DECA

EXPERIENCE *the* DIFFERENCE

GEORGIA DECA™

Chapter Manual

2023-2024

GEORGIA DECA
Information for 2023-2024

Membership Dues
Student- $16 ($8 national and $8 state*)
Advisor/Alumni/Professional Dues: $15 ($8 national and $7 state*)
*$1 from every member will go to the Georgia DECA Foundation

Register & Renew Members online at www.deca.org. Send payment with invoice to:

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

In addition to an official membership card and sticker, DECA members receive access to DECA Direct, have opportunities to attend conferences designed to prepare them for college and careers, can earn recognition and prove their knowledge in DECA's Competitive Events Program, can earn their share of more than $200,000 in scholarships and more. DECA membership is for one school year. The National minimum chapter size is ten (10) student members and one (1) advisor (or any combination of 11 paid members). The Georgia DECA minimum is 15 total members.

Membership Deadlines

Georgia Extended Day Grant (initial membership roster)	October 1
Region Competition	October 27
National Membership (initial membership roster)	November 15
State Career Development Conference	December 15
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 georgiadeca@gmail.com to receive more information. Please include your name, school address, and school email address.

State & National Theme
The 2023-2024 State & National Theme is:

DECA EXPERIENCE the DIFFERENCE

Logos supporting this theme are available now

Georgia DECA Website:
www.gadeca.org
The Georgia DECA website is maintained by Georgia DECA Chartered Association Advisor, Shannon Aaron. Check here for the latest chapter news throughout the state and to register for state conferences and competitions.

National DECA Website:
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.

Important Contact Information

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Lisa Cline, President-Elect
Allison Bentley, Secretary
Shayna Brown, Director
Kaitlyn Hollis, Director
Shannon Aaron, Ex-Officio
Joni Cochran, Ex-Officio
Walter Burgess, Ex-Officio
Cenise Smith, Ex-Officio

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GEORGIA DECA
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L to R: Karlie Kandul, Amy Ndoye, Brooke Hataway, Bobby Gillespie, Quin Petty, Haley Major

TABLE OF CONTENTS

Executive Officer Team & Table of Contents	page 3
Conference Information	pages 4-6
Monthly Calendar	pages 7-12
Official Dress & Dress Code	page 13
Region Alignment & Competition Rules	page 14
Competitive Events	pages 15-20
DECA Chapter Campaign	page 21
GA DECA Program of Leadership	page 22
GA DECA Board of Directors	page 23
Calendar of Activities	page 24

GEORGIA DECA
Conferences & Events

WorkWinWow

Who: Advisors and Local Officers
When: September 6, 2023
Where: Georgia FFA-FCCLA Center (720 FFA Road Covington, GA)
Cost: Early Bird Registration $35 per person
Regular Registration $45 per person
Registration Deadline:
Early Bird Deadline August 11, 2023
Regular Registration Deadline August 18, 2023
Payment Deadline: August 25, 2023 (due in the state office). All credit card payments will incur a 5% processing fee.
Where to Register: https://www.decaregistration.com/ga-workwinwow/Main.asp
Competitive Events: Ice-Breaker Chapter Challenge

Fall Rally

This year we are taking Fall Rally back to Six Flags Over Georgia! Fall Rally will include lunch, motivational rally session, leadership activities, competitive events, and thrill rides!

Important Fall Rally Facts & Dates:

Who: All Affiliated DECA Advisors and Student Members
When: October 4, 2023
Where: Six Flags Over Georgia
275 Riverside Parkway Austell, GA 30168
Cost: Early Bird Registration $65
Regular Registration $80
Late/Onsite Registration $130

Early Bird Registration Deadline: September 1, 2023
Regular Registration Deadline: September 8, 2023
Payment Deadline: September 22nd (due in the state office) *Payments not received by September 22nd will be charged a $25 penalty fee. All credit card payments will incur a 5% processing fee.*
Where to Register for the Rally: https://www.decaregistration.com/ga-fallrally/Main.asp
Competitions: Chapter T-shirt Design, Membership Brochure Design, GA DECA Button Design, Six Minutes to Sell Six Flags, Get the Edge Membership Campaign

Georgia Only Testing Events

Who: All Affiliated Student Members
When: October 12-19, 2023
Where: At Home School
Cost: FREE THIS YEAR!
Membership Eligibility Deadline: September 22, 2023
Registration Deadline: September 22, 2023
Payment Deadline: October 6, 2023
Where to Register: https://www.decaregistration.com/ga-test1
Competitions: Advertising Services, Buying & Merchandising, Finance/Marketing Math, Middle School Marketing, Selling

Fall Leadership Development Conference

This year's Fall LDC will be held **at the Marriott Marquis.** You can expect energetic sessions, hands-on leadership workshops, competitive events, and many other activities.

Important Fall LDC Facts & Dates:

Who:	All Affiliated DECA Advisors and Student Members	
When:	November 9-10, 2023	
Where:	Marriott Marquis	
	265 Peachtree Center Ave Atlanta, GA 30303	
Cost:	Early Bird Registration	$75
	Regular Registration	$85
	Housing (1 night required)	$230 (per night/per room)

Early Bird Registration Deadline: September 15, 2023
Regular Registration Deadline: September 29, 2023
Payment Deadline: October 13, 2023 (due in the state office) *Payments not received by October 13th will be charged a $25 penalty fee. All credit card payments will incur a 5% processing fee.*
Where to Register: https://www.decaregistration.com/ga-flc/admin.asp
Competitions: Statesman Award Test, Individual Marketing Role Play, Team Marketing Role Play, State Lapel Pin Design

Online Testing

When: November 13-16
Regional Events: Principles of Business Administration, Personal Financial Literacy Event & Individual Series Event

When: January 16-18
Regional Qualifying Events: Principles of Business Administration, Personal Financial Literacy & Individual Series
State Events: Integrated Marketing Campaign Events, Professional Selling & Team Decision Making

Region Competition

Showcase your leadership skills by participating in Region Competitive Events on **December 4-8, 2023**. Online testing will be open on November 13th at 8am and will close at 5pm on November 16th. Events that will participate in online testing include: Principles of Business & Administration Events, Personal Financial Literacy Event, and Individual Series Events. Role plays will take place at Region Competition.

Important Region Competition Facts & Dates:
Who: All Affiliated DECA Advisors & Student Members
When: December 4-8, 2023
(online testing will be open on November 9th at 8am and will close at 5pm on November 14th)
Where: Various Locations
Cost: $10 state fee plus region fee (will vary by region)
Membership Eligibility Deadline: October 27th (must be posted by nationals)
Registration Deadline: October 27th
Payment Deadline: November 17th
Where to Register: https://gadeca.org/events/region-competition

State Career Development Conference

This year's State Career Development Conference will be held **February 1-3, 2024** at the Hyatt Regency Atlanta. 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 executive officer elections. Students will also have the opportunity to participate in leadership workshops and trainings. All State CDC Housing will be handled by Georgia DECA. Online testing and written manual submission will take place prior to State Competition.

Important State Career Development Conference Facts & Deadlines:

Who:	All Affiliated DECA Advisors & Student Members	
When:	February 1-3, 2024	
Where:	Hyatt Regency Atlanta ($205 per room/per night)	
	265 Peachtree Street NE Atlanta, GA 30303	
Cost:	Early Bird Registration (students & advisors)	$80
	Regular Registration (students & advisors)	$95
	Late or Onsite Registration (students & advisors)	$170
	Chaperone Registration	$55

Early Bird Registration Deadline: December 8, 2023
Registration Deadline: December 15, 2023
Payment Deadline: January 12, 2024 (due in the state office). **Payment received after January 12th will receive a $25 penalty fee. All credit card payments will incur a 5% processing fee.**

Registration includes: admission to all sessions, conference t-shirt & conference materials.

Written Event Manuals Deadline: January 12, 2024
Where to Register: https://www.decaregistration.com/ga-state/Main.asp
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, Entrepreneurship Events, Georgia Role Play Only Events, Middle School Events, and SBE Competition!

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.**

Important International Career Development Conference Facts & Deadlines:

Who: Affiliated Advisors & Student Members (must have earned slots for academies or competitive events)
When: April 27-30, 2024
Where: Anaheim, CA (Hotel Information TBD)
Registration Cost: $150
Membership Eligibility Deadline: February 15, 2024
Notification Deadline: February 16, 2024
Registration Deadline: March 1, 2024
Payment Deadline: March 22, 2024
Payment received after March 22nd will receive a $25 penalty fee. All credit card payments will incur a 5% processing fee.
Where to Register: https://www.decaregistration.com/ga-icdc/main.asp
Competitions and Events: National Competitive Events, Leadership Academies-EMPOWER, ELEVATE, ASPIRE, IGNITE, and THRIVE,

All housing will be handled by the state office.

JULY 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7 DECA Emerging Leader Summit	8 DECA Emerging Leader Summit
9 DECA Emerging Leader Summit Executive Officer Training	10 Executive Officer Training	11	12 Advisor Professional Learning Virtual Conference	13 Advisor Professional Learning Virtual Conference	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

AUGUST 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9 CAM Conference	10 CAM Conference	11 CAM Conference WorkWinWow Early Bird Deadline	12
13	14	15	16	17	18 WorkWinWow Regular Deadline	19
20	21	22	23	24	25 WorkWinWow Payment Deadline	26
27	28	29	30	31		

SEPTEMBER 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 Fall Rally Early Bird Deadline	2
3	4	5	6 WorkWinWow (Covington, GA)	7	8 Fall Rally Regular Deadline	9
10	11	12	13	14	15 Fall LDC Early Bird Deadline	16
17	18	19	20	21	22 Fall Rally Payment Deadline GA Only Testing Deadline	23
24	25	26	27	28	29 Fall LDC Regular Bird Deadline	30

OCTOBER 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Practice Cluster Exams Open	2 SBE Week	3 SBE Week	4 SBE Week Fall Rally (Six Flags)	5 SBE Week	6 SBE Week GA Only Testing Payment Deadline	7
8	9	10	11	12 GA Only Online Testing	13 GA Only Online Testing Amped/Conclave Fall LDC Payment Deadline	14 DECA Amped/Conclave
15 DECA Amped/Conclave	16 GA Only Online Testing Amped/Conclave	17 GA Only Online Testing	18 GA Only Online Testing	19 GA Only Online Testing	20	21
22	23	24	25	26	27 Region Competition Deadline	28
29	30	31				

NOVEMBER 2023- DECA MONTH

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9 Fall LDC (Atlanta, GA)	10 Fall LDC (Atlanta, GA)	11
12	13 GEW Week Region Testing	14 GEW Week Region Testing	15 GEW Week Initial Membership Deadline Region Testing	16 GEW Week Region Testing	17 GEW Week Power Trip Region Competition Payment Due	18 GEW Week Power Trip (Austin, TX)
19 GEW Week Power Trip (Austin, TX)	20	21	22	23	24	25
26	27	28	29	30		

DECEMBER 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 GA Executive Officer Training	2 GA Executive Officer Training
3	4 Region Competition	5 Region Competition	6 Region Competition	7 Region Competition	8 Region Competition State CDC Early Bird Deadline	9
10	11	12	13	14	15 State CDC Regular Deadline	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

JANUARY 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11 SBE Certification Due	12 Written Manuals & State Officer Applications Due State CDC Payment Deadline	13
14	15	16 State Competition Testing	17 State Competition Testing	18 State Competition Testing	19	20
21	22	23	24	25	26	27
28	29 Sports & Entertainment Conference	30 Sports & Entertainment Conference	31 Sports & Entertainment Conference			

FEBRUARY 2024-CTAE MONTH

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 SEM Conference (Orlando, FL) State CDC (Atlanta, GA)	2 SEM Conference (Orlando, FL) State CDC (Atlanta, GA)	3 SEM Conference (Orlando, FL) State CDC (Atlanta, GA)
4 SEM Conference (Orlando, FL)	5	6	7	8	9	10
11	12	13	14	15 Final Membership Eligibility for ICDC	16 ICDC Notification Deadline	17
18	19	20	21	22 CTSO Legislative Day	23	24
25	26	27	28	29		

MARCH 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 Advocacy Campaign Due ICDC Registration & Exam Deadline	2
3	4	5	6	7	8	9
10	11	12	13	14	15	
17	18	19	20	21	22 ICDC Payment Deadline	23
24 31	25	26	27	28	29	30

APRIL 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11	12 Executive Officer Training	13 Executive Officer Training
14 Executive Officer Training	15	16	17	18	19	20
21	22	23	24	25	26	27 ICDC (Anaheim, CA)
28 ICDC (Anaheim, CA)	29 ICDC (Anaheim, CA)	30 ICDC (Anaheim, CA)				

MAY 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

JUNE 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4 DECA Board of Directors Meeting	5	6	7 CTSO Training	8 CTSO Training
9 CTSO Training	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

GEORGIA DECA
Dress Code & Official Dress

The Dress Code for Males is:

1. Young men should be dressed in appropriate business-like attire suitable to each occasion. No Shorts, Blue Jeans, Cutoffs, or T-shirts.
2. 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.
3. A DECA blazer worn with neat slacks, shirt and tie will be considered appropriate attire for any occasion.

The Dress Code for Females is:

1. Young women should be dressed in appropriate business-like attire suitable to each occasion. No Shorts, Blue Jeans, Cutoffs, or T-shirts.
2. 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.
3. 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 is acceptable during Georgia DECA dances – DECA Conference and Chapter t-shirts and long pants/jeans must be worn.

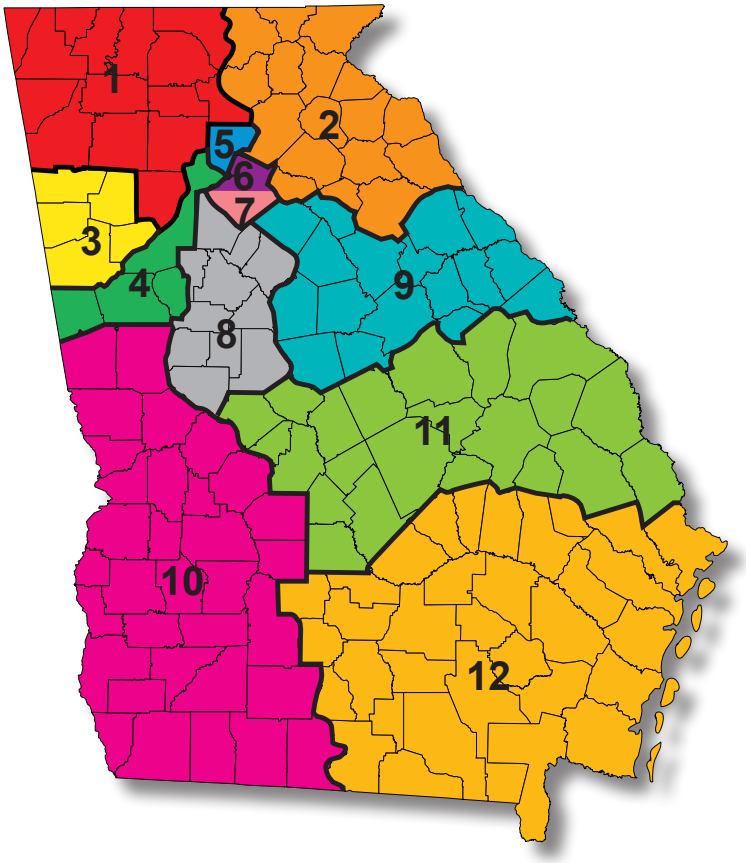
Georgia DECA Official Dress for Males:

DECA Blazer
Dress Shirt
Neck Tie or Bow Tie
Dress Slacks
Dress Shoes & Socks

Georgia DECA Official Dress for Females:

DECA Blazer
Dress Shirt/Blouse
Dress Slacks
Suntan Hosiery (optional)
Dress Pumps

GEORGIA DECA
Region Alignment



Region 1:	Bartow, Catoosa, Chatooga, Cherokee, Cobb, Dade, Fannin, Floyd, Gordon, Gilmer, Marietta City, Murray, Pickens, Rome City, Walker, Whitfield
Region 2:	Banks, Barrow, Clarke, Dawson, Elbert, Franklin, Habersham, Hall, Hart, Jackson, Lumpkin, Madison, Oglethorpe, Rabun, Stephens, Towns, Union, White
Region 3:	Carroll, Douglas, Haralson, Paulding, Polk
Region 4:	Atlanta City, Coweta, Fayette, Fulton, Heard
Region 5:	Forsyth
Region 6:	Northern Gwinnett County (Buford High, Buford Middle, Collins Hill, Dacula, Duluth, Georgia Connections Academy, Lanier, Mill Creek, Mountain View, North Gwinnett High, North Gwinnett Middle, Peachtree Ridge, Seckinger)
Region 7:	Southern Gwinnett County (Archer, Berkmar, Brookwood, Central Gwinnett, Discovery, Grayson, Meadowcreek, McClure, Norcross, Parkview, Paul Duke, Shiloh, South Gwinnett)
Region 8:	Butts, Clayton, Dekalb, Henry, Lamar, Monroe, Newton, Pike, Rockdale, Spalding, Upson
Region 9:	Baldwin, Columbia, Glascock, Greene, Hancock, Jasper, Jones, Lincoln, McDuffie, Morgan, Oconee, Putnam, Richmond, Taliaferro, Walton, Warren, Wilkes
Region 10:	Baker, Brooks, Calhoun, Chattahoochee, Clay, Colquitt, Crisp, Decatur, Dooly, Dougherty, Early, Grady, Harris, Lee, Macon, Marion, Meriwether, Miller, Mitchell, Muscogee, Quitman, Randolph, Schley, Seminole, Stewart, Sumter, Talbot, Taylor, Terrell, Thomas,Troup, Webster, Worth
Region 11:	Bibb, Bleckley, Bulloch, Burke, Candler, Crawford, Dodge, Effingham, Emmanuel, Houston Jefferson, Jenkins, Johnson, Laurens, Peach, Pulaski, Screven, Truetlen, Twiggs, Washington, Wilcox, Wilkinson
Region 12:	Appling, Atkinson, Bacon, Ben Hill, Berrien, Brantley, Bryan, Camden, Charlton, Chatham, Clinch, Coffee, Cook, Echols, Evans, Glynn, Irwin, Jeff Davis, Lanier, Liberty, Long, Lowndes, McIntosh, Montgomery, Pierce, Tattnall, Telfair, Tift, Toombs, Turner, Ware, Wayne, Wheeler

2023-2024 GEORGIA DECA
Competition Rules

In regards 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 1 State CDC morning event and 1 State CDC afternoon event
- Students will not be allowed to compete in 2 events with tests, even though the tests may be the same, unless 1 is a Georgia Testing Only Event.
- Students will not be allowed to compete in a role play event and a manual event with a test.
- Students can only participate in 1 Region Event.
- ICDC Competitors in a testing event will be required to take 2 practice exams prior to ICDC. Students that do not test twice will be disqualified and not able to attend.

Testing Events
Principles of Business Administration Events
Individual Series Events
Team Decision Making Events
Integrated Marketing Campaign Events
Professional Selling Events
Personal Financial Literacy
Middle School Principles Events

State CDC Morning Events
Principles of Business Administration Events
Personal Financial Literacy
Individual Series Events
Team Decision Making Events
Middle School Only Events

State CDC Afternoon Events
Business Operations Research Events
Project Management Events
Integrated Marketing Campaign Events
Professional Selling & Consulting Events
Entrepreneurship Events
Georgia Only Events

Overview of 2023-2024 Competitive Events

Principles of Business Administration Events

Competition Levels- Region, State, International
Online Testing- Yes (region and state)
Category- **State CDC Morning Event**
The Principles of Business Administration Events are designed for **first-year DECA members** who are enrolled in introductory-level principles of marketing/business courses.

Principles of Business Administration Events	# of Participants	Written Exam	Entry Length	Prep Time	Presentation Time
Principles of Business Management & Administration	1	Yes-Business Admin Core Exam	N/A	10 min.	10 min.
Principles of Finance	1	Yes-Business Admin Core Exam	N/A	10 min.	10 min.
Principles of Hospitality & Tourism	1	Yes-Business Admin Core Exam	N/A	10 min.	10 min.
Principles of Marketing	1	Yes-Business Admin Core Exam	N/A	10 min.	10 min.

Team Decision Making Events

Competition Levels- State, International
Online Testing- Yes (state)
Category- **State CDC Morning Event**
Each team must be composed of two members of the DECA chapter. Each team member will be given a 100-question, multiple-choice, cluster exam. The scores will be averaged to produce a single team score.
Team members will be given a decision-making case study situation involving a problem in a business in the occupational area.

Team Decision Making Events	# of Participants	Written Exam	Entry Length	Prep Time	Presentation Time
Business Law & Ethics	2	Yes- Business Management & Admin Cluster Exam	N/A	30 min.	15 min.
Buying & Merchandising	2	Yes- Marketing Cluster Exam	N/A	30 min.	15 min.
Entrepreneurship	2	Yes-Entrepreneurship Exam	N/A	30 min.	15 min.
Financial Services	2	Yes-Finance Cluster Exam	N/A	30 min.	15 min.
Hospitality Services	2	Yes-Marketing Cluster Exam	N/A	30 min.	15 min.
Marketing Management	2	Yes- Hospitality & Tourism Cluster Exam	N/A	30 min.	15 min.
Sports & Entertainment Marketing	2	Yes- Marketing Cluster Exam	N/A	30 min.	15 min.
Travel & Tourism	2	Yes-Hospitality & Tourism Cluster Exam	N/A	30 min.	15 min.

Individual Series Events

Competition Levels- Region, State, International
Online Testing- Yes (region and state)
Category- **State CDC Morning Event**
An individual series event consists of two major parts: a written cluster exam and one role play scenario. The participant will be given a 100-question, multiple-choice, cluster exam. The participant will be given a written scenario to review.

Individual Series Events	# of Participants	Written Exam	Entry Length	Prep Time	Presentation Time
Accounting Applications	1	Yes- Finance Cluster Exam	N/A	10 min.	10 min.
Apparel & Accessories Marketing	1	Yes-Marketing Cluster Exam	N/A	10 min.	10 min.
Automotive Services Marketing	1	Yes-Marketing Cluster Exam	N/A	10 min.	10 min.
Business Finance	1	Yes- Finance Cluster Exam	N/A	10 min.	10 min.
Business Services Marketing	1	Yes- Marketing Cluster Exam	N/A	10 min.	10 min.
Entrepreneurship	1	Yes- Entrepreneurship Exam	N/A	10 min.	10 min.
Food Marketing	1	Yes- Marketing Cluster Exam	N/A	10 min.	10 min.
Hotel & Lodging Management	1	Yes- Hospitality & Tourism Cluster Exam	N/A	10 min.	10 min.
Human Resources Management	1	Yes- Business Management & Admin Cluster Exam	N/A	10 min.	10 min.
Marketing Communications	1	Yes-Marketing Cluster Exam	N/A	10 min.	10 min.
Quick Serve Restaurant Management	1	Yes-Hospitality & Tourism Cluster Exam	N/A	10 min.	10 min.
Restaurant & Food Service Management	1	Yes-Hospitality & Tourism Cluster Exam	N/A	10 min.	10 min.
Retail Merchandising	1	Yes-Marketing Cluster Exam	N/A	10 min.	10 min.
Sports & Entertainment Marketing	1	Yes-Marketing Cluster Exam	N/A	10 min.	10 min.

Business Operations Research Events

Competition Levels- State, International
Online Testing- No
Category- **State CDC Afternoon Event**
The Business Operations Research Events consist of two major parts: the written document and the oral presentation by the participants. The written document will account for 60 points and the oral presentation will account for the remaining 40 of the total 100 points.
The 2023-2024 topic for each career category is the development of a strategy to combat the talent challenge. Businesses today are facing labor shortages across all industries. Participants will collaborate with a local business or organization to analyze the current process for recruiting, hiring, onboarding and retaining workers. Participants will then create and present a strategic plan to attract and retain employees.

Business Operations Research Events	# of Participants	Written Exam	Entry Length	Prep Time	Presentation Time
Business Services	1 to 3	No	20 Pages	None	15 min.
Buying & Merchandising	1 to 3	No	20 Pages	None	15 min.
Finance	1 to 3	No	20 Pages	None	15 min.
Hospitality & Tourism	1 to 3	No	20 Pages	None	15 min.
Sports & Entertainment	1 to 3	No	20 Pages	None	15 min.

Project Management Events

Competition Levels- State, International
Online Testing- No
Category- **State CDC Afternoon Event**
The project consists of two major parts: the written document and the oral presentation by chapter representatives. This is a project for the entire DECA chapter. One to three chapter representatives may participate in the oral presentation. All chapter representatives must present the project to the judges. Each chapter representative must respond to questions.

Project Management Events	# of Participants	Written Exam	Entry Length	Prep Time	Presentation Time
Business Solutions Project	1 to 3	No	20 Pages	None	15 min.
Career Development Project	1 to 3	No	20 Pages	None	15 min.
Community Awareness Project	1 to 3	No	20 Pages	None	15 min.
Community Giving Project	1 to 3	No	20 Pages	None	15 min.
Financial Literacy Project	1 to 3	No	20 Pages	None	15 min.
Sales Project Project	1 to 3	No	20 Pages	None	15 min.

Integrated Marketing Campaign Events

Competition Levels: State, International
Online Testing: Yes (state)
Category- **State CDC Afternoon Event**
This event consists of outlined fact sheets, the cluster exam and the oral presentation. Each event entry will be composed of one to three members of the DECA chapter. Each participant will be given a 100-question, multiple-choice, cluster exam testing knowledge of the Business Administration Core performance indicators and the Marketing Cluster performance indicators.

Integrated Marketing Campaign Events	# of Participants	Written Exam	Entry Length	Prep Time	Presentation Time
Integrated Marketing Campaign-Product	1 to 3	Yes- Marketing Cluster Exam	10 pages	None	15 min.
Integrated Marketing Campaign-Service	1 to 3	Yes- Marketing Cluster Exam	10 pages	None	15 min.
Integrated Marketing Campaign-Event	1 to 3	Yes- Marketing Cluster Exam	10 pages	None	15 min.

Professional Selling & Consulting Events

Competition Levels: State, International
Online Testing: Yes (state)
Category- **State CDC Afternoon Event**

Professional Selling and Consulting Events consist of two major parts: the cluster exam and the oral presentation. Professional Selling Events are for individual participants only. The participant will be given a 100-question, multiple-choice cluster exam.

Financial Consulting- For 2023-2024 you will assume the role of a financial consultant. A small-business client has scheduled a meeting with you because they would like to add a peer-to-peer payment platform option for their customers. The client would like for you to share and explain different peer-to-peer platforms and make a recommendation that will have a positive financial impact.

Hospitality & Tourism Professional Selling- For 2023-2024 you will assume the role of a sales manager for a company that promotes outdoor activities and close-to-nature experiences. The company has noticed an increase in guest requests for a glamping experience while participating in the other activities you offer. Your company is interested in adding glamping sites to its offerings and would like you to develop a proposal. You have a meeting scheduled with the director of sales and marketing to present your plan on how to incorporate glamping into your company's current offering.

Professional Selling- For 2023-2024 you will assume the role of sales representative for a company that specializes in assisting clients with social media selling strategies. Social selling is a sales method that practices incorporating social networks into every stage of the sales process. A large part of the customer experience now takes place on social media and in more casual communication channels. You have a meeting scheduled with the Chief Marketing Officer to present the services your company can provide for expanding their company's social media selling strategies.

Professional Selling Events	# of Participants	Written Exam	Entry Length	Prep Time	Presentation Time
Financial Consulting	1	Yes- Finance Cluster Exam	N/A	None	15 min.
Hospitality & Tourism Professional Selling	1	Yes- Hospitality & Tourism Cluster Exam	N/A	None	15 min.
Professional Selling	1	Yes- Marketing Cluster Exam	N/A	None	15 min.

Entrepreneurship Events

Competition Levels: State, International
Online Testing: No
Category- **State CDC Afternoon Event**
The project consists of two major parts: the written document/prospectus and the oral presentation.

Entrepreneurship Events	# of Participants	Written Exam	Entry Length	Prep Time	Presentation Time
Business Growth Plan	1 to 3	No	20 pages	None	15 min.
Franchise Business Plan	1 to 3	No	20 pages	None	15 min.
Independent Business Plan	1 to 3	No	20 pages	None	15 min.
International Business Plan	1 to 3	No	20 pages	None	15 min.
Innovation Business Plan	1 to 3	No	10 pages	None	15 min.
Start Up Business Plan	1 to 3	No	10 pages	None	15 min.

Personal Financial Literacy Event

Competition Levels: Region, State, International
Online Testing: Yes (region and state)
Category- **State CDC Morning Event**
The Personal Financial Literacy Event consists of 2 major parts: a financial literacy exam and a role play scenario. The exam items and the content interview situations are selected from a list of performance indicators identified in the National Standards in K-12 Personal Finance Education which were created and are maintained by the Jump$tart Coalition for Personal Financial Literacy.

New Events	# of Participants	Written Exam	Entry Length	Prep Time	Presentation Time
Personal Financial Literacy	1	Yes- Financial Literacy	N/A	10 min.	10 min.

Online Events

Competition Levels: International
Online Testing: No

Online Events	# of Participants	Written Exam	Entry Length	Prep Time	Presentation Time
Stock Market Game	1 to 3	No			
Virtual Business Challenge- Accounting, Entrepreneurship, Fashion, Hotel Management, Personal Finance, Restaurant, Retailing & Sports	1 to 3	No			

Georgia Testing Only Events

Competition Levels: State
Online Testing: Yes (in October)
Individual test scores will be calculated. The top 10 scores in each testing event will earn a slot to ICDC. Students participating in Georgia Testing Only Events will be allowed to compete in other competitive events at the region and state levels.

Testing Only Events	# of participants	Written Exam	Entry Length	Prep Time	Presentation Time
Advertising Services	1	Yes-Area Specific Exam	N/A	N/A	N/A
Buying & Merchandising	1	Yes- Area Specific Exam	N/A	N/A	N/A
Finance/Marketing Math	1	Yes-Area Specific Exam	N/A	N/A	N/A
Middle School Marketing	1	Yes- Area Specific Exam	N/A	N/A	N/A
Selling	1	Yes-Area Specific Exam	N/A	N/A	N/A

Georgia Role Play Only Events

Competition Levels: Region, State
Online Testing: No
Category- **State CDC Afternoon Event**

Role Play Only Events	# of Participants	Written Exam	Entry Length	Prep Time	Presentation Time
Theme Speech	1	N/A	N/A	Prepared in Advance	3 min.
Job Interview	1	N/A	Cover Letter and Resume	N/A	10 min.

Middle School Events

Competition Levels: State
Online Testing: No
Category- **State CDC Morning Event**

Middle School State CDC Events	# of Participants	Written Exam	Entry Length	Prep Time	Presentation Time
MS Marketing Role Play	1	N/A	N/A	10 min	10 min
MS Principles of Business Management & Administration	1	Business Admin Core	N/A	10 min	10 min
MS Principles of Finance	1	Business Admin Core	N/A	10 min	10 min
MS Principles of Hospitality & Tourism	1	Business Admin Core	N/A	10 min	10 min
MS Principles of Marketing	1	Business Admin Core	N/A	10 min	10 min
MS Promotional Pitch	1 to 3	N/A	N/A	None	5 min
MS Theme Speech	1	N/A	N/A	None	5 min

Other

Competition Levels: State
Online Testing: No
Category- **State CDC Afternoon Event**

Other	# of Participants	Written Exam	Entry Length	Prep Time	Presentation Time
Chapter Chronicles	1 to 3	N/A	Scrapbook	None	10 min.
SBE Competition	1 to 2	N/A	N/A	None	10 min.

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

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 all 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!

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

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.

EXPERIENCE THE

CONNECTION

Through collaboration with different school organizations and clubs. Incorporate local businesses and professionals into chapter events. Expand, involve, and advocate for DECA in local middle schools and engage chapter members through social media activities.

CONFIDENCE

By utilizing resources such as the new Georgia DECA Guide and DECA plus for chapter resources, ideas, and support. Foster change in competitors, members, and your chapter through your success, and find inspiration from other Georgia DECA chapters

COMMUNITY

With involvement in the Georgia DECA Community Service Campaign. Make a difference in your community by supporting local and statewide non-profits and experience the difference you can make.

CULTURE

Make a difference in your chapter by increasing membership, more alumni involvement, and experience the glory of gold in the Georgia DECA Membership Campaign.

georgia_deca

GEORGIA DECA™

Incorporated Board of Directors

Halie Bissell, *President* Northwestern Region East Paulding High School hbissell@paulding.k12.ga.us Term: 2021-2024	**Lisa Cline,** *President-Elect* Northeastern Region North Forsyth High School lcline@forsyth.k12.ga.us Term: 2023-2026
Faith Davenport, *Director* Central Region Buford High School Faith.davenport@bufordcityschools.org Term: 2023-2026	**Shayna Brown**, *Director* Southern Region Houston County High School Shayna.brown@hcbe.net Term: 2021-2024
Allison Bentley, *Secretary* Eastern Region Loganville High School Allison.bentley@walton.k12.ga.us Term: 2022-2025	**Kaitlyn Fogle,** *Director* Western Region Callaway High School Fogleks@troup.org Term: 2022-2025
Shannon Aaron, *Ex-Officio* Chartered Association Advisor Georgia DECA, Inc. georgiadeca@gmail.com	**Joni Cochran**, *Ex-Officio* Marketing Program Specialist Georgia Department of Education Joni.cochran@doe.k12.ga.us
Cenise Smith, *Ex-Officio GMEA President* Cenise.smith@gcpsk12.org	**Walter Burgess**, *Ex-Officio* Industry Certification Chair

MISSION

DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe. DECA's core values and attributes are competence, innovation, integrity, and teamwork. These values are central to DECA's mission and purpose in classrooms around the world.

GEORGIA DECA CALENDAR OF ACTIVITIES 2023-2024

Month	Events	Deadlines
July 2023	7-9 DECA Emerging Leader Summit- Tysons, VA 9-10 Executive Officer Training 12-13 Advisor Professional Learning Virtual Conference	
August 2023	9-11 Chartered Association Management Conference (Anaheim, CA) 29-30 New Advisor Workshop (Macon, GA)	11 WorkWinWow Early Bird Deadline 18 WorkWinWow Reg. Deadline 25 WorkWinWow Payment Deadline
September 2023	6 WorkWinWow (Covington, GA) TBD DECA Competition Workshop (Advisors) TBD GMEA Power Up Conference	1 Fall Rally Early Bird Deadline 8 Fall Rally Regular Deadline 15 Fall LDC Early Bird Deadline 22 GA Only Testing Reg Deadline 22 Fall Rally Payment Deadline 29 Fall LDC Regular Deadline
October 2023	1 Practice Cluster Exams Begin 2-6 School Based Enterprise Week 4 Fall Rally (Six Flags) 12-19 GA Only Testing 13-16 DECA Amped & MBA Research Conclave (Denver, CO)	1 Deadline to submit Initial Membership Roster (if on Extended Day) 6 GA Only Testing Payment Deadline 13 Fall LDC Payment Deadline 27 Region Competition Reg Deadline
November 2023	1-30 DECA Month 9-10 Fall LDC (Atlanta, GA) 13-19 Global Entrepreneurship Week 13-16 Region Online Testing 17-19 The Ultimate Power Trip (Austin, TX)	15 Initial Online Membership Deadline 17 Region Comp Payment Deadline
December 2023	1-2 GA Executive Officer Planning Meeting 4-8 Region Competition (varies by Region) TBD DECA Day with the Atlanta Hawks	1 Chapter Campaigns Due 8 State CDC Early Bird Deadline 15 State CDC Reg Deadline
January 2024	16-18 State Competition Online Testing 29-4 DECA Sports & Entertainment Conference	5 State CDC Regular Reg. Deadline 11 SBE Certification Due 12 Written Manual Online Submission 12 Executive Officer Application Due 12 State CDC Payment Deadline
February 2024	1-3 State CDC (Atlanta, GA) 1-29 CTE Month 29-4 Sports & Entertainment Conference (Orlando, FL) 22 CTSO Legislative Day at the Capitol	15 Final Membership Eligibility for ICDC 16 ICDC Notification Deadline
March 2024	TBD DECA Day with the Atlanta Hawks	1 Advocacy Campaign Due 1 ICDC Registration Deadline 1 ICDC Exam Deadline (must take 2) 22 ICDC Payment Deadline
April 2024	12-14 Executive Officer Training 27-30 ICDC (Anaheim, CA)	
May 2024		
June 2024	4 GA DECA Board of Directors Meeting 7-9 CTSO Training	