



Providing business and leadership opportunities to high school students to succeed in school, careers, and life.



**2023-2024**

# **ADVISOR GUIDE**



**DECA**  
EMERGING LEADERS  
AND ENTREPRENEURS  
MARKETING, FINANCE, HOSPITALITY, AND MANAGEMENT



Central  
Washington  
University

# DISCOVER WHAT YOU CAN ACHIEVE AT CWU!

YOUR FUTURE STARTS HERE.



## BUSINESS PROGRAMS:

- Accounting (BS/Minor)
- Business Administration (BS)
  - Business Analytics (spec/ minor)
  - Finance (spec/ minor)
  - General Business (spec)
  - Human Resource (spec/ minor)
  - Leadership & Management (spec)
  - Marketing (spec)
  - Personal Financial Planning (spec)
  - Supply Chain (spec/ minor)
- Economics (BS/ minor)
  - Economic & Business Forecasting (spec)
  - General Economics (spec)
  - Managerial Economics (spec)
- Entrepreneurship (BS/ minor)
- Personal Financial Planning (BS)
- AgriBusiness (minors)
- Digital Marketing (minor)
- Sport Business (minor)



## BUSINESS LLC:

Living-Learning Communities (LLCs) at Central Washington University bridge students' academic interests and goals with their residence hall living experience. Live and learn with other business students in our designated residence hall, Sue Lombard. Participate in educational, professional development, and extracurricular activities while forming lifelong friendships.

## BUSINESS CLUBS

- Alpha Kappa Psi
- Assoc. of Latino Professionals for America (ALPFA)
- Beta Alpha Psi/Accounting & Finance
- Central Consulting Club
- Digital Marketing Club
- Economics Association
- Entrepreneurship Club
- Financial Planning Student Assoc.
- Society of Human Resource Management (SHRM)
- Sports Management Assoc.
- Supply Chain Management Assoc.
- Women in Business

## C.A.T. CENTER SERVICES:

Career Counseling, Academic Advising and Tutoring for CB courses are all offered in one great place... the C.A.T. Center.





# WASHINGTON DECA

## HERE TO SERVE

### LORI HAIRSTON

Executive Director  
lori@wadecca.org

- Board of Directors
- Risk Management
- Financial Accountability
- Policies and Procedures
- Area Leaders
- Stakeholder Relationships
- Strategic Planning

### LINDA ANDERSEN

Competition Specialist  
linda@wadecca.org

- Online Testing
- Judge Recruitment and Management
- Competition Professional Development
- Written Project Management

### NICOLE COWAN

Brand & Communication Project Manager, State Officer Coach  
nicole@wadecca.org

- Branding and Marketing
- Communications
- Publications
- Social Media Channels
- State Officer Program

### MARIAN MORRIS

Advisor and Chapter Support  
marian@wadecca.org

- Advisor Communications
- Chapter Support
- New Advisor Mentorship
- Competition Support
- Professional Development and Resources

### ANGELA KIM

Operations Manager  
angela@wadecca.org

- Conference Registration and Housing
- Membership
- Office Operations
- Payments and Invoices
- Scholarships

### CHONTELLE MACKNER

Development Manager  
chontelle@wadecca.org

- Annual Fundraising Event
- Marketing Fair
- Fundraising and Grants
- Corporate Sponsorship
- Individual Giving
- In-Kind Donations

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## WEBSITES TO BOOKMARK

<b>Washington DECA.....</b>	<a href="http://wadecca.org">wadecca.org</a>
<b>WA DECA - Advisors.....</b>	<a href="http://wadecca.org/advisor">wadecca.org/advisor</a>
<b>WA DECA Logins.....</b>	<a href="http://wadecca.org/advisor">wadecca.org/advisor</a>
<b>WA DECA - Students.....</b>	<a href="http://wadecca.org/learn-deca">wadecca.org/learn-deca</a>
<b>DECA Inc.....</b>	<a href="http://deca.org">deca.org</a>
<b>DECA Membership.....</b>	<a href="http://membership.decaregistration.com/deca">membership.decaregistration.com/deca</a>
<b>Competition Guidelines.....</b>	<a href="http://deca.org/high-school-programs/high-school-competitive-events">deca.org/high-school-programs/high-school-competitive-events</a>

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@WADECCA

# WASHINGTON DECA AREAS

Washington DECA is divided into 11 geographic “Areas” throughout the state.



## AREA LEADERS

Each of the 11 Areas in Washington State is led by a dedicated Area Leader who represents the Area at meetings, organizes the Area conferences, and works closely with the Area President.

Area	Area Leader	High School	Email
1	William Hill	Marysville-Pilchuck	william_hill@msvl.k12.wa.us
2	Daniel Mills	Jackson	dmills@everettsd.org
3	Lindsay Haney	Woodinville	lhaney@nsd.org
4	Tammi Riggers	Bellevue	riggerst@bsd405.org
5	DerekENZ	Auburn Mountview	denz@auburn.wednet.edu
5	Mark Zender	Kentwood	mark.zender@kent.k12.wa.us
6	Leslie Bell	Chiawana	lbell@psd1.org
7	Betsi Feider	South Kitsap	feider@skschools.org
8	Jennifer Fabritius	Olympia	jfabritius@osd.wednet.edu
9	Suzie Downs	Camas	suzie.downs@camas.wednet.edu
10	Sierra Larkin	Wenatchee	larkin.sierra@wenatcheeschools.org
11	Erin Ruehl	Shadle Park	erinr@spokaneschools.org

## STATE OFFICERS: TEAM ACCELERATE

The Washington DECA State Officer Team consists of a State President and 11 Area Presidents who serve as student leaders and the voice for DECA members across the state. For more information about the State Officer team, visit [wadeca.org/state-officers](http://wadeca.org/state-officers).

State Officer	State Officer Name	High School	Email
State President	William Chang	Bellevue	statepresident@wadeca.org
Area 1 President	Kayla Suherman	Glacier Peak	area1president@wadeca.org
Area 2 President	Devan Harrison	Roosevelt	area2president@wadeca.org
Area 3 President	Manya Pradeep-Narayan	Eastlake	area3president@wadeca.org
Area 4 President	Sidhya Ganesh	Interlake	area4president@wadeca.org
Area 5 President	Avianca Bauer	Enumclaw	area5president@wadeca.org
Area 6 President	Navaj Nune	Hanford	area6president@wadeca.org
Area 7 President	Ferrah Capas	Central Kitsap	area7president@wadeca.org
Area 8 President	Zach Song	Olympia	area8president@wadeca.org
Area 9 President	Jay Gorrepati	Union	area9president@wadeca.org
Area 10 President	Caitlin Pham	West Valley - Yakima	area10president@wadeca.org
Area 11 President	Audrey Tan	Pullman	area11president@wadeca.org



# CHAPTER SUPPORT STARTS HERE

Marian Morris is the newest addition to our team, offering advisor support to help enhance or improve your DECA program and provide classroom resources! Both new and experienced advisors can reach out to her at [marian@wadece.org](mailto:marian@wadece.org) or by calling (206) 285-1195.

## ACCELERATE - 2023 BUSINESS AND MARKETING EDUCATOR CONFERENCE



Monday, September 25  
**FOR ALL ADVISORS**



Doubletree Hotel  
**TUKWILA, WA**



Tuesday, September 26  
**WE-BAM PROGRAMS**



Register  
[WADECE.ORG/ADVISOR](https://wadece.org/advisor)

Choose from a one or two-day conference, and receive high quality workshops and resources, specifically curated to help you prepare for a great year in the classroom and in DECA. Conference registration includes a light breakfast, lunch, and afternoon snack.



### WORKSHOP TOPICS INCLUDE:

- Best Practices for the Classroom
- Financial Literacy
- Competition Tips
- Implementing Artificial Intelligence in your Curriculum (Microsoft)
- Luncheon Keynote
- DECA Update
- New Advisor Workshops

## MEMBERSHIP | THE KEY TO DECA

### Register Members Online

>> [membership.decaregistration.com/deca](https://membership.decaregistration.com/deca)

Students and advisors must be DECA members to register for conferences and events.

**\$20 DUES**  
Per Student & Advisor

### Membership Assistance Program

This program provides financial support to help chapters pay membership fees for students who cannot otherwise afford to participate. Assistance will be awarded in three tiers based on the application, and F/R lunch%. Chapters who have less than 35% F/R lunch can still apply for individual member support. This program is for student members and does not include advisors, alumni, or professional members. Membership will need to be equal or more than last year's to receive assistance.

- School is 35%-49% F/R lunch = WA DECA will provide funding for 25% of submitted members
- School is 50%-74% F/R lunch = WA DECA will provide funding for 50% of submitted members
- School is 75% - 100% F/R lunch = WA DECA will provide funding for 75% of submitted members

Apply by November 15 at [www.wadece.org/membership](https://www.wadece.org/membership).

## MEMBERSHIP & PAYMENT DEADLINES

**NOV 15**  
@ 5:00 PM

**Registration deadline for allocations.** The number of members (including student, advisor, alumni, and professional members) registered and submitted as of 5:00 p.m. November 15 will determine Area competitive event allocations, chapter Principles and Personal Financial Literacy Event allocations, and chapter voting delegate allocations.

**DEC 15**

Payment due for all members submitted prior to November 16.

**FEB 15**

The last opportunity to register new members in order to compete at SCDC or ICDC.

**JUNE 1**

**Final dues payment deadline.** All membership dues must be paid in full to DECA Inc. by June 1.

# CHAPTER LEADERSHIP ACADEMY

Monday, September 18, 2023 | 3:00-6:00 p.m. | Virtual (via Zoom)

Open to all Chapter Officers

The Chapter Leadership Academy (CLA) is an interactive opportunity for Chapter Officers to learn, network, and have fun. Led by the State Officer team, participants will receive details of the Fall Leadership Conference, learn about the state-wide community service project, access templates and tools to help organize their year, fundraise for their chapter, and prep for competition!

Registration opens August 21 on [www.wadeca.org/learnadeca](http://www.wadeca.org/learnadeca). Empower your Chapter Officers to stay up to date by attending CLA and following @washingtoneca on Instagram.



## FALL LEADERSHIP CONFERENCE

**ACCELERATE: THE FAST LANE TO SUCCESS**

November 5-7, 2023 | Hyatt Regency of Bellevue

Conference registration guide will be available September 1

### DECA Competition/Interviews

Students can sharpen their DECA competition knowledge while practicing real-world skills by participating in:

- Two Mock Role-Play Competitions | Advanced competitor and first-time competitor
- Idea to Impact Competition | Teams of 1-3 students can pitch their ideas to a judge and win prizes
- Mock Interviews | Prepares members for real interviews with instant "employer" feedback

### Workshops

Student workshop tracks include:

- Competition
- Career Focus
- Financial Literacy
- Personal and Professional Development
- Entrepreneurship

Advisor Track with clock hours available!

**TWO**  
Keynote Sessions

**EXHIBITOR**  
**FAIR**

**ADVISOR**  
Reception + Gift

**\$30,000**  
in scholarships  
available

Advanced  
**CLA**

**SERVING THE COMMUNITY**  
**IS IN OUR BLOOD**  
ACTIVITIES



### Registration Fees

- Advisors, Chaperones, Students: \$140
- 1:10 adult : student ratio
- Advanced Chapter Leadership Academy: Free (optional)
  - Sponsored by CWU
  - Limited to 2 members per chapter leadership team

### Hotel Rates

Price listed at (per room per night + 14.5% tax + \$2.50 BTA)

- Arrive 11/5/23 - Depart 11/7/23
- Single, Double, Triple, or Quad
  - \$215.00 (\$248.68 with tax and BTA)
  - Hotel collects credit card payments only, to be charged prior to the conference

### Dates and Deadlines

- Registration Opens.....October 6 (6:00 a.m.)
- Mandatory Advisor FLC Meeting...October 30 (4:00 p.m.)
- Registration Closes.....October 12 (5:00 p.m.)
- Registration Payment Due..... November 3

Schools who will not be staying in the Washington DECA hotel block are subject to a chapter fee as outlined in Washington DECA policies. Please see below for the Chapter Fee Schedule:

- Up to 10 registered participants..... \$200
- 11-20 registered participants..... \$400
- 21-30 registered participants..... \$600
- 31-40 registered participants..... \$800
- 41-50 registered participants..... \$1000
- Each 10 additional registered participants..... + \$200

# 2024 STATE CAREER DEVELOPMENT CONFERENCE

February 29 - March 2, 2024  
Meydenbauer Center &  
Hyatt Regency  
Bellevue, WA



## Registration Fees

- Advisors, Chaperones, Students: \$140
- 1:10 adult : student ratio

## Hotel Rates (per room per night + tax)

- Arrive 2/29/24 - Depart 3/2/24
- Rates vary by hotel

## Dates and Deadlines

• 20-Page Written Projects Due.....	January 18 electronic submission (5:00 p.m.)
• SCDC Scholarship Applications Due.....	January 23 received by date
• Steven Anthony Rhone, Jr. Scholarship Applications Due.....	January 23 received by date
• Senior Management Academy Applications Due.....	January 23
• 20-Page Written Project Results Announced.....	January 29
• Senior Management Academy Participants Announced.....	January 29
• SCDC Scholarship Recipients Announced.....	January 29
• Registration Opens.....	February 1 (6:00 a.m.)
• Registration Closes.....	February 6 (5:00 p.m.)
• Online Testing.....	February 8, 9
• Online Testing Make-up.....	February 12
• 10-Page Written Projects Due Online.....	February 14-16 electronic (5:00 p.m.)
• SCDC Scholarship Thank-You Letters Due.....	February 21 postmarked to WA DECA
• Registration Payment.....	February 26
• Hotel Payment Due.....	Within 30 days of invoice pay to hotel

# 2024 INTERNATIONAL CAREER DEVELOPMENT CONFERENCE

April 26 - May 1, 2024  
(April 26 and May 1 - travel dates)  
Anaheim, CA



## Registration Fees

- Advisors, Chaperones, Students: \$140
- 1:8 adult : student ratio

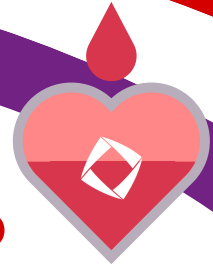


**Hotel** (Hyatt Regency Orange County) | Chapters sharing accommodation **MUST** arrive and depart on the same days. Minimum stay is 4 nights, to include the nights of opening and closing sessions (April 27 and April 30). Maximum stay is 5 nights from April 26 through May 1. If chapters want additional room nights outside of the April 26-May 1 nights that DECA Inc. has contracted for us, the chapter will need to make their own hotel arrangements for those nights.

## Dates and Deadlines

• ICDC Competitors' Final Membership Dues Payment.....	February 15 (received by date   pay to DECA Inc.)
• Competition/Dual Qualifier Drops Due.....	March 5 (5:00 p.m.)
• ICDC Academy Applications Due.....	March 5 (5:00 p.m.   submit to WA DECA)
• Final Notification for Bubblers.....	March 7 (5:00 p.m.)
• ICDC Academy Participants Announced.....	March 7
• Registration Opens.....	March 8 (8:00 a.m.)
• Registration Closes.....	March 13 (5:00 p.m.)
• ICDC Scholarship Thank-You Letters Due.....	March 22 (postmarked or hand delivered)
• Registration and Hotel Payment Due.....	April 16 (payment due to WA DECA)
• Mandatory State ICDC Meeting (advisors).....	April 22 (4:00-5:00 p.m.)





## WASHINGTON DECA AND BLOODWORKS, IN PARTNERSHIP WITH VITALANT, BRING YOU SERVING THE **COMMUNITY IS IN OUR BLOOD**

This year, Washington DECA hopes to fight low blood supplies throughout the state by partnering with Bloodworks Northwest and Vitalant. The partnership commences on September 25 and lasts through [May 1, 2024](#). Through this state-wide service campaign, we hope to grow the impact we have on local communities and encourage civic consciousness in members.

**Getting Started:** We challenge ALL Washington DECA chapters in the **race to save lives!** Your chapter can join the challenge by hosting either a blood OR monetary drive AND utilizing your chapter's social media page to raise awareness about Bloodworks Northwest and Vitalant. It's that easy!

With each dollar raised, pint of blood donated, virtual blood donor secured and social media post published, your chapter will earn points and move up the Washington DECA Race to Save Lives Leaderboard! Ways to accumulate points can be found at [www.wadeca.org/earnpoints](http://www.wadeca.org/earnpoints).

**Best Impact Award:** Chapters are encouraged to get involved with this partnership, in which their efforts will put them in the running for prizes! The top three chapters earning the most points will be awarded. See the complete list of prizes at [www.wadeca.org/community/#prizes](http://www.wadeca.org/community/#prizes). Listed below is the 1st place prize:

- 💧 1st Place Trophy
- 💧 \$500 chapter scholarship to attend the 2024 Western Region Leadership Conference
- 💧 20 free tickets to the Mariners Pro Sports Career Day, May 15, 2024 (tentative) at T-Mobile Park
- 💧 Chapter is eligible to select one member throw the 1st pitch of the Mariners game
- 💧 Optional for chapter: A recognition video played at the Mariners DECA Day, highlighting the chapter's involvement in the challenge

## PARTICIPATING IN THE CHALLENGE

### STEP 1



**As a chapter, decide whether to host a BLOOD DRIVE and/or a CASH DRIVE in support of Bloodworks Northwest and Vitalant.** Set a date and follow the instructions at [www.wadeca.org/community](http://www.wadeca.org/community) or click the link in bio in the Washington DECA Instagram. We recommend delegating a few Chapter Leaders to manage this event.

### STEP 2

**Promote!** A successful event, whether a blood drive or fundraiser, requires great promotion. Promotional ideas can be found on the website above.

### STEP 3



**Save Lives & Spread Awareness!** As your event unfolds, be sure to capture footage and photos! Utilize your chapter's social media to document your efforts in hosting a blood drive or cash drive. As you continue supporting Bloodworks Northwest and Vitalant through May 1, 2024, your chapter can accumulate points! **A complete list of ways to accumulate points can be found at [www.wadeca.org/earnpoints](http://www.wadeca.org/earnpoints).** Be sure to check the leaderboard often as you race against chapters across Washington!

### Hosting a blood or cash drive (**required to compete in challenge**) .... 100 points

Dozens of other activities to involve your chapter in this challenge, spread awareness of blood donation, partner with other CTSOs in your school, gain virtual blood donors, and more, can be found at [www.wadeca.org/earnpoints](http://www.wadeca.org/earnpoints)!

**THANK YOU FOR JOINING THE RACE TO SAVE LIVES!**

The 2023-2024 Washington DECA State Officer Team



# WHAT'S NEW IN 2023-2024

## WASHINGTON DECA UPDATES

**State Conference (SCDC) Schedule Changes** | The Written Project presentation competition will be held on Thursday afternoon (February 29, 2024), followed by the Opening Session, Thursday evening. A full schedule of events will be released in late September.

**Washington Only Competitive Event - Presented at FLC & SCDC** | Idea to Impact - Do you have an idea for a business or a solution for a current problem in your community? Students will have the opportunity to not only pitch their ideas during SCDC, but also to win college scholarships! Guidelines will be released during the ACCELERATE - 2023 Business and Marketing Educator Conference and Chapter Leadership Academy.

**DECA Translation Guide** | Key words, phrases, and performance indicators prevalent to DECA and competitive events will be translated in a variety of languages.

**Executive Mentor Series** | This pre-recorded series features a question and answer interview with an Executive who shares their advice on best prepping for college and careers. We plan to feature a diverse selection of careers across several industries, along with personal development coaches.

**Middle School Toolkit** | This toolkit is available on [wadeca.org/learndeca](http://wadeca.org/learndeca). It's designed for Chapter Officers to educate potential members about DECA, hoping to spark interest and encourage middle schoolers to register for appropriate requisite courses, allowing them to kick start their DECA journey.

**Chapter Bundles** | Two versions of the Chapter Bundle will be available. For new or re-activating chapters, a "Getting Started" guide; and for all other chapters, an "Accelerate Your Chapter to New Speeds" guide will be available at [wadeca.org/learndeca](http://wadeca.org/learndeca).

## GET AHEAD WITH DECA+

Washington DECA is pleased to offer each chapter **FREE ACCESS to DECA+** for the 2023-2024 school year! Bring your classroom to life with nearly 100 case studies and exams to easily incorporate into classroom instruction, including exemplary research projects, business plans, integrated marketing campaigns, project management plans and more! Allow students to master industry terminology and performance indicators, while covering strategies for test taking, executive summaries, and presentations. Logins have been distributed to the Advisor's email.

**DECA+ features two major highlights:**

Digital downloads of all the competitive materials

- 2023 association and ICDC exams (14 total)
- 2023 association and ICDC scenarios (81 total)
- 2023 ICDC written event winners sample entries (31 total)

Bonus features

- Interactive flip cards for vocabulary and performance indicators
- Sample video presentations from ICDC winners for all events
- Practice Tests give the option of taking 25, 50, 75 or 100 questions



# WHAT'S NEW IN 2023-2024

## DECA INC. UPDATES

**Chapter/Membership Campaigns** | Chapters earning Thrive Level in the Membership Campaign may send a maximum of 2 members to the Thrive Academy. Chapters earning Thrive Level in a Chapter Campaign can send a maximum of 2 members to the Thrive Academy at ICDC.

**School-based Enterprise (SBE)** | The Recertification Standards for next year are: Financial Analysis, Product/Service Management, Pricing. The competition topic is Product/Service Management. For the ICDC SBE Academy and Competition, there is a new maximum of 2 participants per team.

**Business Operations Research** | 2023-2024 topic for each career category is the development of a strategy to combat the talent challenge. Businesses today are facing labor shortages across all industries. Participants will collaborate with a local business or organization to analyze the current process for recruiting, hiring, onboarding, and retaining employees. Participants will then create and present a strategic plan to attract and retain employees.

**Financial Consulting** | 2023-2024, student will assume the role of a financial consultant. A small-business client has scheduled a meeting with you because they would like to add a peer-to-peer payment platform option for their customers. The client would like you to share and explain different peer-to-peer platforms and make a recommendation that will have a positive financial impact.

**Hospitality and Tourism Professional Selling** | 2023-2024, student will assume the role of a sales manager for a glamping resort. You are meeting with the CEO of a company that is hosting a retreat for its 12 employees and their immediate families. During the meeting, you should discuss, at a minimum, the setting, accommodations, dining, and activities. This meeting is very important to the CEO who is also wants to host an annual kick-off meeting during the retreat in a creative meeting space for only the 12 employees.

**Professional Selling** | 2023-2024, student will assume the role of a sales representative for a company that specializes in assisting clients with social media selling strategies. Social selling is a sales method that practices incorporating social networks into every stage of the sales process. A large part of the customer experience now takes place on social media in more casual communication channels. You have a meeting scheduled with the owner of a local retail boutique to present the services your company can provide for expanding their company's social media selling strategies.

**Virtual Business Challenge** | DECA's VBC program offers eight tracks of competition — Accounting, Entrepreneurship, Fashion, Hotel Management, Personal Finance, Restaurant, Retailing and Sports. This lesser-known competitive event series allows members to qualify for ICDC, compete for coveted DECA glass and earn a share of \$23,000 in scholarship money.

**Be sure to check the DECA Guide this summer for official guidelines for the 2023-2024 school year.**



**NOTES:** \_\_\_\_\_

[illegible]