



COLORADO DECA ADVISORY COMMITTEE MEETING
Minutes
May 13, 2011

- 1) Call to Order Lindsay Rogers
In attendance: Lindsay Rogers, CJ Christofferson, Kelly Goyden, David Haar, Missie Schwartz, Jody Bennett, Gary Tenhulzen, Jamie Young, Susie Lira, Brad Peer, Jill Valentine, Eric Ward, Kim Reiser, Debbie Swick, Sherry Christensen, Bryan Whiting and Ev Vaughan
- 2) Approval of Agenda
a) Dave Haar made motion to accept, Bryan Whiting 2nd Approved
- 3) Approval of January Minutes
a) Bryan Whiting made motion to accept, Jill Valentine 2nd Approved
- 4) State President Report (Susie Lira, 2011-12 State DECA President)
 - a) New team met in March to plan state meeting
 - b) ICDC State Meeting—next year they will station officers around the room for activities.
 - c) Dress code exceptions announced so other kids don't think the underdressed are being rude.
- 5) State Officer Team Advisor Report (Jamie Young)
 - a) Some districts don't have an RVP representative this year for their district. The duties will be covered by the executive officers.
 - b) Please invite the state officers to your school for presentations and advisory meetings.
 - c) Use the state officers as a resource for kids that would want to run for state office.
 - d) All of the officers e-mail addresses will be codeca(officers first name)@gmail.com. So if you receive an e-mail addressed from these people you will know it is from a Colorado DECA State Officer.
- 6) CMEA (Brad Peer, past CMEA President)
 - a) Scholarships awarded-CMEA 2, Vistar 1
 - b) Registration for Sept Conference \$275.00 includes dues
 - c) Rockies Game was good last so considering it again for this year's year end activity. Information will follow from Dan Sheeks

- 7) Treasurer Report (Ev Vaughan, State Advisor)
 - a) \$29,704.60 in Checking
 - b) \$60,779.56 in Savings
 - c) \$100,000.00 in a CD
 - d) \$190,484.16 total in Colorado DECA account
 - e) We are \$64,484.00 less than last year this time. Primary reason is the hiring of PDC Productions for the SLC in February at the Broadmoor and increased costs overall.
 - f) Still Outstanding invoices around \$40,000.00. Schools will be invoiced
 - g) Refunds for ICDC will be distributed as soon as received from the hotel.
 - h) Expenses are increasing— More participants are claiming mileage and reimbursements.
 - i) Grand Junction Officer is cheaper to fly in for meetings rather than having her drive into Denver.
 - j) Officer team is using Skype for interim meetings.

- 8) Competitive Events Committee (Jill Valentine, Dave Haar, Bryan Whiting)
 - a) Will make 2012 SLC duties more clearly for lead advisors etc.
 - i) Provide relief for lead advisors with extra advisors.
 - ii) Consequences for not showing up for duty
 - (1) Possible financial fines/etc.
 - (2) Security Deposit—returned if they do their job
 - (3) Some show up and have a negative attitude while doing duty
 - (4) Good people are overworked
 - (5) Jody—what if we reward people that are willing to do the jobs
 - (a) Letter to principal if not doing duty
 - (b) Probably only 1% of advisors really don't show up for duty
 - (6) Handbook with description of duty and actions if not done
 - (7) Advisors not showing for assignments are not given Academy slots for ICDC by Ev.
 - b) This will be put in place, motion not needed--\$100 Advisor Performance Deposit for working and will be carried forward for future conference fees
 - i) Someone will be need to make sure everyone is at their assignments

- 9) State Conference (Ev Vaughan)
 - i) 2011 review
 - (a) Costs—Broadmoor, \$290,295.67 collected and cost were \$318,537.02
 - (b) Facilities—used Double Tree, Fairfield, and Cheyenne Mtn. Resort
 - (i) Next year—Double Tree and Broadmoor only
 - (ii) Double Tree will include a Breakfast for each person in an assigned room.
 - ii) 2011 Participation—participation -- 3001 people, approx. 2600 were students participants.
 - iii) 2011 Broadmoor Hall and Colorado Hall Setup
 - (1) Next year we will need to add space for 2 more(new) events in both Halls
 - (2) If numbers go up then sections expand, we will need more room

- iv) 2011 Opening, Mini, and Grand Awards sessions
 - (1) Comments
 - (a) Mini awards will call events that don't have finals but will receive medal.
 - (b) People were happy with how the awards were presented at the Grand Awards session.
 - (c) PDC did a great job
 - (i) PDC and Broadmoor didn't get along well
 - (ii) PDC will be housed at the Double Tree rather than the Broadmoor next year.
 - (iii) They wanted the extras we negotiate out in our contract with the Broadmoor to keep our costs down.
 - (iv) All went well with timing of getting the scripts to officers
 - (d) Do we have to have an opening Speaker?
 - (i) Schools leave
 - (ii) Do we still want to have a speaker?
 - (iii) Some states don't have a keynote
 - (iv) They range from \$2,500.00 to \$4,500.00
 - (v) Should Opening be shorter?
 - (vi) Just a keynote that will get kids involved
 - (e) Have 3 good ones that we rotate?
 - (f) Scavenger hunt—there is a company that will put that together for us
 - (g) Something the students relate to
 - (h) Costs go up if we have the stage in the round
 - (i) Want formal kick off and tradition of meeting
 - (j) Joe Chavez as a keynote
 - (i) Ev will get with Joe to set it up
 - (k) Do we want to change the testing to later again
- v) 2011 and 2012 Dance/Alternative Event
 - (1) Ev didn't get any calls about the dance from parents
 - (a) State or Chapter t-shirts are ok
 - (b) We ran out of the shirts at SLC
 - (c) Jamie will try to do pre-orders for State shirts
 - (2) Do we want to keep Quiz Bowl as an alternative activity
 - (a) It may come back to Nationals by the next year
- vi) Bryan Whiting made motion to remove Quiz Bowl and have another alternative event, Jill Valentine 2nd. Motion passed
Possible alternatives to Quiz Bowl:
 - (1) Broadmoor Movie
 - (2) Bingo or Family Feud
- vii) 2012 Qualifying percentage (25 to 22)
 - (1) As of now 1 in 4 kids can qualify
 - (2) We are at 596 rooms at Broadmoor and 180 Doubletree
 - (3) If we stay at 25% we will over flow
 - (4) We also had more written events than ever before (586)

- (5) Qualifying numbers for ICDC will increase in 2011-12 because of our membership going over 7000. Colorado DECA will get five (5) qualifying slots for ICDC in all ICDC qualifying events held at SLC.
 - viii) 2011-12 New and deleted events
 - 1. Adding:
 - a. Business Finance Individual Series Event
 - b. Human Resources Mgmt. Individual Series Event
 - c. Hospitality and Tourism Professional Selling Event
 - d. Sports and Entertainment Promotion Plan Event
 - 2. Delete:
 - a. Internet Marketing Plan
 - b. DECA Quiz Bow—May come back to ICDC in 2013
 - c. Student of Year
 - i. Only 1 student this year
 - d. State Publicity
 - i. Only 3 students this
 - 3. Bryan moved to delete Student of the Year and State Publicity Manual, Jamie Young 2nd. Motion passed
 - ix) Diamond Level Membership is going away
 - (1) New “Aspire Higher” Campaign
 - (a) See website and mailing from DECA for info
 - x) 2012 & 2013 Off site Housing--
 - Judges will stay at the Double Tree in 2012
 - (a) Comment—Double Tree was subpar for Greeley schools
 - (b) Ev will talk with Double Tree to resolve issues
- 10) DECA ICDC (Ev Vaughan)
- i) 2011 Review 530 qualifiers, 576 attended (includes advisors and chaperones)
 - (1) We were entitled to 161 rooms we used 198
 - (2) Confusion for states getting workers??
 - (a) We were in charge of 2 events
 - (b) Only one Colorado advisor showed up to work the Sports and Entertainment Individual on the first day. Colorado’s duties were covered by California and North Carolina. This is unacceptable.
 - (c) ICDC winner results will be posted Monday May 16th by the latest on the DECA website.
 - (d) Transcripts for individual students will be available from May 16-30.
 - (3) Colorado DECA is paying for the transcripts
 - (4) Highland Ranch had a 1st place winner in Principles of Finance and Mountain Vista had a 2nd place in Sports and Entertainment Team.
 - ii) 2012 Salt Lake City, Utah—
 - iii) April 28- May 1, 2012
 - (1) They have a Six Flags
 - (2) Concert??

- (3) Convention Center facilities are better than last time
- (4) We can take the train, around 16 hours from Denver
- (5) Park City is close
- (6) Minor League team
- (7) State Dinner at Arena??
- (8) If anyone has ideas for State Social activities let Dave Haar know
- iv) 2013 Anaheim, California
- v) 2014 Atlanta, Georgia
- vi) 2015 Orlando, Florida
- vii) 2016 Denver, Colorado/New Orleans, Louisiana/Indianapolis, Indiana/or Atlanta, Georgia
 - (1) If in Denver 2016 we will need to find 5500 lodging rooms, 5000 of them need be quads
- viii) Changes
 - (1) Changes are constant and ongoing in DECA
- ix) Event qualifiers for ICDC from Colorado
 - (1) 5 written, and 5 individual and team events for ICDC
- x) ICDC Special permission slots
 - (1) Will have 75 special Permission spots for next year, we had 68 this year

11) Advisory Committee membership 2011-12 (Ev Vaughan)

- i) New Advisor Members for Districts 2, 3, 4, 8, 9 (resignation) ,12, CMEA
 - (1) Ev will send out the New List for 2011-2012 to all advisors

12) Rule Change Proposals

Ev Vaughan

- a) Closed programs-Sand Creek HS, Norwood HS, Warren Tech
- b) Proposals 1—allow students from Closed programs—to participate in DECA until graduation. They wouldn't be in marketing classes.
 - i) All districts voted NO except for District 8—Not passed
- c) Proposal 2—Change the minimum from 60% (18 or 7 pages) to 50% (15 or 6 pages) on written events.
 - i) Pros—better quality of content and less repetition
 - ii) Cons—may need to be more strict to ensure quality
 - (1) All districts voted YES but 2—Passed 14 Yes 2 Not
- d) Proposal 3—Reduce 1 year enrollment requirement to 1 semester because of more schools going to semester classes or marketing courses not being offered 2nd semester.
- e) Not Passed 14 NO 2 Yes
- f) Sherry Christensen made motion to allow Schools with 1 semester only marketing programs to apply for exemption to membership rules. Application must be made to Colorado DECA State Advisor before the October membership deadline for approval at the Fall DECA Advisory Meeting.
- i) Gary Tenhulzen 2nd
 - (1) Motion Passed unanimous

13) District sites and dates 2011

Ev Vaughan

- a) Johnson & Wales had trouble with some DECA and FBAL districts and asked Ev to address it with all districts. Ev and Deb Ramirez will meet with JWU to set guidelines for 2011-12.
- b) District dates and sites
 - Dist 1 Dec 9 J & W
 - Dist 2 Nov 18 J & W
 - Dist 3 Nov 4 J & W
 - Dist 4 Nov 11 J & W
 - Dist 5 Nov 18 CCCS Conference Center
 - Dist 6 TBA
 - Dist 7 TBA
 - Dist 8 Dec 2 at UCCS
 - Dist 9 TBA
 - Dist 10 Dec 5 Aspen Snowmass Conference Center
 - Dist 11 Nov 21 J & W
 - Dist 12 Dec 1 at Double Tree
 - Dist 13 tentatively set for Dec 8 at Marriot DTC

14) Old Business (Lindsay Rogers)

Suggestion to move Jan 13th SLC registration date to Jan 20th .
State registration will stay the 13th but advisory committee meeting will be Jan 27th .
Letter to ICDC about concerns about quality of LDA and Opening Session
Lindsay will send it out to committee members to send out to Chapters for signature.

15) New Business (Lindsay Rogers)

- a) District 7 may be down to 3 schools teaching Marketing in 2011-2012 or low DECA membership numbers
 - i) Membership for the District could be less than 100
 - ii) May include District 7 in District 3 for 2011-12 if DECA membership is low.

16) 1:19 Meeting Adjourned