



UW-WHITEWATER COLLEGIATE DECA



2026-2027 WELCOME PACKET



EXECUTIVE BOARD

+Office Hours



Tiana Heitmann
President
Mon 11:00-12:00



Michael Westbrook
VP of Fundraising
Wed 11:00-12:00



George Zimbric
VP of Competition
Thurs 12:30-1:30



Dylan Morgan
VP of Events
Tue 5:15-6:15



Ellie Goeden
VP of Community Relations
Tue 11:00-12:00



Christian Hoyer
VP of Finance
Wed 3:00-4:00



Tyler Kraemer
VP of Marketing
Tue 5:15-6:15



Caillean Braatz
VP of Public Relations
Mon 2:00-3:00



Frank Lanko
Advisor
lankof@uww.edu

What is DECA

DECA helps develop skills in business, leadership, entrepreneurship, marketing, finance, and management. Members have opportunities to participate in competitions, attend conferences, network with other students and professionals, and gain real-world experience that can prepare them for future careers while connecting with others.

The DECA Life

Networking
with
professionals

Competing
at state and
international
levels

Traveling to our
competitions in
Appleton and
Austin, TX

Making
friendships
within our
chapter

Volunteering
within our
local
community

How to Join?

WE WELCOME ALL MAJORS

Dues for the academic year: \$50 in cash, \$52 on our website
(uwwdeca.com)

Dues cover the cost of the national DECA membership and our chapter t-shirts. If you plan on competing, dues are required. There are plenty of opportunities to earn reimbursements throughout the year by getting involved (see deca point guide)

Involvement Opportunities

Getting involved on campus is one of the best ways to make the most of your college experience while building valuable skills and strengthening your resume. There are several ways to get involved within DECA, including joining committees, participating in our mentorship program, and volunteering in the community.

Committees

Homecoming

Attend, lead, and support homecoming events

Marketing

Help with content creation and help advertise DECA

Volunteering

Lead and support volunteering events

Mentorship Program

The mentorship program allows the executive board to help lead and guide new members. This program helps you connect with our current members and get more personal support.

Community

Events

- Trick-Or-Can
- Holiday Toy Drive
- Football Concessions
- Career Fair Volunteering
- And many more!

Make an impact on our local community and campus. Through service projects and fundraisers, you'll connect with others while giving back to the community. This year, we are proud to support: **The Community Space**

Competition Structure

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!

The Basics of Competition

Event Clusters: Business Management & Administration, Entrepreneurship, Finance & Accounting, Hospitality & Tourism, Marketing & Communications

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 your 15-minute presentation.

Prepared Events: Work ahead of time to create a project/presentation and present within 15 minutes at competition.

Stock Market Game: You get \$100,000 to invest in a National Collegiate DECA simulation. 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 – November 13

Virtual Business Challenge: An online simulation where you take on the role of a business leader and compete in different industries. You'll make decisions about things like pricing, marketing, hiring, or operations.

November 2 - November 13

Minimum # of Events: 1 Individual/Team/Prepared

Maximum # of Events: 1 Individual/Team, 1 Prepared Project, and the Corporate Challenges

Event Categories

		Team Size
Business Management & Administration		
• Business Ethics	Team Case	2
• Business Research	Prepared Team	1-3
• Human Resource Management	Individual Case	1
• Retail Management	Individual Case	1
Entrepreneurship		
• Entrepreneurship Operations	Individual Case	1
• Entrepreneurship: Starting a Business	Prepared Team	1-3
• Entrepreneurship: Growing a Business	Prepared Team	1-3
Finance & Accounting		
• Corporate Finance	Individual Case	1
• Financial Accounting	Individual Case	1
• Financial Statement Analysis	Prepared Team	2-3
Hospitality & Tourism		
• Event Planning	Team Case	2
• Hotel & Lodging Management	Individual Case	1
• Restaurant & Food Service Management	Individual Case	1
• Travel & Tourism	Individual Case	1
Marketing & Communications		
• Advertising Campaign	Prepared Team	1-3
• Business-to-Business Marketing	Team Case	2
• Digital Marketing Strategies	Prepared Team	1-2
• Fashion Merchandising & Marketing	Individual Case	1
• International Marketing	Team Case	2
• Marketing Communications	Individual Case	1
• Marketing Management	Individual Case	1
• Professional Sales	Prepared Individual	1
• Sales Management and Leadership	Individual Case	1
• Sports Marketing	Team Case	2
• Entertainment Marketing	Team Case	2
Coporate Challenges		
• Stock Market	Online Team	1-3
• Virtual Case Simulation	Online Individual	1

DECA Point Guide

Lower your competition costs by being involved!

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

1 Point

- Meeting attendance
- DECA Deep Dive (DDD) meeting attendance
- Volunteering for every hour (Up to 6 points)
- Paid expenses on time
- Participating in the November DECA Month Challenge

2 Points

- Paid expenses before due date
- Carpooling to an event
- Going to a DECA social
- Bringing a new member

5 Points

- Attending homecoming events
- Joining a committee
- Being involved in our Mentorship Program
- Applying for the Leadership Passport Program
- Competing in the Stock Market Game
- Competing in Virtual Case Simulation

10 Points

- Being in our homecoming talent show
- Attending the Fall Conference

20 Points

- Obtaining a sponsor for our chapter

Important Links

Official DECA Website:

deca.org

Whitewater DECA:

uwwdeca.com

Socials



[uwwdeca](https://www.instagram.com/uwwdeca)



[UW-Whitewater Collegiate DECA](https://www.facebook.com/UWWhitewaterCollegiateDECA)



[UW-Whitewater Collegiate DECA](https://www.linkedin.com/company/UWWhitewaterCollegiateDECA)

Tiers

Gold: Top 12% of members → \$70 off competition costs

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

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