

The DECA Connection



A Product of the State Officer Team

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Introducing the New Fall Discover Packet

Oregon DECA Members and Advisors,

Welcome to our special edition of the DECA Connection. This edition centers around our a new resource created by the state officer team this year known as the Fall Discover Packet. Through this newsletter edition, we hope that you and your chapter are able to join with us in discovering some of DECA's best kept secrets and find out how they can be of value to the growth and success of your chapter this year.

If you have any questions regarding the Fall Discover Promotional Packet, please don't hesitate to contact us. We're here to assist and we want to do all we can to help you discover new ways to succeed.



Interactive Calendar for your DECA Chapter

By Michele Cumpston

As part of this year plan to increase communication throughout the state, the state officer team has developed an interactive calendar, which will be included in the Fall Discover Packet and posted on the Oregon DECA website. This calendar includes dates pertinent to chapter advisors, officers, and members. For example, the dates of conferences, deadlines, and meetings are all posted on this calendar. Besides including dates relevant to every chapter, the calendar can also be personalized by each individual chapter secretary to best fit the needs of your chapter. Chapter officers and advisors may

download the calendar from www.ordeca.org or receive them with a special chapter visit from any of the state officers. In this way, you can add your own chapter events and important dates.

A monthly summary sheet accompanies this calendar as well. This summary sheet is divided into categories for easy viewing. This makes the calendar the perfect organizational tool for any chapter president or secretary.

What is even more exciting is that chapters may have their events posted to the state calendar located on the Oregon DECA website by simply

submitting their DECA activity and its date to any of the state officers. In this way, other chapters in the state can see what is happening in neighboring chapters. The hope is that this will encourage different chapters to interact with one another, increase communication state-wide, and provide chapters with new ideas for activities.

If you have any questions or suggestions for this calendar please don't hesitate to contact Michele Cumpston. I look forward to promoting your chapter activities on the state calendar!

Need a State Officer?

State officers are available for chapter events, presentations, and activities.

If you would like a state officer to visit your chapter, please feel free to contact us any one of us at any time.

New Video to Promote DECA

By Karissa McDowell

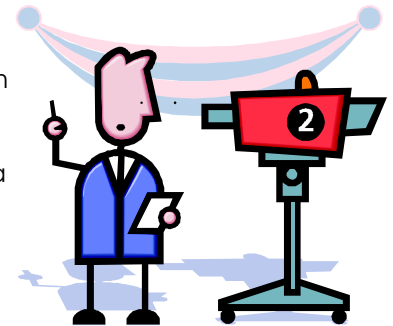
Exciting news Oregon DECA! You now have an amazing promotional video to show potential members. The video features big DECA events that will be happening this year and a great slide show of all of the fun you had at state. This is an incredible resource for advisors, chapter officers, or anyone who wants an enticing tool to lure prospective members. This promo video is designed to be used in your chapter meetings, membership rallies, recruiting sessions and specifically during DECA week, or any other time you are working to en-

courage people to join this outstanding organization of marketing students. This video is a great resource for all advisors, chapter presidents and publicity directors.

We often talk about the DECA magic and this video is just the tool you can use to show potential members what DECA is all about in a way that words alone cannot. I am confident that if used in chapter meetings, marketing classes, and specifically during DECA week, it will boost enthusiasm and excitement for DECA in

your school to new levels. This promo video can be found on the Oregon DECA website or can be obtained by scheduling a chapter visit with any of the state officers. If you have any questions about this video please don't hesitate to contact Karissa McDowell .

Special thanks to Kolby Schnell of Springfield High School DECA for his outstanding help with the video.



The Ultimate DECA Week

by Kara Williams

DECA Week is the second week in October and as you all know it is a very important part of the participation, planning, and promotion of DECA. It can often be difficult to plan DECA week and accomplish all of your goals. So now, Oregon DECA has created for you a week long calendar filled with DECA activities and ideas that will guide you as the planning begins for DECA week. This excellent resource can be used by your chapter advisor and any chapter officer to help plan what is truly the Ultimate DECA week.

entire week's worth of DECA related activities. It also goes in-depth to give you a day by day game plan on how you can create the best DECA week experience for your school. It includes information on how you can fundraise, promote and recognize those in your school and chapter. It also encourages your chapter officers to set goals and create a program of work for the year. This calendar is a great guide to help plan DECA week, but also plan an Oregon DECA Serve Day activity, which has been included in DECA week.

inviting any state officer to your chapter for a visit. Attached to this calendar is a detailed list of charitable activities your chapter can be involved in for the participation of Serve Day. This is a great resource to help you make DECA week the best it can be. Use this tool to benefit your chapter and have the Ultimate DECA week

If you have any questions about this ultimate DECA Week calendar please don't hesitate to contact Kara Williams. I look forward to assisting you in the promotion of the Ultimate DECA Week in your school!

This calendar outlines an

You can find this calendar on the Oregon DECA website www.ordeca.org or by

New Guidelines Changes for Competition

by Matt Bogatay

Attention Oregon DECA, for those who are not aware about National DECA's choice to change some events around. Please look below over the changes that have occurred for events. We look forward to seeing you at International Career Development Conference!

These events are the ones replacing AL and ML	
Old Name	New
Apparel and Accessories Marketing Series	AAM–Apparel and Accessories Marketing
Retail Merchandising Event Series	RMS–Retail Services Marketing
Vehicles and Petroleum Series Event	ASM – Automotive Services Marketing Series
Civic Conscious Project	CSP–Community Service Project
7-UP Challenge	SKC – Sunkist Challenge

List of New Events
Sports and Entertainment Marketing (SEM)
Hotel and Lodging Management (HLM)
Buying and Merchandising Management Team Decision Making Event (BMDM)

Acronym Changes	Old	New
Business Law and Ethics	MDM	BLMDM
General Marketing Research	GKR	GMR

Scholarship Opportunities in DECA

by Nico Casarez

When it comes time for you to start preparing for college, every little bit helps when coming up with the money to pay for it. With that in mind, you're first step should be to look in to exactly what DECA has to offer! Each year, DECA's Scholarship Program provides over \$200,000 in scholarships that are awarded at the International Career Development Conference. Over 50 corporations provide these scholarships, each one having

specific requirements including community/civic involvement, leadership, activities involved with your chapter, GPA/class ranking, knowledge in the field of marketing, management and entrepreneurship. An unknown secret is the fact that not many members take full advantage of this excellent opportunity you receive for participating in DECA. Let's change that! Forms for these scholarships are available via www.deca.org

List of DECA Scholarships

- Harry Applegate Safeway
- Claire's Stores Don Debolt
- Finish Line Hilton
- KMART Marriot
- NAPA NFIB
- Otis Spunkmeyer SEARS
- Target TJ Maxx
- Walgreens

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We're on the web!
www.ordeca.org



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