

Facts about Texas DECA

Please share the following information with your chapter officers and all chapter members. This information is designed to be used in conjunction with the Chapter Advisor's Handbook. Members, chapter officers, district, state and national officer candidates should be very familiar with this information.

Mission Statement

DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management.

Executive Director of National DECA

Paul Wardinski

National DECA Center

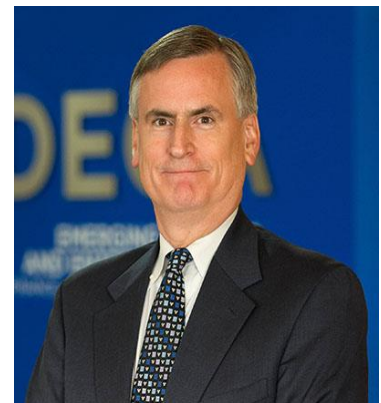
Reston, Virginia

Mailing Address for National DECA

DECA

1908 Association Drive

Reston, Virginia 20191-1594



Paul Wardinski

The four regions of National DECA

- North Atlantic Region
- Central Region
- Southern Region
- Western Region

Official Magazine of National DECA

"DECA Direct"

2016-2017 Executive Officers for the High School Division

President, **Donald LeCompte**, PA [@DECA_Donald](#)

North Atlantic Region Vice President, **Emily Fraser**, Ontario [@DECAvpEmily](#)

Central Region Vice President, **Brandon Allen**, MI [@DECAvpBrandon](#)

Southern Region Vice President, **Victoria Meng**, TX [@DECAvpVictoria](#)

Western Region Vice President, **Rohan Ghiya**, AZ [@DECAvpRohan](#)

The official DECA emblem is a diamond-shaped design. It embraces the organization's affinity for the diamond while displaying a bold, modern design. The four points inside the diamond represents the first set of DECA's Guiding Principles. The four outer points represent the second set of DECA's guiding principles and the polished leaders DECA prepares.

Four inner points of the DECA Diamond represent the purpose of our comprehensive learning program:

- Integrates into Classroom Instruction
- Applies learning
- Connects to Business
- Promotes Competition

The outer four points of the DECA Diamond address the results of the comprehensive learning program. DECA prepares the next generation to be:

- Academically prepared
- Community oriented
- Professionally responsible
- Experienced leaders



Official Color of DECA

Blue, black may be used when blue is unavailable. If on a blue field, the logo may be white.

National DECA Tagline

"Own Your Future"

Texas DECA Tagline

"Texas DECA Builds"

International and State DECA Month

November 1-30, 2016

DECA's Three Primary Purposes

- To assist state/provincial associations in the growth and development of DECA
- To further develop education in marketing and distribution which will contribute to occupational competence
- To promote understanding and appreciation for the responsibilities of citizenship in our free, competitive, enterprise system

DECA's Core Values and Attributes

- Competence
- Innovation
- Integrity
- Teamwork

DECA Establishment

DECA was established nationally in 1946 with 17 charter states and the first National DECA conference was held in Memphis, TN, April 1947

State Advisor for Texas Collegiate DECA

Kathy Walton, Austin Community College

Texas DECA is the 2nd Largest Association of National DECA

There were 249 DECA chapters in Texas during the 2015-2016 school-year with a total membership of 13,933 members.

Geography

- DECA operates in all 50 states plus Puerto Rico, the District of Columbia, Guam, the Virgin Islands, Canada, Mexico, China, Spain, Korea and Germany.
- Texas is located in the Southern Region of National DECA
- Texas DECA is divided into 11 districts

The Texas DECA Executive Council is made up of the State DECA Officers.

The 2016-2017 State DECA Officers



Hayden Pfaff
President
Vista Ridge High School
[@Hayden_Pfaff](#)



Marjorie Sproul
VP of Visual Media
New Tech High @ Coppell
[@Maggiannes22](#)



James Mayville
VP of Statewide Campaigns
Central High School
[@Jmayville74](#)



Tyler Barry
VP of Social Media
Birdville Center of Technology and
Advanced Learning
[@DECA_TylerBarry](#)



Brittney Colbath
VP of Team Operations
Copperas Cove High School
[@Brittneyelise_](#)

Texas DECA Executive Director

Josh Shankle
shankle.texasdeca@gmail.com

The Texas DECA Board of Directors is comprised of one marketing teacher from each of the eleven districts.

Leo Saenz, Edcouch-Elsa High School | *District 1*

Diana Salazar, Judson High School | *District 2*

Mike Miller, George Ranch High School | *District 3*

Julianne Ash, Klein Oak High School | *District 4*

Chairperson, Stewart Burns, Smithville High School | *District 5*

Treasurer, Traci Buckner, Pittsburg High School | *District 6*

Secretary, Lisa Greco, Birdville Center of Technology and Advanced Learning | *District 7*

Chair-Elect, Donna Crow, Pampa High School | *District 8*

Jennifer Urbanek, Lake View High School | *District 9*

Araceli Garcia, Eastwood High School | *District 10*

Kim Adams, North Garland High School, | *District 11*

Texas DECA Mailing Address

Texas DECA

PO Box 164908

Fort Worth, Texas 76161

Membership Divisions of DECA

- High School Division
- Collegiate DECA
- Alumni Division
- Professional Division

Membership Dues

- The dues for membership in Texas DECA are \$8.00.
- The dues for membership in National DECA are \$8.00.
- The Alumni Division of DECA permits persons to retain affiliation in a supportive capacity. Dues are \$16.00.

Official DECA Merchandise

DECA Images is the official supplier of DECA jewelry, blazers, clothing, and membership supplies. *DECA Related Materials* is the official supplier of published DECA materials that support classroom instruction and chapter management.

DECA Terminology

- DECA offers a well-rounded “competitive events program” -- not “contests”.
- At the local level, DECA is referred to as a “chapter” -- not a “club”.
- Persons belonging to a DECA chapter are “members” -- not “DECA students”.
- National DECA is made up of state and territorial “associations” -- state associations are made up of local chapters.
- CTSO is an acronym for Career and Technical Student Organization

2016-2017 Conferences

- The Southern Region Conference (Ultimate Power Trip) is in Washington, D.C., November 18-20, 2016.
- The 2016-17 State Career Development Conference will be held February 23-25, 2017, in San Antonio, Texas.
- The 2016-17 International Career Development Conference will be held April 26-29, 2017 in Anaheim, CA.

Scholarships available to deserving DECA members in Texas include:

Northwood University Scholarship	Johnson & Wales University
J. C. Penney Scholarship	Sears Scholarship
Otis Spunkmeyer Scholarship	Best Buy Scholarship
Publix Super Market Scholarship	Marriott Scholarship
Chick-Fil-A Scholarship	Randalls/Tom Thumb
K-Mart Scholarship	NAPA Scholarship
Harry A. Applegate Scholarship	DECA, Texas Association Scholarship

The five leadership academies available for members to attend at ICDC are:

- Aspire
- Elevate
- Empower
- Ignite
- Thrive

There are five online events offered to all members:

- DeVry Innovation and Entrepreneurship Challenge
- Finish Line Challenge
- FIDM Challenge
- Virtual Business Challenges
- Stock Market Game

There are five chapter campaigns available:

- Promotional Campaign
- Global Entrepreneurship Week Campaign
- Community Service Campaign
- Membership Campaign
- Advocacy Campaign

Basic Parliamentary Procedures that chapter officers should know can be found on the Texas DECA Web site. Use DECA Facts and the Parliamentary Procedure Handout to study for officer exams.

See Texas DECA Web Site for list of procedures and terms.
Posted under District CDC Study Materials for Officers.

www.texasdeca.org