



State Action Team Preparation & Candidate Handbook



Prepared for
Georgia DECA Members
Seeking an office with the Georgia DECA Association

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Goals of DECA:

- ◆ To prepare marketing education students to take their proper places in the business world.
- ◆ To develop leadership characteristics.
- ◆ To develop self-confidence and self-acceptance.
- ◆ To develop a greater understanding of our competitive, free enterprise system.
- ◆ To further develop occupational competencies needed for careers in marketing, management, and entrepreneurship.
- ◆ To develop high ethical standards in personal and business relationships.
- ◆ To develop effective international relationships.
- ◆ To develop a greater awareness of career opportunities in marketing, management, and entrepreneurship.
- ◆ To develop greater proficiency in communication.
- ◆ To develop greater appreciation of the responsibilities of citizenship.
- ◆ To develop a healthy competitive spirit.



Benefits of Being a State Officer:

- ◆ Ability to serve not only as a follower but as a leader
- ◆ Recognition on the local and state levels
- ◆ Public speaking skills gained
- ◆ Valuable leadership skills enhanced
- ◆ Networking
- ◆ Public relations skills
- ◆ Improve communication skills
- ◆ Learn to accept responsibility
- ◆ Time management skills
- ◆ Improve organizational skills
- ◆ Develop professionalism essential for a successful career



Advisor Quotes

Our former state officer, Victoria Reliford, stated that the leadership and networking skills she developed as a state officer would help her well beyond high school as she begins her own business.

Tim Bufford, Advisor
Cross Creek DECA

I thoroughly enjoyed having a DECA state officer. This is the second state officer I have advised, but most recently with my new chapter. Being a new chapter with outstanding members, it not only gave my student the opportunity to gain leadership and public speaking skills unlike any other experience, it greatly helped our local chapter to become successful on the state and national level. Devon has told me several times how much better prepared she was for college and anything she plans to pursue in the future. I encourage advisors, new or seasoned, to consider running a state officer. Having a great student leadership team is vital to the success and future of Georgia DECA and only we can make that happen!

Krystin Glover, Advisor
Whitewater DECA

The opportunity to work with a state officer is an excellent experience as an advisor. I have learned more about the overall DECA program which translates to a more meaningful experience for all of my students, not just the state officer.

From a student perspective, the experience of being a state officer is a life-sculpting time period which will impact their college and career success. The skills and abilities which I have seen state officers develop over their year as an action team member are traits which will enhance all of their future endeavors.

Rachael McClain
Lanier Charter Career Academy DECA

It is a lot of fun to watch your candidate as they design a campaign and develop their speech as they run for state office. Once they are elected, it is very rewarding to see them develop their leadership skills and lead Georgia DECA.

Debra Moore
South Forsyth DECA

The best part of advising a state officer is seeing the growth in that student from the time they are elected to the end of their year in office. You start with an outstanding student who shows potential and then when it is all said and done you have this amazing individual who is so self confident and so ready to take on new challenges that they would have never attempted previously!

Beth Pitts
North Hall DECA



SECTION I

Georgia DECA

State Officer Guidelines and Expectations

Responsibilities of the Georgia DECA State Action Team

General Responsibilities

It is vital that each State Officer understand their responsibility to the Georgia Association of DECA. Each member of an effective State Officer Team recognizes that contributions to the team goals will advance the entire state organization at a greater level than concentration on individual goals. Remember, there is no “I” in the word “Team!” Following is a list of State Action Team responsibilities to the Georgia Association of DECA:

1. Attend all required conferences. (No exceptions will be made for other school functions.)
 - State Officer Leadership Training (June and December)
 - Regional Career Development Conference
 - State Career Development Conference
 - International Career Development Conference
2. Complete a Program of Work according to guidelines stated in the **Program of Work** section of this handbook.
 - Adhere to all deadlines set by State Officer Advisor
 - Submit monthly documentation forms
 - Submit description and evidence of completed activities in state officer notebook
3. Keep in close contact with your State Officer Advisor throughout the year.
 - Consult your assigned State Officer Advisor if in doubt about an activity meeting minimum Program of Work requirements.
 - Contact your State Officer Advisors if you have *any* obstacles that create difficulty in fulfilling your role as a State Officer.
4. Attend the Regional Career Development Conference in the capacity as a State Action Team member and participate in a competitive event.
5. Wear an official DECA blazer and professional attire according to the Georgia DECA official dress code to all functions when representing Georgia DECA.
6. Consult and cooperate with your State Officer Advisor and Regional Competitive Events Host on all regional activities.
7. Submit information requested by the State Advisor and the State Officer Advisor, and respond to all correspondences (telephone calls, e-mails, faxes, regular mail) promptly.

8. Act in a professional manner at all times. Your actions are representative of all members of Georgia DECA. Reflect a positive image on behalf of our organization.
9. Comply with guidelines for supervised travel arrangements. Members of the State Action Team are **required** to have an adult advisor supervise all transportation.

Specific Duties of Each Office

President

The State President oversees all activities conducted by the State Action Team. The President works closely with the State Advisor, State Officer Advisor, and the State Action Team to ensure that all undertakings are successful. The President assumes the main leadership role at the Fall Leadership and State Career Development Conferences. The President acts as the primary public relations agent and makes as many public appearances as possible on behalf of Georgia DECA. The President uses leadership skills and vision to inspire all Georgia DECA members. The State President also conducts a state project based on the team's Program of Work chosen for the year.

Executive Vice President

The State Executive Vice President functions in the absence of the President and performs other duties as directed by the President. The Vice President presides at specified functions at the Fall Leadership and State Career Development Conferences. The Vice President is prepared to assume the duties and responsibilities of the President should the need arise. Specifically, the President and Vice President supervise the development and implementation of the State Action Team's Program of Work. The Executive Vice President also conducts a state project based on the team's Program of Work chosen for the year.

Executive Secretary

The State Executive Secretary maintains all written records for the State Action Team. The Executive Secretary works with the State Officer Advisor to establish agendas prior to all meetings and training sessions, maintains documented records of discussions and decisions at meetings and training sessions, and records written minutes of all State Action Team group efforts. The Executive Secretary uses organizational skills in order to maintain a clear written record of the Action Team's efforts on an annual basis.

Vice Presidents

The State Vice President functions in the absence of the President and performs other duties as directed by the President. The Vice President presides at specified functions at the Fall Leadership and State Career Development Conferences. The Vice President is prepared to assume the duties and responsibilities of the President should the need arise. Specifically, the President and Vice President supervise the development and implementation of the State Action Team's Program of Work.

Communications/Public Relations

The primary responsibility is the planning, organization, and implementation of statewide publicity in order to convey information from chapters, regions, and the business community.

Civic Consciousness

The primary responsibility is the planning, organization, and implementation of two statewide community service projects including publicity needed in order to convey information from chapters, regions, and the business community.

Business Partnerships

The primary responsibility is the planning, organization, and implementation of two statewide projects designed to stimulate stronger partnerships between Georgia DECA and business leaders across the state.

Chapter Development

The primary responsibility is the planning, organization, and implementation of two statewide projects in order to increase existing chapters' activities and membership levels as well as establish new chapters in schools without current DECA and/or marketing education programs.

Finance

The primary responsibility is the planning, organization, and implementation of two statewide projects designed to raise funds which the Georgia DECA State Action Team and the Georgia DECA Executive Director use to endow a special initiative for the state.

Competitive Events

The primary responsibility is the planning, organization, and implementation of two statewide projects which will lead to improve competitive skills in written, role play, and testing events for DECA members across the state.

Program of Work (POW)

Description and Purpose

The Georgia State Action Team is expected to implement many local, regional and/or state activities during their term of office. Georgia DECA requires each officer to plan and implement activities that support the Program of Work adopted by the State Action Team. **A slate of activities must be developed by each officer and approved by the State Officer Advisor prior to the close of the State Officer Training Conference in which the State Officer is elected.** All activities must be completed by the end of March of the following year. A report on the progress of each activity is to be sent to the State Officer Advisor by the end of each month. Each State Officer will submit a notebook by **State CDC** containing a summary and other supporting materials for each activity.

Guidelines

1. A brief monthly documentation of each planned activity is required. Officers should use the Monthly Documentation Form included in this section.
2. Each Monthly Documentation Form must be ***emailed*** by the **fifth** of each month. The first report will be submitted by **July 5th** and continues through **the end of May**.
3. The monthly documentation form should be proofed by your local Chapter Advisor before being sent to your State Officer Advisor.
4. Officers should keep a copy of their monthly documentation forms.
5. The State Officer Advisor should be contacted **prior** to the end of each month if the Office is experiencing problems with his/her activities.
6. Officers must submit a notebook containing a summary and supporting documentation of each event.
7. The State Officer Advisor will evaluate each Officer's Program of Work and determine individual eligibility for a POW seal of distinction award.

Goals for the Program of Work

When developing activities for the Program of Work, it is important to remember that each Officer is trying to perform activities that will benefit more than his/her chapter members. State Officers will still be involved in local chapter activities, but their POW activities should focus on reaching a wider audience – the entire state you represent.

The goals are based upon the points of the DECA Diamond and the promotion of Marketing Education and DECA. The State Action Team should base their Program of Work on all of these goals.

1. Promote Civic Consciousness
2. Promote Social Intelligence
3. Promote Leadership Development
4. Promote Marketing Education and DECA

Sample Activities

Following are examples of activities that would fulfill each of the four goals for the Program of Work. Officers are encouraged to be creative in the development of activities that will achieve the selected goals.

Goal #1: *Promote Civic Consciousness*

Sample Activities: Sponsor a state-wide toy drive for Christmas.

Identify an organization that Georgia DECA would endorse as its state-wide civic project and work with local chapters to participate and promote this activity.

Goal #2: *Promote Social Intelligence*

Sample Activities: Plan a DECA Night at a local venue for several chapters.

Host business etiquette workshops that can be delivered to DECA chapters or other organizations.

Goal #3: *Promote Leadership Development*

Sample Activities: Host a Chapter Presidents' Leadership Luncheon.

Plan a Leadership Development Seminar for Chapter Officers at the Fall Conference.

Create an "Outstanding Leadership Award" for presentation to DECA members from local chapters.

Goal #4: *Promote Marketing Education and DECA*

Sample Activities: Speak at a school board meeting, faculty meeting and/or business/industry meeting about the benefits of being involved in Marketing Education and DECA.

Appear on a local television or radio show during National DECA Week to discuss the purposes of DECA.

Publish an article that features "DECA Success Stories" and explains how an individual can become involved in DECA.

Speak to civic organizations, corporations, school organizations, etc. to educate them on how they can be involved with DECA.

Georgia DECA POW Goal-Planning Sheet (SAMPLE)

Category: Civic Consciousness

STEP 1: Goal Statement: Promote DECA's involvement with MDA as a community service project on a television or radio show by _____.

STEP 2: Why is this goal important? How will it be of benefit?

- [1] Community service is an appreciated behavior in society.
- [2] Teenagers should be recognized for involvement in their communities.
- [3] Promotion of community service heightens awareness of DECA's role in developing civic consciousness.

STEP 3: Identify the possible challenges in accomplishing this goal.

- [1] The television/radio interviews could be pre-empted and I would not be able to complete my activity.

STEP 4: Identify the additional knowledge or resources that you will require to get the job done.

- [1] Research the activities that have been done throughout the State DECA chapters for MDA.
- [2] Make contact with an MDA representative to learn about their organization and mission.

STEP 5: Identify the people whose help you will need.

- [1] Muscular Dystrophy Association - _____
- [2] Employee for a local television or radio station
- [3] State Officer Advisor
- [4] Chapter Advisor
- [5] Parents

STEP 6: Develop your plan.

<u>Priority</u>	<u>Activity</u>	<u>Target Date</u>	<u>Actual Date</u>
# <u>1</u>	Identify all individuals who need to be contacted		_____
# <u>2</u>	Request information on MDA/DECA		_____
# <u>3</u>	Review all information on MDA and DECA		_____
# <u>4</u>	Develop outline with talking points for show		_____
# <u>5</u>	Appear on TV show		_____
# <u>6</u>	Submit final POW		_____

STEP 7: Set a deadline.

On what date will you achieve this goal?

COMMENTS:

Georgia DECA POW Goal-Planning Sheet

Officer:

Category:

STEP 1: Goal Statement:

STEP 2: Why is this goal important? How will it be of benefit?

STEP 3: Identify the possible challenges in accomplishing this goal.

STEP 4: Identify the additional knowledge or resources that you will require to get the job done.

Georgia DECA POW Goal-Planning Sheet cont.

STEP 5: Identify the people whose help you will need.

STEP 6: Develop your plan.

<u>Priority</u>	<u>Activity</u>	<u>Target Date</u>	<u>Actual Date</u>
# _____	_____	_____	_____
# _____	_____	_____	_____
# _____	_____	_____	_____
# _____	_____	_____	_____
# _____	_____	_____	_____
# _____	_____	_____	_____

STEP 7: Set a deadline. On what date will you achieve this goal?

COMMENTS:

4. SUPPORT GIVEN TO YOUR TEAM/STATE PROJECTS

--

5. X-FACTOR (other things that you've been up to)

--

6. LESSONS LEARNED

--

7. NOTES (something you want to share with your state officer advisor) or OTHER ACCOMPLISHMENTS

--

8. QUOTE OF THE MONTH

--

State Action Team Leadership Training

Purpose

The purpose of the State Action Team Leadership Training Conference is to prepare the state officers to successfully assume their positions. Through participation in a variety of activities, the officers develop leadership skills and are made aware of their responsibilities and how to carry out these responsibilities.

Role of the Officers at this Conference

1. The State Action Team is given intensive leadership training. In order to develop capable state officers, the following topics are covered:

- Leadership Skill Development
- Team Building
- Communications
- Presentation Skill Development
- Personal Image Projection
- Effective Business Meetings
- Business Etiquette
- Marketing DECA
- Time Management

2. The purpose and implementation of the Program of Work is a major topic during the training conference: officers are assisted by the State Officer Advisors in developing activities for achieving the goals set for the year, reporting procedures and forms are reviewed, and an explanation of the acceptable criteria for submitting the POWs is discussed.
3. The State Action Team is given an overview of their role at the Fall Leadership Development Conference, the State CDC and the International CDC.
4. Factual information regarding DECA is also reviewed so that officers can provide answers to the most frequently asked questions about Marketing Education and DECA. The State Action Team acts as public relations agents for our organization.

Conference Costs

Georgia DECA covers the costs of the State Action Team's registration and lodging at officer training. Some meals will also be provided during the year at various activities but officers are expected to cover some of the costs. GA DECA will also pick up costs associated with the June and December overnight training in Covington and the Legislative Breakfast function. Newly elected officers also have their registration paid

for ICDC. The State Action Team's transportation is to be arranged by the Chapter Advisor with the State Officer Advisor. It is **not** permissible for officers to travel to conferences without the supervision of an advisor or parent/guardian.

Attendance

State Officers are required to attend the Training Conferences, the January Planning Meeting, Fall LDC, their Regional Conference, and the State CDC. Other activities are identified in the state officer guidelines packet when the state officer signed they would be in attendance.

Fall Leadership Development Conference

Purpose

The purpose of this conference is to provide DECA members with leadership training and to acquaint them with the many opportunities offered through DECA.

Role of the Officers at this Conference

1. State Officers will gain knowledge and leadership skills which will help them implement their planned activities.
2. State Officers will gain an understanding of the scope of DECA beyond the local level.
4. State Action Team members will serve as role models for Georgia delegates and promote enthusiasm for our state association.
5. State Action Team members will provide leadership for this conference and will carry out their state projects as part of this activity.

Attendance

Attendance at this conference is mandatory.

Regional Career Development Conference

Purpose

The competitors from each of Georgia's regions gather to compete for region-level recognition within their respective competitive event category.

Role of the Officers at this Conference

1. The State Action Team will assist Region Host with set-up and logistics during the regional events.
2. The State Action Team hosts the Awards Session.

Conference Costs

Georgia DECA does not cover the cost of the State Action Team's participation in regional events. Officers should confer with the State Officer Advisor to arrange transportation to and from the conference.

Attendance

State Officers are required to attend this conference. State Officers are also required to be a competitor in DECA's Competitive Events Program.

State Career Development Conference

Purpose

The regional competitive event winners from each of Georgia's regions gather to compete for statewide recognition within their respective competitive event category.

Role of the Officers at this Conference

1. The Officers practice Opening Session presentations.
2. The State Action Team conducts the Opening Session.
3. The State Action Team acts as hosts at the dance.
5. The State Action Team meets with the State Officer Advisors at the end of the evening to review the schedule for the next day.
6. The State Action Team prepares for the Grand Awards Session.
7. The State Action Team hosts the Awards Session.

Conference Costs

Georgia DECA covers the cost of the State Action Team's lodging, some meals, and registration. Officers should confer with the State Officer Advisor to arrange transportation to and from the conference.

Attendance

State Officers are required to attend this conference.

International Career Development Conference

Purpose

Competitive event winners from all 50 states, Canada, the Marianas Islands, Puerto Rico, the Virgin Islands, and Washington D.C. gather to compete for international recognition within their competitive event category. Election of National Officers also takes place at this conference. Workshops and seminars are presented by some of the world's foremost leaders in marketing and management.

Role of the Officers at this Conference

1. The State Action Team if needed will serve as Georgia's team for determining for whom we will cast our votes for National Office. They will be responsible for setting up appointments and interviewing all candidates running for Southern Region Vice President and National President.
2. The State Action Team is responsible for attending the Candidate Campaign Sessions and the Voting Delegate Sessions as designated by the State Officer Advisors.
3. The State Action Team is responsible for providing leadership at the State Association Meetings.
4. The State Action Team attends the State Officers' meal function and all sessions specifically designed for State Officers as directed by the State Officer Advisor.
5. As role models for the delegation, State Officers will dress professionally for all sessions. This includes wearing the DECA blazer.
6. State Action Team members will adhere to all conference rules and expectations in order to set the standard for all Georgia delegates.

Note: If a State Officer is a participant in a competitive event, the competitive event takes priority over the other assigned duties.

Conference Cost

State Officers submitting a Program of Work that meets the acceptable standards will receive state support. The term "state support" means that a portion of the student's expenses are paid by Georgia DECA. Registration fee for the national conference is covered for newly elected officers.

Attendance

Attendance at this conference is optional.

Appendix

Sample Press Release for State Officers

Georgia DECA, an association of Marketing Students, is proud to announce the election of (student's name) to the position of (student's office). (Student's name) was elected at the (name of conference) in (location) on (date).

(Student's name), a (junior or senior) at (student's school) will serve on DECA's State Action Team for the (200_ - 200_) school year. Conference planning and management responsibilities are one of the primary roles of a State Officer. (Student's name) will assist with the operation of the Georgia DECA Fall Leadership Development Conference held at (location) on (date), the Regional Career Development Conference held at (location) on (date) and the Georgia DECA State Career Development Conference held at the (location) on (date).

(Student's name) is enrolled in the Marketing Education Program. This program provides skills that allow students to prepare themselves for careers. (Student's name) is currently participating in an internship at (name of business) which is supervised by (Name of teacher-coordinator), the coordinator for the Marketing Education Program at (name of school).

DECA is the only international organization specifically designed to reinforce the occupational competencies of high school students who wish to pursue a career in marketing, merchandising or management. Over 180,000 students from the United States, Canada, Guam, Puerto Rico and the Virgin Islands are involved in this organization.

(Student's name) is the (son or daughter) of (parent's name). In addition to DECA, (he or she) is involved in (other activities in which you participate).



SECTION II

Georgia DECA

State Officer Candidate Election Procedure

High School Division
Georgia DECA
2010-2011

High School Division

Georgia DECA Officer Candidate Procedures

Chapter Advisor Responsibilities:

The local chapter DECA Advisor is the only person authorized to initiate state officer nominations for the high school division.

1. Each local DECA Chapter will be allowed to submit one (1) candidate for State President, Executive Vice President or Executive Secretary, one (1) candidate for State Vice-President Communications & Public Relations or State Vice-President Civic Consciousness, one (1) candidate for State Vice-President Business Partnerships or State Vice-President Chapter Development, one (1) candidate for State Vice-President Finance or State Vice-President Competitive Events and/or one (1) candidate for State Officer Assistant. A chapter may run only one (1) candidate in a category **and may run only two candidates for a main office and only one candidate for state officer assistant.**
2. Each state officer will be responsible for projects within their designated area.

President

The State President oversees all activities conducted by the State Action Team. The President works closely with the State Advisor, State Officer Advisor, and the State Action Team to ensure that all undertakings are successful. The President assumes the main leadership role at the Fall Leadership and State Career Development Conferences. The President acts as the primary public relations agent and makes as many public appearances as possible on behalf of Georgia DECA. The President uses leadership skills and vision to inspire all Georgia DECA members.

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Vice Presidents

Communications/Public Relations

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Competitive Events

The primary responsibility is the planning, organization, and implementation of two statewide projects which will lead to improve competitive skills in written, role play, and testing events for DECA members across the state.

State Officer Team Assistants

A group working hard to assist the student leadership team successfully complete their program of work. In addition, the support team will be learning to lead and run for a State Officer main position the next year. These students will be under the same obligations, requirements and expectations of regular state officers. Two team assistants will be elected to serve.

You will **ALL** be expected to be **LEADERS** in your area plus work as a team to accomplish the state's program of work.

3. The Chapter DECA Advisor may use any procedure he/she wishes to determine which candidate is eligible to run for office.
4. It is the Chapter DECA Advisor's responsibility to verify all forms and documents and sign the application form in the official space provided. The Chapter Advisor will send all required materials to the State DECA Advisor. All materials must be in the office by February 10, 2010. This is NOT a postmark date. The materials **MUST BE** in the office by Wednesday, February 10th.
5. **PLEASE run TOP NOTCH students who can perform, read, write and spell. ALSO, make sure you are WILLING to devote EXTRA time to this student and assist them in their duties.**

NOTE: All information must be contained in a DECA folio and will not be returned.

If any of the required data is not included with the application form, the candidate will be disqualified.

Officer Candidate Packet Guidelines:

Officer candidates must submit to his/her State DECA Advisor all required information along with the signed application form.

A. Each candidate will submit to his/her State DECA Advisor the following qualifications and materials:

1. State DECA Officer Candidate Application Form (page 34)
2. Purpose of Candidacy Form (page 35)
3. DECA Involvement
4. Copy of High School Transcript
5. Copy of Candidate's School Schedule for the entire 2009-2010 term
6. GPA Verification Form (page 38)
7. Chapter Advisor Verification Form (page 38)
8. Officer Agreement Contract (page 39)
9. Campaign Booth Fee (page 40)
10. State DECA Officer Code of Conduct (pages 41-45)
11. Statement of Assurances (page 46)
12. Contact Information (page 47)

Must be in order, ALL pages included, and in a DECA binder/folio!

Please make a copy for your record of commitment.

Any candidate whose material is not received by the deadline is disqualified.

Officer Candidate Eligibility:

1. May be a freshman, sophomore, or junior **currently enrolled** in the Marketing Education Program. He/she must be currently taking a marketing course during the 2009-2010 school year and agree to continue their study/program in marketing.
2. The candidate for state office must have participated in DECA for at least one school year.
3. The candidate **must have a 3.0** cumulative scholastic average or higher (based on a 4.0 system) beginning with the 9th grade and be on track for graduation. The elected officer **MUST maintain** this GPA average in order to remain in office.
4. GPA is cumulative beginning with the 9th grade.
5. Summer school is an extension of the spring semester or quarter.
6. Transcripts should be stamped Official Transcript and placed in a sealed envelope with counselor' initials before mailing.
7. Student must meet guidelines for the State No Pass/No Play requirements.
8. If the student does not meet preliminary guidelines, he/she will be notified by the State DECA Advisor following the deadline for submitting forms.
9. The candidate must take the State DECA Office Examination and obtain a score of at least 80%. The test will be given at the conference or arrangements **can be made prior** to the conference upon a DECA Chapter Advisor request. Any candidate who **passed** the Statesman Test at Fall Leadership Conference does not have to take the exam again.
9. The candidate will be interviewed by a screening committee consisting of current/former state officers, selected representatives from each region and/or adult representatives.
10. Each officer will be required to give opening remarks to the screening committee regarding their reasons for running for office (not to exceed two minutes).

Officer Candidate - Important Additional Information:

I. Examination questions will cover the following objectives:

A. Parliamentary Procedure

- | | |
|--------------------------|-----------------------------------|
| 1. Purpose | 4. Methods of voting |
| 2. Four kinds of motions | 5. Order of business |
| 3. Quorum | 6. Method for obtaining the floor |
| | 7. Correct way to state motion |

B. DECA Information

- | | |
|--|--|
| 1. Birthplace of DECA (place and date) | 16. GA DECA organized |
| 2. Colors of organization and meaning | 17. National DECA organized |
| 3. Levels of DECA | 18. Duties of an officer (President, Vice-President, Secretary, Reporter, Historian, and Parliamentarian and/or state positions) |
| 4. Four points of DECA diamond | 19. Southern Region Conference |
| 5. Meaning of emblem/identify emblem | 20. International Conference '10 & '11 |
| 6. National DECA headquarters | 21. National DECA Theme 2009-2010 |
| 7. Divisions of DECA | 22. Who can be a member? |
| 8. DECA Tagline | 23. Current State Action Team |
| 9. DECA Creed | 24. State website |
| 10. DECA Regions | 25. National DECA Contest Guide |
| 11. National Officers (High School Division) | 26. CTSO; state coordinator |
| 12. State Mktg Education Program Leader | 27. Region; 10 other states |
| 13. National Executive Director of DECA | |
| 14. National Publication | |
| 15. State Advisor & Board President | |

C. Basic Marketing Information

- | | |
|-------------------------------------|---------------------------------|
| 1. Meaning of Marketing | 4. 4 P's of Marketing |
| 2. Seven Functions of Marketing | 5. Courses Offered in Marketing |
| 3. 3 Parts of the Marketing Program | |

II. All candidates will be asked the same questions in the screening committee interview. About five questions will be asked of each officer candidate.

Screening Committee:

1. If a candidate is late to a Screening Committee interview, he/she will be disqualified unless the committee feels the individual has a reasonable excuse. Not acceptable: (a) overslept, (b) the restaurant was slow, (c) could not find room, or (d) forgot to check schedule. It is the advisor's responsibility working in conjunction with student candidate and their parents to get the student to the conference in time to be prompt for the screening committee.
2. Girls may carry purses, if they wish, to the Screening Committee interview. Otherwise no material is to be taken into the interview.
3. The Screening Committee may ask an officer candidate to run for a different office. If this occurs, it is up to the student and the advisor to decide which office he/she will run for.

4. Only candidates interviewed by the Screening Committee will be qualified for state office.
5. Combined scores on the exam and interview along with materials submitted for application for state office will be used to select qualified candidates.
6. Those candidates who qualify to run for state office must attend the election session. As ballots are taken, those who are qualified will come forward when their names are called so the voting delegates know who is still in the running.

Voting:

The Screening Committee will determine those individuals who are qualified for state officer candidacy. Only candidates declared eligible can seek nomination. The number of total votes allowed each local chapter will be announced prior to the conference. Voting will be done by designated voting delegates. Other official business may also be conducted during the election session. Candidates declared eligible will be announced at the beginning of the campaign session. It will not be necessary for candidates declared eligible to be nominated from the floor.

Election Procedures:

One easel per candidate may be displayed in the front of the election session. An officer candidate may display one **standard size poster board** on the easel illustrating his/her campaign theme or office they seek. No other campaign material (signs, demonstrations, flyers, balloons, etc.) will be allowed in the Election Session.

The State Officer Action Team will be elected by the official voting delegates present. Voting will be done by secret ballot.

1. Only candidates meeting all requirements for state office will be announced.
2. Four separate ballots will be presented. Candidates running for State President/Executive Vice-President/Executive Secretary will be voted on as a group. Candidates running for other Vice-Presidents will be voted on in three groups as listed. Candidates who do not receive 10% of the votes will be dropped from the ballot. The same is true for all four categories.
3. After each vote is taken, the candidates remaining will come forward to the stage as their names are called so that the voting delegates may see which candidates they wish to vote for on the next ballot.
4. The newly elected state officers will be announced at the Awards Ceremony of the State Career Development Conference.

ELIMINATION PROCEDURES

Officer candidates may be eliminated in the following areas:

1. Pre-screening process
2. Test
3. Nominating Committee

Campaign Booths and Campaigning:

Officer candidates will have the opportunity to have campaign booths at the State Career Development Conference. Officer candidates will be assessed a campaign booth fee of **\$50** to be submitted with application form.

1. No campaign material shall be attached to the walls or other property of the conference hotel.
2. Time will be provided for delegates to meet the candidates.
3. A business session is reserved for campaign speeches and election of officers. Voting delegates are to sit in a reserved section during the session. No campaign hand-out material is permitted during the session.
4. A list of candidates eligible for state office will be posted prior to this session. Each candidate nominated will be given time for a campaign speech on his/her behalf. Candidates for ALL offices will be limited to a TWO MINUTE speech. There will be no demonstrations allowed. Candidates declared eligible will be announced at the beginning of the campaign session. It will not be necessary for candidates declared eligible to be nominated from the floor.
5. All local chapters are expected to encourage and observe good taste in the promotion of their candidates so as not to disrupt any planned event of the conference. Because the public eye focuses on this event annually, it is absolutely necessary that delegates reflect the conduct expected and desired in putting our best foot forward. Candidates and their staff must exhibit good sportsmanship.
6. With respect for anti-litter concerns and cost to individuals and local chapters, campaign materials should be held to a minimum. Personal contact and the organization of a campaign develop leadership ability in a candidate to a greater degree than give-away gimmicks.

7. With respect for the noise level in the hotel, no music (boom boxes, guitars, stereo, etc.) may be utilized at the campaign booth.
8. Because of space restriction, no more than **TWO** campaign staff in addition to the state officer candidate are allowed per campaign booth. Campaigning is LIMITED to the campaign booth space ONLY! No campaigning in the lobby booth area or the hallway. PLEASE stay within two-three feet around your area.
9. It is the responsibility of each officer candidate to see that all campaign material is picked up and removed prior to the election session. No campaign material will be allowed in the election session.
10. **NO STATE OFFICER CAMPAIGNING WILL BE PERMITTED PRIOR TO THE STATE CAREER DEVELOPMENT CONFERENCE.
(No mailouts/flyers/speeches meetings/announcements)**
11. T-Shirts, buttons, signs or any other campaign material that identifies a candidate that is worn or displayed prior to campaign start time will cause disqualification of the candidate.
12. No candidate or students representing the candidate should be in the testing area unless they are testing.
13. Campaign set up will be posted and set up cannot begin before the posted time. NOTHING MAY BE TAKEN FROM THE ROOM OR WORN PRIOR TO THE START TIME POSTED FOR THE CAMPAIGN.
14. There will be NO campaigning after curfew. This includes officer candidate interviews.
15. A candidate may give out **only** closed wrapped food items (limited to only two kinds). **NO** unwrapped food or open containers of food may be used as campaign giveaways. Each candidate is responsible for cleaning up **ALL** litter once the campaigning is finished. This means walking through the conference hallways and the lobby area and picking up any campaign material that belongs to the candidate.
16. ALL CAMPAIGN MATERIAL MUST BE DISTRIBUTED IN THE CAMPAIGN BOOTH AREA ONLY!
17. Officer candidates **MUST** campaign in **OFFICIAL** GEORGIA DECA DRESS **AND** MUST ALSO GIVE SPEECH IN OFFICIAL DRESS **AND** ATTEND the Awards Session in **OFFICIAL** dress. Please refer to **DECA OFFICIAL DRESS** guidelines.
18. **CANDIDATES MAY BE DISQUALIFIED IF THE RULES ARE NOT FOLLOWED.**

OFFICER CANDIDATE APPLICATION FORM

Name _____

School _____

City _____ State _____ Zip _____

Office Sought: (Place a check mark by only one category. This indicates the candidate's first choice.) In addition, please circle position preferred.

- _____ President or Executive Vice President/Secretary
- _____ VP Communications/Public Relations or VP Civic Consciousness
- _____ VP Business Partnerships or VP Chapter Development
- _____ VP Finance or VP Competitive Events
- _____ State Officer Team Assistant (*9th or 10th graders only*)

Should you be asked to run for an office other than the one sought, would you be willing to do so? _____

Home Address: _____

Home Phone: _____

Cell Phone: _____

Email Address: _____

Polo Shirt Size _____

I recommend this student for the office designated above. I will support his/her travel supervision to ALL state planning meetings and to the designated conferences/officer meetings/exhibits, etc. I understand there will be several days involved that the student will be out-of-the classroom and the teacher/advisor will need to provide supervision of the officer. I also understand that there will be travel costs involved that will need to be supported by the system's travel. I also agree to assist with officer's state project and written information.

Advisor/Coordinator Signature _____

School Phone _____ Email Address _____

Home Phone _____ Cell Phone _____

The _____ System and _____ High School agrees to support the efforts of _____ if he/she is elected by providing travel and supervision of the officer to all required events/conferences/meetings.

Administrative Signature _____ Title _____

Purpose of Candidacy

Platform Goals and Objectives:

1.

2.

3.

4.

5.

6.

7.

DECA Involvement

1. How many years have you been a DECA member? _____

2. Have you served as an officer or in a leadership position of your DECA chapter?

Please specify school year and position:

3. Have you been involved in any DECA Community Service Projects? _____

Please give examples of projects:

4. Have you competed in DECA? If so, please identify the year, event and level of competition.

Region:

School Year	Event
-------------	-------

State

School Year	Event
-------------	-------

National

School Year	Event
-------------	-------

5. Have you attended a GA DECA Fall Leadership Conference?

If so, when?

6. Have you earned your DECA Statesman Award? Which year(s)?

7. Have you served as a former state officer? Please specify.

**Official Copy Of The Candidate's High School
Transcript Must Be Submitted With Application**

Chapter Advisor Verification Form

As the marketing coordinator of _____

High School, I certify that _____
(Officer Candidate's Name)

meets the requirements of the State's No Pass/No Play Guidelines and is currently enrolled in the Marketing Education Program for the school year 2009-2010 and meets all other qualifications for a Georgia DECA State Officer. If you have any concerns in running this student, please contact the DECA State office.

Advisor's Signature _____

Date _____

GPA Verification Form

As a counselor of _____ High School,

I certify that _____ has a _____ cumulative
scholastic average based on a 4.0 scale beginning with the 9th grade.

Counselor's Signature _____

Date _____

Officer Agreement Contract

The honor of being a state officer carries with it ***much responsibility***. It requires the individual state officer to become a member of an officer team that works together for the good of the Georgia DECA Association. It requires that the officer work with other officers, members, parents/guardians, chapter advisors, school administrators, community leaders and the state DECA staff. It requires the officer to represent the Georgia DECA Association at many functions, outside the regular school routine.

As a Georgia DECA state officer, you will be ***required*** to attend **along with** your local DECA Chapter advisor, the following activities. If you see that your schedule will not allow these activities, you must ***withdraw*** your candidacy as a state officer. Officer candidates and elected officers are **REQUIRED** to attend all activities from the beginning of the pre-conference activity/conference until the activity/conference adjourns. Once elected, an officer may be removed if he/she cannot fulfill their responsibilities and be in attendance at the following activities.

1. State Career Development – March 2010 – Atlanta – additional 30 minute meeting required after the Awards Session and ICDC meeting – please plan to stay
2. State Officer Planning Meeting – March or April, 2010 - Atlanta
3. International Career Development Conference - April 2010 – Atlanta, GA
4. State Officer’s Planning Workshop w/other CTSOs - Summer 2010 (June 11-13; Location – FFA/FCCLA Center in Covington)
5. State Officer’s Planning Workshop w/other CTSOs –December 2010
6. State Officer Leadership Institute, Florida/Rhode Island - Advisor attendance optional – Summer
7. GACTE Conference – July 2010
8. Fall Planning Conference – September 2010, Atlanta
9. Fall Leadership Development Conference - October 2010, Atlanta
10. Southern Region Conference - November 2010, optional
11. Mid-Year State Officer Training, December 2010; FFA/FCCLA Center in Covington
12. Hospitality Expo Exhibit – January 2011, Atlanta
13. State Planning Conference - January 2011, Atlanta
14. Region DECA Conference – January/February 2011, 10 Different Locations in Georgia (officer attends their Region Conference to assist)
15. Winter Teacher Conference – January 2011, Atlanta
16. GACTE Legislative Breakfast - February 2011, Atlanta, Georgia
17. President/Officer Designee attends Superintendent’s Award Program - March 2011, Atlanta
18. State Career Development Conference - March 2011, Atlanta, Georgia
19. Day at the Capital, tentative March 2011 – date subject to change
20. Monthly officer planning/rehearsal sessions - four to six additional meetings throughout the year
21. Other officer planning meetings that may be called with adequate planning time.

As a state officer, there will be certain financial obligations to be met. Georgia DECA will provide each newly elected officer with an officer pin and two state officer polos. Each officer is expected to provide a new, properly fitted DECA blazer. The officer will be responsible for additional wardrobe and travel costs. Wardrobe costs will be approximately \$250.00. Georgia DECA pays for lodging and registration costs for in-state conferences. Each officer is responsible for food, travel, and incidental costs for in-state and out-of-state activities. For out-of-state travel, lodging and transportation costs are the responsibility of the state officer.

If I am from an Industry Certified Chapter, I will participate in the Marketing Education Credentialing Process. I will also apply for the National Marketing Education Honor Award through National DECA. Guidelines are in the DECA Guide.

I agree to perform all of the responsibilities of a state officer as identified throughout this packet, including travel monies. I realize that as a State Officer of Georgia DECA, **I must make Georgia DECA my priority over any other co-curricular/extra-curricular activity. I understand I will have state projects in which I must perform certain duties and responsibilities.**

All parties below agree to support and provide travel supervision for the state officer.

Officer Candidate Signature/Date

Chapter Advisor Signature/Date

Parent/Guardian Signature/Date

Administrator Signature/Date

Campaign Booth

_____ I would like to reserve a campaign table/area for use during the “Meet the Candidate” time period. A check for \$50.00 is enclosed. I understand that only a table is provided-not a wall area for mounting posters or electrical connections. I understand that I may bring easels, etc., for use by the table or on the table. Campaign materials must be placed and fit on top of the table. There is not additional room for materials outside of easels to be placed around the table area.

A \$ 50.00 check along with a copy of this page should be mailed to the GA DECA Bookkeeping office by Wednesday, February 10, 2010 at:

Georgia DECA, Inc.
P. O. Box 1835
Dahlonega, GA 30533

The ENTIRE PACKET of INFORMATION should be submitted in a DECA Binder/Folio and it is due to the GA DECA main office by Wednesday, February 10, 2010 at the following address:

Georgia DECA
3612 Ansley Pointe
Gainesville, GA 30506

Candidate's Name _____

Chapter _____

Office Sought _____

General State Officer Responsibilities

Officer Code of Conduct

PLEASE give running for office some thought. It is a BIG commitment on the part of the student AND the teacher/advisor. MAKE sure both are committed and travel funds are available.

1) To The Organization

Your foremost responsibility as a State Officer is to professionally represent thousands of Georgia DECA members throughout the State of Georgia.

The entire organization will be judged by others' impression of you. Consequently, you must always be mindful of the image you project.

You are charged with the responsibility of developing enthusiasm whenever you speak officially for DECA.

You are charged with the responsibility of projecting a professional student leader image.

The growth of Georgia DECA during your term of office will depend on the performance of your duties.

You are expected to attend all Georgia DECA meetings that relate to your office and to be prepared for all activities in advance.

2) To DECA Members

As a State Officer, you have the challenge to provide guidance, leadership, and inspiration to all members of DECA.

The example which you set will affect each member's enthusiasm, involvement, and emotions toward DECA.

You must at all times exhibit the qualities of leadership that will contribute to the growth DECA through its many members.

You will inspire leadership in direct proportion to the degree that you, as an individual, give leadership.

In reaching for higher goals and self-improvement, so will those you meet desire for self-improvement and attainment of higher goals.

3) To Self and Family

Remember you have a responsibility to yourself and to your family.

In selecting your priorities, keep in mind that DECA does not take preference over your education, **but it does take priority over other extra school activities.**

Vince Lombardi said, "Winning isn't everything, but wanting to win is." You owe yourself the obligation to want to succeed to achieve as much as you can and be the best you can.

Keep your parents informed of what you do in DECA. Their support and guidance is very important to your success as an officer.

4) To Other State Officers

The other State Officers will act as a very important support group. Often, only they can relate to the problems and situations you are experiencing.

Avoid forming cliques with a few of the other State Officers. There may be several officers you want to spend more time with but the success of the team depends on everyone getting along and working together.

If there is a problem with another State Officer, talk it out immediately. When rooming together, respect everyone's space and possessions. Small problems that aren't immediately taken care of, can grow into immense problems.

Respect all opinions. You are all leaders and often you will need to compromise for the good of the organization. After a decision is made, it is your responsibility to support that decision. Present a uniform front of togetherness.

It is your duty to correspond with other members of the team, as to the progress you are making and as to the activities undertaken.

5) To your Local Chapter

Because of the many state DECA activities you will be actively involved in, you may have less time than you would like to spend on local chapter activities.

Do as much as humanly possible but don't accept responsibilities that you don't have time to complete.

It is recommended that State Officers not be local chapter officers.

Give support to your local chapter. Let them know what you're doing as a State Officer.

Don't dominate chapter meetings or discussion. Have the president add you to the agenda if you have a report to give on State or Region activities.

When at State activities, you are a member of the State team and not a member of your local chapter. This may mean missing chapter meetings and other activities.

6) To your Chapter Advisor

It is extremely important that you keep your chapter advisor informed of your activities at all times. It is suggested that you schedule a ten-minute meeting with your advisor each week for the purpose of discussing State Activities.

Your chapter advisor's encouragement and support is very important. Don't expect special privileges from your advisor because you are a State Officer.

Make sure all your classroom work is completed on time. If a time extension is needed, talk to your advisor.

7) To the State Advisor/State Officer Coordinator

Send in all requests and requested information on time.

Copies of all DECA correspondence should be copied to her except personal items. All your correspondence is filed for future reference and for next year's officers.

Be on time to all meetings and activities. Call if you will be late or your plans change.

Check your email daily and respond immediately to requests.

8) To Georgia DECA Chapters

Send out all meetings notices and agendas a minimum of two weeks in advance.

Plan or assist in the planning of all Georgia DECA activities.

Attend region activities as requested. Be prepared.

Listen to everyone's ideas. Have an open mind.

9) To your Employer

Request time off for DECA activities as soon as possible. Keep them informed of your DECA activities. They will be more supportive if they understand what you are doing.

State DECA Officer Code of Conduct Contract

I agree to follow the State DECA Office Code of Conduct while I am representing the Georgia Association of DECA as a member of the State Officer Team. I will resign my office if I fail to follow this code.

1. I shall not possess or consume any alcoholic beverages or illegal controlled substances of any kind or in any form.
2. I shall follow established curfew. Curfew means I am quiet and in my own room unless I am coordinating official business at the instruction of the state DECA staff.
3. Official conferences and activities begin when I leave home for the event and end when I return home. Therefore, this code is in effect throughout this entire period of time.
4. I will always conduct myself in a professional manner as a representative of DECA.
5. I shall apply appropriate leadership principles at all times. These include, but are not limited to the following: consensus building, compromising, listening, respecting other people's opinions and possessions, democratic styles rather than dictator styles, maintaining enthusiasm and involvement, and conflict resolution through open communications.
6. I shall refrain from the use of tobacco in any form, especially while representing DECA.
7. I shall wear appropriate dress at all official functions. Denim jeans, skirts or dresses are not professional dress. Denim and jean-like apparel are appropriate at the dance, but not during any other official sessions or meetings.
8. I shall immediately remove myself from all situations that could compromise my professional image.
9. I shall refrain from dating fellow state DECA officers while I am in office.
10. I shall not deface public property. I will be responsible for any damages caused to rooms or facilities I am responsible for.
11. I shall keep the state DECA staff informed of my whereabouts and activities at all times.
12. I shall be prompt and prepared at all times.
13. I shall carry out my duties and responsibilities to the best of my abilities.
14. I shall attend all official conference activities, unless I receive prior approval from state staff to be absent. **If I am unable to participate in all required State Officer meetings, I will resign my office. Special permission must be received from the state advisor to be excused from the required meetings.**

15. I shall keep my local chapter advisor informed of all official correspondence. I shall forward a copy of all official correspondence written by me to the state office.
16. I shall follow my local school policies where they are more restrictive than the state policies and guidelines.
17. I shall not be engaged in any appropriate or illicit behavior.
18. I am responsible for reporting any violations of these codes of conduct committed by myself or by my fellow officers.
19. If other situations arise that are not covered by the Code of Conduct for the State DECA Officers, I shall use my best judgment in the situation. Above all, I will try to act in such a way that I will reflect positively on the Georgia Association of DECA.

Parent or Guardian

Officer Candidate

Local Chapter Advisor

Chapter Name

Administrator

Date

Statement of Assurance for Student To Run For A Georgia DECA State Action Team Office

The following student has read the State Action Team Handbook and is fully aware of the duties and responsibilities of their office.

The student has conferred with his/her parent or guardian and obtained permission to travel to the various conferences/events and serve the student organization, DECA, in the manner described in the handbook. The parent is aware of and in support of the conferences/meetings in which the student will be required to attend.

The student and the teacher are in agreement that the student has the necessary academic skills, leadership skills, and social skills to successfully carry out the duties and responsibilities of the designated DECA office.

The supervising school administrator is aware of and in support of the conferences/meetings in which the student will be required to attend.

All parties named below are to sign this form signifying agreement with the aforementioned criteria.

Parent/Guardian: _____

Student: _____

Teacher Advisor: _____

Supervising Administrator: _____

Date: _____

CONTACT INFORMATION

Officer Contact Information

Please print neatly or type:

Name: Office: (leave blank)
School: Email Address:
Home Phone: Cell Phone:
Home Address: City: Zip:
Polo Shirt Size:

Officer Advisor Contact Information

Name: School Email Address:
School: School Phone:
School Fax:
School Address: City: Zip:
Home Phone: Cell Phone:
Home Address: City: Zip:
Home Email Address:



SECTION III

Georgia DECA

State Officer Candidate Study Guide

High School Division
Georgia DECA
2010-2011

High School Division Georgia DECA Officer Candidate Study Guide

DECA Information:

1. Where is the birthplace of DECA? (place and date)

Answer: Memphis, Tennessee in 1944

2. What are the colors of the organization and their meanings?

Answer: Blue - Loyalty
Gold – Success

3. What are the four levels of DECA?

Answer: Local
Region
State
National

4. Four points of the DECA diamond

Answer: Social intelligence, leadership development, civic consciousness,
vocational understanding

5. When was GA DECA organized?

Answer: 1944

6. When was National DECA organized?

Answer: 1946

7. What are the duties of an officer?

Answer: President - direct and organize

Vice-President – fill in the absence of the President

Secretary – take and record minutes of all meetings

Treasurer – account for all funds; keep financial records accurate

Reporter – compile a record of DECA activities

8. What is the DECA emblem?

Answer: a diamond

9. What is the meaning of the emblem?

Answer: Value

10. Where is the National DECA headquarters?

Answer: Reston, Virginia

11. What are the divisions of DECA?

Answer: High School, Delta Epsilon Chi, Collegiate, Alumni, and Professional

12. What is DECA's tagline?

Answer: An Association of Marketing Students

13. Where was this year's Southern Region Conference held?

Answer: Nashville, Tennessee

14. What is the DECA Creed?

Answer:

I Believe in the future that I am planning for myself in the field of marketing and management, and in the opportunities which my vocation offers.

I Believe in fulfilling the highest measure of service to my vocation, my fellow beings, my country and my God - that by doing so, I will be rewarded with personal satisfaction and material wealth.

I Believe in the democratic philosophies of private enterprise and competition, and in the freedoms of this nation - that these philosophies allow for the fullest development of my individual abilities.

I Believe that by doing my best to live according to these high principals, I will be of greater service to both myself and to mankind.

15. What are the DECA Regions?

Answer: North Atlantic, Southern, Western, and Central

16. Who is the State Marketing Education Program Leader?

Answer: Linda Smith

17. Who are the National Officers?

Answer: President - Ryan Dyck
Southern Region VP- Tori DeLeonardo
Central Region VP- Nick Gerken
North Atlantic Region VP- Julie Laven
Western Region VP - John Stiles

18. What is the National DECA theme?

Answer: DECA . . . Live, Learn, Lead!!!

19. Where is this year's ICDC held?

Answer: Louisville, Kentucky

20. Where will next year's ICDC be held?

Answer: Orlando, Florida

21. Who can be a DECA member?

Answer: Any student enrolled in marketing, management, or entrepreneurship program course of study/career pathway/course

22. Who is the National Executive Director of DECA?

Answer: Ed Davis

23. What is the National Publication?

Answer: Dimensions

24. Who is the Georgia DECA State Advisor?

Answer: Rhonda Samples

25. Who is the Georgia DECA Board President?

Answer: Scott Ferguson

26. What is the Georgia DECA website?

Answer: www.gadeca.org

27. Who is your current State Action Team?

Answer: President – Danielle Miller
Executive Vice President – Chasady Foster
VP of Communication – Morgan Barron
VP of Civic Consciousness – Megan Montrois
VP of Business Partnerships – Chelsea Jones
VP of Finance – Eliza Paris

28. What is the name of the National DECA Competitive Events Guide?

Answer: DECA Guide

29. What is the purpose of Parliamentary procedure?

Answer: To keep order in a meeting

30. What are the four kinds of motions?

Answer: Incidental
Privileged
Subsidiary
Main

31. What is a quorum?

Answer: The number of people needed to conduct business

32. What are the methods of voting?

Answer: Voice
Ballot
General Consent
Roll call
Division

33. What is the order of business?

Answer: Call to order
Roll call of members present
Reading of minutes of last meeting
Officers Report
Committee Reports
Old Business
New Business
Announcements
Adjournment

34. What is the method for obtaining the floor?

Answer: Rise and address the chairman by saying, "Mr. Chairman or Mr. President."

35. What are the four P's of marketing?

Answer: Product, Place, Promotion, and Price

36. What courses are offered in marketing?

Answer: Marketing Principles
Advanced Marketing
International Marketing
Entrepreneurship: Building a Business
Sports Marketing
Advanced Sports Marketing
Intro to Travel and Tourism
Hospitality Management
Fashion Marketing
Advanced Fashion Marketing

37. What is the meaning of marketing?

Answer: Process of developing, promoting, and distributing products to satisfy customers' needs and wants.

38. What are the seven functions of marketing?

Answer: Selling
Distribution
Product Service Management
Finance
Pricing
Marketing Information Management
Promotion

39. What are the three parts of the marketing program?

Answer: Class
DECA
Work-Based Learning Experience

40. What does CTSO stand for?

Answer: Career Technical Student Organizations

41. Who is the State CTSO Coordinator?

Answer: Julie Kenny

42. What's your region?

Answer: Southern Region

43. Name 10 other states in your region.

Answer: Alabama
Tennessee
Louisiana
Mississippi
Texas
South Carolina
North Carolina
Florida
Arkansas
Oklahoma

44. What is the correct way to state a motion?

Answer: The correct terminology to use when stating a motion is "I move that..."

LEADERSHIP

- 🕒 "A leader is one who knows the way, shows the way, and goes the way."
-Author Unknown
- 🕒 "A leader is a dealer of hope."
-Napoleon Bonaparte
- 🕒 "Real leaders are ordinary people, with extraordinary determinations"
-John Seaman Garns
- 🕒 "Leadership is an action, not a position."
-Donald H. McGannon
- 🕒 "A great leader never sets himself above his followers except in carrying responsibilities."
-Jules Ormont
- 🕒 "A real leader faces the music, even when he doesn't like the tune."
-Anon
- 🕒 "Good leaders make people feel that they're at the very heart of things, not at the periphery. Everyone feels that he or she makes a difference to the success of the organization. When that happens people feel centered and that gives their work meaning."
-Warren Bennis
- 🕒 "I am certainly not one of those who need to be prodded. In fact, if anything, I am the prod."
-Sir Winston Churchill
- 🕒 "Effective leadership is putting first things first. Effective management is discipline, carrying it out."
-Stephen Covey
- 🕒 "The first responsibility of a leader is to define reality. The last is to say thank you. In between, the leader is a servant."
-Max De Pree, "Leadership Is an Art"
- 🕒 "Leadership is the art of getting someone else to do something you want done because he wants to do it."
-Dwight D. Eisenhower
- 🕒 "In simplest terms, a leader is one who knows where he wants to go, and gets up, and goes."
John Erksine, The Complete Life
John Glassgow