

The DECA mission:

“DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe.”

The official DECA colors are blue and gold. Blue represents sincerity, while gold represents success.

The DECA logo is the DECA diamond!



The inner points of the diamond represent DECA’s comprehensive learning program. DECA...

- 1.) Integrates into classroom instruction
- 2.) Applies Learning
- 3.) Connects to business
- 4.) Promotes Competition

The outer points of the diamond represent qualities of DECA members. Members are...

- 1.) Academically Prepared
- 2.) Community Oriented
- 3.) Professionally Responsible
- 4.) Experienced Leaders

The national DECA headquarters is located in Reston Virginia



There are 4 main DECA regions:

- 1.) North Atlantic
- 2.) Central
- 3.) Southern
- 4.) Western

The National Officers for the 2018-2019 year are:

Executive President: Andrew Weatherman

Home State: North Carolina

North Atlantic Vice President: Rachel Lynch

Home State: New Jersey

Southern Vice President: Dylan Heneghan

Home State: North Carolina

Central Vice President: Nick Matthews

Home State: Michigan

Western Vice President: Jonathan Wilson

Home State: Washington

DECA Inc. is governed by a 12 person Board of Directors on the National Level

Some great information about the Board of Directors, who they are and what they do, can be found here <https://www.deca.org/about/governance/> and in the bylaws.

DECA produces a magazine called DECA Direct! They have a lot of great info and also have an online database.

The DECA bylaws were enacted in 1962. They can be found here

https://www.deca.org/wp-content/uploads/2014/09/about_deca_inc_bylaws.pdf

In order to become a DECA chapter, a school must have at least 10 members and 1 advisor. Members must pay dues, which vary by state and school. National dues are \$8 per member. In CT our state dues are also \$8, making for a total of \$16 per student. However, school chapters may also charge more on top of that for membership fees in order to buy merchandise or fund the club.

The iconic DECA blazer is for sale at <https://www.shopdeca.org/> under “professional dress”, along with lots of other cool merchandise! However, quick tip, if you need a blazer and can’t afford it, ask your advisor or graduated members if they have one in your size they would be willing to give or lend you for competition, as it is required apparel for competing at ICDC.

The DECA Creed:

I believe in the future which I am planning for myself in the field of marketing and management and in the opportunities which my vocation offers.

I believe in fulfilling the highest measure of service to my vocation, my fellow beings, my country and my GOD – that by so doing, I will be rewarded with personal satisfaction and material wealth.

I believe in the democratic philosophies of private enterprise and competition and in the freedoms of this nation—that these philosophies allow for the fullest development of my individual abilities.

I believe that by doing my best to live according to these high principles, I will be of greater service both to myself and to mankind.

