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# ~ UW-WHITEWATER ~ COLLEGIATE DECA 2025-26 WELCOME PACKET

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GO THE  
**EXTRA**  
DECA

[www.uwwdeca.com](http://www.uwwdeca.com)



# EXECUTIVE BOARD



**Shalomi Sahabandhu**  
President



**Caden Boehnen**  
VP of Competition



**Evan Kraucyk**  
VP of Events



**Ellie Goeden**  
VP of External Relations



**Hayden Itzenheiser**  
VP of Finance



**Tiana Heitmann**  
VP of Fundraising



**George Zimbric**  
VP of Marketing



**Tyler Kraemer**  
VP of Public Relations



**Frank Lanko**  
Chapter Advisor

# WHAT IS DECA?

DECA helps students grow as leaders and professionals. We focus on skills such as communication, problem-solving, and teamwork across various areas, including marketing, finance, hospitality, entrepreneurship, and management. Our members compete to solve real-world challenges, volunteer their time to serve the community, and connect with students across campus to build lasting relationships.

## THE DECA EXPERIENCE

Create new relationships with like-minded students on campus and around the country

Network with industry leaders and executives

Gain valuable volunteering experience

Compete in individual and team events at Regionals, State, and International Competitions

Help give back to the city of Whitewater

Travel to Louisville, KY for ICDC (April 18-21, 2026)

## HOW TO JOIN DECA

**DECA WELCOMES ALL MAJORS!!!**

Pay dues: \$50 for the academic year\*  
Talk to anyone on the E-Board if you have questions

\*If you plan on competing or becoming a DECA member, dues are required. There are plenty of opportunities to earn reimbursements throughout the year by getting involved.



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# GO THE EXTRA WITH DECA

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## Get more involved through our opportunities!

Joining DECA is more than just attending meetings, it's about taking advantage of experiences that help you grow. Getting involved is an easy way to expand your resume, meet new people, and work one-on-one with current executive board members.

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### Leadership opportunities

Step into a role that lets you plan, organize, and lead. These positions help you build professional skills while directly contributing to the chapter's success.

- Homecoming Chair/Committee
  - Marketing Chair/Committee
  - Volunteering Chair/Committee
  - Mentor/Buddy Program
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### Community involvement opportunities

Make an impact on campus and in Whitewater. Through service projects and fundraisers, you'll connect with others while giving back to the community. This year, we are proud to support **St. Jude Children's Research Hospital**.

- Trick-Or-Can Fall food drive
- Holiday Toy Drive
- Football Game Concessions
- Blanket Making
- BMEA
- Career Fair Volunteering
- Seroogy's Chocolate Bar Fundraiser
- And many more throughout the year!





# COMPETITION OPPORTUNITIES

DECA's competitive events challenge you to apply real-world skills like teamwork, problem-solving, and critical thinking. **No experience is needed;** we'll help you find an event that fits your strengths and interests!

- **Marketing, Finance, Hospitality, Entrepreneurship, and Management events**
  - **Team and individual case studies**
  - **Prepared projects and roleplays**
  - **Stock Market Game & Virtual Case Simulation**
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- **Case Studies** – Think on your feet to solve a real-world business problem. You get 30 minutes for individual events or 1 hour for team events to prepare before presenting.
  - **Prepared Events** – Work ahead of time to create a project or presentation and present it at a competition.
  - **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 the top 3 will be recognized at ICDC.
    - September 8 – December 5, 2025
  - **Virtual Business Challenge** – An online simulation where you take on the role of a business leader. Compete in different industries like retail, restaurant, fashion, sports, or hotel. You'll make decisions about things like pricing, marketing, hiring, or operations, then see the results instantly as the simulation runs.
    - Challenge 1: October 14 – October 24, 2025
    - Challenge 2: January 13 – January 23, 2026



# EVENT CATEGORIES

## Business Management & Administration

- Business Ethics
- Business Research
- Human Resource Management
- Retail Management

Team Case  
Prepared Team  
Individual Case  
Individual Case

## Entrepreneurship

- Entrepreneurship Operations
- Entrepreneurship: Starting a Business
- Entrepreneurship: Growing a Business

Individual Case  
Prepared Team  
Prepared Team

## Finance & Accounting

- Corporate Finance
- Financial Accounting
- Financial Statement Analysis
- *Stock Market Game*

Individual Case  
Individual Case  
Prepared Team  
*Online Team*

## Hospitality & Tourism

- Event Planning
- Hotel & Lodging Management
- Restaurant & Food Service Management
- Travel & Tourism

Team Case  
Individual Case  
Individual Case  
Individual Case

## Marketing & Communications

- Advertising Campaign
- Business Research
- Business-to-Business Marketing
- Digital Marketing
- Fashion Merchandising & Marketing
- International Marketing
- Marketing Communications
- Marketing Management
- Professional Sales
- Sales Management Meeting
- Sports Marketing
- Entertainment Marketing

Prepared Team  
Prepared Team  
Team Case  
Prepared Team  
Individual Case  
Team Case  
Individual Case  
Individual Case  
Prepared Individual  
Individual Case  
Individual Case  
Team Case



# DECA POINT GUIDE

## Lower your cost for competition by being active in DECA!

Every activity you participate in earns you points. These points add up and can reduce your expenses for State and International competitions.

### Points System

#### 1 Point

- General chapter meeting attendance
- DECA Deep Dive (DDD session)
- Volunteering (Up to 6 points)
- Paying membership dues
- Carpooling to an event
- Attending Homecoming events
- Blanket making
- Participating in the November DECA Month Challenge

#### 2 Points

- Paid dues before the deadline
- Attend a chapter social
- Bring a new member to a meeting

#### 20 Points

- Getting a sponsorship for the chapter

#### 3 Points

- Applying for an Individual Leadership Passport Award

#### 5 Points

- Homecoming Talent Show
- Fall Conference
- Committee member for Marketing, Homecoming, or Volunteering
- Mentorship Program
- BMEA

#### 10 Points

- Stock Market Game
- Virtual Case Simulation

**Gold:** Top 12% of members with the highest points → \$70 off competition costs

**Silver:** The next 12% of members → \$50 off competition costs

**Bronze:** Everyone else who qualifies → \$30 off competition costs



# EXECUTIVE BOARD OFFICE HOURS

*\*Hyland Hall Room 2007*

**Shalomi  
Sahabandhu  
President**

Tuesdays  
4-5 pm

**Caden Boehnen  
VP of Competition**

Tuesdays  
3:30 - 4:30 pm

**Evan Kraucyk  
VP of Events**

Thursdays  
1-2 pm

**Ellie Goeden  
VP of External  
Relations**

Mondays  
2:30-3:30 pm

**Hayden Itzenheiser  
VP of Finance**

Tuesdays  
1-2 pm

**Tiana Heitmann  
VP of Fundraising**

Mondays  
3:30-4:30 pm

**George Zimbric  
VP of Marketing**

Mondays  
2-3 pm

**Tyler Kraemer  
VP of Public Relations**

Mondays  
11-12 pm

***Frank Lanko***  
*Chapter Advisor*

*By Appointment  
Only*