



California Association of DECA
Board of Directors Meeting
September 30, 2010
Conference Call

MINUTES

DATES: September 30, 2010

TIME: 4:03PM-6:41PM

PLACE: Conference Call

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
- Dennis Mifflin
- Tami Raaker
- Carl Schmidt
- JoAna Sydow, Chair Elect
- Maureen Todd, Treasurer
- Mary Whited
- Brycen Woodley, State Manager – Non Voting
- Mariam Shafiey

Staff in Attendance

- Ryan Underwood, Executive Director

Board Members Not in Attendance

- Kay Ferrier, Ex-Officio – Non Voting

CALL TO ORDER

The California DECA, Inc. Board of Directors Meeting was called to order by Board Chair Laurie Andrews, at 4:03PM.

APPROVAL OF MINUTES

Approval of minutes was shelved to November meeting

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.

Noted: Ryan Underwood and Brycen Woodley pointed out that the accounts payable and invoiced overlap.

2009-2010 BUDGET REVIEW & APPROVAL

Brycen Woodley presented the budget for the 2010-2011 fiscal year. The Board was given time to review the budget and ask questions. Several aspects of the budget were clarified; income and expenses, operation costs. Discussion centered on the proposed \$10,000 set aside for incentives to increase membership, \$5,000 for mentoring new chapters and \$250.00 for brand new chapters. It was moved by Carl Schmidt and seconded by Dennis Miflin to approve the 2010-2011 Budget. The motion passed unanimously with Brycen Woodley abstaining from the vote.

MANAGEMENT TEAM REPORT

Membership Campaign meeting was held by National DECA due to an overall drop in 2009-2010 membership. Brycen Woodley and Laurie Andrews attended meeting. Brainstorming took place on how to increase membership. California DECA established goals to make this happen: increase membership by 2800, all current chapters to increase membership by ten members and a mentoring and support program to be established for new chapters and their advisors to ensure their success. State officers are currently recruiting new chapters in their home chapter locale. Sixteen new chapters have been recruited, four have submitted membership. Tami Raaker noted there needs to be a system established to ensure the correct chapter receives the financial incentive for recruiting a new chapter. Mariam Shafiey and JoAna Sydow questioned whether a middle school can be recruited as a chapter as well as teachers of academies.

Virtual Enterprise is looking to merge with DECA. This is due to changes in funding. Ed Davis has met with Virtual Enterprise. There is a concern that Virtual Enterprise may try to become a new CTSO. This is a concern because approximately 70% of their membership is in California.

The LA Experience is scheduled December 10-12, 2010. Itinerary for LA Experience reviewed with activities and time blocks.

CDE Contract submitted to Department of Education. AB8 operating grant of \$76,152 completed and submitted in August. SB70 contract status shows the contract that fund for the 2011-2012 fiscal year is budgeted for \$183,000, which is down \$38,000 from last year. Awaiting signatures and should be funded January 15, 2011.

Promotional items/ materials

Marketing costs as a State will be up due to a new campaign titled "Face the Future". Industry personnel, administrators, counselors and chapters will receive brochures, post cards and posters featuring this new campaign. Depending on the target market the campaign will feature a youthful image or service based image.

Staffing update

Staffing will stay the same for the year. Ed Trang moved from state officer coach to special projects advisor. Sean Robinson took over duties as state officer coach. JoAna Sydow asked if Sean was familiar with the guidelines and training that was requested of state officers. Brycen Woodley stated Sean Robinson was familiar with the expectations of the Board of Directors.

DECA University

Feedback from advisors was positive. Plans will be solidified by June of next year for the next DECA University in September 2011 so that more chapters will be able to attend. Need to stress that this event is a chapter/ key officer leader focus. Brycen Woodley explained the difference between DECA University and Leadership Conference.

California DECA Advisory Board Meeting

A meeting will be held at the Sheraton on December 10th 2010 before the LA Experience begins for future Advisory Board Members. The state is looking for 10-15 key business leaders (Google, Cisco etc.) former judges (Safeway etc.) and key alumni to orient and train about DECA . We are looking for Advisory Board members to assist with scholarships, internships and sponsor CDC or DECA University

WRLC 2011

Next year CA DECA will be hosting WRLC in San Diego. WRLC will be taking the place of Northern and Southern California Leadership Conferences. WRLC 2011 will take place at the Town and Country Resort on November 10-12, 2011.

DECA Association update

Score reports from ICDC tests and role plays as well as percentile ranks will be available. Advisors can request a transcript online for a fee and will also be allowed to add additional information to the transcript for example held a chapter officer position etc. Score sheets from role plays will now have a full range of scores, including odd numbers. Students are now allowed to hand a Judge during a role play an item (business card, map etc.). No items created prior to the role play may be used. New team decision making event has been added, Marketing Communications. Finance team event has been renamed. It is now Financial Services. Sound at a conversational level will now be allowed presentations for written events. For the year 2011-2012, four new events will be added Business Finance a Human Resources Event with Hospitality and Tourism being combined and a Personal Selling event.

ACTION ITEMS

1. Approve CA DECA Calendar

Motion was made to approve the CA DECA Calendar by Maureen Todd. Laurie Andrews second the motion. The motion passes unanimously.

2. New DECA Logo/ Branding

Laurie Andrews discussed giving up the current CA DECA logo and going with the new national logo. It was stated the current CA DECA logo made us look old fashioned. Discussion on this item was shelved for the November Board Meeting.

3. Under \$25 Expense Policy

Currently Rhonda Bohall, the CA DECA state bookkeeper is given a receipt for every expense. It has been expressed that an American Express Statement should suffice for a receipt. American express statement would suffice for a receipt. Dennis Miflin moves to approve that an American Express Statement should suffice for a receipt. Tami Raaker seconds the motion. The motion passes unanimously.

4. Minimum Competition Events for District CDC's

It was stated by Brycen Woodley that concerns were voiced by advisors concerning the minimum number of students needed to open a category for competition. Advisors felt that when an event was opened for too few competitors it lost its value. Discussion was held concerning written events and that they should still be allowed no matter the amount of competitors. It was suggested that written events could be grouped together. JoAna Sydow brought up the importance of students meeting competency levels in order to avoid students with low scores getting on stage. Brycen Woodley stated this is always looked at closely and this does not occur. Dennis Miflin moves to approve that eight competitors are required to open an event at District. Laurie Andrews seconds the motion. The motion passes unanimously.

5. Management Agreement Review and Approval

Discussion on this item was shelved for the November Board Meeting.

6. New Advisor Training

Training of new advisors in Nor Cal will be held at the November DECA Board meeting.

7. Schedule Next Meeting

Next Board Meeting has been scheduled for November 5-6, 2010 at the Santa Clara Marriott.

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.

Debi Blue, Secretary

10/12/10