



DECA GUIDE

2013-2014

**COMPREHENSIVE
LEARNING
PROGRAM**

**COMPETITIVE
EVENTS
PROGRAM**

**DECA IMAGES
CATALOG**

 **DECA**
MAKE IT
COUNT

REVVV UP YOUR FUTURE!

NAPA OFFERS:

- > Scholarships
- > Training
- > Employment

NAPA is proud to partner with DECA to help students across the country advance their marketing and service skills. Together with DECA, NAPA is a resource for scholarships, competitive events, employment opportunities and local connections.

For more information on career opportunities in our 6,000 stores, 64 distribution centers and 14,000 NAPA AutoCare Centers, go to NAPAonline.com or call 1-800-LET-NAPA.



www.NAPAonline.com
1-800.LET.NAPA





The world is your canvas. Creativity is all around you. So is opportunity, with a focused education that prepares you for a career in the area of design, media arts, fashion, or culinary. We'll guide your learning as you prepare to enter the job market with a strong set of professional skills and the portfolio to prove it to employers.

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Ai The Art InstitutesSM
CREATE TOMORROW

Since The Art Institutes is comprised of several institutions, see aiprograms.info for program duration, tuition, fees, and other costs, median debt, federal salary data, alumni success, and other important info. The Art Institutes is a system of over 50 schools throughout North America. Programs, credential levels, technology, and scheduling options vary by school, and employment opportunities are not guaranteed. Financial aid is available to those who qualify. Several institutions included in The Art Institutes system are campuses of South University or Argosy University. Certified by SCHEV to operate in Virginia. OH Registration # 04-01-1698B; AC0165, AC0080; Licensed by the Florida Commission for Independent Education, License No. 1287, 3427, 3110, 2581. Administrative office: 210 Sixth Avenue, 33rd Floor, Pittsburgh, PA 15222 ©2013 The Art Institutes International LLC. 052813

MAKE IT COUNT!

Dear DECA Members and Advisors,

This is your year. This is the time to work harder, do better and be stronger. This is the time to erase your doubts and fears and go the distance. Accomplish your goals, set new ones, and conquer the impossible. Don't wait till tomorrow or next week—do it today. Do it now. This is the year to **MAKE IT COUNT**.

You are not alone. You have a school, a community and a chapter waiting for you to make the first move. If you don't, who will? Shake up the routine, change up the plans and wake up your fellow advisors and members. Last year's plans are done; it's time for new ones. Your membership goals, your fundraising plans, your competitive events—change them all. Don't dream about being the best. **MAKE IT COUNT** and you will be the best.

**THIS IS NOT JUST ANOTHER YEAR. THIS IS YOUR YEAR.
THIS IS OUR YEAR. WE WILL MAKE IT COUNT!**

All the best,



Edward L. Davis, Ed.D.
Executive Director, DECA Inc.

 @deca_drdavis



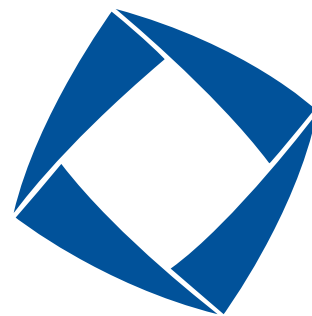
DECA Guide • 2013–2014 • Volume 45, Issue 1

The *DECA Guide* is published annually by DECA Inc. for the exclusive use of its members and teachers/advisors.

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WORTH
ITS WEIGHT IN
GOOD™

1LB. OF FRUIT IN
EVERY BOTTLE*



*Weight of fruit prior to juicing.

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A BRAND YOU CAN COUNT ON

DECA
MAKE IT
COUNT



1950



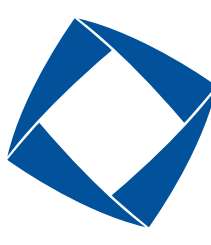
1970



1980



1991



2010

Our logo is the intellectual property of the entire DECA community. Its use is controlled by the DECA Inc. Board of Directors for the benefit of the entire organization. Only officially recognized members, chapters and associations should be able to identify themselves as DECA by using our logo. Private companies should not be able to profit from the sale of items with DECA's logo. Individuals and/or groups should not be permitted to use the DECA logo to promote unauthorized programs, projects and products.



ACCEPTABLE USE POLICY

Chartered associations and DECA chapters are permitted to use the trademarked official DECA logo and the DECA name on printed materials and websites provided they follow the guidelines for reproducing the logo.



In order to use the DECA logos and the DECA name on promotional materials such as accessories or clothing, prior permission must be obtained from DECA Inc. Please contact deca_images@deca.org.

For clarification of the guidelines for reproducing the DECA logo, contact communications@deca.org.

PERSONALIZED CHAPTER LOGOS

If your chapter needs a personalized logo for use on printed materials and your website, contact communications@deca.org. DECA Inc. will create art that can be used both for print and on the web.



INCORRECT USE OF THE DECA LOGO



Do not alter approved colors.



Do not redraw or change the logo typeface.



Do not stretch or distort the logo.



Do not combine the logo with other graphics or logos.



Do not alter, add or remove logo elements.



Do not place other elements on the logo.



Do not rotate the logo.

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NET 30 TERMS AVAILABLE WITH SCHOOL PURCHASE ORDER



DECA COMPREHENSIVE LEARNING PROGRAM

DECA's Comprehensive Learning Program offers exciting opportunities for classroom activities that connect your instruction to college and careers. DECA's activities naturally support programs of study in the career clusters of marketing, business management, finance and hospitality, giving you tools and resources to incorporate DECA into your curriculum and courses.

DECA's Comprehensive Learning Program enhances the possibility for a greater range of student cognitive abilities to be developed. It also incorporates rigor and relevance through the various activities. When using components as application or extended learning activities, student members are engaged in the major categories of the cognitive domain.

This section contains an expansive listing of DECA's Comprehensive Learning Program.

What if you found
opportunity right in
your community?



Growth. Performance. Success. **FULFILLED**

There's a way. At Walgreens, you'll find great opportunities to build a rewarding career in our stores, corporate headquarters, distribution centers or our health and wellness division. Each job offers you the potential for growth and a clear path to advancement, in the workplace and beyond. Expect a diverse, positive environment, complete with supportive co-workers and the tools you need to pursue your interests and grow your skills.

To apply, visit **www.walgreens.jobs**

Walgreens
There's a way®





DECA 2013-2014 CALENDAR OF EVENTS

AUGUST 2013

- 26 Piper Jaffray Taking Stock with Teens Fall Survey begins

SEPTEMBER 2013

- 3 Stock Market Game begins

OCTOBER 2013

- 1 Piper Jaffray Taking Stock with Teens Fall Survey ends
- 21 Virtual Business Challenge I begins

NOVEMBER 2013

- 1 Deadline for Honorary Life Membership Award and Outstanding Service Award Candidate Nomination
- 1 ICDC T-shirt Design Contest begins
- 1-3 The Ultimate DECA Power Trip Boston, MA
- 1-30 DECA Month
- 8-10 Innovations and Entrepreneurship Conference, Chicago, IL
- 14-16 Western Region Leadership Conference, Phoenix, AZ
- 15 Idea Challenge 2013 begins
- 15 Online membership dues deadline
- 15 Virtual Business Challenge I ends
- 18-24 Global Entrepreneurship Week
- 20-24 New York Experience I, New York City, NY
- 22 Idea Challenge 2013 entries due
- 29 Community Service Campaign due
- 29 Global Entrepreneurship Week Campaign due
- 29 Membership Campaign due
- 29 Promotional Campaign due

DECEMBER 2013

- 1 Deadline for Honorary Life Membership Award and Outstanding Service Award Application Packet
- 4-7 ACTE CareerTech VISION 2013, Las Vegas, NV
- 4-8 New York Experience II, New York City, NY
- 6-8 Central Region Leadership Conference Milwaukee, WI
- 13 Stock Market Game ends
- 20 ICDC T-shirt Design Contest ends

JANUARY 2014

- 6 Virtual Business Challenge II begins
- 10 School-based Enterprise certification documentation due
- 15 Association Administrator of the Year Award recipients due
- 17 Student scholarship applications due
- 31 DECA Emerging Leader Honor Award applications postmark deadline
- 31 Virtual Business Challenge II ends

FEBRUARY 2014

- 1-15 Online voting for ICDC T-shirt Design Contest
- 1-28 Career and Technical Education Month
- 5-9 Sports and Entertainment Marketing Conference, Orlando, FL
- 28 Advocacy Campaign due

MARCH 2014

- 1 ICDC competitors' final membership eligibility
- 3 Advisor scholarship applications postmark deadline
- 7 National Officer Candidate applications due

APRIL 2014

- 4 ICDC registration and hotel rooming list/deposit due from chartered associations

MAY 2014

- 3-6 DECA International Career Development Conference, Atlanta, GA

JUNE 2014

- 19-22 DECA Train the Trainer Certification Course Reston, VA
- 24-27 "Hospitality and Tourism Best Practices to Enhance Student Achievement" Chapter Advisor Summer Institute, Providence, RI
- 30-July 3 "Bring Your Classroom To Life With DECA" Chapter Advisor Summer Institute Denver, CO

JULY 2014

- TBD DECA Emerging Leader Summit, Phoenix, AZ

AUGUST 2014

- 12-13 New Advisors of Chartered Associations Training, Orlando, FL
- 14-16 State Association Management (SAM) Conference, Orlando, FL

Skills for Life



We love working with DECA students!

Vector is a great stepping stone for DECA students who are itching to put the skills they've learned with DECA to use in a practical, real-world setting.



- Real World Experience
- Part-Time Work
- Goal Setting
- Quality Cutco Products



"My biggest accomplishment with Vector has been being promoted to field assistant manager. Not many people my age can say that within a year they were promoted to a management position in a "normal" job ... Vector and DECA are SO similar. They both promote first-hand business experience and are excellent settings to network, meet new people, and make great, life-long friends. The business experience gained from both organizations is impeccable and it is almost impossible not to become more comfortable with the way you present yourself after being involved."

Olivia Hoskin

2009-2010 DECA Ontario President & Vector Sales Representative



WWW.FACEBOOK.COM/VECTOR.MARKETING.CORP



@CAMPUSVECTOR #SKILLSFORLIFE

WWW.VECTORMARKETING.COM/VMDECA



**PROUD NAB MEMBER AND
SPONSOR SINCE 2005**

YOUR ULTIMATE CHAPTER RESOURCE

BECOME A DECA EXPERT

DECA DIRECT ONLINE

What's the easiest way to become a DECA expert? DECA Direct Online—your one-stop information destination for all things DECA. Check in daily for the latest updates or search through our archives for the best resources for your chapter's needs.



In addition to all the latest DECA news, you'll find:

- **CHAPTER RESOURCES** Learn the best practices for chapter development, find out comprehensive learning program tips, and access teaching resources.
- **COMPETE** Achieve more than ever before with competitive events strategies, tools, helpful hints and more.
- **COLLEGE + CAREER** Prepare for a bright future with college advice, scholarship information and career resources.
- **PROFILES** Meet our incredible members, alumni, advisors, and partners.

 www.decadirect.org/

DON'T JUST READ THE NEWS—BE THE NEWS!

DECA's Social Media Correspondent Program

Share your chapter's success and best practices by signing up as a Social Media Correspondent.

Members and advisors simply submit one article per month on a topic of your choice—recruitment, fundraising, competition, school-based enterprise—the skies the limit! Attach a photo with your submission. Once your article has been reviewed and published, we will tweet you the unique page link to share with everyone you know!

 www.deca.org/page/socialmedia/

DECA DIRECT WEEKLY

You don't want to miss weekly e-mails delivered directly to your inbox featuring the most timely DECA news. Special editions are also sent on topics such as competitive events, new advisor strategies and more. E-mail communications@deca.org if you are not receiving these e-mails.

DECA DIRECT MAGAZINE

Featured articles are delivered four times a year to your chapter through *DECA Direct*, the magazine, and they are all accessible on decadirect.org.

FOLLOW DECA INC. Join all of DECA's social media networks to get the latest information on DECA's programs as it's announced.



facebook.com/decainc



twitter.com/decainc



instagram.com/decainc



pinterest.com/decainc



youtube.com/decainc



linkd.in/decainc



DECA & TextNoMore
Saving Lives One Text At A Time



Save Lives and Schools with TextNoMore's Fundvertising. Earn Thousands of dollars a year for your **DECA** Chapters.

For every business sponsor added your chapter receives \$10 a month for the entire length of the contract. TextNoMore will also give \$5 dollars towards the TextNoMore **DECA** Scholarship fund for every sponsor that signs up. Then at the ICDC, **TNM** will hand out scholarships to the top performers and chapters.

Your Cost - \$0

Sponsorship Cost - \$99.00 a Month

DECA Chapter - \$10.00 a month*

TextNoMore Scholarship Award - \$5.00 Per Business Sponsor *

100 Business Sponsors x \$10.00 = \$1,000.00 a month

100 x \$5.00 = \$500.00 a Month Towards the Scholarship Fund

Business Benefits -

- You are saving lives and helping to find missing children
- You are supporting your local high school
- You are helping students achieve their goals and go to college
- You are reaching new customers throughout the city
- You now are on the most coveted device, the mobile phone

To sign up visit: www.textnomore.com or by email: rodney@textnomore.com

MAKE YOUR CHAPTER'S SUCCESS COUNT

Earn **ACHIEVEMENT LEVEL** by meeting the requirements in any **ONE** of the three DECA Month Chapter Campaigns below (Promotional Campaign, Global Entrepreneurship Week Campaign and Community Service Campaign) and receive a pennant and certificate.

Earn **THRIVE LEVEL** by meeting the requirements in any **TWO** of the three DECA Month Chapter Campaigns below and receive a pennant, plaque, flag and three allocations to attend the **THRIVE ACADEMY** at ICDC!

PROMOTIONAL CAMPAIGN



DEADLINE



CONDUCT THESE ACTIVITIES FROM THE BEGINNING OF YOUR SCHOOL YEAR THROUGH DECA MONTH.

GLOBAL ENTREPRENEURSHIP WEEK CAMPAIGN



DEADLINE



ACTIVITIES MUST OCCUR DURING NOVEMBER 18-24, 2013. CHAPTER MUST BE REGISTERED WITH GLOBAL ENTREPRENEURSHIP WEEK PRIOR TO THE WEEK. WWW.GEWUSA.ORG/USER/REGISTER

COMMUNITY SERVICE CAMPAIGN



DEADLINE



CONDUCT ONE OR MORE COMMUNITY SERVICE ACTIVITIES FROM THE BEGINNING OF YOUR SCHOOL YEAR THROUGH DECA MONTH.

NOVEMBER IS DECA MONTH!

Choose your own DECA Week in November or celebrate DECA the entire month by participating in our DECA Month campaigns.

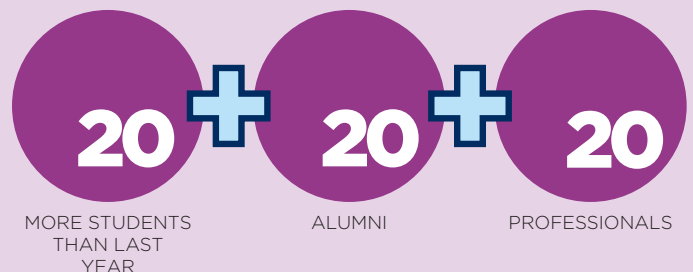
Earn **ACHIEVEMENT LEVEL** by meeting the requirements in any **ONE** of the categories (students, alumni and professionals) of the Membership Campaign and receive a pennant and certificate.

Earn **THRIVE LEVEL** by meeting the requirements in any **TWO** of the categories of the Membership Campaign and receive a pennant, plaque, flag and three allocations to attend the **THRIVE ACADEMY** at ICDC!

MEMBERSHIP CAMPAIGN



DEADLINE



GUIDE YOUR MEMBERSHIP EFFORTS BY MEETING THESE GOALS.

Meet the requirements in the Advocacy Campaign during February and receive a pennant, special plaque from DECA's Congressional Advisory Board and a letter of recognition sent to your school administrator and government officials.

ADVOCACY CAMPAIGN



DEADLINE



GUIDE YOUR CHAPTER'S ADVOCACY EFFORTS DURING CAREER AND TECHNICAL EDUCATION MONTH IN FEBRUARY.

SUBMIT YOUR CAMPAIGN ACTIVITIES ONLINE

■ www.deca.org/page/campaigns

FOR MORE INFORMATION, CONTACT

■ sandra_tucker@deca.org

WANT A CAREER THAT...

- CAN TAKE YOU ANYWHERE •
- HAS A PROVEN TRACK-RECORD FOR PROMOTION FROM WITHIN •
- IS FAST-PACED AND OFFERS NEW CHALLENGES EVERY DAY •
- ALLOWS YOU TO WORK IN A TEAM ENVIRONMENT •
- PROVIDES THE STABILITY OF A CONSTANTLY GROWING INDUSTRY •

...THEN CONSIDER A CAREER IN APARTMENT MANAGEMENT OR LEASING

DECA and the *National Apartment Association Education Institute (NAAEI)* urge DECA advisors to educate students about dynamic career pathways in the apartment industry. Contact sarahlevine@naahq.org to learn how to provide students with job shadow and internship experiences, guest speakers in your classroom, job descriptions, career pathway and compensation information.

Whether your interest is in managing a \$20 million business or you see yourself routinely closing \$12,000 leasing transactions, *the apartment industry rewards you for making people happy.*



NAAEI IS PROUD TO
PARTNER WITH DECA!
VISIT US ON THE WEB AT
WWW.DECA.ORG/PARTNERS/NAAEI

TO LEARN MORE
ABOUT CAREERS
IN THE APARTMENT
INDUSTRY GO TO:



TAKE LEARNING BEYOND THE CLASSROOM

THE ULTIMATE DECA POWER TRIP

This fall, members of the North Atlantic and Southern Regions will take their annual power trip to Boston. Powerful learning, competitive prowess and networking power: this is your power trip. MAKE IT COUNT.

■ BOSTON, MA | NOVEMBER 1-3, 2013



CENTRAL REGION LEADERSHIP CONFERENCE

Revolution = Innovation. Come to CRLC to develop your leadership skills, connect with potential employers and colleges, learn from leaders in business and industry, and connect with thousands of DECA members from across the region. Revolutionize your perspective on leadership and on life.

■ MILWAUKEE, WI | DECEMBER 6-8, 2013



INNOVATIONS AND ENTREPRENEURSHIP CONFERENCE

Home to numerous visionary leaders of past and present, Chicago is the perfect setting for DECA's Innovations and Entrepreneurship Conference. A blend of workshops and competition, this conference is the springboard for DECA members to unleash their ideas and ignite their creativity through the second annual DECA Idea Challenge.

■ CHICAGO, IL | NOVEMBER 8-10, 2013



SPORTS AND ENTERTAINMENT MARKETING CONFERENCE

In one of the world's premier locations for family entertainment and world-class professional sports, DECA's Sports and Entertainment Marketing Conference is the perfect experience for members with career interests in these industries. Conference attendees will gain an insider's perspective as Orlando's theme parks become a living classroom to complement the lessons from conference speakers.

■ ORLANDO, FL | FEBRUARY 5-9, 2014



WESTERN REGION LEADERSHIP CONFERENCE

Are you ready to rise in Phoenix? WRLC will feature keynote speakers, competition training, leadership workshops, career preparation and more. Learn from outstanding speakers, attend dynamic and educational sessions and feel the excitement of the general sessions.

■ PHOENIX, AZ | NOVEMBER 14-16, 2013



INTERNATIONAL CAREER DEVELOPMENT CONFERENCE

The highlight of the year and the ultimate place to MAKE IT COUNT, the DECA International Career Development Conference will again welcome 16,000 high school students, advisors, businesspeople and alumni for competitive events, leadership academies and career preparation.

■ ATLANTA, GA | MAY 3-6, 2014



NEW YORK EXPERIENCE

It's the concrete jungle where dreams are made, and the city becomes the living classroom for DECA members as they explore finance, fashion, marketing and so much more!

■ NOVEMBER 20-24, 2013

■ DECEMBER 4-8, 2013



DECA EMERGING LEADER SUMMIT

Were you just elected to a chapter or association officer position? Are you planning on running for office in the fall and want to boost your credentials? Bringing together DECA's best chapter and association student leaders, DECA's Emerging Leader Summit is the conference for you.

■ PHOENIX, AZ | JULY, 2014





Otis Spunkmeyer
Fundraising

These Cookies MEAN BUSINESS... AND Scholarships



Your chapter is eligible for scholarships and monetary awards when you sell any Otis products in your School Based Enterprise!

Discover 2 FUN WAYS TO RAISE MONEY WITH Otis Spunkmeyer Fundraising

- Serve irresistible cookies with the Otis fresh-baked cookie program, which includes the loan of a compact oven. **Earn up to 50% profit on every transaction**
- Sell pre-portioned cookie dough with the Otis cookie dough tub fundraising program. **Make 40% profit on every item sold**



Our Delicious Essentials™ cookie dough and thaw and serve muffins meets the newest USDA school nutrition requirements.



To make even more money for your chapter with an Otis cookie dough tub fundraiser, visit otisfundraisingideas.com.

For more information on building your DECA program with Otis, call us or visit our website.
Call 1-888-ASK-OTIS and let us help you find an Otis Spunkmeyer distributor in your area.

spunkmeyer.com





CERTIFY YOUR SCHOOL-BASED ENTERPRISE

A **school-based enterprise** (SBE) is an entrepreneurial operation in a school setting that provides goods/services to meet the needs of the market. SBEs are managed and operated by students as a hands-on learning laboratory that integrates National Curriculum Standards in Marketing, Finance, Hospitality or Management. SBEs provide realistic and practical learning experience that reinforces classroom instruction. SBEs can sell to consumers through a permanent location, a mobile kiosk or through internet marketing. Products may include school spirit wear, food and beverage items, school supplies, signs and banners and more, while other SBEs provide services such as creative design, advertising sales and more.



DECA offers an SBE certification program with guidelines that reinforce the integration of National Curriculum Standards. The guidelines provide standards relating to retail, marketing and entrepreneurship concepts, to which students document their adherence in a written manual. The level of certification awarded to an SBE—gold, silver, or bronze—is determined by the number of standards successfully documented.

The standards cover a range of business operations including financial analysis, operations, marketing-information management, market planning, product/service management, pricing, distribution/channel management, promotion, selling, and human resources management.

DECA school-based enterprises are encouraged to participate in the certification program. There are currently 174 certified school-based enterprises.

CERTIFICATION LEVELS

- ◆ SBEs may earn certification at three levels: Gold, Silver or Bronze.
- ◆ Gold-level certified SBEs may remain certified at the Gold level for four additional years by meeting the requirements for Gold re-certification.
- ◆ Bronze and Silver Level SBEs are recognized at the chartered association level.
- ◆ Gold Level and Gold Level Recertified SBEs are eligible to participate in the SBE Academy at the 2014 International Career Development Conference in Atlanta, Georgia.

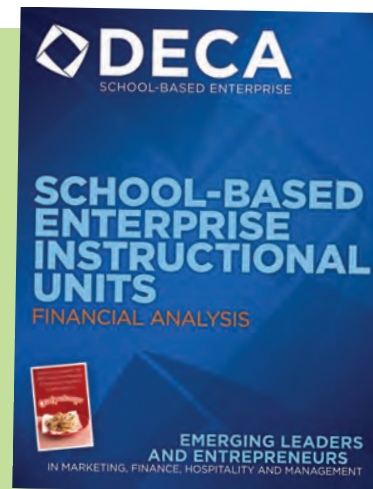
GUIDELINES

Certification and re-certification guidelines can be found at www.deca.org/sbe.

DECA school-based enterprises must follow these guidelines and submit required documentation to DECA Inc. by **January 10, 2014**.

DECA CONTACT

For questions about School-based Enterprise Certification, contact Shane Thomas at shane_thomas@deca.org or (703) 860-5000.



SBE INSTRUCTIONAL UNITS

SBE instructional units reinforce the topics covered by the SBE certification standards.

Learning packets and corresponding PowerPoint presentations are available for each of the ten instructional areas. Use these in your classroom to help prepare your students for SBE certification!

Download today at www.deca.org/sbe/resources.

DECA School-based Enterprise program sponsored by



PiperJaffray® wants *your* opinion!

*Take a minute to fill out
the Piper Jaffray/DECA
Taking Stock with Teens Survey.*



Fall Survey: August 26 through October 1, 2013
Spring Survey: March, 2014

For more information on the Piper Jaffray/DECA Partnership—and to link to the survey—go to www.deca.org/partners/pjc/.



ENGAGE YOUR MEMBERS WITH CLASSROOM PROJECTS

CORPORATE PARTNER CHALLENGES

DECA and several corporate partners have collaborated to offer DECA members opportunities to demonstrate the knowledge and skills learned in the classroom through innovative challenges during the 2013-2014 school year. Each challenge has a unique focus and a specific set of required tasks, but one common element is that presentations will be made via YouTube videos.

 www.deca.org/page/challenges/

CREATE IDEAS TO LAUNCH INNOVATIVE BUSINESS CONCEPTS

DeVry Innovation and Entrepreneurship Challenge

Present ideas to launch innovative business concepts which enhance the lives of North American consumers related to one of the following themes: technology, environmental sustainability, personal health, or tourism.



TRANSLATE A SEASONAL FASHION TREND INTO A “LOOK”

Fashion Institute of Design & Merchandising (FIDM) Challenge

Forecast a fashion trend for Back to School 2014 and put together an outfit that students would wear to school depicting this “up and coming” trend. Then, explain why, based on your research, you believe in this trend forecast.



ANALYZE A MAJOR RETAILER’S OMNI-CHANNEL STRATEGY

Finish Line Challenge



Develop recommendations for Finish Line after analyzing its omni-channel strategy (providing a consistent and premium customer experience through the many ways in which the customer shops). This includes researching the customer experience through mobile technology, the Internet, social media, offline media, and in-store.


WHAT'S THE BIG IDEA? DECA IDEA CHALLENGE

The Idea Challenge 2013 is a fast-paced competition that challenges K-12 and college student teams around the globe to find a new use for a common, everyday item in eight days. Student teams of three/four will present their innovative new use for the common, everyday item and share their results in a three-minute video posted on YouTube. The common, everyday item to be used in the challenge will remain a mystery until announced by DECA on November 15, 2013.




A featured event of Global Entrepreneurship Week

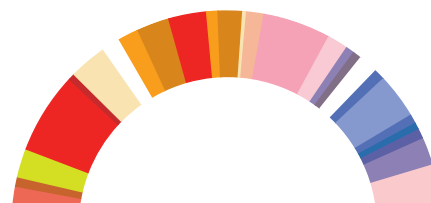
A panel of judges will evaluate the global entries looking for the most compelling solutions. The Idea Challenge 2013 winners will be announced on December 12.

 www.unleashingideas.org/challenge/

GLOBAL ENTREPRENEURSHIP WEEK

November 18–24, 2013

 www.unleashingideas.org/



MEMBER RECOGNITION



DECA SCHOLARSHIPS AWARD \$300,000 TO MEMBERS

DECA's scholarship program provides over \$300,000 in scholarships at the International Career Development Conference (ICDC) each year. Many corporate partners of DECA provide scholarships through the DECA Scholarship Program. DECA Inc. administers the program based on guidelines set by the donor. DECA scholarships are strictly merit based. Scholarship applications are due January 17, 2014.

 www.deca.org/scholarships



DECA EMERGING LEADER HONOR AWARD

The **DECA Emerging Leader Honor Award** recognizes DECA members for being academically prepared, community oriented, professionally responsible, and experienced leaders through their participation in DECA.

QUALIFICATIONS

To receive the DECA Emerging Leader Honor Award a student must:

1. be a DECA member at the local, chartered association and DECA Inc. levels
2. be a senior
3. have an overall cumulative grade point average of 3.2 for the seven previous semesters (with 4.0 being equal to an A)
4. complete one course in any one of the following areas:
 - Marketing
 - Business Management and Administration
 - Entrepreneurship
 - Finance
 - Hospitality and Tourism
5. participate in at least three of the areas listed under Community Oriented, Professionally Responsible and Experienced Leader

PROCEDURES

- Applications must be submitted electronically at www.deca.org/events/honoraward.
- An application fee of \$5.00 and signed application must be postmarked to DECA Inc. no later than January 31, 2014.

**DECA Emerging Leader Honor Award
DECA Inc.**

**1908 Association Drive
Reston, VA 20191-1594**

- An Honor Award certificate will be mailed directly to the local advisor with suggestions for appropriate presentation and recognition.



ICDC LEADERSHIP PROGRAMS

Preparing emerging leaders, DECA offers a variety of academies for those members who are not participating in competitive events at the International Career Development Conference.

LEADERSHIP DEVELOPMENT ACADEMY

The **LEADERSHIP DEVELOPMENT ACADEMY (LDA)** is an exhilarating educational experience for DECA members who want to step up their abilities as leaders and learn more about DECA. LDA participants will increase their knowledge of teamwork, effective communication, vision development, professionalism and chapter management skills while networking with leaders from across DECA's associations. Designed for freshmen, sophomores and juniors who are not participating in competitive events.

SENIOR MANAGEMENT INSTITUTE + EXECUTIVE MENTOR PROGRAM

The **SENIOR MANAGEMENT INSTITUTE (SMI)** engages high school seniors in activities designed to prepare them to transition from high school to college and the business world. Participants will develop teamwork, group dynamics and decision-making skills and a mission statement. A highlight of this institute is the Executive Mentor Program where students interact in small groups with high-profile executives from DECA's National Advisory Board and other top companies. Designed for seniors who are not participating in competitive events.

CHAPTER MANAGEMENT ACADEMY

The **CHAPTER MANAGEMENT ACADEMY (CMA)** covers all of the essentials for a successful DECA year at the chapter level. Chapter leaders will learn how to lead productive meetings and develop a comprehensive program of work including social activities, community service and fundraising. Designed for incoming chapter officers or potential chapter officers who are not participating in competitive events.

DECA LEADS

DECA LEADS provides dynamic association (state/provincial) officer training that produces a unified, accountable and results-driven partnership between the national, association and local levels. This powerful two-day training emphasizes the essential plans, goals, action items and skills needed for each team to achieve success within their association. Designed for chartered association officers.

SCHOOL-BASED ENTERPRISE ACADEMY

In the **SCHOOL-BASED ENTERPRISE (SBE) ACADEMY**, members learn new strategies and techniques for improving their SBE operations. They will also present a best practice related to their enterprise. Designed for student representatives from Gold Level Certified and Gold Level Re-certified SBEs who are not participating in competitive events. Sponsored by Otis Spunkmeyer, Inc.

THRIVE ACADEMY

The **THRIVE ACADEMY** is special two-day experience that is designed for members of highly active chapters that earn recognition in DECA's campaigns. Be looking for details about this high-energy experience. For more information about qualifying to attend, see information about the campaigns.

Consult your chartered association advisor regarding registration for each of these academies.

Need to fundraise?



DormCo.com offers a simple & high reward fundraising opportunity. Earn cash simply by passing out FREE DormCo.com gift cards to each high school senior!

Best fundraiser you'll ever do!
20% Commission. No Direct Selling.
Cost Free.

Sign up! **DormCo.com/DECA**

- 1 Obtain your 100% FREE \$5.00 Gift Cards to distribute to each senior in your High School Class. (No selling required!)
- 2 Seniors going to college need dorm supplies and will LOVE DormCo.com's unique selection, Low pricing & \$2.95 Shipping.
- 3 Each time a student referred by your DECA chapter shops at DormCo.com your group earns 20% commission on every sale!



Questions? Contact Jeff Gawronski
DECA@DormCo.com or **888.925.2899**

ENHANCE YOUR ADVISOR PROWESS

As a DECA advisor, you have access to many resources to help you enhance your teaching. DECA offers high-quality, continuous professional development resources, workshops and seminars to improve your performance and fulfill your certification requirements for continuing professional development.

EDUCATIONAL PRACTICES

Transform your teaching with scholarly information, articles and white papers.

DECA Direct Weekly

Delivered directly to your inbox each Tuesday, *DECA Direct Weekly* informs chapter advisors of the latest DECA happenings and shares articles on classroom and chapter strategies.

Advisor Newsletter + Chapter Packets

DECA Insight provides professional development articles to help advisors use components of the DECA program in the classroom. *DECA Insight* is delivered four times a year in chapter packets that include other tools such as DECA's business partner poster series and classroom resources.



perts across various career clusters and advisors implementing unique best practices. Some of the events are suited to integrate into classroom instruction to supplement student learning. Advisors can receive certificates of participation as part of the Professional Learning Series.

FACE-TO-FACE LEARNING

DECA Workshops by Certified Trainers

Delivered at association and regional conferences, these DECA workshops are conducted by DECA's certified trainers on topics such as chapter success, integrating DECA activities into the classroom, competitive events, and the roles of a chapter advisor.

DECA Institutes for Educational Excellence

DECA's Institutes for Educational Excellence provide teachers and DECA advisors with tools to

PROFESSIONAL DEVELOPMENT SCHOLARSHIPS

DECA's corporate and education partners offer professional development scholarships to advisors for use at professional development conferences providing continuing education credit (CEU) in their field. Applications due March 3, 2014.

bring their classroom instruction to the next level. Tailored to educators of specific levels of experience, the institutes offer networking opportunities with education and industry leaders and continuing education units (CEUs) for completion.

DECA New Advisor Academy

A highlight of the International Career Development Conference, DECA's New Advisor Academy is designed to help DECA advisors understand their various roles as well as how DECA's Comprehensive

Learning Program integrates into classroom instruction, applies learning, connects to business and promotes competition.

For more information, contact Michelle Walker, director of education, at michelle_walker@deca.org or (703) 860-5000.

 www.deca.org/advisors

ARE YOU A NEW ADVISOR?

DECA welcomes new professionals to our organization! If you have less than three years of experience, be sure you're in our monthly electronic mentor program.

E-LEARNING

Advisor Virtual Learning Center

As the one-stop center for e-learning activities, the Advisor Virtual Learning Center contains free webinars and Google+ Hangouts, modules from selected face-to-face learning opportunities and other educational materials. These presentations feature business and industry ex-



DECA

COMPETITIVE EVENTS PROGRAM

DECA's Competitive Events Program directly supports our mission of preparing emerging leaders and entrepreneurs in marketing, finance, hospitality and management. As an integral part of the classroom curriculum, DECA's industry-validated competitive events apply learning, connect to business and promote competition. DECA's competitive events directly contribute to every student being college and career ready when they graduate from high school.

DECA's Competitive Events Program is aligned to National Curriculum Standards in the career clusters of marketing, business management and administration, finance and hospitality and tourism. The program also strongly supports the development of 21st Century Skills and Common Core State Standards.

The official guidelines are included in this section of the DECA Guide. For more information, including competitive events resources, visit www.deca.org/competitions/highschool.

Many DECA members aspire to be named an international champion just like Edua Fils of Florida. However, the accolades take a year's worth of preparation starting in the classroom and continuing through a series of qualifying competitions, where members demonstrate their proficiency of industry-validated knowledge and skill statements.





DECA HIGH SCHOOL COMPETITIVE EVENTS 2013-2014

PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS

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

TEAM DECISION MAKING EVENTS

1. Business Law and Ethics Team Decision Making—BLTDM
2. Buying and Merchandising Team Decision Making—BTDM
3. Financial Services Team Decision Making—FTDM
4. Hospitality Services Team Decision Making—HTDM
5. Marketing Communications Team Decision Making—MTDM
6. Sports and Entertainment Marketing Team Decision Making—STDM
7. Travel and Tourism Team Decision Making—TTDM

INDIVIDUAL SERIES EVENTS

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

Not all chartered associations offer all events. Please check with your chartered association advisor for events offered in your chartered association.

BUSINESS OPERATIONS RESEARCH EVENTS

1. Business Services Operations Research—BOR
2. Buying and Merchandising Operations Research—BMOR
3. Finance Operations Research—FOR
4. Hospitality and Tourism Operations Research—HTOR
5. Sports and Entertainment Marketing Operations Research—SEOR

CHAPTER TEAM EVENTS

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

BUSINESS MANAGEMENT AND ENTREPRENEURSHIP EVENTS

1. Entrepreneurship Innovation Plan—ENI
2. Entrepreneurship Participating (Creating an Independent Business—ENPI or Franchising Business—ENPF)
3. Entrepreneurship Written—ENW
4. Entrepreneurship—Growing Your Business—ENGB
5. International Business Plan—IBP

MARKETING REPRESENTATIVE EVENTS

1. Advertising Campaign—ADC
2. Fashion Merchandising Promotion Plan—FMP
3. Sports and Entertainment Promotion Plan—SEPP

PROFESSIONAL SELLING EVENTS

1. Hospitality and Tourism Professional Selling—HTPS
2. Professional Selling—PSE

ONLINE EVENTS

1. Stock Market Game—SMG
2. Virtual Business Challenge Personal Finance—VBCPF
3. Virtual Business Challenge Restaurant—VBCRS
4. Virtual Business Challenge Retail—VBCRT
5. Virtual Business Challenge Sports—VBCSP



COMPETITIVE EVENTS

INTEGRATE INTO CLASSROOM INSTRUCTION

CAREER CLUSTERS AND PATHWAYS

DECA's Competitive Events Program is aligned with National Curriculum Standards in the marketing, business management and administration, finance, and hospitality and tourism career clusters.

Performance indicators are specific knowledge/skills categorized by **instructional area**. They are the basis of the content of the cluster exams and content interviews, case studies and role-plays.

The **Business Administration Core** has twelve instructional areas with performance indicators. This core is the foundation for all of DECA's competitive events.

As events become more specialized, they are associated with a specific **career cluster** and then possibly a **career pathway**.

At each level, content becomes more specialized. Each career cluster has its own unique instructional areas, each with performance indicators. Each pathway has specific performance indicators that represent groups of careers within a specific career cluster.

The cluster wheel on page 27 shows instructional areas in the Business Administration Core, the four career clusters, and career pathways. Please refer to page 28 for the relationship between specific competitive events and the career clusters.



GLOSSARY OF TERMS

Performance Indicators

Specific knowledge and skills students are expected to address and perform during their competition. Performance indicators are national curriculum standards which are taught in the classroom.

Instructional Areas

Broad areas of content knowledge (i.e., promotion, pricing, emotional intelligence, business law) that are comprised of many performance indicators

Business Administration Core

The Business Administration Core is the foundation for all of DECA's competitive events. Performance indicators in the Business Administration Core are common to all career areas and competitive events.

Career Clusters

There are sixteen (16) career clusters, each representing a distinct grouping of careers and industries based on the knowledge and skills they require. DECA supports four (4) career clusters:

- Marketing
- Business Management and Administration
- Finance
- Hospitality and Tourism

Career Pathways

Each career cluster contains several career pathways, or specialized career areas. For example, the Finance Career Cluster has career pathways such as Accounting, Banking Services, Corporate Finance, Insurance, and Securities and Investments.

APPLY LEARNING AND CONNECT TO BUSINESS

DECA's competitive events are industry validated, use business professionals as evaluators and closely align with current trends in business and industry. As a result, the scenarios in the role-play events and objectives of written events require DECA members to apply learning in a contemporary business setting, thus promoting rigor and relevance.

PERFORMANCE INDICATORS

Performance indicators for **Principles of Business Administration** content interviews and exams will be selected from the business administration core.

Performance indicators for **Team Decision Making** case studies and exams will be selected from the appropriate career cluster and the business administration core.

Performance indicators for **Individual Series** role-plays will be selected from the appropriate pathway, the appropriate career cluster and the business administration core. Performance indicators for **Individual Series** exams will be selected from the appropriate career cluster and business administration core.

Performance indicators for the cluster exams used for **Marketing Representative Events** and **Professional Selling Events** will be selected from the appropriate career cluster and the business administration core.

COMPETITIVE EVENT	BUSINESS ADMIN. CORE	CAREER CLUSTER EXAM	PATHWAY
PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS			
Principles of Business Administration	Exam		
Principles of Finance	Exam		
Principles of Hospitality and Tourism	Exam		
Principles of Marketing	Exam		
TEAM DECISION MAKING EVENTS			
Business Law and Ethics	•	Business Management and Administration	
Buying and Merchandising	•	Marketing	
Financial Services	•	Finance	
Hospitality Services	•	Hospitality and Tourism	
Marketing Communications	•	Marketing	
Sports and Entertainment Marketing	•	Marketing	
Travel and Tourism	•	Hospitality and Tourism	
INDIVIDUAL SERIES EVENTS			
Accounting Applications	•	Finance	Accounting
Apparel and Accessories Marketing	•	Marketing	Merchandising
Automotive Services Marketing	•	Marketing	Marketing Management
Business Finance	•	Finance	Corporate Finance
Business Services Marketing	•	Marketing	Marketing Management
Food Marketing	•	Marketing	Marketing Management
Hotel and Lodging Management	•	Hospitality and Tourism	Lodging
Human Resources Management	•	Business Management and Administration	Human Resources Management
Marketing Management	•	Marketing	Marketing Management
Quick Serve Restaurant Management	•	Hospitality and Tourism	Restaurant and Food and Beverage Service
Restaurant and Food Service Management	•	Hospitality and Tourism	Restaurant and Food and Beverage Service
Retail Merchandising	•	Marketing	Merchandising
Sports and Entertainment Marketing	•	Marketing	Marketing Management
MARKETING REPRESENTATIVE EVENTS			
Advertising Campaign	•	Marketing	
Fashion Merchandising Promotion Plan	•	Marketing	
Sports and Entertainment Promotion Plan	•	Marketing	
PROFESSIONAL SELLING EVENTS			
Hospitality and Tourism Professional Selling	•	Hospitality and Tourism	
Professional Selling	•	Marketing	

Specific performance indicator lists are available at www.deca.org/competitions/highschool/.

Role-play Scoring

A list of performance indicators specific to the scenario is included in the evaluation. These are distinct tasks the participants must accomplish during the content interview, role-play or case study. The judge will evaluate the participants' performance on these tasks and on several follow-up questions. The judge will complete the Presentation Evaluation Form.

The judge will become familiar with all of the event guidelines before starting to evaluate the written entry. Penalty points (see Written Entry Checklist) will have already been assessed. The Written Entry Evaluation Form follows the outline shown in the section entitled Format Guidelines for the Written Entry, which explains in greater detail what should be discussed/included in each section. The judge will complete the Written Entry Evaluation Form.

A “Below Expectations” score means that the information presented does not meet minimum standards of acceptability.

A “Little/No Value” score means either that some major flaw has been noted that damages the effectiveness of the information (this may be a major omission, a serious misstatement, poor writing or any other major flaw) or that the information presented is of no value (does not address the problem at all).

A combined total score of 70 or better on the written and presentation sections will earn the participant/team DECA's Certificate of Excellence at the international conference.

Supporting college and career readiness, DECA's competitive events transcripts express each member's performance rated against National Curriculum Standards identified as essential knowledge and skills. DECA transcripts provide evidence of student learning and achievement through their participation in DECA's Competitive Events Program at the International Career Development Conference.

DECA transcripts are an exceptional tool to provide feedback for both advisors and members in helping them assess areas for improvement in course instruction and student learning.

The transcripts provide ranking and performance measures for each instructional area on the career cluster exam and feedback for each performance indicator and/or evaluation criterion that the judge evaluates.

Because of the structure of DECA's competitive events program, all data is normalized to provide this feedback and should be viewed as a snapshot of performance rather than in terms of final competition rankings.

DECA transcripts are yet another tool in demonstrating DECA's commitment to integrating DECA into classroom instruction, applying learning, connecting to business and promoting competition. DECA members may wish to use their DECA transcripts as part of their portfolios when applying for scholarships, to college or for jobs.

Learn more and order transcripts at www.deca.org/page/transcript.

Key: NVE=No value, BE=Below Expectations, ME=Meets Expectations, EE=Exceeds Expectations

PROMOTE COMPETITION

RECOGNITION AND AWARDS

DECA's competitive events provide recognition for competitors in a number of different areas. The following list describes the recognition provided:

Certificate of Achievement: All competitors will receive a Certificate of Achievement recognizing the achievement necessary to qualify to participate in the International Career Development Conference.

Certificate of Excellence: Competitors scoring a combined total score of 70 or better on the competitive event components will earn a Certificate of Excellence.

Mini-Awards: For each event with career cluster exams, the highest ten individual scores on the career cluster exam will receive a gold-ribbon medallion. For each Principles of Business Administration Event, Team Decision Making Event, Individual Series Event, Marketing Representative Event and Professional Selling Event, participants with top scores in each section of the interview component will each receive a gold-ribbon medallion. In all events, the top two overall scores in each section will be considered finalists and receive blue-ribbon medallions.

Grand Awards: The top ten finalists will be called to the stage with first, second and third places receiving trophies and all ten receiving red-white-blue ribboned medallions.

Cash Awards: All competitive event first place winners will receive a minimum of \$100. Several events provide larger awards based on company sponsorship.

SPONSORED EVENTS

DECA gratefully acknowledges the competitive events sponsorship of these generous corporations and organizations.

Unless otherwise noted, each sponsoring organization provides the following awards for international competitors:

- 1st Place—\$1,000
- 2nd Place—\$500
- 3rd Place—\$250
- 4th–10th Place—\$100 each

ACCOUNTING APPLICATIONS SERIES

SPONSORED BY



APPAREL AND ACCESSORIES MARKETING SERIES

SPONSORED BY

MEN'S WEARHOUSE®

AUTOMOTIVE SERVICES MARKETING SERIES

SPONSORED BY



BUSINESS SERVICES OPERATIONS RESEARCH EVENT

SPONSORED BY



COMMUNITY SERVICE PROJECT

SPONSORED BY



1st Place:

Chapter representative(s) (selected by the chapter) and the advisor from the first place chapter will receive an all-expense-paid trip.

2nd Place:

A chapter representative (selected by the chapter) will receive an all-expense-paid trip.

CREATIVE MARKETING PROJECT

SPONSORED BY





ENTREPRENEURSHIP PARTICIPATING EVENT CREATING A FRANCHISING BUSINESS

SPONSORED BY



ENTREPRENEURSHIP PARTICIPATING EVENT CREATING AN INDEPENDENT BUSINESS

SPONSORED BY



FASHION MERCHANDISING PROMOTION PLAN EVENT

SPONSORED BY



FINANCIAL LITERACY PROMOTION PROJECT

SPONSORED BY



SCHOLARSHIP AWARDS:

- 1st Place: \$5,000 per team member
- 2nd Place: \$3,000 per team member
- 3rd Place: \$2,000 per team member
- 4th Place: \$1,000 per team member

FOOD MARKETING SERIES

SPONSORED BY



HOSPITALITY SERVICES TEAM DECISION MAKING EVENT

SPONSORED BY



PUBLIC RELATIONS PROJECT

SUPPORTED BY



RETAIL MERCHANDISING SERIES

SPONSORED BY



SPORTS AND ENTERTAINMENT MARKETING TEAM DECISION MAKING EVENT

SPONSORED BY





ICDC QUALIFICATIONS AND DRESS CODE

QUALIFICATIONS FOR ENTERING INTERNATIONAL CONFERENCE COMPETITIVE EVENTS

1. All participants must be active members of DECA with the current year's dues on file with DECA Inc. prior to March 1 of the current school year.
2. All participants and written entries must be approved and authorized for entering competition by their chartered association through official competitive events registration forms.
3. All participants and written entries must meet the specifications set forth for each activity.
4. All participants must have participated in chartered association, district and/or local competition, or qualified through online competition.
5. All entry forms and creative entries must be submitted by the chartered association advisor or designee according to announced deadlines.
6. A participant may enter only one of the competitive events with a participatory component during DECA's international conference.
7. No additions or substitutions may be registered for competition after the deadline set forth by DECA Inc.
8. A written entry may not be entered in more than one international conference competitive event during a given year.
9. Once a written entry is entered in international conference competition, the identical content material may not be entered in international conference competition again.
10. All participants must attend the briefing sessions scheduled for their competitive event during the international conference.
11. Participants are required to follow the official DECA dress code outlined on this page.
12. All written entries must include a signed copy of DECA's Written Event Statement of Assurances and Academic Integrity (page 42).
13. Participants must bring a photo ID to all event briefings, testing sessions and presentations. If a photo ID is not available, an advisor must verify the participant's identity.

ICDC DRESS CODE

Professional appearance is an important aspect of the overall preparation of DECA members for the business world. To that end, DECA supports a dress code for its career-based functions that exemplifies the highest standards of professionalism while being non-discriminatory between males and females.

DECA's board of directors has developed the following official dress standards for the International Career Development Conference. Students, advisors and chaperones must follow the dress code.

Competitors must wear an official DECA blazer during interaction with the judges. While official DECA blazers are not required during briefing and testing, professional business dress is required. Professional dress should also be worn to all conference sessions including workshops and special meal functions such as luncheons.

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

An official DECA blazer is required to receive recognition/an award on stage.

WHEN APPEARING BEFORE JUDGES

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

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

DECA GENERAL SESSIONS, MEAL FUNCTIONS

FEMALES: Business suit or blazer with dress blouse and dress skirt or dress slacks or business dress; dress shoes

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

EVENT BRIEFING, MANUAL REGISTRATION AND TESTING, LEADERSHIP ACADEMIES/INSTITUTES

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

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

DECA BUSINESS CASUAL

- Casual slacks (e.g., Dockers), blouse or shirt, socks and casual shoes.
- Jeans, t-shirts and athletic shoes are **not** included in business casual attire.

UNACCEPTABLE DURING DECA ACTIVITIES

- Skin-tight or revealing clothing
- Midriff-baring clothing
- Swimwear
- Leggings or graphic designed hosiery/tights
- Athletic clothing
- Clothing with printing that is suggestive, obscene or promotes illegal substances

When judging adherence to the dress code, DECA asks that advisors, teachers and chaperones use observation as the tool for assessing compliance. DECA does not support or condone the touching of students or their clothing as a means of determining whether or not a student is following the dress code guidelines.

Principles of Business Management and Administration

Principles of Finance

Principles of Hospitality and Tourism

Principles of Marketing

PURPOSE

DECA's Principles of Business Administration Events measure the student's proficiency in those knowledge and skills identified by career practitioners as common academic and technical content across marketing, finance, hospitality, and business management and administration.

The Principles of Business Administration Events are designed for **first-year DECA members** who are enrolled in introductory-level principles of marketing/business courses. Advanced students with multiple course credits in this area are better served in more advanced competitive events. Students who were previously members of DECA are not eligible for these events.

KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills described by selected business administration core performance indicators which are aligned with National Curriculum Standards and industry validated. Complete lists of performance indicators are available at www.deca.org/competitions/highschool. Participants in these competitive events are not informed in advance of the performance indicators to be evaluated.

Participants will also develop many 21st century skills, in the following categories, desired by today's employers:

Communication and Collaboration	Initiative and Self-direction
Creativity and Innovation	Leadership and Responsibility
Critical Thinking and Problem Solving	Media Literacy
Flexibility and Adaptability	Productivity and Accountability
Information, Communication & Technology Literacy	Social and Cross-cultural Skills
Information Literacy	

A crosswalk is available at www.deca.org/competitions/highschool that shows which 21st century skills are developed by participating in each competitive event.

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA's competitive events. Crosswalks are available at www.deca.org/competitions/highschool that show which common core standards are supported by participating in each competitive event.

DEFINITIONS

The following definitions are used to determine the activities and careers that are included in each of the Principles of Business Administration Events.

- **Principles of Business Management and Administration:** The interview events will use language associated with careers in Administrative Services, Business Information Management, General Management, Human Resources Management, and Operations Management.
- **Principles of Finance:** The interview events will use language associated with careers in Accounting, Banking Services, Business Finance, Insurance and Securities, and Investments.
- **Principles of Hospitality and Tourism:** The interview events will use language associated with careers in Hotels, Restaurants, and Tourism and Travel.
- **Principles of Marketing:** The interview events will use language associated with careers in Marketing Communications, Marketing Management, Marketing Research, Merchandising and Professional Selling.

PROCEDURE

- Principles of Business Administration Events consist of two major parts: a **business administration core exam** and a **content interview** with a business executive. A second content interview will be given to finalists. The business administration core exam items and the content interview situations are selected from a list of performance indicators identified in the National Curriculum Standards for Business Administration developed by MBAResearch for the Career Clusters® Framework and validated by industry representatives.
- The participant will be given a 100-question, multiple-choice, business administration core exam.
- The participant will be given a written assignment to review. In the content interview the student is asked to explain or demonstrate mastery of a selected group of performance indicators in an interview with an industry representative.
- In the content interview portion of the event, participants must accomplish a task by translating what they have learned into effective, efficient and spontaneous action.
- A list of four performance indicators specific to the assignment is included in the participant's instructions. These are distinct tasks the participant must accomplish during the interview. The judge will evaluate the participant's performance on these tasks and on follow-up questions.
- Participants will have 10 minutes to review the assignment and to develop a professional approach to the interview. Participants may use notes made during the preparation time during the interview.
- Up to 10 minutes are then allowed for the participant to interact with a competent judge and explain the designated concepts. The judge is a qualified business executive. Following the interview, the judge evaluates the participant's responses and records the results on an evaluation form developed especially for each content interview event.
- Participants may not bring printed reference materials, visual aids, etc., to the competitive event. Participants may use a four-function calculator during the exam and preparation period. Scientific/graphing calculators, cell phones/smartphones, iPods/MP3 players, iPads/tablets may not be used.
- Materials appropriate for the situation may be handed to or left with the judge. Materials handed to the judge must be created using materials provided during the designated preparation period.
- If any of these rules are violated, the adult assistant must be notified by the judge.
- The maximum score for the evaluation is 100 points. The presentation will be weighed at twice (2 times) the value of the exam score. The exam score carries forward into the final round of competition.

PRESENTATION JUDGING

Participants will be evaluated according to the Evaluation Form.

The participant will have a 10-minute preparation period and may make notes to use during the interview.

After introductions, the judge will begin the 10-minute interview. During or following the participant's explanation of the designated concepts, the judge will ask the questions related to the interview that are provided in the event. These questions will cause the student to think and respond beyond the performance indicators provided.

Close the interview by thanking the participant for his/her work. Then complete the Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points.

TEAM DECISION MAKING EVENTS 2014

DECA
MAKE IT
COUNT

Business Law and Ethics Team Decision Making Event

Buying and Merchandising Team Decision Making Event

Financial Services Team Decision Making Event

Hospitality Services Team Decision Making Event

Sponsored by Marriott International, Inc.



Marketing Communications Team Decision Making Event

Sports and Entertainment Marketing Team Decision Making Event

Sponsored by Northwood University



Travel and Tourism Team Decision Making Event

PURPOSE

The Team Decision Making Events provide an opportunity for participants to analyze one or a combination of elements essential to the effective operation of a business in the specific career area. The business situation to be analyzed will be presented as a case study.

The guidelines for each of the Team Decision Making Events have been consolidated to facilitate coordination of the participant activities in each career category. This means the guidelines will be exactly the same for each career category. However, each career category's case problem will be career specific and will be different and distinct from the case studies of the other career categories.

KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills described by selected business administration core and career cluster performance indicators which are aligned with National Curriculum Standards and industry validated. Complete lists of performance indicators are available at www.deca.org/competitions/highschool. Participants in these competitive events are not informed in advance of the performance indicators to be evaluated.

Participants will also develop many 21st century skills, in the following categories, desired by today's employers:

Communication and Collaboration	Initiative and Self-direction
Creativity and Innovation	Leadership and Responsibility
Critical Thinking and Problem Solving	Media Literacy
Flexibility and Adaptability	Productivity and Accountability
Information, Communication & Technology Literacy	Social and Cross-cultural Skills
Information Literacy	

A crosswalk is available at www.deca.org/competitions/highschool that shows which 21st century skills are developed by participating in each competitive event.

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA's competitive events. Crosswalks are available at www.deca.org/competitions/highschool that show which common core standards are supported by participating in each competitive event.

DEFINITIONS

The following definitions are used to determine the activities and careers that are included in each of the Team Decision Making Events.

- **BUSINESS LAW AND ETHICS: (BUSINESS MANAGEMENT AND ADMINISTRATION CLUSTER)** For the purposes of this event, business law is U.S. law and will include contracts, product liability, employment and types of business ownership. The ethics component involves evaluating competing social values that may reasonably be argued from either side.

(Continued on next page)

- **BUYING AND MERCHANDISING: (MARKETING CLUSTER)** Employees in buying and merchandising positions get the product into the hands of the customer. This process includes forecasting, planning, buying, displaying, selling and providing customer service.
- **FINANCIAL SERVICES: (FINANCE CLUSTER)** Financial services refer to services offered in the finance industry by financial institutions. Concepts include understanding the source and purpose of financial statements, the impact of management decisions on statements, and the analysis and interpretation of data for planning purposes.
- **HOSPITALITY SERVICES: (HOSPITALITY AND TOURISM CLUSTER)** Hospitality services include marketing and management functions and tasks that can be applied in hotels, motels, lodging services, related convention services, and related food and beverage services.
- **MARKETING COMMUNICATIONS: (MARKETING CLUSTER)** Marketing communications are marketing functions and tasks that inform, remind, and/or persuade a target market of ideas, experiences, goods/services, and/or images.
- **SPORTS AND ENTERTAINMENT MARKETING: (MARKETING CLUSTER)** Sports and entertainment marketing includes marketing functions and tasks that can be applied in amateur or professional sports or sporting events, entertainment or entertainment events, selling or renting of supplies and equipment (other than vehicles) used for recreational or sporting purposes, products and services related to hobbies or cultural events, or businesses primarily engaged in satisfying the desire to make productive or enjoyable use of leisure time.
- **TRAVEL AND TOURISM: (HOSPITALITY AND TOURISM CLUSTER)** Travel and tourism includes marketing and management functions and tasks that can be applied in enterprises engaged in passenger transportation, travel service, attracting and serving the traveling public, arranging tours or acting as independent ticket agencies, and other services incidental to the travel or tourism industry.

PROCEDURE

- Each team must be composed of **two members** of the DECA chapter.
- Each team member will be given a 100-question, multiple-choice, **cluster exam**. The scores will be averaged to produce a single team score.
- Team members will be given a decision-making **case study situation** involving a problem in a business in the career area. Teams qualifying for a final round will participate in a second case study situation.
- A list of seven performance indicators specific to the scenario is included in the participants' instructions. These are distinct tasks the participants must accomplish during the role-play. The judge will evaluate the participants' role-play performance on these tasks and on several follow-up questions.
- Each team will have 30 minutes to study the situation and organize their analysis using a team decision making format. During the preparation period, teams may consult only with one another about the situation. Participants may use notes made during the preparation time during the presentation.
- Participant teams will meet with the judge for a 15-minute interview. The judge is a qualified business executive. The team will spend not more than 10 minutes, at the beginning of the interview, describing the team's analysis of the situation given. Both members of the team must participate in the presentation. The judge will spend the remaining 5 minutes questioning the participants. Each participant must respond to at least one question posed by the judge.
- Participants may not bring printed reference materials, audio or visual aids, etc., to the competitive event. Participants may use a four-function calculator during the exam and preparation period. Scientific/graphing calculators, cell phones/smartphones, iPods/MP3 players, iPads/tablets may not be used.
- Materials appropriate for the situation may be handed to or left with the judge. Materials handed to the judge must be created using materials provided during the designated preparation period.
- If any of these rules are violated, the adult assistant must be notified by the judge.
- The maximum score for the evaluation is 100 points. The presentation will be weighted at twice (2 times) the value of the exam scores. The exam score carries forward into the final round of competition.

PRESENTATION JUDGING

Participants will be evaluated according to the Evaluation Form.

Participants will have a 30-minute preparation period and may make notes to use during the interview.

During the first 10 minutes of the presentation (after introductions), the team will present their analysis, their decisions and the rationale behind the decisions. Allow the teams to complete this portion without interruption, unless you are asked to respond.

During the next 5 minutes, you may ask questions of the team to determine their understanding of the situation presented. Each member of each team should respond to at least one question. To ensure fairness, you must ask each team the same questions. After asking the standard questions, you may ask additional questions for clarification specific to the current team.

After the questioning period, close the interview by thanking the team for their work. Then complete the Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points.



INDIVIDUAL SERIES EVENTS 2014

DECA
MAKE IT
COUNT

Accounting Applications Series

Sponsored by American Institute of CPAs

Apparel and Accessories Marketing Series

Sponsored by Men's Wearhouse

Automotive Services Marketing Series

Sponsored by National Automotive Parts Association

Business Finance Series

Business Services Marketing Series

Food Marketing Series

Sponsored by Safeway, Inc.

Hotel and Lodging Management Series

Human Resources Management Series

Marketing Management Series

Quick Serve Restaurant Management Series

Restaurant and Food Service Management Series

Retail Merchandising Series

Sponsored by Gordmans

Sports and Entertainment Marketing Series



MEN'S WEARHOUSE®



SAFeway

Gordmans
something unexpected

PURPOSE

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

The guidelines for each of the Individual Series Events have been consolidated to facilitate coordination of participant activities in each career category. This means the guidelines are exactly the same for each career category. However, each career category's role-play will be career specific and will be different and distinct from the role-plays of the other career categories. Each area will be treated separately as a competitive event; however, only one copy of the guidelines is included.

KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills described by the business administration core, the appropriate career cluster core, and the appropriate career pathway performance indicators which are aligned with National Curriculum Standards and industry validated. Complete lists of performance indicators are available at www.deca.org/competitions/highschool. Participants in these competitive events are not informed in advance of the performance indicators to be evaluated.

Participants will also develop many 21st century skills, in the following categories, desired by today's employers:

Communication and Collaboration	Initiative and Self-direction
Creativity and Innovation	Leadership and Responsibility
Critical Thinking and Problem Solving	Media Literacy
Flexibility and Adaptability	Productivity and Accountability
Information, Communication & Technology Literacy	Social and Cross-cultural Skills
Information Literacy	

A crosswalk is available at www.deca.org/competitions/highschool that shows which 21st century skills are developed by participating in each competitive event.

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA's competitive events. Crosswalks are available at www.deca.org/competitions/highschool that show which common core standards are supported by participating in each competitive event.

DEFINITIONS

The following definitions are used to determine the activities and careers that are included in each of the Individual Series Events.

- **ACCOUNTING APPLICATIONS: (FINANCE CLUSTER, ACCOUNTING PATHWAY)** The student is given a description of a specific situation that measures skills, knowledge and attitudes in accounting applications. Students will be challenged to perform management functions and tasks focusing on the application of financial data to business planning, including collection and organization of data, development and use of reports, and analysis of data to make business decisions. Concepts include understanding the source and purpose of

financial statements, the impact of management decisions on statements, and the analysis and interpretation of data for planning purposes. Roles in these events are those of supervisors, managers or entrepreneurs.

- **APPAREL AND ACCESSORIES MARKETING: (MARKETING CLUSTER, MERCHANDISING PATHWAY)** The student is given a description of a specific situation that measures skills, knowledge and attitudes in apparel and accessories marketing or marketing management. Students will be challenged to perform marketing and management functions and tasks in retail establishments, wholesale establishments and/or manufacturing firms primarily engaged in the marketing of clothing and related articles for personal wear and adornment. Roles in these events are those of customers, employees, supervisors and managers.
- **AUTOMOTIVE SERVICES MARKETING: (MARKETING CLUSTER, MARKETING MANAGEMENT PATHWAY)** The student is given a description of a specific situation that measures skills, knowledge and attitudes in automotive services marketing. Students will be challenged to perform marketing and management functions and tasks related to auto dealers, service stations and related businesses or auto parts stores. Roles in these events are those of customers, employees, supervisors, managers and entrepreneurs.
- **BUSINESS FINANCE: (FINANCE CLUSTER, CORPORATE FINANCE PATHWAY)** The student is given a description of a specific situation that measures skills, knowledge and attitudes in business finance. Students will be challenged to perform management functions and tasks focusing on high-level financial and business planning, including collection and organization of data, development and use of reports, and analysis of data to make business decisions. Concepts include understanding the source and purpose of financial statements, the impact of management decisions on statements, and the analysis and interpretation of data for corporate planning purposes. Roles in these events are those of supervisors, managers, financial experts or entrepreneurs.
- **BUSINESS SERVICES MARKETING: (MARKETING CLUSTER, MARKETING MANAGEMENT PATHWAY)** The student is given a description of a specific situation that measures skills, knowledge and attitudes in business services marketing. Students will be challenged to perform marketing functions and tasks involved in providing services to businesses on a fee or contract basis or providing services to consumers. Roles in these events are those of customers, employees, supervisors, managers and entrepreneurs.
- **FOOD MARKETING: (MARKETING CLUSTER, MARKETING MANAGEMENT PATHWAY)** The student is given a description of a specific situation that measures skills, knowledge and attitudes in food marketing or marketing management. Students will be challenged to perform marketing and management functions and tasks in retail establishments, wholesale establishments and manufacturing firms resulting in the sale of food. Roles in these events are those of customers, employees, supervisors and managers.
- **HOTEL AND LODGING MANAGEMENT: (HOSPITALITY AND TOURISM CLUSTER, LODGING PATHWAY)** The student is given a description of a specific situation that measures skills, knowledge and attitudes in hotel and lodging marketing or marketing management. Students will be challenged to perform marketing and management functions and tasks in hotels, motels, lodging services, convention services, and food and beverage services. Roles in these events are those of customers, employees, supervisors and managers.
- **HUMAN RESOURCES MANAGEMENT: (BUSINESS MANAGEMENT AND ADMINISTRATION CLUSTER, HUMAN RESOURCES MANAGEMENT PATHWAY)** The student is given a description of a specific situation that measures skills, knowledge and attitudes in human resources management. Students will be challenged to perform management functions and tasks focusing on staffing, recruitment, selection, training, performance appraisal, compensation and safety training. Roles in these events are those of supervisors, managers, human resource experts or entrepreneurs.
- **MARKETING MANAGEMENT: (MARKETING CLUSTER, MARKETING MANAGEMENT PATHWAY)** The student is given a description of a specific situation that measures skills, knowledge and attitudes in marketing management. Students will be challenged to perform marketing and management functions and tasks that can be applied broadly in a non-retail marketing environment. Roles in these events are those of clients, employees, supervisors, managers and entrepreneurs.
- **QUICK SERVE RESTAURANT MANAGEMENT: (HOSPITALITY AND TOURISM CLUSTER, RESTAURANTS AND FOOD AND BEVERAGE SERVICES PATHWAY)** The student is given a description of a specific situation that measures skills, knowledge and attitudes in quick-service restaurant management. Students will be challenged to perform marketing and management functions and tasks in retail establishments, wholesale establishments and manufacturing firms primarily engaged in the quick-serve restaurant industry. Roles in these events are those of customers, employees, supervisors, managers and entrepreneurs.
- **RESTAURANT AND FOOD SERVICE MANAGEMENT: (HOSPITALITY AND TOURISM CLUSTER, RESTAURANTS AND FOOD AND BEVERAGE SERVICES PATHWAY)** The student is given a description of a specific

(Continued on next page)

situation that measures skills, knowledge and attitudes in restaurant and food service management. Students will be challenged to perform marketing and management functions and tasks in a full-service restaurant or a food-service business. Roles in these events are those of supervisors, managers and entrepreneurs.

- **RETAIL MERCHANDISING: (MARKETING CLUSTER, MERCHANDISING PATHWAY)** The student is given a description of a specific situation that measures skills, knowledge and attitudes in retail merchandising management. Students will be challenged to perform marketing and management functions and tasks that can be applied in any retail establishment. Roles in these events are those of customers, employees, supervisors and managers.
- **SPORTS AND ENTERTAINMENT MARKETING: (MARKETING CLUSTER, MARKETING MANAGEMENT PATHWAY)** The student is given a description of a specific situation that measures skills, knowledge and attitudes in sports and entertainment marketing. Students will be challenged to perform marketing and management functions and tasks related to amateur or professional sports or sporting events, entertainment or entertainment events, selling or renting of supplies and equipment (other than vehicles) used for recreational or sporting purposes, products and services related to hobbies or cultural events, or businesses primarily engaged in satisfying the desire to make productive or enjoyable use of leisure time. Roles in these events are those of supervisors and managers.

PROCEDURE

- An individual series event consists of two major parts: a written **cluster exam** and two preliminary **role-playing events**. A third role-play activity will be given to finalists.
- The participant will be given a 100-question, multiple-choice, cluster exam.
- The participant will be given a written scenario to review. It may indicate a product or service to sell; a merchandising decision; a situation involving communications, human relations, economics or professional development; or a business management consideration. The event description will inform the participant of the role he/she will play and the role the judge will play.
- In the role-playing portion of the event, participants must accomplish a task by translating what they have learned into effective, efficient and spontaneous action.
- A list of five performance indicators specific to the scenario is included in the participant's instructions. These are distinct tasks the participant must accomplish during the role-play. The judge will evaluate the participant's role-play performance on these tasks and on several follow-up questions.
- Participants will have 10 minutes to review the situation and to develop a professional approach to solving the problem. Participants may use notes made during the preparation time during the presentation.
- Up to 10 minutes are then allowed for the participant to interact with a competent judge and demonstrate how he/she would solve the situation or problem. The judge is a qualified business executive playing the role of a second party in the situation. Following the role-play, the judge evaluates the participant's responses and records the results on an evaluation form developed especially for each role-play event.
- Participants may not bring printed reference materials, visual aids, etc., to the competitive event. Participants may use a four-function calculator during the exam and preparation period. Scientific/graphing calculators, cell phones/smartphones, iPods/MP3 players, iPads/tablets may not be used.
- Materials appropriate for the situation may be handed to or left with the judge. Materials handed to the judge must be created using materials provided during the designated preparation period.
- If any of these rules are violated, the adult assistant must be notified by the judge.
- The maximum score for the evaluation is 100 points. The cluster exam and each role-play presentation will be valued at $\frac{1}{3}$ of the total score. The final presentation will be weighted at twice (2 times) the value of the exam score. The exam score carries forward into the final round of competition.

PRESENTATION JUDGING

Participants will be evaluated according to the Evaluation Form.

The participant will have a 10-minute preparation period and may make notes to use during the role-play.

After introductions, the judge will begin the 10-minute role-play. During or following the participant's explanation of the solution to the role-play, the judge will ask the questions related to the scenario that are provided in the event. These questions will cause the student to think and respond beyond the performance indicators provided.

Close the role-play by thanking the participant for his/her work. Then complete the Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points.



WRITTEN ENTRY CHECKLIST, 2014

Event Name _____ Participant(s): _____

I.D. Number: _____

Please refer to *Format Guidelines for the Written Entry* for a more detailed explanation of these items.

	Checked	Penalty Points Assessed	Page No.
1. The Written Event Statement of Assurances must be signed and submitted with the entry.	_____	15	_____
2. Entries submitted in an official DECA written event folio.	_____	5	_____
3. Sheet protectors may not be used.	_____	5	_____
4. Limited to the number of pages specified in the guidelines (plus the title page and the table of contents).	_____	5 (per page)	_____
5. All pages are numbered in sequence starting with the executive summary.	_____	5	_____
6. Major content must be at least double-spaced (not space-and-a-half). Title page, table of contents, executive summary, bibliography, appendix, footnotes, long quotes, material in tables, figures, exhibits, lists, headings, sample letters, forms, etc., may be single-spaced.	_____	5	_____
7. Entry must be typed/word processed. Handwritten corrections will be penalized. Charts and graphs may be handwritten.	_____	5	_____
8. Paper is 8 1/2 inches x 11 inches. No fold-outs, attachments, tabs used.	_____	5	_____
9. The written entry follows the format guidelines. Additional subsections are permitted in the body of the written entry.	_____	5	_____

Total Penalty Points Assessed _____

*A check indicates that the item has been examined.
A circled number indicates that an infraction has been noted.
A page number indicates the location of the infraction.*



WRITTEN EVENT STATEMENT OF ASSURANCES AND ACADEMIC INTEGRITY, 2014

Research and report writing are important elements of modern business activities. Great care must be taken to assure that the highest ethical standards are maintained by those engaging in research and report writing. To reinforce the importance of these standards, all written entries in DECA's Competitive Events Program **must** submit this statement as part of the entry. The statement **must** be signed by the DECA member(s) and the chapter advisor.

I understand the following requirements are set forth by DECA Inc. for all Competitive Event entries containing a written component. These requirements are additional to the general rules and regulations published by DECA Inc. By signing this statement, I certify that all are true and accurate as they relate to this entry.

1. The contents of this entry are the results of my work or, in the case of a team project, the work of current members of this DECA chapter.
2. No part of this entry has previously been entered in competition.
3. This entry has not been submitted in another DECA competitive event.
4. Credit for all secondary research has been given to the original author through the project's bibliography, footnotes or endnotes.
5. All activities or original research procedures described in this entry are accurate depictions of my efforts or, in the case of team projects, the efforts of my team.
6. All activities or original research described in this entry took place during this school year or the timeline specified in the Event Guidelines.
7. I understand that DECA has the right to publish all or part of this entry. Should DECA elect to publish the entire entry, I will receive an honorarium from DECA. Chapters or individuals with extenuating circumstances may appeal the right to publish the entry to the executive committee of the board of directors prior to submission of the project for competition.

This statement of assurances must be signed by all participants and the chapter advisor, and submitted with the entry, or the entry will be given 15 penalty points.

Participant's Signature

Participant's Signature

Participant's Signature

Print/Type Participant Name(s)

Competitive Event Name/School/Chartered Association

To the best of my knowledge, I verify that the above statements are true and that the student's (students') work does not constitute plagiarism.

Chapter Advisor's Name

Chapter Advisor's Signature

Chapter Advisor's Email

Hole punch and place in front of the written entry. Do not count as a page.

PROJECT ORIGINALITY

In many written events, chapters have settled on a strategy that uses the same well-developed projects year after year. Succeeding chapter teams often take the previous year's successful project and seek to improve it. If that strategy works in achieving a chapter's goals and the experience teaches the principles of DECA, the strategy serves the chapter, the community and DECA well.

Chapters submitting entries for chapter team events, however, should be challenged to do more than update the previous year's written project. Project committees should avoid even reviewing the previous year's entry. Judges (whose assignment is to evaluate a project according to established guidelines) will be impressed by the originality of a chapter's project.

Plagiarism of projects judged previously will automatically disqualify a chapter from competition and eligibility for awards.

A CLASSROOM PROJECT FROM **POSTNET**

PostNet is one of DECA's most important business partners and has served on the National Advisory Board since 2012. Together PostNet and DECA are working to:

- Develop the next generation's workforce in business services and franchise entrepreneurship.
- Demonstrate the importance of community engagement.
- Promote PostNet's brand, products and services as dynamic opportunities that support classroom teaching, student achievement and overall college and career readiness.

A key element in DECA and PostNet's partnership strategy is PostNet's sponsorship of DECA's Business Services Operations Research Competitive Event.

DECA and PostNet have developed this classroom project/lesson plan to help you teach the knowledge and skills needed by management personnel. PostNet owners are also available in your community and online to support you with in-class presentations and community-based activities. This is a tremendous resource that supports DECA's Comprehensive Learning Program.



Steve Greenbaum, PostNet CEO and star of Undercover Boss, served as Keynote Speaker at the 2013 DECA ICDC

Business Services Operations Research Event

Sponsored by PostNet

POSTNET

Buying and Merchandising Operations Research Event

Finance Operations Research Event

Hospitality and Tourism Operations Research Event

Sports and Entertainment Marketing Operations Research Event

PURPOSE

The Business Operations Research Events provide opportunities for participants to demonstrate knowledge and skills needed by management personnel.

The guidelines for each of the Business Operations Research Events are consolidated to facilitate coordination of participant activities in each of the career categories. This means the guidelines will be exactly the same for each career category. However, each career category will be treated separately as a competitive event.

DEFINITIONS

The following definitions are used to determine the activities or careers that are included in each of the Business Operations Research Events. These career categories are connected to career clusters.

- **Business Services** includes human resources, information technology and personal and contract-ed services businesses.
- **Buying and Merchandising** includes retail and wholesale businesses that provide consumer goods.
- **Finance** includes banks, credit unions, accounting, investments and other financial businesses.
- **Hospitality and Tourism** includes hotels, restaurants and tourism-related businesses.
- **Sports and Entertainment Marketing** includes businesses that conduct sporting and/or entertainment events.

PROCEDURE

- The Business Operations Research Events consist of two major parts: the **written document** and the **oral presentation** by the participants. The written document will account for 60 points and the oral presentation will account for the remaining 40 of the total 100 points.
- Each Business Operations Research entry will be composed of **one to three members** of the DECA chapter. All participants must present the project to the judges. All participants present must respond to questions.
- The body of the written entry must be limited to **30 numbered pages**, including the appendix (if an appendix is attached), but excluding the title page and the table of contents.
- The **Written Event Statement of Assurances** must be signed and submitted with the entry. Do not include it in the page numbering.
- The participants may bring all visual aids to the event briefing. Only approved visual aids may be used during the presentation.
- The oral presentation may be a maximum 15 minutes in length. The first 10 minutes will include an explanation and description of the project followed by 5 minutes for the judge's questions.
- For the presentation, the participants are to assume the role of hired consultants in a single-unit or independent operation. The judge will evaluate the presentation, focusing on the effectiveness of public speaking and presentation skills and how well the participants respond to questions that the judge may ask during the 5 minutes following the presentation.

KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop many 21st century skills, in the following categories, desired by today's employers:

Communication and Collaboration	Initiative and Self-direction
Creativity and Innovation	Leadership and Responsibility
Critical Thinking and Problem Solving	Media Literacy
Flexibility and Adaptability	Productivity and Accountability
Information, Communication & Technology Literacy	Social and Cross-cultural Skills
Information Literacy	

A crosswalk is available at www.deca.org/competitions/highschool that shows which 21st century skills are developed by participating in each competitive event.

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA's competitive events. Crosswalks are available at www.deca.org/competitions/highschool that show which common core standards are supported by participating in each competitive event.

2014 TOPIC

The 2014 topic for each career category is the development of a plan to rebrand an existing business or organization to add value to the brand. Using an existing business or organization of their choice, participants will research the business or organization and its current branding efforts. Participants will develop a detailed plan to enhance or rebrand the organization. Efforts may include, but are not limited to, new logos, new mission statements, new signage, new digital media, new store layouts, and the like. The goal of the revisions should be to add value to the brand and the organization.

OBJECTIVES

The business operations research events involve the preparation of a detailed rebranding plan based on the results of the research study. The participants must

- select an actual local business operation
- design a research study
- conduct a research study
- analyze the results of the research study
- prepare a detailed plan to enhance or rebrand the business or organization with the goal of adding value
- prepare a proposed budget
- present in a role-playing situation
 - the design of the research study
 - the findings and conclusions of the research study
 - the plan to rebrand the business or organization to add value

FORMAT GUIDELINES FOR THE WRITTEN ENTRY

Your written entry must follow these specifications. Refer also to the Written Entry Checklist and the Written Entry Evaluation Form. A Written Event Statement of Assurances must be signed and submitted with the entry. Do not include it in the page numbering.

Title page. The first page of the written entry is the title page. It must include in any order, but is not limited to, the following:

(Continued on next page)

NAME OF THE EVENT (one of the following):

- BUSINESS SERVICES OPERATIONS RESEARCH EVENT
- BUYING AND MERCHANDISING OPERATIONS RESEARCH EVENT
- FINANCE OPERATIONS RESEARCH EVENT
- HOSPITALITY AND TOURISM OPERATIONS RESEARCH EVENT
- SPORTS AND ENTERTAINMENT MARKETING OPERATIONS RESEARCH EVENT

Name of DECA chapter

Name of high school

School address

City, State/Province, ZIP/Postal Code

Names of participants

Date

Title page will *not* be numbered.

Table of contents. The table of contents should follow the title page. All activities or original research described in this entry must take place between the immediate past International Career Development Conference and the upcoming Chartered Association Career Development Conference. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will not be numbered.

Body of the written entry. The body of the written entry begins with Section I, Executive Summary, and continues in the sequence outlined here. The first page of the body is numbered 1 and all following pages are numbered in sequence. Page numbers continue through the bibliography (required) and the appendix (optional).

Follow this outline when you write your entry. Points for each section are included on the Written Entry Evaluation Form. Each section must be titled, including the bibliography and the appendix.

- I. EXECUTIVE SUMMARY
One-page description of the project
- II. INTRODUCTION
 - A. Description of the business or organization
 - B. Description of the community (economic, geographic, demographic and socioeconomic factors)
 - C. Description of the business or organization's mission, target market and existing branding efforts
- III. RESEARCH METHODS USED IN THE STUDY
 - A. Description and rationale of research methodologies selected to conduct the research study
 - B. Process used to conduct the selected research methods
- IV. FINDINGS AND CONCLUSIONS OF THE STUDY
 - A. Findings of the research study
 - B. Conclusions based on the findings
- V. PROPOSED REBRANDING PLAN
 - A. Objectives and rationale of the proposed rebranding plan
 - B. Proposed activities and timelines
- VI. PROPOSED BUDGET
 - A. Costs associated with proposed rebranding strategies
 - B. Proposed metrics to measure return on investment (ROI)
- VII. BIBLIOGRAPHY
- VIII. APPENDIX
An appendix is optional. If additional material is appended, all pages must be numbered as

noted previously. Include in an appendix any exhibits appropriate to the written entry, but not important enough to include in the body. These might include sample questionnaires used, letters sent and received, general background data, minutes of meetings, etc.

CHECKLIST STANDARDS

In addition to following the outline above, when preparing your written entry, you must observe all of the following rules. The purpose of these rules is to make competition as fair as possible among participants. Refer to the Written Entry Checklist.

1. The Written Event Statement of Assurances must be signed and submitted with the entry or the entry will receive 15 penalty points.
2. The entry must be submitted in an official DECA written event folio. Folios are available from DECA IMAGES (FOLIO). No markings, tape or other material should be attached to the folio. One photocopy or the original typed document must be submitted. Participants may keep a copy for use in the presentation.
3. Sheet protectors may not be used.
4. The body of the written entry must be limited to 30 numbered pages, including the appendix (if an appendix is attached), but excluding the title page and the table of contents page.
5. The pages must be numbered in sequence, starting with the executive summary and ending with the final page of the appendix. Do not use separate sheets between sections or as title pages for sections.
6. Major content of the written entry must be at least double-spaced (not space-and-a-half). The title page, table of contents, executive summary, bibliography, appendix, footnotes, long quotes (more than three typed lines), material in tables, figures, exhibits, lists, headings, sample letters, forms, etc., may be single-spaced.
7. Entry must be typed/word processed. Handwritten corrections will be penalized. Charts and graphs may be handwritten. (Judges will be instructed to ignore attempts to achieve a competitive advantage due to the quality of word processing equipment available.)
8. All material must be shown on 8½-inch x 11-inch paper. Pages may not fold out to a larger size. No extraneous information may be attached to the pages and tabs may not be used.
9. The written entry must follow the format guidelines. Additional subsections are permitted in the body of the written entry.

PRESENTATION GUIDELINES

- Prior to the presentation, the judge will evaluate the written portion of the entry. The major emphasis of the written entry is on the content. Drawings, illustrations and graphic presentations (where allowed) will be judged for clarity, not artistic value.
- The participants have assumed the roles of hired consultants in a single-unit or independent operation. The judge is to assume the role of the business's owner/manager.
- The participants will present the plan to the judge in a 15-minute presentation worth 40 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the participants to the judge by the adult assistant. Each participant must take part in the presentation.
- The participants will spend not more than 10 minutes, at the beginning of the presentation, describing the strategies and the plan. Each participant may bring a copy of the written entry or note cards pertaining to the written entry and use as reference during the presentation.
- The judge will spend the remaining 5 minutes questioning the participants. (See the Presentation Evaluation Form.) Each participant must respond to at least one question posed by the judge.
- The participants may use the following items during the oral presentation:
 - not more than three (3) standard-sized posters not to exceed 22½ inches by 30½ inches each. Participants may use both sides of the posters, but all attachments must fit within the poster dimensions.

(Continued on next page)

- one (1) standard-sized presentation display board not to exceed 36¹/₂ inches by 48¹/₂ inches.
- one (1) desktop flip chart presentation easel 12 inches by 10 inches (dimensions of the page).
- one (1) personal laptop computer.
- cell phones/smartphones, iPods/MP3 players, iPads/tablets or any type of a hand-held, information sharing device will be allowed in written events *if* applicable to the presentation.
- sound, as long as the volume is kept at a conversational level.
- Only visual aids that can be easily carried to the presentation by the actual participants will be permitted, and the participants themselves must set up the visuals. No set-up time will be allowed. Participants must furnish their own materials and equipment. No electrical power or Internet connection will be supplied.
- Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- If any of these rules are violated, the adult assistant must be notified by the judge.

PRESENTATION JUDGING

Participants will make a 15-minute presentation to you. Remember, you are taking on the role of the owner/manager of the business. You may refer to the written entry, or to notes, during the presentation.

During the first 10 minutes of the presentation (after introductions), the participants will explain the plan. Allow the participants to complete this portion without interruption, unless you are asked to respond. Each participant must take part in the presentation.

During the final 5 minutes, you may question the participants. The first four questions must be based on the Presentation Evaluation Form. At least one question must be addressed to each participant. To ensure fairness, you must ask each participant or group of participants the same four questions:

1. one question on the participants' research methods
2. one question on the details of the participants' findings and conclusions
3. one question on the participants' proposed plan
4. one question on the proposed budget

These questions should be prepared following the written entry evaluation, but before the presentation begins.

After asking the four required questions, you may ask additional questions that seem appropriate, based on your notes or on the written entry itself (to which you may refer during the presentation).

At the conclusion of the presentation, thank the participant(s). Then complete the Presentation Evaluation Form, making sure to record a score for all categories. Maximum score for the presentation is 40 points.

**BUSINESS SERVICES
OPERATIONS RESEARCH**

**BUYING AND MERCHANDISING
OPERATIONS RESEARCH**

FINANCE OPERATIONS RESEARCH

**HOSPITALITY AND TOURISM
OPERATIONS RESEARCH**

**SPORTS AND ENTERTAINMENT
MARKETING OPERATIONS RESEARCH**

WRITTEN ENTRY EVALUATION FORM

Participant(s): _____

I.D. Number: _____

Please refer to *Format Guidelines for the Written Entry* for a more detailed explanation of these items.

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
EXECUTIVE SUMMARY						
1.	One-page description of the project	0-1	2	3-4	5	
INTRODUCTION						
2.	Description of the business or organization	0	1	2	3	
3.	Description of the community (economic, geographic, demographic and socioeconomic factors)	0	1	2	3	
4.	Overview of the business or organization's mission, target market and existing branding efforts	0	1	2	3	
RESEARCH METHODS USED IN THE STUDY						
5.	Description and rationale of research methodologies selected to conduct the research study	0-1	2-3	4-5	6	
6.	Process used to conduct the selected research methods	0-1	2-3	4-5	6	
FINDINGS AND CONCLUSIONS OF THE STUDY						
7.	Findings of the research study	0-1	2	3	4	
8.	Conclusions based on the findings	0-1	2	3	4	
PROPOSED REBRANDING PLAN						
9.	Objectives and rationale of the proposed rebranding plan	0-1	2-3	4-5	6-7	
10.	Proposed activities and timelines	0-1	2-3	4-5	6-7	
PROPOSED BUDGET						
11.	Costs associated with proposed rebranding strategies	0-1	2	3	4	
12.	Proposed metrics to measure return on investment (ROI)	0-1	2	3	4	
APPEARANCE AND WORD USAGE						
13.	Professional layout, neatness, proper grammar, spelling and word usage	0-1	2	3	4	
Written Entry Total Points (maximum 60 points):						

Judge: A B C D E F G H I J (circle one)

**BUSINESS SERVICES
OPERATIONS RESEARCH**

**BUYING AND MERCHANDISING
OPERATIONS RESEARCH**

FINANCE OPERATIONS RESEARCH

**HOSPITALITY AND TOURISM
OPERATIONS RESEARCH**

**SPORTS AND ENTERTAINMENT
MARKETING OPERATIONS RESEARCH**

Participant(s): _____

I.D. Number: _____

ORAL PRESENTATION EVALUATION FORM

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
1.	Opening presentation; description of the plan; organization, clarity and effectiveness of the presentation	0-1-2-3	4-5-6	7-8	9-10	
2.	Question on the research methods	0-1	2-3	4-5	6	
3.	Question on the details of the findings and conclusions	0-1	2-3	4-5	6	
4.	Question on the proposed plan	0-1	2-3	4-5	6	
5.	Question on the proposed budget	0-1	2-3	4-5	6	
6.	Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	0-1	2-3	4-5	6	
Presentation Total Points (maximum 40 points):						
RECAP: WRITTEN ENTRY (60):						
PRESENTATION (40):						
SUBTOTAL (100):						
LESS PENALTY POINTS:						
TOTAL SCORE:						

Judge: A B C D E F G H I J (*circle one*)

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PURPOSE

The Community Service Project is a chapter project that provides an opportunity for chapter members to develop a better understanding of the role civic activities have in society, to make a contribution to a community service or charity, and to learn and apply the principles of the numerous components of marketing management. The purpose of the Community Service Project is to provide an opportunity for the chapter members to demonstrate the knowledge and skills necessary in planning, organizing, implementing and evaluating a community service project.

The project may be conducted anytime between the close of the previous chartered association conference and the beginning of the next chartered association conference. The project requires DECA chapter members to develop a manual on the procedures of planning, implementing, coordinating and evaluating the project.

OBJECTIVES

The Community Service Project provides an opportunity for chapter members to

- demonstrate their understanding of the role of community service within their community
- plan and conduct a project to benefit a community service or charity
- evaluate the project's effectiveness in meeting the stated goals

Major emphasis should be placed on

- selecting the community service project
- implementing and coordinating the project
- evaluating the project

PROCEDURE

- The project consists of two major parts: the **written document** and the **oral presentation** by chapter representatives. The written document will account for 60 points and the oral presentation will account for the remaining 40 of the total 100 points.
- This is a project for the entire DECA chapter. **One to three** chapter representatives may participate in the oral presentation. All chapter representatives must present the project to the judges. Each chapter representative must respond to questions.
- The body of the written entry must be limited to **30 numbered pages**, including an appendix (if an appendix is attached), but excluding the title page and the table of contents.
- The **Written Event Statement of Assurances** must be signed and submitted with the entry. Do not include it in the page numbering.
- The chapter representatives may bring all visual aids to the event briefing. Only approved visual aids may be used during the presentation.
- The oral presentation may be a maximum 15 minutes in length. The first 10 minutes will include an explanation and description of the project followed by 5 minutes for the judge's questions.
- The judge will evaluate the presentation, focusing on the effectiveness of public speaking and presentation skills and how well the chapter representatives respond to questions that the judge may ask during the 5 minutes following the presentation.

KNOWLEDGE AND SKILLS DEVELOPED

Chapter representatives will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop many 21st century skills, in the following categories, desired by today's employers:

(Continued on next page)

Communication and Collaboration	Initiative and Self-direction
Creativity and Innovation	Leadership and Responsibility
Critical Thinking and Problem Solving	Media Literacy
Flexibility and Adaptability	Productivity and Accountability
Information, Communication & Technology Literacy	Social and Cross-cultural Skills
Information Literacy	

A crosswalk is available at www.deca.org/competitions/highschool that shows which 21st century skills are developed by participating in each competitive event.

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA's competitive events. Crosswalks are available at www.deca.org/competitions/highschool that show which common core standards are supported by participating in each competitive event.

FORMAT GUIDELINES FOR THE WRITTEN ENTRY

The written entry must follow these specifications. Refer also to the Written Entry Checklist and the Written Entry Evaluation Form. A Written Event Statement of Assurances must be signed and submitted with the entry. Do not include it in the page numbering.

Title page. The first page of the written entry is the title page. It must include in any order, but is not limited to, the following:

COMMUNITY SERVICE PROJECT
 Title of the project
 Name of DECA chapter
 Name of high school
 School address
 City, State/Province, ZIP/Postal Code
 Names of chapter representatives
 Date

Title page will *not* be numbered.

Table of contents. The table of contents should follow the title page. All activities or original research described in this entry must take place between the immediate past International Career Development Conference and the upcoming Chartered Association Career Development Conference. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will not be numbered.

Body of the written entry. The body of the written entry begins with Section I, Executive Summary and continues in the sequence outlined here. The first page of the body is numbered 1 and all following pages are numbered in sequence. Page numbers continue through the bibliography (required) and the appendix (optional).

Follow this outline when you write your entry. Points for each section are included on the Written Entry Evaluation Form. Each section must be titled, including the bibliography and the appendix.

- I. EXECUTIVE SUMMARY
 - One-page description of the project
- II. INTRODUCTION
 - A. Historic background of the selected community service or charity
 - B. Description of the local DECA chapter, school and community
- III. CONTRIBUTIONS TO A NEEDED COMMUNITY SERVICE OR CHARITY
 - A. Description and purpose of the project

- B. Rationale for selecting the community service or charitable project
- C. Description of the benefits of the project to the chapter and chapter members' understanding of leadership development, social intelligence and community service
- IV. ORGANIZATION AND IMPLEMENTATION
 - A. Organizational chart, member involvement and job description
 - B. Description of the project and documentation
 - C. Impact goal for the beneficiary
- V. EVALUATION AND RECOMMENDATIONS
 - A. Evaluation of the project
 - B. Impact of the community service or charitable project
 - C. Recommendation(s) for future projects
- VI. BIBLIOGRAPHY
- VII. APPENDIX

An appendix is optional. Include in the appendix any exhibits appropriate to the written entry, but not important enough to include in the body. These might include sample questionnaires used, letters sent and received, general background data, etc.

CHECKLIST STANDARDS

In addition to following the outline above, when preparing your written entry you must observe all of the following rules. The purpose of these rules is to make competition as fair as possible among participant teams. Refer to the Written Entry Checklist.

1. The Written Event Statement of Assurances must be signed and submitted with the entry or the entry will receive 15 penalty points.
2. The entry must be submitted in an official DECA written event folio. Folios are available from DECA IMAGES (FOLIO). No markings, tape or other material should be attached to the folio. One photocopy or the original typed document must be submitted. Chapter representatives may keep a copy for use in the presentation.
3. Sheet protectors may not be used.
4. The body of the written entry must be limited to 30 numbered pages, including the appendix (if an appendix is attached), but excluding the title page and the table of contents page.
5. The pages must be numbered in sequence, starting with the executive summary and ending with the final page of the appendix. Do not use separate sheets between sections or as title pages for sections.
6. Major content of the written entry must be at least double-spaced (not space-and-a-half). The title page, table of contents, executive summary, bibliography, appendix, footnotes, long quotes (more than three typed lines), material in tables, figures, exhibits, lists, headings, sample letters, forms, etc., may be single-spaced.
7. Entry must be typed/word processed. Handwritten corrections will be penalized. Charts and graphs may be handwritten. (Judges will be instructed to ignore attempts to achieve a competitive advantage due to the quality of word-processing equipment available.)
8. All material must be shown on 8½-inch x 11-inch paper. Pages may not fold out to a larger size. No extraneous information may be attached to the pages and tabs may not be used.
9. The written entry must follow the format guidelines. Additional subsections are permitted in the body of the written entry.

PRESENTATION GUIDELINES

- Prior to the presentation, the judge will evaluate the written portion of the entry. The major emphasis of the written entry is on the content. Drawings, illustrations and graphic presentations (where allowed) will be judged for clarity, not artistic value.
- The chapter representatives will present the project to the judge in a 15-minute presentation worth 40 points. (See Presentation Judging.)

(Continued on next page)

- The presentation begins immediately after the introduction of the chapter representatives to the judge by the adult assistant. Each chapter representative must take part in the presentation.
- The chapter representatives will spend not more than 10 minutes, at the beginning of the presentation, focusing on an explanation and description of the chapter's project. Each chapter representative may bring a copy of the written entry or note cards pertaining to the written entry and use as reference during the presentation.
- The judge will spend the remaining 5 minutes questioning the chapter representatives. (See Presentation Evaluation Form.) Each chapter representative must respond to at least one question posed by the judge.
- The chapter representatives may use the following items during the oral presentation:
 - not more than three (3) standard-sized posters not to exceed 22¹/₂ inches by 30¹/₂ inches each. Participants may use both sides of the posters, but all attachments must fit within the poster dimensions.
 - one (1) standard-sized presentation display board not to exceed 36¹/₂ inches by 48¹/₂ inches.
 - one (1) desktop flip chart presentation easel 12 inches by 10 inches (dimensions of the page).
 - one (1) personal laptop computer.
 - cell phones/smartphones, iPods/MP3 players, iPads/tablets or any type of a hand-held, information sharing device will be allowed in written events *if* applicable to the presentation.
 - sound, as long as the volume is kept at a conversational level.
- Only visual aids that can be easily carried to the presentation by the actual chapter representatives will be permitted, and the chapter representatives themselves must set up the visuals. No set-up time will be allowed. Chapter representatives must furnish their own materials and equipment. No electrical power or Internet connection will be supplied.
- Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- If any of these rules are violated, the adult assistant must be notified by the judge.

PRESENTATION JUDGING

Chapter representatives will make a 15-minute presentation to you. You may refer to the written entry, or to your notes, during the presentation.

During the first 10 minutes of the presentation (after introductions), the chapter representatives will describe the project. Allow the chapter representatives to complete this portion without interruption, unless you are asked to respond. Each chapter representative must take part in the presentation.

During the final 5 minutes, you may question the chapter representatives. You must address at least one question to each chapter representative. To ensure fairness, you must ask each chapter representative or group of chapter representatives the same four questions:

1. one question about the selection of the project
2. one question about the benefits of the project to the chapter
3. one question about the implementation and coordination of the project
4. one question about the evaluation of the project and recommendations

These questions should be prepared following the written entry evaluation but before the presentation begins.

After asking the first four questions, you may ask additional questions that seem appropriate, based on your notes or on the written entry itself (to which you may refer during the presentation).

At the conclusion of the presentation, thank the chapter representatives. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. Maximum score for the interview is 40 points.

COMMUNITY SERVICE PROJECT, 2014

Participant(s): _____

WRITTEN ENTRY EVALUATION FORM

I.D. Number: _____

Please refer to *Format Guidelines for the Written Entry* for a more detailed explanation of these items.

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
EXECUTIVE SUMMARY						
1.	One-page description of the project	0-1	2	3	4	
INTRODUCTION						
2.	Historic background of the selected community service or charity	0-1	2	3	4	
3.	Description of the local DECA chapter, school and community	0-1	2	3	4	
CONTRIBUTIONS TO A NEEDED COMMUNITY SERVICE OR CHARITY						
4.	Description and purpose of the project	0-1	2-3	4	5	
5.	Rationale for selecting the community service or charitable project	0-1	2-3	4	5	
6.	Description of the benefits of the project to the chapter and chapter members' understanding of leadership development, social intelligence and community service	0-1	2-3	4	5	
ORGANIZATION AND IMPLEMENTATION						
7.	Organizational chart, member involvement and job description	0-1	2-3	4	5	
8.	Description of the project and documentation	0-1	2-3	4	5	
9.	Impact goal for the beneficiary	0-1	2	3	4	
EVALUATION AND RECOMMENDATIONS						
10.	Evaluation of the project	0-1	2-3	4	5	
11.	Impact of the community service or charitable project	0-1	2-3	4	5	
12.	Recommendation(s) for future projects	0-1	2	3	4	
APPEARANCE AND WORD USAGE						
13.	Professional layout, neatness, proper grammar, spelling and word usage	0-1	2-3	4	5	
Written Entry Total Points (maximum 60 points):						

Judge: A B C D E F G H I J (circle one)

COMMUNITY SERVICE PROJECT, 2014

Participant(s): _____

ORAL PRESENTATION EVALUATION FORM

I.D. Number: _____

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
1.	Opening presentation: description of the project; organization, clarity and effectiveness of the presentation	0-1	2-3-4	5-6	7-8	
2.	To what extent did the chapter representatives adequately explain the reason(s) for selecting the Community Service Project?	0-1	2-3	4	5-6	
3.	To what extent did the chapter representatives adequately explain the benefits of the project to the chapter?	0-1	2-3	4	5-6	
4.	To what extent did the chapter representatives adequately explain the implementation and coordination of the project?	0-1	2-3	4	5-6	
5.	To what extent did the chapter representatives adequately explain the evaluation of the Community Service Project and recommendations for future projects?	0-1	2-3	4	5-6	
6.	To what extent did the chapter representatives demonstrate professional appearance, poise and confidence?	0-1	2	3	4	
7.	Overall performance, presentation technique, effective use of visuals and participation of all	0-1	2	3	4	
Presentation Total Points (maximum 40 points):						
RECAP: WRITTEN ENTRY (60):						
PRESENTATION (40):						
SUBTOTAL (100):						
LESS PENALTY POINTS:						
TOTAL SCORE:						

Judge: A B C D E F G H I J (circle one)

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PURPOSE

The Creative Marketing Project is a chapter project that develops in chapter members an analytical and creative approach to the marketing process, actively engages chapter members in the marketing activities of their community, and provides an opportunity for experienced executives to guide and assist in preparing emerging leaders and entrepreneurs in marketing, finance, hospitality and management.

The Creative Marketing Project is designed to encourage DECA chapter members to recognize marketing as a force for the economic and social good of the community. The project may begin at any time after the close of the previous chartered association conference and run to the beginning of the next chartered association conference.

The project should be a research study in the marketing field, planned, conducted and reported by a DECA chapter, the use of which will measurably improve the marketing activities of an individual company, a group of companies (such as a shopping mall), an organization, a club or the business community. All chapter members are encouraged to participate. Such a project might concern itself with finding new markets for local products, promoting the community's resources, increasing the trading area of facilities, increasing sales, increasing employment, providing better shopping facilities, solving problems or challenges affecting the marketing process, etc.

PROCEDURE

- The project consists of two major parts: the **written document** and the **oral presentation** by chapter representatives. The written document will account for 60 points and the oral presentation will account for the remaining 40 of the total 100 points.
- This is a project for the entire DECA chapter. **One to three** chapter representatives may participate in the oral presentation. All chapter representatives must present the project to the judges. Each chapter representative must respond to questions.
- The body of the written entry must be limited to **30 numbered pages**, including the appendix (if an appendix is attached), but excluding the title page and the table of contents.
- The **Written Event Statement of Assurances** must be signed and submitted with the entry. Do not include it in the page numbering.
- The chapter representatives may bring all visual aids to the event briefing. Only approved visual aids may be used during the presentation.
- The oral presentation may be a maximum 15 minutes in length. The first 10 minutes will include an explanation and description of the project followed by 5 minutes for the judge's questions.
- The judge will evaluate the presentation, focusing on the effectiveness of public speaking and presentation skills and how well the chapter representatives respond to questions that the judge may ask during the 5 minutes following the presentation.

KNOWLEDGE AND SKILLS DEVELOPED

Chapter representatives will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop many 21st century skills, in the following categories, desired by today's employers:

Communication and Collaboration	Initiative and Self-direction
Creativity and Innovation	Leadership and Responsibility
Critical Thinking and Problem Solving	Media Literacy
Flexibility and Adaptability	Productivity and Accountability
Information, Communication & Technology Literacy	Social and Cross-cultural Skills
Information Literacy	

(Continued on next page)

A crosswalk is available at www.deca.org/competitions/highschool that shows which 21st century skills are developed by participating in each competitive event.

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA's competitive events. Crosswalks are available at www.deca.org/competitions/highschool that show which common core standards are supported by participating in each competitive event.

FORMAT GUIDELINES FOR THE WRITTEN ENTRY

The written entry must follow these specifications. Refer also to the Written Entry Checklist and the Written Entry Evaluation Form. A Written Event Statement of Assurances must be signed and submitted with the entry. Do not include it in the page numbering.

Title page. The first page of the written entry is the title page. It must include in any order, but is not limited to, the following:

- CREATIVE MARKETING PROJECT
- Title of the project (for example, "Improving Access to the Smithville Mall")
- Name of DECA chapter
- Name of high school
- School address
- City, State/Province, ZIP/Postal Code
- Names of chapter representatives
- Date

The title page will *not* be numbered.

Table of contents. The table of contents should follow the title page. All activities or original research described in this entry must take place between the immediate past International Career Development Conference and the upcoming Chartered Association Career Development Conference. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will not be numbered.

Body of the written entry. The body of the written entry begins with Section I, Executive Summary, and continues in the sequence outlined here. The first page of the body is numbered 1 and all following pages are numbered in sequence. Page numbers continue through the bibliography (required) and the appendix (optional).

Follow this outline when you write your entry. Points for each section are included on the Written Entry Evaluation Form. Each section must be titled, including the bibliography and the appendix.

- I. EXECUTIVE SUMMARY
 - One-page description of the project
- II. INTRODUCTION
 - A. Statement of problem
 - B. Significance of the problem studied
 - C. Background information: description of the business, community situation or whatever is necessary to understand the value of the project
- III. PROCEDURES AND RESEARCH METHODS USED
 - A. Description of secondary (library) research conducted: books, articles and other sources on market research, local descriptive data, etc.
 - B. Description of primary research conducted
 - C. Description of involvement of chapter members and businesspeople in the project
- IV. FINDINGS AND CONCLUSIONS
 - A. Presentation of findings, data to support findings
 - B. Presentation of conclusions, rationale to support conclusions

- V. RECOMMENDATIONS
 - A. Recommendations resulting from the study
 - B. Projected outcomes from implementing the recommendations
 - C. Plan for implementing the recommendations
 - D. Evidence that the project has been presented to the appropriate business and/or government officials who would benefit from the study
- VI. BIBLIOGRAPHY
- VII. APPENDIX

An appendix is optional. Include in the appendix any exhibits appropriate to the written entry but not important enough to include in the body. These might include sample questionnaires used, letters sent and received, general background data, minutes of meetings, etc.

CHECKLIST STANDARDS

In addition to following the outline provided, when preparing your written entry you must observe all of the following rules. The purpose of these rules is to make competition as fair as possible among the participant teams. Refer to the Written Entry Checklist.

1. The Written Event Statement of Assurances must be signed and submitted with the entry or the entry will receive 15 penalty points.
2. The entry must be submitted in an official DECA written event folio. Folios are available from DECA IMAGES (FOLIO). No markings, tape or other material should be attached to the folio. One photocopy or the original typed document must be submitted. Chapter representatives may keep a copy for use in the presentation.
3. Sheet protectors may not be used.
4. The body of the written entry must be limited to 30 numbered pages, including the appendix (if an appendix is attached), but excluding the title page and the table of contents page.
5. The pages must be numbered in sequence, starting with the executive summary and ending with the final page of the appendix. Do not use separate sheets between sections or as title pages for sections.
6. Major content of the written entry must be at least double-spaced (not space-and-a-half). The title page, table of contents, executive summary, bibliography, appendix, footnotes, long quotes (more than three typed lines), material in tables, figures, exhibits, lists, headings, sample letters, forms, etc., may be single-spaced.
7. Entry must be typed/word processed. Handwritten corrections will be penalized. Charts and graphs may be handwritten. (Judges will be instructed to ignore attempts to achieve a competitive advantage due to the quality of word-processing equipment available.)
8. All material must be shown on 8¹/₂-inch x 11-inch paper. Pages may not fold out to a larger size. No extraneous information may be attached to the pages and tabs may not be used.
9. The written entry must follow the format guidelines. Additional subsections are permitted in the body of the written entry.

PRESENTATION GUIDELINES

- Prior to the presentation, the judge will evaluate the written portion of the entry. The major emphasis of the written entry is on the content. Drawings, illustrations and graphic presentations (where allowed) will be judged for clarity, not artistic value.
- The chapter representatives will present the project to the judge in a 15-minute presentation worth 40 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the chapter representatives to the judge by the adult assistant. Each chapter representative must take part in the presentation.
- The chapter representatives will spend not more than 10 minutes, at the beginning of the presentation, focusing on an explanation and description of the chapter's project. Each chapter representative may

(Continued on next page)

bring a copy of the written entry or note cards pertaining to the written entry and use as reference during the presentation.

- The judge will spend the remaining 5 minutes questioning the chapter representatives. (See Presentation Evaluation Form.) Each chapter representative must respond to at least one question posed by the judge.
- The chapter representatives may use the following items during the oral presentation:
 - not more than three (3) standard-sized posters not to exceed 22¹/₂ inches by 30¹/₂ inches each. Participants may use both sides of the posters, but all attachments must fit within the poster dimensions.
 - one (1) standard-sized presentation display board not to exceed 36¹/₂ inches by 48¹/₂ inches.
 - one (1) desktop flip chart presentation easel 12 inches by 10 inches (dimensions of the page).
 - one (1) personal laptop computer.
 - cell phones/smartphones, iPods/MP3 players, iPads/tablets or any type of a hand-held, information sharing device will be allowed in written events *if* applicable to the presentation.
 - sound, as long as the volume is kept at a conversational level.
- Only visual aids that can be easily carried to the presentation by the actual chapter representatives will be permitted, and the chapter representatives themselves must set up the visuals. No set-up time will be allowed. Chapter representatives must furnish their own materials and equipment. No electrical power or Internet connection will be supplied.
- Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- If any of these rules are violated, the adult assistant must be notified by the judge.

PRESENTATION JUDGING

Chapter representatives will make a 15-minute presentation to you. Remember, you are role-playing the manager who gave the chapter representatives the task of preparing this proposal. You may refer to the written entry, or to your notes, during the presentation.

During the first 10 minutes of the presentation (after introductions), the chapter representatives will describe the project. Allow the chapter representatives to complete this portion without interruption, unless you are asked to respond. Each chapter representative must take part in the presentation.

During the final 5 minutes, you may question the chapter representatives. You must address at least one question to each chapter representative. To ensure fairness, you must ask each chapter representative or group of chapter representatives the same three questions (based on the Presentation Evaluation Form):

1. one question on the rationale for selecting the problem
2. one question on the rationale for the design of the research
3. one question on the findings and recommendations

These questions should be prepared following the written entry evaluation but before the presentation begins.

After asking the three questions, you may ask additional questions that seem appropriate, based on your notes or on the written entry itself (to which you may refer during the presentation).

At the conclusion of the presentation, thank the chapter representatives. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. Maximum score for the presentation is 40 points.

CREATIVE MARKETING PROJECT, 2014

Participant(s): _____

WRITTEN ENTRY EVALUATION FORM

I.D. Number: _____

Please refer to *Format Guidelines for the Written Entry* for a more detailed explanation of these items.

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
EXECUTIVE SUMMARY						
1.	One-page description of the project	0-1	2	3	4	
INTRODUCTION						
2.	Problem is stated clearly	0-1	2	3	4	
3.	Significance of the problem studied	0-1	2	3	4	
4.	Appropriate background information is provided	0-1	2	3	4	
PROCEDURES AND RESEARCH METHODS USED						
5.	Description of secondary research conducted	0-1	2	3	4	
6.	Description of primary research conducted	0-1	2	3	4	
7.	Description of the involvement of chapter members and businesspeople	0-1	2	3	4	
FINDINGS AND CONCLUSIONS						
8.	Presentation of findings	0-1	2-3	4	5-6	
9.	Presentation of conclusions	0-1	2-3	4	5-6	
RECOMMENDATIONS						
10.	Recommendations resulting from the study	0-1	2	3	4	
11.	Projected outcomes from the implementation	0-1	2	3	4	
12.	Plan for implementing the recommendations	0-1	2	3	4	
13.	Project presented to the appropriate officials	0-1	2	3	4	
APPEARANCE AND WORD USAGE						
14.	Professional layout, neatness, proper grammar, spelling and word usage	0-1	2	3	4	
Written Entry Total Points (maximum 60 points):						

Judge: A B C D E F G H I J (*circle one*)

CREATIVE MARKETING PROJECT, 2014

Participant(s): _____

ORAL PRESENTATION EVALUATION FORM

I.D. Number: _____

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
1.	Opening presentation: description of the project; organization, clarity and effectiveness of the presentation	0-1	2-3-4	5-6	7-8	
2.	Question on the rationale for selecting the research problem	0-1	2-3-4	5-6	7-8	
3.	Question on the rationale for the design of the research	0-1	2-3-4	5-6	7-8	
4.	Question on the findings and recommendations	0-1	2-3-4	5-6	7-8	
5.	To what extent did the chapter representatives demonstrate professional appearance, poise and confidence?	0-1	2	3	4	
6.	Overall performance, presentation technique, effective use of visuals and participation of all	0-1	2	3	4	
Presentation Total Points (maximum 40 points):						
RECAP: WRITTEN ENTRY (60):						
PRESENTATION (40):						
SUBTOTAL (100):						
LESS PENALTY POINTS:						
TOTAL SCORE:						

Judge: A B C D E F G H I J (circle one)

PURPOSE

The purpose of the Entrepreneurship Promotion Project is to provide an opportunity for the chapter members to demonstrate the knowledge and skills needed in planning, organizing, implementing and evaluating a campaign to educate chapter members and the general public or an organized group about the opportunities available for becoming an entrepreneur. Suggested targeted audiences are educational groups, business groups, etc.

The Entrepreneurship Promotion Project is a chapter project that develops the economic and marketing knowledge and skills necessary to be successful in a global economy. After learning the economic principles associated with entrepreneurship, chapter members will utilize their marketing knowledge and skills to communicate the benefits of entrepreneurship to others. The project may begin at any time after the close of the previous chartered association conference and run to the beginning of the next chartered association conference.

The Entrepreneurship Promotion Project provides an opportunity for chapter members to

- demonstrate their knowledge and understanding of entrepreneurship
- engage in activity(ies) that clarify and enhance understanding of entrepreneurship
- plan and implement a presentation or activity(ies) to educate and promote entrepreneurship to organized groups and/or the general public

PROCEDURE

- The project consists of two major parts: the **written document** and an **oral presentation** by chapter representatives. The written document will account for 60 points and the oral presentation will account for the remaining 40 of the total 100 points.
- This is a project for the entire DECA chapter. **One to three** chapter representatives may participate in the oral presentation. All chapter representatives must present the project to the judges. Each chapter representative must respond to questions.
- The body of the written entry must be limited to **30 numbered pages**, including the appendix (if an appendix is attached), but excluding the title page and the table of contents.
- The **Written Event Statement of Assurances** must be signed and submitted with the entry. Do not include it in the page numbering.
- The chapter representatives may bring all visual aids to the event briefing. Only approved visual aids may be used during the presentation.
- The oral presentation may be a maximum 15 minutes in length. The first 10 minutes will include an explanation and description of the project followed by 5 minutes for the judge's questions.
- The judge will evaluate the presentation, focusing on the effectiveness of public speaking and presentation skills and how well the chapter representatives respond to questions that the judge may ask during the 5 minutes following the presentation.

KNOWLEDGE AND SKILLS DEVELOPED

Chapter representatives will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop many 21st century skills, in the following categories, desired by today's employers:

Communication and Collaboration	Initiative and Self-direction
Creativity and Innovation	Leadership and Responsibility
Critical Thinking and Problem Solving	Media Literacy
Flexibility and Adaptability	Productivity and Accountability
Information, Communication & Technology Literacy	Social and Cross-cultural Skills
Information Literacy	

(Continued on next page)

A crosswalk is available at www.deca.org/competitions/highschool that shows which 21st century skills are developed by participating in each competitive event.

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA's competitive events. Crosswalks are available at www.deca.org/competitions/highschool that show which common core standards are supported by participating in each competitive event.

FORMAT GUIDELINES FOR THE WRITTEN ENTRY

The written entry must follow these specifications. Refer also to the Written Entry Checklist and the Written Entry Evaluation Form. A Written Event Statement of Assurances must be signed and submitted with the entry. Do not include it in the page numbering.

Title page. The first page of the written entry is the title page. It must include in any order, but is not limited to, the following:

- ENTREPRENEURSHIP PROMOTION PROJECT
- Title of the project
- Name of DECA chapter
- Name of high school
- School address
- City, State/Province, ZIP/Postal Code
- Names of chapter representatives
- Date

The title page will not be numbered.

Table of contents. The table of contents should follow the title page. All activities or original research described in this entry must take place between the immediate past International Career Development Conference and the upcoming Chartered Association Career Development Conference. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will not be numbered.

Body of the written entry. The body of the written entry begins with Section I, Executive Summary and continues in the sequence outlined here. The first page of the body is numbered 1 and all following pages are numbered in sequence. Page numbers continue through the bibliography (required) and the appendix (optional).

Follow this outline when you write your entry. Points for each section are included on the Written Entry Evaluation Form. Each section must be titled, including the bibliography and the appendix.

- I. EXECUTIVE SUMMARY
 - One-page description of the project
- II. INTRODUCTION
 - A. Description of the local DECA chapter
 - B. Description of the school and community
- III. MANAGEMENT OF ACTIVITY(IES) TARGETED AT OUTSIDE AUDIENCE
 - A. Purpose of the activity(ies)
 - B. Planning and organization of activity(ies)
 - C. Implementation of activity(ies)
- IV. EVALUATION AND RECOMMENDATIONS
 - A. Evaluation of campaign
 - B. Recommendations for additional new activity(ies) for future campaigns
- V. BIBLIOGRAPHY
- VI. APPENDIX

An appendix is optional. Include in the appendix any exhibits appropriate to the written entry, but not important enough to include in the body. These might include sample questionnaires used, letters sent and received, general background data, etc.

CHECKLIST STANDARDS

In addition to following the outline above, when preparing your written entry you must observe all of the following rules. The purpose of these rules is to make competition as fair as possible among participant teams. Refer to the Written Entry Checklist.

1. The Written Event Statement of Assurances must be signed and submitted with the entry or the entry will receive 15 penalty points.
2. The entry must be submitted in an official DECA written event folio. Folios are available from DECA IMAGES (FOLIO). No markings, tape or other material should be attached to the folio. One photocopy or the original typed document must be submitted. Chapter representatives may keep a copy for use in the presentation.
3. Sheet protectors may not be used.
4. The body of the written entry must be limited to 30 numbered pages, including the appendix (if an appendix is attached), but excluding the title page and the table of contents page.
5. The pages must be numbered in sequence, starting with the executive summary and ending with the final page of the appendix. Do not use separate sheets between sections or as title pages for sections.
6. Major content of the written entry must be at least double-spaced (not space-and-a-half). The title page, table of contents, executive summary, bibliography, appendix, footnotes, long quotes (more than three typed lines), material in tables, figures, exhibits, lists, headings, sample letters, forms, etc., may be single-spaced.
7. Entry must be typed/word processed. Handwritten corrections will be penalized. Charts and graphs may be handwritten. (Judges will be instructed to ignore attempts to achieve a competitive advantage due to the quality of word-processing equipment available.)
8. All material must be shown on 8¹/₂-inch x 11-inch paper. Pages may not fold out to a larger size. No extraneous information may be attached to the pages and tabs may not be used.
9. The written entry must follow the format guidelines. Additional subsections are permitted in the body of the written entry.

PRESENTATION GUIDELINES

- Prior to the presentation, the judge will evaluate the written portion of the entry. The major emphasis of the written entry is on the content. Drawings, illustrations and graphic presentations (where allowed) will be judged for clarity, not artistic value.
- The chapter representatives will present the project to the judge in a 15-minute presentation worth 40 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the chapter representatives to the judge by the adult assistant. Each chapter representative must take part in the presentation.
- The chapter representatives will spend not more than 10 minutes, at the beginning of the presentation, focusing on the chapter's campaign to educate others about entrepreneurship. Each chapter representative may bring a copy of the written entry or note cards pertaining to the written entry and use as reference during the presentation.
- The judge will spend the remaining 5 minutes questioning the chapter representatives on the economic principles associated with entrepreneurship. (See Presentation Evaluation Form.) Each chapter representative must respond to at least one question posed by the judge.
- The chapter representatives may use the following items during the oral presentation:
 - not more than three (3) standard-sized posters not to exceed 22¹/₂ inches by 30¹/₂ inches each. Participants may use both sides of the posters, but all attachments must fit within the poster dimensions.

(Continued on next page)

- one (1) standard-sized presentation display board not to exceed 36¹/₂ inches by 48¹/₂ inches.
- one (1) desktop flip chart presentation easel 12 inches by 10 inches (dimensions of the page).
- one (1) personal laptop computer.
- cell phones/smartphones, iPods/MP3 players, iPads/tablets or any type of a hand-held, information sharing device will be allowed in written events *if* applicable to the presentation.
- sound, as long as the volume is kept at a conversational level.
- Only visual aids that can be easily carried to the presentation by the actual chapter representatives will be permitted, and the chapter representatives themselves must set up the visuals. No set-up time will be allowed. Chapter representatives must furnish their own materials and equipment. No electrical power or Internet connection will be supplied.
- Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- If any of these rules are violated, the adult assistant must be notified by the judge.

PRESENTATION JUDGING

Chapter representatives will make a 15-minute presentation to you. You may refer to the written entry, or to your notes, during the presentation.

During the first 10 minutes of the presentation (after introductions), the chapter representatives will describe the campaign. Allow the chapter representatives to complete this portion without interruption, unless you are asked to respond. Each chapter representative must take part in the presentation.

During the final 5 minutes, you may question the chapter representatives. You must address at least one question to each chapter representative. To ensure fairness, you must ask each chapter representative or group of chapter representatives the same questions (based on the Presentation Evaluation Form):

1. one question about knowledge of entrepreneurship
2. one question about knowledge of the importance of entrepreneurship
3. one question about the activity(ies) completed

These questions should be prepared following the written entry evaluation but before the presentation begins.

After asking the questions indicated, you may ask additional questions that seem appropriate, based on your notes or on the written entry itself (to which you may refer during the presentation).

At the conclusion of the presentation, thank the chapter representatives. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. Maximum score for the presentation is 40 points.

**ENTREPRENEURSHIP PROMOTION
PROJECT, 2014**

Participant(s): _____

WRITTEN ENTRY EVALUATION FORM

I.D. Number: _____

Please refer to *Format Guidelines for the Written Entry* for a more detailed explanation of these items.

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
EXECUTIVE SUMMARY						
1.	One-page description of the project	0-1	2-3	4-5	6-7	
INTRODUCTION						
2.	Description of the local DECA chapter and the school and community	0-1	2-3	4-5	6-7	
MANAGEMENT OF ACTIVITY(IES) TARGETED AT OUTSIDE AUDIENCE						
3.	Purpose of activity(ies)	0-1-2	3-4-5	6	7-8	
4.	Planning and organization of activity(ies)	0-1-2	3-4-5	6	7-8	
5.	Implementation of activity(ies)	0-1-2	3-4-5	6	7-8	
EVALUATION AND RECOMMENDATIONS						
6.	Evaluation of campaign targeted at the outside audience	0-1-2	3-4-5	6	7-8	
7.	Recommendations for additional new activity(ies) for future campaigns	0-1-2	3-4-5	6	7-8	
APPEARANCE AND WORD USAGE						
8.	Professional layout, neatness, proper grammar, spelling and word usage	0-1	2-3	4-5	6	
Written Entry Total Points (maximum 60 points):						

Judge: A B C D E F G H I J (*circle one*)


**ENTREPRENEURSHIP PROMOTION
PROJECT, 2014**

Participant(s): _____

ORAL PRESENTATION EVALUATION FORM

I.D. Number: _____

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PRESENTATION						
1.	Description of the project; organization, clarity and effectiveness of the presentation and involvement of all chapter representatives	0-1	2-3	4-5	6-7	
2.	Description and value of activity(ies) targeted at outside audiences	0-1	2-3	4-5	6-7	
KNOWLEDGE OF THE CHAPTER REPRESENTATIVES						
3.	A question about knowledge of entrepreneurship	0-1	2-3	4-5	6-7	
4.	A question about knowledge of the importance of entrepreneurship	0-1	2-3	4-5	6-7	
5.	A question about the activity(ies) completed	0-1	2-3	4-5	6-7	
GENERAL						
6.	Professional standards (appearance, poise and confidence), presentation technique, effective use of visuals and participation of all	0-1	2-3	4	5	
Presentation Total Points (maximum 40 points):						
RECAP: WRITTEN ENTRY (60):						
PRESENTATION (40):						
SUBTOTAL (100):						
LESS PENALTY POINTS:						
TOTAL SCORE:						

Judge: A B C D E F G H I J (*circle one*)

FINANCIAL LITERACY PROMOTION PROJECT 2014

DECA
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PURPOSE

The purpose of the Financial Literacy Promotion Project is to provide an opportunity for the chapter members to demonstrate the knowledge and skills needed in planning, organizing, implementing and evaluating a campaign to educate chapter members and the general public or an organized group about the importance of financial literacy. To be financially literate, one must be able to confidently read, analyze, and manage their personal finances to lead more secure and satisfying lives.

The most basic areas include banking (managing checking and savings accounts), budgeting, and setting and implementing financial goals (short term to retirement). To set and obtain financial goals, one must have a working knowledge of investment instruments, borrowing, and insurance. Further, financial literacy includes an understanding of employment benefits, taxes, and other payroll deduction options. Maintaining good credit can save an individual a significant sum of money in interest savings, insurance premiums, and may even affect one's ability to secure employment.

The Financial Literacy Promotion Project is a chapter project that develops the economic and marketing knowledge and skills necessary to be successful in a global economy. After learning the economic principles associated with financial literacy, chapter members will utilize their marketing knowledge and skills to communicate the benefits of financial literacy to others. The project may begin at any time after the close of the previous chartered association conference and run to the beginning of the next chartered association conference.

The Financial Literacy Promotion Project provides an opportunity for chapter members to

- demonstrate their knowledge and understanding of financial literacy
- engage in activity(ies) that clarify and enhance understanding of financial literacy
- plan and implement a presentation or activity(ies) to educate and promote financial literacy to organized groups and/or the general public

PROCEDURE

- The project consists of two major parts: the **written document** and an **oral presentation** by chapter representatives. The written document will account for 60 points and the oral presentation will account for the remaining 40 of the total 100 points.
- This is a project for the entire DECA chapter. **One to three** chapter representatives may participate in the oral presentation. All chapter representatives must present the project to the judges. Each chapter representative must respond to questions.
- The body of the written entry must be limited to **30 numbered pages**, including the appendix (if an appendix is attached), but excluding the title page and the table of contents.
- The **Written Event Statement of Assurances** must be signed and submitted with the entry. Do not include it in the page numbering.
- The chapter representatives may bring all visual aids to the event briefing. Only approved visual aids may be used during the presentation.
- The oral presentation may be a maximum 15 minutes in length. The first 10 minutes will include an explanation and description of the project followed by 5 minutes for the judge's questions.
- The judge will evaluate the presentation, focusing on the effectiveness of public speaking and presentation skills and how well the chapter representatives respond to questions that the judge may ask during the 5 minutes following the presentation.

(Continued on next page)

KNOWLEDGE AND SKILLS DEVELOPED

Chapter representatives will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop many 21st century skills desired by today's employers. 21st century skills are grouped into broad categories including:

Communication and Collaboration	Initiative and Self-direction
Creativity and Innovation	Leadership and Responsibility
Critical Thinking and Problem Solving	Media Literacy
Flexibility and Adaptability	Productivity and Accountability
Information, Communication & Technology Literacy	Social and Cross-cultural Skills
Information Literacy	

A crosswalk is available at www.deca.org/competitions/highschool that shows which 21st century skills are developed by participating in each competitive event.

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA's competitive events. Crosswalks are available at www.deca.org/competitions/highschool that show which common core standards are supported by participating in each competitive event.

FORMAT GUIDELINES FOR THE WRITTEN ENTRY

The written entry must follow these specifications. Refer also to the Written Entry Checklist and the Written Entry Evaluation Form. A Written Event Statement of Assurances must be signed and submitted with the entry. Do not include it in the page numbering.

Title page. The first page of the written entry is the title page. It must include in any order, but is not limited to, the following:

FINANCIAL LITERACY PROMOTION PROJECT
 Title of the Project
 Name of DECA chapter
 Name of high school
 School address
 City, State/Province, ZIP/Postal Code
 Names of chapter representatives
 Date

The title page will not be numbered.

Table of contents. The table of contents should follow the title page. All activities or original research described in this entry must take place between the immediate past International Career Development Conference and the upcoming Chartered Association Career Development Conference. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will not be numbered.

Body of the written entry. The body of the written entry begins with Section I, Executive Summary and continues in the sequence outlined here. The first page of the body is numbered 1 and all following pages are numbered in sequence. Page numbers continue through the bibliography (required) and the appendix (optional).

Follow this outline when you write your entry. Points for each section are included on the Written Entry Evaluation Form. Each section must be titled, including the bibliography and the appendix.

- I. EXECUTIVE SUMMARY
 - One-page description of the project

- II. INTRODUCTION
 - A. Description of the local DECA chapter
 - B. Description of the school and community
- III. MANAGEMENT OF ACTIVITY(IES) TARGETED AT OUTSIDE AUDIENCE
 - A. Purpose of the activity(ies)
 - B. Planning and organization of activity(ies)
 - C. Implementation of activity(ies)
- IV. EVALUATION AND RECOMMENDATIONS
 - A. Evaluation of campaign
 - B. Recommendations for additional new activity(ies) for future campaigns
- V. BIBLIOGRAPHY
- VI. APPENDIX

An appendix is optional. Include in the appendix any exhibits appropriate to the written entry, but not important enough to include in the body. These might include sample questionnaires used, letters sent and received, general background data, etc.

CHECKLIST STANDARDS

In addition to following the outline above, when preparing your written entry you must observe all of the following rules. The purpose of these rules is to make competition as fair as possible among participant teams. Refer to the Written Entry Checklist.

1. The Written Event Statement of Assurances must be signed and submitted with the entry or the entry will receive 15 penalty points.
2. The entry must be submitted in an official DECA written event folio. Folios are available from DECA IMAGES (FOLIO). No markings, tape or other material should be attached to the folio. One photocopy or the original typed document must be submitted. Chapter representatives may keep a copy for use in the presentation.
3. Sheet protectors may not be used.
4. The body of the written entry must be limited to 30 numbered pages, including the appendix (if an appendix is attached), but excluding the title page and the table of contents page.
5. The pages must be numbered in sequence, starting with the executive summary and ending with the final page of the appendix. Do not use separate sheets between sections or as title pages for sections.
6. Major content of the written entry must be at least double-spaced (not space-and-a-half). The title page, table of contents, executive summary, bibliography, appendix, footnotes, long quotes (more than three typed lines), material in tables, figures, exhibits, lists, headings, sample letters, forms, etc., may be single-spaced.
7. Entry must be typed/word processed. Handwritten corrections will be penalized. Charts and graphs may be handwritten. (Judges will be instructed to ignore attempts to achieve a competitive advantage due to the quality of word-processing equipment available.)
8. All material must be shown on 8½-inch x 11-inch paper. Pages may not fold out to a larger size. No extraneous information may be attached to the pages and tabs may not be used.
9. The written entry must follow the format guidelines. Additional subsections are permitted in the body of the written entry.

PRESENTATION GUIDELINES

- Prior to the presentation, the judge will evaluate the written portion of the entry. The major emphasis of the written entry is on the content. Drawings, illustrations and graphic presentations (where allowed) will be judged for clarity, not artistic value.
- The chapter representatives will present the project to the judge in a 15-minute presentation worth 40 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the chapter representatives to the judge by the adult assistant. Each chapter representative must take part in the presentation.

(Continued on next page)

- The chapter representatives will spend not more than 10 minutes, at the beginning of the presentation, focusing on the chapter's campaign to promote financial literacy to organized groups and/or the general public. Each chapter representative may bring a copy of the written entry or note cards pertaining to the written entry and use as reference during the presentation.
- The judge will spend the remaining 5 minutes questioning the chapter representatives on the principles associated with promoting financial literacy. (See Presentation Evaluation Form.) Each chapter representative must respond to at least one question posed by the judge.
- The chapter representatives may use the following items during the oral presentation:
 - not more than three (3) standard-sized posters not to exceed 22¹/₂ inches by 30¹/₂ inches each. Participants may use both sides of the posters, but all attachments must fit within the poster dimensions.
 - one (1) standard-sized presentation display board not to exceed 36¹/₂ inches by 48¹/₂ inches.
 - one (1) desktop flip chart presentation easel 12 inches by 10 inches (dimensions of the page).
 - one (1) personal laptop computer.
 - cell phones/smartphones, iPods/MP3 players, iPads/tablets or any type of a hand-held, information sharing device will be allowed in written events *if* applicable to the presentation.
 - sound, as long as the volume is kept at a conversational level.
- Only visual aids that can be easily carried to the presentation by the actual chapter representatives will be permitted, and the chapter representatives themselves must set up the visuals. No set-up time will be allowed. Chapter representatives must furnish their own materials and equipment. No electrical power or Internet connection will be supplied.
- Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- If any of these rules are violated, the adult assistant must be notified by the judge.

PRESENTATION JUDGING

Chapter representatives will make a 15-minute presentation to you. You may refer to the written entry, or to your notes, during the presentation.

During the first 10 minutes of the presentation (after introductions), the chapter representatives will describe the campaign. Allow the chapter representatives to complete this portion without interruption, unless you are asked to respond. Each chapter representative must take part in the presentation.

During the final 5 minutes, you may question the chapter representatives. You must address at least one question to each chapter representative. To ensure fairness, you must ask each chapter representative or group of chapter representatives the same questions (based on the Presentation Evaluation Form):

1. one question about knowledge of financial literacy
2. one question about knowledge of the importance of financial literacy
3. one question about the activity(ies) completed

These questions should be prepared following the written entry evaluation but before the presentation begins.

After asking the questions indicated, you may ask additional questions that seem appropriate, based on your notes or on the written entry itself (to which you may refer during the presentation).

At the conclusion of the presentation, thank the chapter representatives. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. Maximum score for the presentation is 40 points.



**FINANCIAL LITERACY
PROMOTION PROJECT, 2014**

FLPP-2014

Participant(s): _____

WRITTEN ENTRY EVALUATION FORM

I.D. Number: _____

Please refer to *Format Guidelines for the Written Entry* for a more detailed explanation of these items.

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
EXECUTIVE SUMMARY						
1.	One-page description of the project	0-1	2-3	4-5	6-7	
INTRODUCTION						
2.	Description of the local DECA chapter and the school and community	0-1	2-3	4-5	6-7	
MANAGEMENT OF ACTIVITY(IES) TARGETED AT OUTSIDE AUDIENCE						
3.	Purpose of activity(ies)	0-1-2	3-4-5	6	7-8	
4.	Planning and organization of activity(ies)	0-1-2	3-4-5	6	7-8	
5.	Implementation of activity(ies)	0-1-2	3-4-5	6	7-8	
EVALUATION AND RECOMMENDATIONS						
6.	Evaluation of campaign activities targeted at the outside audience	0-1-2	3-4-5	6	7-8	
7.	Recommendations for additional new activity(ies) for future campaigns	0-1-2	3-4-5	6	7-8	
APPEARANCE AND WORD USAGE						
8.	Professional layout, neatness, proper grammar, spelling and word usage	0-1	2-3	4-5	6	
Written Entry Total Points (maximum 60 points):						

Judge: A B C D E F G H I J (*circle one*)

**FINANCIAL LITERACY
PROMOTION PROJECT, 2014**

Participant(s): _____

ORAL PRESENTATION EVALUATION FORM

I.D. Number: _____

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PRESENTATION						
1.	Description of the project; organization, clarity and effectiveness of the presentation and involvement of all chapter representatives	0-1	2-3	4-5	6-7	
2.	Description and value of activity(ies) targeted at outside audiences	0-1	2-3	4-5	6-7	
KNOWLEDGE OF THE CHAPTER REPRESENTATIVES						
3.	A question about knowledge of financial literacy	0-1	2-3	4-5	6-7	
4.	A question about knowledge of the importance of financial literacy	0-1	2-3	4-5	6-7	
5.	A question about the activity(ies) completed	0-1	2-3	4-5	6-7	
GENERAL						
6.	Professional standards (appearance, poise and confidence), presentation technique, effective use of visuals and participation of all	0-1	2-3	4	5	
Presentation Total Points (maximum 40 points):						
RECAP: WRITTEN ENTRY (60):						
PRESENTATION (40):						
SUBTOTAL (100):						
LESS PENALTY POINTS:						
TOTAL SCORE:						

Judge: A B C D E F G H I J (*circle one*)

PURPOSE

The Learn and Earn Project is a chapter project that develops business and marketing knowledge and skills. Positive earning outcomes in this project are not as critical to its success as the learning outcomes. The Learn and Earn Project applies entrepreneurial knowledge and skills to a single sales/service activity to be run as a real business venture. In a sense, the project is a chapter entrepreneurship project. The sales/service activity may focus on any subject of interest to the chapter and should involve the majority of the chapter members. School store projects may be appropriate, but should be planned around a new marketing program within the store. The project may begin at any time after the close of the previous year's chartered association conference and run to the beginning of the next chartered association conference. An evaluation of the project's planning, organization and implementation must be included in the report.

The Learn and Earn Project provides an opportunity for chapter members to

- plan, organize and conduct a sales/service project in their local community
- develop a business plan
- implement a promotional campaign
- evaluate the planning, implementation and outcome of the project

PROCEDURE

- The project consists of two major parts: the **written document** and the **oral presentation** by chapter representatives. The written document will account for 60 points and the oral presentation will account for the remaining 40 of the total 100 points.
- This is a project for the entire DECA chapter. **One to three** chapter representatives may participate in the oral presentation. All chapter representatives must present the project to the judges. Each chapter representative must respond to questions.
- The body of the written entry must be limited to **30 numbered pages**, including the appendix (if an appendix is attached), but excluding the title page and the table of contents.
- The **Written Event Statement of Assurances** must be signed and submitted with the entry. Do not include it in the page numbering.
- The chapter representatives may bring all visual aids to the event briefing. Only approved visual aids may be used during the presentation.
- The oral presentation may be a maximum 15 minutes in length. The first 10 minutes will include an explanation and description of the project followed by 5 minutes for the judge's questions.
- The judge will evaluate the presentation, focusing on the effectiveness of public speaking and presentation skills and how well the chapter representatives respond to questions that the judge may ask during the 5 minutes following the presentation.

KNOWLEDGE AND SKILLS DEVELOPED

Chapter representatives will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop many 21st century skills, in the following categories, desired by today's employers:

Communication and Collaboration	Initiative and Self-direction
Creativity and Innovation	Leadership and Responsibility
Critical Thinking and Problem Solving	Media Literacy
Flexibility and Adaptability	Productivity and Accountability
Information, Communication & Technology Literacy	Social and Cross-cultural Skills
Information Literacy	

A crosswalk is available at www.deca.org/competitions/highschool that shows which 21st century skills are developed by participating in each competitive event.

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Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA's competitive events. Crosswalks are available at www.deca.org/competitions/highschool that show which common core standards are supported by participating in each competitive event.

FORMAT GUIDELINES FOR THE WRITTEN ENTRY

The written entry must follow these specifications. Refer also to the Written Entry Checklist and the Written Entry Evaluation Form. A Written Event Statement of Assurances must be signed and submitted with the entry. Do not include it in the page numbering.

Title page. The first page of the written entry is the title page. It must include in any order, but is not limited to, the following:

- LEARN AND EARN PROJECT
- Title of the project
- Name of DECA chapter
- Name of high school
- School address
- City, State/Province, ZIP/Postal Code
- Names of chapter representatives
- Date

The title page will *not* be numbered.

Table of contents. The table of contents should follow the title page. All activities or original research described in this entry must take place between the immediate past International Career Development Conference and the upcoming Chartered Association Career Development Conference. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will not be numbered.

Body of the written entry. The body of the written entry begins with Section I, Executive Summary and continues in the sequence outlined here. The first page of the body is numbered 1 and all following pages are numbered in sequence. Page numbers continue through the bibliography (required) and the appendix (optional).

Follow this outline when you write your entry. Points for each section are included on the Written Entry Evaluation Form. Each section must be titled, including the bibliography and the appendix.

- I. EXECUTIVE SUMMARY
 - One-page description of the project
- II. INTRODUCTION
 - The type of project proposed, a brief description of the major product/service involved, sources of information (resource materials, presentations, etc.), a brief description of advisors and their involvement
- III. ANALYSIS OF THE BUSINESS SITUATION
 - A. Trading area analysis
 - General data: geographic, demographic, economic; competitive data: present competitors (listed and briefly described), competitive advantages and disadvantages of the proposed project
 - B. Market segment analysis
 - Customer buying behavior related to the proposed project
- IV. PLANNED OPERATION OF THE PROPOSED PROJECT
 - A. Proposed organization
 - Start-up steps to form the project; planned personnel (or functional) needs; proposed staffing to handle managerial, financial, marketing, production (if applicable) functions;

- proposed organization chart
- B. Proposed product/service
 - Details of product(s)/services(s) to be offered; include potential suppliers, inventory policies, if applicable. If the project is a service project, appropriate information about plans to provide the service, including necessary supplies, etc.
- C. Proposed marketing strategies
 - Proposed promotional program, promotional activity(ies), media availability, costs, promotional plan outline
- D. Projected budget
 - 1. Projected operating budget
 - 2. Rationale for the projected budget
- V. OUTCOMES
 - A. Describe project implementation, unusual or unforeseen challenges or successes and the methods of handling them
 - B. Learning outcomes
 - Describe what chapter members learned about marketing and management from the project
 - C. Earning outcomes
 - Document earnings and compare to the projected budget
 - D. Recommendations for improving the project
 - 1. Recommendations for future projects
 - 2. Plans for improving the learning and earning outcomes of the project
- VI. BIBLIOGRAPHY
- VII. APPENDIX
 - An appendix is optional. Include in the appendix any exhibits appropriate to the written entry, but not important enough to include in the body. These might include sample questionnaires used, letters sent and received, general background data, minutes of meetings, etc.

CHECKLIST STANDARDS

In addition to following the outline above, when preparing your written entry you must observe all of the following rules. The purpose of these rules is to make competition as fair as possible among participant teams. Refer to the Written Entry Checklist.

1. The Written Event Statement of Assurances must be signed and submitted with the entry or the entry will receive 15 penalty points.
2. The entry must be submitted in an official DECA written event folio. Folios are available from DECA IMAGES (FOLIO). No markings, tape or other material should be attached to the folio. One photocopy or the original typed document must be submitted. Chapter representatives may keep a copy for use in the presentation.
3. Sheet protectors may not be used.
4. The body of the written entry must be limited to 30 numbered pages, including the appendix (if an appendix is attached), but excluding the title page and the table of contents page.
5. The pages must be numbered in sequence, starting with the executive summary and ending with the final page of the appendix. Do not use separate sheets between sections or as title pages for sections.
6. Major content of the written entry must be at least double-spaced (not space-and-a-half). The title page, table of contents, executive summary, bibliography, appendix, footnotes, long quotes (more than three typed lines), material in tables, figures, exhibits, lists, headings, sample letters, forms, etc., may be single-spaced.
7. Entry must be typed/word processed. Handwritten corrections will be penalized. Charts and graphs may be handwritten. (Judges will be instructed to ignore attempts to achieve a competitive advantage due to the quality of word-processing equipment available.)

(Continued on next page)

8. All material must be shown on 8½-inch x 11-inch paper. Pages may not fold out to a larger size. No extraneous information may be attached to the pages and tabs may not be used.
9. The written entry must follow the format guidelines. Additional subsections are permitted in the body of the written entry.

PRESENTATION GUIDELINES

- Prior to the presentation, the judge will evaluate the written portion of the entry. The major emphasis of the written entry is on the content. Drawings, illustrations and graphic presentations (where allowed) will be judged for clarity, not artistic value.
- The chapter representatives will present the project to the judge in a 15-minute presentation worth 40 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the chapter representatives to the judge by the adult assistant. Each chapter representative must take part in the presentation.
- The chapter representatives will spend not more than 10 minutes, at the beginning of the presentation, describing the campaign, its process and recommendations. Each chapter representative may bring a copy of the written entry or note cards pertaining to the written entry and use as reference during the presentation.
- The judge will spend the remaining 5 minutes questioning the chapter representatives. (See Presentation Evaluation Form.) Each chapter representative must respond to at least one question posed by the judge.
- The chapter representatives may use the following items during the oral presentation:
 - not more than three (3) standard-sized posters not to exceed 22½ inches by 30½ inches each. Participants may use both sides of the posters, but all attachments must fit within the poster dimensions.
 - one (1) standard-sized presentation display board not to exceed 36½ inches by 48½ inches.
 - one (1) desktop flip chart presentation easel 12 inches by 10 inches (dimensions of the page).
 - one (1) personal laptop computer.
 - cell phones/smartphones, iPods/MP3 players, iPads/tablets or any type of a hand-held, information sharing device will be allowed in written events *if* applicable to the presentation.
 - sound, as long as the volume is kept at a conversational level.
- Only visual aids that can be easily carried to the presentation by the actual chapter representatives will be permitted, and the chapter representatives themselves must set up the visuals. No set-up time will be allowed. Chapter representatives must furnish their own materials and equipment. No electrical power or Internet connection will be supplied.
- Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- If any of these rules are violated, the adult assistant must be notified by the judge.

PRESENTATION JUDGING

Chapter representatives will appear for a 15-minute presentation with you. You may refer to the written entry, or to your notes, during the presentation.

During the first 10 minutes of the presentation (after introductions), the chapter representatives will describe the project. Allow the chapter representatives to complete this portion without interruption, unless you are asked to respond. Each chapter representative must take part in the presentation.

During the final 5 minutes, you may question the chapter representatives. You must address at least one question to each chapter representative. To ensure fairness, you must ask each participant or group of participants the same three questions (based on the Presentation Evaluation Form):

1. one question on the analysis of the business situation
2. one question on the planned operation of the proposed project
3. one question on the outcomes

These questions should be prepared following the written entry evaluation but before the presentation begins.

After asking the three questions, you may ask additional questions that seem appropriate, based on your notes or on the written entry itself (to which you may refer during the presentation).

At the conclusion of the presentation, thank the chapter representatives. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. Maximum score for the presentation is 40 points.



LEARN AND EARN PROJECT, 2014

Participant(s): _____

WRITTEN ENTRY EVALUATION FORM

I.D. Number: _____

Please refer to *Format Guidelines for the Written Entry* for a more detailed explanation of these items.

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
EXECUTIVE SUMMARY						
1.	One-page description of the project	0-1	2	3	4	
INTRODUCTION						
2.	Type of project, product and/or service description, sources of information	0-1	2	3	4	
ANALYSIS OF THE BUSINESS SITUATION						
3.	Trading area analysis	0-1	2	3	4	
4.	Market segment analysis	0-1	2	3	4	
PLANNED OPERATION OF THE PROPOSED PROJECT						
5.	Proposed organization	0-1	2	3	4	
6.	Proposed product/service	0-1	2	3	4	
7.	Proposed marketing strategies: pricing and promotional activity(ies)	0-1	2	3	4	
8.	Projected operating budget	0-1	2	3	4	
9.	Rationale for the projected budget	0-1	2	3	4	
OUTCOMES						
10.	General project implementation	0-1	2	3	4	
11.	Learning outcomes	0-1	2	3	4	
12.	Earning outcomes	0-1	2	3	4	
RECOMMENDATIONS FOR IMPROVING THE PROJECT						
13.	Recommendations for future projects	0-1	2	3	4	
14.	Plans for improving the learning and earning outcomes of the project	0-1	2	3	4	
APPEARANCE AND WORD USAGE						
15.	Professional layout, neatness, proper grammar, spelling and word usage	0-1	2	3	4	
Written Entry Total Points (maximum 60 points):						

Judge: A B C D E F G H I J (circle one)

LEARN AND EARN PROJECT, 2014

Participant(s): _____

ORAL PRESENTATION EVALUATION FORM

I.D. Number: _____

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
1.	Opening presentation: description of the project; organization, clarity and effectiveness of the presentation	0-1	2-3-4	5-6	7-8	
2.	Question on the analysis of the business situation	0-1	2-3-4	5-6	7-8	
3.	Question on the planned operation of the proposed project	0-1	2-3-4	5-6	7-8	
4.	Question on the outcomes	0-1	2-3-4	5-6	7-8	
5.	To what extent did the chapter representatives demonstrate professional appearance, poise and confidence?	0-1	2	3	4	
6.	Overall performance, presentation technique, effective use of visual aids and participation of all	0-1	2	3	4	
Presentation Total Points (maximum 40 points):						
RECAP: WRITTEN ENTRY (60):						
PRESENTATION (40):						
SUBTOTAL (100):						
LESS PENALTY POINTS:						
TOTAL SCORE:						

Judge: A B C D E F G H I J *(circle one)*

Supported by



PURPOSE

The purpose of the Public Relations Project is to provide an opportunity for the chapter members to demonstrate the knowledge and skills needed in planning, organizing, implementing and evaluating a single public relations campaign conducted by the chapter. The campaign may focus on any topic or subject of interest to the chapter and should involve the majority of the chapter members. The project may begin at any time after the close of the previous chartered association conference and run to the beginning of the next chartered association conference. An evaluation of the campaign's planning, organization and implementation must be included in the report.

The Public Relations Project provides an opportunity for chapter members to

- develop and/or identify a theme for a public relations campaign
- plan and organize a public relations campaign in their local community
- implement a public relations campaign
- evaluate the planning and implementation process

PROCEDURE

- The project consists of two major parts: the **written document** and an **oral presentation** by chapter representatives. The written document will account for 60 points and the oral presentation will account for the remaining 40 of the total 100 points.
- This is a project for the entire DECA chapter. **One to three** chapter representatives may participate in the oral presentation. All chapter representatives must present the project to the judges. Each chapter representative must respond to questions.
- The body of the written entry must be limited to **30 numbered pages**, including the appendix (if an appendix is attached), but excluding the title page and the table of contents.
- The **Written Event Statement of Assurances** must be signed and submitted with the entry. Do not include it in the page numbering.
- The chapter representatives may bring all visual aids to the event briefing. Only approved visual aids may be used during the presentation.
- The oral presentation may be a maximum 15 minutes in length. The first 10 minutes will include an explanation and description of the project followed by 5 minutes for the judge's questions.
- The judge will evaluate the presentation, focusing on the effectiveness of public speaking and presentation skills and how well the chapter representatives respond to questions that the judge may ask during the 5 minutes following the presentation.

KNOWLEDGE AND SKILLS DEVELOPED

Chapter representatives will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop many 21st century skills, in the following categories, desired by today's employers:

Communication and Collaboration	Initiative and Self-direction
Creativity and Innovation	Leadership and Responsibility
Critical Thinking and Problem Solving	Media Literacy
Flexibility and Adaptability	Productivity and Accountability
Information, Communication & Technology Literacy	Social and Cross-cultural Skills
Information Literacy	

A crosswalk is available at www.deca.org/competitions/highschool that shows which 21st century skills are developed by participating in each competitive event.

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA's competitive events. Crosswalks are available at www.deca.org/competitions/highschool that show which common core standards are supported by participating in each competitive event

FORMAT GUIDELINES FOR THE WRITTEN ENTRY

The written entry must follow these specifications. Refer also to the Written Entry Checklist and the Written Entry Evaluation Form. A Written Event Statement of Assurances must be signed and submitted with the entry. Do not include it in the page numbering.

Title page. The first page of the written entry is the title page. It must include in any order, but is not limited to, the following:

- PUBLIC RELATIONS PROJECT
- Title of the project
- Name of DECA chapter
- Name of high school
- School Address
- City, State/Province, ZIP/Postal Code
- Names of chapter representatives
- Date

The title page will *not* be numbered.

Table of contents. The table of contents should follow the title page. All activities or original research described in this entry must take place between the immediate past International Career Development Conference and the upcoming Chartered Association Career Development Conference. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will not be numbered.

Body of the written entry. The body of the written entry begins with Section I, Executive Summary and continues in the sequence outlined here. The first page of the body is numbered 1 and all following pages are numbered in sequence. Page numbers continue through the bibliography (required) and the appendix (optional).

Follow this outline when you write your entry. Points for each section are included on the Written Entry Evaluation Form. Each section must be titled, including the bibliography and the appendix.

- I. EXECUTIVE SUMMARY
 - One-page description of the project
- II. CAMPAIGN THEME OR FOCUS
 - A. Statement and description of the issue to be addressed
 - B. Rationale for selecting the issue
 - C. Description of the target population (such as community, school, etc.)
- III. LOCAL MEDIA AND OTHER PROMOTIONAL POSSIBILITIES
 - A. Local print and broadcast media available
 - B. Other possible promotional activity(ies)
 - C. Media mix and rationale for media and other promotional activity(ies)
- IV. CAMPAIGN ORGANIZATION AND IMPLEMENTATION
 - A. Organizational chart, member involvement and job description
 - B. Description of the campaign and documentation
 - C. Estimated impact on the target population

(Continued on next page)

- V. EVALUATION AND RECOMMENDATIONS
 - A. Evaluation of the process
 - B. Recommendations for future campaigns
- VI. BIBLIOGRAPHY
- VII. APPENDIX

An appendix is optional. Include in the appendix any exhibits appropriate to the written entry, but not important enough to include in the body. These might include sample questionnaires used, letters sent and received, general background data, minutes of meetings, etc.

CHECKLIST STANDARDS

In addition to following the outline above, when preparing your written entry, you must observe all of the following rules. The purpose of these rules is to make competition as fair as possible among participant teams. Refer to the Written Entry Checklist.

1. The Written Event Statement of Assurances must be signed and submitted with the entry or the entry will receive 15 penalty points.
2. The entry must be submitted in an official DECA written event folio. Folios are available from DECA IMAGES (FOLIO). No markings, tape or other material should be attached to the folio. One photocopy or the original typed document must be submitted. Chapter representatives may keep a copy for use in the presentation.
3. Sheet protectors may not be used.
4. The body of the written entry must be limited to 30 numbered pages, including the appendix (if an appendix is attached), but excluding the title page and the table of contents page.
5. The pages must be numbered in sequence, starting with the executive summary and ending with the final page of the appendix. Do not use separate sheets between sections or as title pages for sections.
6. Major content of the written entry must be at least double-spaced (not space-and-a-half). The title page, table of contents, executive summary, bibliography, appendix, footnotes, long quotes (more than three typed lines), material in tables, figures, exhibits, lists, headings, sample letters, forms, etc., may be single-spaced.
7. Entry must be typed/word processed. Handwritten corrections will be penalized. Charts and graphs may be handwritten. (Judges will be instructed to ignore attempts to achieve a competitive advantage due to the quality of word-processing equipment available.)
8. All material must be shown on 8½-inch x 11-inch paper. Pages may not fold out to a larger size. No extraneous information may be attached to the pages and tabs may not be used.
9. The written entry must follow the format guidelines. Additional subsections are permitted in the body of the written entry.

PRESENTATION GUIDELINES

- Prior to the presentation, the judge will evaluate the written portion of the entry. The major emphasis of the written entry is on the content. Drawings, illustrations and graphic presentations (where allowed) will be judged for clarity, not artistic value.
- The chapter representatives will present the project to the judge in a 15-minute presentation worth 40 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the chapter representatives to the judge by the adult assistant. Each chapter representative must take part in the presentation.
- The chapter representatives will spend not more than 10 minutes, at the beginning of the presentation, describing the campaign, its process and recommendations. Each chapter representative may bring a copy of the written entry or note cards pertaining to the written entry and use as reference during the presentation.
- The judge will spend the remaining 5 minutes questioning the chapter representatives. (See Presentation Evaluation Form.) Each chapter representative must respond to at least one question posed by the judge.

- The chapter representatives may use the following items during the oral presentation:
 - not more than three (3) standard-sized posters not to exceed 22¹/₂ inches by 30¹/₂ inches each. Participants may use both sides of the posters, but all attachments must fit within the poster dimensions.
 - one (1) standard-sized presentation display board not to exceed 36¹/₂ inches by 48¹/₂ inches.
 - one (1) desktop flip chart presentation easel 12 inches by 10 inches (dimensions of the page).
 - one (1) personal laptop computer.
 - cell phones/smartphones, iPods/MP3 players, iPads/tablets or any type of a hand-held, information sharing device will be allowed in written events *if* applicable to the presentation.
 - sound, as long as the volume is kept at a conversational level.
- Only visual aids that can be easily carried to the presentation by the actual chapter representatives will be permitted, and the chapter representatives themselves must set up the visuals. No set-up time will be allowed. Chapter representatives must furnish their own materials and equipment. No electrical power or Internet connection will be supplied.
- Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- If any of these rules are violated, the adult assistant must be notified by the judge.

PRESENTATION JUDGING

Chapter representatives will make a 15-minute presentation to you. You may refer to the written entry, or to your notes, during the presentation.

During the first 10 minutes of the presentation (after introductions), the chapter representatives will describe the campaign. Allow the chapter representatives to complete this portion without interruption, unless you are asked to respond. Each chapter representative must take part in the presentation.

During the final 5 minutes, you may question the chapter representatives. You must address at least one question to each chapter representative. To ensure fairness, you must ask each chapter representative or group of chapter representatives the same three questions based on the Presentation Evaluation Form:

1. one question on the rationale for selecting the problem or issue
2. one question on the organization and implementation of the campaign
3. one question on the evaluation and recommendations

These questions should be prepared following the written entry evaluation but before the presentation begins.

After asking the three questions, you may ask additional questions that seem appropriate, based on your notes or on the written entry itself (to which you may refer during the presentation).

At the conclusion of the presentation, thank the chapter representatives. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. Maximum score for the presentation is 40 points.

PUBLIC RELATIONS PROJECT, 2014

Participant(s): _____

WRITTEN ENTRY EVALUATION FORM

I.D. Number: _____

Please refer to *Format Guidelines for the Written Entry* for a more detailed explanation of these items.

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
EXECUTIVE SUMMARY						
1.	One-page description of the project	0-1	2	3	4	
CAMPAIGN THEME OR FOCUS						
2.	Statement and description of the issue to be addressed	0-1	2-3	4	5	
3.	Rationale for selecting the issue	0-1	2-3	4	5	
4.	Description of the target population	0-1	2-3	4	5	
LOCAL MEDIA/PROMOTIONAL POSSIBILITIES						
5.	Local print and broadcast media available	0-1	2	3	4	
6.	Other possible promotional activity(ies)	0-1	2	3	4	
7.	Rationale for the media mix	0-1	2-3	4	5	
CAMPAIGN ORGANIZATION AND IMPLEMENTATION						
8.	Organizational chart/job description	0-1	2	3	4	
9.	Description of the campaign and documentation	0-1	2-3	4	5	
10.	Estimated impact on the target population	0-1	2-3	4	5	
EVALUATION AND RECOMMENDATIONS						
11.	Evaluation of the process	0-1	2-3	4	5	
12.	Recommendations for future campaigns	0-1	2-3	4	5	
APPEARANCE AND WORD USAGE						
13.	Professional layout, neatness, proper grammar, spelling and word usage	0-1	2	3	4	
Written Entry Total Points (maximum 60 points):						

Judge: A B C D E F G H I J (circle one)

PUBLIC RELATIONS PROJECT, 2014

Participant(s): _____

ORAL PRESENTATION EVALUATION FORM

I.D. Number: _____

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
1.	Opening presentation: description of the project; organization, clarity and effectiveness of the presentation	0-1	2-3-4	5-6	7-8	
2.	Question on the rationale for selecting the campaign problem or issue	0-1	2-3-4	5-6	7-8	
3.	Question on organization and implementation	0-1	2-3-4	5-6	7-8	
4.	Question on evaluation and recommendation	0-1	2-3-4	5-6	7-8	
5.	To what extent did the chapter representatives demonstrate professional appearance, poise and confidence?	0-1	2	3	4	
6.	Overall performance, presentation technique, effective use of visual aids and participation of all	0-1	2	3	4	
Presentation Total Points (maximum 40 points):						
RECAP: WRITTEN ENTRY (60):						
PRESENTATION (40):						
SUBTOTAL (100):						
LESS PENALTY POINTS:						
TOTAL SCORE:						

Judge: A B C D E F G H I J (circle one)

PURPOSE

The Entrepreneurship Innovation Plan Event involves the idea generation and opportunity recognition needed to take advantage of market opportunities to introduce a new business, product or service. Any type of business, product or service may be used.

Participants in the Entrepreneurship Innovation Plan Event will present a brief concept paper explaining the opportunity that exists in the marketplace and how their innovation will meet the needs of consumers.

PROCEDURE

- The Entrepreneurship Innovation Plan Event consists of a **concept paper** and the **oral presentation**.
- Each event entry will be composed of one to three members of a DECA chapter. All participants must present the project to the judges. All participants present must respond to questions.
- The body of the written entry must be limited to **5 numbered pages**, including the appendix (if an appendix is attached), but excluding the title page and the table of contents.
- The **Written Event Statement of Assurances** must be signed and submitted with the entry. Do not include it in the page numbering.
- The participants may bring all visual aids to the event briefing. Only approved visual aids may be used during the presentation.
- The oral presentation may be a maximum of 20 minutes in length. The first 15 minutes will include an explanation and description of the project followed by 5 minutes for the judge's questions.
- The judge will evaluate the presentation, focusing on the effectiveness of public speaking and presentation skills and how well the participant responds to questions that the judge may ask during the 5 minutes following the presentation.

KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop many 21st century skills, in the following categories, desired by today's employers:

Communication and Collaboration	Initiative and Self-direction
Creativity and Innovation	Leadership and Responsibility
Critical Thinking and Problem Solving	Media Literacy
Flexibility and Adaptability	Productivity and Accountability
Information, Communication & Technology Literacy	Social and Cross-cultural Skills
Information Literacy	

A crosswalk is available at www.deca.org/competitions/highschool that shows which 21st century skills are developed by participating in each competitive event.

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA's competitive events. Crosswalks are available at www.deca.org/competitions/highschool that show which common core standards are supported by participating in each competitive event.

FORMAT GUIDELINES FOR THE WRITTEN ENTRY

The written entry must follow these specifications. Refer also to the Written Entry Checklist and the Written Entry Evaluation Form. A Written Event Statement of Assurances must be signed and submitted with the entry. Do not include it in the page numbering.

Title page. The first page of the written entry is the title page. It must include in any order, but is not limited to, the following:

ENTREPRENEURSHIP INNOVATION PLAN EVENT

Name of DECA chapter

Name of high school

School address

City, State/Province, ZIP/Postal Code

Names of participants

Date

Title page will *not* be numbered.

Table of contents. The table of contents should follow the title page. All activities or original research described in this entry must take place between the immediate past International Career Development Conference and the upcoming Chartered Association Career Development Conference. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will not be numbered.

Body of the written entry. The body of the written entry begins with Section I, Executive Summary, and continues in the sequence outlined here. The first page of the body is numbered 1 and all following pages are numbered in sequence. Page numbers continue through the bibliography (required) and the appendix (optional).

Follow this outline when you write your entry. Points for each section are included on the Written Entry Evaluation Form. Each section must be titled, including the bibliography and the appendix.

- I. EXECUTIVE SUMMARY
 - One-page description of the plan
- II. PROPOSED BUSINESS/PRODUCT/SERVICE
 - A. Explanation of business/product/service proposed
 - B. Description of the opportunity that exists (What need does the product/service fulfill? What challenge does the product/service solve?)
 - C. Description of the target market
- III. RATIONALE AND FEASIBILITY
 - A. Trend—What trend is occurring which suggests the proposed business/product/service will be marketable?
 - B. Differentiation—What is the unique selling proposition?
 - C. Potential
 1. What is the potential reach of the proposed business/product/service?
 2. What is the growth potential?
 3. What is the earning potential?
- IV. CONCLUSION
 - Specific request of financing and summary of key points
- V. BIBLIOGRAPHY
- VI. APPENDIX
 - An appendix is optional. Include in an appendix any exhibits appropriate to the written entry, but not important enough to include in the body. These might include sample questionnaires used, letters sent and received, general background data, minutes of meetings, etc.

CHECKLIST STANDARDS

In addition to following the outline above, when preparing your written entry, you must observe all of the following rules. The purpose of these rules is to make competition as fair as possible among participants.

Refer to the Written Entry Checklist.

1. The Written Event Statement of Assurances must be signed and submitted with the entry or the entry will receive 15 penalty points.

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2. The entry must be submitted in an official DECA written event folio. Folios are available from DECA IMAGES (FOLIO). No markings, tape or other material should be attached to the folio. One photocopy or the original typed document must be submitted. Participants may keep a copy for use in the presentation.
3. Sheet protectors may not be used.
4. The body of the written entry must be limited to 5 numbered pages, including the appendix (if an appendix is attached), but excluding the title page and the table of contents page.
5. The pages must be numbered in sequence, starting with the executive summary and ending with the final page of the appendix. Do not use separate sheets between sections or as title pages for sections.
6. Major content of the written entry must be at least double-spaced (not space-and-a-half). The title page, table of contents, executive summary, bibliography, appendix, footnotes, long quotes (more than three typed lines), material in tables, figures, exhibits, lists, headings, sample letters, forms, etc., may be single-spaced.
7. Entry must be typed/word processed. Handwritten corrections will be penalized. Charts and graphs may be handwritten. (Judges will be instructed to ignore attempts to achieve a competitive advantage due to the quality of word processing equipment available.)
8. All material must be shown on 8¹/₂-inch x 11-inch paper. Pages may not fold out to a larger size. No extraneous information may be attached to the pages and tabs may not be used.
9. The written entry must follow the format guidelines. Additional subsections are permitted in the body of the written entry.

PRESENTATION GUIDELINES

- Prior to the presentation, the judge will evaluate the written portion of the entry. The major emphasis of the written entry is on the content. Drawings, illustrations and graphic presentations (where allowed) will be judged for clarity, not artistic value.
- The participants will present the project to the judge in a 20-minute presentation worth 100 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the participants to the judge by the adult assistant. Each participant must take part in the presentation.
- The participants will spend not more than 15 minutes, at the beginning of the presentation, describing the proposal and making the request for financing. Each participant may bring a copy of the written entry or note cards pertaining to the written entry and use as reference during the presentation.
- The judge will spend the remaining 5 minutes questioning the participants. (See the Presentation Evaluation Form.) Each participant must respond to at least one question posed by the judge.
- The participants may use the following items during the oral presentation:
 - not more than three (3) standard-sized posters not to exceed 22¹/₂ inches by 30¹/₂ inches each. Participant may use both sides of the posters, but all attachments must fit within the poster dimensions.
 - one (1) standard-sized presentation display board not to exceed 36¹/₂ inches by 48¹/₂ inches.
 - one (1) desktop flip chart presentation easel 12 inches by 10 inches (dimensions of the page).
 - one (1) personal laptop computer.
 - cell phones/smartphones, iPods/MP3 players, iPads/tablets or any type of a hand-held, information sharing device will be allowed in written events *if* applicable to the presentation.
 - sound, as long as the volume is kept at a conversational level.
- Only visual aids that can be easily carried to the presentation by the actual participants will be permitted, and the participants themselves must set up the visuals. No set-up time will be allowed. Participants must furnish his/her own materials and equipment. No electrical power or Internet connection will be supplied.
- Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- If any of these rules are violated, the adult assistant must be notified by the judge.

PRESENTATION JUDGING

Each participant will make a 20-minute presentation to you. You are role-playing a loan officer or venture capitalist. You may refer to the written entry, or to notes, during the presentation.

During the first 15 minutes of the presentation (after introduction), the participant will describe the proposal and make the request for financing. Allow the participants to complete this portion without interruption, unless you are asked to respond. Each participant must take part in the presentation.

During the final 5 minutes, you may question the participants. The first four questions must be based on the Presentation Evaluation Form. To ensure fairness, you must ask each participant or group of participants the same three questions:

1. one question on recognizing the business opportunity
2. one question on the trend(s) that influenced the recognition of the opportunity
3. one question on the potential of the business/product/service

These three questions should be prepared following the written entry evaluation but before the presentation begins.

After asking the three questions, you may ask additional questions that seem appropriate, based on your notes or on the written entry itself (to which you may refer during the presentation).

At the conclusion of the presentation, thank the participants. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. Maximum score for the presentation is 100 points.



**ENTREPRENEURSHIP INNOVATION
PLAN EVENT, 2014**

Participant(s): _____

**CONCEPT PAPER AND ORAL PRESENTATION
EVALUATION FORM**

I.D. Number: _____

 Please refer to *Format Guidelines for the Written Entry* for a more detailed explanation of these items.

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
EXECUTIVE SUMMARY						
1.	One-page description of the plan	0-1	2-3	4-5	6	
PROPOSED BUSINESS/PRODUCT/SERVICE						
2.	Explanation of business/product/service proposed	0-1-2	3-4-5	6-7-8	9-10	
3.	Description of the opportunity that exists	0-1-2	3-4-5	6-7-8	9-10	
4.	Description of the target market	0-1-2	3-4-5	6-7-8	9-10	
RATIONALE AND FEASIBILITY						
5.	Description of the trend(s) occurring which suggests that the proposed business/product/service will be marketable	0-1-2	3-4-5	6-7-8	9-10	
6.	Description of the unique selling position	0-1-2	3-4-5	6-7-8	9-10	
7.	Description of the potential reach of the proposed business/product/service	0-1	2-3	4-5	6-7	
8.	Description of the growth potential	0-1	2-3	4-5	6-7	
9.	Description of the earning potential	0-1	2-3	4-5	6-7	
CONCLUSION						
10.	Request for financing and summary of key points	0-1	2-3	4-5	6-7	
OVERALL IMPRESSIONS						
11.	Overall impression of the presentation and of the participant (articulate, knowledgeable)	0-1	2-3	4-5-6	7-8	
12.	Overall impression of the concept paper	0-1	2-3	4-5-6	7-8	
Total Possible Points: 100					Presentation Total Points:	
					LESS PENALTY POINTS:	
					TOTAL SCORE:	

Judge: A B C D E F G H I J (circle one)

Creating an Independent or Franchising Business

*Independent Option
Sponsored by*



*Franchising Option
Sponsored by*



PURPOSE

The purpose of the Entrepreneurship Participating Event (Creating an Independent or Franchising Business) is to provide an opportunity for the participant to develop and present a proposal to form a business.

The Entrepreneurship Participating Event includes the development and presentation of various aspects of a plan to form a business. The event provides an opportunity for a participant to develop and demonstrate mastery of essential knowledge and skills as they apply to the analysis of a business opportunity, the development of a marketing/promotion plan and the development of a financial plan.

Please note: Franchising businesses are an option within the Entrepreneurship Participating Event. Franchising projects qualifying for international conference competition will compete in a separate section. They will adhere to all the guidelines stated below.

PROCEDURE

- This event consists of the **three-part business prospectus** describing a business the participant wants to develop and the **oral presentation**.
- This event is for **individual participants** only.
- The body of the written entry must be limited to **11 numbered pages**, not including the title page and the table of contents.
- The **Written Event Statement of Assurances** must be signed and submitted with the entry. Do not include it in the page numbering.
- The participant may bring all visual aids to the event briefing. Only approved visual aids may be used during the presentation.
- The oral presentation may be a maximum of 20 minutes in length. The first 15 minutes will include a presentation of and defense for the prospectus followed by 5 minutes for the judge's questions.
- The judge will evaluate the presentation, focusing on the effectiveness of public speaking and presentation skills and how well the participant responds to questions that the judge may ask during the 5 minutes following the presentation.

KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop many 21st century skills, in the following categories, desired by today's employers:

Communication and Collaboration	Initiative and Self-direction
Creativity and Innovation	Leadership and Responsibility
Critical Thinking and Problem Solving	Media Literacy
Flexibility and Adaptability	Productivity and Accountability
Information, Communication & Technology Literacy	Social and Cross-cultural Skills
Information Literacy	

A crosswalk is available at www.deca.org/competitions/highschool that shows which 21st century skills are developed by participating in each competitive event.

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Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA's competitive events. Crosswalks are available at www.deca.org/competitions/highschool that show which common core standards are supported by participating in each competitive event.

FORMAT GUIDELINES FOR THE WRITTEN ENTRY

The written entry must follow these specifications. Refer also to the Written Entry Checklist and the Written Entry Evaluation Form. A Written Event Statement of Assurances must be signed and submitted with the entry. Do not include it in the page numbering.

Title page. The first page of the written entry is the title page. It must include in any order, but is not limited to, the following:

- ENTREPRENEURSHIP PARTICIPATING EVENT (Franchising/Independent Business)
- Name of DECA chapter
- Name of high school
- School address
- City, State/Province, ZIP/Postal Code
- Name of participant
- Date

The title page will *not* be numbered.

Table of contents. The table of contents should follow the title page. All activities or original research described in this entry must take place between the immediate past International Career Development Conference and the upcoming Chartered Association Career Development Conference. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will not be numbered.

Body of the written entry. The body of the written entry begins with Section I, Executive Summary, and continues in the sequence outlined here. The first page of the body is numbered 1 and all following pages are numbered in sequence. Page numbers continue through the bibliography (required) and the appendix (optional).

The participant will present, from the viewpoint of an entrepreneur seeking financing for a new business, a business prospectus, which is a short description of a business plan. It will include three sections:

1. a description and analysis of the business situation
2. a marketing/promotion plan
3. a financing plan

Follow this outline when you write your entry. Points for each section are shown on the Presentation Evaluation Form. Each section must be titled, including the bibliography and the appendix.

- I. EXECUTIVE SUMMARY
 - One-page description of the project
- II. DESCRIPTION AND ANALYSIS OF THE BUSINESS SITUATION
 - A. Rationale and marketing research
 - B. Introduction: type of business, brief description of major product(s)/service(s) involved
 - C. Self-analysis: actual personal experience and/or training in proposed field
 - D. Analysis of the business opportunity, customer and location: geographic, demographic and economic analysis of trading area, customer and locale of proposed business
 - E. Proposed organization: type of ownership, steps in starting to form business, planned personnel, management knowledge and skills
- III. PROPOSED MARKETING/PROMOTION PLAN
 - A. Proposed product or service: details of product(s) or service(s) to be offered; potential suppliers or manufacturing plans

- B. Proposed pricing policy: costs, markups, relationship to competitors
- C. Personal promotion: nonmedia sales plan, staffing and merchandising appeal
- D. Nonpersonal promotion: media, basic appeal and initial promotion plan
- E. Place: channel of distribution from manufacturer or service provided to consumer
- IV. PROPOSED FINANCING PLAN
 - A. Projected income/cash flow statement: projected budget describing income and expenditures for the first year
 - B. Projected three-year plan: describe planned growth, including financial resources and needs
 - C. Capital and repayment plan: earnings, short-term and/or long-term borrowing, long-term equity, plan to repay borrowed funds or provide return on investment to equity funds
- V. BIBLIOGRAPHY
- VI. APPENDIX

An appendix is optional. Include in an appendix any exhibits appropriate to the written entry but not important enough to include in the body. These might include sample questionnaires used, letters sent and received, general background data, minutes of meetings, etc.

CHECKLIST STANDARDS

In addition to following the outline above, when preparing your written entry you must observe all of the following rules. The purpose of these rules is to make the competition as fair as possible among participants. Refer to the Written Entry Checklist.

1. The Written Event Statement of Assurances must be signed and submitted with the entry or the entry will receive 15 penalty points.
2. The entry must be submitted in an official DECA written event folio. Folios are available from DECA IMAGES (FOLIO). No markings, tape or other material should be attached to the folio. One photocopy or the original typed document must be submitted. Participants may keep a copy for use in the presentation.
3. Sheet protectors may not be used.
4. The body of the written entry must be limited to 11 numbered pages, not including the title page and table of contents page.
5. The pages must be numbered in sequence, starting with the executive summary. Do not use separate sheets between sections or as title pages for sections.
6. Major content of the written entry must be at least double-spaced (not space-and-a-half). The title page, table of contents, executive summary, footnotes, long quotes (more than three typed lines), material in tables, figures, exhibits, lists, headings, sample letters, forms and financial reports may be single-spaced.
7. Entry must be typed/word processed. Handwritten corrections will be penalized. Charts and graphs may be handwritten. (Judges will be instructed to ignore attempts to achieve a competitive advantage due to the quality of word-processing equipment available.)
8. All material must be shown on 8¹/₂-inch x 11-inch paper. Pages may not fold out to a larger size. No extraneous information may be attached to the pages and tabs may not be used.
9. The written entry must follow the format guidelines. Additional subsections are permitted in the body of the written entry.

PRESENTATION GUIDELINES

- The major emphasis of the prospectus is on the content. Drawings, illustrations and graphic presentations (where allowed) will be judged for clarity, not artistic value.
- The participant will present the prospectus to the judge in a 20-minute presentation worth 100 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the participant to the judge by the adult assistant.

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- The participant will spend not more than 15 minutes (after introductions) setting up visual aids and presenting the prospectus to the judge. The participant may bring a copy of the prospectus or note cards pertaining to the prospectus and use as reference during the presentation.
- The judge will spend the remaining 5 minutes questioning the participant. (See Presentation Evaluation Form.)
- The participant may use the following items during the oral presentation:
 - not more than three (3) standard-sized posters not to exceed 22¹/₂ inches by 30¹/₂ inches each. Participant may use both sides of the posters, but all attachments must fit within the poster dimensions.
 - one (1) standard-sized presentation display board not to exceed 36¹/₂ inches by 48¹/₂ inches.
 - one (1) desktop flip chart presentation easel 12 inches by 10 inches (dimensions of the page).
 - one (1) personal laptop computer.
 - cell phones/smartphones, iPods/MP3 players, iPads/tablets or any type of a hand-held, information sharing device will be allowed in written events *if* applicable to the presentation.
 - sound, as long as the volume is kept at a conversational level.
- Only visual aids that can be easily carried to the presentation by the actual participant will be permitted, and the participant himself/herself must set up the visuals. No set-up time will be allowed. Participant must furnish his/her own materials and equipment. No electrical power or Internet connection will be supplied.
- Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- If any of these rules are violated, the adult assistant must be notified by the judge.

PRESENTATION JUDGING

The participant, assuming the role of an entrepreneur, has prepared a plan to form a business. As the judge, you are to assume the role of a potential source of capital for the business.

During the first 15 minutes of the presentation (after introductions), the participant will set up any visual aids and present the proposal. Set-up time and presentation time are included in the 15 minutes. Allow the participant to complete this portion without interruption, unless you are asked to respond.

During the final 5 minutes, you may question the participant on his/her proposal. To ensure fairness, you must ask each participant the same three questions (based on the Presentation Evaluation Form):

1. one question on analyzing the description and analysis of the business situation
2. one question on the proposed marketing/promotion plan
3. one question on the proposed financing plan

After asking the questions, you may ask additional questions that seem appropriate, based on your notes, which you may refer to during the presentation, or on the presentation itself.

The Presentation Evaluation Form follows the outline shown in the section entitled Presentation Guidelines, which explains in greater detail what should be discussed in each part. Familiarize yourself with all of the guidelines before starting to evaluate the presentation.

After the questioning period, please thank the participant. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points. It may help to go through several entries before actually starting to score the entries. Take notes on a separate sheet of paper if you wish to ask the participant about specific areas of the proposal during the presentation.

Participant(s): _____

I.D. Number: _____

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
EXECUTIVE SUMMARY						
1.	One-page description of the project	0-1	2	3	4	
DESCRIPTION AND ANALYSIS OF THE BUSINESS SITUATION						
2.	Rationale and marketing research on the acceptability of the product/service	0-1	2-3	4	5	
3.	Introduction and self-analysis	0-1	2-3	4	5-6	
4.	Analysis of the business opportunity, customer and location	0-1-2-3	4-5-6	7-8	9-10	
5.	Proposed organization	0-1	2-3	4	5	
PROPOSED MARKETING/PROMOTION PLAN						
6.	Proposed product/service	0-1	2-3	4	5	
7.	Proposed pricing policies	0-1	2-3	4	5	
8.	Personal promotion	0-1	2-3	4	5	
9.	Nonpersonal promotion	0-1	2-3	4	5	
10.	Place	0-1	2-3	4	5	
PROPOSED FINANCING PLAN						
11.	Projected income/cash flow	0-1-2	3-4-5	6-7-8	9-10	
12.	Projected three-year plan	0-1-2	3-4-5	6-7-8	9-10	
13.	Capital and repayment plan	0-1	2-3	4	5	
OVERALL IMPRESSIONS						
14.	Overall impression of the presentation and of the participant (articulate, knowledgeable)	0-1-2	3-4-5	6-7-8	9-10	
15.	Overall impression of the written prospectus	0-1-2	3-4-5	6-7-8	9-10	
Total Possible Points: 100					Presentation Total Points:	
					LESS PENALTY POINTS:	
					TOTAL SCORE:	

Judge: A B C D E F G H I J (circle one)

PURPOSE

The Entrepreneurship Written Event involves the development of a proposal to start a new business, a self-analysis (including the willingness to take risks), an analysis of the business situation, a description of the way the business will operate and detailed plans for financing the business through its first three years of operation. Any type of business may be used.

The Entrepreneurship Written Event will provide the participants with the opportunity to

- prepare a written proposal for a new business
- request financing for the proposal in a role-playing interview with a bank or venture capital official

PROCEDURE

- The project consists of two major parts: the **written document** and the **oral presentation**. The written document will account for 60 points, and the oral presentation will account for the remaining 40 of the total 100 points.
- Each event entry will be composed of **one to three members** of a DECA chapter. All participants must present the project to the judge. All participants present must respond to questions.
- The body of the written entry must be limited to **30 numbered pages**, including the appendix (if an appendix is attached), but excluding the title page and the table of contents.
- The **Written Event Statement of Assurances** must be signed and submitted with the entry. Do not include it in the page numbering.
- The participants may bring all visual aids to the event briefing. Only approved visual aids may be used during the presentation.
- The oral presentation may be a maximum 15 minutes in length. The first 10 minutes will include an explanation and description of the project followed by 5 minutes for the judge's questions.
- The judge will evaluate the presentation, focusing on the effectiveness of public speaking and presentation skills and how well the participants respond to questions that the judge may ask during the 3 minutes following the presentation.

KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop many 21st century skills, in the following categories, desired by today's employers:

Communication and Collaboration	Initiative and Self-direction
Creativity and Innovation	Leadership and Responsibility
Critical Thinking and Problem Solving	Media Literacy
Flexibility and Adaptability	Productivity and Accountability
Information, Communication & Technology Literacy	Social and Cross-cultural Skills
Information Literacy	

A crosswalk is available at www.deca.org/competitions/highschool that shows which 21st century skills are developed by participating in each competitive event.

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA's competitive events. Crosswalks are available at www.deca.org/competitions/highschool that show which common core standards are supported by participating in each competitive event.

FORMAT GUIDELINES FOR THE WRITTEN ENTRY

The written entry must follow these specifications. Refer also to the Written Entry Checklist and the Written Entry Evaluation Form. A Written Event Statement of Assurances must be signed and submitted with the entry. Do not include it in the page numbering.

Title page. The first page of the written entry is the title page. It must include in any order, but is not limited to, the following:

ENTREPRENEURSHIP WRITTEN EVENT
 Type of business proposed
 Name of DECA chapter
 Name of high school
 School address
 City/State/Province/ZIP/Postal Code
 Names of Participants
 Date

The title page will *not* be numbered.

Table of contents. The table of contents should follow the title page. All activities or original research described in this entry must take place between the immediate past International Career Development Conference and the upcoming Chartered Association Career Development Conference. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will not be numbered.

Body of the written entry. The body of the written entry begins with Section I, Executive Summary and continues in the sequence outlined here. The first page of the body is numbered 1 and all following pages are numbered in sequence. Page numbers continue through the bibliography (required) and appendix (optional).

Follow this outline when you write your proposal. Points for each section are shown on the Written Entry Evaluation Form. Each section must be titled, including the bibliography and the appendix.

- I. EXECUTIVE SUMMARY
One-page description of the project
- II. INTRODUCTION
Type of business proposed, a brief description of the major product/service involved, sources of information (interviews and research sources), a brief description of advisors and their involvement
- III. ANALYSIS OF THE BUSINESS SITUATION
 - A. Self-analysis
Personal business experience and training/education in the proposed field, personal business strengths and weaknesses, demonstrated willingness to take risks, a brief plan for personal development in the proposed field
 - B. Trading area analysis
 1. General data: geographic, demographic, economic
 2. Competitive data: present competitors (listed and briefly described), competitive advantages and disadvantages of the proposed business
 - C. Market segment analysis
Target market (age, income level, population estimate, other specific demographic and economic information), customer buying behavior related to proposed business
 - D. Analysis of potential location(s)
Availability, cost (rent or buy), traffic patterns, proximity to competition, etc.
- IV. PLANNED OPERATION OF THE PROPOSED BUSINESS/PRODUCT/SERVICE
 - A. Proposed organization
Type of ownership and rationale; start-up steps to form the business; planned personnel (or functional) needs; proposed staffing to handle managerial, financial, marketing, legal, production (if applicable) functions; proposed organization chart, brief job descriptions, if necessary

(Continued on next page)

- B. Proposed product/service
Details of product(s)/service(s) to be offered; include potential suppliers, manufacturing plans, inventory policies, if applicable. If the business is a service business, appropriate information about plans to provide the service, including necessary supplies, etc.
- C. Proposed marketing strategies
Proposed pricing policy; costs, markups, markdowns, relation to competition, etc.; proposed promotional program; personal promotional activities; nonpersonal promotional activities; media availability, costs, one-year promotional plan outline
- V. PLANNED FINANCING
 - A. Projected income and expenses
(The following are recommended items to be included. You may select the appropriate items for your business.)
 1. Projected income statements by month for the first year's operation (sales, expenses, profit/loss)
 2. Projected cash flow for the first year
 3. Projected cash flow by month for the first year's operation
 4. Projected balance sheet, end of first year
 5. Projected three-year plan
 6. A brief narrative description of the planned growth of the proposed business, including financial resources and needs
 - B. Proposed plan to meet capital needs
(The following items are recommended for inclusion. You may select the appropriate items for your business.)
 1. Personal and internal sources
 2. Earnings, short-term and long-term borrowing, long-term equity
 3. External sources
 4. Short-term and long-term borrowing, long-term equity (if applicable)
 5. Repayment plans
 6. Plan to repay borrowed funds or provide return on investment to equity funds
- VI. CONCLUSION
Specific request for financing, summary of key points supporting the financial request
- VII. BIBLIOGRAPHY
- VIII. APPENDIX
An appendix is optional. Include in the appendix any exhibits appropriate to the written entry but not important enough to include in the body; these might include sample questionnaires used, letters sent and received, general background data, minutes of meetings, etc.

CHECKLIST STANDARDS

In addition to following the outline above, when preparing your written entry you must observe all of the following rules. The purpose of these rules is to make competition as fair as possible among participants. Refer to the Written Entry Checklist.

1. The Written Event Statement of Assurances must be signed and submitted with the entry or the entry will receive 15 penalty points.
2. The entry must be submitted in an official DECA written event folio. Folios are available from DECA IMAGES (FOLIO). No markings, tape or other material should be attached to the folio. One photocopy or the original typed document must be submitted. Participants may keep a copy for use in the presentation.
3. Sheet protectors may not be used.
4. The body of the written entry must be limited to 30 numbered pages, including the appendix (if an appendix is attached), but excluding the title page and the table of contents page.

5. The pages must be numbered in sequence, starting with the executive summary and ending with the final page of the appendix. Do not use separate sheets between sections or as title pages for sections.
6. Major content of the written entry must be at least double-spaced (not space-and-a-half). The title page, table of contents, executive summary, bibliography, appendix, footnotes, long quotes (more than three typed lines), material in tables, figures, exhibits, lists, headings, sample letters, forms, etc., may be single-spaced.
7. Entry must be typed/word processed. Handwritten corrections will be penalized. Charts and graphs may be handwritten. (Judges will be instructed to ignore attempts to achieve a competitive advantage due to the quality of word-processing equipment available.)
8. All material must be shown on 8¹/₂-inch x 11-inch paper. Pages may not fold out to a larger size. No extraneous information may be attached to the pages and tabs may not be used.
9. The written entry must follow the format guidelines. Additional subsections are permitted in the body of the written entry.

PRESENTATION GUIDELINES

- Prior to the presentation, the judge will evaluate the written portion of the entry. The major emphasis of the written entry is on the content. Drawings, illustrations and graphic presentations (where allowed) will be judged for clarity, not artistic value.
- The participants, assuming the role of entrepreneurs, will have prepared a detailed description of a proposed new business, including an analysis of the business situation, planned operation of the proposed business and planned financing. The role of the judge is that of a potential source of capital for the business who evaluates as if actually going to approve (or disapprove) the request for financing.
- The participants will present the project to the judge in a 15-minute presentation worth 40 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the participants to the judge by the adult assistant. Each participant must take part in the presentation.
- The participants will spend not more than 10 minutes, at the beginning of the presentation, describing the proposal and making the request for financing. Each participant may bring a copy of the written entry or note cards pertaining to the written entry and use as reference during the presentation.
- The judge will spend the remaining 5 minutes questioning the participants. (See the Presentation Evaluation Form.) Each participant must respond to at least one question posed by the judge.
- The chapter representatives may use the following items during the oral presentation:
 - not more than three (3) standard-sized posters not to exceed 22¹/₂ inches by 30¹/₂ inches each. Participants may use both sides of the posters, but all attachments must fit within the poster dimensions.
 - one (1) standard-sized presentation display board not to exceed 36¹/₂ inches by 48¹/₂ inches.
 - one (1) desktop flip chart presentation easel 12 inches by 10 inches (dimensions of the page).
 - one (1) personal laptop computer.
 - cell phones/smartphones, iPods/MP3 players, iPads/tablets or any type of a hand-held, information sharing device will be allowed in written events *if* applicable to the presentation.
 - sound, as long as the volume is kept at a conversational level.
- Only visual aids that can be easily carried to the presentation by the actual chapter representatives will be permitted, and the chapter representatives themselves must set up the visuals. No set-up time will be allowed. Chapter representatives must furnish their own materials and equipment. No electrical power or Internet connection will be supplied.
- Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- If any of these rules are violated, the adult assistant must be notified by the judge.

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PRESENTATION JUDGING

Each participant will make a 15-minute presentation to you. You are role-playing a loan officer or venture capitalist. You may refer to the written entry, or to notes, during the presentation.

During the first 10 minutes of the presentation (after introduction), the participant will describe the proposal and make the request for financing. Allow the participants to complete this portion without interruption, unless you are asked to respond. Each participant must take part in the presentation.

During the final 5 minutes, you may question the participants. The first four questions must be based on the Presentation Evaluation Form. To ensure fairness, you must ask each participant or group of participants the same four questions:

1. one question on analyzing the business situation
2. one question on planning the operation of the proposed business
3. one question on planning income, cash flow and financial position
4. one question on planning to meet capital needs

These four questions should be prepared following the written entry evaluation but before the presentation begins.

After asking the four questions, you may ask additional questions that seem appropriate, based on your notes or on the written entry itself (to which you may refer during the presentation).

At the conclusion of the presentation, thank the participants. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. Maximum score for the presentation is 40 points.



**ENTREPRENEURSHIP WRITTEN
EVENT, 2014**

Participant(s): _____

WRITTEN ENTRY EVALUATION FORM

I.D. Number: _____

Please refer to *Format Guidelines for the Written Entry* for a more detailed explanation of these items.

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
EXECUTIVE SUMMARY						
1.	One-page description of the project	0-1	2	3	4	
INTRODUCTION						
2.	Type of business/product/service proposed and a brief description	0-1	2	3	4	
ANALYSIS OF THE BUSINESS SITUATION						
3.	Self analysis	0-1	2	3	4	
4.	Trading area analysis	0-1	2	3	4	
5.	Market segment analysis	0-1	2	3	4	
6.	Analysis of the potential location(s)	0-1	2	3	4	
PLANNED OPERATION OF THE PROPOSED BUSINESS/PRODUCT/SERVICE						
7.	Proposed organization	0-1	2	3	4	
8.	Proposed product/service	0-1	2	3	4	
9.	Proposed marketing strategies	0-1-2	3-4	5-6	7-8	
PLANNED FINANCING						
10.	Projected income and expenses	0-1	2-3	4	5-6	
11.	Proposed plan to meet capital needs	0-1	2-3	4	5-6	
CONCLUSION						
12.	Request for financing	0-1	2	3	4	
APPEARANCE AND WORD USAGE						
13.	Professional layout, neatness, proper grammar, spelling and word usage	0-1	2	3	4	
Written Entry Total Points (maximum 60 points):						

Judge: A B C D E F G H I J (circle one)

**ENTREPRENEURSHIP WRITTEN
EVENT, 2014**

Participant(s):

ORAL PRESENTATION EVALUATION FORM

I.D. Number: _____

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
1.	Opening presentation and request: description of the project; organization, clarity and effectiveness of the presentation	0-1-2-3	4-5-6	7-8	9-10	
2.	Question on the analysis of the business situation	0-1	2-3	4	5	
3.	Question on the plan for operating the proposed business/ product/service	0-1	2-3	4	5	
4.	Question on the projected income and expenses	0-1	2-3	4	5	
5.	Question on the plan to meet capital needs	0-1	2-3	4	5	
6.	To what extent did the participants demonstrate professional appearance, poise and confidence?	0-1	2-3	4	5	
7.	Overall performance, presentation technique, effective use of visual aids and participation of all	0-1	2-3	4	5	
Presentation Total Points (maximum 40 points):						
RECAP: WRITTEN ENTRY (60):						
PRESENTATION (40):						
SUBTOTAL (100):						
LESS PENALTY POINTS:						
TOTAL SCORE:						

Judge: A B C D E F G H I J (circle one)

PURPOSE

The Entrepreneurship—Growing Your Business Event involves the idea generation and strategy development needed to grow an existing business.

Participants in the Entrepreneurship—Growing Your Business Event will analyze their current business operations and identify opportunities to grow and expand the business. Options may include franchising, expanding into new markets, opening a second location, licensing agreements, merging with or acquiring another business, diversifying product lines, forming strategic alliances with other businesses, expanding to the Internet, etc. **At least one team member must be the actual owner/operator of the business.** A parents' business does not qualify. Examples of sufficient documentation of ownership include business licenses, certificates of insurance, tax filings, local business permits. Examples of insufficient documentation of ownership include webpages, business cards, promotional materials. **Entries submitted that do not adhere to these guidelines will not be allowed to compete in this event.**

PROCEDURE

- The Entrepreneurship—Growing Your Business Event consists of two major parts: **the written document** and the **oral presentation** by the participants. The written document will account for 60 points and the oral presentation will account for the remaining 40 of the total 100 points.
- Each Entrepreneurship—Growing Your Business Event entry will be composed of **one to three** members of the DECA chapter. All participants must present the project to the judges. All participants present must respond to questions.
- The body of the written entry must be limited to **30 numbered pages**, including the appendix (if an appendix is attached), but excluding the title page and the table of contents.
- The **Written Event Statement of Assurances** must be signed and submitted with the entry. Do not include it in the page numbering.
- The participants will bring all visual aids to the event briefing. Only approved visual aids may be used during the presentation.
- The oral presentation may be a maximum 15 minutes in length. The first 10 minutes will include an explanation and description of the project followed by 5 minutes for the judge's questions.
- The judge will evaluate the presentation, focusing on the effectiveness of public speaking and presentation skills and how well the participants respond to questions that the judge may ask during the 5 minutes following the presentation.

KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop many 21st century skills, in the following categories, desired by today's employers:

Communication and Collaboration	Initiative and Self-direction
Creativity and Innovation	Leadership and Responsibility
Critical Thinking and Problem Solving	Media Literacy
Flexibility and Adaptability	Productivity and Accountability
Information, Communication & Technology Literacy	Social and Cross-cultural Skills
Information Literacy	

A crosswalk is available at www.deca.org/competitions/highschool that shows which 21st century skills are developed by participating in each competitive event.

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA's competitive events. Crosswalks are available at www.deca.org/competitions/highschool that show which common core standards are supported by participating in each competitive event.

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FORMAT GUIDELINES FOR THE WRITTEN ENTRY

The written entry must follow these specifications. Refer also to the Written Entry Checklist and the Written Entry Evaluation Form. A Written Event Statement of Assurances must be signed and submitted with the entry. Do not include it in the page numbering.

Title page. The first page of the written entry is the title page. It must include in any order, but is not limited to, the following:

ENTREPRENEURSHIP—GROWING YOUR BUSINESS EVENT

Name of DECA chapter

Name of high school

School address

City, State/Province, ZIP/Postal Code

Names of participants

Date

Title page will not be numbered.

Table of contents. The table of contents should follow the title page. All activities or original research described in this entry must take place during this school year or the timeline specified in the Event Guidelines.

The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will *not* be numbered.

Body of the written entry. The body of the written entry begins with Section I, Executive Summary, and continues in the sequence outlined here. The first page of the body is numbered 1 and all following pages are numbered in sequence. Page numbers continue through the bibliography (required) and the appendix (optional).

Follow this outline when you write your entry. Points for each section are included on the Written Entry Evaluation Form. Each section must be titled, including the bibliography and the appendix.

- I. EXECUTIVE SUMMARY
 - One-page description of the plan
- II. INTRODUCTION
 - A. Type of business owned and operated and a description of the current business operations
 - B. Products and/or services offered
 - C. Unique characteristics of the business
 - D. Documentation to verify student ownership/operation
- III. SWOT ANALYSIS
 - A. Strengths of the business
 - B. Weaknesses of the business
 - C. Opportunities available for the business
 - D. Threats to the business
- IV. FIVE YEAR PLAN TO GROW AND EXPAND THE BUSINESS
 - A. Expansion opportunities
 - B. Marketing plan
 - C. Demographics of market area
- V. FINANCING PLAN
 - A. Current financial situation, including financial documents
 - B. Capital needed for expansion opportunities
 - C. Fixed overhead and cost of operations
 - D. Time to achieve profitability

VI. CONCLUSION

Summary of key points

VII. BIBLIOGRAPHY

VIII. APPENDIX

An appendix is optional. Include in an appendix any exhibits appropriate to the written entry, but not important enough to include in the body. These might include sample questionnaires used, letters sent and received, general background data, minutes of meetings, etc.

CHECKLIST STANDARDS

In addition to following the outline above, when preparing your written entry, you must observe all of the following rules. The purpose of these rules is to make competition as fair as possible among participants. Refer to the Written Entry Checklist.

1. The Written Event Statement of Assurances must be signed and submitted with the entry or the entry will receive 15 penalty points.
2. The entry must be submitted in an official DECA written event folio. Folios are available from DECA IMAGES (FOLIO). No markings, tape or other material should be attached to the folio. One photocopy or the original typed document must be submitted. Participants may keep a copy for use in the presentation.
3. Sheet protectors may not be used.
4. The body of the written entry must be limited to 30 numbered pages, including the appendix (if an appendix is attached), but excluding the title page and the table of contents page.
5. The pages must be numbered in sequence, starting with the executive summary and ending with the final page of the appendix. Do not use separate sheets between sections or as title pages for sections.
6. Major content of the written entry must be at least double-spaced (not space-and-a-half). The title page, table of contents, executive summary, bibliography, appendix, footnotes, long quotes (more than three typed lines), material in tables, figures, exhibits, lists, headings, sample letters, forms, etc., may be single-spaced.
7. Entry must be typed/word processed. Handwritten corrections will be penalized. Charts and graphs may be handwritten. (Judges will be instructed to ignore attempts to achieve a competitive advantage due to the quality of word processing equipment available.)
8. All material must be shown on 8 1/2-inch x 11-inch paper. Pages may not fold out to a larger size. No extraneous information may be attached to the pages and tabs may not be used.
9. The written entry must follow the format guidelines. Additional subsections are permitted in the body of the written entry.

PRESENTATION GUIDELINES

- Prior to the presentation, the judge will evaluate the written portion of the entry. The major emphasis of the written entry is on the content. Drawings, illustrations and graphic presentations (where allowed) will be judged for clarity, not artistic value.
- The participants will present the project to the judge in a 15-minute presentation worth 40 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the participants to the judge by the adult assistant. Each participant must take part in the presentation.
- The participants will spend not more than 10 minutes, at the beginning of the presentation, describing the proposal and making the request for financing. Each participant may bring a copy of the written entry or note cards pertaining to the written entry and use as reference during the presentation.
- The judge will spend the remaining 5 minutes questioning the participants. (See the Presentation Evaluation Form.) Each participant must respond to at least one question posed by the judge.

(Continued on next page)

- The participants may use the following items during the oral presentation:
 - not more than three (3) standard-sized posters not to exceed 22¹/₂ inches by 30¹/₂ inches each. Participant may use both sides of the posters, but all attachments must fit within the poster dimensions.
 - one (1) standard-sized presentation display board not to exceed 36¹/₂ inches by 48¹/₂ inches.
 - one (1) desktop flip chart presentation easel 12 inches by 10 inches (dimensions of the page).
 - one (1) personal laptop computer.
 - cell phones/smartphones, iPods/MP3 players, iPads/tablets or any type of a hand-held, information sharing device will be allowed in written events *if* applicable to the presentation.
 - sound, as long as the volume is kept at a conversational level.
- Only visual aids that can be easily carried to the presentation by the actual participants will be permitted, and the participants themselves must set up the visuals. No set-up time will be allowed. Participants must furnish his/her own materials and equipment. No electrical power or Internet connection will be supplied.
- Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- If any of these rules are violated, the adult assistant must be notified by the judge.

PRESENTATION JUDGING

Each participant will make a 15-minute presentation to you. You may refer to the written entry, or to notes, during the presentation.

During the first 10 minutes of the presentation (after introduction), the participant will describe the proposal and make the request for financing. Allow the participants to complete this portion without interruption, unless you are asked to respond. Each participant must take part in the presentation.

During the final 5 minutes, you may question the participants. The first three questions must be based on the Presentation Evaluation Form. To ensure fairness, you must ask each participant or group of participants the same three questions:

1. one question on the unique qualities of the business
2. one question on the five year plan
3. one question on the financing plan

These three questions should be prepared following the written entry evaluation but before the presentation begins.

After asking the three questions, you may ask additional questions that seem appropriate, based on your notes or on the written entry itself (to which you may refer during the presentation).

At the conclusion of the presentation, thank the participants. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. Maximum score for the presentation is 40 points.

**ENTREPRENEURSHIP—GROWING
YOUR BUSINESS EVENT, 2014**

Participant(s): _____

WRITTEN ENTRY EVALUATION FORM

I.D. Number: _____

Please refer to *Format Guidelines for the Written Entry* for a more detailed explanation of these items.

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
EXECUTIVE SUMMARY						
1.	One-page description of the project	0	1	2	3	
INTRODUCTION						
2.	Type of business owned and operated and description of the current business operations	0-1	2	3	4	
3.	Description of the products and/or services offered	0-1	2	3	4	
4.	Unique characteristics of the business	0-1	2	3	4	
SWOT ANALYSIS						
5.	Strengths of the business	0	1	2	3	
6.	Weaknesses of the business	0	1	2	3	
7.	Opportunities available for the business	0	1	2	3	
8.	Threats to the business	0	1	2	3	
FIVE YEAR PLAN TO GROW AND EXPAND THE BUSINESS						
9.	Expansion opportunities	0-1	2	3	4	
10.	Marketing plan	0-1	2	3	4	
11.	Demographics of market area	0	1	2	3	
FINANCING PLAN						
12.	Current financial situation	0-1	2	3	4	
13.	Capital needed for expansion opportunities	0-1	2	3	4	
14.	Fixed overhead and cost of operations	0-1	2	3	4	
15.	Time to achieve profitability	0-1	2	3	4	
CONCLUSION						
16.	Summary of key points	0	1	2	3	
APPEARANCE						
17.	Professional layout, neatness, proper grammar, spelling and word usage	0	1	2	3	
Written Entry Total Points (maximum 60 points):						

Judge: A B C D E F G H I J (circle one)

**ENTREPRENEURSHIP—GROWING
YOUR BUSINESS EVENT, 2014**

Participant(s): _____

ORAL PRESENTATION EVALUATION FORM

I.D. Number: _____

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
1.	Opening remarks	0-1	2-3	4	5	
2.	SWOT analysis	0-1	2-3	4	5	
3.	Plan to grow the business	0-1	2-3	4	5	
4.	Financing plan	0-1	2	3	4	
5.	Question on the unique qualities of the business	0-1	2	3	4	
6.	Question on the five year plan	0-1	2	3	4	
7.	Question on the financing plan	0-1	2	3	4	
8.	To what extent did the participants demonstrate professional appearance, poise and confidence?	0-1	2	3	4	
9.	Overall performance, presentation technique, effective use of visual aids and participation of all members	0-1	2-3	4	5	
Presentation Total Points (maximum 40 points):						
RECAP: WRITTEN ENTRY (60):						
PRESENTATION (40):						
SUBTOTAL (100):						
LESS PENALTY POINTS:						
TOTAL SCORE:						

Judge: A B C D E F G H I J (circle one)

PURPOSE

The International Business Plan Event involves the development of a proposal to start a new business venture in an international setting, an analysis of the international business situation, a description of how the proposed venture will operate, and detailed plans for financing the business through its first three years of operation. Any type of business may be used. The purpose of the International Business Plan Event is to provide an opportunity for the participants to

- apply entrepreneurship knowledge and skills in an international setting
- prepare a written proposal for a new business venture (a new business or a new product or service of an existing business)

PROCEDURE

- The project consists of two major parts: the **written document** and the **oral presentation**. The written document will account for 60 points and the oral presentation will account for the remaining 40 of the total 100 points.
- Each event entry will be composed of **one to three members** of the DECA chapter. All participants must present the project to the judge. All participants must respond to questions.
- The body of the written entry must be limited to **30 numbered pages**, including the appendix (if an appendix is attached), but excluding the title page and the table of contents.
- The **Written Event Statement of Assurances** must be signed and submitted with the entry. Do not include it in the page numbering.
- The participants may bring all visual aids to the event briefing. Only approved visual aids may be used during the presentation.
- The oral presentation may be a maximum 15 minutes in length. The first 10 minutes will include an explanation and description of the project followed by 5 minutes for the judge's questions.
- The judge will evaluate the presentation, focusing on the effectiveness of public speaking and presentation skills and how well the participants respond to questions that the judge may ask during the 5 minutes following the presentation.

KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop many 21st century skills, in the following categories, desired by today's employers:

Creativity and Innovation	Critical Thinking and Problem Solving
Communication and Collaboration	Flexibility and Adaptability
Information, Communication & Technology Literacy	Information Literacy
Initiative and Self-direction	Leadership and Responsibility
Media Literacy	Productivity and Accountability
Social and Cross-cultural Skills	

A crosswalk is available at www.deca.org/competitions/highschool that shows which 21st century skills are developed by participating in each competitive event.

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA's competitive events. Crosswalks are available at www.deca.org/competitions/highschool that show which common core standards are supported by participating in each competitive event.

FORMAT GUIDELINES FOR THE WRITTEN ENTRY

The written entry must follow these specifications. Refer also to the Written Entry Checklist and the Written Entry Evaluation Form. A Written Event Statement of Assurances must be signed and submitted with the entry. Do not include it in the page numbering.

(Continued on next page)

Title page. The first page of the written entry is the title page. It must include in any order, but is not limited to, the following:

INTERNATIONAL BUSINESS PLAN EVENT

Type of business proposed

Name of DECA chapter

Name of high school

School address

City, State/Province, ZIP/Postal Code

Names of the participants

Date

The title page will *not* be numbered.

Table of contents. The table of contents should follow the title page. All activities or original research described in this entry must take place between the immediate past International Career Development Conference and the upcoming Chartered Association Career Development Conference. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will not be numbered.

Body of the written entry. The body of the written entry begins with Section I, Executive Summary and continues in the sequence outlined here. The first page of the body is numbered 1 and all following pages are numbered in sequence. Page numbers continue through the bibliography (required) and the appendix (optional).

Follow this outline when you write your entry. Points for each section are shown on the Written Entry Evaluation Form. Each section must be titled, including the bibliography and the appendix.

- I. EXECUTIVE SUMMARY
 - One-page description of the project
- II. INTRODUCTION
 - The type of business, product or service proposed and a brief description. A brief description of the country proposed for trade, the rationale for selecting the country, identification of existing trade barriers, identification of sources of information (research sources and interviews).
- III. ANALYSIS OF THE INTERNATIONAL BUSINESS SITUATION
 - A. Economic, political and legal analysis of the trading country
 1. Describe the trading country's economic system, economic information important to your proposed business/product/service, the level of foreign investment in that country
 2. Describe the trading country's governmental structure and stability, how the government controls trade and private business
 3. Describe laws and/or governmental agencies that affect your business/product/service [i.e., labor laws, trade laws (U.S.A. and/or Canada and foreign)]
 - B. Trade area and cultural analysis
 1. Geographic and demographic information, important customs and traditions, other pertinent cultural information, competitive advantages and disadvantages of the proposed product and/or service
 2. Market segment analysis target market (age, income level, population estimate, other specific demographic and economic information) customer buying behavior related to the proposed product and or service
 3. Analysis of the potential location—importance and requirements of each trade document required by the U.S.A. and/or Canada and the country of choice
- IV. PLANNED OPERATION OF THE PROPOSED BUSINESS/PRODUCT/SERVICE
 - A. Proposed organization

Type of ownership and rationale; advantages/disadvantages of the type of ownership selected; start-up steps to form the business; planned personnel (or functional) needs; proposed staffing to handle managerial, financial, marketing, legal, production (if applicable) functions; proposed organization chart, brief job descriptions, if necessary

B. Proposed product/service

1. Details of the product(s)/service(s) to be offered; include potential suppliers, manufacturing plans, inventory policies, if applicable. If the business is a service business, appropriate information about plans to provide the service, including necessary supplies
2. How the product/supplies will be transported to/from the home country; costs, benefits, risks of the transportation method; documents needed to transport the product/supplies

C. Proposed strategies

1. Proposed pricing policies, what currency will be used, costs, markups, markdowns, relation to competition, factors that could affect the price of the product (e.g., competition, political conditions, taxes, tariffs, transportation costs)
2. Proposed promotional program, promotional activity(ies), media availability, costs, one-year promotional plan outline

V. PLANNED FINANCING

Projected income and expenses (The following are recommended items to be included. You may select the appropriate items for your business.)

- A. Projected income statements for first year's operation (sales, expenses, profit/loss)
- B. Projected balance sheet for the end of the first year
- C. A brief narrative description of the planned growth of the proposed business, including financial resources, needs and a brief three-year plan projection

VI. BIBLIOGRAPHY

VII. APPENDIX

An appendix is optional. Include in the appendix any exhibits appropriate to the written entry, but not important enough to include in the body; these might include sample questionnaires used, letters sent and received, general background data, etc.

CHECKLIST STANDARDS

In addition to following the outline above, when preparing your written entry you must observe all of the following rules. The purpose of these rules is to make competition as fair as possible among participants. Refer also to the Written Entry Checklist.

1. The Written Event Statement of Assurances must be signed and submitted with the entry or the entry will receive 15 penalty points.
2. The entry must be submitted in an official DECA written event folio. Folios are available from DECA IMAGES (FOLIO). No markings, tape or other material should be attached to the folio. One photocopy or the original typed document must be submitted. Participants may keep a copy for use in the presentation.
3. Sheet protectors may not be used.
4. The body of the written entry must be limited to 30 numbered pages, including the appendix (if an appendix is attached), but excluding the title page and the table of contents page.
5. The pages must be numbered in sequence, starting with the executive summary and ending with the final page of the appendix. Do not use separate sheets between sections or as title pages for sections.
6. Major content of the written entry must be at least double-spaced (not space-and-a-half). The title page, table of contents, executive summary, bibliography, appendix, footnotes, long quotes (more than three typed lines), material in tables, figures, exhibits, lists, headings, sample letters, forms, etc., may be single-spaced.

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7. Entry must be typed/word processed. Handwritten corrections will be penalized. Charts and graphs may be handwritten. (Judges will be instructed to ignore attempts to achieve a competitive advantage due to the quality of word-processing equipment available.)
8. All material must be shown on 8½-inch x 11-inch paper. Pages may not fold out to a larger size. No extraneous information may be attached to the pages and tabs may not be used.
9. The written entry must follow the format guidelines. Additional subsections are permitted in the body of the written entry.

PRESENTATION GUIDELINES

- Prior to the presentation, the judge will evaluate the written portion of the entry. The major emphasis of the written entry is on the content. Drawings, illustrations and graphic presentations (where allowed) will be judged for clarity, not artistic value.
- The participants have been asked to prepare a proposal for a new business venture in an international setting.
- Playing the role of a business executive, the judge will evaluate the written document and then interview the participants, as if he/she were actually going to approve (or disapprove) the proposal.
- The participants will present the plan to the judge in a 15-minute presentation worth 40 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the participants to the judge by the adult assistant. Each participant must take part in the presentation.
- The participants will spend not more than 10 minutes, at the beginning of the presentation, describing the plan. Each participant may bring a copy of the written entry or note cards pertaining to the written entry and use as reference during the presentation.
- The judge will spend the remaining 5 minutes questioning the participants. (See Presentation Evaluation Form.) Each participant must respond to at least one question posed by the judge.
- The participants may use the following items during the oral presentation:
 - not more than three (3) standard-sized posters not to exceed 22½ inches by 30½ inches each. Participants may use both sides of the posters, but all attachments must fit within the poster dimensions.
 - one (1) standard-sized presentation display board not to exceed 36½ inches by 48½ inches.
 - one (1) desktop flip chart presentation easel 12 inches by 10 inches (dimensions of the page).
 - one (1) personal laptop computer.
 - cell phones/smartphones, iPods/MP3 players, iPads/tablets or any type of a hand-held, information sharing device will be allowed in written events *if* applicable to the presentation.
 - sound, as long as the volume is kept at a conversational level.
- Only visual aids that can be easily carried to the presentation by the actual participants will be permitted, and the participants themselves must set up the visuals. No set-up time will be allowed. Participants must furnish their own materials and equipment. No electrical power or Internet connection will be supplied.
- Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- If any of these rules are violated, the adult assistant must be notified by the judge.

PRESENTATION JUDGING

Participants will make a 15-minute presentation to you. You are role-playing a business executive. You may refer to the written entry, or to your notes, during the presentation.

During the first 10 minutes of the presentation (after introductions), the participants will describe the proposal and make the request for approval. Allow the participants to complete this portion without interruption, unless you are asked to respond. Each participant must take part in the presentation.

During the final 5 minutes, you may question the participants. At least one question must be addressed to each participant. To ensure fairness, you must ask each participant or group of participants the same three questions (based on the Presentation Evaluation Form):

1. one question on analyzing the international business situation
2. one question on planning the operation of the proposed business
3. one question on planning the financing and projecting income and expenses

You should prepare these three questions after you have evaluated the written entries but before the presentation begins.

After asking the three questions, you may ask additional questions that seem appropriate, based on your notes or on the written entry itself (to which you may refer during the presentation).

At the conclusion of the presentation, thank the participants. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. Maximum score for the presentation is 40 points.



Participant(s): _____

WRITTEN ENTRY EVALUATION FORM

I.D. Number: _____

Please refer to *Format Guidelines for the Written Entry* for a more detailed explanation of these items.

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
EXECUTIVE SUMMARY						
1.	One-page description of the project	0-1	2	3	4	
INTRODUCTION						
2.	The type of business, product and/or service with a description; description of the country; rationale for selecting the country; identification of existing trade barriers; sources of information	0-1	2	3	4	
ANALYSIS OF THE INTERNATIONAL BUSINESS SITUATION						
Economic, political and legal analysis						
3.	Description of the country's economic system	0-1	2	3	4	
4.	Description of the country's governmental structure and stability	0-1	2	3	4	
5.	Description of the laws affecting the product and/or service	0-1	2	3	4	
Trade area and cultural analysis						
6.	Geographic and demographic information, important customs and traditions, other pertinent cultural information, competitive advantages and disadvantages	0-1	2	3	4	
7.	Market segment analysis	0-1	2	3	4	
8.	Analysis of the potential location	0-1	2	3	4	
PLANNED OPERATION OF THE PROPOSED BUSINESS/PRODUCT/SERVICE						
9.	Proposed organization	0-1	2	3	4	
Proposed product/service(s)						
10.	Details of the product/service(s)	0-1	2	3	4	
11.	How the product/service(s) will be transported to/from the home country; documentation	0-1	2	3	4	
Proposed strategies						
12.	Proposed pricing policies	0-1	2	3	4	
13.	Proposed promotional program	0-1	2	3	4	
PLANNED FINANCING						
14.	Projected income and expenses	0-1	2	3	4	
APPEARANCE AND WORD USAGE						
15.	Professional layout, neatness, proper grammar, spelling and word usage	0-1	2	3	4	
Written Entry Total Points (maximum 60 points):						

Judge: A B C D E F G H I J (circle one)

**INTERNATIONAL BUSINESS
PLAN EVENT, 2014**

Participant(s): _____

ORAL PRESENTATION EVALUATION FORM

I.D. Number: _____

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
1.	Opening presentation: description of the project; organization, clarity and effectiveness of the presentation	0-1-2	3-4-5	6-7	8-9	
2.	Question on the analysis of the international business situation	0-1	2-3	4-5	6-7	
3.	Question on the planned operation of the proposed business	0-1	2-3	4-5	6-7	
4.	Planned financing, projected income and expenses	0-1	2-3	4-5	6-7	
5.	To what extent did the participant(s) demonstrate professional appearance, poise and confidence?	0-1	2-3	4	5	
6.	Overall performance, presentation technique, effective use of visual aids and participation of all	0-1	2-3	4	5	
Presentation Total Points (maximum 40 points):						
RECAP: WRITTEN ENTRY (60):						
PRESENTATION (40):						
SUBTOTAL (100):						
LESS PENALTY POINTS:						
TOTAL SCORE:						

Judge: A B C D E F G H I J (circle one)

PURPOSE

The purpose of the Advertising Campaign Event is to provide an opportunity for the participants to prepare an advertising campaign of any length for a real product, service, company or business and to present the campaign to a prospective client/advertiser. The participants will also indicate an appropriate budget and select media.

The Advertising Campaign Event allows an opportunity for the participants to demonstrate promotional knowledge and skills necessary for advertising management personnel.

PROCEDURE

- This event consists of **outlined fact sheets**, the **cluster exam** and the **oral presentation**. The maximum score for the presentation evaluation is 100 points. The presentation will be weighted at twice (2 times) the value of the exam score. The exam score carries forward into the final round of competition.
- Each event entry will be composed of **one to three members** of the DECA chapter.
- Each participant will be given a 100-question, multiple-choice, cluster exam testing knowledge of the Business Administration Core performance indicators and the **Marketing Cluster** performance indicators. In the case of group entries, the scores of each participant will be averaged to produce a single team score.
- The body of the written entry must be limited to **11 numbered pages**, not including the title page and table of contents.
- The **Written Event Statement of Assurances** must be signed and submitted with the entry. Do not include it in the page numbering.
- The participants may bring all visual aids to the event briefing. Only approved visual aids may be used during the presentation.
- The oral presentation may be a maximum of 20 minutes in length. The first 15 minutes will include an advertising campaign proposal followed by 5 minutes for the judge's questions.
- The judge will evaluate the presentation, focusing on the effectiveness of public speaking and presentation skills and how well the participants respond to questions that the judge may ask during the 5 minutes following the presentation.

KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop many 21st century skills, in the following categories, desired by today's employers:

Communication and Collaboration	Initiative and Self-direction
Creativity and Innovation	Leadership and Responsibility
Critical Thinking and Problem Solving	Media Literacy
Flexibility and Adaptability	Productivity and Accountability
Information, Communication & Technology Literacy	Social and Cross-cultural Skills
Information Literacy	

A crosswalk is available at www.deca.org/competitions/highschool that shows which 21st century skills are developed by participating in each competitive event.

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA's competitive events. Crosswalks are available at www.deca.org/competitions/highschool that show which common core standards are supported by participating in each competitive event.

FORMAT GUIDELINES FOR THE WRITTEN ENTRY

The written entry must follow these specifications. Refer also to the Written Entry Checklist and the Written Entry Evaluation Form. A Written Event Statement of Assurances must be signed and submitted with the entry. Do not include it in the page numbering.

Title page. The first page of the written entry is the title page. It must include in any order, but is not limited to, the following:

- ADVERTISING CAMPAIGN EVENT
- Name of DECA chapter
- Name of high school
- School address
- City, State/Province, ZIP/Postal Code
- Names of participants
- Date

The title page will *not* be numbered.

Table of contents. The table of contents should follow the title page. All activities or original research described in this entry must take place between the immediate past International Career Development Conference and the upcoming Chartered Association Career Development Conference. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will not be numbered.

Body of the written entry. The body of the written entry begins with Section I, Executive Summary, and continues in the sequence outlined here. The first page of the body is numbered 1 and all following pages are numbered in sequence. Page numbers continue through the bibliography (required) and the appendix (optional).

The participants will prepare Advertising Campaign fact sheets. The fact sheets, in outline form, shall be limited to a maximum of 11 pages (not including title page).

Follow this outline when you write your entry. Points for each section are shown on the Presentation Evaluation Form. Each section must be titled, including the bibliography and the appendix.

- I. EXECUTIVE SUMMARY
 - One-page description of the campaign
- II. DESCRIPTION
 - Description of the product, service, company or business selected
- III. OBJECTIVE(S) OF THE CAMPAIGN
- IV. IDENTIFICATION OF THE TARGET MARKET
 - A. Primary markets
 - B. Secondary markets
- V. LIST OF ADVERTISING MEDIA SELECTION NECESSARY FOR THE CAMPAIGN
- VI. SCHEDULES OF ALL ADVERTISING PLANNED
- VII. SCHEDULES OF ALL SALES PROMOTION ACTIVITY(IES) PLANNED
- VIII. BUDGET (Detailed projections of actual cost)
- IX. STATEMENT OF BENEFITS TO THE CLIENT/ADVERTISER
- X. BIBLIOGRAPHY
- XI. APPENDIX

An appendix is optional. Include in an appendix any exhibits appropriate to the written entry but not important enough to include in the body. These might include sample questionnaires used, letters sent and received, general background data, minutes of meetings, etc.

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CHECKLIST STANDARDS

In addition to following the outline above, when preparing your entry you must observe all of the following rules. The purpose of these rules is to make the competition as fair as possible among participants. Refer to the Written Entry Checklist.

1. The Written Event Statement of Assurances must be signed and submitted with the entry or the entry will receive 15 penalty points.
2. The entry must be submitted in an official DECA written event folio. Folios are available from DECA IMAGES (FOLIO). No markings, tape or other material should be attached to the folio. One photocopy or the original typed document must be submitted. Participants may keep a copy for use in the presentation.
3. Sheet protectors may not be used.
4. The body of the written entry must be limited to 11 pages, not including the title page and table of contents page.
5. The pages must be numbered in sequence, starting with the executive summary. Do not use separate sheets between sections or as title pages for sections.
6. Major content of the written entry must be at least double-spaced (not space-and-a-half). The title page, table of contents, executive summary, footnotes, long quotes (more than three typed lines), material in tables, figures, exhibits, lists, headings, sample letters, forms and financial reports may be single-spaced.
7. Entry must be typed/word processed. Handwritten corrections will be penalized. Charts and graphs may be handwritten. (Judges will be instructed to ignore attempts to achieve a competitive advantage due to the quality of word-processing equipment available.)
8. All material must be shown on 8¹/₂-inch x 11-inch paper. Pages may not fold out to a larger size. No extraneous information may be attached to the pages and tabs may not be used.
9. The written entry must follow the format guidelines. Additional subsections are permitted in the body of the written entry.

PRESENTATION GUIDELINES

- The major emphasis of the fact sheets is on the content. Drawings, illustrations and graphic presentations (where allowed) will be judged for clarity, not artistic value.
- The participants will present to the judge in a 20-minute presentation worth 100 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the participants to the judge by the adult assistant. Each participant must take part in the presentation.
- Participants will spend not more than 15 minutes (after introductions) setting up visual aids and presenting the advertising campaign proposal to the judge. Each participant may bring a copy of the written entry or note cards pertaining to the written entry and use as reference during the presentation.
- The judge will spend the remaining 5 minutes questioning the participants. (See the Presentation Evaluation Form.) Each participant must respond to at least one question posed by the judge.
- The participants may use the following items during the oral presentation:
 - visual aids appropriate for an actual advertising campaign presentation. Live models are not allowed.
 - not more than three (3) standard-sized posters not to exceed 22¹/₂ inches by 30¹/₂ inches each. Participants may use both sides of the posters, but all attachments must fit within the poster dimensions.
 - one (1) standard-sized presentation display board not to exceed 36¹/₂ inches by 48¹/₂ inches.
 - one (1) desktop flip chart presentation easel 12 inches by 10 inches (dimensions of the page).
 - one (1) personal laptop computer.

- cell phones/smartphones, iPods/MP3 players, iPads/tablets or any type of a hand-held, information sharing device will be allowed in written events **if** applicable to the presentation.
- sound, as long as the volume is kept at a conversational level.
- Only visual aids that can be easily carried to the presentation by the actual participants will be permitted, and the participants themselves must set up the visuals. No set-up time will be allowed. Participants must furnish their own materials and equipment. No electrical power or Internet connection will be supplied.
- Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- If any of these rules are violated, the adult assistant must be notified by the judge.

PRESENTATION JUDGING

The participants, assuming the role of advertising personnel, will have prepared an advertising campaign for a product, service, company or business of their choice. The role of the judge is that of a client/advertiser who will assess the participants' campaign proposals.

During the first 15 minutes of the presentation (after introductions), the participants will set up any visual aids and present the proposal. Set-up time and presentation time are included in the 15 minutes. Allow the participants to complete this portion without interruption, unless you are asked to respond. Each participant must take part in the presentation.

During the final 5 minutes, you may question the participants about the campaign proposal. To ensure fairness, you must ask each participant or group of participants the same questions from the categories shown on the evaluation sheet. You should prepare these questions after you have read each prospectus but before the presentation begins. After asking the questions, you may ask additional questions that seem appropriate, based on your notes, which you may refer to during the presentation, or the presentation itself. Each participant must respond to at least one question.

The Presentation Evaluation Form follows the outline shown in the section entitled Presentation Guidelines, which explains in greater detail what should be discussed in each part. Familiarize yourself with all of the guidelines before starting to evaluate the presentation.

After the questioning period, please thank the participants. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points. It may help to go through several entries before actually starting to score the entries. Take notes on a separate sheet of paper if you wish to ask the participant about specific areas of the advertising campaign during the presentation.

ADVERTISING CAMPAIGN EVENT, 2014

Participant(s): _____

FACT SHEETS AND ORAL PRESENTATION
EVALUATION FORM

I.D. Number: _____

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
1.	The oral presentation clearly expands and develops the objectives as written in the fact sheets	0-1-2-3-4	5-6-7-8-9	10-11-12	13-14-15	
2.	The target market is clearly and accurately analyzed for the product(s) and/or service(s) selected. The secondary target markets are accurately considered.	0-1-2	3-4-5	6	7-8	
3.	The media selection is realistic and properly defined in terms of reach, frequency and continuity	0-1-2	3-4-5	6	7-8	
4.	The budget is realistic for the campaign based on the product and location of the campaign. All costs that would be incurred have been considered.	0-1-2	3-4-5	6	7-8	
5.	The advertising scheduled shows continuity and logical order.	0-1-2	3-4-5	6	7-8	
6.	The campaign has a realistic length and promotions are scheduled properly in relation to the stated target markets.	0-1-2	3-4-5	6	7-8	
7.	The campaign stresses product and/or service benefits that appeal to the target markets described.	0-1-2	3-4-5	6	7-8	
8.	Anticipated sales are given and are realistic in terms of the length and budget of the campaign. Mentions how the results will be evaluated.	0-1-2	3-4-5	6	7-8	
9.	The ad layouts, commercials, etc., show a basic understanding of production techniques, are consistent with other parts of the campaign and are original.	0-1	2-3	4-5	6-7	
10.	The written and oral presentations show evidence of a realistic knowledge of advertising principles and are well-organized and presented in a logical manner	0-1	2-3	4-5	6-7	
11.	The campaign shows real creativity and uses a unique and effective approach.	0-1	2-3	4-5	6-7	
12.	Appearance of fact sheets and word usage. Professional layout, neatness, proper grammar, spelling and word usage.	0-1	2	3	4	
13.	Overall performance: professional appearance, poise, confidence, presentation technique, effective use of visuals, professionalism of participants, participation by each participant present.	0-1	2	3	4	
Total Possible Points: 100						Judge's Total Score:
						LESS PENALTY POINTS:
						TOTAL SCORE:

Judge: A B C D E F G H I J (circle one)

Sponsored by



PURPOSE

The purpose of the Fashion Merchandising Promotion Plan is to provide an opportunity for the participants to demonstrate promotional competencies and other competencies needed by management personnel.

The Fashion Merchandising Promotion Plan provides the participant with the opportunity to

- develop a seasonal sales promotion plan, using apparel and accessory items only, for a retail store
- present the plan in a role-playing situation to the store manager

PROCEDURE

- This event consists of **outlined fact sheets**, the **cluster exam** and the **oral presentation**. The maximum score for the presentation evaluation is 100 points. The presentation will be weighted at twice (2 times) the value of the exam score. The exam score carries forward into the final round of competition.
- Each event entry will be composed of **one to three members** of the DECA chapter.
- Each participant will be given a 100-question, multiple-choice, cluster exam testing knowledge of the Business Administration Core performance indicators and the **Marketing Cluster** performance indicators. In the case of group entries, the scores of each participant will be averaged to produce a single team score.
- The body of the written entry must be limited to **11 numbered pages**, not including the title page and table of contents.
- The **Written Event Statement of Assurances** must be signed and submitted with the entry. Do not include it in the page numbering.
- The participants may bring all visual aids to the event briefing. Only approved visual aids may be used during the presentation.
- The oral presentation may be a maximum of 20 minutes in length. The first 15 minutes will include a presentation of and defense for the promotion followed by 5 minutes of the judge's questioning.
- The judge will evaluate the presentation, focusing on the effectiveness of public speaking and presentation skills and how well the participants respond to questions that the judge may ask during the 5 minutes following the presentation.

KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop many 21st century skills, in the following categories, desired by today's employers:

Communication and Collaboration	Initiative and Self-direction
Creativity and Innovation	Leadership and Responsibility
Critical Thinking and Problem Solving	Media Literacy
Flexibility and Adaptability	Productivity and Accountability
Information, Communication & Technology Literacy	Social and Cross-cultural Skills
Information Literacy	

A crosswalk is available at www.deca.org/competitions/highschool that shows which 21st century skills are developed by participating in each competitive event.

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA's competitive events. Crosswalks are available at www.deca.org/competitions/highschool that show which common core standards are supported by participating in each competitive event.

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FORMAT GUIDELINES FOR THE WRITTEN ENTRY

The written entry must follow these specifications. Refer also to the Written Entry Checklist and the Written Entry Evaluation Form. A Written Event Statement of Assurances must be signed and submitted with the entry. Do not include it in the page numbering.

Title page. The first page of the written entry is the title page. It must include in any order, but is not limited to, the following:

FASHION MERCHANDISING PROMOTION PLAN
 Name of DECA chapter
 Name of high school
 School address
 City, State/Province, ZIP/Postal Code
 Name of participant
 Date

The title page will *not* be numbered.

Table of contents. The table of contents should follow the title page. All activities or original research described in this entry must take place between the immediate past International Career Development Conference and the upcoming Chartered Association Career Development Conference. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will not be numbered.

Body of the written entry. The body of the written entry begins with Section I, Executive Summary, and continues in the sequence outlined here. The first page of the body is numbered 1 and all following pages are numbered in sequence. Page numbers continue through the bibliography (required) and the appendix (optional).

The participants will prepare Fashion Merchandising Promotion Plan fact sheets. The fact sheets, in outline form, shall be limited to a maximum of 11 pages (not including title page and table of contents).

Follow this outline when you write your entry. Points for each section are shown on the Presentation Evaluation Form. Each section must be titled, including the bibliography and the appendix.

- I. EXECUTIVE SUMMARY
One-page description of the plan
- II. DESCRIPTION OF THE STORE
- III. OBJECTIVES—What the promotional campaign is to accomplish
- IV. SCHEDULE OF EVENTS—Promotional activity(ies) must include the following:
 - A. Special events (example: fashion shows, demonstrations)
 - B. Advertising (example: paid/co-op advertisement in various types of media)
 - C. Display (example: interior and exterior)
 - D. Publicity (example: press releases sent to various types of media)
 - E. Other in-store activity(ies) (example: involvement of sales employees, etc.)
- V. RESPONSIBILITY SHEET (assigned positions and activity(ies), etc.)
- VI. BUDGET (detailed projections of actual cost, Section IV A-E)
- VII. STATEMENT OF BENEFITS TO THE RETAIL ESTABLISHMENT
- VIII. BIBLIOGRAPHY
- IX. APPENDIX
An appendix is optional. Include in an appendix any exhibits appropriate to the written entry but not important enough to include in the body. These might include sample questionnaires used, letters sent and received, general background data, minutes of meetings, etc.

CHECKLIST STANDARDS

In addition to following the outline above, when preparing your entry you must observe all of the following rules. The purpose of these rules is to make the competition as fair as possible among participants. Refer to the Written Entry Checklist.

1. The *Written Event Statement of Assurances* must be signed and submitted with the entry or the entry will receive 15 penalty points.
2. The entry must be submitted in an official DECA written event folio. Folios are available from DECA IMAGES (FOLIO). No markings, tape or other material should be attached to the folio. One photocopy or the original typed document must be submitted. Participants may keep a copy for use in the presentation.
3. Sheet protectors may not be used.
4. The body of the written outline must be limited to 11 pages, not including the title page and table of contents page.
5. The pages must be numbered in sequence starting with the executive summary. Do not use separate sheets between sections or as title pages for sections.
6. Major content of the written entry must be at least double-spaced (not space-and-a-half). The title page, table of contents, executive summary, footnotes, long quotes (more than three typed lines), material in tables, figures, exhibits, lists, headings, sample letters, forms and financial reports may be single-spaced.
7. Entry must be typed/word processed. Handwritten corrections will be penalized. Charts and graphs may be handwritten. (Judges will be instructed to ignore attempts to achieve an advantage due to the quality of word-processing equipment available.)
8. All material must be shown on standard 8¹/₂-inch x 11-inch paper. Pages may not fold out to a larger size. No extraneous information may be attached to the pages and tabs may not be used.
9. The written entry must follow the format guidelines. Additional subsections are permitted in the body of the written entry.

PRESENTATION GUIDELINES

- The major emphasis of the fact sheets is on the content. Drawings, illustrations and graphic presentations (where allowed) will be judged for clarity, not artistic value.
- The participants will present to the judge in a 20-minute presentation worth 100 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the participants to the judge by the adult assistant. Each participant must take part in the presentation.
- Participants will spend not more than 15 minutes (after introductions) setting up visual aids and delivering the oral presentation. Each participant may bring a copy of the written entry or note cards pertaining to the written entry and use as reference during the presentation.
- The judge will spend the remaining 5 minutes questioning the participants. (See the Presentation Evaluation Form.) Each participant must respond to at least one question posed by the judge.
- The participants may use the following items during the oral presentation:
 - visual aids appropriate for an actual in-store situation. Live models are not allowed.
 - not more than three (3) standard-sized posters not to exceed 22¹/₂ inches by 30¹/₂ inches each. Participants may use both sides of the posters, but all attachments must fit within the poster dimensions.
 - one (1) standard-sized presentation display board not to exceed 36¹/₂ inches by 48¹/₂ inches.
 - one (1) desktop flip chart presentation easel 12 inches by 10 inches (dimensions of the page).
 - one (1) personal laptop computer.
 - cell phones/smartphones, iPods/MP3 players, iPads/tablets or any type of a hand-held, information sharing device will be allowed in written events *if* applicable to the presentation.
 - sound, as long as the volume is kept at a conversational level.

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- Only visual aids that can be easily carried to the presentation by the actual participants will be permitted, and the participants themselves must set up the visuals. No set-up time will be allowed. Participants must furnish their own materials and equipment. No electrical power or Internet connection will be supplied.
- Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- If any of these rules are violated, the adult assistant must be notified by the judge.

PRESENTATION JUDGING

The participants will assume the role of management trainees. The store manager has assigned the participants the task of preparing a seasonal, one- to four-week sales promotion campaign for the store or a department in the store. The participants are encouraged to use a real retail store (of any size) as a basis for the research and planning, which must be for one store or a department within the store where sales promotion planning is actually done in-store.

During the first 15 minutes of the presentation (after introductions), the participants will set up any visual aids and present the proposal. Set-up time and presentation time are included in the 15 minutes. Allow the participants to complete this portion without interruption, unless you are asked to respond.

During the final 5 minutes, you may question the participants on their proposal. To ensure fairness, you must ask each participant or group of participants the same questions—one from each of the categories shown on the evaluation sheet. You should prepare these questions after you have read each prospectus but before the presentation begins. After asking the questions, you may ask additional questions that seem appropriate based on your notes, which you may refer to during the presentation, or the presentation itself.

The Presentation Evaluation Form follows the outline shown in the section entitled Guidelines for the Format of the Written Entry, which explains in greater detail what should be discussed in each section. Familiarize yourself with all of the guidelines before starting to evaluate the entry.

After the questioning period, please thank the participants. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points. It may help to go through several entries before actually starting to score the entries. Take notes on a separate sheet of paper if you wish to ask the participants about specific areas of the proposal during the presentation.

Participant(s): _____

**FACT SHEETS AND ORAL PRESENTATION
EVALUATION FORM**

I.D. Number: _____

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
1.	The written and oral presentations show evidence of a realistic knowledge of fashion merchandising trends	0-1	2-3	4-5	6-7	
2.	The oral presentation clearly and professionally expands and develops the objectives as written in the promotion plan with appropriate presentation techniques	0-1	2-3	4-5	6-7	
3.	The budget is realistic for the promotion plan based on the size and location of the store	0-1	2-3	4-5	6-7	
4.	The schedule of events shows continuity and logical order	0-1	2-3	4-5	6-7	
5.	The responsibility sheet is compatible with the size and location of the store as described	0-1	2-3	4-5	6-7	
6.	The promotion plan shows creativity in design and format. If visual aids are used, do they help to clarify and/or enhance the promotion plan? Are visuals limited to those used in an actual in-store situation?	0-1-2-3-4	5-6-7-8-9	10-11-12	13-14	
7.	The oral presentation and the written plan are logical, complete and workable for the particular situation	0-1-2-3-4	5-6-7-8-9	10-11-12-13	14-15-16	
8.	The oral presentation specifically identifies and justifies the promotional areas of display, publicity, special events and sales training	0-1-2-3-4	5-6-7-8-9	10-11-12	13-14	
9.	Participant overcame objections by answering the judge's questions	0-1-2-3-4	5-6-7-8-9	10-11-12	13-14	
10.	Professional layout, neatness, proper grammar, spelling and word usage	0-1	2-3	4-5	6-7	
Total Possible Points: 100						Judge's Total Score:
						LESS PENALTY POINTS:
						TOTAL SCORE:

Judge: A B C D E F G H I J (circle one)

PURPOSE

The purpose of the Sports and Entertainment Promotion Plan is to provide an opportunity for the participants to demonstrate promotional competencies and other competencies needed by management personnel.

The Sports and Entertainment Promotion Plan provides the participants with the opportunity to

- develop a seasonal sales promotion plan for a sports and/or entertainment company
- present the plan in a role-playing situation to the company manager

PROCEDURE

- This event consists of **outlined fact sheets**, the **cluster exam** and the **oral presentation**. The maximum score for the presentation evaluation is 100 points. The presentation will be weighted at twice (2 times) the value of the exam score. The exam score carries forward into the final round of competition.
- This event entry will be composed of **one to three members** of the DECA chapter.
- Each participant will be given a 100-question, multiple-choice, cluster exam testing knowledge of the Business Administration Core performance indicators and the **Marketing Cluster** performance indicators. In the case of group entries, the scores of each participant will be averaged to produce a single team score.
- The body of the written entry must be limited to **11 numbered pages**, not including the title page and table of contents.
- The **Written Event Statement of Assurances** must be signed and submitted with the entry. Do not include it in the page numbering.
- The participants may bring all visual aids to the event briefing. Only approved visual aids may be used during the presentation.
- The oral presentation may be a maximum of 20 minutes in length. The first 15 minutes will include a presentation of and defense for the promotion followed by 5 minutes of the judge's questioning.
- The judge will evaluate the presentation, focusing on the effectiveness of public speaking and presentation skills and how well the participants respond to questions that the judge may ask during the 5 minutes following the presentation.

KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop many 21st century skills, in the following categories, desired by today's employers:

Communication and Collaboration	Initiative and Self-direction
Creativity and Innovation	Leadership and Responsibility
Critical Thinking and Problem Solving	Media Literacy
Flexibility and Adaptability	Productivity and Accountability
Information, Communication & Technology Literacy	Social and Cross-cultural Skills
Information Literacy	

A crosswalk is available at www.deca.org/competitions/highschool that shows which 21st century skills are developed by participating in each competitive event.

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA's competitive events. Crosswalks are available at www.deca.org/competitions/highschool that show which common core standards are supported by participating in each competitive event.

FORMAT GUIDELINES FOR THE WRITTEN ENTRY

The written entry must follow these specifications. Refer also to the Written Entry Checklist and the Written Entry Evaluation Form. A Written Event Statement of Assurances must be signed and submitted with the entry. Do not include it in the page numbering.

Title page. The first page of the written entry is the title page. It must include in any order, but is not limited to, the following:

- SPORTS AND ENTERTAINMENT PROMOTION PLAN
- Name of DECA chapter
- Name of high school
- School address
- City, State/Province, ZIP/Postal Code
- Name of participant
- Date

The title page will *not* be numbered.

Table of contents. The table of contents should follow the title page. All activities or original research described in this entry must take place between the immediate past International Career Development Conference and the upcoming Chartered Association Career Development Conference. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will not be numbered.

Body of the written entry. The body of the written entry begins with Section I, Executive Summary, and continues in the sequence outlined here. The first page of the body is numbered 1 and all following pages are numbered in sequence. Page numbers continue through the bibliography (required) and the appendix (optional).

The participants will prepare Sports and Entertainment Promotion Plan fact sheets. The fact sheets, in outline form, shall be limited to a maximum of 11 pages (not including title page and table of contents).

Follow this outline when you write your entry. Points for each section are shown on the Presentation Evaluation Form. Each section must be titled, including the bibliography and the appendix.

- I. EXECUTIVE SUMMARY
One-page description of the plan
- II. DESCRIPTION OF THE COMPANY/ORGANIZATION
- III. OBJECTIVES—What the promotional campaign is to accomplish
- IV. SCHEDULE OF EVENTS—Promotional activity(ies) must include the following:
 - A. Special events (example: theme nights, giveaways, etc)
 - B. Advertising (example: paid/co-op advertisement in various types of media)
 - C. Display (example: signage, souvenir stands, and facility decor)
 - D. Publicity (examples: press releases sent to various types of media, appearances)
- V. RESPONSIBILITY SHEET (assigned positions and activity(ies), etc.)
- VI. BUDGET (detailed projections of actual cost, Section IV A-D)
- VII. STATEMENT OF BENEFITS TO THE COMPANY/ORGANIZATION
- VIII. BIBLIOGRAPHY
- IX. APPENDIX

An appendix is optional. Include in an appendix any exhibits appropriate to the written entry but not important enough to include in the body. These might include sample questionnaires used, letters sent and received, general background data, minutes of meetings, etc.

(Continued on next page)

CHECKLIST STANDARDS

In addition to following the outline above, when preparing your entry you must observe all of the following rules. The purpose of these rules is to make the competition as fair as possible among participants. Refer to the Written Entry Checklist.

1. The Written Event Statement of Assurances must be signed and submitted with the entry or the entry will receive 15 penalty points.
2. The entry must be submitted in an official DECA written event folio. Folios are available from DECA IMAGES (FOLIO). No markings, tape or other material should be attached to the folio. One photocopy or the original typed document must be submitted. Participants may keep a copy for use in the presentation.
3. Sheet protectors may not be used.
4. The body of the written outline must be limited to 11 pages, not including the title page and table of contents page.
5. The pages must be numbered in sequence starting with the executive summary. Do not use separate sheets between sections or as title pages for sections.
6. Major content of the written entry must be at least double-spaced (not space-and-a-half). The title page, table of contents, executive summary, footnotes, long quotes (more than three typed lines), material in tables, figures, exhibits, lists, headings, sample letters, forms and financial reports may be single-spaced.
7. Entry must be typed/word processed. Handwritten corrections will be penalized. Charts and graphs may be handwritten. (Judges will be instructed to ignore attempts to achieve an advantage due to the quality of word-processing equipment available.)
8. All material must be shown on standard 8¹/₂-inch x 11-inch paper. Pages may not fold out to a larger size. No extraneous information may be attached to the pages and tabs may not be used.
9. The written entry must follow the format guidelines. Additional subsections are permitted in the body of the written entry.

PRESENTATION GUIDELINES

- The major emphasis of the fact sheets is on the content. Drawings, illustrations and graphic presentations (where allowed) will be judged for clarity, not artistic value.
- The participants will present to the judge in a 20-minute presentation worth 100 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the participants to the judge by the adult assistant. Each participant must take part in the presentation.
- Participants will spend not more than 15 minutes (after introductions) setting up visual aids and delivering the oral presentation. Each participant may bring a copy of the written entry or note cards pertaining to the written entry and use as reference during the presentation.
- The judge will spend the remaining 5 minutes questioning the participants. (See the Presentation Evaluation Form.) Each participant must respond to at least one question posed by the judge.
- The participants may use the following items during the oral presentation:
 - visual aids appropriate for an actual in-arena/theater/stadium/etc. situation. Live models are not allowed.
 - not more than three (3) standard-sized posters not to exceed 22¹/₂ inches by 30¹/₂ inches each. Participants may use both sides of the posters, but all attachments must fit within the poster dimensions.
 - one (1) standard-sized presentation display board not to exceed 36¹/₂ inches by 48¹/₂ inches.
 - one (1) desktop flip chart presentation easel 12 inches by 10 inches (dimensions of the page).
 - one (1) personal laptop computer.
 - cell phones/smartphones, iPods/MP3 players, iPads/tablets or any type of a hand-held, information

- sharing device will be allowed in written events *if* applicable to the presentation.
 - sound, as long as the volume is kept at a conversational level.
- Only visual aids that can be easily carried to the presentation by the actual participants will be permitted, and the participants themselves must set up the visuals. No set-up time will be allowed. Participants must furnish their own materials and equipment. No electrical power or Internet connection will be supplied.
- Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- If any of these rules are violated, the adult assistant must be notified by the judge.

PRESENTATION JUDGING

The participants will assume the role of management trainees. The company manager has assigned the participants the task of preparing a seasonal, one- to four-week promotion campaign for the company or a department in the company. The participants are encouraged to use a real company (of any size) as a basis for the research and planning.

During the first 15 minutes of the presentation (after introductions), the participants will set up any visual aids and present the proposal. Set-up time and presentation time are included in the 15 minutes. Allow the participants to complete this portion without interruption, unless you are asked to respond.

During the final 5 minutes, you may question the participants on their proposal. To ensure fairness, you must ask each participant or group of participants the same questions—one from each of the categories shown on the evaluation sheet. You should prepare these questions after you have read each prospectus but before the presentation begins. After asking the questions, you may ask additional questions that seem appropriate based on your notes, which you may refer to during the presentation, or the presentation itself.

The Presentation Evaluation Form follows the outline shown in the section entitled Guidelines for the Format of the Written Entry, which explains in greater detail what should be discussed in each section. Familiarize yourself with all of the guidelines before starting to evaluate the entry.

After the questioning period, please thank the participants. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points. It may help to go through several entries before actually starting to score the entries. Take notes on a separate sheet of paper if you wish to ask the participants about specific areas of the proposal during the presentation.

Participant(s): _____

**FACT SHEETS AND ORAL PRESENTATION
EVALUATION FORM**

I.D. Number: _____

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
1.	The written and oral presentations show evidence of a realistic knowledge of sports and entertainment promotion trends	0-1	2-3	4-5	6-7	
2.	The oral presentation clearly and professionally expands and develops the objectives as written in the promotion plan with appropriate presentation techniques	0-1	2-3	4-5	6-7	
3.	The budget is realistic for the promotion plan based on the size and location of the company/organization	0-1	2-3	4-5	6-7	
4.	The schedule of events shows continuity and logical order	0-1	2-3	4-5	6-7	
5.	The responsibility sheet is compatible with the size and location of the company/organization described	0-1	2-3	4-5	6-7	
6.	The promotion plan shows creativity in design and format. If visual aids are used, do they help to clarify and/or enhance the promotion plan? Are visuals limited to those used in an actual sports and entertainment promotion plan?	0-1-2-3-4	5-6-7-8-9	10-11-12	13-14	
7.	The oral presentation and the written plan are logical, complete and workable for the particular situation	0-1-2-3-4	5-6-7-8-9	10-11-12-13	14-15-16	
8.	The oral presentation specifically identifies and justifies the promotional areas of display, publicity, special events and sales training	0-1-2-3-4	5-6-7-8-9	10-11-12	13-14	
9.	Participant overcame objections by answering the judge's questions	0-1-2-3-4	5-6-7-8-9	10-11-12	13-14	
10.	Professional layout, neatness, proper grammar, spelling and word usage	0-1	2-3	4-5	6-7	
Total Possible Points: 100					Judge's Total Score:	
					LESS PENALTY POINTS:	
					TOTAL SCORE:	

Judge: A B C D E F G H I J (circle one)

Hospitality and Tourism Professional Selling Event Professional Selling Event

PURPOSE

The Professional Selling Events provide an opportunity for participants to demonstrate knowledge and skills needed for a career in sales. Participants will organize and deliver a sales presentation for one or more products and/or services.

The guidelines for each of the Professional Selling Events have been consolidated to facilitate coordination of participant activities in each of the career categories. This means the evaluation form will be the same for each career area. However, each career area will deliver a sales presentation for a different product described below in the “Products/Services and Target Customer Descriptions” section.

2014 PRODUCTS/SERVICES AND TARGET CUSTOMER DESCRIPTIONS

New products, services, and target market customers (prospects) will be identified annually. The participant will research the company he/she represents and the product(s)/service(s) to be presented. The participant will also research the business/organization that the product/service will be presented to. Then the participant will present the product(s)/service(s) to meet the needs of the customer (prospect).

- **HOSPITALITY AND TOURISM PROFESSIONAL SELLING EVENT**

For 2013-2014, you will assume the role of a service training provider for a hospitality corporation. A large city is interested in training all of the hospitality workers in the city. Research indicates that in the past few years visitors to the city feel that many of the hospitality workers are unfriendly and unhelpful. You have been instructed to develop a program to train workers in the hospitality sector (hotel concierges, museum guides, cab drivers, etc.) to be friendlier and more customer service oriented. The ultimate goal of the city is to be recognized as one of the most helpful and friendly cities to visit. The city has an airport that services all large cities as well as international travelers. Your city offers travelers hotels to accommodate all budgets, museums, beaches, amusement parks, shopping, and restaurants of all cuisine. You have a meeting scheduled with the vice president of marketing for the city's travel bureau to discuss your training plan and the associated costs of implementing the training.

- **PROFESSIONAL SELLING EVENT**

For 2013-2014, you will assume the role of a sales representative of a major tablet maker. Many school districts are starting to purchase tablets to aide in instruction and reduce textbook expenses. Tablets have gained mainstream popularity in classrooms for their range of capabilities and ease of use. You have a meeting scheduled with a large school district's purchasing manager to pitch your company's products and price points.

PROCEDURE

- Professional Selling Events consist of two major parts: the **cluster exam** and the **oral presentation**. The maximum score for the presentation evaluation is 100 points. The presentation will be weighted at twice (2 times) the value of the exam score. The exam score carries forward into the final round of competition.
- Professional Selling Events are for **individual participants** only.
- The participant will be given a 100-question, multiple-choice, cluster exam testing knowledge of the Business Administration Core performance indicators and the Cluster Core performance indicators.
 - Participants in the Hospitality and Tourism Professional Selling Event will take the **Hospitality and Tourism Cluster** Exam.
 - Participants in the Professional Selling Event will take the **Marketing Cluster** Exam.

(Continued on next page)

- Complete lists of performance indicators are available at www.deca.org/competitions/highschool/.
- The participant will organize appropriate information and present and defend a sales presentation to a potential buyer/client.
- The participant may bring all visual aids to the event briefing. Only approved visual aids may be used during the presentation.
- The oral presentation may be a maximum of 20 minutes in length. The first 15 minutes will include a sales presentation and will be followed by 5 minutes for the judge's questions.
- The judge will evaluate the presentation, focusing on the effectiveness of public speaking and presentation skills and how well the participant responds to questions that the judge may ask during the 5 minutes following the presentation.

KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the evaluation form.

Participants will also develop many 21st century skills, in the following categories, desired by today's employers:

Communication and Collaboration	Initiative and Self-direction
Creativity and Innovation	Leadership and Responsibility
Critical Thinking and Problem Solving	Media Literacy
Flexibility and Adaptability	Productivity and Accountability
Information, Communication & Technology Literacy	Social and Cross-cultural Skills
Information Literacy	

A crosswalk is available at www.deca.org/competitions/highschool that shows which 21st century skills are developed by participating in each competitive event.

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA's competitive events. Crosswalks are available at www.deca.org/competitions/highschool that show which common core standards are supported by participating in each competitive event.

PRESENTATION GUIDELINES

- The objective for the sales presentation is for the participant to assume the role of salesperson making a presentation to a potential buyer (judge). Prior to ICDC, the participant will prepare a sales presentation for the product/service and target market customers described above.
- The participant will make a 20-minute sales presentation to the judge worth 100 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the participant to the judge by the adult assistant.
- The participant will spend not more than 15 minutes setting up visual aids and delivering the sales presentation. The participant may bring presentation notes to use during the sales presentation.
- The judge will spend the remaining 5 minutes questioning the participant. (See the Presentation Evaluation Form.)
- The participants may use the following items during the oral presentation:
 - visual aids appropriate for an actual sales presentation.
 - not more than three (3) standard-sized posters not to exceed 22½ inches by 30½ inches each. Participants may use both sides of the posters, but all attachments must fit within the poster dimensions.
 - one (1) standard-sized presentation display board not to exceed 36½ inches by 48½ inches.
 - one (1) desktop flip chart presentation easel 12 inches by 10 inches (dimensions of the page).
 - one (1) personal laptop computer.

- cell phones/smartphones, iPods/MP3 players, iPads/tablets or any type of a hand-held, information sharing device will be allowed in written events **if** applicable to the presentation.
- sound, as long as the volume is kept at a conversational level.
- Only visual aids that can be easily carried to the presentation by the actual participants will be permitted, and the participants themselves must set up the visuals. No set-up time will be allowed. Participants must furnish their own materials and equipment. No electrical power or Internet connection will be supplied.
- Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- If any of these rules are violated, the adult assistant must be notified by the judge.

PRESENTATION JUDGING

The participant, assuming the role of salesperson, will have prepared a sales presentation for the product(s) and/or service(s) described above. The role of the judge is that of potential buyer for the product(s) and/or service(s).

During the first 15 minutes of the presentation (after introductions), the participant will set up any visual aids and make the sales presentation. Setup time and presentation time are included in the 15 minutes. Allow the participant to complete this portion without interruption, unless you are asked to respond.

During the final 5 minutes, you may question the participant on his/her presentation. Familiarize yourself with all of the guidelines before starting to evaluate the entry. Your job is to complete the Presentation Evaluation Form.

After the questioning period, please thank the participant. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points. It may help to go through several entries before actually starting to score the entries. Take notes on a separate sheet of paper if you wish to ask the participant about specific areas of the proposal during the presentation.



**HOSPITALITY AND TOURISM
PROFESSIONAL SELLING EVENT, 2014
PROFESSIONAL SELLING EVENT, 2014**

Participant(s): _____

PRESENTATION EVALUATION FORM

I.D. Number: _____

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
1.	The opening was effective and engaging	0-1	2-3-4	5-6-7	7-8	
2.	Established relationship with client/customer	0-1	2-3-4	5-6-7	8-9	
3.	Communicated understanding of customer/client needs	0-1	2-3-4	5-6-7	8-9	
4.	Recommended specific product(s)/service(s)	0-1	2-3-4	5-6-7	8-9	
5.	Demonstrated product(s)/service(s)	0-1	2-3-4	5-6	7-8	
6.	Properly stated features and benefits of products/services	0-1-2	3-4-5	6-7-8	9-10-11	
7.	Prescribed solution to customer/client needs	0-1	2-3-4	5-6	7-8	
8.	Converted customer/client objections into selling points	0-1	2-3-4	5-6	7-8	
9.	Closed the sale	0-1-2	3-4-5	6-7-8	9-10	
10.	The presentation was well-organized and clearly presented; used professional grammar and vocabulary; voice conveyed proper volume, enthusiasm, enunciation and pronunciation	0-1-2	3-4-5	6-7-8	9-10	
11.	Professional appearance, poise and confidence	0-1	2-3	4	5	
12.	Overall general impression	0-1	2-3	4	5	
Total Possible Points: 100						Judge's Total Score:

Judge: A B C D E F G H I J (circle one)

PURPOSE

Participants in the SIFMA Foundation Stock Market Game develop and manage an investment portfolio. The Stock Market Game is conducted via the Internet and allows DECA members to test their knowledge and skills against other DECA members in an online competition. Each participating team manages all aspects of the portfolio including stock selection, buying and selling. The goal of the competition is to increase the value of the beginning portfolio.

During the course of the Stock Market Game, participants will

- develop investment strategies based on expectations of growth, diversification and stability
- attempt to avoid the pitfalls of market decline, mergers and overextension

PROCEDURE

- This event consists of a **written document** describing the investment project and the **oral presentation**.
- Each event entry will be composed of **one to three** members. A team member cannot be on more than one team at a time. No additional team members may be added once a team has registered.
- The Stock Market Game will contain one (1) ICDC qualifying event to take place from September 3 through December 13, 2013.
- Each team must have completed a minimum of three (3) executed stock purchases during the first seven weeks of the game (deadline is close of trading, October 28, 2013). In addition, each team must hold three (3) different stocks by the end of the game.
- Portfolios will be available for retrieval until February 1, 2014. After February 1, portfolios **will not** be accessible.
- The body of the written entry must be limited to **11 numbered pages**, not including the title page and the table of contents.
- The **Written Event Statement of Assurances** must be signed and submitted with the entry. Do not include it in the page numbering.
- The participant may bring all visual aids to the event briefing. Only approved visual aids may be used during the presentation.
- The oral presentation may be a maximum of 15 minutes in length. The first 10 minutes will include a presentation of and defense for the investment project, focusing on the effectiveness of public speaking and presentation skills and how well the participants respond to questions that the judge may ask during the 5 minutes following the presentation.
- The top 25 teams from each region will qualify to present their portfolio at ICDC. Students competing at ICDC in the Stock Market Game may not compete in another ICDC event.
- Eligibility to attend the international conference is determined by the chartered associations, based on their policies. Finalists should consult with their chartered association advisor for eligibility guidelines.
- For complete Stock Market Game event guidelines and procedures, go to <http://deca.smgww.org>.

KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop many 21st century skills, in the following categories, desired by today's employers:

Communication and Collaboration	Initiative and Self-direction
Creativity and Innovation	Leadership and Responsibility
Critical Thinking and Problem Solving	Media Literacy
Flexibility and Adaptability	Productivity and Accountability
Information, Communication & Technology Literacy	Social and Cross-cultural Skills
Information Literacy	

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A crosswalk is available at www.deca.org/competitions/highschool that shows which 21st century skills are developed by participating in each competitive event.

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA's competitive events. Crosswalks are available at www.deca.org/competitions/highschool that show which common core standards are supported by participating in each competitive event.

FORMAT GUIDELINES FOR THE WRITTEN ENTRY

The written entry must follow these specifications. Refer also to the Written Entry Checklist and the Written Entry Evaluation Form. A Written Event Statement of Assurances must be signed and submitted with the entry. Do not include it in the page numbering.

Title page. The first page of the written entry is the title page. It must include in any order, but is not limited to, the following:

- STOCK MARKET GAME
- Name of DECA chapter
- Name of high school
- School address
- City, State/Province, ZIP/Postal Code
- Name of participant
- Date

The title page will *not* be numbered.

Table of contents. The table of contents should follow the title page. All activities or original research described in this entry must take place between the immediate past International Career Development Conference and the upcoming Chartered Association Career Development Conference. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will not be numbered.

Body of the written entry. The body of the written entry begins with Section I, Executive Summary, and continues in the sequence outlined here. The first page of the body is numbered 1 and all following pages are numbered in sequence. Page numbers continue through the bibliography (required) and the appendix (optional).

The participants will prepare a written document, which is limited to 11 pages (not including the title page).

Follow this outline when you write your entry. Points for each section are shown on the Presentation Evaluation Form. Each section must be titled, including the bibliography and the appendix.

- I. EXECUTIVE SUMMARY
 - One-page description of the project
- II. ANALYSIS OF PORTFOLIO PERFORMANCE
- III. RATIONALE
 - A. Explanation of research conducted prior to selection of stocks and/or funds
 - B. Strategy used to diversify investment portfolio
 - C. Description of how selected stocks and/or funds fit strategy
- IV. CONCLUSIONS AND FINDINGS
 - A. Explanation of strategy effectiveness
 - B. Proposed changes in strategy for future investments
- V. CHARTS/DIAGRAMS OF PORTFOLIO PERFORMANCE
- VI. BIBLIOGRAPHY
- VII. APPENDIX
 - An appendix is optional. Include in an appendix any exhibits appropriate to the written entry but

not important enough to include in the body. These might include sample questionnaires used, letters sent and received, general background data, minutes of meetings, etc.

CHECKLIST STANDARDS

In addition to following the outline above, when preparing your written entry you must observe all of the following rules. The purpose of these rules is to make the competition as fair as possible among participants. Refer to the Written Entry Checklist.

1. The Written Event Statement of Assurances must be signed and submitted with the entry or the entry will receive 15 penalty points.
2. The entry must be submitted in an official DECA written event folio. Folios are available from DECA IMAGES (FOLIO). No markings, tape or other material should be attached to the folio. One photocopy or the original typed document must be submitted. Participants may keep a copy for use in the presentation.
3. Sheet protectors may not be used.
4. The body of the written entry must be limited to 11 numbered pages, not including the title page and table of contents page.
5. The pages must be numbered in sequence, starting with the executive summary. Do not use separate sheets between sections or as title pages for sections.
6. Major content of the written entry must be at least double-spaced (not space-and-a-half). The title page, table of contents, executive summary, footnotes, long quotes (more than three typed lines), material in tables, figures, exhibits, lists, headings, sample letters, forms and financial reports may be single-spaced.
7. Entry must be typed/word processed. Handwritten corrections will be penalized. Charts and graphs may be handwritten. (Judges will be instructed to ignore attempts to achieve a competitive advantage due to the quality of word-processing equipment available.)
8. All material must be shown on 8¹/₂-inch x 11-inch paper. Pages may not fold out to a larger size. No extraneous information may be attached to the pages and tabs may not be used.
9. The written entry must follow the format guidelines. Additional subsections are permitted in the body of the written entry.

PRESENTATION GUIDELINES

- The participants will present to the judge in a 15 minute presentation worth 100 points (See Presentation Judging).
- The presentation begins immediately after the introduction of the participant to the judge by the adult assistant.
- The participant will spend not more than 10 minutes (after introductions) setting up visual aids and presenting the prospectus to the judge. The participant may bring a copy of the prospectus or note cards pertaining to the prospectus and use as reference during the presentation.
- The judge will spend the remaining 5 minutes questioning the participant. (See Presentation Evaluation Form.)
- The participants may use the following items during the oral presentation:
 - not more than three (3) standard-sized posters not to exceed 22¹/₂ inches by 30¹/₂ inches each. Participants may use both sides of the posters, but all attachments must fit within the poster dimensions.
 - one (1) standard-sized presentation display board not to exceed 36¹/₂ inches by 48¹/₂ inches.
 - one (1) desktop flip chart presentation easel 12 inches by 10 inches (dimensions of the page).
 - one (1) personal laptop computer.
 - cell phones/smartphones, iPods/MP3 players, iPads/tablets or any type of a hand-held, information sharing device will be allowed in written events *if* applicable to the presentation.
 - sound, as long as the volume is kept at a conversational level.

- Only visual aids that can be easily carried to the presentation by the actual participants will be permitted, and the participants themselves must set up the visuals. No set-up time will be allowed. Participants must furnish their own materials and equipment. No electrical power or Internet connection will be supplied.
- Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- If any of these rules are violated, the adult assistant must be notified by the judge.

PRESENTATION JUDGING

During the first 10 minutes of the presentation (after introductions), the participants will set up any visual aids and present and defend the written summary. Set-up time and presentation time are included in the 10 minutes. Allow the participants to complete this portion without interruption, unless you are asked to respond. Each participant must take part in the presentation.

During the final 5 minutes, you may question the participants about the presentation. To ensure fairness, you must ask each participant or group of participants the same questions. You should prepare these questions after you have read each written summary but before the presentation begins. After asking the questions, you may ask additional questions that seem appropriate, based on your notes, which you may refer to during the presentation, or the presentation itself. Each participant must respond to at least one question.

Familiarize yourself with all of the guidelines before starting to evaluate the presentation.

After the questioning period, please thank the participants. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points. It may help to go through several entries before actually starting to score the entries. Take notes on a separate sheet of paper if you wish to ask the participant about specific areas of the written summary during the presentation.



STOCK MARKET GAME, 2014

Participant(s): _____

**WRITTEN ENTRY AND ORAL PRESENTATION
EVALUATION FORM**

I.D. Number: _____

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
1.	The written and oral presentations show evidence of a realistic knowledge of investment trends and financial markets	0-1	2-3	4	5-6	
2.	The stock portfolio exhibits diversity across sectors of the economy	0-1	2-3	4	5-6	
3.	The written and oral presentations demonstrate an understanding of investment objectives	0-1-2-3-4	5-6-7-8-9	10-12	13-14	
4.	The written and oral presentations demonstrate correct use of investment terminology	0-1	2-3	4	5-6	
5.	The presentations demonstrate research beyond the stock's performance history—i.e., the investment decisions were based on knowledge of the company's underlying business performance or plans	0-1-2-3-4	5-6-7-8-9	10-12	13-14	
6.	The written and oral presentations explain the effectiveness of the strategy	0-1-2-3-4	5-6-7-8-9	10-12	13	
7.	The written and oral presentations explain changes in strategy for future investments	0-1-2-3-4	5-6-7-8-9	10-12	13	
8.	The written plan shows creativity in design and execution	0-1	2-3	4	5-6	
9.	The oral presentation proceeds in a logical, organized manner and is appropriate to the investment industry	0-1	2-3	4	5-6	
10.	All members of the team participating in the oral presentation contributed equally	0-1	2-3	4	5-6	
11.	Participants answered the judge's questions knowledgeably and professionally	0-1	2-3	4	5-6	
12.	The written entry exhibited neatness, proper grammar and spelling	0-1	2	3	4	
Total Possible Points: 100					Judge's Total Score:	
					LESS PENALTY POINTS:	
					TOTAL SCORE:	

Judge: A B C D E F G H (circle one)

VBC Personal Finance

VBC Restaurant

VBC Retail

VBC Sports



PURPOSE

Participants in the DECA Virtual Business Challenge (VBC) operate a computerized business simulation utilizing a competition version of the Virtual Business software. The VBC qualifying rounds are conducted via the Internet, where participants post competition scores for chartered association, regional and overall rankings.

In the **VBC Personal Finance (VBCPF)** track, participants will:

- manage bank accounts, credit and debit cards, bills, credit scores, taxes, insurance and investing
- interpret actions, charts and graphs to make strategic financial decisions and optimize net worth

In the **VBC Restaurant (VBCRS)** track, participants will:

- manage specific marketing and business concepts such as market research, menu design and pricing, advertising strategies and purchasing within their own restaurant
- interpret actions, reports and financial information in order to make strategic marketing decisions for their restaurant to optimize profitability

In the **VBC Retailing (VBCRT)** track, participants will:

- manage specific marketing concepts such as pricing, purchasing and promotion within their own convenience store
- interpret actions, charts and graphs in order to make strategic marketing decisions for their store to optimize profitability

In the **VBC Sports (VBCSP)** track, participants will:

- manage specific marketing concepts such as ticket pricing, media planning and sponsorships within their own football franchise
- interpret actions, charts and graphs in order to make strategic marketing decisions for their franchise to optimize profitability

PROCEDURE

- Entries will be composed of **one to three members** of the DECA chapter. A team member may be on a personal finance, a restaurant, a retail and a sports team at the same time; however, a team member may not be on two personal finance, two restaurant, two sports or two retail teams at the same time. No additional team members may be added once a team has registered.
- For all tracks, the **top two teams** from each region from each of the qualifying rounds will be eligible to compete at ICDC. However, eligibility to attend ICDC is determined by the chartered associations, based on their policies. Finalists should consult with their chartered association advisor for eligibility guidelines. Only one team per chapter per round per track may qualify to compete at ICDC.
- A member may compete in the personal finance VBC, the restaurant VBC, the retail VBC, and the sports VBC; however, the member will be allowed to participate in only one VBC area at the ICDC.
- The Virtual Business Challenge will contain two (2) ICDC qualifying events.

Challenge 1: Monday, October 21, 2013, 10:00 a.m. EDT through Friday, November 15, 2013, 5:00 p.m. EST

Challenge 2: Monday, January 6, 2014, 10:00 a.m. EST through Friday, January 31, 2014, 5:00 p.m. EST

- Members qualifying for participation at ICDC must wear a DECA blazer during the competitive session.
- Top teams in each chartered association may receive recognition at their chartered association event.
- For complete Virtual Business Challenge event guidelines and procedures, go to <http://vbc.knowledgematters.com/vbc>.



DECA
IMAGES



**FALL
CATALOG**



DECA IMAGES

READY TO GO CUSTOM DESIGNS



DESIGN 1-A



DESIGN 2-A



DESIGN 3-A



DESIGN 1-B



DESIGN 2-B



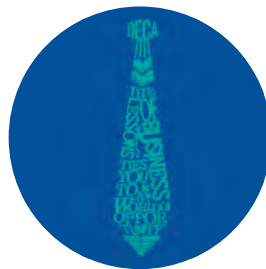
DESIGN 3-B



DESIGN 1-C



DESIGN 2-C



DESIGN 3-C



DESIGN 1-D



DESIGN 2-D



DESIGN 3-D



DESIGN 1-E



DESIGN 2-E



DESIGN CUSTOM

CUSTOM SCREEN PRINTING AND EMBROIDERY

DECA Images is proud to offer custom apparel to our members, chapters and state associations. Select from one of the designs shown here or use our talented designer to create your own unique design. For quantities over 12 (of the same shirt) for screenprinting and 6 (of the same shirt) for embroidery, e-mail DECA Images at deca_images@deca.org for more information. Allow approximately 15-20 business days for delivery. Rush delivery may be available for an additional fee.



CUSTOM APPLIQUÉ SWEATSHIRT PROGRAM | MINIMUM 12 PIECES!

Back by popular demand is the custom appliqué sweatshirt program. Customize appliqué sweatshirts with DECA appliqué on front and school name/mascot embroidered on front as well. Numerous colors and designs to choose from! For more information, please e-mail deca_images@deca.org. As this product involves a labor intensive process, please allow approximately 4-6 weeks for delivery.

UNDER ARMOUR® SPECIAL PURCHASE

Available in limited quantities while supplies last!



SMUSST S-3XL
\$32.99

SMULST S-3XL
\$36.99



SMUWJT S-XL
\$32.99



SMUPP S-3XL
\$59.99

SMULAH S-3XL
\$74.99





A. ATHLETIC TEE

Sport gray tee with two-color DECA athletic logo.

DSSGTEE S-3XL \$12.00

B. KEEP CALM TEE | NEW!

Keep Calm and DECA On tee. Navy blue with silver shimmer logo.

As seen at ICDC!

CIKCTEE S-3XL \$15.00

C. SPORT TEE | NEW COLOR!

Here's one for the whole team! Available now in neon performance fabric with black print.

DSPORTN S-3XL \$18.00

D. ROCKER TEE

DECA rocker logo, in metallic silver, for an updated look.

DSSRS S-2XL \$15.00

E. TRI-BLEND LONG SLEEVE TEE | SALE!

You'll love the feel of this tri-blend heathered tee with stitched athletic v-notch neck. Available while supplies last.

DSTBT S-2XL \$23.00 SALE \$18.00

F. ROYAL TEE

Royal blue tee with one-color DECA logo in white.

RSRYL S-3XL \$12.00

G. HELICONIA TEE

Hot pink tee with one-color DECA logo in white.

RSHELICON S-2XL \$12.00





LADIES' APPAREL



A. DECA GIRLS ROCK TEE | SALE!

Green Tee with DECA Girls Rock logo infused in black. Available while supplies last.

DSKGT S-2XL \$18.00 SALE \$15.00

B. SAVE THE WATER TEE | SALE!

Matter cannot be created or destroyed. It can be upcycled. This T conserves 400+ gallons of water. Conserve what matters. DECA Save the Water design printed on front with the upcycling message on the lower back of this T. Available for a limited time only.

DSSTW XS-L \$18.00 SALE \$15.00

C. GLITTER TEE | WHILE SUPPLIES LAST!

Turquoise tee with glitter letters in fuchsia. Junior-cut.

DSNTF S-XL \$20.00

VANITY ZEN PANT AND HOODIE | SALE!

Cozy up in this stylish ensemble. Made of 50% cotton / 50% polyester burnout fleece, the material is single-dyed for a heathered look. Wash before wearing to prevent thread migration that occurs from the burnout process. Available while supplies last.

Pant DSLBP-PRP S-2XL \$35.00 SALE \$28.00

Zip-Up Hood DSBFZ-PRP S-2XL \$40.00 SALE \$32.00

VANITY TEE | SALE!

Made of 100% ringspun combed cotton jersey. DECA girl logo on front. Pair with the Vanity Zen Pant and Hoodie. Available while supplies last.

DSJAT-PRP S-2XL \$18.00 SALE \$15.00

SHOP DECA IMAGES
WWW.DECA.ORG/SHOP

UNDER ARMOUR®

UASS S-2XL
\$23.95



UASC S-2XL
\$49.95



UALS S-2XL
\$27.95



UAQZ S-2XL
\$59.95



UAWHZ S-2XL
\$59.95



UAWSS XS-XL
\$23.95



UAWTC S-XL
\$49.95



UAWSS-P XS-XL
\$23.95





A. CREWNECK SWEATSHIRT | BEST SELLER!

Gray crewneck sweatshirt made of heavyweight 50% cotton/50% polyester blend. Emerging leaders design in blue on front.

DSCNS S-2XL \$25.00

B. NAVY HOODED SWEATSHIRT

Navy hooded sweatshirt made of 50% cotton/50% polyester blend. Two color DECA athletic logo screened on front.

DSNHST S-3XL \$28.00

C. SPORT GRAY HOODED SWEATSHIRT

Sport gray hooded sweatshirt made of 50% cotton/50% polyester blend. Two color DECA athletic logo screened on front.

DSSGH S-3XL \$28.00

D. BIG COTTON SWEATPANTS

You loved these at ICDC, and will love them now! Sport grey heavyweight open bottom sweatpants with side pockets.

DSBCP XS-2XL \$30.00

E. PAJAMA PANT

Plaid pajama pants in royal blue. Drawstring waist. DECA printed down leg. Coordinate with the Royal Tee (details on page 4).

DSRPJ S-2XL \$28.00

F. FLEECE PULLOVER | BEST SELLER!

Lightweight ¼ zip fleece in black with DECA logo embroidered in white. You will love the look and feel of this fleece!

DSQZ-B XS-2XL \$40.00



A.



B.

A. CHAPTER POLO

Quality 6.5 ounce, soft ringspun cotton pique polo in royal blue at affordable chapter pricing. Now available in men's and ladies' sizing. DECA logo embroidered in white.

Ladies' DSLRCP S-2XL \$20.00

Men's DSMRCP S-4XL \$20.00

B. COLORBLOCK MESH POLO

Made of 100% polyester micro-mesh material. Dri-fast™ Advantage™ material won't wrinkle and keeps you cool. Black polo with white accents. DECA logo embroidered in white.

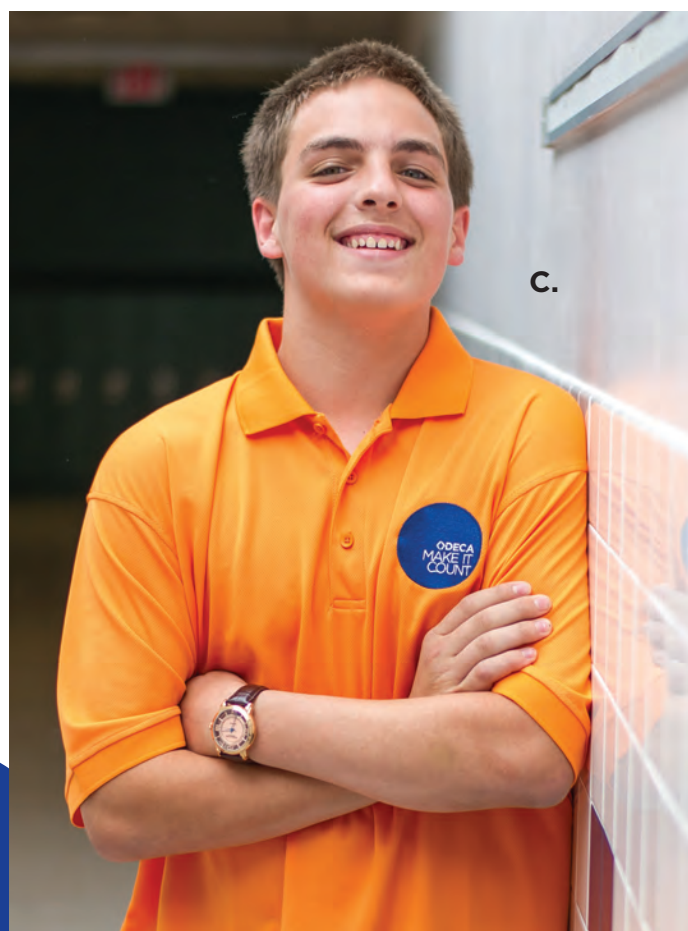
Ladies' DSLBWP S-2XL \$35.00

Men's DSMBWP S-4XL \$35.00

C. THEME POLO | NEW!

Make It Count with DECA's theme polo for 2013-14. Made of 100% polyester micro-mesh material, this fabric includes dri-fast moisture management and UV protection. In orange peel with navy Make It Count logo.

CITP14 S-4XL \$30.00



C.

Add your school name to any of these polos or on hundreds of more styles available through DECA Images. Minimum of 6 pieces.

For more information
deca_images@deca.org.



A.



B.

A. WHITE OXFORD

Long sleeve oxford constructed of 60% cotton/40% polyester fabric. Wrinkle and stain resistant. Looks great worn alone or under the official DECA blazer. Available in both men's and ladies' sizing.

Ladies' DSWDSL S-2XL \$35.00

Men's DSWDSM S-3XL \$35.00



DECA SCARVES

Choose from 3 great colors that coordinate with the official DECA blazer. Oblong scarf with diamond logo border.

Green DSCRF-G \$28.00 WHILE SUPPLIES LAST!

Navy DSCRF-N \$28.00

Yellow DSCRF-Y \$28.00



B. TWILL SHIRT

Long sleeve 100% cotton twill shirt. Available in both men's and ladies' sizing. Ladies' style offers front and back darts for gentle shaping. Looks great worn alone or under the official DECA blazer.

Ladies' DSYDSL S-2XL \$35.00

Men's DSYDSM S-3XL \$35.00



DECA TIES

Choose from 2 great colors that coordinate with the official DECA blazer.

Yellow DSMTIE-Y \$28.00

Navy DSMTIE-N \$28.00

DECA BOW TIES | BEST SELLER!

Choose from 2 great colors that coordinate with the official DECA blazer.

Yellow DSBTIE-Y \$28.00

Navy DSBTIE-N \$28.00

DECA BLAZER SIZING CHART

MEN'S SIZES

POLYESTER	34	36	38	40	42	44	46	48	50	52	54
Regular 5'7"-5'11"	•	•	•	•	•	•	•	•	•	•	•
Short 5'3"-5'7"	•	•	•	•	•	•					
Tall 6'0"-6'3"			•	•	•	•	•	•	•	•	
POLY-WOOL	34	36	38	40	42	44	46	48	50	52	54
Regular		•	•	•	•	•	•	•	•	•	•
Short		•	•	•	•	•					
Long		•	•	•	•	•	•	•	•	•	
Extra Long				•	•	•	•	•	•	•	•

LADIES' SIZES

POLYESTER	0	2	4	6	8	10	12	14	16	18	20	22	24
Regular	•	•	•	•	•	•	•	•	•	•	•	•	•
Tall				•	•	•	•	•	•	•			
Bust	32	33	34	35	36	37	38	40	41	43	45	46	48
Waist	25	26	27	28	29	30	31	33	34	36	37	39	41
Hips	35	36	37	38	39	40	41	43	44	46	47	49	51
POLY-WOOL	0	2	4	6	8	10	12	14	16	18	20	22	24
Regular			•	•	•	•	•	•	•	•	•	•	•



Please contact customer service if you need a size not shown above at 703-860-5006 or deca_images@deca.org. For updates on the new blazer patch and the blazer patch exchange program visit www.deca.org/shop.

OFFICIAL DECA BLAZERS

Official DECA blazers are a requirement for competition at the ICDC. Blazers are sold through mail order and on-site at the ICDC only. Blazers are not available for purchase at local, state or regional conferences. The DECA blazer patch is not available for individual sale. **Blazers will only be exchanged/returned if they are in new condition with the sleeve tags still attached.**

POLYESTER DECA BLAZERS

Official DECA blazers in a single-breasted, two button, navy woven polyester.

Men's DSMBLZ \$75.00

Ladies' DSLBLZ \$75.00

POLY-WOOL DECA BLAZERS

Also available as a special order are 55/45 poly-wool blend blazers.

Men's DSMWBZ \$119.00

Ladies' DSLWBZ \$119.00

These blazers are shipped direct from our supplier and may not be available for rush delivery.

Poly-wool blazers are not available for sale at the ICDC. Please select size and length from size chart shown above.

DECA BLAZERS BUTTON REPLACEMENT

Replacement buttons for the official DECA blazer.

Large BLAZERBUTTONL .75

Small BLAZERBUTTON .75



Now
available in
size 0, 34R
and 34S

MEN'S WEARHOUSE®

DECA Images is pleased to partner with the TwinHill division of Men's Wearhouse.

Men's Wearhouse will offer the following services on the TwinHill blazers.

- Free pressing
- Preferred pricing on alterations
- Discount coupons good at Men's Wearhouse and K & G locations



CHAPTER OFFICER PIN

Gold tone pin with blue enamel background. Available with year guard and with or without an officer dangle. See below for dangle selection. Enlarged to show detail.

DSCOP-1 \$9.50 Pin and year guard

DSCOP-2 \$10.00 Pin and year guard and officer dangle

Please specify year guard. Years available 2013-2016.

Dangle Selection:



DISTRICT OFFICER PIN

This gold tone pin, accented with blue, comes with year guard, chain and officer dangle. See above for dangle selection. Specify year guard. Enlarged to show detail.

DSDOP \$10.00



STATE OFFICER PIN

This gold tone pin comes with year guard, chain and officer dangle. See above for dangle selection. Specify year guard. Enlarged to show detail.

DSSOP \$10.00



ADVISOR PIN | 22 KARAT GOLD PLATED!

This 22 karat gold plated pin looks great on blazers/suit jackets. Enlarged to show detail.

DSAP \$10.00



HISTORY OF DECA PIN SET

Five piece pin sets show the progression of the DECA diamond from the beginning to the new logo adopted July 1, 2010. Makes a great gift! Comes in a two piece gift box. Enlarged to show detail.

DSHPS \$15.00



PRESENTATION PIN

Gold tone pin with new DECA logo makes a great gift for members or DECA supporters. Enlarged to show detail. Pin is presented on card stock backing that includes the DECA logo and mission statement.

DSPPN \$4.00



HAIR CLIPS | SALE!

Clip your hair back in style with the DECA hair clips.

DSHAIR \$8.00 SALE \$5.00



EARRINGS WHILE SUPPLIES LAST!

Show your DECA spirit with DECA earrings.

DSEAR \$10.00



ACRYLIC AND STAINLESS CADDY | NEW!

As seen at ICDC. Keep all your supplies neatly organized on your desk with this stylish caddy.

DSASC \$16.00



Now With 24 Karat Gold Plated Accents

AMBASSADOR PEN

An affordable classic pen styled with an ergonomic rubber grip. Featured in blue with 24 karat gold plated accents. Packaged in an individual gift box, this makes an ideal present for speakers, judges or yourself!

DSNAP \$4.00



THE BRITE LINER

Long lasting, neon yellow hi-liter.

DSBL \$1.25



CALCULATOR

Basic four function calculator.

DSFLPC \$4.00

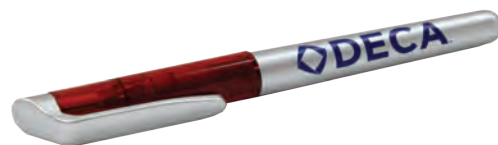


CLICK PENS

Affordable retractable ball point pen with black ink in a medium point. Sold by the dozen or gross.

DSCPD \$5.00 for 12 (1 dozen)

DSCPG \$55.00 for 144 (1 gross)



THE GRADER

Amazing free ink system roller ball pen with guaranteed smooth writing and clean crisp ink laydown. Generous red ink supply ensures long pen life.

DSRGP \$1.25



LUCKY TEST PENCIL | NEW!

#2 lead pencil with DECA Lucky Test Pencil design.

DSLTP-12 \$3.00 for 12 (1 dozen)

DSLTP-144 \$33.00 for 144 (1 gross)



PENCILS

#2 lead, round blue pencils. Sold by the dozen or gross.

DSBP \$3.00 for 12 (1 dozen)

DSBP-1 \$33.00 for 144 (1 gross)



PHOTO DOME PEN | NEW!

This handsome twist retractable black pen with silver accents, comes with a 3/8" photo dome that showcases the DECA diamond. DECA logo engraved in silver.

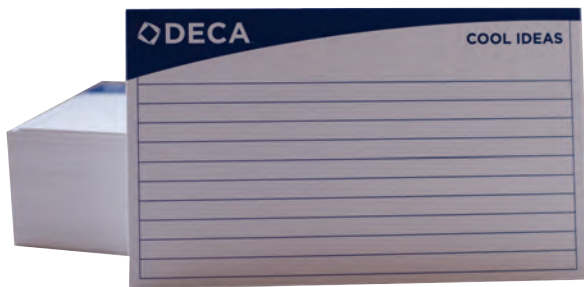
DSNGP-1 \$12.00



THE WIDE BODY PEN

Smooth writing is just a click away with the DECA Wide Body Pen.

DSWB \$1.25



COOL IDEA CARDS

What a great idea!! Ever wonder where you could jot down those great, cool ideas? Here is the perfect product. Each pack of "cool ideas" index cards contains 100 lined index cards. These cards are especially useful during brainstorming sessions in class or during a DECA meeting.

DSCIC \$10.00



DIAMOND SHAPED USB DRIVE | NEW!

Custom molded 2GB USB drive adds dimension to the DECA logo.

DSLFD \$15.00



MESSAGE BOARD

Lightweight but durable, this message board wipes clean with a dry cloth. Packaged with a dry erase pen and an attachable board hanger.

DSNMB \$3.00

POCKET FOLDER

Blue linen folder with silver DECA logo on front and DECA's mission statement printed, in silver, on the inside pocket. Includes business card slots. Ideal for conferences, meeting notes and proposals.

DSPF \$3.00

Save on 50+ \$2.50 each



POST-IT NOTE CASE

Keep your post-it notes within reach with this post-it note case. Constructed of faux leather, this case holds post-it notes and flags. Calendar insert can easily be replaced with your favorite DECA photo. Makes a great gift!

DSPCS \$12.00



THE CUBE

3M brand post-it note cube. 2 1/2" square.

DSPNC \$12.00



FLASH DRIVE

1 GB flash drive with DECA logo laser-engraved. Gift box included.

DSFD \$15.00



MAGNETIC CLIP, 3 PACK

These clips are great for holding papers that need to be graded. With a magnetic back, these clips can be stored on the side of file cabinets or blackboards. Clips are sold as a set of three.

DSMC-3 \$12.00 Set of 3



THREE RING BINDER

Available in 1".

DSB-1 \$6.00 1" spine

WRITTEN EVENT FOLIO

Soft vinyl, 3-ring folio required for all ICDC written events. The older style written event folios will be accepted at the ICDC.

DSWEF \$2.50





INTERNATIONAL DECA CINCH PACK

This cinch pack is great for showcasing DECA's trading pins at ICDC and other conferences.

CICP-1 \$8.00 NEW PRICE \$5.00



TURQUOISE TOTE | NEW COLOR!

You've seen this tote before in pink - now available in an all new color, turquoise.

DSTTOTE \$15.00



COURIER BAG

This portfolio bag features a front zippered accessory pocket and webbed handles. Shoulder strap included.

DSCB \$10.00



LAPTOP BAG

Black and gray messenger style laptop bag with large main compartment with laptop sleeve. Includes front zip pockets, media pocket, beverage pocket, organization under flap and removable shoulder strap.

DSLTB \$40.00



SLEEVES | UPCYCLED!

Limited Resources = Limited Consumption = Limited Edition Designs. The maker of these sleeves stops excess from being scrapped and uses it to create 100% of their products. Made from unused wet suit materials, these sleeves are available for just a limited time only. Choose 10" for iPad or 13" for 13" laptops.

iPad Sleeve DSHIS-10 \$30.00

13" Sleeve DSHIS-13 \$30.00



UNDER ARMOUR® DAUNTLESS SACK PACK

Available for a limited time, while supplies last.

DSDSP \$28.99

BELLA MUG | NEW!

Gold coffee mug with unique coffee house styling.

DSGCM \$10.00



TUMBLER

This 30-ounce tumbler comes in two frosted fashion colors.

Pink DSCUP-PNK \$2.50

Blue DSCUP-B \$2.50



CAMELBAK® WATER BOTTLE

Camelbak® brand water bottle.

24-ounce capacity.

BPA free. No spill.

Berry DSCAMEL-P \$20.00

Royal DSCAMEL-R \$20.00



VIVID CUP | NEW!

As seen at ICDC. Blue and gold tumbler.

CIVCR \$13.00

STADIUM CUP

16-ounce stadium cup.

White with blue DECA logo.

DSWCP \$.75

Save on 50+ .70



WATER BOTTLE

BPA free 28-ounce blue water bottle with push pull lid.

CIWB \$4.00



SLURPY CUP

This cup is designed to hold hot and cold liquids and is BPA-free. 16-ounce capacity.

CISC \$9.00

TRAVEL MUG | NEW!

DECA travel mug in navy with silver print.

Two-sided print with DECA logo and mission statement.

DSNSTM \$15.00



NEIL MUG

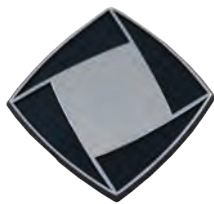
Make a bold statement with this 15-ounce glossy ceramic mug. Cobalt blue mug with bright gold and white wraparound graphic.

DSNCM \$8.00

AUTO EMBLEM | NEW!

Attach this to your vehicle or any place that you want to show your DECA pride.

DSAE \$6.00



CAMPUS KEY TAG

DECA letters in college font stacked, alternating blue and gold.

DSCKT \$7.00



CAR DECAL

Static cling decal with white DECA logo looks great on a car or classroom window.

DSKD \$3.00



CAR MAGNET

Royal blue, oval car magnet with white DECA letters. Measures 5.75"

DSCARMAG \$3.00

DIAMOND DANGLE KEY TAG

DECA diamonds dangle from this DECA key tag.

DSDKT \$10.00



KEY CHAIN

Rectangular key chain is made of brushed and shiny silver. Laser-engraved DECA logo creates a clean, sophisticated look. Gift boxed.

DSBSKC \$7.00



LANYARDS

A. Lime DSNL-L \$9.00

B. Pink DSNL-P \$9.00

C. Yellow DSNL-Y \$9.00

D. Blue DSWVNLAN \$6.00

E. Pink DSWVNLAN - P \$6.00

F. Striped CIBL \$6.00

SATIN WRIST LANYARD | NEW!

Keep your classroom keys close by with this handy satin wrist lanyard. As seen at ICDC.

DSSKS \$8.00



LICENSE PLATE FRAME

Blue plastic license plate frame highlights the new DECA logo.

DSLPF \$2.00



DECA DIAMOND PATCH

1" iron on DECA diamond patch. Blue and white.
DSPTCH \$2.00



EYE BLACK NEW!

DECA eye black with the DECA diamond and DECA.
Sold as 2 sets per pack.
DSEB \$3.00



MEGAPHONE | NEW!

As seen at ICDC. Royal blue megaphone with white DECA logo.
CIRM \$3.00



PROMOTIONAL BUTTONS

1 1/4" round buttons with safety clutch pin are a great way to promote your DECA chapter.
DSBTN \$6.00 10 buttons
DSBTN-50 \$25.00 50 buttons



FOAM FINGER | NEW!

FINGERTIP SIZE. Choose from blue or gold.
Blue DSFF-B \$2.00
Gold DSFF-G \$2.00



MAGNETS

A. Arched DECA DSADM \$5.00
B. Diamond DSDDM \$5.00

C. I Heart DECA DSHM \$5.00
D. Keep Calm CIKCM \$5.00
E. Pennant DSPSM \$5.00



STICKERS

Each sticker measures 2".
DSSTK-50 \$8.00 50 stickers DSSTK-100 \$15.00 100 stickers



TECHNOSKINZ

Add DECA flair to your laptop, MP3 player or cell phone with these great TechnoSkinz.
DSTSKNZ \$6.00

GARMENT SLEEVE NEW COLOR!

Protect your DECA blazer and other professional dress outfits with this black garment sleeve. Silkscreened DECA logo in metallic silver. Hanger not included.

DSGS \$5.00



ID BADGE HOLDERS

Clear plastic sleeve for paper badges, sealed on three sides. Bulldog clip.

DSHOLDER-BG

\$14.00 for 50

\$25.00 for 100



ID BADGES

Laser-fed paper badges. Black or blue logo. Badges come 6 per sheet.

Black DSIDB-BLK

\$6.00 for 9 sheets

\$10.00 for 17 sheets

Blue DSIDB-BLU

\$6.00 for 9 sheets

\$10.00 for 17 sheets



ID BAG | WHILE SUPPLIES LAST

Nylon neck bag measures 5" x 4". Royal blue with screened logo. Cord toggle, two zippered pockets and one clear outer pocket for ID. Great for travel.

DSIDHLDR \$5.00 SALE \$2.00



LUGGAGE TAG

Rigid luggage tag withstands tough travel treatment. Clear compartment on reverse side holds ID card or standard business card.

DSLTL \$1.00



NAME BADGE LANYARD

Royal blue lanyard with metal bulldog clip to keep your ID or name badge in clear sight. Badge not included.

DSNBL \$2.50

Call for quantity discounts of 50+

PIGGY BANK

It's never too late to start saving for ICDC and there's no better way to save than by using the DECA piggy bank. "Saving for ICDC" is printed on the side of the pig.

DSPIG \$5.00



UMBRELLA

Available in red, royal, navy or black—while supplies last. This umbrella is compact and has a reflective coating on each of the tips for better visibility at night. Specify color when ordering.

DSUMB \$12.00



BUSINESS CARD CASE

This affordable case holds business cards. Made of synthetic leather.
DSCC \$5.00



GIFT BAG

Present your gifts in style. Navy blue bag with DECA logo. Tissue paper is not included.
DSBAG \$4.00



GRADUATION STOLES

Blue stole features white embroidered design and the white stole features blue embroidered logo. Back by popular demand is the gold stole with the blue logo.

Blue DSTLE-B \$12.00
Gold DSTLE-G \$12.00
White DSTLE-W \$12.00



GRADUATION TASSEL

Available in blue and white and adorned with a hanging DECA emblem.
DSTSSL-1 \$6.00

HONOR CORD

Recognize your outstanding DECA members with blue and white honor cords.
DSHC \$12.00



LEATHER WRITING PAD | NEW!

Leather portfolio with DECA logo debossed on front.
DSNWP \$35.00



LETTERMAN PATCH

The newly designed letterman patch is 4 1/2" square and showcases the new DECA logo.
DSLMP \$9.00

CUSTOM LETTERMAN PATCH

Sold exclusively through DECA Images.
Minimum 25 pieces. Call for pricing.



NOTE CARDS

Crisp white notecards feature the new DECA logo in blue foil. Each set contains 25 cards and envelopes. 4 1/2" x 6".
DSNCS \$15.00





AUTOGRAPH FRAME | WHILE SUPPLIES LAST!

Displays 3 ½ x 5 ½ photo. Shadow box styling allows you to display mementos from conferences or the DECA year. Comes with DECA logo'd marker for autographing the area around the picture. Available while supplies last.

DSAFR \$20.00



FRAIMZ | NEW!

Fraimz are peel and stick adhesive reusable photo frames. These are great for laptops, lockers – or anyplace you'd like to display a photo.

DSFRMZ \$2.00



FRAME | WHILE SUPPLIES LAST!

This black padded faux leather frame is accented with white top stitching and white faux leather mat. This 4" x 6" frame stands horizontally with DECA logo imprinted on the bottom. Frame measures 6 ½" x 8" and comes in its own box. Makes a great gift! Consider pairing this with the photo album.

DSFRM \$8.50



PHOTO ALBUM

Black faux leather photo album is accented with white stitching and coordinates with the frame. The 6" x 4" album holds 24 photos and has a 3" x 2" cameo cover. This comes individually boxed and makes a great gift!

DSPAL \$8.50



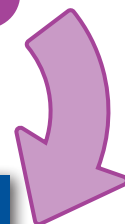
SCRAPBOOK

This expandable 13" x 13" scrapbook includes 25 12" x 12" sheet protectors and crisp white insert sheets; everything you need to showcase your DECA activities! Holds standard size scrapbook paper and sheet protectors.

DSNSC \$38.00



FEATURED PRODUCT



OUTDOOR FLAG | NEW!

Show your DECA pride with this 3 x 5 flag—use indoors or outdoors.

DSFLG \$20.00

CREATE YOUR OWN DESIGNS



FOR MORE INFORMATION
EMAIL US @ DECA_IMAGES@DECA.ORG

GIVE US A CALL
703-860-5006



BALLOONS | NEW!

Sold in packs of 50 or 100. Each pack contains a mix of blue balloons with silver DECA logo and silver balloons with blue DECA logo.

DSBLN 50 Balloons \$11.00

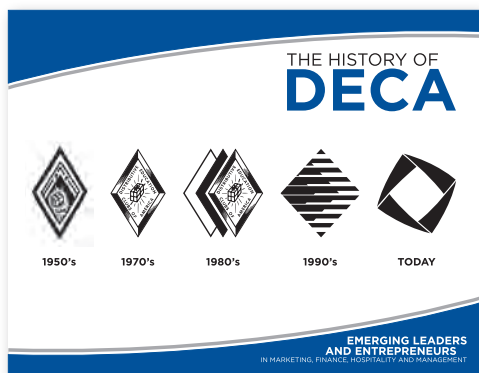
DSBLN-1 100 Balloons \$20.00



BULLETIN BOARD PAPER | NEW!

Blue paper with silver DECA diamonds repeating. Works great as gift wrap or bulletin board paper. 2' x 100' roll comes in corrugated box for storage and ease of use.

DSBBP \$40.00



HISTORY OF DECA POSTER

Decorate your classroom in style with the History of DECA Poster. This 17" x 22" poster shows the progression of the DECA diamond.

HPOST \$2.00

PENNANT

Blue and white pennants feature the DECA logo. Waterproof and durable, each 60 foot section can be cut to fit your needs.

DSPNT \$20.00



STREET SIGN | NEW!

Showcase your classroom, office or school-based enterprise with the all new DECA Way street sign.

DSDWSS \$15.00



PODIUM BANNER | NEW AND IMPROVED!

Blue fabric with white tassel fringe. DECA logo screenprinted in white. Now comes with dowel and hanging cord!

DSPOBA \$35.00



POSTER SET NEW!

Set of 5 DECA posters.

DSPST \$12.00



TABLE DRAPE

This versatile and attractive table drape can be used at induction ceremonies, meetings or any event to promote DECA within your school. The blue drape fits an 8' table and has the DECA logo silk screened in white. 100% polyester.

DSNTD \$85.00

TABLE RUNNER

Royal blue table runner showcases the new DECA logo in white. Measures 30" x 72".

DSTR \$65.00



SPRINT BANNERS® + SMART SIGNS®



BNR1 \$225.00



BNR2 \$225.00



BNR3 \$225.00

BANNER

Durable, water-resistant screened nylon banner, sized 3' x 6' can be personalized with your school or chapter name. These banners are shipped direct from the manufacturer. Allow 4-6 weeks for delivery. Rush delivery not guaranteed.

DSBNR \$150.00 First five characters are free!

Add \$5.00 for each additional character over five.

DECA SPRINT BANNER® | SHOWN ABOVE

Assembles in seconds without the use of tools. Just open the banner, put the unit on the floor, attach the graphic and adjust to the desired height. Banner is 36" wide x 84" tall. Can be displayed up to 8' high with the stand. **Special shipping and handling charges will apply. STND \$125.00**

Purchase the banner and the stand together for \$325.00

DECA SMARTSIGN® | SHOWN TO THE RIGHT

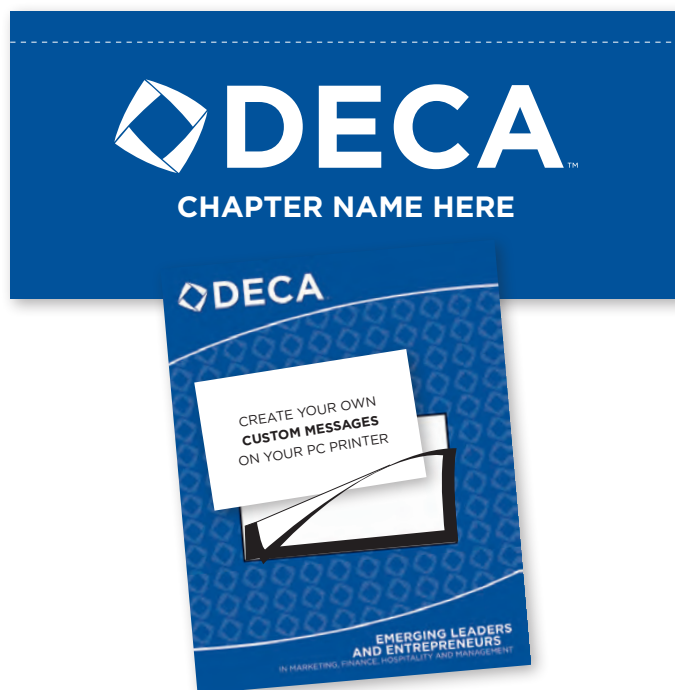
SMARTLENS™ technology allows you to create your own custom message on your PC printer. Sign dimensions are 22" x 28" and window is 8 ½" x 14". **Special shipping and handling charges will apply. SS1 \$125.00**

BANNER AND SMARTSIGN® CASES

Special shipping and handling charges will apply.

HSS20 \$275.00 (Holds 20 SMARTSIGNS)

HBNR1 \$125.00 (Holds 1 Sprint Banner and stand)



COMPETITIVE EVENT CERTIFICATES



Blank for District Level
CECEDB-1



Blank for State Level
CECESB-1



Conference Participant
DSCONFP-1

CERTIFICATES

Certificates are sold individually. Each certificate is \$.65 each. When purchasing 100 or more certificates, they are \$.60 each.

DECA SATIN RIBBON

20 yard spool of single-face satin fabric ribbon. Use for gift wrapping or with certificates.

DSRBN \$12.00

SALE \$8.00



RECOGNITION CERTIFICATES | STATE



Certificate of
Appreciation for
Competitive Event
Judging DSCAST-1



Outstanding Service
Award DSOSCR-S-1

CERTIFICATE HOLDER

Heavyweight linen paper folder in blue with DECA logo printed in white. It is slotted to hold an 8 1/2" x 11" certificate.

DSCH \$2.50 | Save on 24+ \$2.00 each

FOIL SEAL

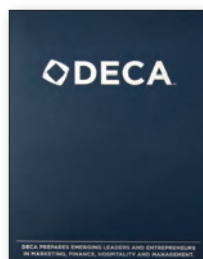
2 1/2" round gold foil embossed logo stickers with saw tooth edge. Now available in gold or silver. Available in sets of 10 or 50.

GOLD DSGFS-1 \$2.50 Set of 10

GOLD DSGFS-5 \$10.00 Set of 50

SILVER DSSFS-1 \$2.50 Set of 10

SILVER DSSFS-5 \$10.00 Set of 50



RECOGNITION CERTIFICATES CHAPTER AND DISTRICT



Active Member
Certificate DSAMCP-1



General Recognition
Award DSGRHS-1



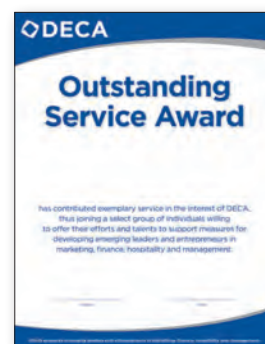
Alumni Award
of Merit DSAAM-1



Graduation Recognition
Award DSGRAR-1



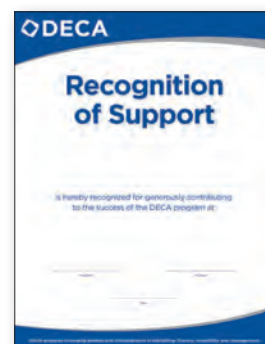
Certificate for
Appreciation for
Competitive Event
Judging DSCADR-1



Outstanding Service
Award DSOSCR-1



Employer Certificate of
Appreciation DSECAR-1



Recognition of Support
DSROS-1

CHAPTER MANAGEMENT

ADVISER ESSENTIALS: GOAL SETTING | NEW!

This book offers guidance for both novice and veteran advisers on how to set goals for themselves and their organizations and how to teach student leaders to do the same. This essential resource for anyone who is responsible for a student organization features: benefits of goal setting, setting group goals, calendar planning, teaching goal setting, guidelines for goal setting, linking projects to goals, goals for advisers, reproducible forms and so much more!

AEGS \$8.95

ADVISER ESSENTIALS: PROJECT PLANNING

This book offers guidance for both novice and veteran advisers on how to help student leaders work through some of the usual tasks that are common to all projects. Topics include: generating ideas, backwards planning, project budgets, committee guidelines, tracking progress, keeping files and includes lots of reproducible forms!

AEPP \$8.95

ADVISER'S GUIDE TO STUDENT ACTIVITIES

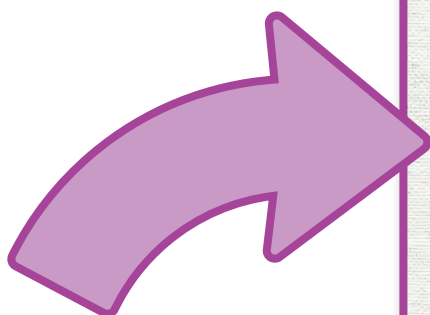
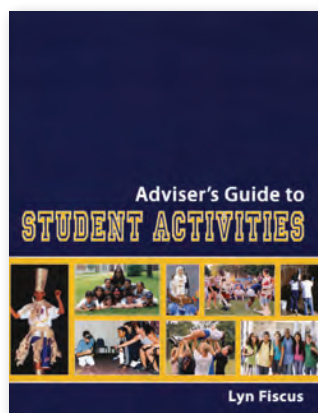
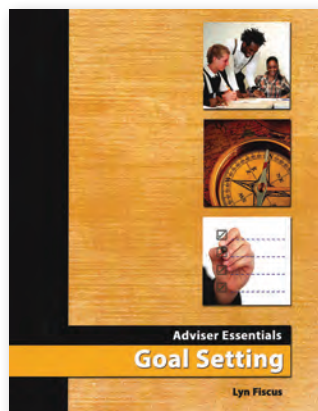
Educators who find themselves taking on the role of adviser to a student activity organization often have received no training on how to be an effective adviser. Rather than leaving new activity advisers to sink or swim on their own, the Adviser's Guide to Student Activities offers guidance on how to work with a student organization. Chapters on getting started, organizing the work, meeting management, financial management, evaluation and recognition provide strategies and tools to help make the advising role go smoothly. Making the use of the information and forms in the *Adviser's Guide to Student Activities* will enable you—and veteran—advisers to take on their roles with confidence and enthusiasm.

AGSA \$9.95

THE BUCKS START HERE

Hundreds of ideas for fundraising projects and sales are included in this book. This book also features: project planning guides, tips for selecting and working with vendors, ideas for making money, budgeting, pitfalls to avoid, resources and reproducible forms.

LFBSH \$14.95

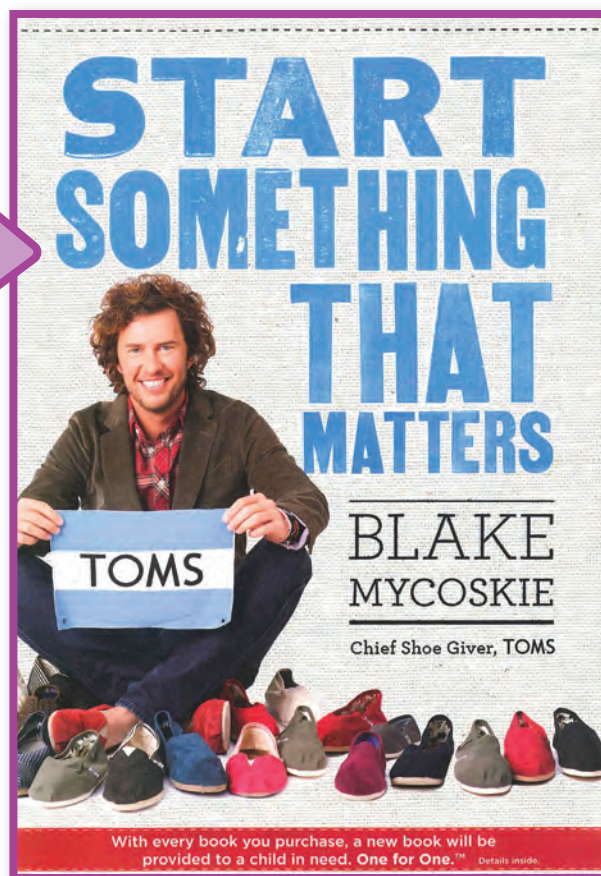


FEATURED PRODUCT

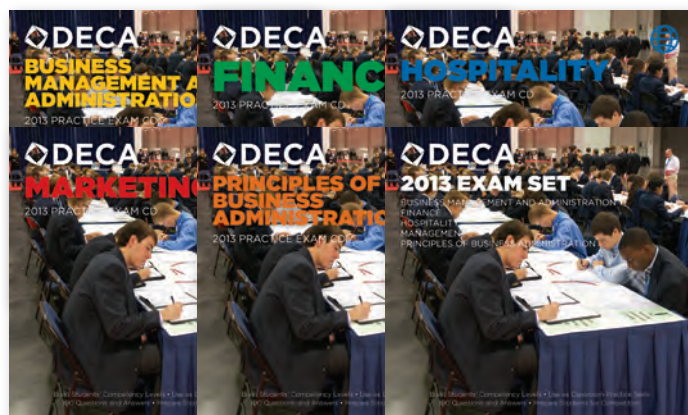
START SOMETHING THAT MATTERS | NEW!

Learn more about TOMS founder and chief shoe giver, Blake Mycoskie, as he tells the story of how and why TOMS was founded in his New York Times Bestseller, *Start Something That Matters*. Discover how One for One™ changed the game in how companies view their corporate social responsibilities and the empowerment of consumers to use their purchasing power for conscious and impactful choices.

DSTSB \$22.00



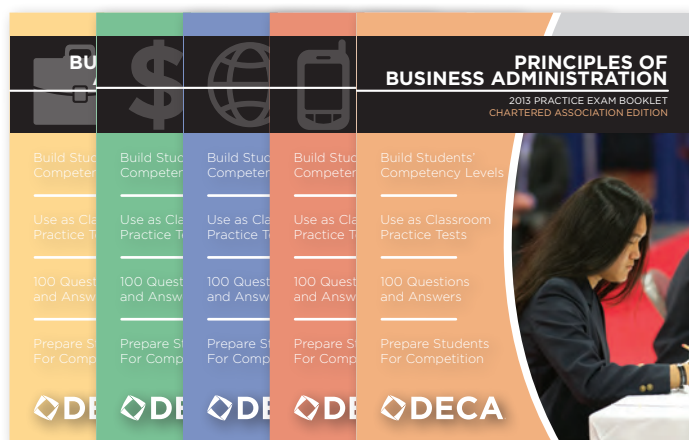
COMPETITION



DECA'S CAREER CLUSTER EXAMS

Build your students' confidence and competency levels by using DECA's international competition exams as classroom practice tests. Each exam contains 100 questions and answers. Available in two formats – hard copy booklet or CD-ROM. Note: The CD-ROM exams will no longer come with a test booklet. There is a feature that will allow you to print the exam as a PDF file. Interactive CD is Windows formatted.

	2011		2012		2013	
	BOOKLET	CD-ROM	BOOKLET	CD-ROM	BOOKLET	CD-ROM
BUSINESS MANAGEMENT AND ADMINISTRATION	HCEB11 \$5.00	CDEB11 \$15.00	HCEB12 \$8.00	CDEB12 \$20.00	HCEB13 \$10.00	CDEB13 \$25.00
FINANCE	HCEF11 \$5.00	CDEF11 \$15.00	HCEF12 \$8.00	CDEF12 \$20.00	HCEF13 \$10.00	CDEF13 \$25.00
HOSPITALITY	HCEH11 \$5.00	CDEH11 \$15.00	HCEH12 \$8.00	CDEH12 \$20.00	HCEH13 \$10.00	CDEH13 \$25.00
MARKETING	HCEM11 \$5.00	CDEM11 \$15.00	HCEM12 \$8.00	CDEM12 \$20.00	HCEM13 \$10.00	CDEM13 \$25.00
PRINCIPLES OF BUSINESS ADMINISTRATION	HCEP11 \$5.00	CDEP11 \$15.00	HCEP12 \$8.00	CDEP12 \$20.00	HCEP13 \$10.00	CDEP13 \$25.00
SET OF ALL EXAMS	HCES11 \$25.00	CDES11 \$75.00	HCES12 \$40.00	CDES12 \$100.00	HCES13 \$45.00	CDES13 \$110.00



CAREER CLUSTER EXAMS | CHARTERED ASSOCIATION EDITION

Now available through DECA Images – DECA's Chartered Association Exams. Build your student's confidence and competency levels by using DECA's chartered association exams (the same exams offered at your state/provincial conferences) as classroom practice tests! Each exam contains 100 questions and answers. Available in two formats – hard copy booklet or CD-ROM (windows formatted).

	2012		2013	
	BOOKLET	CD-ROM	BOOKLET	CD-ROM
BUSINESS MANAGEMENT AND ADMINISTRATION	HCEB12-S \$8.00	CDEB12-S \$20.00	HCEB13-S \$10.00	CDEB13-S \$25.00
FINANCE	HCEF12-S \$8.00	CDEF12-S \$20.00	HCEF13-S \$10.00	CDEF13-S \$25.00
HOSPITALITY	HCEH12-S \$8.00	CDEH12-S \$20.00	HCEH13-S \$10.00	CDEH13-S \$25.00
MARKETING	HCEM12-S \$8.00	CDEM12-S \$20.00	HCEM13-S \$10.00	CDEM13-S \$25.00
PRINCIPLES OF BUSINESS ADMINISTRATION	HCEP12-S \$8.00	CDEP12-S \$20.00	HCEP13-S \$10.00	CDEP13-S \$25.00
SET OF ALL EXAMS	HCES12-S \$40.00	CDES12-S \$100.00	HCES13-S \$45.00	CDES13-S \$110.00



COMPETITION BELL RINGER ACTIVITIES BEST SELLER!

Prepare students for DECA competition with DECA Competition Bell Ringer Activities. Taken from the Business Administration Core, this will assist students in preparation for any competitive event. These daily exercises are a great way to start each class! Sold as a CD that is Windows formatted. Download software to your computer or run direct from the CD.

DSCBR \$29.95



BELL RINGER ACTIVITIES

These daily exercises are a great way to start each class and help prepare students for the competitive events arena. Daily exercises are developed from performance indicators for each career cluster. Sold as a CD that is Windows formatted. Download software to your computer or run direct from the CD.

Business Administration Career Cluster
Finance Career Cluster
Hospitality Career Cluster
Marketing Career Cluster

BRAB \$29.95
BRAF \$29.95
BRAH \$29.95
BRAM \$29.95

COMPETITION FLASH CARDS | BEST SELLER!

Prepare students for DECA Competition with DECA Competition Flash Cards. This custom designed flash card set contains 100 different performance indicators common to all of DECA's competitive events. These durable 3 x 5 cards are made of 28mm casino quality plastic card stock. For added practice, purchase the Vocabulary Flash Cards!

DSCFC \$29.95

VOCABULARY FLASH CARDS | BEST SELLER!

Prepare for DECA Competition with these Vocabulary Flash Cards. This custom designed flash card set contains 100 different vocabulary terms common to all of DECA's competitive events. These durable 3 x 5 cards are made of 28mm casino quality plastic card stock. For added practice, purchase the Competition Flash Cards!

DSVFC \$29.95



VIRTUAL BUSINESS CHALLENGE

VIRTUAL BUSINESS - RETAILING OR SPORTS AND ENTERTAINMENT SOFTWARE

This incredible classroom software will prepare your students for success in the DECA Virtual Business Challenge. This package contains software on CD-ROM, an introductory training video, an Instructor's Manual with lesson plans and answer key, an interactive tutorial, a User's Manual, and a full color poster for your classroom.

	RETAIL	SPORTS
5 - USER	KMI-VBR30-5-D \$445.00	KMI-VBS20-5 \$495.00
LAB LICENSE (25 COMPUTERS)	KMI-VBR30-L \$895.00	KMI-VBS20-L \$995.00
SITE LICENSE	KMI-VBR30-U \$1,395.00	KMI-VBS20-U \$1,495.00
ASSESSMENT CD	KMI-VBR30-ACD \$99.00	KMI-VBS10-ACD \$99.00



PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS

EVERYTHING YOU WANTED TO KNOW ABOUT THE PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS, AN INSTRUCTOR'S GUIDE

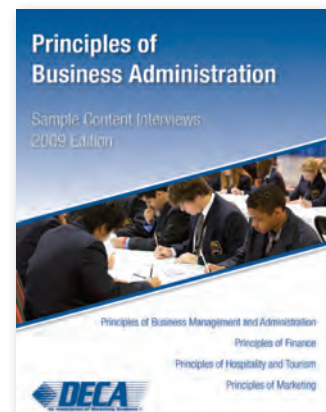
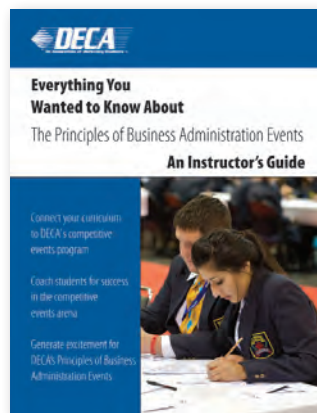
The purpose of this booklet is to provide teachers with information about the Principles of Business Events. Detailed information to help teachers and students be competitive in these events is included in this easy to read, spiral-bound guide. Topics include: preparing for the exam, how to approach the content interview as well as lots of tips to make your students more competitive in these events.

PBAIG \$24.95

2009 SAMPLE BOOK | SALE!

This handbook contains four sample events – one for each of the Principles of Business Administration Events. These are designed to assist DECA members and their local chapter advisors in preparing for the Principles of Business Administration Events. These handbooks will be useful in preparing students for local, state and international competition by familiarizing them with the format, structure and evaluation tools used in competition. Available while supplies last.

PBA2009 \$6.00 SALE \$3.00



SAMPLE CONTENT INTERVIEWS

These handbooks contain three sample events each. These are designed to assist DECA members and their local chapter advisors in preparing for the Principles of Business Administration Events. These handbooks will be useful in preparing students for local, state and international competition by familiarizing them with the format, structure and evaluation tools used in competition. The 2011 and 2012 editions are available while supplies last.

	2011	2012	2013
PRINCIPLES OF BUSINESS MANAGEMENT AND ADMINISTRATION	PBAB11 \$6.00	PBAB12 \$8.00	PBAB13 \$10.00
PRINCIPLES OF FINANCE	PBAF11 \$6.00	PBAF12 \$8.00	PBAF13 \$10.00
PRINCIPLES OF HOSPITALITY	PBAH11 \$6.00	PBAH12 \$8.00	PBAH13 \$10.00
PRINCIPLES OF MARKETING	PBAM11 \$6.00	PBAM12 \$8.00	PBAM13 \$10.00
SET OF ALL CONTENT INTERVIEWS	PBAS11 \$24.00	PBAS12 \$32.00	PBAS13 \$35.00

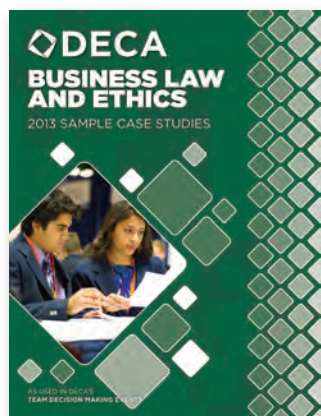
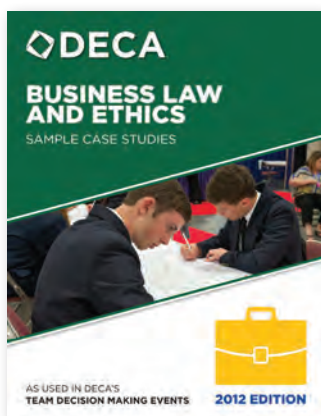
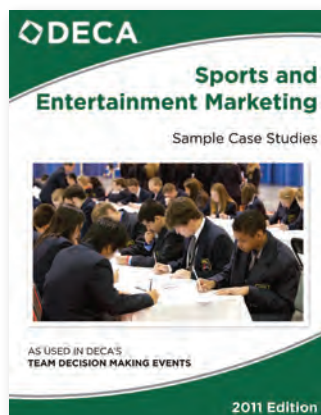
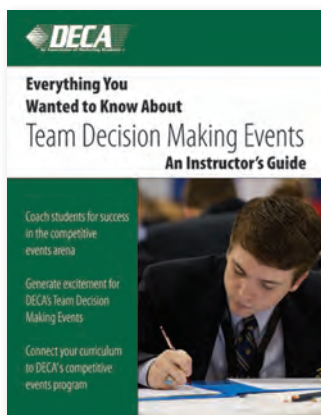


ADDITIONAL CAREER CLUSTER RESOURCES



WWW.DECA.ORG/SHOP

TEAM DECISION MAKING EVENTS



EVERYTHING YOU WANTED TO KNOW ABOUT TEAM DECISION MAKING EVENTS, AN INSTRUCTOR'S GUIDE

The purpose of this booklet is to provide teachers with information about the Team Decision Making Events. Detailed information helps teachers and students be competitive in these events. The spiral-bound guide is easy to follow. Some topics include: preparing for the exam, how to approach the case study as well as tips to make your students more competitive in these events.

TDMIG \$24.95

SAMPLE CASE STUDIES

These handbooks contain case studies designed to test competencies and measure performance indicators for each of DECA's Team Decision Making Events. These handbooks will be useful in preparing students for local, state and international competition by familiarizing them with the format, structure and evaluation tools used in competition. The 2011 and 2012 edition books are available while supplies last.

	2011	2012	2013
BUSINESS LAW AND ETHICS	N/A	TDM121 \$8.00	TDM131 \$10.00
BUYING AND MERCHANDISING	TDM112 \$6.00	TDM122 \$8.00	TDM132 \$10.00
FINANCIAL SERVICES	TDM113 \$6.00	TDM123 \$8.00	TDM133 \$10.00
HOSPITALITY SERVICES	TDM114 \$6.00	TDM124 \$8.00	TDM134 \$10.00
MARKETING COMMUNICATIONS	N/A	TDM127 \$8.00	TDM137 \$10.00
SPORTS AND ENTERTAINMENT MARKETING	N/A	TDM125 \$8.00	TDM135 \$10.00
TRAVEL AND TOURISM MARKETING	TDM116 \$6.00	TDM126 \$8.00	TDM136 \$10.00
SET OF ALL CASE STUDIES	N/A	TDM120 \$56.00	TDM130 \$60.00

THE COMPETITIVE EDGE FOR TEAMS

These easy to read booklets will help your students prepare for the team events. Purchase individually or as a set of 6 booklets per event - for a total of 42 booklets!

TEAM EVENTS

CET101	Business Law and Ethics	\$5.00
CET102	Buying and Merchandising	\$5.00
CET103	Financial Services	\$5.00
CET104	Hospitality Services	\$5.00
CET105	Marketing Communications	\$5.00
CET106	Sports and Entertainment Marketing	\$5.00
CET107	Travel and Tourism Marketing	\$5.00
CET100	Set of 6 Booklets Per Event, 42 Booklets	\$145.00

COMPETITIVE EXCELLENCE

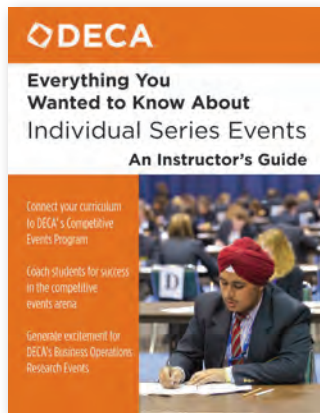
With over 140 minutes of video footage, plus accompanying classroom activities, students have the opportunity to learn how to succeed in competition and business. This system was developed through the input of winners, advisors and coaches and is facilitated by industry professionals. By engaging students in this interactive learning process, Competitive Excellence, helps all levels of competitors prepare themselves for high honors. Package contains 2 DVDs.

WACES \$219.95



FEATURED PRODUCT

INDIVIDUAL SERIES EVENTS



EVERYTHING YOU WANTED TO KNOW ABOUT INDIVIDUAL SERIES EVENTS, AN INSTRUCTOR'S GUIDE

The purpose of this booklet is to provide teachers with information about the Individual Series Events. Detailed information helps teachers and students be competitive in these events. The spiral-bound guide is easy to follow. Some topics include: preparing for the exam, how to approach the role play as well as tips to make your students more competitive in these events.

ISEIG \$24.95

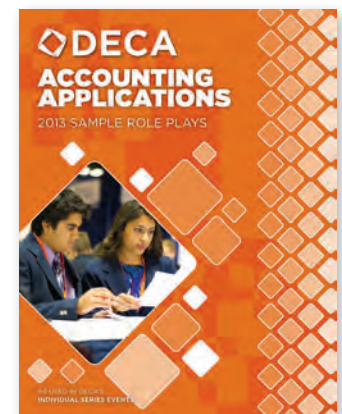
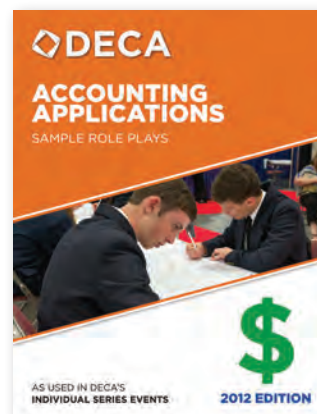


THE COMPETITIVE EDGE 2 | NEW TITLES!

These easy to read booklets will help your students prepare for the individual events. Purchase individually or as a set of 5 booklets per event – for a total of 65 booklets!

INDIVIDUAL SERIES EVENTS

CERP101	Accounting Applications	\$5.00
CERP102	Apparel and Accessories	\$5.00
CERP103	Automotive Services	\$5.00
CERP113	Business Finance	\$5.00
CERP104	Business Services	\$5.00
CERP105	Food Marketing	\$5.00
CERP106	Hotel and Lodging	\$5.00
CERP112	Human Resources	\$5.00
CERP107	Marketing Management	\$5.00
CERP108	Quick Serve Restaurant Management	\$5.00
CERP109	Restaurant and Food Service Marketing	\$5.00
CERP110	Retail Merchandising	\$5.00
CERP111	Sports and Entertainment Marketing	\$5.00
CERP100	Set of 5 Booklets Per Event, 65 Booklets	\$205.00

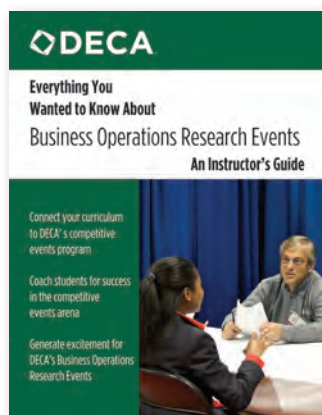
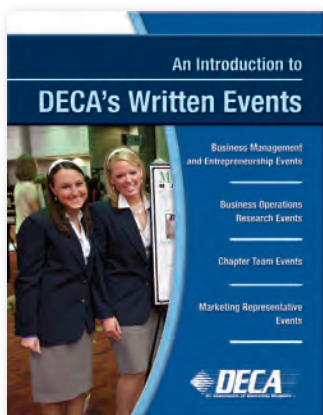


SAMPLE ROLE PLAYS

These handbooks contain role plays designed to test competencies and measure performance indicators for each of DECA's Individual Series Events. These handbooks will be useful in preparing students for local, state and international competition by familiarizing them with the format, structure and evaluation tools used in competition. The 2011 and 2012 edition books are available while supplies last.

	2011	2012	2013
ACCOUNTING APPLICATIONS	RPH1101 \$6.00	RPH1201 \$8.00	RPH1301 \$10.00
APPAREL AND ACCESSORIES MARKETING	RPH1102 \$6.00	RPH1202 \$8.00	RPH1302 \$10.00
AUTOMOTIVE SERVICES MARKETING	RPH1103 \$6.00	RPH1203 \$8.00	RPH1303 \$10.00
BUSINESS FINANCE	N/A	RPH1212 \$8.00	RPH1312 \$10.00
BUSINESS SERVICES MARKETING	RPH1104 \$6.00	RPH1204 \$8.00	RPH1304 \$10.00
FOOD MARKETING	RPH1105 \$6.00	RPH1205 \$8.00	RPH1305 \$10.00
HOTEL AND LODGING MANAGEMENT	N/A	RPH1206 \$8.00	RPH1306 \$10.00
HUMAN RESOURCES	N/A	RPH1213 \$8.00	RPH1313 \$10.00
MARKETING MANAGEMENT	N/A	RPH1207 \$8.00	RPH1307 \$10.00
QUICK SERVE RESTAURANT MANAGEMENT	RPH1108 \$6.00	RPH1208 \$8.00	RPH1308 \$10.00
RESTAURANT AND FOOD SERVICE MANAGEMENT	RPH1109 \$6.00	RPH1209 \$8.00	RPH1309 \$10.00
RETAIL MERCHANDISING	RPH1110 \$6.00	RPH1210 \$8.00	RPH1310 \$10.00
SPORTS AND ENTERTAINMENT MARKETING	N/A	RPH1211 \$8.00	RPH1311 \$10.00
SET OF ALL ROLE PLAYS	N/A	RPH1200 \$104.00	RPH1300 \$120.00

WRITTEN EVENTS



AN INTRODUCTION TO DECA'S WRITTEN EVENTS

The purpose of this booklet is to provide teachers with an introduction to DECA's written events. Topics include an introduction to the four categories of written events, answers to frequently asked questions, tips and coaching aids.

IDWE \$19.95

EVERYTHING YOU WANTED TO KNOW ABOUT BUSINESS OPERATIONS RESEARCH EVENTS, AN INSTRUCTOR'S GUIDE

The purpose of this booklet is to provide teachers with information about the Business Operations Research Events. Detailed information helps teachers and students become competitive in these events. This easy to follow, spiral-bound guide includes the following topics: creating a timeline, preparing the written event, preparing for the presentation and use of visual aids. Tips and coaching advice are also included.

BORIG \$24.95



WRITTEN EVENT WINNERS

Winning entries from the 2013 ICDC are reproduced as samples for use as guides when preparing your own written manuals. Guidelines change from year to year – consult the DECA Guide for up-to-date guidelines. Copies of previous winning manuals are also available while supplies last.

	2012	2013
ADVERTISING CAMPAIGN EVENT	WW1201 \$8.00	WW1301 \$10.00
BUSINESS SERVICES OPERATIONS RESEARCH EVENT	WW1202 \$8.00	WW1302 \$10.00
BUYING AND MERCHANDISING OPERATIONS RESEARCH EVENT	WW1203 \$8.00	WW1303 \$10.00
COMMUNITY SERVICE PROJECT	WW1204 \$8.00	WW1304 \$10.00
CREATIVE MARKETING RESEARCH PROJECT	WW1205 \$8.00	WW1305 \$10.00
ENTREPRENEURSHIP-GROWING YOUR BUSINESS	N/A	WW1321 \$10.00
ENTREPRENEURSHIP INNOVATION PLAN	N/A	WW1322 \$10.00
ENTREPRENEURSHIP PARTICIPATING EVENT	WW1206 \$8.00	N/A
ENTREPRENEURSHIP PARTICIPATING-FRANCHISE BUSINESS	N/A	WW1319 \$10.00
ENTREPRENEURSHIP PARTICIPATING-INDEPENDENT BUSINESS	N/A	WW1320 \$10.00
ENTREPRENEURSHIP PROMOTION PROJECT	WW1207 \$8.00	WW1307 \$10.00
ENTREPRENEURSHIP WRITTEN EVENT	WW1208 \$8.00	WW1308 \$10.00
FASHION MERCHANDISING PROMOTION PLAN EVENT	WW1209 \$8.00	WW1309 \$10.00
FINANCIAL LITERACY PROMOTION PROJECT	WW1210 \$8.00	WW1310 \$10.00
FINANCIAL OPERATIONS RESEARCH EVENT	WW1211 \$8.00	WW1311 \$10.00
HOSPITALITY AND TOURISM OPERATIONS RESEARCH EVENT	WW1212 \$8.00	WW1312 \$10.00
INTERNATIONAL BUSINESS PLAN EVENT	WW1213 \$8.00	WW1313 \$10.00
LEARN AND EARN PROJECT	WW1215 \$8.00	WW1315 \$10.00
PUBLIC RELATIONS PROJECT	WW1216 \$8.00	WW1316 \$10.00
SPORTS AND ENTERTAINMENT MARKETING OPERATIONS EVENT	WW1217 \$8.00	WW1317 \$10.00
SPORTS AND ENTERTAINMENT PROMOTION PLAN EVENT	WW1214 \$8.00	WW1314 \$10.00
STOCK MARKET GAME	WW1218 \$8.00	WW1318 \$10.00
SET OF ALL TITLES	WW1200 \$144.00	WW1300 \$200.00

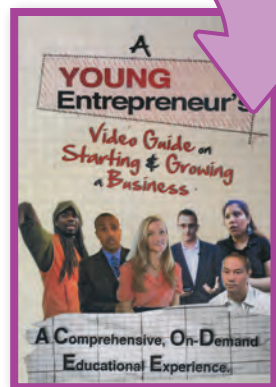


FEATURED PRODUCT

A YOUNG ENTREPRENEUR'S VIDEO GUIDE TO STARTING AND GROWING A BUSINESS NEW!

This interactive simple to use educational series features young entrepreneurs who will educate, engage, and enlighten your students. The teaching aid is simple to use, grabs and maintains attention and encourages retention. The end result is a more college and career ready individual with a greater ability to contribute to self, family and society. Comes with a 25 page guide that includes classroom activities.

DSEDVD \$149.00



EDUCATION FUN AND GAMES

WINNING THE TRAINING GAME

Winning the Training Game is a fresh, innovative approach to education. This unique, oversized (4 feet by 5 feet) board game creates the ultimate interaction to improve skills and build student confidence. Participants will answer questions, formulate approaches, uncover strengths and share best practices. This tool kit in a box is easily implemented and affordable. It can be played with 2-16 students. There are 130 question cards with insightful answers and 30 blank cards to customize for your class. It can be used again and again for valuable instruction. Goals can be set to guarantee and track results. Examples of a typical question – “What are the three most important parts of a resume?” Answers are provided for the game facilitator so that even an inexperienced teacher can be the expert.



GAME OBJECTIVES:

- Teach concepts through interactive learning
- Reinforce learning and assess comprehension
- Encourage team building and peer coaching
- Facilitate sharing of best practices

Business Communication

This game includes questions on verbal, non-verbal, listening, e-mailing, texting and speaking.

WTGBC \$995.00

Customer Service

This game emphasizes step by step methods to impact and improve customer service skills.

WTGCS \$995.00

Job Seeker

This game includes questions on the process, research, resume and interview process as well as how to overcome obstacles.

WTGJS \$995.00

Leadership/Ethics

This game includes questions on leadership basics, reaching goals, decision making, motivating people and ethics.

WTGLE \$995.00

Marketing

This game includes questions on the market, product, demographics, advertising, competition and budgeting.

WTGMKT \$995.00

Personal Finance

This game includes questions on general economics, earning, planning, managing and spending.

WTGPF \$995.00

SPECIAL PRICING!

\$995.00

Regular price \$2,500

Sales

This game includes questions on positioning, needs assessment, problem resolution, closing sales and building relationships

WTGSLS \$995.00

Wait Staff

This game includes questions on service, communication, side duties, sanitation and up selling.

WTGWS \$995.00





2013-2014 ORDER FORM

BILLING ADDRESS:

Name _____ Title _____
School/Chapter _____
Address _____
City/State/ZIP _____
Customer # _____

MAILING ADDRESS: ☐ if the same as billing

Name _____ Title _____
School/Chapter _____
Address _____
City/State/ZIP _____
Phone # _____

METHOD OF PAYMENT: (U.S. currency only)

☐ PURCHASE ORDER/DIRECT BILLING

☐ VISA/MASTERCARD

Card # _____ Exp. date: ____/____

CVV Code (from back of card) ____

☐ CHECK/MONEY ORDER ENCLOSED

(Make checks payable to DECA IMAGES in U.S. currency only.)

BILLING INFORMATION ON CREDIT CARD:

Name _____

Address _____

City/State/ZIP _____

Catalog Number	Size	Description & Color	Quantity	Unit Price	Total Price
		** Before ordering, please read all ordering instructions on the back of this form. **			

- 1) MAIL ORDER TO:
DECA IMAGES
1908 Association Dr.
Reston, VA 20191-1594
- 2) FAX ORDER TO:
(703) 860-4013
- 3) CALL ORDER TO:
Customer Service at
(703) 860-5006

Shipping & Handling Charges	
Total Merchandise Cost	Shipping Cost
Under \$25.00	\$8.00
\$25.01-\$50.00	\$9.00
\$50.01-\$75.00	\$10.00
\$75.01-\$100.00	\$12.00
\$100.01-\$200.00	\$16.00
\$200.01-\$300.00	\$21.00
\$300.01-\$400.00	\$30.00
\$400.01-\$500.00	\$40.00
Over \$500	10% of Order

SUBTOTAL: \$ _____

SHIPPING & HANDLING: \$ _____

TOTAL: \$ _____

Additional shipping charges will be added to
invoice total for rush delivery.

DATE NEEDED*:

*If we receive order with less than 10 business
days from date needed, rush charges will apply.
DO NOT MAIL RUSH ORDERS.

CLAIMS AND RETURNS: Please refer to the ordering terms and conditions before placing your order. If you have a problem or discrepancy with an order, contact our customer service department at (703) 860-5006. Please have your packing slip handy. All purchases are final on sale merchandise. All claims or shortages must be made within 72 hours of receipt of merchandise. Upon receipt of software, immediately test CDs to ensure computer compatibility. Packages shipped outside of the U.S. will incur additional charges and extended delivery times.



TERMS AND CONDITIONS

PLEASE REVIEW FOR BETTER SERVICE

DIRECT ALL ORDERS TO:

DECA Images
1908 Association Drive
Reston, VA 20191
Phone: (703) 860-5006
Fax: (703) 860-4013
Email: deca_images@deca.org

NOTE: Do not duplicate any of the procedures on this page or you risk receiving a second shipment. If this should happen you may return the duplicate order for full credit of merchandise; however, you will be responsible for all shipping charges.

PICK-UP HOURS

Orders may be phoned in for pickup at the DECA Center. Please allow a minimum of 1-hour notice.
Hours 9:00 a.m.–4:00 p.m. EST

PAYMENT TERMS

Net 30. Direct billing is available for customers who have established accounts held in good standing and for all submitted official signed school/state purchase orders. Invoices are mailed within 5 days of shipment of order and will be due within 30 days of date of invoice. Monthly statements will be mailed to all Net 30 customers. Late payments and unpaid balances will jeopardize future purchasing options.

VISA or MasterCard accepted.

Check/Money Order: Make checks payable to DECA Images in U.S. funds only. There will be a \$15 fee for all returned checks.

ONLINE ORDERING

Order online at www.deca.org/shop. A Visa or M/C is required for all online purchases; however, you can shop online and print your "Shopping Cart" list and then submit that as your order to DECA Images via fax or mail.

Orders submitted online will be processed during normal business hours:

Monday–Friday, 8:30 a.m.–4:30 p.m. EST.

All prices, products and policies are subject to change without notice based on manufacturer's availability.

RETURNS & EXCHANGES

30 day return/exchange policy with receipt. If the order was processed incorrectly, we'll gladly pick up the freight cost of returning the merchandise to make things right. If your merchandise needs have changed, simply return the merchandise and pay only the freight. No restocking fees will be charged. Include your billing name and address with your return.

DECA Blazers for return or exchange must have their original tags in place on the outside of the sleeve and be in new, unworn condition.

CLAIMS POLICY

Customers are responsible for inspecting all orders upon receipt. All claims and shortages must be reported within 72 hours of receipt. Please contact our customer service team at (703) 860-5006 or e-mail deca_images@deca.org if you discover a problem or discrepancy.

SHIPPING METHODS

Please allow 10 business days for delivery of all in-stock items. Packages shipped outside of the continental U.S. will incur additional charges and extended delivery times. DECA is not responsible for customs, duties and or taxes. Each chapter is responsible for making brokerage arrangements in their home country.

We cannot ship to P.O. boxes; please include a street address.

Our product prices are not inflated to cover shipping and handling fees. The S/H charges listed include labor and packaging materials as well as postage fees.

RUSH DELIVERY

Orders received by 1:00 p.m. EST can be shipped rush delivery for an additional charge. To place a RUSH order please contact our customer service. Shipping estimates can be given over the phone. Do not mail rush orders.

AWARDS & TROPHIES

Our selection of award plaques and trophies can be found in a separate catalog. Please contact us for an Awards Catalog.

ARMY ED SPACE

armyedspace.com



Army Ed Space is a public resource designed to motivate, educate, train and develop America's youth to become the leaders of tomorrow through a variety of opportunities in higher education, career fields, and military service.

To learn more about Army Ed Space and other Army Programs and Opportunities, visit armyedspace.com.



ARMY STRONG.®

VISTARSM *Campus Convenience*



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WE HAVE EVERYTHING YOU NEED FOR ANY SIZE DECA STORE!

Vistar is the largest national specialized distributor to the retail industry in the United States and currently serves over 42,000 locations. For over 40 years, we have been delivering quality national brands and regional products at competitive prices with the service you expect.

We want to be your business partner you can trust to reduce your costs, reduce your vendor count and free up time to run your business. Vistar keeps it simple with...

**ONE VENDOR
ONE INVOICE
ONE DELIVERY!**

WE OFFER:

- NATIONAL DISTRIBUTION
- FLEXIBLE SHIPPING OPTIONS
- LOW MINIMUM ORDERS
- NATIONAL BRANDS & REGIONAL FAVORITES
- PLAN-O-GRAM SERVICES
- DEDICATED RETAIL SALES EXECUTIVES AND CUSTOMER SERVICE TEAMS

SOME TOP NAME BRANDS WE CARRY:



For more information about Vistar and to schedule a visit from a Vistar Sales Representative, please call (800) 880-9900 or email your inquiry to vistarcustomer@pfmc.com

VISIT US ONLINE AT WWW.VISTAR.COM



Vistar is an official corporate partner and supplier of DECA