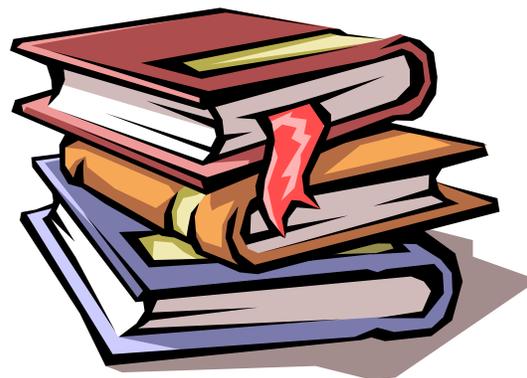


DECA STATE HANDBOOK

ARKANSAS



PUBLISHED 2010

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PREFACE

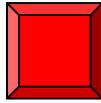
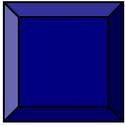
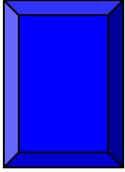
DECA is an integral part of the Marketing Education program. Each Marketing Education program should have an active DECA Chapter in order to provide for the fullest development of each student.

DECA provides a showcase for the accomplishments of the Marketing Education program, provides leadership training, develops civic consciousness, promotes social intelligence, and enhances the vocation understanding of the students. For students to receive the maximum benefits from DECA opportunities, it is the responsibility of each Marketing coordinator to attend every function of the Arkansas Association of DECA, and to insure full participation of his/her students.

It is the purpose of this handbook to guide Arkansas DECA chapters in organizing and planning their activities throughout the year. Much of the information has been gathered from other sources. By combining the information into one handbook, it is our hope that it will make it easier to use as a reference for the local DECA Advisor and your local DECA officers and members.

Procedures, rules and regulations that apply to the Arkansas Association of DECA have been included in this handbook, as well as pertinent National information and informational items that will assist the local Advisor and local DECA officers in organizing their program of work for the year.





GENERAL INFORMATION

SCHEDULE OF EVENTS

JULY

DECA State officer training meeting

AUGUST

Local DECA executive Committee Meetings

SEPTEMBER

DECA Membership Dues
DECA State Executive Committee Meeting
MDA Telethon

OCTOBER

Southern Region/SoNar Registration
Copy due for DECA Dimension for January/February issue
National DECA Week
NWA Mini Fall Leadership Conference
Central Arkansas Mini Fall Leadership Conference

NOVEMBER

Southern Region Leadership/SoNar Conference

DECEMBER

Copy due for DECA Dimension for March/April issue

JANUARY

SCDC Registration/Entries
DECA State Executive Committee Meeting
Deadline for DECA Membership for SCDC participation

FEBRUARY

National DECA Week
Arkansas State Career Development Conference (SCDC)

MARCH

Study session for Contestants attending ICDC

APRIL

International Career Development Conference (ICDC)

STATE OFFICERS

As set out in the Constitution, Arkansas DECA State Officers include the following:

President
Vice President of Membership
Vice President of Communications
Vice President of Finance
Vice President of Civic Consciousness



2010-2011 STATE OFFICER TEAM

President –Teryl Robinson

Advisor – Ms. Sherry Siler
Alma High School
PO 2139
Alma, AR 72921
479-632-2162
sbs61@yahoo.com

Vice President –Lacy Patterson
Communications

Advisor – Ms. Sherry Siler
Alma High School
PO 2139
Alma, AR 72921
479-632-2162
sbs61@yahoo.com

Vice President –Morgan Gower
Civic Consciousness

Advisor – Ms. Jill Rogers
Stuttgart High School
2501 S. Main
Stuttgart, AR 72160
870-674-1322
jarogers1987@yahoo.com

Vice President – Breanna Willis
Finance

Advisor – Ms. Debora Harris
North Pulaski High School
718 Harris Road
Jacksonville, AR 72076
501-982-9436
debora_harris@sbcglobal.net

Vice President –Phillip VanDenBerg
Membership

Advisor – Ms. Cindy Whitaker
Springdale High School
1103 W. Emma Ave.
Springdale, AR 72764
479-750-8832
cwhitaker@sdale.org

State Advisor – Jim Brock
Co-Advisor Ginger Fisher
Arkansas Department of Career Education
#3 Capitol Mall
Luther Hardin Building Suite 502
Little Rock, AR 72201
501-682-1768
james.brock@arkansas.gov
ginger.fisher@arkansas.gov

2010-2011 SECONDARY MARKETING TECHNOLOGY ADVISORS DIRECTORY

<u>SCHOOL</u>	<u>ADDRESS</u>	<u>COUNTY</u>	<u>TEACHER</u>	<u>SCHOOL PHONE</u>
Alma High School	PO Box 2139 Alma, AR 72921	Crawford	Ms. Sherry Siler sbs61@yahoo.com Mr. Ross White rwhite@almasd.net	479-632-2162 (fax) 479-632-5070
Arkadelphia High School	401 High School Drive Arkadelphia, AR 71923	Clark	Ms. Clarissa Mays maysc@apsd.k12.ar.us	870-246-1125 x728 (fax) 870-246-1154
Arkansas High School	1500 Jefferson Ave Texarkana, AR 71854	Miller	Ms. Teresa Dow tdow@txk.k12.ar.us	870-774-7641 (fax) 870-773-8408
Bentonville High School	1901 SE "J" St. Bentonville, AR 72712	Benton	Ms. Kimberly Wary kwary@bentonville.k12.ar.us Mr. Ben Lewis blewis@bentonville.k12.ar.us	479-254-5100 (fax) 479-271-1139
Bryant High School	200 NW 4th Bryant, AR 72022	Saline	Ms. Maria Swicegood mswicegood@bryantschools	501-847-5611 (fax) 501-847-5612
Clarksville High School	1703 Clark Road Clarksville, AR 72921	Johnson	Ms. Melinda Gould mgould@mail.cps.k12.ar.us	479-705-3207 (fax) 479-754-2492
Crossett High School	301 West 9 th Avenue Crossett, AR 71635	Ashley	Ms. Suzanne Ballard sballard@csd.k12.ar.us	870-364-2625 (fax) 870-364-4792
Dollarway High School	4900 Dollarway Rd. Pine Bluff, AR 71602	Jefferson	Ms. Christina Coby ms_coby_dhs@yahoo.com	870-534-3878 (fax) 870-534-1455
El Dorado High School	501 Timberlane Drive El Dorado, AR 71730	Union	Ms. Jackie Phillips jphillip@ehs.scsc.k12.ar.us	870-864-5127 (fax) 870-863-3309
Fayetteville High School	1001 West Stone Street Fayetteville, AR 72701	Washington	Ms. Linda Clay lclay@fayar.net	479-444-3050x116 (fax) 479-444-3056
Forrest City High School	467 Victoria Street Forrest City, AR 72335	St. Francis	Ms. Carla Hill carla.hill@frcsd.grsc.k12.ar.us	870-633-1464 (fax) 870-261-1844
Fort Smith/Northside High School	2301 North B Street Fort Smith, AR 72901	Sebastian	Mr. Ed Hansen ehansen@fortsmithschools.org	479-783-6882 (fax) 479-783-6882
Fort Smith/Southside High School	4100 Gary Avenue Fort Smith, AR 72901	Sebastian	Ms. Adina Boatright aboatrig@fortsmithschools.org	479-646-5123 (fax) 479-646-2413
Gravette High School	607 Dallas Street SE Gravette, AR 72736	Benton	Mr. Bob Johnson bjohnson@lions.k12.ar.us	479-787-4180 (fax) 479-787-4188
Harrison High School	925 Goblin Drive Harrison, AR 72601	Boone	Mr. Chris Dorman cdorman@gobs.k12.ar.us	870-741-0560 (fax) 870-741-2606
Huntsville High School	PO Box 1377 Huntsville, AR 72740	Madison	Ms. Angela Witt awitt@hhs.nwsc.k12.ar.us Ms. Tracy Ficht tficht@hhs.nwsc.k12.ar.us	479-738-2500 (fax) 479-738-2849
Jonesboro High School	301 Hurricane Drive Jonesboro, AR 72401	Craighead	Ms. Dana Rockwell rockwelld@mail.jps.k12.ar.us	870-935-2381 (fax) 870-933-5812
Little Rock/Central High School	1500 S. Park Street Little Rock, AR 72202	Pulaski	Ms. Brenda Futrell brenda.futrell@lrzd.org	501-447-1441 (fax) 501-447-1401
Little Rock/Fair High School	13420 David O. Dodd Rd. Little Rock, AR 72210	Pulaski	Ms. Shanda Macon shanda.macon@lrzd.org	501-447-1700 (fax) 501-228-3133
Little Rock/Hall High School	6700 H Street Little Rock, AR 72205	Pulaski	Mr. John Belford johnIII.Belford@lrzd.org	501-447-1925 (fax) 501-447-1901
Little Rock/McClellan High School	9417 Geyer Springs Rd. Little Rock, AR 72209	Pulaski	Ms. Nancy Leslie nancy.leslie@lrzd.org	501-447-2207 (fax) 501-447-2101

Morrilton High School	701 East Harding Morrilton, AR 72110	Conway	Ms. Gail Betts gbetts@scsd.k12.ar.us	501-354-9430 (fax) 501-354-9468
Ozark Mountain School District	PO Box 69 St. Joe, AR 72675	Searcy	Ms. Micki Marshall mmarshall@omsd.k12.ar.us Mr. Cody Hudson chudson@omsd.k12.ar.us	870-439-2213 (fax) 870-439-2604
Prairie Grove High School	840 North Mock Prairie Grove, AR 72736	Washington	Ms. Melissa Burton mburton@pgtigers.org	479-846-4212 (fax) 479-846-4207
Pulaski/Jacksonville High School	2400 Linda Lane Jacksonville, AR 72076	Pulaski	Mr. Jurel Guffey jurelguffey@aol.com Ms. Josephine Hagood josephinehagood@yahoo.com	501-982-2128 (fax) 501-421-0180
Pulaski/N. Pulaski High School	718 Harris Road Jacksonville, AR 72076	Pulaski	Ms. Debora Harris debora_harris@sbcglobal.net	501-982-9436 (fax) 501-241-2256
Pulaski/Oak Grove High School	10025 Oakland Drive North Little Rock, AR 72118	Pulaski	Ms. Michelle Camp mholderf@yahoo.com	501-851-5350x119 (fax) 501-851-5356
Pulaski/Robinson High School	21501 Hwy. 10 Little Rock, AR 72212	Pulaski	Mr. Bradley Pope gbradley_pope@yahoo.com	501-868-2400x40 (fax) 501-868-2405
Pulaski/Sylvan Hills High School	484 Bear Paw Rd. Sherwood, AR 72120	Pulaski	Ms. Laverne Jones ljones_204@yahoo.com	501-833-1100 (fax) 501-833-1104
Rogers High School	2300 S. Dixieland Rogers, AR 72756	Benton	Mr. Tom Woodruff twoodruf@rhs.k12.ar.us	479-636-2202 (fax) 479-631-3554
Rogers/Heritage High School	1114 S. Fifth Street Rogers, AR 72756	Benton	Mr. Jeff Shaw jshaw@rhs.k12.ar.us	479-631-3579 (fax) 479-631-3580
Russellville High School	2203 S. Knoxville Russellville, AR 72802	Russellville	Ms. Kate Harness kate.harness@rsdmail.k12.ar.us Ms. Karen Shaddon Karen.Shaddon@rsdmail.k12.ar.us	479-968-3151 (fax) 479-968-4264
Siloam Springs High School	1500 W. Jefferson Siloam Springs, AR 72761	Benton	Ms. Angela Amos Angela.Amos@sssd.k12.ar.us	479-524-5134 (fax) 479-524-8211
Springdale/Har-Ber High School	300 Jones Rd. Springdale, AR 72762	Washington	Ms. Ariana Langford alangford@sdaile.org	479-750-8777 (fax): 479-360-4250
Springdale High School	1103 W. Emma Avenue Springdale, AR 72764	Washington	Ms. Cindy Whitaker cwhitaker@sdaile.org Ms. Tracy Reed treed@sdaile.org	479-750-8832 (fax) 479-750-8811
Stuttgart High School	2501 S. Main Stuttgart, AR 72160	Arkansas	Ms. Jill Rogers jarogers1987@yahoo.com	870-674-1322 (fax) 870-673-7337
West Fork High School	359 School Avenue West Fork, AR 72774	Washington	Ms. Tracy Laird tlaird@westfork.k12.ar.us	479-839-3131 (fax) 479-839-8412

PROCEDURE FOR STATE OFFICER CANDIDATES

The procedures for students running for DECA State Officers are as follows:

1. An officer candidate must be currently in the 10th or 11th grades, enrolled in a Marketing related course and an active member of the local chapter of DECA, Arkansas Association of DECA and National DECA.
2. Candidate will declare for an office upon submission of his/her nomination form. All candidates may only run for the office which he/she declares.
3. Each officer candidate will be asked to give a three to five minute speech in support of his/her candidacy.
4. Each candidate will submit two letters of recommendation attached to the Nomination Form. One letter from the local chapter advisor.
5. A DECA member desiring to run for a state office will submit a completed Nomination Form and all supporting letters required as specified in the State Conference packet.
6. The maximum number of state officer candidates that can be nominated by a chapter shall be limited to two in any one year.
7. Members wishing to run for a state office should read carefully the State Officer Activities Code and understand the responsibilities involved.
8. Special note should be made of the list of meetings the officer is required to attend during his/her term. These meetings are listed on the back of the Nomination Form.

ARKANSAS ASSOCIATION OF DECA STATE OFFICER ACTIVITIES CODE

Executive Committee-any meeting or activity that requires the attendance of the full slate of seated officers. This is to include conferences both in and out-of-state: Executive Committee Meetings where legislation is required; and Planning Sessions or Leadership Development Workshops.

****CARE WILL BE EXERCISED TO REQUIRE THE FEWEST DAYS OF SCHOOL MISSED****

OFFICERS OR PROSPECTIVE OFFICERS SHOULD BE AWARE OF THE LOCAL POLICY BEFORE COMMITTING TO SERVE. ANY DECA MEMBER SEEKING STATE OFFICE SHOULD HAVE THE PERMISSION OF THEIR LOCAL ADMINISTRATION AND THE NECESSARY COOPERATION OF THEIR CHAPTER ADVISOR BEFORE SUBMITTING THEIR NOMINATION.

All prospective officer candidates . . .

*^ 1. . . . will be determined to be in good academic standing and not be in jeopardy of any disciplinary action from their local school or district;

*^ 2. . . . shall have a record of attendance and promptness that predicts dependability and be recommended as being reliably prompt and diligent in handling assignments, both academic and DECA-related;

*^ 3. . . . shall be recommended as being trustworthy in word and deed and as having displayed qualities of leadership essential to represent Arkansas DECA;

*^ 4. . . . shall be recommended as having displayed the interpersonal competencies, academic, intellectual, communicative and calculating skills to advance the aims and goals of Arkansas DECA.

*^ 5. . . . shall be enrolled in Marketing Education related course (s) from the Marketing Education Curriculum Design; and shall be a member in good standing BY VIRTUE OF THE NATIONAL DECA ROSTER when nominated;

*^ 6. . . . shall have been in attendance at the DECA State Conference with local chapter advisor present when the State Officer elections for the service year were held;

^ 7. . . . shall abide, at all times, by the **CODE OF CONDUCT** and other codes of Arkansas DECA as established by the Executive Committee, DECA Board of Directors, or the DECA State Chairman/State Advisor. Any violations of these codes could result in officer resignation or removal from office;

^8. . . . shall attend ALL Executive Committee meetings and all training activities sponsored by the state office. Any officers who misses an above mentioned activity will be referred to the Judicial Committee, with the Parliamentarian serving as chairman;

^9. . . . shall understand that election to office **does not** guarantee reimbursement for the duties of office; however, officer are required to fulfill the duties of their office as outlined in the DECA State Handbook;

^10. . . . shall understand that any DECA State Officer may be removed from office for "just cause" by his/her local chapter advisor. **ALL SERIOUS CASES WILL BE DEALT WITH BY THE STATE DECA EXECUTIVE COMMITTEE, DECA BOARD OF DIRECTORS, AND/OR THE STATE CHAIRMAN AND STATE ADVISOR.**

* The local chapter advisor will make recommendations

^ As adopted by the DECA Executive Committee

DECA EXECUTIVE COMMITTEE

The governing body for the Arkansas Association of DECA is the DECA Executive Committee composed of the following individuals:

- DECA State Officers
- DECA State Advisor
- State Program Manager for Business and Marketing Education
- State Officer Sponsors (two)
- Professional Division of DECA (two voted annually to serve three year terms) (6)

DECA State Officers shall be elected for a one year term each year at the State Career Development Conference.

DECA State Advisor is the Area Supervisor in Business and Marketing Education assigned the responsibility by the State Program Manager for Business and Marketing Education.

State Program Manager for Business and Marketing Education is the individual employed by the Arkansas Department of Workforce Education in this position.

State Officer Sponsor are the individuals appointed by the State DECA Executive Committee from the advisors of the newly elected state officers.

Professional Division of DECA is the organization of local DECA Advisors who will elect tow “at-large” representatives annually to serve three-year terms on the Executive Committee.

PROFESSIONAL DIVISION REPRESENTATIVES DECA EXECUTIVE COMMITTEE

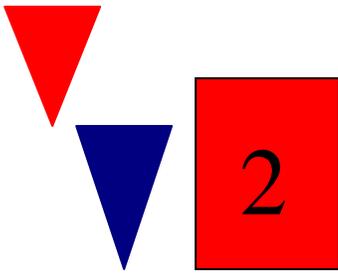
<u>Representative</u>	<u>Term Expires</u>
Jurel Guffey, Jacksonville High School	2012
Karen Shaddon, Russellville High School	2012
Kate Harness, Russellville High School	2010
Debora Harris, North Pulaski High School	2010
Sherry Siler, Alma High School	2011
Melinda Gould, Clarksville High School	2011

STATE STAFF

The State Staff responsible for working with Marketing Technology and DECA are the state supervisors, area supervisors and support staff in the Business and Marketing Technology office of the Arkansas Department of Workforce Education.

They are:

State Supervisor/Program Manager/ DECA State Co-Advisor	Jim Brock
Area Supervisor/DECA State Co-Advisor	Ginger Fisher
Areas Supervisor/FBLA & PBL State Advisor	Peggy Wakefield
Area Supervisor/Mid-Level FBLA State Advisor	LaTrenda Jackson
Area Supervisor	Tim Johnston
Support Staff/FBLA-PBL, DECA, Secretary	Brian Looper



DECA FACTS

FACTS FOR DECA MEMBERS

When Promoting DECA . . .

When Promoting DECA, attempt to use the DECA creed, DECA tagline, DECA theme and association name as much as possible for identity purposes. Because of the change in our program area name to Marketing Education, promote DECA using the letters D E C A only. Do not use Distributive Clubs of America.

What is DECA?

DECA is a co-curricula, student-centered organization specifically designed to provide activities that will motivate secondary students to learn marketing competencies that will prepare them to become skilled, employable workers in the field of marketing. The purpose is to provide learning opportunities to Marketing Education students through goal-oriented chapter activities. The focus of these activities is always upon developing greater understanding and appreciation of marketing, merchandising and management. These activities contribute to occupational competence by promoting greater understanding and appreciation of the responsibilities of citizenship in our private and free enterprise system.

DECA activities provide members with an opportunity to serve as leaders and followers, and with an opportunity for them to receive local, state, or national recognition which may not otherwise be available.

What is the DECA Emblem?



What is the DECA Tagline?

Developing Leaders for Marketing, Management and Entrepreneurship

What are the DECA colors?

Blue and Gold

What is the DECA Creed?

I believe in the future which I am planning for myself in the field of marketing and management, 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.

DECA HISTORY

During the period between 1937 and 1942, when cooperative programs in marketing education or distributive education as it was called then were becoming more widely established, the students in these marketing and distributive education classes began to form Distributive Education Clubs. This was a spontaneous effort on the part of the students and teachers and occurred simultaneously throughout the country. Why did this happen and what needs were these clubs filling? Several basic factors were involved.

First, Distributive Education students were employed away from school campus at their training stations during the afternoon—at a time when many of the other students in their school were involved with the school's extra-curricular activities. The distributive Education students were, therefore, missing a very important part of school life. Secondly, these students of Distributive Education had a common interest – their great personal desire for professional and personal growth. Thirdly, they felt the need to belong, to develop professionally and socially, and to be part of the group.

Thus, school “clubs” began to spring up all over the country. These early “clubs” adopted many names – Future Retailers, Future Distributors, Future Merchants, and Distributive Education Clubs.

Between 1941 and 1944, when it became apparent that the strength of local units was growing and when they began to feel the need to communicate with each other, a few states held state-wide meetings of Distributive Education Clubs. By 1945, a few states had officially organized State associations and were holding state conferences. During this time, the idea of a national organization was born.

In 1946, the United States Office of Education invited a representative committee of State Supervisors of Distributive Education to meet in Washington, D. C., with representatives of the USOE, and the American Vocational Association to develop plans for the national organization of Distributive Education Clubs and to prepare a tentative constitution and an organizational chart.

As a result of this preliminary meeting, the national organization was launched and the first Interstate Conference of Distributive Education Clubs was held in Memphis, Tennessee, in April, 1947. At that

meeting, delegates from twelve states unanimously adopted a resolution to form a national organization. The organization was officially endorsed by the National Association of State Directors of Vocational Education, meeting at the same time in Chicago, Illinois. Officers were elected and committees were appointed to prepare a charter application and a constitution for consideration at the next year's conference.

Arkansas was represented at the meeting by Mr. Arch W. Ford, Director of the Arkansas Department of Education and the J. Marion Adams, longtime director of Vocational Education in Arkansas. As one of the charter states of DECA, Arkansas has participated in the growth and development of DECA.

The second national conference, held in St. Louis, Missouri, in 1948, saw the adoption of the constitution and the official name, The Distribution Education Clubs of America, designated DECA, and the acceptance of 17 charter member states. These were: **Arkansas**, Georgia, Indiana, Kansas, Kentucky, Michigan, Missouri, North Carolina, Ohio, Oklahoma, South Carolina, Tennessee, Texas, Utah, Virginia, and Washington.

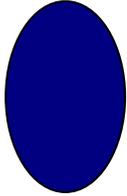
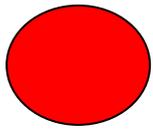
MISCELLANEOUS INFORMATION

DECA, INCORPORATED – The term “DECA, Incorporated” refers to an organization which should not be confused with the student organization of DECA. DECA, INC. is the legal identity of the adult group responsible for the student program. Its members consist of those adults who have been named by the State Association, or the person designated by the State Association, in those states, territories or chartered units affiliated with the student program. The primary purpose of DECA, Incorporated is to serve as the sponsoring agent for the student program known as DECA, An association of Marketing Students.

BOARD OF DIRECTORS – A Board of Directors, composed of fifteen members elected or appointed by DECA, Inc., set policy for National DECA.

NATIONAL ADVISORY BOARD (NAB) – The National Advisory Board consists of business representatives of sponsoring corporations. The NAB acts in an advisory capacity to DECA's Board of Directors and staff and serve as liaison for financial interests involving DECA development.

Several of DECA's NAB companies contribute articles to DECA Dimensions and sponsor individual projects such as competitive events, entrepreneurship programs, scholarships and the Free Enterprise Project.



CHAPTER ORGANIZATION

WHY HAVE A CHAPTER?

Students today want a voice in their education and an opportunity for self-expression; DECA provides such as opportunity. DECA is a student-centered organization that is run by and for the students, while providing and encouraging:

- opportunities for professional growth through vocational understanding activities;
- an awareness of service to the school, community, and business through Civic Consciousness projects;
- opportunities to increase skills in communication;
- opportunities to meet and learn to deal with others;
- a sense of belonging and the sharing of thoughts and experiences with other students through social intelligence experiences;
- understanding of the value of group consensus and decision making;
- the realization of compromise for the good of the majority;
- individual opportunities for expression;
- recognition for a "job well done" through leadership development opportunities.

DECA provides the most natural avenue for a teacher to recognize individuals and/or group achievement.

CHAPTER ADVISOR RESPONSIBILITIES

1. Initiate the organization of the DECA activities by the Chapter.
2. Assist in the plan for securing an effective and efficient group of officers by setting criteria for candidates and letting candidates know of the responsibilities of each office.
3. Instruct newly elected officers concerning their duties and provide all members with leadership training.
4. Assist students in establishing adequate DECA Chapter records and accounts. Insure that programs will be adequately financed.
5. See that DECA Chapter meetings are held regularly and conducted in a business like manner.
6. Encourage new DECA members to participate and get into the spirit of the DECA activities.
7. See that every DECA member is involved and accepts responsibility for his or her share of the duties.

8. Meet regularly with your chapter officers and Executive Committee to assist with leadership and Chapter business.
9. Advise leaders and individual members and committees on problems and activities.
10. Encourage participation in state, regional and national conferences. Help students prepare for leadership activities and participation in all levels of competition.
11. See that all ceremonies, initiations, public performances, and displays are carefully planned.
12. Keep school administration, the faculty and the public posted on activities and accomplishments.
13. Encourage and help provide avenues for parental and advisory committee involvement.
14. Keep abreast of new developments in DECA and call them to the attention of the members.
15. Utilize the DECA Chapter as leadership training by impressing upon the membership that it is their organization.
16. See that the DECA Chapter takes advantage of every opportunity to widen the scope of learning opportunities.
17. Become thoroughly versed in the history, principles, constitution provisions, ceremonies, typical activities, parliamentary procedure, and other essentials of the organization.

INTEGRATING DECA INTO MARKETING EDUCATION

The DECA program of activities complements, supplements, enriches, and strengthens the instructional program of Marketing Education. Combined with classroom instruction and significant projects, DECA activities give greater scope and depth to the total instructional program. Success in the field of marketing is dependent upon attitudes that lend themselves to leadership development within an educationally oriented, student-centered program. DECA provides an avenue for the enrichment of the instructional program through competitive events and activities planned by students under the guidance and direction of the teacher/coordinator.

Because of the co-curricular nature of DECA with respect to the competency based competitive event format, the teacher/coordinator is in a position where students will not only be prepared for competitive events, but will also have the competency-based knowledge, skills, and attitudes required for entry and advancement in marketing occupations.

MARKETING EDUCATION TEACHERS USE DECA

- To complement classroom and/or employment instructions
- To encourage student responsibility
- To develop student leadership
- To develop and strengthen a close student-teacher rapport
- To instill proper social responsiveness and an appreciation for the free enterprise system

STEPS TO CHAPTER ORGANIZATION

When properly organized, the Chapter will be of great assistance to a teacher rather than add to his/her workload. The Chapter is a visible "show window" for your program. Through DECA, the public learns of the Marketing Education program and its purposes. It offers an opportunity to display teaching accomplishment and student job performances. It affords the opportunity to involve interested parents and lay leaders in the ME program. It provides a "teaching tool" for the instructor that can be utilized to bring out the best in each student members as a co-curricular activity.

The Marketing Education Teacher acts as the local Chapter Advisor. Membership eligibility is governed by national and state constitutions and bylaws and the local Chapter constitution.

Chapter meetings may be scheduled at any time convenient to the majority. Committee meetings may be organized to eliminate the necessity of having many Chapter meetings of the total group. All DECA activities must be approved by the Chapter Advisor and/or the local school administration.

Many factors go into the making of a strong local Chapter of DECA. Among these are an alert and vigorous membership, and interested and sympathetic teacher/advisor, the selection of the best leadership in the group as officers, and cooperation on the part of the school and the local business community. However, the most important factors are the teamwork and interest of the members and their determination to make their Chapter an outstanding unit of their own creation. The Advisor should use the following suggestions to allow students a voice in what is happening:

1. Explain to the students the values of DECA as a part of the ME program.
2. Discuss the history and development of DECA.
3. Allow students to react and ask questions about joining DECA
4. Follow procedure for establishment of an in-school student organization and develop a constitution.
5. Investigate the possibility of a Chapter Advisory Board (may be the same committee that serves for the instructional program).
6. Discuss the characteristics of a good member.
7. Discuss the characteristics of a good officer.
8. Discuss the qualifications for and duties of each officer and set up guidelines for local campaigning and/or officer election.
9. Collect or get a firm commitment for collecting all local, state and national fees.
10. If a new Chapter, discuss the constitution, then vote on its acceptance.
11. Elect officers.
12. If a new Chapter, submit an application for DECA Charter to your State Association Advisor.
13. Complete DECA Membership Roster and submit along with state and national dues to National DECA.
14. The Executive Committee should take the responsibility for planning and development.

15. Committee appointments should include all Chapter members.
16. Cover basic elements of:
 - A. Parliamentary Procedure
 - B. Developing an agenda
 - C. Conducting a Chapter meeting
17. Newly elected officers submit program of work and budget to membership for acceptance.
18. Decide on regular meeting schedule.

SUGGESTED CHAPTER CONSTITUTION

Constitution of _____ Chapter, Arkansas Association of DECA

Article I -- Name

- Section 1. The Official name of this organization shall be (school) Chapter of Arkansas Association of DECA.

Article II -- Purpose

- Section 1. To assist our members in the growth and development of DECA.
- Section 2. To develop a respect for education in marketing, merchandising, management and distribution which will contribute to occupational competence.
- Section 3. To promote understanding and appreciation for the responsibilities of citizenship in our free, competitive enterprise system.

Article III -- Organization

- Section 1. The (school) DECA Chapter, Arkansas Association of DECA, is an organization of students enrolled in Marketing Education classes.

Article IV -- Membership

- Section 1. The (school) DECA Chapter may be chartered as a member of Arkansas DECA upon approval of the Arkansas DECA Executive Committee.
- Section 2. The classes of membership that shall be recognized are:

High School Members
Alumni Members
Professional Members
Honorary Life Members

Article V -- Voting

- Section 1. (school) DECA Chapter members shall exercise their franchise in Arkansas DECA through voting delegates as may be approved by the Arkansas Association of DECA.

Article VI --Meetings

- Section 1. Regular meetings shall be held at least once each month during the school year.
- Section 2. Parliamentary procedure of all meetings will be governed by Robert's Rules of Order, Newly Revised

Article VII -- Officers

- Section 1. The officers of the (school) DECA Chapter shall consist of a president, vice-president, secretary, treasurer, reporter and parliamentarian; and each shall exercise the usual duties of the office to which he/she has been elected.

Section 2. The officers of the (school) DECA Chapter shall be nominated and elected by ballot at the first business meeting of each school year. A majority vote of the members shall be necessary to elect.

Article VIII -- Advisors

Section 1. The (school) DECA Chapter Advisor shall be the Marketing Education teacher of the (school) ME program.

Article IX -- Finances

Section 1. (school) DECA Chapter will be responsible for State and National DECA fees according to the number of individual members claimed in each membership classification times the amount established for that classification.

Section 2. The (school) DECA Chapter Advisor shall be responsible for the DECA Chapter finances and will furnish an annual audit to the members.

Article X -- Emblem and Colors

Section 1. The emblem of (school) DECA Chapter shall be the same as used by the National DECA and protected from infringement by patent as filed with the U.S. Patent Office. The wearing and use of this emblem will be governed by DECA, Inc.

Section 2. The colors of the (school) DECA Chapter shall be blue and gold.

Article XI -- Amendments

Section 1. To amend this Constitution, the proposed amendments must be presented in writing by a DECA member to the president. The president will present the amendment to the membership where it must be approved by a three-fourths majority vote for adoption.

Article XII -- Rules, Regulations and Bylaws

Section 1. Such rules, regulations and bylaws as are deemed necessary for the proper conduct of this organization shall be adopted.

Section 2. No rules, regulations, or bylaws shall be adopted which are contrary to this Constitution.

Section 3. In all meetings, Robert's Rules of Order, Newly Revised, shall serve as standards of procedure.

LEADERSHIP DEVELOPMENT

A well qualified, enthusiastic and dependable group of officers is important for the growth of each Chapter. With capable officers, the business of the Chapter will be conducted in the proper parliamentary fashion, an effective program of action which includes all members will be maintained, records and minutes will be up to date and complete, good publicity will be forthcoming, and all members will grow personally and professionally.

When electing officers, the membership should give careful consideration to their selection. It is a mistake to look only for the most popular members. The prime considerations should be enthusiasm, experience and a willingness to learn and work hard for the membership. All Chapter members should have a general understanding of the duties and responsibilities of each office as well as knowledge of the qualities of leadership to look for, since only with this understanding and knowledge can an effective team of officers be elected.

Consider those people who can communicate their ideas and feelings and yet are willing to listen and to understand the need for democratic procedures, respect the rights, the ability, and dignity of every member. They are able to convey enthusiasm and inspire confidence. They have the courage of their convictions, but are willing to put the good of the Chapter before their personal desires.

A good leader must have certain qualities which can be learned by the average person if that person works on these qualities intelligently. These qualities are also highly desirable in everyday life. The qualities of a leader are as follows:

1. A leader respects the rights and dignity of others. He/she realizes that every person can make worthy contributions.
2. A leader is willing to accept responsibility and do his/her part through work within the group.
3. A leader is able to work and get along with people in a friendly and peaceful manner. He/she must be straightforward, agreeable, and industrious. The leader praises where praise is due, and is sensitive to the basic trends and moods of the group.
4. A leader is able to communicate thoughts and feelings in a clear and understandable manner as well as to verbalize the ideas of the group.
5. A leader is well informed on matters which concern the group. He/she arrives at a decision only after having had an opportunity to secure and study pertinent information.
6. A leader is confident. He/she possesses integrity and also shows trust toward group members.
7. A leader is optimistic and enthusiastic; he/she believes that group action can overcome obstacles and solve problems. He/she works within the group with "zest" and enjoyment.
8. A leader is open-minded. He/she does not claim to have all the answers, he/she seeks the opinions of the group and accepts and supports them if they seem best for the group. A leader is willing to compromise on issues.
9. A leader has strength of conviction. He/she will "take a stand" and be counted.
10. A leader will show initiative in getting the group started thorough sound and careful planning. He/she leads the group discussion with knowledge rather than with reckless abandon.

CHAPTER OFFICER RESPONSIBILITIES

President

1. Preside over and conduct Chapter meetings in accordance with accepted parliamentary procedure.
2. Keep discussion on the subject.
3. See that all time limits are observed.
4. Select and appoint members to serve on committees.
5. Represent the Chapter at special school events and before civic clubs and other out-of-school organizations.
6. Coordinate and guide the efforts of all Chapter Officers.
7. Serve as ex-officio member of the Leadership Committee.
8. Consult regularly with Advisor on the progress of the Chapter's program of action.
9. Determine the need for and call any necessary special Chapter meetings.
10. Promote energetic activity on the part of Chapter members through the display of his/her own enthusiasm.
11. Conduct himself/herself at all times in a manner that reflects credit upon the Chapter.
12. Counsel with other Chapter officers concerning their duties and responsibilities.
13. Begin the meeting on time. (Members will be there if they know the meeting will begin at a specific time.)
14. Be sure a quorum is present before beginning the business portion of meeting.
15. Always keep the meeting under control. Limit the debate on the part of any one individual in the interest of keeping the meeting on the subject. Use the gavel of authority when necessary.
16. Conduct the meeting according to parliamentary law.
17. Refer to yourself as "the Chair."
18. Be impartial at all times
19. If some member wants to suspend the regular order of business, it must be done by formal motion and be carried by a 2/3 vote. This helps many times to keep the members "on the ball."
20. Recognize any member who wishes to speak.
21. Do not permit discussion until motion is made, seconded, and stated by the chair.
22. State a motion clearly and, before taking a vote, be sure that all understand the question

23. Announce the results of the vote.
24. Do not vote except in case of a tie.
25. Permit the vice president, or maker of the motion, to put a question to vote if the question concerns the president alone.
26. Close the meeting on time, but not too abruptly.
27. Protect any and all permanent records of the Chapter.
28. Be prepared at every regular meeting to give the Chapter information about any unfinished business.
29. Serve as an ex-officio member on the Social Committee.
30. Serve as an ex-officio member of the Financial Committee.
31. Be prepared to advise the presiding officer and other Chapter members on points of parliamentary procedure.
32. Have reference material pertaining to acceptable parliamentary procedure available to refer to should the need arise.
33. Make sure the will of the majority is carried out, and the rights of the minority preserved.

Preparing Your Agenda

I. Call to Order

By chairman or president

II. Opening Ceremony (optional)

(flag salute and/or extended greetings; recite DECA creed)

III. Roll Call of Members (optional)

IV. Approval of Previous Meeting's Minutes

- A. distribute minutes before meeting for members to read
- B. read minutes to group

V. Officer's Report

VI. Committee Reports

- A. standing committees that serve all year and are provided for in the by laws
- B. special committees that are appointed for a specific purpose and limited time

NOTE: committee chairman gives a report and may make a recommendation or a motion on behalf of the committee.

VII. Unfinished Business and General Orders

- A. pending questions from last meeting
- B. questions postponed to this meeting

VIII. New Business...Itemize

IX. Announcements

X. Adjournment

An agenda can be altered under two circumstances once the meeting has begun:

- A. suspension of rules: order of business can be changed by two-thirds vote so that a matter may be considered sooner than the agenda calls for
- B. narrowing agendas to fit meeting time; this calls for prioritizing agenda items and setting time limits for each

Vice President of Membership

1. Preside over Chapter and Executive Committee meetings in the absence of the president.
2. Assume the full duties and responsibilities of the president should he or she be absent for a long period or leave the Chapter permanently.
3. Encourage individual members to establish “thrift accounts” or regular savings plan.
4. Record all receipts by name of member or from other source by name.
5. Protect the rights of each individual.
6. Preserve a spirit of harmony within the group.

Vice President of Communications

1. Answer all incoming Chapter correspondence.
2. Be responsible for the posting of items of common interest and benefit on the classroom and/or school bulletin boards.
3. Read letters and/or other communications at Chapter meetings.
4. Send news to state reporter and the National DECA office.
5. Prepare articles for publications in school and local newspapers.
6. Contact and acquaint the editors of school and local newspapers with the aims and purposes of Marketing Education.
7. Keep a cumulative file of clippings, pictures, charts, copies of special programs, etc., and assist in building the Chapter’s “public Relations” manual.
8. Gather and classify of DECA news.
9. Prepare articles for publication in local, state and national news media.
10. Develop a working relationship with local media personnel and supply them with DECA news.
11. File clippings, pictures, etc., on all DECA activities and maintain all records.

Vice President of Civic Consciousness

1. Enable an assembly to transact business with speed and efficiency.

Vice President of Finance

1. Take notes and prepare adequate minutes of each regular and called meeting of the Chapter.

2. Keep a proper file of copies of all outgoing and incoming correspondence.
3. Prepare all necessary Chapter records.
4. Keep a proper record of votes cast – especially on important issues.
5. Be prepared at every meeting: minutes of previous meeting, a record of committees and their past reports, the Chapter’s program of action and a copy of a State and National DECA Handbook.
6. Be sure to take down the minutes of ALL meetings – formal, informal, and called meetings. Your record is important.
7. Your minutes should always show the names of the members who have been appointed to committees – with the name of the chairperson, if any designated.
8. If the Treasurer's Report is not included in your minutes as read, you should have a copy of the same attached to your minutes.
9. Minutes are important enough to be written in the permanent minute book, not on small pieces of paper. Any corrections which are made in the minutes as read should appear in the margin.
10. The signature of the presiding officer on the minutes, with any approved corrections, is important. It completes the record.
11. Record in your minutes what is DONE not what is SAID.
12. Always record the exact wording of the motion, whether they are carried or lost in the voting, and make a record of who made the motion.
13. If you can’t get the exact wording of the motion, you have the every right to halt the proceedings long enough to do by requesting the presiding officer to have the motion repeated slowly enough for you to make a record of it.
14. Receive an account for all funds, which come into the Chapter treasury.
15. Assist in the preparation of a statement of estimated receipts and expenditures for the year.
16. Keep financial records neat, accurate, and up-to-date.
17. Collect all individual, state, and national Chapter fees and be responsible for their disbursement to the state and/or national treasury.
18. Pay our funds on authorization of the Chapter.
19. Encourage individual members to establish “thrift accounts” or regular savings plan.
20. Protect the financial reputation of the Chapter by seeing that obligations are promptly met.
21. Help plan and execute the ways and means of providing for Chapter income.
22. Prepare necessary statements of receipts and expenditures.
23. Keep your records in ink in a permanent ledger.

24. Record all receipts by name of member or from other source by name.
25. List all money paid out by date and to whom it was paid.
26. Never pay out any of the Chapter's money without proper authority; obtain receipt from the person to whom paid EVERY TIME.
27. Keep your records current at all times. Don't put off making the entries in your book.
28. Be in position to make an accurate report to the members at every regular meeting.

Sample Minutes

DECA
(School Name)
(Date)

- CALL TO ORDER** The regular meeting of the Anywhere High School Chapter of DECA was called to order by President Bill Green at 2 p.m. on January 26, 19__, in Room 218 at Anywhere High School in, Anyplace, Arkansas. Secretary Marianna Speck called the roll. All members were present. The minutes of the last meeting were read and approved.
- OFFICER REPORTS** Treasurer Gay Huckleberry reported a fund balance of \$3,575.25.
- STANDING COMMITTEE** The Special Committee appointed to investigate and report on participating in the school-wide Track and Field day reported through its chairman, Alan Jones, a motion which was adopted as follows: "That the Anywhere High School DECA Chapter sponsor a team in the school-wide Track and Field day."
- UNFINISHED BUSINESS** The motion relating to the State Career Development Conference which was left pending when the last meeting adjourned was taken up. After debate and amendment, the motion was adopted as follows: "That the Chapter pay registration fee for the 20 members who will attend the State Career Development Conference."
- NEW BUSINESS** Laura Denton moved to invite Mike Hutsell, Manager of Wal Mart to speak at the February 24 meeting. Nathan Habor moved to amend the motion by striking out February 24 and inserting March 26. On the motion Mary Short, the motion to invite Mike Hutsell, with the pending amendment was referred to the Speaker's Committee with instructions to report at the next meeting.
- PROGRAM** The President introduced the guest speaker, John Hutton, who spoke on student leadership.
- ADJOURN** The meeting was adjourned at 3 p.m.

All Officers

1. Assist the president in the discharge of duties and responsibilities.
2. Coordinate and guide the efforts of all Chapters committees; serving as an ex-officio member on the Civic Committee.
3. Always stand when presenting business and directing the group in action. It is permissible to sit down while the business is being transacted or matters are under discussion on the floor.
4. When you want to enter the debate, leave the chair and do your talking from the floor. If you want to make or discuss a motion personally—and occasionally this may be necessary—you should leave the chair and do so from the floor. (You may give information, but not opinions, while in the chair.
5. Always remember that when you leave the chair, the meeting must be turned over to the vice president or other person whom you designate.
6. Sit down after granting floor to a member and remain seated while the member discusses the question.
7. Require all remarks to be addressed to the chair. (Don't permit members to discuss the question among them selves nor address questions or remarks to each other.)
8. Be interested in and willing to help other Chapter members.
9. Be ever alert and call the Chair's attention to significant irregularities in procedure.
10. Be prepared to explain any irregularity and its effect on the fair and equal rights to all Chapter members.
11. Make sure Chapter meetings are conducted orderly. Know Parliamentary law. (Be acquainted with Robert's Rules of Order, Newly Revised.)

Parliamentarian

1. Be interested in and willing to help other Chapter members.
2. Be prepared to advise the presiding officer and other Chapter members on points of parliamentary procedure.
3. Have reference material pertaining to acceptable parliamentary procedure available to refer to should the need arise.
4. Be ever alert and call the Chair's attention to significant irregularities in procedure.
5. Be prepared to explain any irregularity and its effect on the fair and equal rights to all Chapter members.

Guides for the Parliamentarian

1. Make sure Chapter meetings are conducted orderly. Know Parliamentary law. (Be acquainted with Robert's Rules of Order, Newly Revised)
2. Enable an assembly to transact business with speed and efficiency.
3. Protect the rights of each individual.
4. Preserve a spirit of harmony within the group.
5. Make sure the will of the majority is carried out, and the rights of the minority preserved.

PARLIAMENTARY PROCEDURE

Parliamentary procedure is based on rights – rights of the majority, rights of the minority, rights of individual members of an assembly, rights of absentees, rights of the assembly as a whole, and the rights of all these groups together. It is the best method yet devised to enable any group of any size to come to a decision on a maximum number of questions in a minimum amount of time under any kind of conditions.



Purpose and Principles

The purpose of parliamentary procedures are:

1. To enable an assembly to transact business with speed and efficiency.
2. To protect the rights of the individual.
3. To preserve the spirit of harmony within the assembly.

The following are some general principles upon which parliamentary procedures are based:

1. Only one main subject may be considered at one time.
2. Each member's rights are equal to those of his/her fellow members.

3. The majority has the right to work its will and its decisions must be followed.
4. The minority has the right to be heard.

Glossary of Basic Parliamentary Procedure Terms

Adjourn – To close the meeting when no motion is pending and there is no further business, the chair says, “Is there any further business? Since there is no further business, the meeting is adjourned. Or a member may obtain the floor and say, “I move to adjourn.”

Amend – A motion to modify the wording—and within certain limits, the meaning—of a pending motion before the pending motion itself is acted upon.

Appeal – To determine the assembly’s attitude toward a ruling by the chair.

Call for the Orders of the Day – A privileged motion by which a member can require the assembly (1) to conform to its agenda, program or order of business or (2) to take up a general or special order that is due to come up at that time.

Chair – Applies both to the person presiding and the station in the hall from which he or she presides.

Commit – Generally used to send a pending question to a relatively small group of selected persons—a committee—so the question may be carefully investigated and put into better condition for the assembly to consider. If a main question is to be sent to a standing committee, the motion should specify the name of the committee. If the main question is to go to a special committee, the motion should specify the number of committee members and the method of their selection unless the method is prescribed by the bylaws.

Debate – Discussion of the merits of the motion.

Division of the Assembly – When a member doubts the result of a voice vote or a vote by show of hands, the member may call for a Division of the Assembly, thereby requiring the vote to be taken again by rising.

Division of a Question – To divide a motion so that the parts of it may be considered separately, a member obtains the floor and says, “I move that the motion be divided so that the question of (second part of motion) shall be considered separately.”

Lay on the Table – To enable the assembly to lay the pending question aside temporarily when something else of immediate urgency has arisen. This motion is commonly misused in ordinary assemblies

Limit or Extend Debate – To limit debate by reducing number or length of speeches permitted or requiring that at a certain time debate shall be closed; or to extend the limits of debate by allowing more and longer speeches.

Obtain the Floor – To obtain the floor, the member rises and addresses the chair by saying, “Mr. or Madame President.” When chair calls on the member, the member can now speak.

Parliamentary Inquiry – A question directed to the presiding officer to obtain information on parliamentary law or the rules of the organization bearing on the business at hand. Without recognition a member rises and says, “Mr. or Madam President, I rise to a parliamentary inquiry.”

SUMMARY OF MOTIONS (Cont.)

Privileged	Interrupt Speaker	Second Required	Debatable	Amendable	Vote Required	Purpose
Fix time to adjourn	No	Yes	Limited	Yes	Majority	Sets definite continuation time
To adjourn (unqualified)	No	Yes	No	No	Majority	To end meeting
To take a recess	No	Yes	Limited	Yes	Majority	To briefly interrupt meeting
Question of privilege	Yes	No	No	Yes	Chair rules	To obtain urgent action immediately
Call for orders of day	Yes	No	No	No	None	To secure adherence to business
Create orders of day	No	Yes	Yes	Yes	Gen. Maj. Spec: 2/3	To set future time to discuss a special matter
Amend (Constitution, Etc.)	No	Yes	Yes	Yes	2/3	To Modify or alter

Subsidiary	Interrupt Speaker	Second Required	Debatable	Amendable	Vote Required	Purpose
Lay on the table	No	Yes	No	No	Majority	To temporarily set aside an item of business
Previous Question	No	Yes	No	No	Majority	To close debate immediately
Limit or extend debate	No	Yes	Limited	Yes	2/3	To provide more or less time for debate
Postpone definitely	No	Yes	Limited	Yes	Majority	To delay action
Refer to Committee	No	Yes	Limited	Yes	Majority	To place business in hands of a committee
Amend	No	Yes	Yes	Yes	Majority	To Modify a motion
Postpone indefinitely	No	Yes	Yes	Yes	Majority	To keep motion from coming to a vote

SUMMARY OF MOTIONS (Conc.)

Main	Interrupt Speaker	Second Required	Debatable	Amendable	Vote Required	Purpose
General	No	Yes	Yes	Yes	Majority	To introduce business
Take from table	No	Yes	No	No	Majority	To continue consideration of question
Reconsider	Yes	Yes	Yes	No	Majority	To allow another vote on question
Rescind	No	Yes	Yes	Yes	2/3	To repeal previous action
Adopt resolution	No	Yes	Yes	Yes	Majority	To declare facts, opinions or purposes as an assembly
Adjourn (qualified)	No	Yes	Limited	Yes	Majority	To end meeting

Incidental	Interrupt Speaker	Second Required	Debatable	Amendable	Vote Required	Purpose
Suspend Rules	No	Yes	No	No	2/3	To permit action not possible under rules
Withdraw motion	No	No	No	No	Majority	To withdraw motion before voted on
Read papers	No	Yes	No	No	Majority	
Object to consideration	Yes	No	No	No	2/3	To prevent wasting time on unimportant business
Point of order	Yes	No	No	No	Chair rules of majority	To enforce rules of organization
Parliamentary Inquiry	Yes	No	No	No	None	To ascertain correct parliamentary procedure
Appeal from decision of chair	Yes	Yes	Limited	No	Majority	To insure majority of assembly supports ruling of chairman
Division of House	Yes	No	No	No	Majority	To secure a counted vote
Division of Question	No	Yes	No	Yes	Majority	To secure more careful consideration of parts

DEVELOPING A PROGRAM OF WORK

A beneficial well-rounded program of student activities does not “just happen;” it must be developed. Development of a Program of Work requires sound thinking and careful planning. What, when, where, who and how are important questions which must be considered well in advance. In order to get a broad view of the whole proposed program, it is necessary that the entire plan be put on paper.

Any program of student activity developed and put into action by the local Chapter should be done in keeping with the needs of its members and in harmony with available human and community resources. It is important for the Advisor to alert the students to the need for a Program of Work.

One way which has been found very effective for getting the program of students activity down on paper where every member can see it is to begin by making a list of the regular and proposed special meetings for the year. The number of regular meetings would, of course, be governed by the rules and regulations of the local Chapter’s by laws. Special meetings would be determined by looking ahead to a specific and seasonal school, community, and business activity.

After the over-all schedule of meetings for the year has been agreed upon, at least as far as can be determined, then it becomes necessary to decide the “what,” “when,” “where,” “who,” and “how” of regular and special meetings falling within the various months. Here is where the actual “shaping-up” of the Program of Work begins. At this stage, specific committees and individual assignments should be made and plans developed for following through on the assignments.

Essentials for a Successful Chapter

A challenging Program of Work

Capable officers

Interested members

Distributed responsibility shared by all members

Proper equipment and records

A knowledge of DECA on the part of every member

The Program of Work carried on at the local level is the most important phase of the entire Chapter structure. Both the State and National Chapters originated from the grass roots of isolated, individual, local Chapters. It is at the local level that the greatest amount of member participation takes place.

The State and National organization are dependent upon the level Chapters. The total organization chart should be reviewed as a pyramid with the local Chapters providing the firm foundation.

SUGGESTED FORM OF WORK

- A. Guidelines for a Program of Work which should be set up and followed by each local Chapter.
1. Is it an outline of activities covering a definite period.
 2. It includes specific goals, ways and means of reaching them, and adequate provision for checking on accomplishments.
 3. It should be well planned and carefully worded.
 4. It should be based primarily on the needs of the members and the organization, with consideration given to the needs of the school and the community.
 5. It should represent the combined thinking of a majority of the members.
 6. New Chapters should not undertake too elaborate a program the first year; however, it must present a challenge to the members.
- B. Steps for building a Program of Work for a new Chapter (or Chapter that has previously set forth a Program of Work).
1. Review as a total Chapter the possible activities in which the Chapter might participate.
 2. Secure copies of Program of Work of other Chapters and review for ideas.
 3. Decide on two or three activities that will definitely be included.
 4. Develop a “laundry list” of possible activities.
 5. Appoint a Program of Work committee, if one is not already designed with sub-committees for each section of the program, and turn over the preliminary materials as listed to this group. It should be the duty of this committee to further survey and check needs, to study suggestions already offered, and to set up a tentative Program of Work including goals and ways and means.
 6. Have the committees on Program of Work report back to the Chapter.
 7. Put the total Program of Work in writing.
 8. Check the Program of Work with school authorities and others concerned.
 9. Adopt the program with satisfactory, appoint permanent committees to be responsible for each major division, assign duties to them and set to work on it.
- C. Steps for building a Program of Work for an established Chapter.
1. Review last year’s Program of Work at Chapter meetings. Try to find out why certain items were successful and others were not successful. Discuss also the present needs of the Chapter, its membership and the needs of the community.
 2. Select from last year’s program and list items which should be continued for the present year. Add suggestions on new items offered by members.
 3. Secure copies of other Chapter programs and get ideas on other suitable program items.
 4. Steps 5 through 9 same as for new Chapter (B above).

Suggested Sequential Listing of Activities

September

1. DECA Orientation
2. Election of officers
3. Standing committees appointed
4. Collect local, state and national fees.
5. DECA Pins should be ordered.
6. Introduce Chapter members to parliamentary procedure which is to be used at all Chapter business meetings.
7. Plan Chapter financing for the year.
8. Plan social and recreational activities.
9. Complete plan of work.

October

1. Send membership roster along with state and national fees to National DECA.
2. Professional growth plans should be made – schedule speakers, field trips, etc.
3. Begin work on written DECA manuals.
4. Stage Initiation and Installation Ceremonies; involve parents, business people and school administrators.
5. Hold DECA Open House -- initiate a DECA Boosters organization (schedule meetings for remainder of year)
6. Formulate and meet with a DECA Chapter Advisory Committee, discuss possibilities of conducting a Creative Marketing Project (schedule Advisory committee meetings for remainder of year).
7. Make plans to attend Southern Region Leadership Development Conference.

November

1. Conduct a Sales Project.
2. Speak before a civic or trade association – publicize achievements.
3. Attend Southern Region leadership Development Conference.
4. Begin preparation in competitive events for State Career Development Conference.

December

1. Sponsor a needy family for Christmas.
2. Decorate the school with seasonal adornment.
3. Have a DECA Christmas Party for a local Children's Home, Home for the Aged, or Mental Institution.
4. Start planning for National DECA Week.

January

1. Finalize State Conference plans-select competitive event entries.
2. Complete manuals and Creative Marketing Projects.

3. Appear on a local radio or television station promoting DECA and ME.
4. Complete registration of SCDC.

February

1. Attend State Career Development Conference.
2. DECA Week Promotion
 - a. Street Banner—for downtown business
 - b. Radio or TV spots
 - c. School Assembly, bulletin boards, other activities

March

1. Complete registration for National Career Development Conference.
2. Make plans for an Employer-Employee Banquet.

April

1. Attend NCDC.
2. Assist Chapter Advisor with recruiting future ME Students and DECA members.

May

1. Hold Employer/Employee Appreciation Banquet. Invite parents, school administrators, Advisory Committee members, etc.
2. Plan a social event to welcome new ME students.
3. Plan Alumni activities.
 - a. Recruit members
 - b. Plan activities for summer and the coming year
4. Summarize progress and accomplishments of DECA Chapter throughout the year.

FINANCING CHAPTER ACTIVITIES

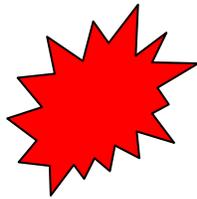
The Advisor should direct the Chapter officers to determine ways and means of financing Chapter activities. Many Chapters prefer, either by choice or because of local school policy, to pay local fees that will take care of Chapter responsibilities rather than to participate in activities which will finance Chapter functions. However, other Chapters prefer to supplement their fees with funds that members earn through a cooperative endeavor.

A cooperative endeavor benefits every participating DECA Chapter in the following ways:

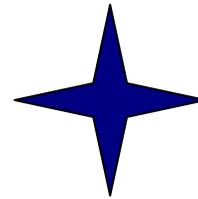
1. Provides all members a practical method for selling experiences
2. Provides for planning and conducting a sales promotion event
3. Provides an avenue to promote the school's ME program
4. Provides a learning activity which encompasses the entire merchandising process

In selecting a product to be sold, a Chapter should insist on quality and an acceptable margin of profit as well as an item that will have maximum acceptance by the buying public.

After members have decided on sales projects, it is imperative that the administrators of the school give their consent. Preferably this can be accomplished by a student committee. A completed plan of procedure should be presented to the administration by this committee.



DUES INFORMATION



MEMBERSHIP INFORMATION

Membership in Arkansas Association of DECA is open to students enrolled in approved Marketing Education Programs or General Cooperative Education students with occupational objectives in Marketing.

The National dues are \$8.00 per year and state dues are \$5.00 per year for a total of \$13.00. This is the amount for both students and advisors. Advisors should join the professional division of DECA.

PROCEDURES FOR MEMBERSHIP

Arkansas DECA is on the Direct Dues Payment Plan with National DECA. Please pay strict attention to the following procedures and those listed on dues form.

1. Arkansas participates in online membership processing, members should be keyed in online and invoice printed from the website at www.deca.org.
2. Dues are unified. Each high school member and coordinator must pay \$13.00, which includes state and national affiliation.
3. **Send dues checks directly to National DECA.**
4. Postmark your initial dues by **October 1**.
5. Initial rosters postmarked after November 15 will be assessed a late fee of \$5.00 per chapter.
6. All chapters must pay 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.
7. National and State dues are non-transferable and non-refundable.

NOTE: The earlier National DECA receives dues payment, the earlier services will begin. In addition to DECA Dimensions, students will receive other membership materials for paid membership such as a member pin, card, etc.

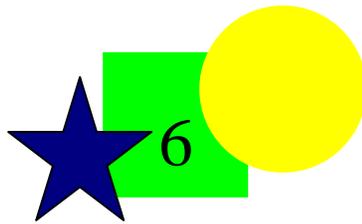


SOUTHERN REGION CONFERENCE

OVERVIEW

The Southern Region is one of the four regions that make up International DECA. The other three regions are North Atlantic, Central and Western. The Southern Region is comprised of twelve states, Guam, Mariana Islands, Puerto Rico and Virgin Islands. Members of the Southern Region are provided with a conference in November called the Southern Region Leadership Conference, where delegates receive leadership and competitive event training. This conference is held in various states throughout the region, occasionally in conjunction with the North Atlanta Region.

The Southern Region is part of the National DECA structure. The governing body of the Southern Region is the Southern Region Executive Council comprised of one representative of each state. The representative of each state are typically the State Advisor. However, it can be a representative from the State DECA Association designated or approved by the state advisor.



STATE CAREER DEVELOPMENT CONFERENCE

OVERVIEW AND PURPOSE

The Arkansas DECA Career Development Conference is the highlight of the DECA academic year. Over 300 students, teachers and business professionals will come together for three days of learning, competition and recognition. The conference offers a variety of educational activities.

Competitive Events (see current DECA Guide for listing)

Students registered for any the events will be involved in:

- One comprehensive /occupational exam. Students will be evaluated on their understanding of marketing principles, foundations and functions as identified in the Marketing Curriculum Guide and Marketing/Marketing Management competency lists. Additionally students will be evaluated on their knowledge of their occupational area as identified in the DECA competencies for that area. “Associate Level: tests will cover all Marketing Competencies as designed in the competency list. The “Management Level” tests will be designed in the following manner:
 - **45% Functions:**
 - 30% Selling (includes Math)
 - 10% Promotion
 - 5% Risk Management
 - **40% Foundations:**
 - 20% Marketing and Business
 - 10% Economics
 - 10% Human Resources
 - **15% Occupationally-Specific Questions**

Each exam is a 100-question, comprehensive review of marketing and will be designed by the Marked Resource Center.

- One role-playing situation. Students may be asked to sell a product or service, solve a management problem, assist an irate customer, train an employee, complete a merchandise plan, develop a promotional mix or any other realistic activity in which a business person would encounter.

Individual Written Exam

Students interesting in investigating a problem or opportunity in a specific occupational area will prepare a report and are interviewed on report components. Individual Written Events are offered in the following areas:

- Business, Personal and Financial Services Marketing Written Event
- Entrepreneurship Written Event
- Food Marketing Written Event

- General Marketing Written Event
- Hospitality and Recreating Marketing Written Event
- Specialty Store Retailing Written Event

Individual Participating Events

Students may participate in the following additional events that combine written projects with presentations:

- Entrepreneurship Participating – completing a business plan and selling the idea to a finance officer/banker.
- Individual Free Enterprise – promoting the free enterprise system through a variety of activities, presentations and essays.
- Fashion Merchandise Promotion Plan – designing a sales promotion plan for an apparel operation and defending the proposal in a 20-minute interview.

Chapter Projects

In addition to individual written events, chapter may compete in a variety of projects, designed to involve an entire chapter in a learning activity and have up to three chapter members explain the projects:

- Civic Consciousness
- Learn & Earn
- Public Relations
- Creative Marketing Research
- Chapter Free Enterprise (No presentation)

DECA Quiz Bowl

A team of four delegates may represent their chapter in testing their marketing, business and DECA knowledge through paper and pencil evaluation and a game-show type of Quiz Bowl. The top team will represent Arkansas at the National CDC.

Arkansas DECA Scholarship

A scholarship for seniors enrolled in Marketing Education and planning a college major in Marketing or Marketing Education is awarded at the SCDC. This scholarship pays up to \$400. Refer to page for criteria and application procedures for this scholarship.

Office Candidacy

Since DECA is a student organization, students lead the organization by being a part of the Arkansas DECA Action team. See Section I for application procedures, qualifications and all necessary forms.

Voting Delegates

Students from local chapters throughout Arkansas will select the Arkansas DECA Action Team for the upcoming year. These voting delegates will listen to the officer candidates' campaign speech, caucus with their local chapter and cast their choices for Arkansas DECA officers. Each chapter is eligible for **two** voting delegates.

Sessions

The entire conference comes together to recognize business leaders, competitive event winners, scholarship winners, key professionals and state officers during the opening session and the awards sessions at each State Conference.

Social Time

When students are not in competition or involved with the campaigning, they are given the opportunity to meet DECA members from all over the state at the dance or during free time. Social development is important to the young professional; the SCDC offers opportunities to get to know other young professionals with similar goals and ambition.

PURPOSE AND GENERAL RULE

Purpose:

The Arkansas DECA Career Development Conference is designed to select representatives for national competition, select state officers and scholarship recipients. Students will develop social competence, leadership and a better understanding of marketing.

Rules:

1. Complete the required registration forms and submit before the stated deadline. (Conference and Competitive Event Registration Forms are located in Appendix B of this handbook.)
2. Read and follow instructions in the State Conference packet.
3. The established dress code (Conduct Rules and Regulations Form) will be enforced by each chapter advisor at all times. The Competitive Event Series Directors and the State Advisor have the authority to disqualify competitors not dresses appropriately.
4. The established code of conduct (Conduct Rules and Regulations Form in Appendix B) will be enforced. The state advisor has the authority to send violator's home with forfeiture of any/all potential honors or awards.
5. Attendance will be limited to competitive event participants, state officers, officer candidates and voting delegates.
6. Attendance at all general sessions, special meetings and other planned activities shall be compulsory. Failure to attend a session allows for disqualification from conference activities.
7. **State Officer Candidates** – No chapter may have more than two candidates entered in state elections.
 - Officer candidates must meet all qualifications (Section 1)
 - Officer candidates will give a three to five minute campaign speech at the opening general session. Candidates are also allowed one-minute skit, if desired.
 - Campaign tables for distributing campaign literature will be available for candidates during the Campaign Dance Sunday night.
 - **Officer Election** will be by voting delegates using Scantron ballots.
8. Voting delegates must vote during the designated time on Monday morning of the Conference.

9. Every school should have one chaperon for every 10 students in attendance. Please note the following guidelines for chaperons:
- A chaperon takes the place of the teacher-coordinator in assuming responsibility for the well being of DECA members present at the conference. This is a critical task.
 - Chaperons should take their jobs very seriously. If discipline and order are to be preserved, all chaperons must help with student control and supervision. Key places for chaperon assistance:
 - All general sessions.
 - Assisting students in getting to competition and sessions on time and appropriately dressed.
 - Hotel hallways during student free time and after curfew.
 - Chaperons should be given an explanation and copy of the Conduct Rules and Regulations (includes dress code). Make sure chaperons understand the rules under which the students should operate.

STUDENT SELECTION AND ELIGIBILITY

Student Selection

The SCDC is a unique educational experience. A student selected to attend should do **more** to qualify than “be a paid, registered member of DECA.” **Only** the local advisor knows of a student’s in-class performance, dependability, and good judgment. In other words, the SCDC is not the time or place to solve problems. We all recognize the structure of the conference; number of students in attendance, adult responsibilities, etc., do not allow for minute-by-minute supervision of students. Students who attend the SCDC should be those who have demonstrated personal and educational competence in the Marketing Education program throughout the year. Please consider the following:

- Students should earn the right to attend the SCDC as evidenced by class performance, attitude and respect.
- It is better to prevent a potential problem student from attending than trying to continuously supervise that student. The structure, etc. of the SCDC does not facilitate constant supervision, i.e., once the hotel room does closes.
- **All** students selected to attend the SCDC should be given a comprehensive pre-conference orientation **prior to registering the student to attend** (i.e., prior to sending the registration). Students should be aware of their responsibilities as school, chapter and Arkansas DECA representatives. They should also be made aware of the consequences relative to conduct/dress code violations. Students should be given a copy of the Conduct Rules and Regulations (includes dress code) with knowledge of penalties.
- The SCDC is much more than a competitive events conference. Recognition, officer candidacy and social growth provide a variety of involvement. Each of your DECA members should be aware of these unique opportunities and encouraged to attend all activities.
- All chapters should have one chaperon for every ten (10) students in attendance.
- Make sure all of your chaperons have received a copy of their responsibilities and the Conduct Rules and Regulations.
- You must have a permission Form and Medical Authorization form for each student with you at the SCDC. Arkansas DECA will **not** collect the forms. The forms are your best method of security should emergencies or problems arise.

ELIGIBILITY

Only students who have paid their DECA dues and are listed on your chapter's membership roster that was submitted to National DECA are eligible to attend State. To be eligible for competition, voting delegates or officer candidates, members must be on record as paying their dues to the National DECA office by January 31. To allow National DECA time to process all forms, the last date to mail dues for students attending state is January 15.

Additionally, students entered in competitive events must meet the Arkansas Activities Association eligibility requirements.

COMPETITIVE EVENT INFORMATION

Each chapter may enter the following number of contestants in events based upon their chapter membership as submitted to National DECA by January 15:

1-40 chapter members	One contestant per event
41-80 chapter members	Two contestants per event
81 and over	Three contestants per event

All contestants must be listed on the Competitive Event Registration form. Chapters are not allowed to add contestants after the deadline for entry. Substitutions will be allowed by notifying the State Office one week prior to the conference, but no additions will be allowed after the stated deadline. No refunds will be made.

For guidelines on individual events and chapter projects, refer to the National DECA guide. The rules, regulations and rating sheets given in this publication, will be used for all competitive events, with the exception of the DECA Quiz Bowl.

IMPORTANT REMINDER: Students may use calculators in all competitive events. These calculators must be battery-powered.

DECA QUIZ BOWL

DECA Quiz Bowl competition will be offered at State Conference using the following guidelines:

- Each chapter may enter a team of four contestants in this event.
- Contestants will take a written test on 100 questions developed using the Marketing Education Resource Center test bank and Learning Activity Packages, DECA Dimensions, National DECA Handbook, and Robert's Rules of Order.
- The eight teams scoring the highest on the written test will compete in an oral competition using a moderator asking questions and a buzzer or bell system to ring in to answer questions.
- The team selected to represent Arkansas in the National DECA Quiz Bowl will be determined by a weighting of 25% for the written test score and 75% for the oral competition. A set of two to four individuals will serve as judges for the oral competition.
- Questions for the written test and oral competition will be furnished by the National DECA office and selected from that list by the State Advisor.

STATE RECOGNITION

The following recognition will be given during the Awards Assembly on Monday of the SCDC:

- The top six in each event with the exception of online events and quiz bowl will be called to stage and will receive medallions and certificates. The top three in each event will also receive plaques for first through third place.
- The top eight contestants in the DECA Quiz Bowl will receive medallions and certificates with the top four also receiving plaques.

NOTE: National participation (ICDC) will be according to national DECA allocations chart. Others can be added by special permission. The other finalist will be an alternates for National competition in the event any eligible contestant cannot attend the National Career Development Conference.

SCHOLARSHIP

The Arkansas DECA Scholarship is awarded annually at the SCDC to a senior Marketing Education student who plans to pursue a college major in Marketing or Marketing Education. The scholarship pays a maximum of \$400. Refer to Appendix B for the criteria and application process for this scholarship.

OFFICER ELECTION

State officers are elected during the State Career Development Conference each year. Refer to Section 1 of the handbook for State Officer information and application form.

NATIONAL OFFICER CANDIDATE INFORMATION

For DECA members interested in being considered as a candidate for a National officer, the procedure below should be followed:

- A DECA member desiring to run for a national office will submit a completed nomination form and all supporting information by stated deadline for SCDC materials.
- The candidate must be a senior in high school.
- The candidate will be requested to take the Officer Qualifications Test as administered by National DECA.
- The officer candidate will be asked to appear before the DECA Board of Directors to seek approval. The Board will make the final decision regarding the candidate and will determine how much, if any, DECA funds will be used to support the candidate.
- National Officers are elected at the National Career Development Conference and serve for one year. Their term begins at the end of the NCDC at which they are elected and concludes at the end of next year's annual NCDC.
- The candidate must have a scholastic average of 2.5 (on a 4.0 grade scale) for the two previous completed semesters prior to the National DECA Conference and must be holding an elected State Association or Chapter office.
- Each candidate must submit a recommendation from his/her chapter advisor. Consideration will be given to recommendations of faculty representatives, counselors, administration, training station supervisor, or sponsors of other organizations in which the candidate has held responsible office. Consideration will also be given to leadership shown at the state and local levels.

MARKETING EDUCATION TEACHER OF THE YEAR AWARD

Those Marketing Education teacher/coordinators who qualify may nominate themselves for the Marketing Education Teacher of the Year Award presented annually during the SCDC. This may be accomplished by mailing your resume with special emphasis on activities and achievements in Marketing Education and DECA.

The committee that will make the final selection will be composed of the past three Marketing Education Teachers of the Year. The resumes are submitted to the previous year's Teacher of the Year.

To qualify you must:

- Have five (5) years' experience as a Marketing Education teacher/coordinator and DECA advisor.
- Hold current membership in, AAMET, and DECA.

CONDUCT RULES AND REGULATIONS FOR DECA CONFERENCES

1. Chapter advisors should explain student regulations and reasons for them to all DECA members attending the Conference before students sign their agreement form. Students must understand that infractions of the rules of conduct could result in the forfeiture of all individual rights and privileges.
2. Advisors who attend conferences will be responsible for the conduct of their students who attend.
3. Advisors should be available at any time for handling disturbances and accepting responsibility for checking student activities.
4. Extreme situations will be decided by the DECA Board of Directors or State Advisor in charge of the group.
5. The National DECA Dress Code will be enforced.
6. No DECA member shall leave the hotel or convention center unless permission has been received from the advisor. Members must keep their advisors informed of their activities and whereabouts at all times. Students must stay in groups of four or more outside the hotel and convention center. Students are not allowed to leave these areas after dark unless accompanied by an advisor.
7. There shall be no defacing of public property – any damage to property or furnishings in the hotel rooms, lobby or meeting rooms must be paid by the individual or chapter responsible. Do not remove any hotel property from the premises.
8. No alcoholic beverages or narcotics in any form shall be possessed by members at any time, under any circumstances.
9. Members of the opposite sex are not allowed in the same hotel room unless chaperoned by an advisor.
10. Members and advisors shall attend **all** general sessions, competitive events, workshops, committee meetings and social events.

PRESIDENTIAL GOVERNANCE COMMITTEE

A Governance Committee will be appointed for the conference. The purpose of the committee will be to act upon all violations of the Delegates Conduct Practices and Procedures within the division. The conduct guidelines were approved by the Board of Directors for DECA, Inc., and apply to adult advisors as well as student delegates.

CODE OF ETHICS FOR ADULT ADVISORS

Marketing Education programs offer training to those students who have a career objective in the field of marketing, merchandising and management. Individual conduct and appearance is a phase of this training. At Southern Region DECA's Leadership Development Conference this phase of the education program becomes apparent.

Since a good example is one method of teaching, and students participating in the conference are impressionable, a Code of Ethics (or guidelines) is set for adult advisors.

It becomes the responsibility of each and every participant to see that proper conduct is adhered to at all times.

- Advisors shall conduct daily meetings with participants for progress reports, time schedules and other activities.
- Advisors shall keep an agenda for each student in order that they may be reached at any time during the conference.
- Each state shall arrange to have one advisor on call at all times.
- Each advisor shall be responsible for seeing that participants adhere to all conduct practices and procedures.
- The rules as stated in the Delegate Conduct Practices and Procedures and the Dress Code are called to your attention for review and should govern the behavior of advisors as well as students.

DELEGATE (STUDENT & ADULT) CONDUCT PRACTICES AND PROCEDURES

The Board of Directors of DECS, Inc., requires each delegate attending the conference to read and complete the Attendance Permission Form, and return it to the State DECA Advisor as partial completion of attendance requirements.

1. The term "delegate" shall mean any DECA member, including Advisors attending Southern Region DECA's Leadership Development Conference.
2. There shall be no defacing of public property. Any damage to any property or furnishings in the hotel rooms or buildings must be paid by the individual or chapter responsible.
3. Delegates shall keep their adult advisors informed of their activities and whereabouts at all times.
4. Delegates should be prompt and prepared for all activities.
5. Delegates should be financially prepared for all activities.

6. Out-of-town delegates will spend nights at their assigned hotel and in assigned room.
THEY WILL BE QUIET AT CURFEW.
 7. Conference area delegates not staying at the hotel shall be off hotel grounds by curfew or immediately following the last scheduled event.
 8. Dates shall be permitted to authorized activities only, and between delegates only.
 9. No alcoholic beverages or narcotics in any form shall be possessed by delegates at any time, under any circumstances.
 10. Out of common courtesy to the general public, no smoking in public will be permitted while a delegate is in DECA Blazer officially representing his/her State Association and DECA.
 11. No delegate shall leave the hotel (except under authorized events) unless permission has been received from Chapter and State Advisors.
 12. Delegates are required to attend all general sessions and activities assigned, including workshops, competitive events, committee meetings, etc., for which are registered unless engaged in some specific assignment taking place at the same time.
 13. Identification badges will be worn at all times.
 14. The Dress Code will be in effect at all times.
 15. State Associations will be responsible for delegates' conduct.
 16. Delegates violating any of the conduct rules will subject their entire delegation to being unseated and their candidates or competitive event participants being disqualified. Individual delegates may be sent home immediately at their own expense. Curfew will be enforced (curfew means that delegates will be in assigned rooms).
 17. Casual wear will be accepted during specific social functions as designed during the orientation sessions.
-



An Association of Marketing Students

SAMPLE

FORMS

SOUTHERN REGION DECA'S LEADERSHIP DEVELOPMENT CONFERENCE

DELEGATE INFRACTION NOTICE

To: _____
Name of State Advisor or Supervisor State

Division

It has been reported that _____
Of your State Delegation violated the following Delegate Conduct Practice and/or Procedure:

- | | |
|--|-----------------------------------|
| _____ Dress Code | _____ No identification badge |
| _____ Defaced public property | _____ In unauthorized place |
| _____ Possession of alcoholic
beverage/narcotics | _____ Curfew regulations |
| _____ Smoking in DECA blazer
while officially
representing State
Associations of DECA | _____ Unauthorized date |
| | _____ Unauthorized transportation |
| | _____ Other (please specify) |
| | _____ |

on _____ at _____
Date Time

For the benefit of the DECA members who will be privileged to attend Southern Region DECA's Leadership Development Conference in future years, it is necessary for all current delegates to abide by established conference rules. The exemplary image of ME and DECA as "Developing Future Leaders for Marketing and Management" must be upheld

A word of caution to those who care should be sufficient.

Major infraction reports require appropriate action by the committee responsible for conference conduct.

Please bring this notice to the IMMEDIATE ATTENTION of all parties involved.

Date

Chairman
Presidential Governance Committee

ARKANSAS DECA SCHOLARSHIP AWARD

RATING SHEET

PARTICIPATION IN DECA ACTIVITIES

Local

State

Regional

National

_____ 20

OVERALL SCHOOL RECORD

School attendance

Awards and honors received

Extra curricula activities

Grade point for high school completed

_____ 30

VOCATIONAL PROGRESS

Record of work experience

Letter of recommendation from employer

Plans to major in Marketing field

_____ 20

INTERVIEW

Poise and maturity

Self-confidence, initiative, and assertiveness

Communication skills

Presentation of facts in an orderly manner

Personal appearance (grooming and attire)

_____ 20

TOTAL POINTS

_____ 100

NAME _____

SCHOOL _____

JUDGE'S SIGNATURE _____

JUDGE'S COMMENTS:

AUTHORIZATION TO TREAT A MINOR

(Advisor should bring with them to conference a copy of this form for each student.)

I (we) the undersigned parent, parents, or legal guardian of _____, a minor, do hereby authorize and consent to any x-ray examination, anesthetic, medical or surgical diagnosis of any member of the medical staff or emergency room staff licensed under applicable law of any hospital holding a current license to operate under applicable law. It is understood that this authorization is given to provide authority and power to render care which aforementioned physician in the exercise of his/her best judgment may deem advisable. It is further understood that an effort shall be made to contact the undersigned prior to rendering treatment to patient, but that in an emergency situation, necessary treatment will not be withheld if the undersigned cannot be reached.

List any restriction: _____

This consent shall remain effective until _____ 20____

Allergies to drugs or foods: _____

Any special medications or pertinent information: _____

Telephone numbers where parents (guardians) may be reached:

Father

Mother

Home

Business

Home

Business

Family Physician (name) _____

Address _____ Phone _____

Insurance Company _____ Policy No. _____

(Signature of Father, Mother, or Legal Guardian)

Date

Address

City

State

Zip

ARKANSAS ASSOCIATION OF DECA NOMINATION FORM FOR NATIONAL OFFICE

Office Sought _____

Name _____

Home Address _____

City/Zip Code _____

Home Phone _____

Parents' Full Name _____

Name of School _____

Career Objective _____

Three Letters of Recommendation Attached: _____ Yes _____ No

DECA Offices Held:

<u>Other Offices Held</u>	<u>From-To</u>	<u>Name of Organization</u>	<u>Number of Members</u>
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

The above named candidate is a member in good standing of this Chapter and is a qualified delegate to the State Career Development Conference. To the best of my knowledge all information submitted on, with, or attached to this nomination form is factual and exists as presented. I personally can vouch for the qualifications of this candidate for this office and I agree to actively aid and support this student, if elected.

Chapter Advisor's Signature

Grade Point: _____

Attach transcript of grades (must have a 2.5 average for the two previous completed semesters prior to the National DECA Conference.

DECA STATE CAREER DEVELOPMENT CONFERENCE PERMISSION SHEET

This is to state that my son/daughter named below has permission to attend the **DECA State Career Development Conference**, relieving the Vocational and Technical Education Division, local advisor and local school district of any responsibility which does not come under the term “reasonable,” and further agree that the state and chapter advisors shall have the authority to control and enforce the listed rules and regulations which have been deemed advisable and reasonable for all students attending this event.

I understand that my son/daughter may be sent home for violations of any of the rules and regulations. Reasonable attempts will be made to contact local school authorities and parent (s) or guardian (s). Those contacted will be given an opportunity to determine the mode of transportation for my son/daughter and will be responsible for the expenses involved.

Name of Student

Name of School

Parent or Guardian’s Signature

Date

Home Phone Number

Business Phone Number

NOTE: A signed permission slip for each student attending must be submitted, along with the school agreement form, during conference registration.

DECA STATE CAREER DEVELOPMENT CONFERENCE SPECIAL NEEDS FORM

If you have a student that requires special needs at the DECA State Career Development Conference, please state the need below and return this form to:

DECA State Advisor
Three Capitol Mall #502
Little Rock, AR 72201-1083

School _____

Advisor _____

Name of Student _____

Special needs required:

ARKANSAS ASSOCIATION OF DECA

NOMINATION FORM FOR STATE OFFICE



OFFICE SOUGHT: _____

Name _____ Phone _____

Home Address _____ City/Zip Code _____

Parents' Full Name _____

Name of School _____

Career Objective _____

The candidate must attach three letters of recommendation. One letter from the local Chapter Advisor, one from a school official, and one from the student's employer must be included. If the candidate is a non-work based learning student, a letter from another current teacher may be substituted for the employer's letter.

Accomplishments as a DECA member: _____

Other Accomplishments, Honors, or Activities: _____

Why do you wish to become a State DECA Officer? _____

RULES OF CONDUCT FOR STATE OFFICERS:

Students serving as Officers for the Arkansas Association of DECA will be expected to lead by example. Misconduct of any kind is unacceptable. Officers are expected to display a positive attitude and fully cooperate with DECA officials at all times.

Violations of conduct rules will fall into one of the following categories:

Minor Violations: Three minor rule violations during the course of the officer's year of service may result in removal from office. Minor violations include being late for meetings or failing to complete assignments on time.

Serious Violations: Two serious rule violations during the course of the officer's year of service may result in removal from office. Serious infractions include failing to attend an assigned meeting, failing to complete an assignment, or failing to following instructions.

Extreme Violations: One extreme rule violation may result in immediate removal from office. Extreme violations include failing to attend Executive Committee meetings, failing to attend the International Conference, or failing to attend the Fall Regional Conference. Any use of illegal products or failure to comply with curfew at conferences will be considered extreme violations.

Note: The local DECA Chapter Advisor may resign his/her State Officer from office at any time for any reason.

Endorsements:

By signing below we, the parents/guardians, chapter advisor, and local school administrator agree to support the Officer. We will make sure that the Officer is properly chaperoned at all meetings and that the fewest number of days of school and/or work are missed. We agree that DECA is a co-curricular not an extra-curricular activity that builds leadership in the Officer and serves the community, school, state and nation, and all activities scheduled are essential and shall be attended by the officer and his/her advisor and supported by all parties to those endorsements.

I have read, studied and understand the above points. If elected to State office, I will carry out my responsibilities in accordance with these statements and understand that I can be removed from office at any time by the State Advisor if I do not completely adhere to the standards for State Officers.

Officer Candidate's Signature

Parent or Guardian Signature

Local School Administrator

Chapter Advisor

#STATE OFFICERS SHOULD MAKE SURE THEY ARE COMMITTED TO ATTENDING ALL REQUIRED FUNCTIONS. TRAVEL TO ICDC SHOULD BE COORDINATED WITH STATE ADVISOR SO THAT THEY ARE TRAVELING DURING SAME TIMES IF NOT AT SAME TIME.

#THERE WILL BE A REQUIRED ORGANIZATIONAL MEETING WITH OFFICERS, STATE OFFICER ADVISORS, AND ADVISORS OF NEW STATE OFFICERS DATE AND LOCATION TO BE ANNOUNCED TO DISCUSS UNIFORMS AND TRAVEL TO ICDC. LOCATION AND TIME TO BE ANNOUNCED. STATE OFFICER TRAINING WILL BE HELD MID JULY COSTS ASSOICATED WITH TRAINING WILL BE FURNISHED ATTENDANCE IS MANDATORY.

ADVISOR AGREEMENT FORM

MAIL TO:

Jim Brock, DECA State Advisor
Arkansas Department of Workforce Education
Three Capitol Mall - 505D
Little Rock, AR 72201

NOTE: Submit only if local advisor is not attending.

School _____ Phone _____

Advisor _____ Home Phone _____

I will not be attending the Southern Region Leadership Development Conference; however, the following advisor has agreed to supervise my students who are attending.

Advisor _____ Home Phone _____

School _____ Phone _____

AGREEMENT FORM

(Must be submitted at registration.)

“I have read the conditions of attendance or participation at the DECA State Career Development Leadership Conference, understand them, and agree to refrain from any infraction of these rules and conditions. I understand an infraction of the conduct rules may result in the forfeiture of all individual rights and privileges. I further understand that serious infractions could result in my being sent home at my own expense.”

Delegates Signatures:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Approved by:

Signature of School Superintendent or Principal

Signature of DECA Chapter Advisor

Name of Local Chapter

NOTE: Serious infraction of conduct rules could result in parents and/or school officials being notified and/or student being sent home at his/her own expenses.



ATTENDANCE PERMISSION FORM

State Association _____

DRESS CODE FOR CDC

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

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

*Competitors must wear an official DECA Blazer during interaction with judges. You do not have to wear an official DECA Blazer during briefing and testing, however, professional dress is required.

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 from 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

Chapter Advisor Signature

School Official Signature

Insurance Company Name

Policy Number



An Association of Marketing Students

**APPLICATION FOR SPECIAL PERMISSION AND
LEADERSHIP DEVELOPMENT ACADEMY**

National Career Development Conference

DATE SUBMITTED _____ **DATE RECEIVED** _____

NAME _____

ADDRESS _____
Street City Zip

SCHOOL _____

PHONE NUMBER (Home) _____

GRADE CLASSIFICATION _____ **GPA** _____

COMPETITIVE EVENT ENTERED AT STATE CONFERENCE

DECA ACTIVITIES: _____

State why you want to attend NCDC:

Student's Signature

Parent's Signature

NOTE: Must have two letters of recommendation attached from: Principal/Vocational Director/Superintendent Local DECA Advisor.