



**EXPERIENCE**  
*the* **DIFFERENCE**



ARIZONA  
**DECA**

**ADVISOR RESOURCE GUIDE**  
**2023 - 2024**

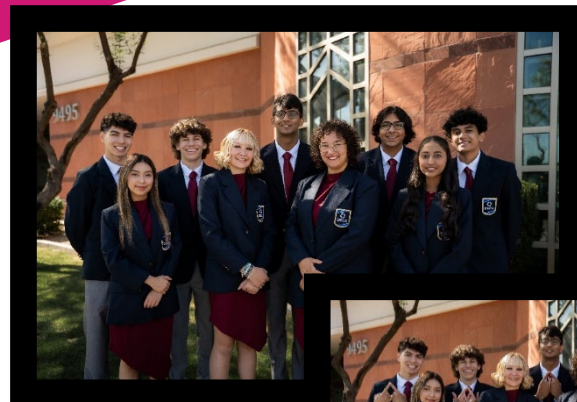


## TABLE OF CONTENTS

Arizona DECA information	Page 2
Membership Information	Page 2
Branding Guidelines	Page 3
Required Documents	Page 3
Arizona DECA Events	Page 4- 5
DECA Inc. Events	Page 6
Dress Code	Page 7
Districts	Page 8
Competitions	Page 9 - 12
Chapter Awards	Page 13
Fundraising Opportunities	Page 14
Chapter Campaigns	Page 15
DECA Challenges	Page 16
Advisor Resources	Page 17

## Board of Directors:

Lacy Beanland-Kirk – Executive Director  
 David Carter - President  
 Kelly Damron – Collegiate State Co-Advisor  
 Brian Smith – Collegiate State Co-Advisor  
 Julie Ellis – ADE: State CTSO Director  
 Elena Sobampo – ADE: Program Specialist  
 Apramey Akkiraju – HS State President  
 Sophia Smith – Collegiate State President  
 April Porter – Board Member  
 Kelly Abbott – Board Member  
 Mollie Fussell – Board Member



## 2023-2024 STATE OFFICER TEAM

### State President

Apramey Akkiraju  
 Mountain Ridge High School  
[Apramey.Akkiraju@arizonadeca.org](mailto:Apramey.Akkiraju@arizonadeca.org)

### VP of Marketing

Kate Sinclair  
 Buena High School  
[Kate.Sinclair@arizonadeca.org](mailto:Kate.Sinclair@arizonadeca.org)

### VP of Alumni

Vinay Sharma  
 Pinnacle High School  
[Vinay.Sharma@arizonadeca.org](mailto:Vinay.Sharma@arizonadeca.org)

### VP of Leadership

Drake Maestas  
 Casa Grande Union High School  
[Drake.Maestas@arizonadeca.org](mailto:Drake.Maestas@arizonadeca.org)

### VP of Hospitality

Shreya Ganesh  
 Basha High School  
[Shreya.Ganesh@arizonadeca.org](mailto:Shreya.Ganesh@arizonadeca.org)

### VP of Media Relations

Eliana Alley  
 Maricopa High School  
[Eliana.Alley@arizonadeca.org](mailto:Eliana.Alley@arizonadeca.org)

### VP of Finance

Aarav Dugar  
 Arizona College Prep  
[Aarav.Dugar@arizonadeca.org](mailto:Aarav.Dugar@arizonadeca.org)

### VP of Community Service

Dulce Hurtado  
 Mesa High School  
[Dulce.Hurtado@arizonadeca.org](mailto:Dulce.Hurtado@arizonadeca.org)

### VP of Career Development

Landon Stone  
 Pinnacle High School  
[Landon.Stone@arizonadeca.org](mailto:Landon.Stone@arizonadeca.org)

## ARIZONA DECA Information for 2023-2024

### Membership Dues

#### Traditional Membership

Student & Advisor- \$20 (\$8 national and \$12 state)

#### Affiliation Membership

Student & Advisor- \$15 (\$8 national and \$12 state)

**\*\*\* MUST AFFILIATE 100% OF STUDENTS IN PROGRAM INCLUDING BOTH CARNEGIE UNITS, STUDENT BASED ENTERPRISE AND INTERNSHIP.** Number of members registered should approximately match current year 100th day enrollment.

**Alumni & Professional Dues:** \$20 (\$8 national and \$12 state)

Register & Renew Members online at [www.deca.org](http://www.deca.org).

#### Send Membership payment with invoice to:

DECA, Inc  
Attn: Membership Department  
1908 Association Drive  
Reston, VA 20191

The National minimum chapter size is ten (10) student members and one (1) advisor (or any combination of 11 paid members).

### Membership Deadlines

District Competition	January 9
State Career Development Conference	January 26
International Career Development Conference	February 15

### New or Reactivating Chapters

If you are a new chapter or need to reactivate, contact the national office or send an email to [Lacy.Beanland-Kirk@azed.gov](mailto:Lacy.Beanland-Kirk@azed.gov) to receive more information. Please include your name, school address, and school email address.

### DECA+ Subscription

Arizona DECA purchased DECA+ as a membership incentive. Once you have registered 20+ members in the membership system you will receive your log in information.

### Arizona DECA Monthly Recognition

([www.azdeca.org](http://www.azdeca.org), Advisor or Student Tab, Nominations)

Chapter of the Month:

[https://www.cognitofrms.com/arizonadeca/\\_20232024arizonadecachapterofthemoth](https://www.cognitofrms.com/arizonadeca/_20232024arizonadecachapterofthemoth)

Member of the Month:

[https://www.cognitofrms.com/arizonadeca/\\_20232024arizonadecamemberofthemoth](https://www.cognitofrms.com/arizonadeca/_20232024arizonadecamemberofthemoth)

## Important Contact Information

### Arizona DECA State Staff:

#### Lacy Beanland-Kirk

Chartered Association Advisor (CAA)

Email: [Lacy.Beanland-Kirk@azed.gov](mailto:Lacy.Beanland-Kirk@azed.gov)

Phone: 602-542-5354

Cell Phone: 602-647-1102

#### Cristal Hurtado

Assistant to the CAA

Email: [Cristal.HurtadoGonzalez@azed.gov](mailto:Cristal.HurtadoGonzalez@azed.gov)

#### Julie Ellis

State CTSO Director

Email: [Julie.Ellis@azed.gov](mailto:Julie.Ellis@azed.gov)

#### Allison Ashford

Program Project Specialist

Email: [Allison.Ashford@azed.gov](mailto:Allison.Ashford@azed.gov)

#### Elena Sobampo

Program Specialist

Email: [Elena.Sobampo@azed.gov](mailto:Elena.Sobampo@azed.gov)

### State Financial Contact:

Send all State Payments to this Address:

Arizona DECA Financial Services

P.O. Box 1440

Owasso, Oklahoma 74055

[arizona@ctsofinance.org](mailto:arizona@ctsofinance.org)

### National Office:

DECA, Inc

1908 Association Drive

Reston, VA 20191

Phone: (703) 860-5000

Fax: (703) 860-4013

### Executive Director: Frank Peterson

[Frank@deca.org](mailto:Frank@deca.org)

### Programs Christopher Young

[Christopher@deca.org](mailto:Christopher@deca.org)

### Membership: Michael Mount

[Michael@deca.org](mailto:Michael@deca.org)



## ARIZONA DECA

### State & National Theme

The 2023-2024 State & National Theme is:

Logos supporting this theme are available now at

<https://www.deca.org/brand>



### Arizona DECA Website:

[www.azdeca.org](http://www.azdeca.org)

The Arizona DECA website is maintained by Arizona DECA Assistant to the Chartered Association Advisor, Cristal Hurtado Gonzalez. Check here for the latest chapter news throughout the state and to register for state conferences and competitions.

### National DECA Website:

[www.deca.org](http://www.deca.org)

The National DECA website is maintained by the national office. Check this site to renew your membership, register for national conferences, and browse the resources section.

### Constitution/Bylaws & POL Form

**Due by November 1<sup>st</sup>**

**\*\*REQUIRED\*\***

Covers 7a & 7b on your ADE Program Monitoring.

Link on the Advisor, Resources/Links tab of the AZ DECA Website

<https://azed.jotform.com/232155881624054>

### Comprehensive Consent Form

**Required for all members for the current school year.** Must be brought to every event they attend

Link on the Advisor, Resources/Links tab of the AZ DECA Website

### Chapter Visits

2023-2024 State officer team has the goal to visit each of our chapters this school year.

Request a visit:

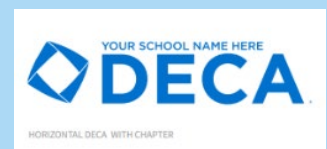
<https://www.cognitofrms.com/arizona-deca/20232024chaptervisitrequestform>

## BRANDING GUIDE: HIGHLIGHTS

**INCORRECT USAGE**

A few rules are necessary for maintaining the integrity of the brand. Don't alter, stretch, distort, add or remove elements or rotate in any way. This also includes adding unattractive text elements and changing the color or typeface. Here are a few examples of ways you should NEVER consider when using the DECA logo.

- Do not alter approved colors.
- Do not stretch or distort the logo.
- Do not alter, add or remove logo elements.
- Do not place other elements on the logo.
- Do not combine the logo with existing elements.
- Do not rotate the logo.
- Do not rotate or change the logo typeface.
- Do not place elements in the logo clear space.
- Do not place logo white box when on a dark background.



**Your chapter can request their own custom chapter DECA Logo on DECA.org/brand.**

### ARIZONA OFFICIAL DECA LOGOS



### COLOR PALETTE

The logo may be printed in a single color: blue, black, white, metallic gold or metallic silver.



**BLUE**  
PMS 285 C  
CMYK: 84, 54, 0, 0  
RGB: 0, 114, 206  
#0072ce



**BLACK**  
CMYK: 75, 68, 67, 90  
RGB: 0, 0, 0



**METALLIC GOLD**  
PMS 871 C  
CMYK: 44, 46, 74, 17  
RGB: 134, 117, 79  
#85754e



**WHITE**  
CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255



**METALLIC SILVER**  
PMS 877 C  
CMYK: 48, 39, 39, 3  
RGB: 139, 141, 141  
#8c9090

For full branding guidelines DECA Brand Strategy can be found at [deca.org/brand](http://deca.org/brand)



## Arizona Conferences & Events

### CAMP DECA

Who: Advisors and Chapter Officers  
When: August 21-23  
Where: Lost Canyon Young Life Camp - 1450 S Perkinsville Rd, Williams, AZ 86046  
Cost: \$200 per Attendee

#### **Registration Deadline: August 9, 2023**

Payment: PO's should be made out and sent to: Arizona DECA Financial Services, P.O. Box 1440 Owasso, Oklahoma 74055)

All credit card payments will incur a 3% processing fee.

NO refunds or return of funds will be granted after registration closes.

**Where to Register:** <https://www.cognitofrms.com/ArizonaDECA/2023CampDECARegistration>

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### Fall Leadership Conference

Featuring engaging and relevant workshop sessions along with an evening of America's pastime, this year's Fall Leadership Conference will help you EXPERIENCE THE DIFFERENCE and prepare you to hit your DECA HOME RUN!

Who: DECA Advisors, Chaperones and Student Members  
When: September 19, 2023  
Where: Chase Field - 407 East Jefferson Street Phoenix, AZ 85004  
Cost: \$50 per student, \$25 per adult

#### **Registration Deadline: September 6, 2023**

Payment: PO's should be made out and sent to: Arizona DECA Financial Services, P.O. Box 1440 Owasso, Oklahoma 74055

All credit card payments will incur a 3% processing fee.

NO refunds or return of funds will be granted after registration closes.

#### **Where to Register:**

<https://www.cognitofrms.com/ArizonaDECA/2023FallLeadershipConferenceRegistration>

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### NASCAR DECA Day

Make your way to Victory Lane for Arizona DECA's 2023 NASCAR DECA DAY. EXPERIENCE the DIFFERENCE with NASCAR and see the behind the scenes of a day at the racetrack. NASCAR is hosting a behind the scenes self-paced experience, panel interview and race access with Arizona DECA.

Who: Advisors, Chaperones and Student Members  
When: November 3, 2023  
Where: Phoenix Raceway - 7602 Jimmie Johnson Dr Avondale, AZ 85323  
Cost: \$50 per attendee

#### **Registration Deadline: September 6, 2023**

Payment: PO's should be made out and sent to: Arizona DECA Financial Services, P.O. Box 1440 Owasso, Oklahoma 74055

All credit card payments will incur a 3% processing fee.

NO refunds or return of funds will be granted after registration closes.

#### **Where to Register:**

<https://www.cognitofrms.com/ArizonaDECA/2023NASCARDECADayRegistration>

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### District Career Development Conference

Showcase your leadership skills by participating in District Competitive Events on in January 2024. Online testing will be open on December 11th at 8am and will close at 5pm on January 10th. District Event list can be found at <https://www.azdeca.org/district-leadership-conferences>.

Who: Advisors & Student Members (Must be in the membership system before registering)  
 When: January TBD, 2023  
 Online testing will be open on December 11th at 8am and will close at 5pm on January 10th)  
 Where: Various Locations  
 Cost: \$30 Student Fee  
 Membership Eligibility Deadline: January 9th (must be posted by nationals)

**Registration Deadline: January 9<sup>th</sup>**

LATE REGISTRATION WILL NOT BE ACCEPTED

Event Registration will not be changed after registration deadline.

**Where to Register:** Links to each district registration can be found at <https://www.azdeca.org/district-leadership-conferences>

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### State Career Development Conference

This year's State Career Development Conference will be held February 29- March 2, 2024 at the Arizona Grand Resort. This will provide a wonderful opportunity for students to shine as they compete among the best in the state in our competitive events program and participate in leadership workshops and trainings. The conference hotel is the Arizona Grand Resort, and all housing will be paid to the Arizona Grand by each chapter. Online testing and written submissions will take place prior to State Competition.

Who: DECA Advisors & Student Members  
 When: February 29 - March 2, 2024  
 Where: Arizona Grand Resort & Spa (\$235 per room/per night - 5 occupancy max)  
 8000 Arizona Grand Parkway Phoenix, AZ 85004  
 Cost: Registration: Students \$125 & Advisors \$63  
 Optional Meals and All-Inclusive Package options are available (Flyers on azdeca.org)  
 Registration Deadline: January 26, 2024  
 Registration includes admission to all sessions, conference t-shirt & conference materials.

Written Event Submissions Deadline: February 1st, 2024

Where to Register: <https://www.azdeca.org/state-career-development-conference>

Competitions: Principles of Business & Administration Events, Individual Series Events, Team Decision Making Events, Business Operations Research Events, Project Management Events, Integrated Marketing Campaign Events, Professional Selling Events, Personal Financial Literacy Event and Entrepreneurship Events!

**AZ DECA Scholarship Applications Due:** February 1<sup>st</sup> - Online Submission

**Advisor of the Year Nominations Due:** February 1<sup>st</sup> - Online Submission

**New Advisor (Year 1-3) of the Year Nominations Due:** February 1<sup>st</sup> - Online Submission

**Administrator of the Year Nominations Due:** February 1<sup>st</sup> - Online Submission

**Retiring Teacher Notification** - Email [Lacy.Beanland-Kirk@azed.gov](mailto:Lacy.Beanland-Kirk@azed.gov) by February 1<sup>st</sup>



## DECA Inc. Events

### **International Career Development Conference**

The DECA International Career Development Conference (ICDC) is the highlight of the DECA year. Twenty thousand high school students, advisors, businesspersons, and alumni gather for several days of DECA excitement. Most participants at ICDC compete in one of DECA's competitive events. The top competitors in each event are recognized for their outstanding achievements. In addition to the competitive events, many students and advisors participate in a variety of leadership and career advancing academies. This year's ICDC will be held April 27-30, 2024 in Anaheim, CA.

Who: Advisors & Student Members (must have earned qualified for academies or competitive events)

When: April 27-30, 2024

Where: Anaheim, CA - Marriott Anaheim (700 W Convention Way, Anaheim, CA 92802)

Registration Cost: See Informational Flyer on Website.

Membership Eligibility Deadline: February 15, 2024

Registration Deadline: March 1, 2024

Where to Register: <https://www.azdeca.org/copy-of-state-career-development-conf>

Competitions and Events: National Competitive Events, Leadership Academies-EMPOWER, ELEVATE, ASPIRE, IGNITE, and THRIVE. All housing will be coordinated through Arizona DECA. Registration & Housing will be paid to Arizona DECA. DECA Inc. coordinated DECA after Dark Activities (Universal, Disneyland, etc.) will be paid on separate invoice to DECA, Inc.

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DECA Inc. hosts the following conferences throughout the school year. These are conferences that you and your chapter are more than welcome to attend. All registration and coordination is done on your own for these conferences. Arizona DECA does not handle any coordination for the following conferences.

### **Ultimate DECA Power Trip**

When: November 17-19, 2023

Where: Austin, Texas

Conference Information: <https://www.deca.org/conferences/power>

Registration Due: October 18, 2023

### **Sports and Entertainment Marketing Conference**

When: January 31 - February 4, 2024

Where: Orlando, Florida

Conference Information: <https://www.deca.org/conferences/sem>

Registration Due: December 1, 202



## ARIZONA DECA COMPETITION OFFICIAL DRESS

**District & State Competitions: Official DECA Blazer is not required.**

Business Professional dress code should be followed otherwise.

**The State Dress Code for Males is:**

Young men should be dressed in appropriate business-like attire suitable to each occasion.

No Shorts, Blue Jeans, Cutoffs, or T-shirts.

Business attire of coat, dress slacks, collared shirt and tie, shoes (no tennis shoes or flip flop sandals) and socks will be expected at all times.

A DECA blazer worn with neat slacks, shirt and tie will be considered appropriate attire for any occasion.

**The State Dress Code for Females is:**

Young women should be dressed in appropriate business-like attire suitable to each occasion.

No Shorts, Blue Jeans, Cutoffs, or T-shirts.

Business attire skirts/dresses (no more than 2" from knee) and blouses or professional pant suits/slacks and dress blouse with appropriate undergarments, shoes (pumps, heels or flats; no tennis shoes or flip flop sandals) will be expected.


A DECA Blazer worn with neat business-like pants and blouses will be considered appropriate for any occasion. Dress Slacks are highly recommended!

\*Students and Advisors that do not meet these dress code guidelines will be asked to leave and change into appropriate Dress Code Attire.

**Casual wear** - DECA Conference and Chapter t-shirts and long pants/jeans must be worn.

\*\* Is acceptable during Arizona DECA after Dark Activities, Fall Leadership Conference & NASCAR DECA Day


### ICDC COMPETITION & STAGE REQUIRED DRESS CODE



#### DRESS TO IMPRESS


DRESS CODE WHEN APPEARING BEFORE JUDGES AND ON-STAGE AT ICDC

OFFICIAL DECA BLAZER WITH  
COLLARED DRESS SHIRT & APPROPRIATE NECKWEAR




DRESS SLACKS

OFFICIAL DECA BLAZER WITH  
DRESS BLOUSE

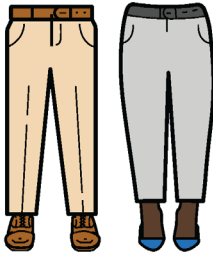


DRESS SKIRT


OFFICIAL DECA BLAZER WITH  
BUSINESS DRESS



ALL SKIRTS & DRESSES  
MUST BE AT  
OR BELOW  
THE KNEE.



DRESS SHOES



BOAT SHOES ARE  
UNACCEPTABLE FOOTWEAR.

DECA GUIDE 2023-24 / 43

# ARIZONA DECA DISTRICT ASSIGNMENTS

District 1	District 2	District 3
Barry Goldwater High School Boulder Creek High School Deer Valley High School Desert Mountain High School Horizon High School Monument Valley High School Mountain Ridge High School Paradise Valley High School Pinnacle High School	Apollo High School Cactus High School Centennial High School Glendale High School Greenway High School Independence High School Ironwood High School Liberty High School Moon Valley High School Peoria High School Peoria Flex Academy Raymond S Kellis High School Sunnyslope High School Sunrise Mountain High School Thunderbird High School Washington High School	Buena High School Casa Grande Union High School Catalina Foothills High School Desert View High School Douglas High School Harvest Preparatory Academy Maricopa High School Mountain View High School - Tucson Pueblo High School Tucson High Magnet School Walden Grove High School Vista Grande High School
District 4	District 5	District 6
American Leadership Academy Desert Ridge High School Dobson High School Eastmark High School Gilbert High School Highland High School Higley High School Mesa High School Mountain View High School - Mesa Payson High School Queen Creek High School Red Mesa High School Red Mountain High School Westwood High School Williams Field High School Window Rock High School	Arizona College Preparatory Basha High School Casteel High School Chandler High School Corona Del Sol High School Desert Vista High School Hamilton High School Marcos De Niza High School McClintock High School Perry High School Tempe High School	Agua Fria High School Alhambra High School Betty H Fairfax High School Camelback High School Canyon View High School Central High School Desert Edge High School Dysart High School Insight Academy of Arizona - Stride Career Prep Lake Havasu High School Maryvale High School Metro Tech High School Millennium High School North High School Shadow Ridge High School South Mountain High School Tolleson Union High School Tonopah Valley High School Trevor G Browne High School Valley Vista High School Verrado High School West Point High School Willow Canyon High School

\*\*\*New chapters are added to the district that is clustered closest to their school district.



## 2023-2024 ARIZONA DECA Competition Rules

### District Competitions

1 Role Play/Case Study will be done per event.

Events available at district conferences: Individual Series Role Play Events, Personal Financial Literacy, Principles of Business Administration Events, and Team Decision Making Events -

### State Career Development Conference (SCDC)

In regard to Students Competing in More than One Event

Students will be allowed to compete in more than 1 competitive event, with a maximum of 2 events this year.

**Students may participate in one (1) of each column - No more than two (2) events TOTAL**

#### Role Plays/Case Study

Individual Series Role Play Events  
Personal Financial Literacy  
Principles of Business Administration Events  
Team Decision Making Events

#### Written & Presentations

Business Operations Research Events  
Project Management Events  
Entrepreneurship Events  
Integrated Marketing Campaign Events  
Professional Selling & Consulting Events

For example, an individual can compete in Entrepreneurship Team Decision making event with a teammate and then present a Written Business Growth Plan individually at State.

\*\*\*All state scheduling conflicts will be handled by state staff, including finals scheduling.

### International Career Development Conference (ICDC)

Arizona has the following allocations for ICDC 2024

#### Role Plays/Case Study

Individual Series Role Play Events (14)  
Personal Financial Literacy (1)  
Principles of Business Administration Events (4)  
Team Decision Making Events (8)

#### **5 Qualifiers Per Event**

The Top 5 placers at SCDC will qualify. If a one of those qualifiers is not able participate in that event at ICDC, the next highest placer will be asked to fill the spot, continuing until all spots are filled.

#### Written & Presentations

Business Operations Research Events (5)  
Project Management Events (6)  
Entrepreneurship Events (6)  
Integrated Marketing Campaign Events (3)  
Professional Selling & Consulting Events (3)

#### **4 Qualifiers Per Event**

The Top 4 placers at SCDC will qualify. If a one of those qualifiers is not able participate in that event at ICDC, the next highest placer will be asked to fill the spot, continuing until all spots are filled.

\*\*\* Students can only participate in ONE Event/Academy at ICDC

**Chapter Campaigns** - If 2 campaigns are completed and submitted to DECA, 2 Thrive Spots will be allocated to that chapter.

**SBE's** - Gold Certified and Re-Certified chapters will be allocated 2 managers to present their SBE for 2024 ICDC

### PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS

PRINCIPLES OF BUSINESS MANAGEMENT AND ADMINISTRATION	PBM	BUSINESS ADMINISTRATION CORE EXAM	1 PARTICIPANT	1 ROLE-PLAY 2 <sup>ND</sup> ROLE-PLAY FOR FINALS	10 MINUTES PREPARATION TIME	10 MINUTES INTERVIEW TIME
PRINCIPLES OF FINANCE	PFN					
PRINCIPLES OF HOSPITALITY AND TOURISM	PHT					
PRINCIPLES OF MARKETING	PMK					

### TEAM DECISION MAKING EVENTS

BUSINESS LAW AND ETHICS	BLTDM	BUSINESS MANAGEMENT AND ADMINISTRATION EXAM	2 PARTICIPANTS	1 CASE STUDY 2 <sup>ND</sup> CASE STUDY FOR FINALS	10 MINUTES PREPARATION TIME	15 MINUTES INTERVIEW TIME
BUYING AND MERCHANDISING	BTDM	MARKETING EXAM				
ENTREPRENEURSHIP	ETDM	ENTREPRENEURSHIP EXAM				
FINANCIAL SERVICES	FTDM	FINANCE EXAM				
HOSPITALITY SERVICES	HTDM	HOSPITALITY AND TOURISM EXAM				
MARKETING MANAGEMENT	MTDM	MARKETING EXAM				
SPORTS AND ENTERTAINMENT MARKETING	STDM	MARKETING EXAM				
TRAVEL AND TOURISM	TTDM	HOSPITALITY AND TOURISM EXAM				

### INDIVIDUAL SERIES EVENTS

ACCOUNTING APPLICATIONS	ACT	FINANCE EXAM	1 PARTICIPANT	2 ROLE-PLAYS 3 <sup>RD</sup> ROLE-PLAY FOR FINALS	10 MINUTES PREPARATION TIME	15 MINUTES INTERVIEW TIME
APPAREL AND ACCESSORIES MARKETING	AAM	MARKETING EXAM				
AUTOMOTIVE SERVICES MARKETING	ASM	MARKETING EXAM				
BUSINESS FINANCE	BFS	FINANCE EXAM				
BUSINESS SERVICES MARKETING	BSM	MARKETING EXAM				
ENTREPRENEURSHIP	ENT	ENTREPRENEURSHIP EXAM				
FOOD MARKETING	FMS	MARKETING EXAM				
HOTEL AND LODGING MANAGEMENT	HLM	HOSPITALITY AND TOURISM EXAM				
HUMAN RESOURCES MANAGEMENT	HRM	BUSINESS MANAGEMENT AND ADMINISTRATION EXAM				
MARKETING COMMUNICATIONS	MCS	MARKETING EXAM				
QUICK SERVE RESTAURANT MANAGEMENT	QSRM	HOSPITALITY AND TOURISM EXAM				
RESTAURANT AND FOOD SERVICE MANAGEMENT	RFSM	HOSPITALITY AND TOURISM EXAM				
RETAIL MERCHANDISING	RMS	MARKETING EXAM				
SPORTS AND ENTERTAINMENT MARKETING	SEM	MARKETING EXAM				

### PERSONAL FINANCIAL LITERACY EVENT

PERSONAL FINANCIAL LITERACY	PFL	PERSONAL FINANCIAL LITERACY EXAM	1 PARTICIPANT	1 ROLE-PLAY 2 <sup>ND</sup> ROLE-PLAY FOR FINALISTS	10 MINUTES PREPARATION TIME	10 MINUTES INTERVIEW TIME
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### BUSINESS OPERATIONS RESEARCH EVENTS

BUSINESS SERVICES OPERATIONS	BOR	NO EXAM	1-3 PARTICIPANTS	PRESENT RESEARCH AND STRATEGIC PLAN	20 PAGES ALLOWED	15 MINUTES INTERVIEW TIME
BUYING AND MERCHANDISING OPERATIONS	BMOR					
FINANCE OPERATIONS	FOR					
HOSPITALITY AND TOURISM OPERATIONS	HTOR					
SPORTS AND ENTERTAINMENT MARKETING OPERATIONS	SEOR					

### PROJECT MANAGEMENT EVENTS

BUSINESS SOLUTIONS PROJECT	PMBS	NO EXAM	1-3 PARTICIPANTS	PRESENT PROJECT	20 PAGES ALLOWED	15 MINUTES INTERVIEW TIME
CAREER DEVELOPMENT PROJECT	PMCD					
COMMUNITY AWARENESS PROJECT	PMCA					
COMMUNITY GIVING PROJECT	PMCG					
FINANCIAL LITERACY PROJECT	PMFL					
SALES PROJECT	PMSP					

### ENTREPRENEURSHIP EVENTS

INNOVATION PLAN	EIP	NO EXAM	1-3 PARTICIPANTS	PRESENT PLAN	10 PAGES ALLOWED	15 MINUTES INTERVIEW TIME
START-UP BUSINESS PLAN	ESB					
FRANCHISE BUSINESS PLAN	EFB					
INDEPENDENT BUSINESS PLAN	EIB					
BUSINESS GROWTH PLAN	EBG					
INTERNATIONAL BUSINESS PLAN	IBP					

### INTEGRATED MARKETING CAMPAIGN EVENTS

INTEGRATED MARKETING CAMPAIGN-EVENT	IMCE	MARKETING EXAM	1-3 PARTICIPANTS	PRESENT CAMPAIGN	10 PAGES ALLOWED	15 MINUTES INTERVIEW TIME
INTEGRATED MARKETING CAMPAIGN-PRODUCT	IMCP					
INTEGRATED MARKETING CAMPAIGN-SERVICE	IMCS					

### PROFESSIONAL SELLING AND CONSULTING EVENTS

FINANCIAL CONSULTING	FCE	FINANCE EXAM	1 PARTICIPANT	CONSULTATION OR SALES PRESENTATION	N/A	15 MINUTES INTERVIEW TIME
HOSPITALITY AND TOURISM PROFESSIONAL SELLING	HTPS	HOSPITALITY AND TOURISM EXAM				
PROFESSIONAL SELLING	PSE	MARKETING EXAM				

### ONLINE EVENTS

STOCK MARKET GAME	SMG	NO EXAM	1-3 PARTICIPANTS	PRESENT PORTFOLIO	10 PAGES ALLOWED	15 MINUTES INTERVIEW TIME
VIRTUAL BUSINESS CHALLENGE-ACCOUNTING	VBCAC					
VIRTUAL BUSINESS CHALLENGE-ENTREPRENEURSHIP	VBCEN					
VIRTUAL BUSINESS CHALLENGE-FASHION	VBCFA					
VIRTUAL BUSINESS CHALLENGE-HOTEL MANAGEMENT	VBCHEM					
VIRTUAL BUSINESS CHALLENGE-PERSONAL FINANCE	VBCPF					
VIRTUAL BUSINESS CHALLENGE-RESTAURANT	VBCRS					
VIRTUAL BUSINESS CHALLENGE-RETAIL	VBCRT					
VIRTUAL BUSINESS CHALLENGE-SPORTS	VBCSP					

\*Written Event Qualifiers for the DECA International Career Development Conference must electronically submit the written entry to the online portal between March 27 - April 10, 2024.

\*\*Written entries must follow the specifications in the Penalty Point Checklist. Consult the DECA Guide for complete details.

[www.deca.org/compete](http://www.deca.org/compete)

## Arizona DECA Chapter Awards

Based on the addition of a CTSO for an approved CTE Program, each DECA Chapter is required to reach the Bronze Chapter Award. This program is designed to provide recognition for our Chapters while ensuring that our membership is strong and active. All documentation for awards will be due on **February 1st**. Go to [azdeca.org](http://azdeca.org) website, under **Advisor Tab** and Click on the **Resources/Links**.

### **Bronze Chapter (Required for all Chapters)**

1. Local Chapter Constitution/Bylaws submitted each year to State Office
2. Minimum membership requirements by DECA (10 members and 1 advisor)
3. Submit Program of Leadership (POL) to State Office
4. Hold at least four meetings per school year (Submit Minutes)

Bronze Level Chapters will receive an official certificate and their chapter name will be listed on the Arizona DECA Website.

### **Silver Chapter (Bronze Level plus the activities below)**

1. Minimum of 20 members—*Required for DECA+ Subscription from Arizona DECA*
2. Attend at least two Arizona DECA Events
3. Conduct a Chapter Community Service Event
4. Invites an industry person to be a guest speaker in your class/chapter.

Silver Level Chapters will receive an official certificate, their chapter name on our website and Silver Chapter Ribbons at SCDC.

### **Gold Chapter (Silver Level plus the activities below)**

1. Recruit a School Administrator to attend a local or state DECA Event.
2. Conduct at least one DECA PR Presentation (School Board, Civic Group, etc.)
3. Create a chapter budget for the current school year.
4. Complete two of the Chapter Campaigns: Membership, Promotional, Community Service, Ethical Leadership (<https://www.deca.org/campaigns>)

Gold Level Chapters will receive a plaque at the State Career Development Conference, Gold Chapter Ribbons, Reserved Seating at SCDC Closing Session

### **Arizona Diamond Chapter (Gold level plus the activities below)**

1. Recruit a judge to judge at regional or state competition OR a workshop presenter for either the Fall, District or State Conference.
2. Have a School Based Enterprise (SBE) that Certifies or Recertifies Gold for ICDC
3. Do **one** of the following activities:
  - a. Have at least one student apply for an Arizona DECA state council.
  - b. Recruit at least 3 members for our DECA Alumni database system
  - c. Have at least one senior apply for an Arizona DECA Scholarship or a DECA Inc. scholarship.

Diamond level chapters will receive an official certificate, Diamond chapter ribbons at SCDC, chapter listed on the Arizona DECA website and app, a stage Diamond level banner presentation on stage at SCDC level, and upfront seating at the opening and closing session for SCDC.

### **One Time Submission Link:**

[https://www.cognitofrms.com/ArizonaDECA/\\_20232024ArizonaDECACChapterAwardsProgram](https://www.cognitofrms.com/ArizonaDECA/_20232024ArizonaDECACChapterAwardsProgram)

# DECA CHALLENGES

Visit [www.deca.org/challenges](http://www.deca.org/challenges) to learn more.  
Please consult each challenge's guidelines for specific information.

DECA's Challenges provide members opportunities to demonstrate the knowledge and skills learned in the classroom through innovative challenges in partnership with several corporate partners. Each challenge has a unique focus and a specific set of required tasks and timelines. The top performers will receive recognition on-stage at the DECA International Career Development Conference (ICDC) with approval from the chartered association advisor.

CHALLENGE	SPONSOR	OVERVIEW	START	END	MEMBERS	ELEMENTS
<b>Auction Marketing Campaign Challenge</b>		Develop a marketing campaign for a full estate sale that will utilize the live auction method and include both real estate and personal property. Present your marketing campaign that will use social, print, and email direct marketing strategies in a video presentation.	September 1	February 1	1-3 Members	• 4-Minute Video
<b>DECA at the Bell Challenge</b>		Bring the world of business to the members of DECA, in a creative and engaging way, by writing, producing and publishing an episode of DECA at the Bell.	September 1	November 3	1-3 Members	• Script • 3 to 5-Minute Video
<b>Digital Presentation Skills Challenge</b>		Demonstrate your digital presentation skills utilizing a Virtual Business simulation in a one- to two-minute digital presentation. The top finalists will deliver a live, digital presentation.	January 1	January 31	Individual	• 1 to 2-Minute Presentation
<b>Disability Is Diversity Challenge</b>		Create a focused Disability Is Diversity presentation that highlights the obstacles and experience of navigating an educational environment with differing abilities. Learn first-hand about the barriers encountered by a student with a disability and determine how you can advocate for needed change.	October 2	February 16	1-4 Members	• 4-Minute Video
<b>Ethical Leadership Challenge</b>		Develop a public service announcement (PSA) video describing one of the following ethical principles: integrity, trust or respect. The PSA should be designed to educate your local community and those afar through social media.	November 1	November 21	1-4 Members	• 1-Minute Video • Social Media Campaign
<b>Social Impact Leader of Tomorrow Challenge</b>		Demonstrate your creativity by producing the next big cause marketing idea for the National Pediatric Cancer Foundation. DECA chapters can participate by developing and executing a unique fundraising campaign with a social media component and video.	September 1	February 6	1-4 Members	• 4-Minute Video • Fundraising Campaign • Social Media Campaign
<b>Social Media Simternship™ Challenge</b>		Take charge of a dynamic simulated company, strategically allocating your ad budget to maximize revenue. Craft captivating content, engage target audiences and analyze your metrics across simulation rounds. Showcase your social media marketing skills in this exciting challenge.	February 1	March 1	Individual	• Virtual Simulation

# DECA CHAPTER CAMPAIGNS

deca.org/campaigns

CELEBRATE #DECAMONTH IN NOVEMBER

## MEMBERSHIP

Guide your membership efforts by meeting these goals.

**20**

MORE STUDENTS THAN LAST YEAR

OR

**20**

ALUMNI

OR

**20**

PROFESSIONALS

## DEADLINE 12.1.23

Earn **ACHIEVEMENT LEVEL** by meeting the requirements in any **one** of the categories (students, alumni or professionals) of the Membership Campaign and receive a pennant and certificate.

Earn **THRIVE LEVEL** by meeting the requirements in any **two** of the categories of the Membership Campaign and receive a pennant, plaque, flag and two allocations to attend the Thrive Academy at ICDC!

## PROMOTIONAL

Conduct these promotional activities from the beginning of your school year through DECA Month.

**3**

SCHOOL OUTREACH ACTIVITIES



**3**

SUCCESS STORIES OF ALUMNI



**3**

COMMUNITY OUTREACH ACTIVITIES

## COMMUNITY SERVICE

Conduct a community service activity from the beginning of your school year through DECA Month.

**1**

OR MORE COMMUNITY SERVICE ACTIVITIES



**75%**

OR MORE PARTICIPATION OF YOUR DECA MEMBERS



**1**

FORM OF PUBLICITY OR PROMOTION

## DEADLINE 12.1.23

Earn **ACHIEVEMENT LEVEL** by meeting the requirements in any **one** of the DECA Month Chapter Campaigns (Promotional Campaign, Community Service Campaign or Ethical Leadership Campaign) and receive a pennant and certificate.

Earn **THRIVE LEVEL** by meeting the requirements in any **two** of the DECA Month Chapter Campaigns (Promotional Campaign, Community Service Campaign or Ethical Leadership Campaign) and receive a pennant, plaque, flag and two allocations to attend the Thrive Academy at ICDC!

## ETHICAL LEADERSHIP

Conduct these ethical leadership activities from the beginning of your school year through DECA Month.

**3**

ETHICAL LEADERSHIP CHALLENGE ENTRIES



**3**

ETHICAL LEADERSHIP SCHOOL OUTREACH ACTIVITIES



**3**

ETHICAL LEADERSHIP COMMUNITY OUTREACH ACTIVITIES

## ADVOCACY

Advocate during Career and Technical Education Month® in February.

**3**

SCHOOL OUTREACH ACTIVITIES



**3**

PUBLIC POLICY MAKERS OUTREACH



**3**

COMMUNITY OUTREACH ACTIVITIES

## DEADLINE 3.1.24

Meet the requirements in the Advocacy Campaign during February and receive a pennant, special plaque from DECA's Congressional Advisory Board and a letter of recognition sent to your school administrator and government officials.

Eligibility to attend ICDC is determined by the chartered associations, based on their policies. Chapters should consult with their association advisor for eligibility guidelines.

## Arizona DECA Fundraising Opportunities

Arizona DECA is committed to helping you and your chapter find fundraising opportunities and activities that are easy to implement and beneficial to you, your members, and your community. We have partnered with multiple organizations that are supporters of Arizona DECA and are here to help your chapters.

### **Wetzel's Pretzels Food Truck**

Indulge in delicious pretzels for a cause! Schedule with Wetzel's Pretzel food truck fundraiser, where every bite supports your school chapters – enjoy scrumptious snacks during lunches or events and their contribution will be 15% towards our DECA chapters.



Schedule your food truck today! <https://www.azdeca.org/fundraisers>

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### **Fund2Orgs**



Reach your fundraising goals by partnering with the nation's leading social enterprise. Get paid to collect gently worn, used and new shoes in a creative, community-friendly fundraiser. **We provide everything you need at no cost to your group! It's as easy as 1-2-3.**

For more information visit:  
<https://www.azdeca.org/fundraisers>

Sign up for your chapter's fundraiser today! <https://funds2orgs.com/arizonadeca/>

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### **American Youth Services**

Their team of former athletes and coaches know the struggles and time constraints you experience. That is why they ask you to leave the fundraising campaign management to them. From initial leadership meetings where we install our POWER+ Fundraising System to final delivery, they will be there every step of the way to lead you and your chapter to fundraising success.



For more information visit: <https://www.azdeca.org/fundraisers>

Reach out to Brandon Fields, DECA Fundraising Coach at [bfields@americanyouth.com](mailto:bfields@americanyouth.com)



## **SCHOOL-BASED ENTERPRISES (SBE)**

Hands-on learning laboratories that provide practical learning experiences to reinforce classroom instruction.

### **CHAPTER CERTIFICATION & RE-CERTIFICATION**

**The SBE Chapter Certification deadline is January 11, 2024. Must be uploaded to the website, mailed submissions will not be accepted.** To determine your chapter's certification status in the recertification status, you can review it in the online membership system or e-mail [education@deca.org](mailto:education@deca.org).

### **THREE LEVELS OF CERTIFICATION: BRONZE, SILVER AND GOLD**

#### **Gold Certification & Gold Re-Certification will receive 2 allocations for ICDC 2024**

Two Programs of Certification: Food Operations and Retail Operations

Each certification is reviewed using a rubric based on the following standards:

- Standard 1: Financial Analysis
- Standard 2: Operations
- Standard 3: Marketing-Information Management
- Standard 4: Market Planning
- Standard 5: Product/Service Management
- Standard 6: Pricing
- Standard 7: Distribution/Channel Management
- Standard 8: Promotion
- Standard 9: Selling
- Standard 10: Human Resource Management

The SBE Chapter Certification Guide can be found at: <https://www.deca.org/sbe>

### **INDIVIDUAL SBE CERTIFICATION EXAM**

DECA developed the SBE Individual Certification program to extend the positive attributes of the SBE Certification program beyond the school store level to individual members.

The SBE Individual Certification is open year-round.

**PROCEDURE WHO MAY PARTICIPATE?** The SBE Individual Certification Exam is ideal for DECA members that participate in operating a school-based enterprise, although participation in an SBE is not required. Students **MUST** be active, registered DECA members to take the exam.

#### **WHAT DOES THE EXAM ENTAIL?**

- Online 100 multiple choice questions exam
- 90-minute time limit
- Students must score 70% or higher on the exam to receive certified status
- \$15 per student

The SBE Individual Certification Guidelines can be found at: <https://www.deca.org/sbe>

## Online Events

DECA's online events challenge members in online business simulations. Using an online program, members compete against other members in their region from their seats in the classroom to earn the opportunity to compete at the international level.

### **Stock Market Game**

The Stock Market Game is available via web browser on any device or on The Stock Market Game mobile app available on Android or Apple. SMG allows DECA members to test their investment knowledge and skills against other DECA members in an online competition.

DECA Advisors must register their student members at [deca.org/smg](https://deca.org/smg) to participate in the competition. All advisors and students participating in the DECA Stock Market Game must be DECA members. Membership is verified with DECA weekly and subsequently updated in the DECA Stock Market Game registration system.

The DECA Stock Market Game will contain one ICDC qualifying event to take place from Monday, September 11, 2023, through Friday, December 8, 2023.

### **IMPORTANT DATES**

Competition Begins: Monday, September 11, 2023, 9:30 a.m. ET

Student Name Submission: Friday, October 20, 2023, 4 p.m. ET

Asset Diversification: Friday, October 27, 2023, 4 p.m. ET – Friday, December 8, 2023, 4 p.m. ET

Competition Ends: Friday, December 8, 2023, 4 p.m. ET

Portfolio Deletion: Monday, May 20, 2024

**For full guidelines and information visit:** <https://www.deca.org/compete/stock-market-game>

### **Virtual Business Challenge (VBC)**

Participants in the DECA Virtual Business Challenge (VBC) operate a web-based business simulation utilizing a competition version of the Virtual Business software.

Online simulation of teams of 1-3 participants (MUST BE DECA MEMBERS)

Virtual Business Challenge has the following categories:

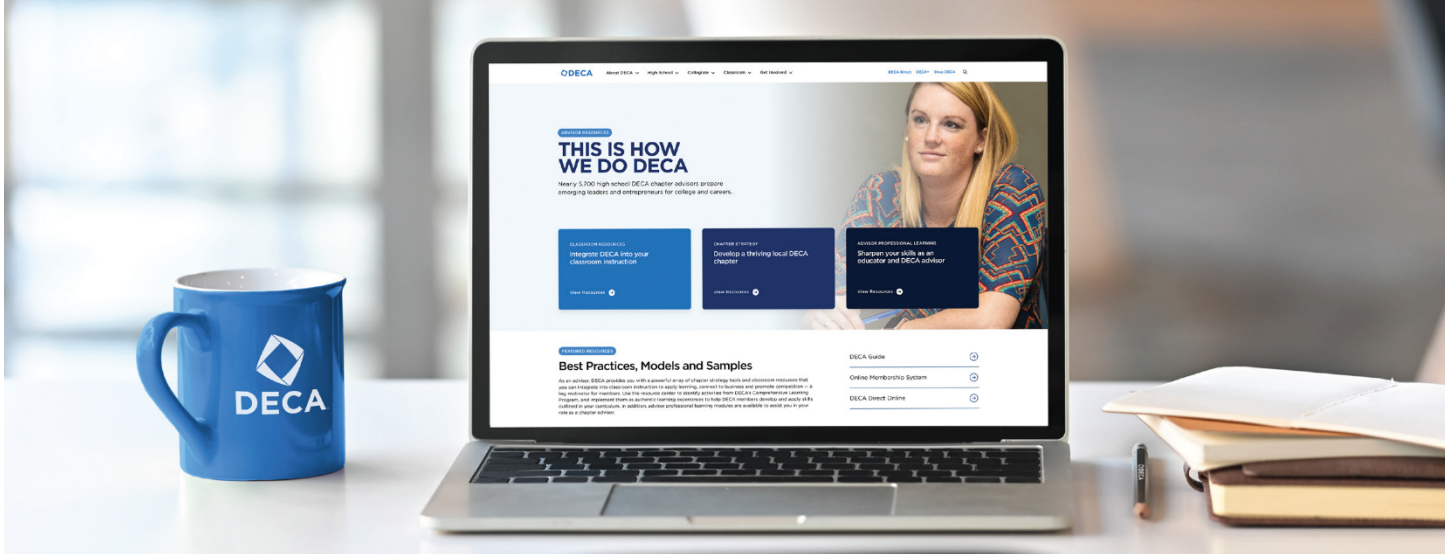
- Accounting (VBCAC)
- Entrepreneurship (VBCEN)
- Fashion (VBCFA)
- Hotel Management (VBCHM)
- Personal Finance (VBCPF)
- Restaurants (VBCRS)
- Retail (VBCRT)
- Sports (VBCSP)

Two (2) International Career Development Conference qualifying rounds.

**Challenge 1:** Tuesday, October 17, 2023, 10:00 a.m. EDT through Friday, October 27, 2023, 5:00 p.m. EDT.

**Challenge 2:** Tuesday, January 16, 2024, 10:00 a.m. EST through Friday, January 26, 2024, 5:00 p.m. EST

For all tracks, the top two teams from each region from each of the qualifying rounds will be eligible to compete at ICDC. However, eligibility to attend ICDC is determined by the chartered associations, based on their policies. Finalists should consult with their chartered association advisor for eligibility guidelines. Only one team per chapter, per round, per track may qualify to compete at ICDC. Only original team members may compete at ICDC; no substitutions may be made.



# ADVISOR RESOURCES

DECA enriches teaching and learning by providing cutting-edge resources ready to integrate into classroom instruction. Explore the full library in DECA's Advisor Resource Center.

[deca.org/advisors](https://deca.org/advisors)

## CLASSROOM RESOURCES

Integrate DECA into your classroom instruction. Use the resource center to identify activities from DECA's Comprehensive Learning Program, and implement them as authentic learning experiences to help DECA members develop and apply skills outlined in your curriculum.



## CHAPTER STRATEGY

Develop a thriving local DECA chapter. DECA's chapter strategy provides the framework and resources to develop a chapter in a business-like context, helping members apply learning.

## ADVISOR PROFESSIONAL LEARNING

Sharpen your skills as an educator and DECA advisor with on-demand learning and in-person events throughout the year. DECA's Professional Learning Series offers an opportunity for chapter advisors to enhance teaching, improve performance, integrate DECA into the classroom.

## ADVISOR HUB

Use DECA's Advisor Hub to explore ideas and suggested monthly activities, view upcoming events, find resources, discover professional learning opportunities and more.

[deca.org/classroom](https://deca.org/classroom)

## BECOME A DECA INSIDER

### DECA DIRECT WEEKLY

Delivered directly to your inbox each Tuesday, DECA Direct Weekly emails inform chapter advisors of the latest DECA happenings and shares articles on classroom and chapter strategies.

[decadirect.org](https://decadirect.org)

### CLASSROOM CONNECTION

Delivered to your inbox on special Thursdays, emails feature a lesson plan or activity easily implemented into classroom instruction. Content may include a video presentation, digital article, online activity or more. Each email is connected to National Curriculum Standards.

[deca.org/advisors](https://deca.org/advisors)





## ARIZONA DECA CALENDAR OF ACTIVITIES 2023-2024

Month	Events
July 2023	12-13 Advisor Professional Learning Virtual Conference
August 2023	9 CAMP DECA Registration Deadline 21-23 CAMP DECA
September 2023	6 FLC Registration Deadline 19 Fall Leadership Conference 22 State Councils Applications Due
October 2023	6 NASCAR DECA Day Registration Deadline
November 2023	1-30 DECA Month 3 NASCAR DECA Day 13-19 Global Entrepreneurship Week 17-19 The Ultimate Power Trip (Austin, TX)
December 2023	11 District Testing Opens
January 2024	9 District Conference Registration Deadline 10 District Conference Testing Closes 12 State Officer Applications Due TBD District Conferences (Various Locations) 26 State Conference Registration Closes 1/29-2/4 DECA Sports & Entertainment Conference (Orlando, FL)
February 2024	1-30 CTE Month 1 Scholarships, Awards for SCDC Due 1/29-4 DECA Sports & Entertainment Conference (Orlando, FL) 7 State Officer Interviews 15 Membership Due 2/29-3/2 State CDC (SCDC)
March 2024	2/29-3/2 State CDC (SCDC) 15 ICDC Registration & Housing Due 25-26 24-25 State Officer Team Training
April 2024	27-30 ICDC (Anaheim, CA)