

**COLORADO DECA ADVISORY COMMITTEE MEETING**  
**May 7, 2010**

**Call to Order (9:13 am)**

**Sheri Bryant**

Present at the meeting:  
Ev Vaughan State DECA Advisor  
Jill Valentine District 1  
Kelli Buffo District 2  
Kenny Kreutzer District 3  
Debbie Swick District 5  
Tanna District 6 (substituting for Gary Light)  
Sherry Christensen District 7  
Eric Ward District 8  
Sheri Bryant District 11/Chair  
Lindsay Rogers District 12/Vice Chair  
Ruthie Pegues District 13  
Jamie Young State Officer Team Advisor  
Jim Konrad Competitive Events Committee Past Chair  
Dave Haar CMEA president  
Ryan Dyck Assistant State Officer Team Advisor  
Alexia Hadjinicolaou State DECA President  
CJ Christoffersen Liberty High School

Absent:

Gary Tenhulzen District 4  
Mike Patti District 9  
Bryan Whiting District 10 and Competitive Events Committee Chair  
Jeff Back, SLC Conference Coordinator

**Approval of Agenda**

**Sheri Bryant**

Motion to approve Kenny Kreutzer, Second by Debbie Swick.

**Approval of January Minutes**

**Sheri Bryant**

Motion to approve Kelli Buffo, Second by Ruthie Pegues

**State President Report**

**Alexia Hadjinicolaou**

CTSO will be held June 15-18<sup>th</sup> at Beaver Run in Breckenridge.

**State Officer Team Advisor Report**

**Jamie Young, Ryan Dyck and  
Alexia Hadjinicolaou**

Project Mercy- Donkey Library Cart Replica is available for your use in promotion of Project Mercy. The cart is used to go around with books for people. Much like the Bookmobile for the elderly in Denver.

Western Region Officer Training- Denver, CO July 22-24

- Any officer that you would like to go to the training??—see email from Ev.

ICDC Meeting- Suggestions included:

- Hiring LEADS/TRI to work with state officers the afternoon of the state meeting to help put on the state meeting at ICDC.

## CMEA

## Dave Haar

- Financially- \$9,222.00 in the CMEA account--- Best in years!
- CMEA Social- Colorado Rockies Game Monday June 7<sup>th</sup> -\$15-\$16 tickets and Drink at Breckenridge Brewing company AND, **you only pay \$5.00**. Look for the email to RSVP.
- CACTE- See emails. Division Day- Tour of Budweiser Events Center, Hospitality tour of Brewery in Ft Collins. CACTE will be in Loveland this year.
- Vail Conference- September 16<sup>th</sup> -18<sup>th</sup>
- Scholarships- 9 applicants. CMEA gave out 3- \$1000.00 each. Vistar also gave money to CMEA for scholarships. CMEA used their parameters to give award the Vistar money.
  - Winners: Celene Saenz , Derek Sandoval (Thorton) Kathering (Rangeview)
- Deadline for Teacher of the Year February 1<sup>st</sup>, Scholarship Deadline is April 1<sup>st</sup>.
- CMEA Boards will be opening.
- If you are planning on doing a walk up registration for CMEA conference, please send an e-mail to Dave Haar or Jill Valentine letting them know you will be doing a walk up registration.

## Treasurer Report

## Ev Vaughan

- Accounts: As of May 4<sup>th</sup>:
  - Checking \$86,486.11
  - Savings: \$130,492.04
  - Total \$216,978.15
  - Deficit from last year \$7,396
  - Money still owed to DECA from chapters for Hotel at State\$11,558
  - Overall Total is around \$4,000 ahead
- Money due from other schools- District Advisory Committee members and the chapter advisors received a mass e-mail listing the schools that owe the SLC money. Some have been paid or cleared already.
- Receipts and Refund Checks will be out week of May 10<sup>th</sup>

## Competitive Events Committee -- (handout 2)

**Jill Valentine**  
**Jim Konrad (expiring)**  
**Bryan Whiting**

- Selection of new committee member
- Applications: Dave Haar and Dan Sheeks
  - Discussions/Pro's or Con's
  - Dan applied not knowing if anyone would apply and is willing to let Dave serve. Dave also indicated the same about Dan.
  - No Objections
  - Dave Haar was appointed and will serve on committee to replace Jim Konrad.

## State Conference

## Ev Vaughan

2010 review

- Costs-
  - Complaints from Letters from Administrators
  - Did cost comparison to hold the conference in Denver-Registration would increase by around \$200 per person
  - Registration will increase next year by a few dollars/student
- Facilities-
  - DECA uses nearly everything in the Broadmoor

- State 2011- 665 sleeping rooms will be used at the Broadmoor. Colorado DECA is contracted for these rooms thru 2013
- The Cheyenne Mountain Resort, Crowne Plaza and Double Tree hotels are being looked at for our overflow hotel in 2012 and 2013. Ev will send out an e-mail to everyone asking for input as to the pro's and con's of each hotel before making a decision.
- Chapter Hotel Assignment at SLC (Broadmoor and the to overflow):
  - Certain schools that the advisor has to be at the Broadmoor because of their duties associated with the conference.  
IE: Dave on the competitive events committee will be at Broadmoor, State officer advisor...etc
  - Next are the schools that were off site the year prior giving them the option to be at the Broadmoor.
  - Then requests for the offsite hotel.
  - Everyone else is thrown in a pool and placed as available with the rooms that are left and will fit into the hotel available rooms.
- Opening/Mini/Closing Sessions: Getting into the sessions was difficult and crowded. Ev will look into making entering to the sessions more smoothly.
- Tipping – It pays off in the end.
- Mention for the option to pay ahead of time to use the Gym Facilities. We pay 18% less by negotiating out the use of the gym/spa/pool at the Broadmoor.
- Buffet was good—but ran out of food
- Meal guarantees for the two main meals at SLC were 11 over for the 1<sup>st</sup> day and 7 under for the 2<sup>nd</sup> day.
- 2<sup>nd</sup> Testing ran out of seats- moved overflow to International Center---Ev will be looking into the possibility of moving the testing from Colorado Hall into the International center as a permanent transfer.

#### 2010 Participation

##### 2010 Broadmoor Hall Setup

- The suggestions was mad to set up the judges area in the Broadmoor Hall to bring in short side instead of long ways so the students come in and have shorter distance to reach their judge.

##### 2010 Min Awards session

- Suggestions—shorten, eliminate, change it.... no suggestions
- Top Performers Award- Not really top performers—they are the next person who didn't make it to the finals- Suggestion to call it Honorable Mention
  - Motion to Change verbiage from Top Performer to Honorable Mention
  - Kenny Kreutzer motioned to change verbiage to Honorable Mention, Debbie Swick seconded.
  - Vote: all yes

##### 2010 and 2011 Dance/Alternative/Quiz Bowl

- State Activity Committee: Report at the October Meeting
  - CJ, Kelli, Jamie, Alex and Ryan will meet

##### 2011 Speaker

- Tommy Spaulding---Dave Delgado's (Greeley Central) brother-in-law
  - Ranked as one of the top 10 speakers in the country
  - Motivational Leadership

## 2011 New and/or deleted events

- None lost
- New:
  - Marketing Communication TMDM
- Name change
  - Financial Analysis will become Financial Services TMDM
  - Technical Sales will become Professional Selling
- Changes:
  - Role Plays
    - will be able to hand judge something
    - must be materials appropriate to the situation may be handed to or left with judges in all competitive events
  - NOTE: Actual wording will be included in the 2010-11 DECA Guide.
  - Written event- Will have more clarification from Nationals these are some of the issues that will change.
    - Conversation level sound in presentation but must not be louder than a conversation in the Business Operations Research Events, Chapter Team Events, Business Management and Entrepreneurship Events and Marketing Representative Events
    - Props- **NOTE: this was mentioned to Ev as a change by national DECA but does not appear in the DECA Advisor April/May issue. The 2010-11 DECA Guide will be the official guidelines)** participants will be allowed to use props – does not have to be on the board as long as the students can carry it they can bring it. If something is on the visual they are able to take it off and put it back on.
  - NOTE: Actual wording for all changes will be included in the 2010-11 DECA Guide.

## 2011, 2012, 2013 SLC Housing

- 2011 Broadmoor room block is increasing from 560 to 665 rooms for DECA. We must fill our Broadmoor room block before assigning chapters to the overflow hotel(s)
- 2012 & 2013 overflow hotels
  - 3 Proposals
    - Crowne Plaza- \$88 a night, 20% discount on food, includes shuttle to nearby shopping area
    - Double Tree- \$93 flat rate per night or \$103-\$133 (singles-quads) and will include the hot breakfast bar. 9.4% occupancy tax (we will provide tax exempt status)
    - Cheyenne Mountain- Flat Rate \$104 for rooms
  - Ev will contact the people who have stayed in the other locations to determine the needs

## Production Company contract -

- Has estimates from other contracts
- Announcer was not very enthusiastic when announcing the three sessions
- Reference to a concern to the production company.
- Set up needs: Larger stage, two additional screens farther back, better sound system
- Estimates from: PDC (has own equipment), M&M USA Productions, Broadmoor and DB Productions
  - Broadmoor- eliminate the costs of travel (\$10k savings from using PDC)
  - PDC: 2 HD (\$81,972.50 + \$13,000) and Standard (\$76,452.50 + \$13,000)

- Timeline ideally choose by September

Assets (Advanced Software & Systems Engineering Technology Services)

Many concerns over the problems with conference registration and user un-friendly site. Colorado DECA will look into alternatives for SLC. State budget will be reduced again this year.

## DECA ICDC

Ev Vaughan

2010 Review

2011 Location – Orlando, Florida

- Colorado will be in the second tier for hotel assignment. We will be ranked from number 12 to 22 in priority
- Selecting a nice hotel and close to Orlando international center is the preference of the committee

Changes for 2011-12

Event qualifiers

- Based on the numbers from this year.
- Loose one slot in special permission (68)
- National Western Region VP- Brennan Boehne
  - Events:
    - WROTC- July 22-24 –Denver, CO--Johnson and Wales with TRI
    - WRLC- Washington DC Ultimate DECA power trip- November 12-14
      - See [www.deca.org](http://www.deca.org) for more information
    - Brennan will be taking next year off from college to serve as the Western Region Vice President--- contact Brennan if you want help or his attendance at your chapter activities. [decabrennan@gmail.com](mailto:decabrennan@gmail.com)

- ICDC Special permission slots:

- POW—12
- Student of Year—1
- State Publicity—3

We will be reviewing if these events should receive 16 of the 68 special permission slots for ICDC

## Additional Competition Dates

Various

- Glenwood Invitational: October 9-11
- CSU Conference: Friday October 9<sup>th</sup>
- Vail Conference: October 16-18<sup>th</sup>
- Can't use CTE Funds for transportation to competitive events (district, state, nationals) You can use CTE funds for transportation to a field trip.

## Advisory Committee membership 2010-11

Ev Vaughan

- Jill Valentine is staying D1
- Debbie Swick is staying D5
- Gary Light is replaced with Tanya Alcaraz D6
- Sherry Christensen Staying D7
- Bryan Whiting Staying D10
- Sherri Bryant Staying D11
- Dave Haar replaces Jim Konrad as Competitive Events Committee as Chair Elect

- Brad Peer replaces Dave Haar as CMEA President
- Alexia Hadjinicolaou replaces Madelyn Osmun as State President

## Rule Change Proposals

Ev Vaughan

Gary Light sent 55 proposals and did not show up. Thanks Gary! (comment by Ken Kreutzer)

1. Gary Light (1): Competitive Event Recognize more students and must have them choose which event they want to participate in for finals.
  - Vote by membership of committee to Y/N: NO
    - District 1 N
    - District 2 N
    - District 3 N
    - District 5 Y
    - District 6 N
    - District 7 N
    - District 8 N
    - District 12 N
    - District 13 N
    - Competitive Events Committee N Unanimous
    - Officer Team N Unanimous
  
2. Gary Light (2): Digitally Submitted Manuals
  - Vote by membership of committee to Y/N: NO
    - District 1 N
    - District 2 N
    - District 3 N
    - District 5 N
    - District 6 N
    - District 7 N
    - District 8 N
    - District 12 N
    - District 13 N
    - Competitive Events Committee N Unanimous
    - Officer Team N Unanimous
  
2. Gary Light (3) Manual Guidelines page minimum removal
  - Vote by membership of committee to Y/N: NO
    - District 1 N
    - District 2 N
    - District 3 N
    - District 5 N
    - District 6 N
    - District 7 N
    - District 8 N
    - District 12 N

- District 13 N
- Competitive Events Committee N Unanimous
- Officer Team N Unanimous

3. Jeff Back (8) Manual guidelines to 50%

- Vote by membership of committee to Y/N: NO
  - District 1 N
  - District 2 N
  - District 3 N
  - District 5 Y
  - District 6 N
  - District 7 N
  - District 8 N
  - District 12 Y
  - District 13 N
  - Competitive Events Committee N Unanimous
  - Officer Team N Unanimous

4. Gary Light (4) Membership and Enrollment Verification

- Vote by membership of committee to Y/N: NO
  - District 1 N
  - District 2 N
  - District 3 N
  - District 5 N
  - District 6 N
  - District 7 N
  - District 8 N
  - District 12 N
  - District 13 N
  - Competitive Events Committee N
  - Officer Team N

Ev proposed that we change the verbiage of enrollment verification:

- Students must be enrolled in a Marketing Program a minimum first or second semester of the current school year.
- Proposal will be made at the January meeting for a vote in May for Bylaw changes. Schools only offering one semester of Marketing program courses will be exempt from the current bylaw for 2010-11.

5. Gary Light (5) Top performer in finals

- Vote by membership of committee to Y/N: NO
  - District 1 N
  - District 2 N
  - District 3 N
  - District 5 N
  - District 6 N
  - District 7 N
  - District 8 N
  - District 12 N
  - District 13 N
  - Competitive Events Committee N Unanimous
  - Officer Team N Unanimous

- 6.
7. Gary Light (6) Remove State Only Events
  - Vote by membership of committee to Y/N: NO
    - District 1 N
    - District 2 N
    - District 3 N
    - District 5 N
    - District 6 N
    - District 7 N
    - District 8 N
    - District 12 Y
    - District 13 N
    - Competitive Events Committee N Unanimous
    - Officer Team N Unanimous
8. Kelly Kappel (7) Fairness of Events
  - Vote by membership of committee to Y/N: NO
    - District 1 N
    - District 2 N
    - District 3 N
    - District 5 N
    - District 6 N
    - District 7 N
    - District 8 N
    - District 12 N
    - District 13 N
    - Competitive Events Committee N Unanimous
    - Officer Team N Unanimous
9. Ken Kreutzer (9) Advisor Letter of Rec. for State Officers
  - Vote by membership of committee to Y/N: NO
    - District 1 N
    - District 2 N
    - District 3 N
    - District 5 N
    - District 6 N
    - District 7 N
    - District 8 Gone
    - District 12 N
    - District 13 Gone
    - Competitive Events Committee N Unanimous
    - Officer Team N Unanimous
10. Ken Kreutzer (10) Remove the 3<sup>rd</sup> copy written event requirement
  - Vote by membership of committee to Y/N: YES
    - District 1 Y
    - District 2 Y
    - District 3 Y
    - District 5 Y
    - District 6 Y

- District 7 Y
- District 8 Gone
- District 12 Y
- District 13 Gone
- Competitive Events Committee Y Unanimous
- Officer Team Y Unanimous

**District sites and dates 2010**

**Ev Vaughan**

- District 1- December 10 JWU
- District 2- Testing November 15<sup>th</sup> Cherry Creek---November 19 JWU
- District 3- December 5 JWU
- District 4- TBD
- District 5- Testing November 17<sup>th</sup> – November 19<sup>th</sup> Lowry Campus
- District 6- Not Confirmed, Marriott hotel in Ft. Collins
- District 7- December 3<sup>rd</sup> Location TBD
- District 8-TBD
- District 9- CSU Pueblo, Date TBD
- District 10- December 6<sup>th</sup> Two Rivers Convention Center
- District 11- November 22<sup>nd</sup> JWU
- District 12- Testing November 4<sup>th</sup> Liberty --December 2nd Double Tree
- District 13- TBD

**Old Business**

**Sheri Bryant**

- Discussion of creating a possible Foundation for Colorado DECA.  
Dave Haar handed out what other states used. This is an intense process and will need to be studied closely before any decision can be made.

**New Business**

**Sheri Bryant**

- None

Adjournment at 2:47pm