

## BOARD OF DIRECTORS - MINUTES

### Board of Directors Meeting

February 3-4, 2012

California Department of Education-Sacramento, California

#### Board Members in Attendance

- Kay Ferrier, State Advisor, California Department of Education
- JoAna Sydow, Board Chair
- Mary Whited, Board Chair-Elect
- Maureen Todd, Board Treasurer
- Tami Raaker, Secretary
- Laurie Andrews
- Mariam Shafiey

#### Board Members Not in Attendance

- Dennis Mifflin

#### Staff in Attendance

- Brycen Woodley, State Director
- Ryan Underwood, Executive Director

#### Call to Order

The meeting was called to order by Board Chair JoAna Sydow at 8:58 a.m.

#### Minutes

It was moved by Carl and it was seconded to approve the minutes of the December 2011 Board Meeting as amended. The motion was adopted.

#### State Advisor Report

Kay Ferrier reported a general update from the California Department of Education.

- **CTSO Funding:** As previously reported, Governor Browns proposed budget removed categorical funding for CTE and CTSOs. Turns out CTSOs were inadvertently cut. FFA has taken the lead along with their industry partners and advocates to meet with the Governor's key staff as well as leaders in the Assembly including Senator Darrell Steinberg (President Po Tempore) and Representative John Perez (Assembly Speaker) to enlist their support not enacting proposals that eliminate funding for CTSOs (DECA) and CTE. Main message is not to panic, but, to stay on alert and Kay will keep the Board apprised. The January budget is a draft now with the legislature.

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- **SB70:** CDE is working to continue funding for SB70 for three more years. Kay's department is working with Senator Steinberg to maintain SB70 support to CTE and CTSO support and expansion.
- **Partnership Academies.** President Obama is coming out to visit Partnership Academy including Green Academies. Obama is exploring the California model for a national roll out of Partnership Academies. For 10, 11, 12<sup>th</sup> grade students stay with same educators on a CTE course. Key aspect is 51% "at risk" students. Business and Finance is a fast growing sector of Partnership Academies. Jerry Winthrop and Karen Shores head up Partnership Academies and would welcome us to contact them to integrate. Green Academies have an element for Entrepreneurship.
- **Kay's Position at CDE:** Kay has requested position to separate Business/Finance sector from Marketing, Sales and Service. No one else in CDE has such large sectors as well as two CTSOs to oversee and manage. Kay's request to her superiors is to keep DECA and Marketing/Sales and Service and allow FBLA and Business/Finance Sector to transition to a new person. The Assistant Superintendent has approved this approach and the change is hopeful for May.
- **Pathway Standards:** Changes from "acquisition of knowledge" to more application-based language and difficulty in rigor. Personal Services has been added to the Marketing, Sales and Service Sector. Now that the standards have been developed, a team of academics are coming into cross walk standards. Personal Services was originally offered to FHA, but, they turned it down and Kay secured it under Marketing, Sales, and Service.
- **CTE Month:** Superintendent Torlakson is really promoting and encouraging Department wide support of CTE month. A special Facebook and Twitter account has been setup to promote and CDE is
- **Marketing Capstone:** Cheryl Rider is heading up a team of faculty to design a Marketing Capstone course. It was suggested that DECA be integrated as a part of the capstone. JoAna Sydow, Mary Whited, and Laurie Andrews volunteered to be part of Cheryl's faculty writing team.
- **Operations:** Kay requested from the board the final management agreement language for California DECA and the contracted management. The Board presented the agreement language noting these two items. Kay noted that it's important to have the competitive bid process completed by May-June 2012. It's also important that DECA cast the widest net and be as inclusive as possible in receiving and considering individuals and firms for management. When new events come along the Board needs to be cognizant to seek bids and be prudent and fair in offering opportunities. Kay reviewed the requested language from CDE (follow-on, competitive bid, etc.). It was noted that Management Agreement version five satisfied CDE's priorities and noted that the agreement clause related "Supplemental Compensation" was intended to provide allowance for smaller items and to allow for reimbursement, but, not intended to allow for larger contracts or newer projects and emphasized those types of services need to be put out for bid.

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- **Contracts:** For SB70 to be ready for funding in May 1, it needs to be turned in by February 6, 2012. Contracts has changed their process from 60 days to 60 working days. This means complete cycling through Kay, analysts, and approvals in Kay's Department so it hits contracts 60 working days. This would mean that this contact would have been ideally needed to be completed by California DECA by December 1, 2011.
- **Affiliation/Membership Fees:** Kay visited with the Board regarding SkillsUSA and HOSA membership affiliation models for membership. SkillsUSA uses Perkins to pay for instructional materials—the materials include membership dues for all the students. Losses in membership dues are being offset by the increase in volume of students and revenue from conferences and material fees. HOSA is looking at the same model to provide “options” for affiliation and/or traditional methods.
- **Out of State Travel:** Kay reported that she had shared the DECA interpretation as well her evidence and perspective of out-of-state travel with CDE decision makers and Department of General Services legal counsel. The issue is still pending a final ruling and no plans or communication speculating on the decision outcome should be shared or planned on at this time.

The Board members asked Kay as State Advisor the ways she and CDE are looking to be more directly involved as the designated charter holder from DECA, Inc. Kay noted that she would like to be involved more in:

- the planning of events
- working as a judge
- helping to administer competitions
- sharing DECA “news” with CDE that can be used to PR
- live feed for CA DECA Success

She shared a concern that her involvement and availability would be predicated on budget/funding.

In regard to planning, Kay noted being more hands on in terms of planning advisor trainings, doing workshops, and connecting to students. Meeting and knowing who state officers are and district and local is also an important place to be engaged as possible. Kay also noted that CDE is happy for DECA to utilize its meeting space for board meetings and other DECA functions. Kay also shared that it's important that DECA at all levels relay news and success stories so that she can send to Tom Mays who will move it to the Superintendents team for further review and communication.

The Board shared with Kay that they often feel overwhelmed as volunteers working on the local, district, and state level. Board wants to be voices for the student and teachers and protect and grow the organization. Board shared they want to be compliant with CDE protocol while delivering the vision for DECA (recognition, growth, buildup of program). Kay shared that there is greater and greater scrutiny

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and accountability partly because it's a prudent practice, partly because of the elected nature of the Superintendent, Governor and other officials, and partly because the DECA approach to administration and leadership is innovative and different than the tradition has been. We have to look and be our best, share our success, and ensure that people understand better our operations and how we work.

From a staff perspective it was communicated that feedback, comment, or input is needed on varying decisions by Board and CDE. But, due to busy schedules and many duties that Board or CDE have that communication may be inadvertently missed. Staff shared they want to be comprehensive and user-friendly about communications, but are unsure as to what's most effective for Board/CDE. It was agreed that use of the subject line is a key way to bring clarity. Staff will start using "For Your Reference" vs "Alert" vs. "Reply Needed" to help Board members and CDE prioritize and respond to communications.

### **State Officer Team Report**

A written report was presented by State President Shruti Thundiyil outlining state officer efforts and leadership in Conferences and Events, Chapter and Member Outreach, Promotion, and Leadership Development. The Board was pleased with the report and the work that the officer team is doing.

The Board inquired specifically on the state service project and efforts. It seemed communication and engagement could be improved in this area.

It was requested that a roll call of attendees on the President's Call be distributed to chapter advisors following meetings.

### **Treasurer's Report**

Treasurer Maureen Todd provided the Income Statement and Balance Sheet for DECA as of December 31, 2011. Total income to date is \$122,238. Total expense to date is \$65,337. Profitability to date is \$56,901. Total cash in bank is \$141,338 with \$13,390 held in trust for chapters who have not claimed chapter grants and another \$25,000 held in reserve. The Association investment account totals \$12,240.

It was moved by Carl and seconded to approve the DECA financial statements dated December 31, 2011. The motion was adopted.

It was noted that the Board wishes to continue covering full state officer travel component even if CDE fails to interpret the Education Code element of out-of-state travel in DECA/CTSOs favor.

It was discussed that DECA University is largely subsidized by SB70 funds. This event would need to be revisited if funding changes.

In review of the SB70 Budget Narrative, it was decided that we eliminate the Middle Level funding and move the new chapters start-up grants up to Task 1. There was discussion on the disadvantages to adding middle schools (such as principles events disqualification, ROP programs/juniors & seniors only,

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etc.). In the end it was determined that DECA should be open to Middle Level participation as it naturally occurred but given the vastness for growth at the secondary level and with no real support mechanism in place from National DECA to assist in Middle Level growth, that new chapter startup grants be concentrated on new high school chapters.

Maureen reminded the Board of key checks and balances in our accounting process including:

- Board access to detailed transaction logs as requested to review disbursements
- Account authorization and online access to review transaction 24/7
- Triple signatures on all requisitions from the State Director, Finance Director, and Board Treasurer
- Practice of no one authorizing disbursements to themselves (e.g. If Treasurer had a reimbursement request they are not authorized to approve)
- Monthly account reconciliation completed and sent to Board Treasurer

### **Audit Committee**

Mariam Shafiey presented on behalf of the Audit Committee their research findings from five different accounting firms.

The Board inquired about frequency of audit. Kay noted that there is nothing set in stone, but that it is recommended an extensive audit be conducted at least every five years.

It was moved by Carl and seconded to approve the firm of Haws, Theobald and Auman, PC to conduct an audit of the FY 2010-11 fiscal year in accordance with the letter of engagement from the Audit Committee. The motion was adopted unanimously.

The Board thanked the Audit Committee for their work to seek candidates and for their role in overseeing the process.

### **Conduct Committee**

It was moved by Carl Schmidt and seconded to create a Conduct Committee of the Board of Directors in order to address issues related to conduct (cheating, code of conduct violations, excessive celebrations, etc.) and to provide a fair and impartial mechanism for fielding and addressing concerns, grievances, and conduct of students, advisors, staff, alumni, et al.

Board Chair JoAna Sydow appointed Mary Whited to Chair the Conduct Committee and requested Mary invite Kay Ferrier, Tami Raaker, Derrick Lyons, and Dennis Mifflin to be members of the Conduct Committee.

The Board identified that a conduct checklist and grievance policy be updated for presentation at state conference.

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It was recommended during the annual review of the corporate bylaws that we add the Audit Committee and Conduct Committee to the bylaws. It was further recommended that the Board Chair-elect automatically serve as Chair of the Conduct Committee during their term as Board Chair-Elect.

### **Management Team Report**

Brycen shared that the management team was making some changes of personnel assignments in the Spring and advised the Board of these upcoming additions/changes. Brittani Parker would assume the State Officer Coaching role following SCDC and start up with the new team. It was also highlighted that Summer Underwood would be increasing her hours in bookkeeping as an assistant to Rhonda Bohall the DECA Finance Manager. The Board clarified that it would like to be more involved in staffing decisions more directly related to our students (e.g. hiring a new officer coach).

It was reported that membership and conference attendance were on a strong path for record breaking levels for 2011-12 again and that additional space had been secured for conference overflow facilities at SCDC.

The Direct Marketing campaign made possible through SB70 funding was completed in the fall and winter with three custom pieces promoting various aspects of DECA sent to over 600 prospective chapters based on the reports provided by CDE. In addition, Curtis Haley has been conducting regular follow up with new chapters and new advisors and many schools with inquiry. A number of new documents were created for promotional purposes and uploaded to the website to assist in the membership activation process. Key results through a collection of efforts by staff, officers, board, CDE, and current chapters include:

- Membership has increased by 1,200 members—30% increase since SB70 funding became available for support and promotions.
- In 2011-12 we received 91 schools or districts expressing interest in starting DECA
- DECA had 15 chapter startups in California in 2011-12.

The new DECA Protégé events will be ready for SCDC debut. The test writer is a past DECA chapter advisor and has been working with an industry partner on each test to make sure it has both classroom and industry connection. The Protégé Events were designed and formatted to be consistent with the format and structure of DECA's competitive events program. The test writer followed a structure of developing tests that were approximately 60-70% based on a selected text and 30-40% based on industry related web sources.

The following Protégé event databases will be available at the 2012 California DECA State Career Development Conference:

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1. Green Business Written Exam
2. Association Management Written Exam
3. Finance/Investing Written Exam
4. Insurance Written Exam
5. Real Estate Written Exam
6. Event Planning Written Exam

It was noted that while the project originally called for four tests to be written in the first year that DECA was able to successfully negotiate the writing of a total of six tests for DECA. Each chapter will get a textbook for next year's planning purposes.

A new DECA promotional video targeting administrators, teachers, and business partners is nearing completion. Footage and interviews were conducted during the WRLC in San Diego as well as still photos and facts from previous events. When complete the video will also be uploaded to the DECA YouTube Channel. The neat feature of this is that all videos feed directly to the mobile app so presentations can be made via iPhone/iPad very easily.

### **DECA California Advisory Board Report**

The DECA California Advisory Board Chair Charles Martin joined the Board along with staff liaison and partnership manager Danielle Tolentino Tuason to share with the Board Members the Advisory Board's efforts and key strategies.

The California Advisory Board (CAB) is modeled after the DECA National Advisory Board (NAB). CAB consists of two standing committees:

1. Executive Committee: Industry professionals and alumni who lead the efforts of CAB
2. Alumni Committee: Alumni members interested in continuing their affiliation with California DECA as a continued supporter and contributor to the organization

CAB will work with the California DECA Board of Directors and Management Team to execute special projects and initiatives.

Concept in pilot is the "On Corps" which are retired/past advisors and alumni who participate in supporting and sharing time/talent.

Highlights of the CAB's efforts from the PowerPoint presentation and handout include:

### **CAB Strategic Areas and Initiatives**

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The California Advisory Board aims to fulfill its purpose by preparing California's emerging leaders and entrepreneurs in marketing, finance, hospitality, and management. Representing industry, DECA alumni, and DECA supporters, the CAB has established four strategic areas of focus:

**Advocacy** The California Advisory Board represents business and industry as third-party advocates for DECA programs. CAB members provide an additional voice in support of government policies and funding sources that benefit California DECA and Career Technical Education.

- DECAAlert – The California Advisory Board works to build/grow the California DECA coalition (consisting of alumni, educators, parents, etc.) and will communicate information about major legislation and policy issues through a Twitter feed (@DECAAlert) and eblast.

**Alumni** California DECA alumni are loyal to their organizational ties and are seeking opportunities to continue their involvement and affiliation with DECA. The California Advisory Board leads the DECA alumni division with the ultimate goal of cultivating stronger relationships with alumni.

- Alumni Committee – The Alumni Committee is a part of the CAB umbrella. CAB plays an important role in the execution of this program by (1) Recruiting alumni in California DECA conferences and events, (2) Creating opportunities for alumni recognition, and (3) Providing alumni with access to California DECA updates and other important information. CAB created an initial draft of the Alumni Committee functions.

**Development** The California Advisory Board contributes to the growth of organizational resources by identifying and cultivating opportunities for partnership and sponsorship with California DECA.

- Competitive Event Scholarship Program – This program provides travel scholarships to first place winners in competitive events through competitive event sponsors. CAB created an initial draft of a Competitive Event Scholarship Program.
- Sponsorship and Partnership Program – The California DECA Sponsorship and Partnership Program includes opportunities such as exhibits, advertisement space, program/event underwriters, in-kind contributions, and other mutually beneficial partnerships opportunities. CAB contributes to this program by identifying and connecting potential businesses/organizations who may be interested in these programs.
- Giving Campaigns – Giving programs can include annual giving, planning giving, and major gifts. A cumulative donor recognition campaign would provide contributors with recognition and strengthen commitment to the organization and fulfilling its mission. Cumulative giving levels include:
  - Friend (Up to \$50)
  - Emerging Leader (Up to \$100)
  - Entrepreneur (Up to \$250)
  - Executive (Up to \$500)

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- Global (Up to \$1000)
- DECA Diamond (Over \$2500)
- Other funding opportunities – CAB may also assist with identifying/pursuing other funding opportunities such as grants or special events.

**Research** The key to communicating the positive impact of DECA programs is through data collection and analysis.

- Internal Survey – CAB conducts outreach to various targets (new members, graduating seniors, alumni, teachers, and other internal stakeholders) to participate in focus groups. The purpose of these focus groups would be to learn more about California DECA constituents and to identify opportunities to improve and enhance the delivery of DECA programs.
- External Survey – For the development and execution of an external survey, CAB contributes ideas for survey questions and engage in the analysis of survey data to identify potential opportunities for partnerships and growth.
- DECA's Industry Experts – CAB is available to provide industry knowledge and perspective. Their expertise may be utilized in the evaluation of DECA programs and its effectiveness and relevance to industry standards. In addition, CAB provides industry news and statistics that would be insightful to the board, educators, and students. CAB can share this knowledge through various methods including presentations at local, regional, and state events, articles for the online blog/newsletter, and updates through social media.

The Board expressed its appreciation and encouragement to Charles and Danielle for their leadership and to the Advisory Board and Alumni Committee.

### **Silicon Valley District**

It was moved by Tami Raaker and seconded to create the Silicon Valley District granting full authorities, provisions, and benefits of a District of California DECA. The motion was adopted unanimously.

### **District Growth Guidelines**

The Board discussed at length the importance of growing California DECA by strategically concentrating on geographic areas and to provide local leadership, support, and opportunities through the District model.

#### Refined guidelines for establishing a DECA District:

- Board of Directors identification of a geographic region within California ideal for a future District.
- Minimum of five chapters and 500 members in the designated geographic area before application can be made

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- Designation as a “Region” which is still a component of the parent District
- Consideration for the Board for “Region” status if a Director, Constitution (with a majority of chapters in the area approving the creation and membership in the future District), Election of District Officers submitted for provisional approval
- Once provisional approval is granted Region President as selected by the voting delegates of the Region shall become a State Vice President of the DECA State Officer Team; the provisionally approved Region will also be designated one Board of Directors seat
- Once a “Region” concept is approved, they are still part of the parent District until they reach an average membership base of 750, have successfully held one or more events each year in their area, and officially request from the Board formal approval to be designated as an independent District (including setup of bank accounts, District Conference and all other benefits and responsibilities of a District)
- When a District is created, existing chapters within the geographic area have a onetime option to choose to be part of the new District or remain with the parent District. After this time, chapters may not independently hop from District to District without Board approval
- Once a District is approved, Board membership in the state shall be evaluated based on an average membership of one board member per 500 students. All Districts shall have at least one Board member selected from amongst the eligible chapter advisors from the area. No action to add/change a District’s board seats shall be done in such a way as to prematurely end the term of existing board members.

It was moved Carl Schmidt that the core Districts of California DECA shall always remain Northern California and Southern California DECA as a default for expansion and retreat. The motion was adopted unanimously.

It was moved by Maureen Todd and seconded that when a new District is founded that an initial starter grant of at least \$5,000 be provided to the new District and that should such time arise that a District falls back to the parent District that all funds and assets are returned to the parent District. The motion was adopted unanimously.

It was moved by Carl Schmidt and seconded that administrative and fiscal controls for Districts be standardized across every District in California. The motion was adopted unanimously.

### **State Officer Election Process 2012-2013**

With addition of new districts and evolution of the State Officer Program alterations are needed for new positions, some elected/some appointed. All would have to be prescreened/interviewed by the Board

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at their District CDC. It was decided that there would be three District VP's (Nor Cal, SV, So Cal), VP of Communications & VP of Public Relations (appointed/not elected) and the State President. The District VP's would be elected after the State CDC as determined by their district but in ample time to prepare for ICDC.

A few key items to resolve on this selection process decision and positions include:

- Interview process at SCDC
- Installation of new officers
- Determination of vacancy of office for a short period or if officers are to serve from election to election
- Certification process for District VP candidates (e.g. determination of voting delegates, location place of meetings, to hold elections after state, proxy vote and/or participation by remote programs, etc.

Ryan suggested that we look at a process where Statewide officers are determined early in the state conference with District meetings held later in the conference to determine VPs so that SCDC can close with a clear determination of the new team, all chapter voting delegates have a fair and equitable contribution to the selection process, and so that briefing and orientation can be conducted, uniforms ordered, and other officer items can commence.

### **Math Econ Vote**

Laurie moved and it was seconded that we eliminate the Math and Econ Exams from State CDC. The motion was adopted unanimously.

### **Marketing Rep/Professional Selling Event Recognition**

Tami shared concern that we continue to stay concentrated on our mission areas. It's important that we keep in mind that performance and transferability of skills are key—"Can you do the job?" It was shared that getting on stage is inspiring, encouraging, and a motivator for students. Other Board members shared the ability to recognize those who test well and present well rather than just overall would be a positive for students and the program. We currently have three marketing representative events that include written and presentation which is two thirds of the score. Then, the team's average test score as a team is the third factor. The recommendation is to consider adding more recognition for the individual elements of competition rather than just the overall. It was recognized that adding this kind of recognition would add a little more length to general session, complexity to tabulations, additional costs for awards.

The Board decided to recognize test and presentation in all 5 events, beginning at State.

### **Dress Code and Enforcement at Conferences**

Tami will enlist support of advisors or alumni to enforce. It was requested to add into the script that students will not be admitted on stage in improper dress.

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### **Board Participation in General Sessions at State**

Tami and Carl will participate in presenting special awards. Honoree from previous year part of awarding new awards.

### **Background Checks**

The Board followed up to reiterate from last meeting to ensure background check process is in place (FBI check) for all staff who come into contact with kids.

Ryan reported that a background check was completed by the U.S. Secret Service for him and that he was fingerprinted and FBI background checked. Brittani Parker, the new state officer coach, is a teacher and was background checked and has finger prints on file both as a student teacher observer and then again for her actual student teaching program. Brycen Woodley was background checked by the U.S. Secret Service and by the Willamette Education Service District. Sean Robinson was background checked by the U.S. Secret Service and the Willamette Education Service District. All personnel working directly with students have successfully passed background check.

### **Management Contract**

Kay reviewed the association management contract and her opinion and interpretation of the language that the review committee negotiated with TeamTRI. Kay reported that the CDE language regarding follow-on contracts was indeed included in the agreement and that is an important piece of the contract. With this approval from CDE, Board Chair JoAna Sydow signed the annual agreement that was approved by the Board at the December meeting.

### **Risk Management**

It was noted that our CPA and Insurance provider the Ruboyianes Companies has been requesting additional Board policies regarding risk and financial management. The Board reviewed the following requests regarding student counseling, transportation of youth, counter signatures on documents, bank reconciliation procedures, investments, and financial audit/review.

It was moved by Carl Schmidt and seconded to approve the following California DECA policies:

- 1) **COUNSELING:** California DECA prohibits private, one-on-one counseling between teachers/advisors and students/members. California DECA prohibits teachers/advisors to be alone in sleeping quarters with students/members of the opposite sex during overnight trips.
- 2) **TRANSPORTATION:** California DECA requires that drivers transporting students be at least 23 years of age and carry personal automobile liability insurance with limits of no less than \$100,000 per person and \$300,000 per accident.
- 3) **COUNTER SIGNATURE:** California DECA requires all checks and fund transfers to be countersigned by a second authorized officer/signer of the Association.

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- 4) **BANK RECONCILIATIONS:** California DECA requires monthly bank reconciliations to be completed by a party NOT AUTHORIZED to make payments; Bank statements and reconciliations either to be included in the periodic treasurer's report to the Board of Directors and/or filed digitally for review and access by the Board. The Treasurer's report will be reviewed and approved by the Board of Directors.
- 5) **INVESTMENT:** California DECA requires any investment /securities activity to be handled by a properly licensed, third-party administrator.
- 6) **AUDIT:** California DECA shall conduct an annual third party financial review/audit annually.

The motion was adopted unanimously.

### **Board of Directors Operations**

The next meeting of the Board of Directors will be held at the 2012 State Career Development Conference. The meeting will actually be a combined Board of Directors Forum and Advisor Meeting.

The Board also wants to hold a conference after DECA ICDC to affirm election results, elect corporate officers and review any key items that may need to be addressed since we will not be holding our traditional May Retreat.

The Board reviewed the most recent comprehensive and simplified versions of the California DECA Organizational Charts were presented for the Board's review. The Board approved the organization chart with the change of District Conference Coordinator to District Director and the addition of Silicon Valley District to the chart.

The Board noted that advisors have inquired from time-to-time about the meetings, minutes and how advisors can elevate ideas and concerns to the Board for review at meetings.

- The Board decided to add to add a Board of Directors Forum to the traditional advisor meeting at SCDC.
- An email will be sent to local chapters requesting agenda items and topics for discussion prior to future meetings.
- An online entry system that emails advisors will be created and added to the state website

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### **Adjournment**

The California DECA Annual Meeting was adjourned by Board Chair JoAna Sydow at 1:37.

Respectfully Submitted,

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Tami Raaker, Board Secretary

February 8, 2012