

# NEW YORK DECA

## STATE OFFICER'S EXAM

### STUDY GUIDE

Dear New York DECA Leader:

The following is combined information for New York DECA and National DECA. In order to score well on the State Officer's Exam, you must have a good understanding of this information. In addition to this packet you will also have to study the New York DECA Elections Packet, Roberts Rules of Order Newly Revised, and the New York DECA Website.

Good Luck on your endeavor of becoming a state officer of New York DECA!

#### FACT SHEET

National Association	DECA established in 1946
National DECA Headquarters	1908 Association Drive Reston, Virginia 20191-1 594 Voice (703) 860-5000 Fax (703) 860-4013 Web Site: <a href="http://www.deca.org">www.deca.org</a>
DECA Regions	DECA is divided into four regions: Central Region North-Atlantic Region Southern Region Western Region
DECA Tag Line	An Association of Marketing, Management and Entrepreneurship Students
National Membership Theme	[X]perience the Difference
Colors of DECA	Blue and Gold Blue suggests sincerity and encourages the DECA member to look upward. Gold

suggests the crowning glory of success.

Divisions of DECA

High School Division  
Delta Epsilon Chi Division  
Collegiate Division  
Alumni Division  
Professional Division

National Officers

Kelly VanWoerkom  
President

Ashley Wade  
Central Region Vice-President

Davide Montoni  
North-Atlantic Region Vice-President

Megan Montgomery  
Southern Region Vice-President

Jordan Villeneuve  
Western Region Vice-President

National Student Publications

DECA Dimensions, published quarterly

State Association

New York DECA established in 1951

New York DECA Mailing Address

New York DECA  
Oceanside High School  
3160 Skillman Avenue  
Oceanside, NY 11572

2007-2008 New York DECA Theme

Think Outside The Diamond

New York DECA Regions

New York State is divided into 13 regions of which only nine have organized, active DECA chapters

New York DECA Classes of Membership

Active Member  
Alumni Member  
Professional Member  
Honorary Life Member

New York DECA Student Publications *The Connection: The Year In Review*  
Published once each year. The State  
Historian Serves as the Editor.

*The Executive Council Communicator*  
Published a minimum of four (4) times  
each year. The State Vice President  
serves as the Editor.

[www.newyorkdeca.org](http://www.newyorkdeca.org)  
is the official New York State DECA  
website.

### **New York DECA Board of Trustees**

The New York DECA Board of Trustees is the legal governing body of New York DECA. The Board is composed of elected representatives from each of New York DECA's nine (9) active regions and the six members of the Executive Council. There is one (1) exofficio member. The members of the 2007-2008 New York DECA Board of Trustees are:

#### **Officers of the Board**

Chairperson	Mary L. Peres	Oceanside HS
Vice Chairperson	Nela J. Hawthorne	Freeport HS
Secretary	Mitchell S. Beresa	Norman Thomas HS

## Regional Representatives

Region 1 N	Mary L. Peres	Oceanside HS
Region 1N	Nela J. Hawthorne	Freeport HS
Region 1N	Ellen Katz	Calhoun HS
Region 1S	Arlene Mordente	Centereach HS
Region 1S	Avaril McNamara	William Floyd HS
Region 1S		
Region 2	Mitchell S. Beresa	Norman Thomas HS
Region 3	Jean Douglas	Onteora HS
Region 3	Karen Noye	Roy C. Ketcham HS
Region 4		
Region 9	Michell Adams	Paul V. Moore HS
Region 9	Sue Cetrone	GW Fowler HS
Region 10	Daniel Sanfratello	Pittsford-Sutherland HS
Region 10	Karen Bryant	Brighton HS
Region 11/13	James A. Casini	Southwestern HS
Region 12	Alan Baldson	Williamsville HS
Region 12	Michael Karpie	Hamburg HS

## Executive Council\*

President	Kathryn Chlosta	Hamburg HS
Vice President	Munesh Advani	Oceanside HS
Secretary	Jmae Lopez	Onteora HS
Treasurer	Ryan Pennock	Oceanside HS
Historian	Zak Kravat	Oceanside HS
Parliamentarian	Ariel Robinson	Pittsford Mendon HS
Special Advisor	Avril McNammara	William Floyd HS

\*Though all six members of the Executive Council serve as members of the New York DECA Board of Trustees they collectively cast three (3) votes on the Board. The three highest-ranking officers present at each meeting are entitled to vote on behalf of the Executive Council.

## **DECA CREED**

I believe in the future which 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 so doing, 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 principles, I will be of greater service both to myself and to mankind.

## **2007-2008 CONFERENCES**

*New York DECA Fall Conference (FLC)*

November 15, 2007

Boston MA

*North Atlantic Region Conference (NARCON)*

November 16-18, 2007

Boston, MA

*State Career Conference (SCC)*

March 5-7, 2008

Rochester, NY

*International Career Development Conference*

April 26–May 1, 2008

Atlanta, GA

## **DECA TERMINOLOGY**

Board of Directors:

Members of DECA, Inc. elected to set policy for National DECA and the DECA Foundation.

DECA:

Identifies a program of student activities relating to marketing and management. It is designed to develop future leaders for marketing careers.

DECA, Incorporated:

Legal identity of the adult group responsible for the student program of DECA

National Advisory Board (NAB):

Companies and organizations which contribute \$10,000 or more annually to DECA. Each member company names a liaison person to represent that organization in DECA affairs.

International Career Development Conference (ICDC):

Annual climax of the year's national DECA activities, the purpose of which is to recognize outstanding individuals and group leadership.

DECA Foundation:

Created to assist and encourage DECA members, and to continue career study in marketing, merchandising, and management.

State Voting Delegates:

Student representatives elected by local chapters to vote for Executive Council members and on proposed constitutional changes.

State Career Conference (SCC):

Annual climax of year's state DECA activity with members participating in competitive events. Recognition is given to outstanding individuals and groups.

Delegate Assembly:

Official time to elect state officers for the coming year and vote on proposed constitutional changes.

New York DECA Board of Trustees:

The legal governing body of the NY State Association of DECA

**WRITTEN COMPETITIVE EVENT COMPETENCIES:**

These competitive events are offered on both the state and national levels. Written competitive events range in length and in topic. The eleven competency instructional areas are:

- display,
- human relations
- communications
- operations
- management
- merchandising
- selling
- mathematics
- advertising
- product and/or service
- economics

## DUTIES OF THE OFFICERS

### *PRESIDENT*

- ◆ Responsible for submission of the annual program of work for the Executive Council
- ◆ Leads the Executive Council and delegates the work of its activities
- Assists the Executive Council carry out its assigned objectives
- Represents the Executive Council
- Working knowledge of rules of parliamentary procedures
- Prepares the meetings agenda
- Chairs State meetings

### *VICE PRESIDENT*

- Supervises all Committees
- Makes sure chairpersons knows his/her responsibilities
- Represents the Executive Council in the absence of the president
- Editor of the Executive Council Communicator
- Communicates with the regional presidents

### *SECRETARY*

- Issues all notices of Executive Council meetings
- Prepares correspondences letters needed by the Executive Council
- Keep a neat and careful record of all business done at Executive Council meetings (minutes)

### *TREASURER*

- Maintains a financial record of revenues and expenses for the Executive Council
- Makes information on group finances available for the Executive Council
- Responsible for and coordinates the State Community Services Project

### *HISTORIAN*

- Assists the State's Public Relations Program
- Editor and distribution of The Connection: A Year in Review
- Maintains a list of local radio and television stations and newspapers

### *PARLIAMENTARIAN*

- Responsible that the meeting runs in an orderly and proper fashion
- Working knowledge of Robert's Rules of Order Newly Revised
- Keeps the meeting room in order
- Maintains current and previous copies of the constitution