

"Volume 60, Leave your Legacy"

Colorado 2009-2010



Fall Website Information - Website: <http://www.deca.cccs.edu>

July 14, 2009

Here we go again! The officer team has selected our state theme of "**Volume 60, Leave your Legacy**" for the year and they are eager to get started working with the DECA membership. This year we will be celebrating our 62nd year of DECA in Colorado and our 60th official state leadership conference. This year you will see new competitive events at district and state and exciting things happening throughout the year. So join us and *leave your legacy*.

Last year we experienced the creation of a new DECA district, our largest state membership of 6936 paid members in 85 active chapters, the largest state conference ever with over 2500 participants, 485 attendees at ICDC, several International winners and the election of Ryan Dyck (Dakota Ridge High School) as the 2009-10 International DECA President. What a great year to be part of Colorado DECA in 2008-09.

As the year begins I would like to welcome the veteran advisors back and also say welcome to our new advisors into our group. Everyone will probably agree that as a Colorado DECA advisor the year will be exciting, challenging and rewarding. Welcome everyone.

In this newsletter you will find important information to assist you throughout the year. Please review all of the enclosed information very carefully and share this information with your DECA members.

DECA STATE OFFICERS

I encourage you to utilize our officer team's expertise throughout the year and call upon them to assist your chapters and districts. The officers are willing to work with you to help make this a great year for Colorado DECA. This year the role of Regional Vice Presidents will be closely looked at for funding. So please, utilize them to your greatest ability.

Madelyn Osmun, your State President, is a member of the State DECA Advisory Committee. If members have concerns, questions, or suggestions for the betterment of Colorado DECA, please do not hesitate having them contact her through his advisor at Rampart High School (Lindsay.rogers@asd20.org).

President's Letter to Colorado DECA

Welcome back advisors! It is great to be back, especially since last year was so rewarding. Thank you to each and every one of you for all that you have done. Colorado DECA would not be the same without you. On behalf of myself and the 2009-2010 State Officer Team, I'd like to express our excitement for the upcoming year. We cannot wait to see what this year has to offer for Colorado DECA. I have a feeling you and your chapters will experience great success! I am looking forward to representing such an impressive group of students. I know this year will be a substantial one for Colorado DECA. We look forward to celebrating Colorado DECA's 60th state conference with our theme being, "Volume 60, leave your legacy." I am positive a great legacy will be left from both you and your students this year! Please feel free to contact myself or any of my teammates with questions or concerns you may have. We are here to help you however we can. **Madelyn Osmun, Colorado DECA State President**

MEMBERSHIP DUES AND COMPETENCY-BASED COMPETITIVE EVENT NUMBERS

Last year DECA became the largest CTSO in Colorado with membership over 6936 members. An ongoing goal for the year was to continue membership growth and to strive for 7000 members. Our goal was not quite reached but everyone did a great job to help increase our membership by over 200 members above 2007-08. This allowed us four additional competitive slots at ICDC. DECA dues have not increased this year and will remain as follows:

State dues of \$7 per member, which includes mandatory liability insurance, and International dues of \$8 per member for a total of \$15.00. **The dues must be RECEIVED in the International DECA office by October 16, 2009.** Make dues check payable to DECA and send to:

DECA
1908 Association Drive
Reston, VA 20191-1594

International DECA will assess a late fee of \$5 per member after October 16, 2009. **ROSTERS ARE ONLY PROCESSED WHEN PAYMENT (CHECK) IN FULL IS RECEIVED BY INTERNATIONAL DECA. This does not mean purchase orders.**

Each chapter must submit their competency-based competitive event numbers form (found in the Colorado DECA Local Chapter Advisor's Handbook 2009-10, **page 98**, to their respective DECA advisory committee member **by Thursday, October 15, 2009**. If these competitive event numbers are not accurate and not received by this date, the membership roster will be divided equally among the competency-based participating events or entered as "0" and that chapter will be ineligible for district competition. The advisory committee member must have the district summary sheet submitted to Bryan Whiting, Glenwood Springs High School (bryanwhiting@rfsd.k12.co.us) and the state office by **October 19, 2009**. The state office fax number is (720) 904-2545.

Your paid competency-based event numbers MUST match your online PAID memberships as of October 16, 2009 for District Competition!!

ONLINE MEMBERSHIP REGISTRATION:

All Colorado DECA chapters will register their membership with the International DECA "Online Membership Registration System." <http://www.deca.org/hs/membershipprocessing.html>.

As local advisors, you will have 24 hour availability to your chapter/member access. Please read the instructions completely before starting the Online Membership Registration. Advisors must adequately plan their time lines in order to allow for "**FULL PAYMENT**" to be **RECEIVED AND PROCESSED** by International DECA. **There will be NO EXCEPTIONS to the Colorado deadline of October 16, 2009.**

At 4:00 p.m. Denver time, October 16, 2009, Colorado DECA will print a copy of each chapter's "PAID MEMBERSHIP ROSTER." These rosters will be the official rosters for district competition and will be provided to the State DECA Advisory Committee member representing your district. In addition, the same names will be loaded onto the District Conference database. Only these students can compete at the local district conferences. Spelling of names is extremely important. However you register your members online will be the spelling used for the entire year for state related activities. Additional memberships will be accepted until January 20, 2010 for members wishing to participate in written events only at state or in ICDC activities. The January deadline corresponds with the State Career Development Conference registration received deadline.

REMEMBER THESE IMPORTANT FACTS:

Read the instructions carefully.

1. Plan adequate time for submission and payment.
2. Use the **SAME NAME** for the student all year long (i.e., Bob Smith – do not change to Bobby Smith).
3. Plan to only bring those students to district competition that are dues paying members as of October 16, 2009.
4. Keep your rosters updated.
5. Observe the October 16, 2009 processing and payment deadline.
6. Each chapter must have a dues paid advisor.

You should have received from International DECA your membership materials flier with instructions for the online membership registration.

CONFERENCE REGISTRATIONS

Colorado DECA is strictly enforcing the time lines printed on each call to conference. Registration per participant is increased by \$10 when submitted late and is subject to another \$10 per participant fee increase when payment is late. These fees are not negotiable. Purchase orders may not be substituted for payment. A \$5 fee is assessed for each change that is made to the original roster or registration. A cover letter and amended registration highlighting each change must be submitted to the State Advisor. The previous registration information will then be replaced by the amended registration. Verbal changes are not accepted; all changes must be in writing and on the International Membership form.

Each school must have their state DECA account at a \$0 balance within 35 days after the last DECA event or they will be ineligible for participation in further DECA activities until the balance is zero. In addition, those not complying will be assessed an additional unpaid late fee based on the following schedule:

- 50 or fewer paid members - \$200
- 51-100 paid members - \$300
- 101-200 paid members - \$400
- 201-300 paid members - \$500
- 301 or more paid members - \$600

The late fee must also be paid prior to further participation.

Note: Adopted September, 1990 by the DECA State Advisory Committee, Amended 9/97, Amended 5/99, Amended 8/01.

New for this year for all state related activities:

If schools join together for any reason, one advisor must be designated as the lead advisor and be responsible for all paperwork and financial responsibilities. Only ONE form and payment will be accepted by Colorado DECA. **The state office will only accept a check from one school. The partnering school must pay the lead advisors school for their portion of the amount due.**

There will be no refunds given for any activity. Replacements, where allowed, are subject to the \$5 fee. The only exception will be for students placed by Colorado DECA at the International Conference.

STATE JUDGES

It is important once again this year to begin recruiting judges for state as soon as possible. We will be needing around the 350-400 judges again. If you have a new person who is willing to judge at the 2010 State Leadership Conference, please contact Chuck Blood (chuckblood@aol.com) judges coordinator. The sooner we can get on top of the judges the better. Chuck will periodically be sending out information to everyone concerning judges for state.

MEDICAL FORM

The medical form should be completed and submitted to you, the local Advisor. You should keep this form in your possession for all DECA activities. Do not submit to the district or state advisor. The medical form is included in this packet and also found in the Colorado Local Chapter Advisors Handbook for 2009-2010.

COLORADO DECA HANDBOOK

The Colorado DECA Local Chapter Advisor Handbook for 2009-2010 can be found on our website on the internet at www.deca.cccs.edu. Print your personal copy for reference if necessary. Should you find discrepancies, please let me know immediately. As many of you know, we playfully call this handbook our "DECA bible".

COLORADO DECA ADVISORY COMMITTEE

A list of the Colorado DECA Advisory Committee's emails and schools is provided on our web site: www.deca.cccs.edu
A list of DECA dates, including meeting dates for the committee is currently posted on the website. You elected these people to serve in an advisory capacity for your state association. If you have questions, concerns, or recommendations for the betterment of Colorado DECA, please contact one of the committee members.

COLORADO MARKETING EDUCATORS ASSOCIATION

New advisors contact me about possible funds to pay for your sub!

The Colorado Marketing Education Association (CMEA) Fall Conference will be held at the Marriott Hotel in Vail on

September 17-19, 2009. I encourage your support in Colorado, regional, and International professional organizations, as professionalism in our field is important. Excellent workshops and professional opportunities are being planned. Mark your calendar and join your fellow marketing educators. You will be glad you attended. Remember to register on line, make your hotel reservations and.....bring items for the auction. Ken Kreutzer can auction off anything! Well, almost anything (and sometimes anybody). <http://www.coloradome.org/>

WESTERN REGIONAL LEADERSHIP CONFERENCE

Colorado DECA members will have the opportunity to attend the Western Region Leadership Conference in Reno, Nevada on November 12-14, 2009. This conference promises to be an excellent educational experience for all DECA members and advisors. Colorado has an opportunity to become a leader in the Western region again and our attendance at the conference can begin that role. Nevada DECA has worked very hard to make the experience a safe and gambling area free conference for all attendees. Watch the video at <http://www.wrlc2009.org/>

I will send out information related to the conference as soon as it is made available to me. Registration forms and payment should be sent directly to Western Region Conference planners. **DO NOT SEND WESTERN REGION CONFERENCE REGISTRATION MATERIALS OR PAYMENT TO THE STATE DECA OFFICE.**

STATE LEADERSHIP CONFERENCE

The 2010 Colorado DECA State Leadership Conference will be held February 22-24, 2010 at the Broadmoor Hotel in Colorado Springs. We will be using the Broadmoor, the Cheyenne Mountain Resort and the Crowne Plaza again this year for hotel rooms. More information will be sent out as we get closer to the time of state registration. A potential individual registration fee of \$98-\$105 has been established. The RECEIVED registration deadline will be January 15, 2010. The scholarship applications deadline for the Colorado DECA (Harry Applegate application), Marketing/DECA Memorial scholarship honoring the memory of Brent Davies, Jim Tierney & Lyle Wood and the Student of the Year scholarships will be January 29th, 2009. If you or your chapter would like to make a contribution to any or all of these scholarship funds, please send a check to Colorado DECA and designate which scholarship you wish your funds to go toward..

INTERNATIONAL CAREER DEVELOPMENT CONFERENCE

Colorado DECA will travel to Louisville, Kentucky for the 2010 International CDC on April 24-27, 2010. More information will follow as it becomes available. Luckily for this year we have moved up into the first bracket of 11 state associations for hotel selections. I will be viewing all the hotels while I am in attendance at the DECA SAM Conference this August 12-15, 2009. I have been told that many of the better hotels in Louisville are furthest away from the DECA activities but I will do my best to get us into a good hotel with all the extras we always want and need. The size of our delegation to ICDC is both in and out of our favor because only certain hotels can handle our large group. As soon as I hear about our hotel assignment, I will let you know. If our membership remains at the 2008-09 level we should qualify for 450-485 ICDC slots.

SPONSORSHIPS

Colorado DECA has been successful in securing sponsorships for several of the DECA events; however, a stepped-up effort will be continued this year. It is our hope that the conference registration cost could be lowered, cost of awards for all competitive events could be paid and the dance and keynote speaker could be sponsored. If you know of individuals or businesses that would be supportive of Colorado DECA's endeavors, please contact Danny Showers at danny_showers@dpsk12.org or me. Danny will be happy make a contact. Thanks in advance for your assistance in this project!

THE 2009-2010 DECA GUIDE

Each local chapter should have a copy of the 200-2010 DECA GUIDE from the International office. Please be sure to keep track of the guide because it contains the guidelines for the International competitive events. The complete guide and updates can be found at www.deca.org. If you have not received your DECA Guide by early September, let me know and I will make a request for one to be sent to you.

DEADLINE CHECKLIST

October 15	Competency-based Competitive Events numbers RECEIVED by Advisory Committee Member from each chapter in their district.
October 16	Initial dues deadline RECEIVED by INTERNATIONAL DECA
October 19	Competency-based Competitive Events Summary RECEIVED by Colorado DECA from the Advisory Committee Member
January 15	State Leadership Conference Registration and payment RECEIVED by Colorado DECA
January 15	Final dues deadline RECEIVED by INTERNATIONAL DECA for Colorado competition
January 15	Written events (manuals) RECEIVED by Colorado DECA
January 15	State Leadership Conference housing form and payment made payable to and RECEIVED by The Broadmoor Hotel
January 29	All Scholarship applications RECEIVED by state office.
March 1	Final dues deadline RECEIVED by International for ICDC Competition
TBD	ICDC Competitor Replacement and double qualifier Deadline
TBD	ICDC Registration & payment RECEIVED by Colorado DECA

AMERICAN DISABILITIES ACT

Americans With Disabilities Act – a reasonable accommodation will be provided upon request for persons with disabilities. If you are a person with a disability who requires an accommodation to participate, please notify the Career and Technical Student Organizations Office at 303-595-1617 **two (2) weeks** prior to the activity. Accommodations for persons with disabilities will be made if requested and reasonable. For TTY/Voice Relay in Colorado, dial 1-800-659-3656.

DISTRICT LEADERSHIP COMPETITION INCLUDES:

Accounting Applications Series
 Apparel and Accessories Marketing Series
 Automotive Services Marketing Series
 Business Law and Ethics Team Decision Making Event
 Business Services Marketing Series
 Buying and Merchandise Marketing Team Decision Making Event
 Financial Analysis Team Decision Making Event
 Food Marketing Series
 Hospitality Services Team Decision Making Event
 Hotel and Lodging Management Series
 Marketing Management Series
***Principles of Business Management and Administration**
***Principles of Finance**
***Principles of Hospitality and Tourism**
***Principles of Marketing**
 Quick Serve Restaurant Management Series
 Restaurant and Food Service Management Series
 Retail Merchandising Series
 Sports and Entertainment Marketing Series

Sports and Entertainment Marketing Team Decision Making Event
Technical Sales Event
Travel and Tourism Team Decision Making Event

*** These events are for first year DECA members ONLY. Roster comparisons for 08-09 and 09-10 will be compared to determine qualification for these events.**

AUTHORIZATION - MEDICAL RELEASE - PARENTAL CONSENT FORM

Student Name _____

Name of Organization Colorado DECA

Advisor _____ School Name _____

ADVISER AUTHORIZATION AND STUDENT PARTICIPATION AT ALL LOCAL, DISTRICT, STATE, AND INTERNATIONAL CTSO ACTIVITIES FOR THE YEAR DESIGNATED BELOW:

Date(s) of Activity: From August 1, 2009 to July 31, 2010

I, the advisor, hereby certify that this student has been authorized to represent our chapter as a participant/delegate and has received instructions concerning the organization rules at state authorized activities.

(Signature of Adviser) _____ (Date) _____

I, the student, do hereby verify that I have received the above information.

(Signature of Student) _____ (Date) _____

MEDICAL RELEASE:

I, _____
(Parent's/Guardian's Signature) _____ (Social Security #) _____

_____ of _____
(Relationship) _____ (Student's Name) _____ (Social Security #) _____

_____ of _____
(Date of Birth) _____ (Complete home address including ZIP Code) _____

hereby authorize in advance any necessary medical treatment required for my son/ daughter. This student is presently under medical care. Yes _____ No _____

If yes, explain: _____

Date Signed _____ Parent/Guardian Home Phone _____

Medical Insurance Co. _____ Policy # _____

Name of Insured _____

Name of Family Physician _____

Any allergies, medications, etc. _____

PARENT/GUARDIAN AUTHORIZATION: I agree not to hold the Colorado Career and Technical Student Organizations, the State Board for Community Colleges and Occupational Education, or any of its agents, liable for any accident, illness, or injury to my son/daughter/ self during participation in any state authorized activity, including travel to and from activity sites.

(Signature of Parent/Guardian if student is under 18 years) _____ (Date) _____

(Signature of student if student is over 18 years) _____ (Date) _____

**A SEPARATE FORM IS REQUIRED FOR EACH ADULT ATTENDING STATE AUTHORIZED ACTIVITIES.
Duplicate as necessary.

AUTHORIZATION - MEDICAL RELEASE

NAME _____

NAME OF ORGANIZATION Colorado DECA

ADDRESS _____

SCHOOL NAME _____

MEDICAL RELEASE

I, _____
(Signature of advisor, teacher or parent) (Social Security #)

hereby authorize in advance any necessary medical treatment required for me.

I am presently under medical care. ___Yes ___No

If yes, explain: _____

Date Signed _____

Home Phone _____

Medical Insurance Co. _____ Policy # _____

Name of Insured _____

Name of Family Physician _____

Any allergies, medications, etc. _____

AUTHORIZATION

I agree not to hold the Colorado Career and Technical Student Organizations, the State Board for Community Colleges and Occupational Education, or any of its agents, liable for any accident, illness, or injury to me during participation in any state authorized activity, including travel to and from activity sites.

This release is for all local, district, state and International CTSO activities for the current school year beginning July 1 and ending August 1.

(Signature of Advisor, Teacher or Parent)

(Date - month/day/year)

(Date - month/day/year)



Dear Sponsor:

Colorado Marketing Education and the Colorado DECA would sincerely appreciate your consideration of support for Colorado DECA. Without the support of professionals in the marketing community, it would be impossible for marketing educators to offer our students the excellent skill development and leadership training currently in process. Colorado DECA and the Marketing education programs in our schools are working together to insure that Colorado will have a trained, skilled workforce now as well as in the years to come. It is our hope to continue to establish Marketing partnerships that will benefit Marketing, communities, and the entire state of Colorado.

Colorado DECA serves approximately 6,900+ secondary technical education students preparing for careers in marketing and management. The purpose of DECA is to provide learning opportunities for students in marketing education fields to develop vocational and career competencies, and to promote an understanding of and an appreciation for the responsibilities of citizenship in our free enterprise system. DECA is designed to be an extension of the secondary instructional program, thus becoming an integral part of the marketing and management education curriculum. In order for us to continue to offer opportunities for Colorado DECA members to gain first-hand knowledge and experience, we need your support.

Nearly 2,400 DECA students and advisors representing 158 school districts across Colorado will attend the 2010 DECA State Leadership Conference on February 21-23, 2010. The Conference is conducted annually as a culmination of the year's leadership activities. Many students will represent their respective chapters in a variety of competitive events. Other students will seek state offices or will represent their local chapter with projects.

Your financial support will provide the opportunity to foster and promote leadership development in Colorado DECA. A wide range of opportunities for direct support of Colorado DECA includes sponsorships and scholarships. Sponsorship of a competitive event at the 2010 State Leadership Conference varies depending upon the extent you wish to sponsor an event. In my opinion the advertising and public relations benefits for your company would greatly exceed the cost. By receiving your check and company logo by or prior to January 16, your sponsorship/scholarship will be announced at the Awards Program and included in the conference program.

We look forward to hearing from you regarding your participation in the 2010 State Leadership Conference Awards Program. Please feel free to email our conference sponsor coordinator, Danny Showers, at danny_showers@dpsk12.org if you have any questions. Please feel free to also contact me at everett.vaughan@cccs.edu or phone 303-595-1576. We would enjoy having the opportunity to discuss with you the possibility of securing financial support for the benefit of rewarding the marketing students that place in competition at our Colorado DECA State Leadership Conference.

Sincerely,

Ev Vaughan

Ev Vaughan
State DECA Advisor
Asst. Program Director for Business & Marketing

DECA110

**COLORADO DECA
ADVISORY COMMITTEE MEMBERS
2009-2010**

District 1 & Competitive Events Committee	Jill Valentine (term exp. 2010) (term exp. 2012 chair elect)	Horizon High School jill.valentine@adams12.org 720-972-4453
District 2	Kelli Buffo (term exp. 2011)	Cherokee Trail High School kbuffo@cherrycreekschools.org 720-886-2215
District 3	Ken Kreutzer (term exp. 2011)	Brighton High School kkreutzer@sd27j.org 303-655-4258
District 4	Gary Tenhulzen (term exp. 2011)	Arvada High School gtenhulzen@jeffco.k12.co.us 303-982-0162
District 5	Debbie Swick (term exp. 2010)	Chatfield High School dswick@jeffco.k12.co.us 303-982-6080
District 6	Gary Light (term exp 2010)	Loveland High School lightg@thompson.k12.co.us 970-613-5276
District 7	Sherry Christensen (term exp. 2010)	Greeley West High School sherryc@greeleyschools.org 970-348-5542
District 8	Eric Ward (term exp. 2011)	Vista Ridge High School eward@d49.org 719-494-8800
District 9	Mike Patti (term exp. 2010)	Pueblo East High School michael.patti@pueblacityschools.us 719-549-7243
District 10 & Competitive Events Committee	Bryan Whiting (term exp. 2010) (term exp. 2011 Chair)	Glenwood Springs High School bryanwhiting@rfsd.k12.co.us 970-384-5598
District 11 & Exhibitor Coordinator	Sheri Bryant (term exp. 2010)	Mountain Vista High School Sheri.bryant@dcsdk12.org 303-513-3958
District 12	Lindsay Rodgers (term exp. 2011)	Rampart High School Lindsay.rodgers@asd20.org 719-234-2083
District 13	Ruthie Pegues (term exp. 2011)	Denver West High School Ruthie_Pegues@dpsk12.org 720-423-5402
State Officer Team Advisor	Jamie Young (appointed, no exp.)	Highlands Ranch High School Jamie.young@dcsdk12.org 303-387-2580

State Officer Asst. Team Advisor	Kelley VanWoerkom (appointed, no exp.)	Former state officer and International DECA President vanwoerkom.k@gmail.com
Competitive Events Committee	Jim Konrad (term exp. 2010 Past Chair)	Cherry Creek High School jkonrad@cherrycreekschools.org 720-554-2335
CMEA President	Dave Haar (term exp. 2010)	Eaglecrest High School dhaar@cherrycreekschools.org 720-886-1135
State President	Madelyn Osmun (term exp. 2010)	Rampart High School (Advisor e-mail) Lindsay.Rodgers@asd20.org 719-234-2083
State Conference Coordinator	Jeff Back (appointed, no exp.)	Pine Creek High School jeff.back@d20.co.edu 719-234-2736

Colorado DECA
2009-2010
State Officer Team

President
 Madelyn Osmund
 Rampart High

Vice President
 Jamie Kuehl
 Thompson Valley High

Secretary
 Erika Wesselink
 Pine Creek

Treasurer
 David Linkowski
 Pueblo West High

Publicity Director
 Kaelyn Purfurst
 Northglenn High

District 1 Regional VP
 Kelley Robinson
 Horizon High

District 2 Regional VP
 Alexia Hadjinicolaou
 Smokey Hill High

District 3 Regional VP
 Jose Gutierrez
 Brighton High

District 4 Regional VP
 Spencer McIntire
 Warren Tech

District 5 Regional VP
 Katie Madden
 Chatfield High

District 6 Regional VP
 Lois Kaiser
 Fossil Ridge High

District 7 Regional VP
 Zach Baxter
 Northridge High

District 8 Regional VP
 Jacob Clapp
 Fountain-Fort Carson High

District 9 Regional VP
 Antonia Lira
 Lamar High

District 10 Regional VP
 Jasmine Flores
 Western Colorado
 Community College

District 11 Regional VP
 Brennan Boehne
 Mountain Vista High

District 12 Regional VP
 Jeremy Fabatz
 Liberty High

District 13 Regional VP
 Khalid Alshami
 Overland High

Team Advisor
 Jamie Young
 Marketing/DECA
 Highlands Ranch High

Assistant Team Advisor
 Kelley VanWoerkom
 Former Colorado State Publicity Director (2006-07)
 and International DECA President (2007-08)