



California Association of DECA

Board of Directors Meeting

May 20-23, 2011

Sheraton Grand Sacramento Hotel

MINUTES

DATES: May 20-23, 2011

TIME: 10:20AM-11:00 AM

PLACE: Sheraton Grand Sacramento Hotel

The following California DECA Board of Directors members participated in the meeting:

Board of Directors Members in Attendance

- Laurie Andrews, Board Chair
- Debi Blue, Secretary
- Kay Ferrier, Ex-Officio – Non Voting
- Dennis Mifflin
- Tami Raaker
- Carl Schmidt
- Mariam Shafiey
- JoAna Sydow, Chair Elect
- Mary Whited
- Maureen Todd, Treasurer
- Brycen Woodley, State Advisor – Non Voting

Staff Not in Attendance except via conference call

- Ryan Underwood

CALL TO ORDER

The California DECA, Inc. Board of Directors Meeting was called to order by Board Chair Laurie Andrews, at 10:20AM.

APPROVAL OF MINUTES

It was moved by Dennis Mifflin and seconded by Carl Schmidt to approve the minutes of the November 5-6, 2010 Board Meeting. The motion passed unanimously.

FINANCIAL REPORTS

Brycen Woodley presented the financial reports of the association. The Balance Sheet, Profit and Loss Statement, Accounts Receivable and Accounts Payable statements were all reviewed. The Balance Sheets and Profit and Loss statements for both the Nor Cal and So Cal accounts were also reviewed.



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Noted: It was discussed re-negotiating ADI contract to save money. As well as looking at pricing of other companies.

REPORTS

State and Federal Funding:

Information was shared by Kay Ferrier that the federal budget for 2011-2012 shows a 20 million drop with 11 million in Tech Prep gone. In 2012-2013 another 11 million cut from federal funds to CTE. CTSO's contract has been cut by \$30,000. CTSO has decided to cancel annual conference due to \$10,000 cost. DECA chapters with ROP/CTE instructors would suffer from these cuts and it would affect CA DECA membership.

Carl Schmidt suggested to Kay Ferrier that a website be developed to promote the good things that marketing students are accomplishing.

Management Team Updates:

New promotional/marketing materials were shown to the board. SB70 funds were used to create and develop these materials. Several questioned when materials would be available to advisors. Brycen Woodley said they would be distributed at Advisor Conference in October.

The proposed Emerging Leaders Assessment was shared by Brycen Woodley. The assessment received a very favorable response from the Board. It was requested that this assessment be included in the CA DECA Chapter Grant. It will now be included in the Entrepreneur Level with 10% of the chapter required to take the exam. It was requested that CA DECA be responsible for distributing the scantrons and tests to the chapters.

Brycen Woodley and the State Officer Team met with CA Superintendent of Public Instruction, Tom Torkelson. The meeting went very well. They shared their concerns regarding DECA and CTE. Brycen and Ryan are now members of ACTE (Association of Career Technical Education). CA DECA is the only members of this organization on the west coast. Board members were encouraged to join.

Ryan Underwood attended the Grad Nation Summit whose purpose is to fight the nation's high school dropout rate. The Grad Nation Summit partnered with State Farm which unveiled its new dropout prevention public awareness campaign titled "**26 Seconds**" featuring NBA star LeBron James. At the Grad Nation Summit a CTE/CTSO panel was featured. Ryan is working on ensuring CA DECA is a part of this panel. It was stated that every 18 seconds a student becomes a member of a CTSO.



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We had ten CA DECA students who met with our Congressional Delegation. Students shared information concerning DECA and CTSO's.

Brycen Woodley brought the organization CADA and its importance to CA DECA. CADA is the third strongest organization in the state. It was encouraged that CA DECA have a strong exhibitor presence at CADA's annual conference.

In regards to Get Real there was discussion on whether we should keep our affiliation with them. Carl Schmidt felt we should be making our own voice heard without Get Real. He proposed we invite Get Real to one of our Board Meetings. Ryan Underwood felt that we should instead concentrate on becoming a partner with NEA.

The state will be announcing the updated pathways soon. The Sales, Marketing, and Advertising pathways will align nicely with DECA.

Patrick Ainsworth has been elected to serve as the National Chair for ACTE in the coming year.

It was noted by Carl Schmidt that CTA has a CTE panel and he suggested we go to one of their meetings in SoCal and make a presentation on CTSO's.

In regards to the Coalition Discussion, Ryan Underwood asked what other organizations would be beneficial for us to be members of. Laurie Andrews proposed we become members of CAROP due to the strong presence of ROP teachers who are DECA advisors. Carl asked if we were members of the California Chambers of Commerce and have we made a presentation to them about DECA. Ryan Underwood suggested we invite a representative to one of our board meetings or conference call with them. Carl Schmidt stated that we should extend an invitation to one of their former presidents to become a member of our CA DECA Advisory Board.

At this time information was shared about the CA DECA Advisory Board. The Advisory Board had its first meeting and it went very well. It was discussed, what exactly does the Board of Directors, want the Advisory Board to accomplish. Carl Schmidt asked who do they advise and when will the Board of Directors have an opportunity to talk to them. It was suggested that Charles Martin who is leading the Advisory Board attend a Board of Directors meeting. At this time the Board of Directors could share what they are working on and what they need from the Advisory Board. Carl Schmidt proposed the Board of Directors meet with them at least once a year. He also requested some sort of form that the Board can fill out and share their suggestions with the Advisory Board. Ryan Underwood agreed with Carl Schmidt's suggestions. Laurie Andrews requested a list of who is on the Advisory Board be sent to each Board of Directors



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member. Carl Schmidt suggested we send an invitation to the CA National Members to be on our Advisory Board.

Our membership campaign was a success. We had a total of 2,930 members which earned us an additional slot for ICDC. Our new goal is 3,000 members. In order for us to get the 4th slot in written events we would need membership of 3,500. Brycen Woodley said we needed to get clarification from Shirley Kyle on this.

Our 60 year anniversary celebration was very successful. The video documenting our 60 years and accomplishments can be viewed on youtube/cadeca. This is the same video that was viewed at SCDC.

The state community service project for the new membership year will be centered on the Make A Wish foundation.

Conference Updates: The state showed record attendance at all conferences over previous years.

The Iphone app will be ready to roll out this summer.

ACTION ITEMS

Conference review-

SCDC discussion: Shirts that were offered for sale at state conference did not have DECA on them. State t-shirt contest needs to be started earlier. It was suggested that the submitted designs be posted on the CA DECA website and that members vote for their favorite to determine the winner. The winner would then receive a free conference registration.

In regards to Quiz Bowl there was discussion by the board in keeping it an event at the state level. It was questioned why it should be kept since there was a lack of an independent source for questions needed in Quiz Bowl and it is not an event that will allow you to move on to ICDC. It was stated that Shirley Kyle would be a good source for questions needed. It was moved by Carl Schmidt that Quiz Bowl be kept as a state event. Mariam Shafiey seconds the motion. The motion passes unanimously. Carl Schmidt moved that a letter from the CA Board of Directors be written to Dr. Ed Davis to keep Quiz Bowl as an event at ICDC. Tami Raaker seconds the motion. The motion passes unanimously. Tami Raaker volunteered to write the letter.

In regards to testing at SCDC it has proved very difficult to get testing completed in the time period we have and in one area. It was proposed that from now on students who are competing in a series/team event as well as a written project must select an area that has the same test. For



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example their series event cannot be in one that requires the hospitality cluster test and their written project requires the marketing cluster. It needs to be in the same cluster. Also from now on students will be required to register for the economics and marketing math tests. They will also need to decide which one they will take. They may not do both.

The discussion regarding the cost of meals proposed that advisor luncheons for prepping for events be eliminated. This was due to the \$16,929.61 catering bill for food at the SCDC. Brycen Woodley stated this amount needs to be brought down to \$10,000 if we were to remain profitable for this event.

Brycen Woodley discussed the need for alumni policies and procedures. Charles Martin has volunteered to steer an alumni meeting regarding this. It was discussed that alumni working at conferences have rooms and meals paid by the state with the understanding they will not and cannot assist their former chapters. It was stated that all alumni working at the state conference be required to follow the code of conduct and attend a meeting either in NorCal or SoCal prior to the event. At this time it would be reviewed what would be required for them. All alumni would be required to formally register with state and national DECA. It was proposed that an online registration be established for alumni for conferences and that no drop-ins would be allowed. Brycen Woodley also brought up that we would need our experienced alumni at our conferences due to the new events DECA, Inc. was rolling out. The issue is our advisors would need to work longer and we would need more bodies. We need experienced people to cover written events, principle events and series/team events. We need to look beyond advisors running these events.

Several advisors have requested that team events be recognized not only for their test but their role-play as well. It was noted that the Principle events only have one role play and they are recognized for both.

It was noted that the awards for SCDC were cheap and many of them fell apart or the engraving was incorrect.

ICDC:

Many on the board felt the state meeting should be moved to before the Opening session instead of after. This was due to students having to attend the state meeting till 1:00AM and then having to get up early for testing. It was also noted that the lack of transportation and clear communication that there would not be any was not setting up our students for success. It was also requested that our state banner be more visible at the Opening session so state delegates could find our seating area. Several board members requested that the state picture be moved to before the Opening session. Positive feedback was given about the spirit items that were given to



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the state delegates as well as the celebratory meeting held after the closing session. The Board requested that Tri Leadership put together a state package of activities for the Salt Lake ICDC. It was proposed a dance might be an option.

Carl Schmidt felt we needed a meeting to prep our state winners for ICDC. This would give our students an advantage and increase the number of winners we have at ICDC.

Protégé Events:

These are industry based tests in the areas of Real Estate, Investments, Public Relations, Non-Profit Management and Event Planning. Students would be able to take these tests during workshop times at our conferences. Maureen Todd brought to attention the need for involvement in the Real Estate, Accounting, Finance and Banking industries. She was concerned we would lose these areas to the Social Sciences area. Laurie Andrews brought up getting paid internships to look into these groups.

Emerging Leader Assessment:

Membership Campaign and SB70 Changes:

It was requested that the updates to the SB70 be posted on the CA DECA website for advisors to view. The changes for the CA DECA Chapter Grant that were proposed by the Board were as follows: Under the Discovery level, Chapters are required to submit a chapter data form every year. The chapter constitution only needs to be submitted once. Entrepreneur Level changes: require a growth in the chapter of 11 members (students, alumni, professional or mid-level). Another requirement is that 25% of the chapter must take the Emerging Leaders Assessment. This assessment will be given in the Fall, prior to October 1st, (pre-test) and in the Spring, prior to April 30th, (post-test). Champion Level requires chapters to complete 3 of the 4 requirements. Chapters are required to submit an article in regards to Public Relations or an Advocacy Activity. The All Star Level requirements led to a discussion by the Board. Some of the Board members stated that their school districts were not allowing them to use funds to join their Chamber of Commerce. It was decided that in lieu of joining the Chamber of Commerce chapters may join the Rotary, Kiwanis or Fraternity of Eagles.

A motion was made by Carl Schmidt to approve the guidelines for chapter membership in regards to the CA DECA Grant. Tami Raaker seconds the motion. The motion passes unanimously.

State Officer Program:

A parent engagement letter is being drafted to send to all parents of state officers explaining the requirements of the position. Members of the Board felt that the chapter advisor be also sent this letter and be involved when a state officer needed to miss school. It was stated that many times



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the school would question the advisor about an absence and the advisor would not know anything about it.

President Obama currently recognizes young adults for their volunteer service. It was requested that our state officer's names be submitted for this award due to their service to DECA.

There was discussion at the state conference by advisors that the Board look at the Election Process for state officers. Tami Raaker felt that students who were not elected to the position they ran for should be plugged into positions where no one ran for that position or allow students to run for more than one position. It was decided that the Election Process be shelved until the next Board meeting in November.

Brycen Woodley presented the idea that those students running for a position, be filmed for a commercial to be viewed at the SCDC opening session for all members to view. The Board felt this was a great idea. There was much discussion by the Board on whether state officer farewells be viewed on a video at the closing session, and the presentations removed. No decision was made.

It was decided that the state officer program should be reviewed or amended whereas incoming officers know they must pay for all conference registration fees. It was noted that the state was already spending \$30,000 on the officer team and with a shortage of federal money next year we need to make some changes. Carl Schmidt made a motion that starting with the 2012-2013 state officer's team, state officers be required to pay all conference registration fees. CA DECA would pay all other fees excluding conference registration fees and membership fees. Mary Whited seconds the motion. The motion passes unanimously.

Region Build Out:

It was suggested that District Action Teams be re-established. It was discussed that it was needed to better prepare students who were interested in becoming state officers. It would be viewed as a stepping stone. Tami Raaker volunteered to put together a set of guidelines and requirements for the DAT. A motion was made by Joanna Sydow to approve the formation of the District Action Teams as such and becoming official when the packet/guideline documentation is approved by the Board via email vote. Mariam Shafiey seconds the motion. The motion passes unanimously.

DECA Prize:

Discussion centered on funding a member with a \$10,000 prize as a start-up loan or investment on a business/entrepreneurship concept; similar to the show "Shark Tank". The student would be given a booth at SCDC to pitch their concept. CA DECA would also provide mentorship and assistance. Voting on the best concept would take place online. It was decided that more discussion was needed at the next Board meeting in November.

Junior DECA:



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It was decided that each region decide how they would best handle having a Junior DECA. It was suggested that DAT's hold mini conferences or workshops for Junior DECA's.

Board Collateral:

It was decided by the Board that they would rather have badges than official shirts. Business cards were distributed to each Board member.

2011-2012 Conferences:

The dates for conferences were shared with the Board. It was noted that the dates for DECA University had been selected with Nor Cal holding theirs on September 9th and So Cal holding theirs on September 17th at the Home Depot Center. The location of the So Cal CDC is at the Crowne Plaza Resort. The dates for ICDC were changed to April 28th through May 1st, 2012. An Advisor Conference had been slated for October 7-9, 2011 in Nor Cal.

District Structures:

It was proposed that a check request be completed for any purchase. This led to a discussion that what if Debbie Nelson needed to be reimbursed for a Nor Cal expense. How would she go about it? It was proposed that she would get a Nor Cal Board member to sign her check request and then submit it to Rex for payment. It was proposed that decisions to change anything in Nor Cal needs a quorum of advisors to approve it. Brycen Woodley felt we need a procedure and policy regarding payments and we should be proactive in putting together a proposed documentation process for re-imbursement for expenditures from the account. It was decided that Brycen Woodley and Rhonda will put together a document on policies and procedures.

Student Led Chapters:

In regards to student lead chapters it was the Board's decision that an advisor is required to sign all State and National paperwork. It was also decided that an advisor must be in attendance at all workshops and conferences. If the advisor was unable to attend, a faculty member or substitute advisor must attend in their place. The Board felt a policy needs to be written concerning this. It was also noted that the advisor be a credentialed faculty member.

BOARD ACTIONS

Carl Schmidt nominated to elect Mary Whited for Chair elect. Dennis Mifflin nominated to elect Maureen Todd as Treasurer. JoAna Sydow nominated Tami Raaker as Secretary. It was moved by Dennis Mifflin to approve the slate of nominated Board officers. JoAna Sydow seconded the motion. The motion passes unanimously.



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NEXT MEETING

The next Board Meeting dates were not given other than a formal meeting would be held in November. Brycen Woodley will send out an email and based on the responses will select a date.

ADJOURNMENT

It was moved by Carl Schmidt and seconded by Dennis Mifflin that the meeting be adjourned. The motion passed unanimously. The California DECA, Inc. Board of Directors Meeting was adjourned at 11:00 AM.

Respectfully Submitted,

CALIFORNIA DECA, Inc.

Debi Blue, Secretary

09/12/11
