Information

If you or any of your students need a vegetarian meal in place of the normal banquet meal at IL DECA CDC please make sure you check this on the online registration. If IL DECA CDC falls during Lent (which is normally the case) we are granted special dispensation to have meat at the Friday banquet meal. **Vegetarian/Special meal requests should be submitted with your registration but must be received no later than February 12, 2020.** You will receive a special ticket in your registration packet which is turned in at the banquet.

Arriving Late or Leaving Early

If you have a student who will arrive late or has to leave the conference early due to another commitment please **download the online form**, complete the information and make sure you have all the signatures requested. THERE IS NOT A GUARANTEE A STUDENT WILL BE EXCUSED. Upon acceptance of the need, we will make sure the student is able to make up Thursday's Cluster test so he/she is not disqualified and receives their award if leaving early. **This form must be turned in at conference registration to Mark.**

Special Needs Student

If you know that a student with special needs will be attending the conference please complete the information when you register the student.

INTERNATIONAL CAREER DEVELOPMENT CONFERENCE (ICDC)

This year the ICDC will be held from **Wednesday, April 28, 2020 to Saturday, May 2, 2020 in Nashville, TN.** **The conference doesn't end until 11:00 PM so travel home will be on Sunday, May 3, 2020.** The theme is "Here We Go." Over 19,000 DECA members will be present. In order to attend this conference students must 1) earned the right by being a winner in their event, 2) invited by National DECA as a top 20 winner in one of the on-line events (i.e. Virtual Business Challenge Events, or Stock Market Game), 3) obtained special permission as a voting delegate, or 4) obtained permission to attend one of the other special academies (including SBE) or as a voting delegate.

Registration, Meetings & Hotel Information

As soon as DECA notifies us of the registration fee and hotel assignment it will be listed on the Illinois DECA web site and the 'Fact Sheet' handed out at the Advisor meeting following IL DECA CDC's Grand Awards ceremony. ICDC Conference registration for all Illinois Advisors will be online at our web site. If a student's name was spelled incorrectly on the membership roster please notify Mark ASAP to submit a name correction change to DECA.

1. **For this conference the hotel and registration payment check should be made payable to *Distributive Education Clubs of Illinois* and mailed to Mark. The hotel will not accept individual school payments but requires payment from Illinois DECA.**
2. **If you are sharing rooms with other schools please mark it that way on your registration form. By marking $\frac{1}{4}$, $\frac{1}{3}$, $\frac{1}{2}$, $\frac{2}{3}$, $\frac{3}{4}$ the program will automatically calculate your chapter's correct amount. In the dialog note box please say which school(s) you are sharing the room with. If you know the student's name please write in the name from the shared school.**

REGIONAL DECA ADVISOR MEETINGS

Each Region holds meetings at various times, usually once a month throughout the school year. Attendance at these meetings is very important and especially helpful to those Advisors that are new in DECA. Planning the Regional Fall Leadership Conference and Regional Competition (late January or early February) are two of the important events discussed at the meetings. This can be an excellent time for everyone to network and discuss items or concerns that new or young (< 3 years' experience) Advisors may have.

CONDUCT CODE, DRESS CODE & EMERGENCY INFORMATION

This form can be found at <http://www.ildeca.org>. Once you complete the form, keep the form for the other conferences related to Illinois DECA. If you attend CRLC and ICDC a separate form is required. These forms are kept by the Advisor and brought to each conference.

VERIFICATION OF SIGNED FORMS

This form is found online and must be turned in at each conference registration. This form verifies that you have all the required paperwork for each of the students you bring to any conference. I will have an extra form for Advisors to sign if you forget to bring one.

ILLINOIS FOUNDATION FOR MARKETING EDUCATION (IFME)

Mission Statement

Business and Marketing Professionals and Educators Providing Support Through
Scholarships, Business Leadership, and Educational Experiences to
Enhance and Promote
Marketing Education and the Illinois Association of DECA.

The Illinois Foundation for Marketing Education was established in 1959 by business professionals, educators and state staff who were interested in promoting marketing education. IFME is a non-profit organization. If you know of any business member in your

community who would like to join the Foundation please refer them to the IFME link located on our web site ildeca.org.

An Advisor representative from each area is invited to attend the IFME meetings as a non-voting member. The Advisor can then bring back to their individual area pertinent information regarding IFME along with deadlines for their various events. IFME does at least two major fundraisers each year to provide scholarships for qualifying DECA members. The number of scholarships awarded each year depends on the amount that is raised each year from their fundraising activities. Advisors should plan with their students to support activities sponsored by the Illinois Foundation for Marketing Education. The Foundation is comprised of business members in partnership with Illinois DECA.

IFME Activities

- Interview the state officer candidates during the screening process at the Fall Leadership Conference
- Judging at the Chartered Career Development Conference in March
- Develop and promote the Sports Marketing Seminar with the Chicago White Sox
- Develop and promote the Sports Marketing Seminar with the Chicago Bulls
- Award Illinois DECA members with monetary scholarships and non-monetary awards
- Continue to provide support to Illinois DECA through participation at IL DECA CDC
- Financially support the Officer Training Conference in the fall
- Provide learning experiences for students through DECI business partnerships
- Continue to offer a "Speaker's Bureau" in the classroom

FINANCING CHAPTER ACTIVITIES

The amount of capital required by any chapter of the Illinois Association of DECA (DECI) depends on the activities which it plans for the year. The amount will vary from year to year according to the interest of the members, conferences you attend and their cooperation in planning and completing projects. It is a good practice if the Advisor has their students pay a part or all of the cost for conferences and activities. The reason for this is so the student has ownership and it's not a free ride. It is also a good practice if the Advisor has a signed contract with each student and their parent(s)/guardian so that if a student drops out from the conference they are still required to pay their fair share and the chapter doesn't have to cover the cost. Every conference has a date after which no refunds are given for anyone who drops out, and the chapter is required to pay for everyone who is still registered.

There are three ways in which a chapter may raise the necessary funds. While the area, state, and national youth organizations generally rely on membership dues for financing their activity programs, local chapters use any or all of the following methods:

1. **DUES:**
 - a. **Chapter** - The dues paid by each member should provide for the per capita operating expenses of the chapter, and should be within the local school's

- policy for club dues. The amount should not be so large that it would prevent a student's belonging as an active member.
- b. **Region** – Each region has a set dues amount that offsets their regional competition awards and activities.
 - c. **State & National** - State dues are \$9 and National dues are \$8 per member.
2. **SAVINGS PLANS:** A fundraiser can be used as a savings plan. Students who participate in raising funds can use the amount that they earn for the chapter to defray their cost to attend conferences or other activities of their chapter. Each student member should be charged an amount to attend DECA conferences or activities so they have ownership of the total cost. When students have money invested in a DECA conference or activity it reduces the drop-out rate.
3. **SPECIAL ACTIVITIES:** From time to time, special sales projects may be found necessary if certain activities are to be undertaken. The sending of delegates to a state meeting, or holding an employer-employee banquet are examples of projects that usually are not paid for out of the dues account in the treasury. Some special projects used by various chapters are:
- A. The sponsorship of projects such as fashion shows or post-game dances.
 - B. Providing services such as operating the checkroom, running the school store or holding a car wash.

Well-planned sales projects can correspond with the general content of the Marketing Education program, for instance:

1. When the class is studying the economics of distribution, the chapter would be able to discuss the profit motive and plan the estimated profit that is needed to finance its program of activities.
2. When marketing is the class topic, the type of sales activity and the potential market might be determined.
3. When salesmanship and sales promotion are class subject areas, an effective sales force and promotion committee could be established for the activity, and so on.

NEW CHAPTER ADVISOR RECRUITMENT

If anyone knows of a school in their area that has a business teacher willing to start a new chapter (or renew a dropped chapter) please inform Mark Lyons or Jim Weber so that we can assist them. By helping to keep our membership numbers up (or increase our membership) we can insure that we maintain being able to send the top 3 state winners to ICDC. The number of eligible winners is determined by a formula set by National DECA based on the previous year's membership. This also determines how many slots we are allotted for Voting Delegates, Leadership Academy and Senior Management Institute.

COMPETITIVE EVENT TIPS

Each year at the Professional Development session held during the State Executive Conference (SEC), if time permits, helpful tips are presented and some of the Advisors

exchange information. The National web site also has links that show you the Performance Indicators (what exactly the students are judged on), the web site is <http://www.deca.org/competitions/2/>. Sample Exam Questions (multiple choice exam) and a Sample Event Role Play are also found at this web site. The two new Entrepreneurship events do not have samples. The *DECA Guide* is also a good source to read since it contains valuable information on not only the competency based events but also the written events. On page 74 it lists how penalty points are assessed for the written events. Students interested in competing in a written event should make sure that they follow all the guidelines pertaining to that event. Students are not allowed to participate at IL DECA CDC in a written event only – they must compete in a competency based event

If you are a new Advisor you might want to pick up some of the laps, tests, role plays and written event winners from previous years to help you learn what type of information your students need to focus on to be a winner. You can purchase these from DECA Images at the www.deca.org web site. The DECA Guide will also give you examples Always work with your students and have them role play with you or their parents or a local business professional. The IFME is always willing to help and you might even invite a Foundation member to assist in judging your students in the classroom or DECA meeting.

For the written events have your student(s) practice their presentation in front of their parents, family and peers. In team events make sure that all members present part of the presentation. For all events make sure that your student(s) introduce themselves to the judge and give a firm handshake. When a student is before the judge they must present themselves as assured and confident that what they are saying is what the role play is requesting. At the conclusion when the judge asks them questions make sure they take a moment to think out the best solution to the question before speaking.

HOW TO START & ORGANIZE A NEW CHAPTER

The most important factor in organizing a chapter is to make sure that you as the Advisor are committed to making it work. Our national organization, DECA, ensures that all competitive events are based on the National Standards. The next step is to make sure that your Administrators understand that DECA is a learning experience for the student members. Each year after the International Competition Illinois DECA receives the survey results explaining in each event category how our DECA students compared to the national average. For the past 3 years our students have rated equal or higher in most events. They will learn about business, marketing, distribution, entrepreneurship, advertising, sales and much more. Being involved in DECA means learning team work and leadership skills. DECA members also enjoy social activities and travel. Involve your administrators and counselors by inviting them to judge at your area competition or even at the Illinois DECA CDC held in Decatur, IL. This is possibly the best way to show them how DECA promotes learning and meets academic standards. Also, invite your local business community leaders to judge at area or state competition.

Beginning chapters usually start with as few as 10 members including the Advisor, but National DECA will allow new chapters with less than 10 members. Special permission is required for chapters with less than 10 members after the second year. Students joining DECA find it easier if they have an interest in a business career and/or are enrolled in a business class during the current school year. If your chapter is a club any student is eligible to be a member. National DECA has more information on their web site for starting a new chapter. Go to <http://www.deca.org/membership/start/> for more information.

Mark Lyons can be reached by email at mlyons@d131.org. Jim Weber can be reached at jweber-interaccess@sbcglobal.net. Please let us know if you have a problem or just a question. The Chapter Advisors in your specific Region will also be willing to help answer your questions; you'll find them a great support group. Make a point to attend your Regional meetings to learn what's happening and to meet your fellow Advisors.