



UW-WHITEWATER COLLEGIATE DECA 2023-24 WELCOME PACKET



EXECUTIVE BOARD



Frank Lanko
Advisor



Bella Biever
President



Jayden Williams
VP of Community
Involvement



Keelin Pierner
VP of Competition



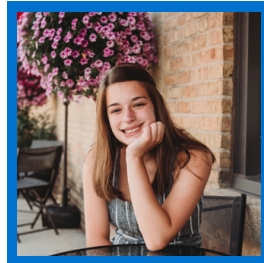
Tessa Wolfington
VP of Events



Brody Large
VP of External
Relations



Karl Meindenbauer
VP of Finance



Melanie Polivka
VP of Fundraising



Christian Isely
VP of Marketing



Luke Magnusen
VP of Public
Relations

SOCIAL MEDIAS



uwwdeca



UW-Whitewater
Collegiate DECA



UW-Whitewater
Collegiate DECA



uwwdeca

WHAT IS DECA?

DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality, and management while focusing on professional development skills.

We compete to solve real world problems. We volunteer out time to serve our community. We engage with students on campus to create new relationships.

DECA WELCOMES ALL MAJORS!!!

WHAT WILL I ACHIEVE IN DECA?

- Create new relationships with like-minded students on campus and around the country
- Network with hundreds of industry leaders and executives
- Gain valuable volunteering experience
- Compete in an individual and team event at Regionals, State, and International competitions
- Help give back to the city of Whitewater
- Travel to **Austin, Texas** for ICDC from April 19-24, 2024

HOW DO I JOIN?

Pay Dues!

- \$50 for the academic year
- You can pay on our Chapter Website

LEADERSHIP OPPORTUNITIES

We are offering an abundance of new leadership opportunities this year, such as Homecoming Chair/Committee, Marketing Chair/Committee, Volunteering Chair/Committee, and a Mentor/Protege Program. Participating in these is an easy way to expand on your resume and help the chapter. You'll get to work more 1 on 1 with current executive members all while meeting more new members of our chapter.

Committees

Homecoming

- **Chair**
 - Works with the Vice President of Events with poster making, theme ideas, talent show picking, member recruiting, and more!
- **Committee**
 - Members that can be counted on to attend Homecoming Events such as Bingo, Study Night, Trivia, the Bonfire, Fireworks, attending the Talent Show, and walking in the parade!

Marketing

- **Chair**
 - Works with the Vice President of Marketing, External Relations, and Public Relations
- **Committee**
 - Helps to distribute materials to the committee, helps film videos and take photos, helps recruit members at the Involvement fair

Volunteering

- **Chair**
 - Works with the Vice President of Fundraising and Community Involvement
- **Committee**
 - Helps set up and work volunteering events

Mentorship Program

The mentorship program allows members to help lead and guide new chapter members. A mentor is an older member of the chapter (someone who's competed), who will act as a leader to their protege (someone who's never competed). The right mentor will encourage their protege's personal and professional growth while caring for their well-being.

Mentor

- Help new members navigate through their first year competing
- Take on responsible roles
- Help with creating a friendly and welcoming environment

Protege

- Get 1 on 1 help with competition "culture"
- Have someone with you at DECA events that know what's happening
- Get to know returning members better

COMPETITION

Competitive events will teach you real world skills such as collaboration, critical thinking, and problem solving.

- We encourage all members to compete as an additional source of professional development, career preparation, and networking
- Before competition season we will work with members to find a category that best suits competitor's interests, skills, and personality.
- Members can use creativity and knowledge to solve business problems as an individual/team and go up against other chapters.
- Members don't have to be a "pro" in an event to succeed!

ACCOMPLISHMENTS

LAST YEAR

➤ Achieved 74 awards/honors ➤

➤ Won the most awards/honors of any DECA chapter in the world ➤

➤ 17 members placed Top 10 in the world ➤

➤ 7 members placed Top 3 in the world ➤

EVENT CATEGORIES

<u>Business Management & Administration</u>	# of Competitors	Category
Business Ethics	2	Team Case
Business Research	1-3	Prepared Team
Human Resource Management	1	Individual Case
Retail Management	1	Individual Case
<u>Entrepreneurship</u>		
Ent. Operations	1	Individual Case
Ent. (Starting a Business)	1-3	Prepared Team
Ent. (Growing a Business)	1-3	Prepared Team
<u>Finance & Accounting</u>		
Corporate Finance	1	Individual Case
Financial Accounting	1	Individual Case
Financial Statement Analysis	1-3	Team Prepared
Stock Market Game	1-3	Online Team
<u>Hospitality & Tourism</u>		
Event Planning	2	Team Case
Hotel & Lodging	1	Individual Case
Restaurant & Food Service Management	1	Individual Case
Travel & Tourism	1	Individual Case

EVENT CATEGORIES

<u>Marketing & Communications</u>	<u># of Competitors</u>	<u>Category</u>
Advertising Campaign	1-3	Prepared Team
Business Research	1-3	Prepared Team
Business-to-Business Marketing	2	Team Case
Digital Marketing	1-2	Prepared Team
Entertainment Marketing	1-2	Team Case
Fashion Merchandising & Marketing	1	Individual Case
International Marketing	2	Team Case
Marketing Communications	2	Team Case
Marketing Management	1	Individual Case
Professional Sales	1	Prepared Individual
Sales Management Meeting	1	Individual Case
Sports Marketing	1-2	Team Case

Stock Market Game

Teams of 1-3 members get a set amount of money at the start. Teams will then invest in fake stocks and bonds. The teams will be competing against all other teams internationally in the SMG. The top 10 teams for each semester will be posted on the National DECA website and top 3 will be recognized at ICDC

WHEN

Round 1: Now-Nov. 18
Round 2: Feb 6-Apr 14

COMMUNITY INVOLVEMENT

DECA is proud to be involved in the community. There are many volunteer & fundraising opportunities throughout the year. Community involvement will help you gain volunteer experiences, new connections, and make a difference within the Whitewater community!

CIVIC CONSCIOUSNESS

The Vice President of Community Involvement is in charge of choosing which organizing our chapter will be supporting. This year, the board is excited to announce we'll be working with the Mobility Training & Independent Living Program based in Madison, WI! MTILP's mission is to improve the quality of life for individuals with disabilities by providing the support and training necessary for each person to work and participate in the community and live as independently as possible.

A speaker from MTILP will be coming to our meeting on November 14th to provide more information about their organization



VOLUNTEER OPPORTUNITIES

- **Haunted House:** Every weekend in October, help volunteer at Shockwave Haunts, in Whitewater, WI
 - October 6th, 7th, 13th, 14th, 20th, and 21st
- **Trick-Or-Can:** This is a food drive around Halloween for the food pantry. Bags with flyers will be distributed to houses in Whitewater. Residents will be asked to leave non-perishable food items at their doorstep.
 - The chapter will drop off bags on Oct. 22nd and pick them up on Oct 29th
- **Holiday Toy Drive:** In Nov. and Dec., DECA leads the campus toy drive. With donations from other campus organizations, the chapter collects toys for the Ronald McDonald House.
- **Mr. Brews:** Join the chapter for a few rounds of trivia in Fort Atkinson, WI. Eat delicious food with your friends as the chapter
- And many other fundraisers!!
 - Career Fair
 - BMEA
 - Culver's
 - Badger Games
 - Serroogy's Chocolate Bars

DECA POINT GUIDE

Reduce your cost for competition by being active in DECA!!

Accumulate points from any of the activities below and guarantee yourself a tiered amount of cash towards expenses associated with competition at State and Internationals. As a **bonus**, all chapter-focused fundraisers will also be distributed among members as a thank you for all the work put in throughout the year!

You get points after dues are paid

1 point

- Attend a general chapter meeting
- Go to a DECA After Dark (DAD) meeting
- Participate in a homecoming event
- Apply for Passport Awards
- Help with a DECA fundraiser

2 points

- Attend a chapter social
- Bring a new member to a chapter meeting
- Participate in a DECA volunteering project

5 points

- Participate in a committee (Marketing, Homecoming, or Volunteering)

7 points

- Participate in the Stock Market Game or the Virtual Case Simulation

15 points

- Compete in the Fall Competition/ Regionals

20 points

- Get a sponsorship for the chapter

Bronze

3rd Top 10% of chapter: \$30

Silver

2nd Top 10% of chapter: \$50

Gold

1st Top 10% of chapter: \$70

CALENDAR FOR 1ST SEMESTER

September

Chapter Meetings
are Underlined

- 11th: Stock Market Game begins
- 12th: First Chapter Meeting
- 13th: Involvement Fair
- 15th: Cookout Social @ Starin Park 5pm
- 17th: Jersey Mike's Fundraiser
- 19th: Welcome Meeting
- 25th: Fairhaven Bingo @ 6p
- 26th: ULINE Guest Speaker

October

- 3rd: Intro to Competition Meeting
 - Professional Headshots @ 4:15pm
 - DAD Session: Resume Prep
- 4th: Hawk Career Fair Volunteer Opportunity
- 6th: Shockwave Haunts Volunteering
- 7th: Shockwave Haunts Volunteering
- 10th: Introducing Homecoming, Team Building Games, and DECA tiers in-depth
 - Rosa's Ice Cream Social
- 13th: Shockwave Haunts Volunteering
- 14th: Shockwave Haunts Volunteering
- 14th: BMEA Judging Volunteering
- 15th: Trick-or-Can Drop Off
- 16th: Mr. Brews Trivia

CALENDAR FOR 1ST SEMESTER

October Cont.

- 17th: Homecoming Planning
 - Homecoming Committee Meeting: Homecoming banner meeting
- 20th: Shockwave Haunts Volunteering
- 21st: Shockwave Haunts Volunteering
- 22nd: Homecoming Activity: Talent Show Auditions 3p-9p
- 23rd: Homecoming Activity: Study Night & Court Reveal 7pm
- 24th: Competition "Speed Dating" (Find your competition)
 - Homecoming Activity: Trivia 7p
- 25th: Homecoming Activity: Bingo 7p
- 26th: Homecoming Activity: Talent Show 7p
- 27th: Homecoming Activity: Bonfire & Fireworks 7p
- 28th: Homecoming Activity: Parade 10a
 - Shockwave Haunts Volunteering
- 29th: Trick-or-Can Pick-up
- 31st: Halloween Meeting & Costume Contest

EXPERIENCE
the **DIFFERENCE**

CALENDAR FOR 1ST SEMESTER

November

- 3rd: Bucks Game & Panel
- 6th: Virtual Case Simulation Starts
- 7th: Shark Tank
 - DAD Session: Regional Practice
- 9th: Jessica's Fundraiser
- 10th: Regional Competition
- 11th: Badger Football Fundraiser
- 14th: Mobility and Independent Living Guest Speaker (Civic Consciousness Pick)
- 17th: Virtual Case Simulation Ends & Stock Market Game Round 1 ends
 - Bowling Social @ Warhawk Alley 6p
- 18th: Badger Football Fundraiser
- 28th: Alumni Panel

December

- 5th: Holiday Party

*More events to be announced throughout the semester