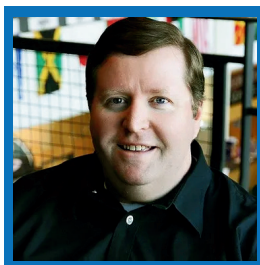




UW-WHITEWATER COLLEGIATE DECA 2024-25 WELCOME PACKET



EXECUTIVE BOARD

Frank Lanko
Advisor



Bella Biever
President



Michael Westbrook
VP of Community Involvement



Brody Large
VP of Competition



Hannah Breckheimer
VP of Events



Shalomi Sahabandhu
VP of External Relations



Tamber Pelischek
VP of Finance



Melanie Polivka
VP of Fundraising



Caden Boehnen
VP of Marketing



Kara Winch
VP of Public Relations

SOCIAL MEDIAS



uwwdeca



UW-Whitewater
Collegiate DECA



UW-Whitewater
Collegiate DECA



uwwdeca

EXECUTIVE BOARD OFFICE HOURS

Frank Lanko
Advisor

By Appointment
Only

Bella Biever
President

Tuesdays
4:15pm - 5:15pm

**Community
Involvement**

Mondays
11am - 12pm

Competition

Wednesdays
12:30pm -
1:30pm

Events

Tuesdays
1pm - 2pm

**External
Relations**

Wednesdays
12:30pm -
1:30pm

Finance

Mondays
2pm - 3pm

Fundraising

Tuesdays
10:45am -
11:45am

Marketing

Mondays
2:30pm -
3:30pm

**Public
Relations**

Tuesdays
1:45pm -
2:45pm

LOCATION

**Hyland Hall
Room 2007**

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 **San Francisco, California** for ICDC from April 5-8, 2025

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, 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'S ICDC

➤ Achieved 58 awards/honors ➤

➤ 14 members placed Top 10 in the world ➤

➤ 5 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 15
Round 2: Feb 3-April 11

— 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 **Make-A-Wish** foundation and will be **raising money for a little girl named Mylee** from Beloit, WI! The Make-A-Wish Foundation's goal is to grant the wish of every child with a critical illness. Their mission is to create life-changing wishes that can help improve the lives of children, their families, and everyone involved.



VOLUNTEER OPPORTUNITIES

- **Grilling 2 Give:** On Oct. 18th, DECA will be hosting a cookout in Starin Park to help raise money for our philanthropy of the year. Everyone is invited to the cookout from students to community members
- **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. 13th and pick them up on Oct. 27th
- **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.
- And many other fundraisers!!
 - Career Fair
 - BMEA
 - Culver's
 - Badger Games
 - Seroogy'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 Deep Dive (DDD) 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)

10 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

- 9th: Stock Market Game begins
- 17th: First Chapter Meeting: Introduction to Collegiate DECA
 - Qdoba Social
- 21st: UWW Football Concessions Volunteering
- 24th: General Meeting: Office Olympics
 - DDD Meeting: Resume Builder

October

- 1st: General Meeting: Introduction to Competition
- 2nd: Hawk Career Fair Volunteering
- 5th: Badger Football Volunteering
- 8th: General Meeting
- 13th: Trick-or-Can Drop Off
- 15th: General Meeting
 - DECA Dues due
 - DDD Meeting: Competition
- 18th: Grilling 2 Give
- 19th: UWW Football Concessions Volunteering
- 22nd: General Meeting
 - Homecoming Committee Meeting: Homecoming banner meeting

CALENDAR FOR 1ST SEMESTER

October Cont.

- 27th: Trick Or Can Pick Up
- 27th - Nov 2nd: Homecoming
- 29th: General Meeting

November

- 2nd: UWW Football Concessions Volunteering
- 5th: General Meeting
 - DDD Meeting: Virtual Case Simulation
- 6th: Virtual Case Simulation Starts
- 15th: Fall Conference
- 16th: Badger Football Volunteering
- 17th: Virtual Case Simulation Ends
- 18th: Fairhaven Volunteering - Bingo!
- 19th: Alumni Panel

December

- 3rd: Holiday Party

*More events to be announced throughout the semester