

# Texas deca facts – spring 2017



**ASSIGN  
BUSTER**

Mission Statement DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management. Executive Director of

National DECA Paul Wardinski ON TEXAS DECA FACTS – SPRING 2017

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Center Reston, Virginia Mailing Address for National DECA DECA

1908 Association Drive

Reston, Virginia 20191-1594 The four regions of National DECA North Atlantic

Region

Central Region

Southern Region

Western Region Official Magazine of National DECA "DECA Direct" 2016-2017

Executive Officers for the High School Division President, Donald LeCompte,

PA @DECA\_Donald

North Atlantic Region Vice President, Emily Fraser, Ontario @DECAvpEmily

Central Region Vice President, Brandon Allen, MI @DECAvpBrandon

Southern Region Vice President, Victoria Meng, TX @DECAvpVictoria

Western Region Vice President, Rohan Ghiya, AZ @DECAvpRohan

The official DECA emblem... is a diamond-shaped design. It embraces the organization's affinity for the diamond while displaying a bold, modern design.

The four points inside the diamond represents the first set of DECA's Guiding Principles. The four outer points represent the second set of DECA's guiding principles and the polished leaders DECA prepares. Four inner points of the

DECA Diamond represent the purpose of our comprehensive learning program: Integrates into Classroom Instruction

Connects to Business

Applies learning

Promotes CompetitionThe outer four points of the DECA Diamond address he

results of the comprehensive learning program. DECA

prepares the next generation to be: Community oriented

Academically prepared

Professionally responsible

Experienced leadersOfficial Color of DECABlue, black may be used when blue is unavailable. If on a blue field, the logo may

be white. National DECA Tagline" Own Your Future" Texas DECA Tagline"

Texas DECA Builds" International and State DECA MonthNovember 1-30,

2016DECA's Three Primary PurposesTo assist state/provincial associations in the growth and development of

DECA

To further develop education in marketing and distribution which will contribute to occupational competence

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

DECA's Core Values and AttributesCompetence

Innovation

Integrity

Teamwork  
DECA Establishment  
DECA was established nationally in 1946 with 17 charter states and the first National DECA conference was held in Memphis, TN, April 1947  
State Advisor for Texas Collegiate DECA  
Kathy Walton, Austin Community College  
Texas DECA is the \_\_\_ Largest Association of National DECA  
2nd There were \_\_\_ DECA chapters in Texas during the 2015-2016 school-year with a total membership of \_\_\_\_\_ members. 249  
13, 933

Geography  
DECA operates in all 50 states plus Puerto Rico, the District of Columbia,  
Guam, the Virgin Islands, Canada, Mexico, China, Spain, Korea and Germany.

Texas is located in the Southern Region of National DECA

Texas DECA is divided into 11 districts  
The Texas DECA Executive Council is made up of the State DECA Officers / The 2016-2017 State DECA Officers:  
Hayden Pfaff, President, Vista Ridge High School

Marjorie Sproul, VP of Visual Media, New Tech High @ Coppell

Tyler Barry, VP of Social Media, Birdville Center of Technology and Advanced Learning

Brittney Colbath, VP of Team Operations, Copperas Cove High School

Texas DECA Executive Director  
Josh Shankle

[email protected]  
District 1  
Leo Saenz, Edcouch-Elsa High School

District 2  
Diana Salazar, Judson High School  
District 3  
Mike Miller, George Ranch High School  
District 4  
Julieanne Ash, Klein Oak High School  
District 5  
Chairperson,

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Stewart Burns, Smithville High School District 6 Treasurer, Traci Buckner, Pittsburg High School District 7 Secretary, Lisa Greco, Birdville Center of Technology and Advanced Learning District 8 Chair-Elect, Donna Crow, Pampa High School District 9 Jennifer Urbanek, Lake View High School District 10 Araceli Garcia, Eastwood High School District 11 Kim Adams, North Garland High School Texas DECA Mailing Address Texas DECA

PO Box 164908

Fort Worth, Texas 76161 Membership Divisions of DECA High School Division Collegiate DECA

Alumni Division

Professional Division Membership Dues The dues for membership in Texas DECA are \$8.00.

The dues for membership in National DECA are \$8.00.

The Alumni Division of DECA permits persons to retain affiliation in a supportive capacity. Dues are \$16.00. Official DECA Merchandise DECA Images is the official supplier of DECA jewelry, blazers, clothing, and membership supplies. DECA Related Materials is the official supplier of published

DECA materials that support classroom instruction and chapter management. DECA Terminology DECA offers a well-rounded "competitive events program" -- not

"contests".

At the local level, DECA is referred to as a "chapter" -- not a "club".

Persons belonging to a DECA chapter are "members" -- not "DECA students".

National DECA is made up of state and territorial "associations" -- state

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associations are made up of local chapters.

CTSO is an acronym for Career and Technical Student Organization  
2016-2017 Conferences  
The Southern Region Conference (Ultimate Power Trip) is in Washington,

D. C., November 18-20, 2016.

The 2016-17 State Career Development Conference will be held February 23-25, 2017, in San Antonio, Texas.

The 2016-17 International Career Development Conference will be held April 26-29, 2017 in Anaheim, CA. Scholarships available to deserving DECA members in Texas include: Northwood University Scholarship Johnson & Wales University

J. C. Penney Scholarship Sears Scholarship

Otis Spunkmeyer Scholarship Best Buy Scholarship

Publix Super Market Scholarship Marriott Scholarship

Chick-Fil-A Scholarship Randalls/Tom Thumb

K-Mart Scholarship NAPA Scholarship

Harry A. Applegate Scholarship DECA, Texas Association Scholarship  
The five leadership academies available for members to attend at ICDC are: Aspire Elevate

Empower

Ignite

Thrive  
There are five online events offered to all members: DeVry Innovation and Entrepreneurship Challenge

Finish Line Challenge

FIDM Challenge

Virtual Business Challenges

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Stock Market Game There are five chapter campaigns available: Promotional

Campaign

Global Entrepreneurship Week Campaign

Community Service Campaign

Membership Campaign

Advocacy Campaign