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





www.uwwdeca.com

EXECUTIVE BOARD



Shalomi Sahabandhu President



Caden Boehnen VP of Competition



Evan Kraucyk VP of Events



Ellie Goeden
VP of External Relations



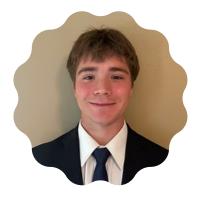
Hayden Itzenheiser VP of Finance



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

Gain valuable volunteering experience

Help give back to the city of Whitewater

Network with industry leaders and executives

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

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.

GO THE EXTRA WITH DECA

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-one with current executive board members.

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

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
- 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 	Team Case
Business Research	Prepared Team
 Human Resource Management 	Individual Case
Retail Management	Individual Case

Entrepreneurship

•	Entrepreneurship Operations	Individual Case
•	Entrepreneurship: Starting a Business	Prepared Team
•	Entrepreneurship: Growing a Business	Prepared Team

Finance & Accounting

 Corporate Finance 	Individual Case
Financial Accounting	Individual Case
 Financial Statement Analysis 	Prepared Team
Stock Market Game	Online Team

Hospitality & Tourism

•	Event Planning	Team Case
•	Hotel & Lodging Management	Individual Case
•	Restaurant & Food Service Management	Individual Case
•	Travel & Tourism	Individual Case

Marketing & Communications

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

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 \rightarrow \$70 off competition costs

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

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

EXECUTIVE BOARD OFFICE HOURS

*Hyland Hall Room 2007

Shalomi Sahabandhu President

> Tuesdays 4-5 pm

Caden BoehnenVP 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 ZimbricVP of Marketing

Mondays 2-3 pm

Tyler KraemerVP of Public Relations

Mondays 11-12 pm

Frank Lanko

Chapter Advisor

By Appointment
Only