

the DECA Connection



A Product of Oregon DECA's State Officer Team

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*State Officer Candidates at the Annual Business Meeting
State Career Development Conference
February 24-26, 2009*

BIG EVENTS FOR THIS YEAR!!!

- ICDC
April 29-May 2, 2009
Anaheim, California

- WROTC
July 16-18, 2009
San Diego, California



- OLI
November 1-2, 2009
Sunriver, Oregon
- WRLC
November 12-14, 2009
Reno, Nevada



- SCDC
February 21-23, 2010
Portland, Oregon

State Officer Goals

By Anne Marie Sketch
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Oregon DECA, your 2009-2010 state officer team is excited to serve you! At the beginning of March, the officer team had a meeting to outline the goals for the following year. During the meeting, it became obvious that the officers are passionate about getting to know the chapters and building a strong relationship between the members, chapters, and officer team. The team has some great conferences and workshops planned that will be sure to provide you with the ultimate DECA experience. Your team is looking forward to reaching out to the members through Facebook and Twitter too, so be sure to join to keep up to date with Oregon DECA. Along with building relationships and using current technology, your team is looking forward to providing you a fun-filled DECA year full of once-in-a-lifetime experiences!

If you would like more information on the teams' goals or have questions regarding DECA in general, please contact a state officer.

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Sabin Center “Chapter Spotlight”

By: Ted Vixay
District I Vice President
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Dedication—to devote wholly and earnestly to some cause. Devotion—to concentrate on a particular cause. Sabin Center DECA chapter officers dedicate their time for the good of their members, and they devote their efforts for their members to have an exceptional experience in DECA. Because of this, Sabin Center was awarded District I Chapter of the Year and Oregon DECA Chapter of the Year at SCDC! Sabin Center consists of the Milwaukee, Clackamas, and Rex Putnum High Schools.

Sabin Center is known for producing some top-notch leaders. And being elected an Oregon DECA state officer is no easy task. Just ask Abbie Tornquist of the Sabin Center chapter. Abbie Tornquist created a tri-fold poster to promote herself, handed out items, and gave an incredible speech in front of a crowd of over 800 DECA members. After that, she was asked an impromptu question that she gave a fantastic answer for due to all

of her hard work and preparation. All this hard work was not in vain either, because not only was Abbie elected as one of the six state officers, but she is also the first freshman from Sabin Center to become a state officer! We would also like to give it up for David Hong and Jessica Hogan, past Sabin Center state officers. They have both contributed greatly to Oregon DECA.

Sabin Center is also the chapter with the most DECA members in Oregon! They are large, and Sabin Center takes charge in competition. Of 117 registered members, 46 members competed at SCDC; and, of those 15 have qualified for ICDC in Anaheim, California! These ICDC qualifiers have proved their dedication and devotion in their written projects, long nights of studying, and their countless hours spent practicing role-plays.

Now, how did Sabin Center become the largest chapter of the year? They promoted like crazy! “DECA Week is our biggest promotion of DECA,” says Hogan. DECA Week is one of the most effective ways to promote DECA. Chapters can host activities for its members and for non-members so they can find out more of what DECA is all about.

Congratulations to Sabin Center for reaping the rewards of the hard work its members put into its schools, community, and state! Sabin Center sets a great example for what DECA chapters are all about. There is no doubt in my mind that they will be fantastic representatives for Oregon DECA at ICDC or wherever else they find themselves in the future!



Want a State Officer Visit? We’d Love to Come By!

By: Joel Waterman
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Do you sometimes feel that you don’t really understand what DECA is all about? Have you ever questioned why you are even in DECA? Don’t lose hope! We, your state officer team, would love to show you key elements of what DECA is all about and why it is so important! We would love to come by for a chapter visit!

Chapter visits are something that we as DECA state officers see as both necessary and fun! We want to help educate your chapter with ideas that make succeeding in DECA much easier. We will present you cool, interactive workshops and answer questions you have about opportunities in DECA. Then you can think through all of the possibilities and fully enjoy your involvement in DECA.

Each state officer has prepared a workshop and is pumped, primed, and ready to present it to any chapter who wants a visit!

There is a workshop on opportunities that can help prepare you for competition, both in role-plays and in written events, one on Oregon DECA involvement, and one on ways you can improve your teamwork skills. There is even a workshop on chapter operations, meeting communications, strategy, planning and advertising for your chapter! Another of our workshops is on team building. If you cannot work with your own team, then how can you possibly work with a complete stranger in a competitive event? Or, maybe for

your chapter, a workshop in civil consciousness and fundraising is what you want. Well, there is a workshop for that too! After all, the more a chapter fundraises, the more events can be planned for that chapter.

If your chapter would like to take advantage of this valuable opportunity please contact any state officer. We believe that a state officer visit and workshop could help your chapter grow and help members become more involved!

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ICDC 2009: More Than Just A Competition

By: Kira Alexander
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ICDC is much more than just making it on stage. As a first time attendee in 2008, I worked hard studying and I did my best; but for me it wasn't the competition that I remember. Traveling across the country to spend several days with thousands of high school students from all around the world is an experience a competition can't beat!

You're probably thinking that I'm just saying this because I didn't get on stage. So, I thought the best way to relay how amazing ICDC is and the astounding experiences it offers is through the perspective of one of our alumni.

Kristina Soyland is a three-time ICDC attendee as well as a three-time top ten placer. She is a 2002 graduate of Klamath Union High school and now works in the marketing field as a Marketing Coordinator in San Diego. Her success inspired me, so I asked her a couple of questions about her experiences at ICDC. She answered with four pages of excitement and great advice. I learned so much that I wanted to share some of it with you. (Although article space doesn't give me nearly enough room to relay all the awesome information, I think you'll still get a pretty good idea.)

When I asked Kristina about her success at ICDC her response blew me away and also made me think.

"In 2000, as a Sophomore I placed in the Top Ten; in 2001, as a Junior I also placed in the Top Ten; and in 2002, as a Senior I placed in the Top Ten again. One must ask, "Were you ever frustrated that you didn't ever place in the Top 3 at ICDC?" Yes, of course! However, after each time I went up on stage and earned my Top Ten medal, I would return to my seat reflecting on what if, what next, how so, how come. I would always have to remind myself that the experience was what truly mattered. Of course we

all want a first, second or third place trophy. But, what I completed, presented and attained from each project and role-play, gave me the knowledge and experience that I have been able to

take with me, refer back to and learn from during my years after high school. No medal will ever teach you or prepare you for the challenges that may come your way in the future, BUT the lessons learned from the attained knowledge and personal experience that went into earning the medal, [you] will always carry with you and help you to achieve more than you will ever believe at the present time."

Something important that Kristina mentioned was how relatable ICDC is to real life.

"When an interviewer or judge has listened to over 100 to 200 candidates or competitors, after they push the unqualified aside to narrow it down, you must be one of the few qualified who went above and beyond, leaving a lasting



impression. Employers are always looking for those who can work hard, but also want those who step up to a challenge to bring excitement to the workplace and putting their passion into their work to accomplish company/corporate success. DECA has helped me to do this in the business world and through my levels of higher education. DECA's SCDC and ICDC can show students what it takes to be successful in the real world and life in general, if they open their eyes and ears wide enough to grasp what is possible to attain"

As I said before, ICDC isn't all about the competition. When I asked Kristina what her favorite part of ICDC was, it wasn't getting on stage. It was something bigger than that. Something you can't find anywhere else.

"My favorite part of every ICDC was traveling as a chapter. On every trip, we, KU DECA, would wear our bright team T-shirts on our flights to each destination. We were always a

pack of 20 to 30 students and could easily make a scene. However, I can remember on more than two hands, the times that a flight attendant, pilot, fellow passenger, store clerk, parent, alumni member, teacher and/or school advisor would make a comment about how respectful, responsible, professional, kind and considerate we were individually and as a team. It was powerful to hear as a high school student from an observing eye/ear and motivating to listen to as a team member, officer and a part of Oregon DECA."

Since ICDC is in Anaheim California this year, I thought it would be interesting to know which part of ICDC in Anaheim was her favorite.

"Anaheim is a fun destination for ICDC. Students get to hang out in the warm weather, enjoy the sunny beaches, and run around in the array of amusement parks. My favorite part of ICDC in Anaheim was hanging out at Disneyland as a team. We went on rides together, ate together and bonded more and more while enjoying one another's company inside the theme park. We were a chapter who believed in "Work hard, play hard." We knew how to work hard, but through hanging out and having fun together, and enjoying one another's company, we were more motivated to work even harder individually and as a team. I cannot wait to see Oregon DECA on stage at this year's ICDC in Anaheim, California."

So whether you get on stage or not the experience you'll gain through ICDC is incredible. So work hard, do your best, and enjoy the experience! And, if you ever have the opportunity to talk to any of our alumni, I highly recommend asking them about their experiences. They will probably blow you away!





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National Membership Campaign

By: Ted Vixay
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Has your chapter been growing over the past few years? Are your underclassmen interested in DECA? If you answered yes to either of these two questions, your chapter could be eligible to win a National Membership Campaign award! There are four types of awards: Diamond Level, Gold Level, 100% Membership, and New or Reactivated Chapter.

To achieve the Diamond Level award, chapters are required to recruit 10 more student members than the previous year or 100% membership, along with 10 more alumni and/or professional members. An additional requirement is to host five public relations/promotion events in the first few months of the new school year. Finally, during DECA Week, there should be a "DECA Serve Day" where all the activities are focused on one or more community service projects. For the chapter's hard work, the rewards may include a special letter of commendation to the school's principal, a special plaque for classroom display, recognition at ICDC, a Diamond Level certificate and much more! For those chapters that don't quite meet all the requirements for the Diamond Level, the Gold Level can still be attained. To receive the Gold Level certificate, chapters only have to have just five more members than the previous year!

The 100% Membership chapter award is pretty much self-explanatory. Just make sure all of the students in the marketing education classes are in DECA. If chapters do that, they will get a pennant, certificate, coupons off the DECA Images, and a letter from the national officer team! The last award is the New or Reactivated Chapter. If a chapter is new or reactivated, it will get a welcome letter from the Executive Director of DECA, Dr. Ed Davis, a congratulatory letter from the national officer team, certificates, and much, much more!

If you think your chapter qualifies to win any of the National Membership Campaign awards, talk to your advisor or contact one of your state officers for more information. Remember any chapter has the chance to win!

SCDC 2009 Recap

By: Chris Hinds
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As we all head toward the summer, we can still have the memories of this DECA-filled year. Everybody can agree that SCDC was a total blast and lots of fun. Those SCDC memories happened back in February at the Red Lion Hotel in Portland.

The conference started with a bang! We first met at the introduction ceremony that began SCDC and kick-started all the competition. After the introduction ceremony, everybody had their own schedule and made their own memories. Then, everybody was rushing around and meeting

new people while heading to their events and role-plays. We all worked hard preparing for our role-plays and writing our manuals. Everybody's goal was to make it up on stage. A lot of people won a top ten award and the top three competitors from each event received a trophy and a chance to compete in ICDC!

The most important thing is that we remember that we learned more about DECA and ourselves through our experiences at SCDC.

And none can deny that from hanging out with their chapters to the final ceremonies at SCDC (where a lot of trophies were handed out), everyone had a great time!

We want to hear from you!

Send your stories for inclusion in
The DECA Connection to
publicity@oregondeca.org.