



## California Association of DECA

Board of Directors Meeting

November 5-6, 2010

Marriott Santa Clara

### MINUTES

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

#### **Board of Directors Members in Attendance**

- Laurie Andrews, Board Chair
- JoAna Sydow, Chair Elect
- Maureen Todd, Treasurer
- Dennis Mifflin
- Tami Raaker
- Carl Schmidt
- Mary Whited
- Mariam Shafiey
- Brycen Woodley, State Manager [Ex-Officio, Non Voting Member]

#### **Staff in Attendance**

- Ryan Underwood, Executive Director

#### **Board Members Not in Attendance**

- Debi Blue, Secretary
- Kay Ferrier, Ex-Officio [Ex-Officio, Non Voting Member]

#### **CALL TO ORDER**

The California DECA, Inc. Board of Directors Meeting was called to order by Board Chair Laurie Andrews at 2:46 p.m.

#### **APPROVAL OF MINUTES**

It was moved by Mary Whited and seconded to approve the minutes of the May 2010 meeting. Motion passed unanimously.

It was moved by Dennis Mifflin and seconded to approve the minutes of the September 2010 meeting. Motion passed unanimously.

## **FINANCIAL REPORTS**

### **Discussion:**

Financial statements as of October 31, 2010 were presented for review including the Income Statement, Balance Sheet, Schedule of Accounts Receivable & Payable, and the Balance Sheets for the NorCal and SoCal Districts.

To date California DECA recorded revenue of \$43,781 and expenses of \$40,852 resulting in a net profit of \$2,929. Cash on hand was \$69,234 with Accounts receivable of \$124,625. Total current assets was \$216,189. Total current liabilities were \$95,350 which consisted primarily of chapter grants held in trust for local chapters per the SB70 allowable distributions.

SoCal District reported total current assets of \$28,850 with no outstanding liabilities. NorCal District reported total current assets of \$39,864 with no outstanding liabilities.

### **Decision:**

It was moved by Maureen Shafiey and seconded to approve and accept the financial statements as presented. Motion passed unanimously.

### **Direction:**

N/A

## **POLICY STATEMENTS**

### **Discussion:**

As requested at the previous Board meeting, California DECA staff presented four governance policies for the Board to review including Whistle Blower Protection Policy, Sexual Harassment Policy, Conflict of Interest Policy and Document Retention Policy. It was noted that these policies were not only sound practices to have on hand, but, necessary for both liability insurance and federal 990 reporting requirements. It was noted that these policies were presented as a working draft for the Board by State Manager Brycen Woodley and not as legal counsel to the Board.

### **Decision:**

It was moved by Tami Raaker and seconded to approve the Whistle Blower Policy as amended. Motion passed unanimously.

It was moved by JoAna Sydow and seconded to approve the Sexual Harassment Policy as amended. Motion passed unanimously.

It was moved by Mary Whited and seconded to approve the Conflict of Interest Policy as amended. Motion passed unanimously.

It was moved by Dennis Mifflin and seconded to approve the Document Retention and Disposal Policy as amended. Motion passed unanimously.

Direction:

These new policies will be updated in the California DECA Policies and Procedures Manual.

## **MANAGEMENT AGREEMENT**

Discussion:

The Association Management Agreement from TRI Leadership Resources was submitted in September for review and inquiry by the Board of Directors.

Decision:

It was moved by JoAna Sydow and seconded to approve the TRI Leadership Resources Association Management Agreement for 2010-11. The motion passed unanimously.

Direction:

TeamTRI will submit a signed copy of the agreement to Board Chair Laurie Andrews for signature.

## **DECA BRANDING**

Discussion:

The Board members discussed the new national DECA brand and considered how California DECA will/will not incorporate and use the new brand as a state. While allegiance and appreciation for our existing logo/mark was expressed, it was felt by the Board that the new DECA branding was here to stay and a sign of the future. It was felt that for consistency and continuity that California DECA should align its branding and communication message with the national organization. It was further felt that while the current California DECA logo reflected the unique style, look, and spirit of California that over time California DECA's image would be received as a "dated" brand not current with the innovation of the association.

Direction:

It was moved by Dennis Mifflin and seconded to adopt the new DECA brand as the official California DECA brand and that the custom California DECA logo would be retired from active use as a communication/branding tool and only used as a state seal and for ceremonial purposes.

Direction:

Management was directed to fully integrate the new DECA brand on all California DECA office, marketing, and promotional materials.

## **STATE OFFICER PROGRAM**

Discussion: The State Officer Team submitted prior to the meeting a written statement of activities since the last Board meeting. The Board expressed their appreciation for their work. The Board also expressed concern about the consistency of effort, ambassadorship, and accountability of the State Officer Team. It was noted that substantial improvement had been

made, but, that a greater degree of responsiveness and initiative was expected given the assumption of all State Officer Expenses by the state association, the needs of the association, and the tremendous potential of California DECA.

The Board also expressed concern over the amount that candidates were spending on State Officer campaigns for office.

**Decision:**

It was moved by Tami Raaker and seconded that for the 2011-12 candidates and beyond that a campaign expenditure limit be set at a ceiling of no more than \$250 in cash or in-kind contributions. The motion passed unanimously.

**Direction:**

Management was directed to update the State Officer Candidate Guide to reflect the new campaign spending limit.

Management was also directed to revise the document to show that all candidate interviews would continue to be conducted by Board members and that these interviews shall take place at the District Career Development Conferences in January of each year.

Management was directed to ensure the candidate guide was updated to require the local chapter advisor to review a checklist with the candidate as part of the campaign process. Advisors will be required to sign acknowledging the duties and their role in supporting a successful State Officer from their chapter.

## **NEW REGIONS**

**Discussion:** The Board discussed the continued development of California DECA Regions and the importance of the local service outreach, mentorship, and recruitment that Regional Officers can play.

**Decision:** It was moved by Tami Raaker and seconded to provide provisional approval for the startup of the Greater Bay Region and the Central Valley Region. Motion passed unanimously.

**Direction:** Board members from the Greater Bay Region and Central Valley Region will work to establish an initial group of Regional Officers to represent the region and to develop Region Bylaws. Management was requested to submit a template for Bylaws that the Regions can use to develop their own operating structure.

## **REPORTS & ACTION ITEMS**

### **Marketing Campaign**

The initial collateral material for the Face the Future Marketing Campaign were presented to the Board including the designs for a postcard designed for students, two posters, and pocket folder. These materials will be ready for distribution to chapters in December.

The next phase of the campaign will include the development of: 12 page brochure; 5 more posters highlighting the career sectors; drip marketing post cards for prospective chapters; a certificate master; new banners for purchase by local chapters/regions and for the state; 3 panel brochure for distribution in exhibit and quick meetings; new business card/thank you note/letterhead; step and repeat wall paper style banner; PowerPoint template; smaller size poster for counselor's office; and a digital version of the campaign material for local chapters to customize and include photos of their members and or local branding messages.

### **Business Advisory Committee**

Management reported that the Business Advisory Committee would be held at the ESPN Zone at LA LIVE in association with the DECA LA Experience in December 2010. The Board recommended the importance of getting industry perspective, support for advocacy efforts, and partnership with DECA as an industry educational component.

### **Middle Level Progress**

The Board adopted the name "Junior DECA" for the Middle Level membership recruitment approach. It was agreed that local chapters conducting activities with their feeder Middle Schools would be a great next step in our Middle Level program efforts with attention going to signing up Middle Level students for membership. No decision was made regarding prohibition of Middle Level students from attending and/or competing in DECA competitions at the District or State Conference as it was felt that based on interest and actual registration further policy refinement could be determined.

### **DECA Emerging Leader Assessment**

The DECA Emerging Leader Assessment was presented for review by the Board. This assessment will be offered at the SCDC each year to assess member growth and mastery of core DECA mission, knowledge, and leadership understanding. A study guide is currently under development.

### **College Credit for Local, Regional and State Officers**

It was reported that continued effort to find a collegiate partner to offer an elective course for the officer program was still being pursued. Efforts were again underway with Concordia University as the targeted partner for this effort.

### **Next Schedule Meeting**

Next Board Meeting has been scheduled for May 20-22, 2011 in Sacramento.

## **ADJOURNMENT**

It was moved and seconded that the meeting be adjourned. The motion passed unanimously. The California DECA, Inc. Board of Directors Meeting was adjourned at 6:41PM

Respectfully Submitted,

CALIFORNIA DECA, Inc.

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Ryan Underwood on behalf of Debi Blue, Secretary

November 7, 2010

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