



CHAPTER INFORMATION AND POLICIES

DECA has been recognized by the United States and Michigan Departments of Education as an integral part of the CTE classroom curriculum because of its leadership development and how it prepares members to be college and career ready. DECA's industry-validated activities and competitive events are aligned with the State and National Curriculum Standards in the career clusters of marketing, business management and administration, finance, and hospitality and tourism.

This section of the Michigan DECA Guide provides an overview to membership and participation requirements and support for the formation for a strong program of student leadership. As you review the contents, please remember that this information is also available on our website, and that all forms are also provided there in an interactive format.

**“Motivation
is the art
of getting
people to
do what
you want
them to do
because
they want
to do it.”**

-Dwight D. Eisenhower

2019 Calendar Of Events

September 30	Registration Deadline for: New Advisor In-service
October 1	District Conference Registration Opens <i>Submissions accepted only online through the Chapter Registration Portal</i>
October 4	Registration Deadline for: MME Fall Conference Housing and Registration
October 8	New Advisor In-service, <i>Eastern Michigan University</i>
October 10	Advisors' Council Meeting, <i>Michigan State University</i>
October 18	Registration Deadline: State Leadership Conference <i>Submissions accepted only online through the Chapter Registration Portal</i>
October 18	Registration Deadline: Central Region Leadership Conference
October 24 & 25	MME Fall Conference, <i>Kellogg Center, Lansing, Michigan</i>
October 31	Student & Advisor Memberships Due to DECA Inc. <i>All membership rosters and payments must be submitted and received by this date</i>
November	DECA Month
November 1	Payment Deadline for: State Leadership Conference Registration
November 12	Deadline For: Proctor Registration (for District Conference Testing)
November 12-13	State Leadership Conference, <i>Grand Rapids, Michigan</i>
November 18-24	Global Entrepreneurship Week
November 21	Registration Deadline for: District Conference <i>Submissions accepted only online through the Chapter Registration Portal</i>
November 22	Deadline For: Sports and Entertainment Workshop Registration
November 30	Deadlines for: 100% Membership Reporting Form to Michigan DECA Membership rosters to DECA Inc. for campaign recognition Membership Campaign entries to DECA Inc.
December 2-11	Online Testing Window for District Conferences <i>Chapters in District 6 must complete testing by December 6</i>
December 6	Sports and Entertainment Workshop, <i>Little Caesars Arena, Detroit</i>
December 6-8	Central Region Leadership Conference, <i>Minneapolis, Minnesota</i>
December 9	Payment Deadline for: District Conferences
December 11	Deadline For: Bronze level MAP names for recognition at District Conferences
December 13	District 6 Conference, <i>Lawrence Technological University</i>
December 17	District 1 Conference, <i>Saginaw Valley State University</i>
December 18	District 8 Conference, <i>Wayne County Community College, Taylor campus</i>
December 19	District 3 Conference, <i>Kalamazoo Valley Community College</i>

2020 Calendar of Events

January 7	District 2 Conference, <i>Ferris State University</i>
January 9	District 4 Conference, <i>Eastern Michigan University</i>
January 10	District 5 Conference, <i>Eastern Michigan University</i>
January 10	Deadline for: School-Based Enterprise Documentation, to DECA Inc.
January 11	District 7 Conference, <i>Lake Orion High School</i>
January 15	State Conference Registration & Housing Opens <i>Submissions accepted only online through the Chapter Registration Portal</i>
January 17	Deadline for: Online DECA Scholarship Applications due
January 24	Registration Deadline: State Officer Candidate Screening
February 1	Deadlines for: Proctor Registration Form for State Conference Testing International Conference Academies Applications Bronze, Silver, and Gold level MAP names for Certificates
February 1	State Officer Candidate Screening, <i>Lansing, Michigan</i>
February 5	Registration Deadline: State Conference Registration and Housing <i>Submissions accepted only online through the Chapter Registration Portal</i>
February 5	Deadline for online submission of written events to the Chapter Registration Portal <i>All written events, (except for Chapter Awards Projects) must be uploaded by the chapter advisor to avoid penalty points and/or disqualification.</i>
February 5	Deadline for hard copy submission of written events. <i>See pages 68-70 for event list.</i> <i>Hard copies of required written events must arrive at our office by this date.</i>
February 21	Payment Deadline for: State Career Development Conference
February 19-26	Online Testing Window for the State Conference
February 20-21	Advisors' Council Meeting, <i>Detroit, Michigan</i>
February 28	Deadline for: MDA Verification form MDA to be recognized at State Conference
March 1	Deadline for: Advocacy Campaign entries to DECA Inc.
March 5-7	State Career Development Conference, <i>Detroit, Michigan</i>
March 17	Registration Deadline for: International Career Development Conference <i>Submissions accepted only online through the Chapter Registration Portal</i>
April 10	Payment Deadline for: International Career Development Conference
April 28 - May 3	International Career Development Conference, <i>Nashville, Tennessee</i>

2019-2020 Executive Council



From left to right: Nate Jacobs, Bassit Fijabi, Jordan Barker, Grace Conley, Kyle Zacharias, Shreya Peddi, Connor McCormick, Karnika Chandra.

Kyle Zacharias **State President**

kzacharias@mideca.org

Advisor: Jamie Riley
Hartland High School
jamieriley@hartlandschools.us

Nate Jacobs **Vice President of Chapter Development**

njacobs@mideca.org

Advisor: Ann Shannon
Lincoln Park High School
ann.shannon@lpps.info

Bassit Fijabi **State Secretary**

bfijabi@mideca.org

Advisor: Beth Johnson
Westland John Glenn High School
bethj1619@comcast.net

Shreya Peddi **Vice President of Community Service**

speddi@mideca.org

Advisor: Alexander Greschuk
Washtenaw International High School
agreschuk@wihi.org

Connor McCormick **Vice President of Public Relations**

cmccormick@mideca.org

Advisor: Michelle Jaros
Gull Lake High School
mjaros@gulllakecs.org

Jordan Barker **Vice President of Business Partnerships**

jbarker@mideca.org

Advisor: Jamie Riley
Hartland High School
jamieriley@hartlandschools.us

Grace Conley **Vice President of Career Development**

gconley@mideca.org

Advisor: Amber Blackstock
Huron Area Technical Center
amber@huronisd.org

Karnika Chandra **Vice President of Leadership Development**

kchandra@mideca.org

Advisor: Erin Royalty
Midland H.H. Dow High School
royaltyem@midlandps.org

Membership Incentives

Michigan DECA encourages each chapter to increase their membership by five or more members. Each chapter that increases their membership by five members will receive a special Recognition Plaque for display in their classroom. **Chapters with 100% membership can participate by signing up at least five Alumni and/or Professional members; in addition to the chapter advisor(s).**

Recognition:

- Additional competitor allocations for the District Conference
- Plaque for classroom display awarded at the State Conference
- Recognition in *Spotlight on DECA*
- Recognition on www.mideca.org



So, how does my chapter get the recognition?

This recognition is easy. You do not have to fill out any forms, there are no questions to answer... nothing formal to do. All you need to do is recruit five more members for your DECA chapter. If you've got five more members than you did last year, then you'll be recognized. It's that simple! The deadline is February 1st to submit and pay your DECA membership roster for the 2019-2020 school year.

Added Incentive for Gimmie5! Award Recipients

Michigan DECA will provide chapters that increase both their membership and district conference participation by 5 members a \$500 credit off from your District Conference Registration fees. The process to receive this credit is simple. All a chapter needs to do is to achieve the steps below:

Submit		Register		Get
5	+	5	=	\$500
more chapter members than you had last year, by the membership deadline of November 30		more students for your District Conference than you had last year, by November 30		Credit on your District Conference Registration

Chapters with 100% membership can still be eligible if they return their 100% membership form by the deadline, and also sign up 5 professional or alumni members in addition to the chapter advisor(s).

Michigan DECA has posted each chapter's previous year's membership and district conference numbers at <http://mideca.org/teachers/incentivefordistrictregistrationcredit/>, so that you will have a goal for your chapter to receive your \$500 credit.

DECA's Membership Campaign

Deadline: November 30th

DECA has simplified its membership recognition program. The program has been divided into separate campaigns for Membership, Promotion, Entrepreneurship, Community Service, and Advocacy. Below is information on the 2019-2020 Membership Campaign. **Refer to page 13 in the National DECA Guide or at <http://mideca.org/members/membership/decacampaigns/> for information on all of the chapter recognition programs.**

2019-2020 Membership Campaign

No documentation is needed, simply submit your membership roster by November 30th.

Goals:

1. Recruit 20 or more student members than last year
2. Submit memberships for 20 or more alumni members (*does not have to be new members*)
3. Submit memberships for 20 or more professional members (*does not have to be new members*)

Rewards:

- **ACHIEVEMENT LEVEL** - For chapters that achieve any **one** of the above goals (#1-3):
 - Membership pennant
 - Certificate
 - Recognition at mideca.org
- **THRIVE LEVEL** - For chapters that achieve any **two** of the above goals (#1-3):
 - Membership pennant
 - Plaque
 - DECA recognition pennant
 - Recognition at <http://www.mideca.org> and in *Spotlight on DECA*
 - One additional entry per event for State Conference competition in the *Innovation Plan, Integrated Marketing Campaign Product, Integrated Marketing Campaign Service, Integrated Marketing Campaign Event* and *Start-Up Business Plan* events
 - Up to **two** allocations to the Thrive Academy at ICDC
 - **Plus** reserved seating at the awards session at the State Conference (*Chapters with 100% membership and have 20 or more Alumni and 20 or more Professional members will also be eligible for reserved seating at the State Conference.*)

Michigan DECA's 100% Membership Recognition

DEADLINE: November 30th

The foundation of a strong local chapter is for all marketing education students to be granted the opportunity to become DECA members. An active DECA chapter recognizes that all members can benefit at local activities. For this reason, chapters with 100% membership plan a program of local activities so all marketing education students can become DECA members, students learn to develop their leadership, civic, social, and career and technical skills at the local chapter level.

Michigan DECA defines 100% Membership as all students enrolled in all Marketing Education Classes taught by an individual teacher. This includes, but is not limited to, introductory courses, specialty courses (i.e. apparel, tourism, entrepreneurship) and management courses as well as general marketing education courses. **100% Membership recognition will not be given to those chapters who do not submit the completed 100% Membership Reporting Form by November 30th.**

To encourage and reward chapters for having 100% membership, Michigan DECA has developed the following recognition for chapters with 100% membership:

1. Each 100% Membership Chapter will receive the State Conference Event Results and Judge's Evaluation Forms at no additional charge.
2. Each 100% Membership Chapter will be allowed an additional competitor in each competitive event offered at the District Conference.
3. Each 100% Membership Chapter will be allowed an additional entry per event for State Conference competition in *Innovation Plan*, *Integrated Marketing Campaign Event*, *Integrated Marketing Campaign Product*, *Integrated Marketing Campaign Service*, and *Start-Up Business Plan* events.
4. Each 100% Membership Chapter will receive special recognition at the State Conference, in *Spotlight on DECA*, and on <http://www.mideca.org>.

To receive these benefits for 100% Membership:

1. Submit their Membership Roster by October 31st.
2. **Submit Michigan DECA's 100% Membership Reporting Form to Michigan DECA by November 30th.**
3. Remember to check the appropriate boxes on the State Conference Registration Form to receive the copies of the State Conference Judged Event Results at no additional charge.

100% Membership Reporting Form

Chapter _____

Advisor(s) _____

We certify that the same number of members on our Chapter's Membership Roster is the same or more than the number of marketing education students reported to The Michigan Department of Education for Fall 2019.

Number of students in all Marketing Education classes taught by the above teacher(s)/advisor(s) _____

Less students in more than one marketing class _____

Equals non-duplicated enrollment _____

Number of marketing education students submitted to the Michigan Department of Education _____

Number of paid high school DECA members submitted on the membership roster _____

Advisor's Signature

Date

School Administrator's Signature

Date

Do NOT send this form to DECA Inc.!

Remember to check the appropriate box on the State Conference Registration Form to receive the copies of the State Conference Judged Event Results at no additional charge.

This form must be received by Michigan DECA No Later Than November 30th to receive the benefits of 100% membership. Indication of 100% Membership on your chapter roster will not be considered for state benefits. Please save the confirmation from your fax.

Michigan DECA
Eastern Michigan University
Ypsilanti, MI 48197
FAX (734) 487-4329

Membership Guidelines

1. Membership rosters are due to DECA Inc. by October 31, via the online DECA Membership Portal.
2. State and National membership fees total \$17.00 (\$9.00 State, \$8.00 National) per person. The state fee includes accident insurance for each member.
3. All chapters must have at least one (1) advisor and ten (10) student members or have 100% enrollment of all marketing education students.
4. All chapter advisors must pay membership fees.
5. DECA Inc. will accept purchase orders for membership, but membership items will not be sent until payment has been received.
6. When the roster has been submitted, it may be used as an invoice for the purchase order or payment.
7. Once a roster has been submitted to DECA Inc., the chapter is responsible for payment for the number of members submitted (the amount due on the roster).
8. Student members must be an enrollee or a completer of a Marketing, Management, Finance, Hospitality or Entrepreneurship class.
9. Once submitted, State and National membership fees are non-transferable and non-refundable.
10. All conference participants must be paid members of DECA. Students must be submitted through the DECA Membership Portal prior to being registered for a conference.
11. If an individual registered for a conference drops out of the class prior to the conference for which they are registered, or does **not** attend the conference, they are still required to pay the membership fees.
12. DECA members are best prepared when enrolled in a state-approved marketing program. Schools that do not have a state-approved marketing program, will have to annually complete Michigan DECA's State Non-Approved Program Status Reporting Form.

DECA Chapter Membership Policy

DECA's Program of activities has been designed to be a co-curricular component of a Marketing, Management, Finance and Hospitality Program. The program is designed to develop a well-rounded student and is centered on DECA's Guiding Principles:

DECA's Comprehensive Learning Program:

- Integrates into the Classroom Instruction
- Applies Learning
- Connects to Business
- Promotes Competition

DECA prepares the next generation to be:

- Academically Prepared
- Community Orientated
- Professionally Responsible
- Experienced Leaders

Our ultimate goal is for all DECA members to be enrolled in a state approved marketing, management, finance or hospitality program. Because we know that this is not always possible due to funding or policy issues for some school districts, we have established exceptions for schools that currently do not have a state approved program to offer a DECA chapter.

1. The school is in the process of applying to be a State Approved Program.
2. DECA members are enrolled in a marketing class and the chapter advisor is authorized or certified to teach marketing, finance, management or entrepreneurship.
3. Another teacher that is authorized or certified and teaching marketing, serves as a chapter advisor.

Chapters that are not a state approved program are strongly encouraged to work with their CTE Director to apply to become a state approved program.

All DECA chapters that are at schools without a state approved program, were mailed a Non-approved Status Form that needs to be completed and returned by October 1, 2018.

Chapters that do not return the form, will NOT be allowed to participate in DECA's Competitive Events Program.

(No action needs to be taken by an advisors that have not received a letter asking for clarification on their program status.)

MDA Partnership

DECA is very proud of our more than 30 year partnership with the Muscular Dystrophy Association (MDA)! This partnership is the hallmark of our programming and instruction in community service – a foundational principle of DECA.

Every year our members and advisors give generously to support MDA and organize community events that benefit MDA. These community events are often the basis of DECA's Community Service Campaign.

Over the course of our partnership, DECA members and advisors have raised over \$6 million to help MDA provide free accessible summer camps for thousands of “Jerry’s Kids,” medical services at 225 MDA clinics nationwide and the scientific research to find a cure for muscular dystrophy!



MDA Challenge

For this school year, the Michigan DECA State Officers have set a goal to collectively raise \$50,000 for MDA. If your chapter has not previously raised funds for MDA, we encourage you to join this effort and set a goal of raising at least of \$250. If your chapter has been successful at raising funds for MDA, we encourage you to raise more.

All chapters raising funds for MDA will be recognized on the Michigan DECA website and in Spotlight on DECA. Chapters raising \$1000 or more will be awarded a plaque at the State Conference.

MDA will assist chapters every step of the way along your fund raising journey. By participating in this challenge, you'll be helping to make a concrete difference in the lives of people in your community. Just \$850 will send one student to an MDA camp – for a chapter of 33 members, that's only asking each member to raise \$20, for a great cause.

Chapters can raise their contribution in the manner that best fits their local needs. This could range from a canister drive in your school store to pledge drives. These pledge drives should focus on one of three areas of fund raising, for example, any type of 'a-thon' activity, lock-ins, and super dances. MDA will work closely with DECA chapters to provide promotional materials to help develop a marketing plan for fund raising events.

Chapters participating must submit the money raised to their local MDA Office before February 28th on the Fund Verification Form. Funds submitted after February 28th will be counted with next year's campaign. To find the form, please visit: <http://mideca.org/members/mda/>

Michigan DECA State Officers will conduct a MDA Miracle Minute at the State Leadership Conference, each District Conference, and the State Conference. The goal is to collect as much money as possible during these one minute countdowns. Encourage everyone to bring a donation! Money collected will count towards our state's contribution to MDA.

For more information on MDA, please contact:

Muscular Dystrophy Association, 2133 University Park Drive #400, Okemos, MI 48864 (517) 706-0348 or visit: <https://www.mda.org/office/greater-michigan>

Individual Contributions

Your assistance is needed to improve Michigan DECA's student recognition program.

Our goal is to establish sponsors for all competitive events that are conducted at our annual State Career Development Conference. The total cost for a business, group, or corporation to sponsor an event would be \$2,000-2,500, depending on the type of event. By contributing to Michigan DECA as part of a group, you can ensure that all DECA members receive the recognition they deserve!

Individuals can contribute smaller amounts, which will be pooled together to sponsor an event at the State Career Development Conference.

As a participant in a sponsor group, your name will appear on our website at www.mideca.org. But most importantly, you will contribute directly by:

1. Providing travel scholarships to the top winners in an event
2. Providing awards to top winners
3. Helping to keep membership and registration fees at reasonable levels
4. Building a financial base for Michigan DECA

Please consider making your personal contribution to Michigan DECA.

Tax Laws Favor Giving

Michigan Tax Laws encourage personal contribution to higher education. The following table is provided to assist you in intelligently planning your contribution to Michigan DECA/Eastern Michigan University, while at the same time applying tax laws to your advantage. Donations to Michigan DECA are made to a 501(c)(3) educational association.

All advantages are outlined with the assumption that you itemize your deductions for federal income tax purposes. Confer with your tax adviser for details applicable to your personal situation.

Gift	Taxable Income	Net Cost for an Individual Return	Net Cost for a Married-filing-Jointly Return
\$100	\$15,000	\$35.00	\$35.00
\$100	\$20,000	\$35.00	\$35.00
\$150	\$20,000	\$52.50	\$52.50
\$200	\$20,000	\$70.00	\$70.00
\$100	\$40,000	\$22.00	\$22.00
\$150	\$40,000	\$33.00	\$33.00
\$200	\$40,000	\$44.00	\$44.00
\$200	\$65,000	\$38.00	\$54.00
\$400	\$65,000	\$176.00	\$88.00
\$600	\$65,000	\$314.00	\$232.00

Creating Opportunities Ensuring Success



Michigan DECA / Eastern Michigan University Pledge Form

YES! I want to help Michigan DECA grow by giving to the Michigan DECA Development Campaign.

Please designate my contribution to go toward the following

- Event Co-Sponsorship Michigan DECA's Endowment
 Other: _____

Contribution/Sponsorship should be in the name of:

Address _____

Phone Number and Extension _____

Total Contribution _____

If this is a personal contribution, will you or your spouse's company match this contribution?

- No
 Yes - Company Name: _____

Method of payment:

A receipt will be issued by the Eastern Michigan University Foundation Development Office for your State Tax Credit personal contributions.

- Check enclosed (*Payable to Eastern Michigan University*)
 Bill my credit card # _____

Exp. Date _____ Card Verification Number _____
(Visa, MC & Discover: 3 Digit Code found on the back of the Card)
(American Express: 4 Digit Code found on the front of the Card)

Signature _____ Date _____

Michigan DECA, Eastern Michigan University, Ypsilanti, MI 48197
phone (734) 487-3322 fax (734) 487-4329 www.mideca.org

Safe Driving Pledge

Each day in the United States, approximately nine people are killed and more than 1,000 injured in crashes that are reported to involve a distracted driver. Distracted driving is driving while doing another activity that takes your attention away from driving.

Source: June 9, 2017 https://www.cdc.gov/motorvehiclesafety/distracted_driving/index.html

Multi-tasking is something a lot of us are convinced we do well. You might be surprised to learn that's not true at all, for teens and adults. We often think we are great at multitasking: we can carry on a text conversation while doing homework, binge watch a show online and wash the dishes, right? Well... not really.

When we multi-task, our brain is really switching back and forth between doing various tasks. Depending on the task and the person, switching can be very quick and appear seamless. But really, every time the brain switches tasks, it slows its reaction time. That's not a big deal when texting a friend and watching TV, but it can be deadly behind the wheel.

Hands-free won't cut it either. A driver on the phone can miss up to 50 percent of the driving environment. And that distraction can linger: studies show up that distractions continue up to 27 seconds after the calls ends.

Today's technology brings a new distraction for drivers - the infotainment system. Technology has become a big part of the driving experience. Some features, including new safety systems, improve the driving experience. Others, like voice-controlled systems that promise to do everything from calls, texts, emails and even posting to social media platforms, present new distractions. Remember that these features are included in the car for convenience, not safety. All drivers should avoid the dash to the dashboard. Only use the infotainment system when the car is in park!

The distractions while driving include, but are not limited to:

- *Texting - looking at texts and also sending texts*
- *Talking on the phone*
- *Using car infotainment systems while driving*
- *Programming a GPS*
- *Grooming - brushing hair, applying makeup, etc.*
- *Reading*
- *Looking for things in the glove box, dropped items, or reaching for a purse or backpack*
- *Eating*
- *Fumbling while performing what seems like a simple task*
- *Being distracted by other passengers*
- *Reacting to interesting road signs, events or accidents on the side of the road, beautiful scenery, etc.*

We ask you to pledge to remove distractions while driving to and from all DECA activities. Also, that if you are running late for a meeting or activity, you will pull into a safe parking spot and text the person that is expecting you. It is better to be a few additional minutes late, than to be distracted while driving.

Please encourage all your members to sign this pledge!

This Safe Driving Pledge is posted on <http://mideca.org/teachers/forms/> with lines for signatures from the member, parent and advisor.

Michigan DECA Dress Code

District and State Conferences and Activities

The following Dress Code has been developed for all students, advisors, alumni, and guests attending any Michigan DECA conference.

One of DECA's primary goals is to develop its members' social intelligence by administering helpful advice on how to dress properly in business situations. Delegates at every conference are always representing Michigan DECA, therefore it is necessary for delegates to be in appropriate attire at all times. It is important to remember that judges, sponsors, and vendors develop an impression of Michigan DECA based on its members' appearance and conduct at these conferences.

When Appearing Before Judges (Competition) and During Sessions/Meetings:

- Business suit or sport coat or blazer (blazer optional)
- Dress slacks, dress skirt or business dress
- Collared dress shirt, dress blouse or dress sweater
- DECA Blazer optional
- Dress shoes
- Necktie/scarf is required if a collared shirt is worn

Note: All dresses and skirts must be at or below the knee. All blouses and dresses must have covered shoulders. Sleeveless blouses and dresses are acceptable if covered by a jacket, sweater or blazer.

For a more professional appearance, it is recommended that students wear appropriate plain hosiery/socks.

DECA Business Casual

- Casual slacks (e.g., Dockers), blouse or shirt, socks and casual shoes.
- Jeans, t-shirts and athletic shoes are not included in business casual attire.

Unacceptable during any DECA activity

- Skin-tight or revealing clothing, including skirts
- Athletic clothing
- Leggings or graphic design hosiery/tights
- Midriff-baring clothing
- Clothing with holes
- Clothing with printing that is suggestive, obscene or promotes illegal substances
- Unacceptable types of shoes include boat shoes, canvas or fabric shoes, flip flops or casual sandals, athletic shoes, industrial work shoes and hiking boots
- Bare arms or shoulders
- Swimwear
- Sleepwear
- Hats

ALL CLOTHING MUST BE NEAT AND IN GOOD REPAIR

Students violating any of these points will NOT be allowed to participate in the activity or conference without correcting the violation or being penalized on their judged event.

DECA International Conference Dress Code

Professional appearance is an important aspect of the overall preparation of DECA members for the business world. To that end, DECA supports a dress code for its career-based functions that exemplifies the highest standards of professionalism while being non-discriminatory between genders.

DECA's board of directors has developed the following official dress standards for the International Career Development Conference. Students, advisors and chaperones must follow the dress code.

Competitors must wear an official DECA blazer during interaction with the judges or when on stage.

While official DECA blazers are not required during briefing and testing, professional business dress is required. Professional dress should also be worn to all conference sessions including workshops and special meal functions such as luncheons.

For a more polished, professional appearance, it is recommended that attendees wear appropriate hosiery/socks.

All skirts and dresses must be at or below the knee.

When Appearing Before Judges (During Competition) and On Stage

- Official DECA blazer
- Dress slacks or dress skirt or business dress
- Collared dress shirt and appropriate neckwear (necktie, ascot, scarf) or Dress blouse
- Dress shoes

During Sessions, Meal Functions, Event Briefing, Academies, Manual Registration, Event Orientation, and Testing

- Business suit or sport coat or blazer (blazer optional)
- Dress slacks, dress skirt or business dress
- Collared dress shirt, dress blouse or dress sweater
- DECA Blazer optional
- Dress shoes
- Necktie/scarf (optional)

DECA Business Casual

- Casual slacks (e.g., Dockers), blouse or shirt, socks and casual shoes.
- Jeans, t-shirts and athletic shoes are not included in business casual attire.

Unacceptable during any DECA activity

- Skin-tight or revealing clothing
- Midriff-baring clothing
- Swimwear
- Athletic clothing
- Leggings or graphic designed hosiery/tights
- Clothing with printing that is suggestive, obscene or promotes illegal substances
- Unacceptable types of shoes include boat shoes, canvas or fabric shoes, flip flops or casual sandals, athletic shoes, industrial work shoes and hiking boots

When judging adherence to the dress code, DECA asks that advisors, teachers and chaperones use observation as the tool for assessing compliance. DECA does not support or condone the touching of students or their clothing as a means of determining whether or not a student is following the dress code guidelines.

DECA Scholarship Application Procedures

Applications are to be submitted online at deca.org by January 17, 2020

Each year DECA awards almost \$300,000 for members to continue their education. Scholarships are awarded in various categories, community service, scholarship and DECA involvement. Additional scholarships are awarded by many of DECA's National Advisors Board Companies directly to students that work for them.

All scholarships are applied to online. Refer to <http://deca.org/scholarships/> for the application and complete information.

State Officer Candidate Information

A Michigan DECA State officer works as a member of a team in establishing common goals and objectives, and acts as a liaison between Michigan DECA and the student membership. Officers also act as the voice of DECA to those not familiar with the organization.

An officer is a dedicated and enthusiastic individual with the motivation and integrity to represent what he/she believes. As a flexible member of the team, he/she accepts the responsibility of being a leader as well as a follower. With the personal qualities of a public relations person, the officer should convey professionalism through commitment, attitude, skill, knowledge, and style in order to ensure a successful year.

All officers are expected to contribute three articles to the state newsletter, *Spotlight on DECA*.

Interested Juniors should review the State Officer Candidate Guidebook that can be found on our website at <http://mideca.org/members/running/>

Key dates to know:

January 24, 2020

State Officer Candidate Screening Registration Due

Follow the link posted on <http://mideca.org/members/running/>

February 1, 2020

State Officer Candidate Screening in Lansing, Michigan

Candidates will turn in completed applications, be interviewed, take a test, and participate in a group activity.

March 1, 2020

State Officer Candidate Campaign Form and Flyer Due

March 5, 2020

State Officer Candidate Campaign Activities at the State Career Development Conference

Candidates will attend a meeting, and set up a campaign table on Thursday before the opening session. Candidates will give a speech during the opening session. Voting will take place after the session, and results will be announced on Saturday during the award session.

Billing and Late Fee Procedures

The following procedures and charges have been developed by the Planning and Budget Committee to encourage chapters to pay membership and registration fees on time. Michigan DECA relies on registration fees to be paid when registration forms are submitted so proper cash flow is available to pay our bills on time and without late fees being assessed to our association.

Michigan DECA accepts payments in the form of check, money order, and credit cards (American Express, Visa, MasterCard, and Discover). Payments made by students/parents should be turned over to the school and have a school check issued to Michigan DECA. **We are not able to accept personal checks from anyone other than the chapter advisor.**

All refunds will be processed to the school's account, and not a specific individual.

A Purchase Order is not a form of payment, but rather a promise to pay an invoice. Schools will be responsible for any late fees if payments arrive after the due date, even if the Purchase Order was received prior to the due date. Michigan DECA is not able to hold personal checks and/or credit cards until payment is received from a school. We are not able to accept cash payments.

Request for Payment Extension:

Michigan DECA will grant a two (2) week payment extension if the advisor submits a signed Payment Extension Request Form **at least two (2) weeks prior to the payment deadline**. The extension **will not** be granted if the form is submitted **less than two weeks prior to the deadline**.

Membership Fees:

Membership fees are due to DECA Inc. by October 31st. Michigan DECA will compare chapter rosters with all conference registrations. Chapter advisors will be notified if they have any student registered for a conference that is not on their roster. The advisor will have 30 days to submit the student membership to DECA Inc. without a penalty. If DECA Inc. does not receive the additional membership within 30 days, Michigan DECA will bill the chapter a \$5.00 late fee for each member, every 30 days until the membership and late fees are paid.

Each chapter is responsible for the payment of membership fees for every student registered for any conference, workshop or activity, even if the student does not attend the conference or leaves the marketing education program entirely.

Conference Registrations:

Chapters will be assessed a late registration and payment fee for all registrations and payments received after the registration deadline. A fee of up to \$15.00 per person and up to a maximum of \$200.00 per chapter will be assessed per conference. Any chapter that owes any amount or has not submitted a Purchase Order for a conference by the time the conference takes place, could have a letter faxed to the school Principal and/or Superintendent asking for assistance with the payment.

Invoices:

All past due accounts will be invoiced the first of each month. An additional \$20.00 invoicing fee will be applied to each invoice or statement sent for accounts over 30 days past due.

Final Action – Any school that is not paid in full or issued a Purchase Order for any outstanding invoices by the payment due date for the International Conference, will have their registration canceled.

Revised by the Michigan DECA Planning and Budget Committee, August 24, 2009

Accident Insurance

Michigan DECA has purchased an accident insurance policy for each dues-paying member. This policy will cover all members listed on your affiliation form for any accidental injury occurring during a chapter, region, state or national DECA activity, meeting or conference.

American Income Life Insurance Company, Policy Number: A MI40345

Table of Benefits	Maximum Benefits
For expenses incurred within 52 weeks of the date of accident for medical and surgical treatment, x-ray charges, hospital confinement, ambulance expense and prescriptions.	\$2,500.00
For dental expenses incurred within 52 weeks of accident, involving sound natural teeth.	\$500.00
For losses within 100 days of accident which result in the loss of life.	\$5,000.00
For losses within 100 days of accident which cause loss of both hands or both feet, or one hand and one foot, or the entire sight of both eyes, or one hand and the entire sight of one eye, or one foot and the entire sight of one eye.	\$10,000.00
For losses within 100 days of accident which caused the loss of one arm, one hand, one leg or one foot.	\$5,000.00
For losses within 100 days of accident which causes the entire sight of one eye.	\$3,000.00

This policy does not cover the following:

- Illness
- Eyeglass replacement or prescription thereof
- Hernia in any form
- Suicide, self destruction or any attempted threat
- Aviation accidents
- Pregnancy
- Loss covered by Workers' Compensation or Medicare
- Treatment by self, family members, or persons employed by the policyholder
- Participating in these snow sports: tubing, skiing, tobogganing, or sledding
- Dental treatment (other than injury to sound, natural teeth)

This is a summary of the coverage and is subject to the conditions of the policy.

Contact Michigan DECA if you need to submit a claim.