



Chapter Manual
2024 - 2025



GEORGIA DECA

Information for 2024-2025

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	November 1
National Membership (initial membership roster)	November 15
State Career Development Conference	December 20
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 2024-2025 State & National Theme is:



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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Georgia DECA Executive Director/Chartered Association Advisor

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Georgia DECA Board of Directors:

Lisa Cline, President

Shayna Brown, President-Elect

Allison Bentley, Secretary

Halie Bissell, Director

Kaitlyn Fogle, Director

Shannon Aaron, Ex-Officio

Joni Cochran, Ex-Officio

Walter Burgess, Ex-Officio

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Donnie Houston, Ex-Officio

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GEORGIA DECA

Executive Officer Team 2024-2025

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Back Row L to R: Ava Stacker, Wendell Rogers, Ella Wilkerson
Front Row L to R: Amy Ndoye, Ibraheem Zareef, Allyson Hannigan

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GEORGIA DECA

Conferences & Events

WorkWinWow

Who: Advisors and Local Officers
 When: September 3 & 4, 2024 (chapters will choose 1 day)
 Where: Georgia FFA-FCCLA Center (720 FFA Road Covington, GA)
 Cost: Early Bird Registration \$40 per person
 Regular Registration \$50 per person
 Registration Deadline:
 Early Bird Deadline August 9, 2024
 Regular Registration Deadline August 16, 2024
 Payment Deadline: August 30, 2024 (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: Membership Recruitment Commercial

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 2, 2024
 Where: Six Flags Over Georgia
 275 Riverside Parkway Austell, GA 30168
 Cost: Early Bird Registration \$70
 Regular Registration \$85
 Late/Onsite Registration \$130

Early Bird Registration Deadline: August 30 2024
 Regular Registration Deadline: September 6, 2024
 Payment Deadline: September 20th (due in the state office) *Payments not received by September 20th 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, Fall Rally Flyer Design, GA DECA Button Design, Six Minutes to Sell Six Flags, Be the One Membership Campaign

Georgia Only Testing Events

Who: All Affiliated Student Members
 When: October 16-24, 2024
 Where: At Home School
 Cost: FREE THIS YEAR! *any students that register but do not test will be charged \$5
 Membership Eligibility Deadline: September 20, 2024
 Registration Deadline: September 20, 2024
 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 **November 7-8, 2024 at the Renaissance Waverly**. 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 7-8, 2024	
Where:	Renaissance Waverly 2450 Galleria Parkway Atlanta, GA 30339	
Cost:	Early Bird Registration	\$75
	Regular Registration	\$90
	Housing (1 night required)	\$235 (per night/per room)

Early Bird Registration Deadline: September 13, 2024

Regular Registration Deadline: September 27, 2024

Payment Deadline: October 11, 2024 (due in the state office) *Payments not received by October 11th 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 19-21

Regional Events: Principles of Business Administration, Personal Financial Literacy Event & Individual Series Event

When: January 14-16

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 5-13, 2024**. Online Testing will take place prior to the Region Competition. 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 5-13, 2024

(online testing will be open on November 19th at 8am and will close at 5pm on November 21stth)

Where: Various Locations

Cost: \$10 state fee plus region fee (will vary by region)

Membership Eligibility Deadline: November 1 (must be posted by nationals)

Registration Deadline: November 1

Payment Deadline: November 22, 2024

Where to Register: <https://gadeca.org/events/region-competition>



State Career Development Conference

This year's State Career Development Conference will be held **January 30-February 1, 2025** 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:	January 30-February 1	
Where:	Hyatt Regency Atlanta (\$195 per room/per night) 265 Peachtree Street NE Atlanta, GA 30303	
Cost:	Early Bird Registration (students & advisors)	\$85
	Regular Registration (students & advisors)	\$95
	Late or Onsite Registration (students & advisors)	\$170
	Chaperone Registration	\$60

Early Bird Registration Deadline: December 16, 2024

Registration Deadline: December 20, 2024

Payment Deadline: January 10, 2025 (due in the state office). **Payment received after January 10th 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 10, 2025

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 26-29, 2025 in Orlando, FL.**

Important International Career Development Conference Facts & Deadlines:

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

When: April 26-29, 2025

Where: Orlando, FL (Hotel Information TBD)

Registration Cost: \$150

Membership Eligibility Deadline: February 15, 2025

Notification Deadline: February 14, 2025

Registration Deadline: February 28, 2025

Payment Deadline: March 21, 2025

Payment received after March 21st 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 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4 Independence Day	5	6
7	8	9	10	11	12 ELS-Nashville, TN	13 ELS-Nashville, TN
14 ELS-Nashville, TN	15	16	17 DECA Advisor Professional Learning Virtual Conf.	18 DECA Advisor Professional Learning Virtual Conf.	19	20
21	22	23	24	25	26	27
28	29	30	31			

AUGUST 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7 DECA Mastermind Conference	8 DECA Mastermind Conference	9 DECA Mastermind Conference WWW EB Deadline	10
11	12	13	14	15	16 WWW Registration Deadline	17
18	19	20	21	22	23	24
25	26	27 New Advisor Workshop (Macon, GA)	28 New Advisor Workshop (Macon, GA)	29	30 WWW Payment Due Fall Rally EB Deadline	31



SEPTEMBER 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3 WorkWinWow (Covington, GA)	4 WorkWinWow (Covington, GA)	5	6 Fall Rally Reg Deadline	7
8	9	10	11	12 Competition Workshop (virtual)	13 Fall LDC EB Deadline	14
15	16	17 GMEA Power Up Conference (LCCA-Gainesville)	18	19 Competition Workshop (virtual)	20 Fall Rally Reg Deadline GA Only Testing Reg Deadline	21
22	23	24	25	26 Competition Workshop (virtual)	27 Fall LDC Reg Deadline	28
29	30					

OCTOBER 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	30	1	2 Fall Rally Six Flags	3	4	5
6	7	8	9	10	11 MBA Research Conclave Fall LDC Payment Deadline	12 MBA Research Conclave
13 MBA Research Conclave	14	15	16 Georgia Only Testing	17 Georgia Only Testing	18 Georgia Only Testing	19
20	21 Georgia Only Testing	22 Georgia Only Testing	23 Georgia Only Testing	24 Georgia Only Testing Registration Workshops (Virtual)	25	26
27	28	29	30	31		

NOVEMBER 2024-DECA Month

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 Friends of GA DECA Day Region Competition Deadline	2
3	4	5	6	7 Fall LDC Atlanta	8 Fall LDC Atlanta	9
10	11	12	13	14	15 Power Trip Charlotte, NC	16 Power Trip Charlotte, NC
17 Power Trip Charlotte, NC	18	19 Region Online Testing	20 Region Online Testing	21 Region Online Testing	22 Region Competition Payment Deadline	23
24	25	26	27	28	29	30

DECEMBER 2024

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

JANUARY 2025						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8	9	10 <i>Written Manuals/ State Officer Apps Due State CDC Payment Due</i>	11
12	13	14 <i>State Online Testing SBE Certification Deadline</i>	15 <i>State Online Testing</i>	16 <i>State Online Testing</i>	17	18
19	20	21	22	23	24	25
26	27	28	29	30 <i>State CDC Atlanta, GA</i>	31 <i>State CDC Atlanta, GA</i>	

FEBRUARY 2025-CTE Month						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1 <i>State CDC Atlanta, GA</i>
2	3	4	5 <i>CTSO Legislative Day</i>	6	7	8
9	10	11	12	13	14 <i>ICDC Notification Deadline</i>	15 <i>ICDC Membership Deadline</i>
16	17	18	19	20	21	22
23	24	25	26	27	28 <i>ICDC Reg Deadline ICDC Exam Deadline (2)</i>	

MARCH 2025						
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 ICDC Payment Deadline	22
23	24	25	26	27	28	29
30	31					

APRIL 2025						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7	8	9	10	11 Executive Officer Training	12 Executive Officer Training
13 Executive Officer Training	14	15	16	17	18	19
20	21	22	23	24	25	26 ICDC Orlando, FL
27 ICDC Orlando, FL	28 ICDC Orlando, FL	29 ICDC Orlando, FL	30			

MAY 2025						
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 CTSO Training	31 CTSO Training

JUNE 2025						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 CTSO Training	2	3 GA DECA Board of Directors Meeting	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					

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 will be accepted during Georgia DECA dances – DECA Conference and Chapter t-shirts and long pants/jeans must be worn.



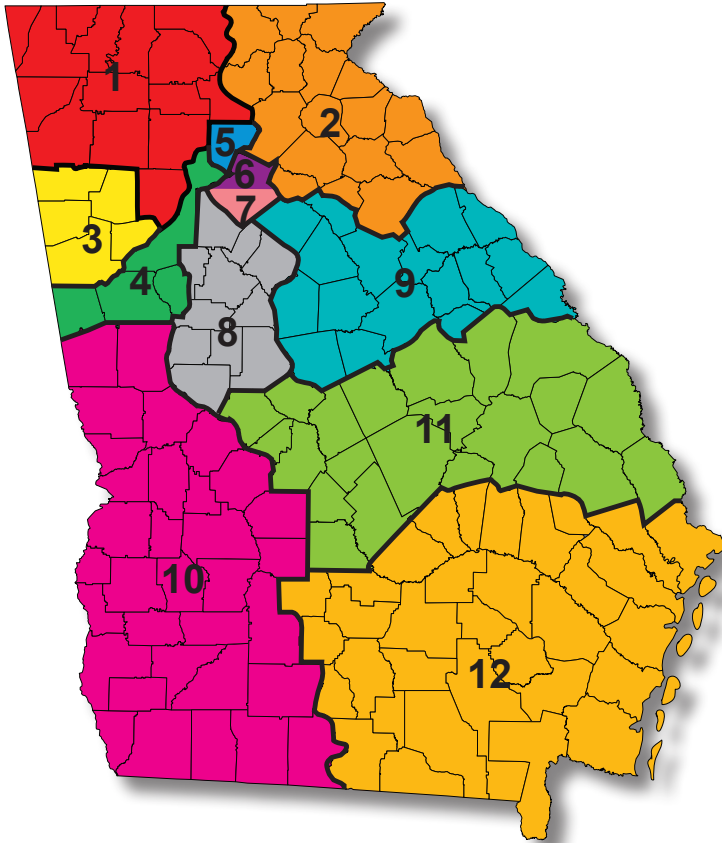
Georgia DECA Official Dress for Males:

- 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, Truettlen, 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

2024-2025 GEORGIA DECA Competition Rules

In regards to Students Competing in More than One Event

- Students who qualify at Region Competition will be allowed to compete in more than 1 competitive event at State CDC.
- Region Qualifiers may compete in their Role Play Event (on Friday) and a Written/Prepared Event that does not have an exam (on Thursday night).
- 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 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-Thursday Events

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

State CDC -Friday Events

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

Overview of 2024-2025 Competitive Events

Principles of Business Administration Events

Competition Levels- Region, State, International

Online Testing- Yes (region and state)

Category- **State CDC Friday 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 Entrepreneurship	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 Friday 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 Friday 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.

Personal Financial Literacy Event

Competition Levels: Region, State, International

Online Testing: Yes (region and state)

Category- State CDC Friday 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.

Business Operations Research Events

Competition Levels- State, International

Online Testing- No

Category- **State CDC Thursday 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 2024-2025 topic for each career category is the development of a strategic plan to enhance or introduce the use of AI in an existing business or organization. Participants will collaborate with a local business or organization to analyze current AI strategies and practices. Participants will then develop and present a strategic plan for AI usage.

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 Thursday 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 Thursday 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 Thursday 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 2024-2025, you will assume the role of a financial consultant who works with student-athletes. A potential new client, a college-level athlete who is receiving money from NIL (name, image and likeness) deals has scheduled a meeting with you to learn about how to get started with basic investing. The client would like you to explain different investing options to develop and build a financial portfolio.

Hospitality & Tourism Professional Selling- For 2024-2025, you will assume the role of a sales representative for a company specializing in sustainable products. The purchasing manager for a local hotel chain has scheduled a meeting with you to learn about sustainable product options that can be integrated into any of their departments.

Professional Selling- For 2024-2025 you will assume the role of a sales representative of a customer relationship management (CRM) platform. A local small business owner has scheduled a meeting with you to see the potential benefits of adding a CRM platform to reach current and potential customers. The owner wants to learn how your CRM platform will engage customers to positively influence buyer behavior, build brand loyalty, and meet the business's goals.

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 Thursday 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.

Innovation Plan and Start Up Business are limited to 1 entry per chapter

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 be recognized and the top 3 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 Thursday 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 Friday 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 Entrepreneurship	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	3 min

Other

Competition Levels: State

Online Testing: No

Category- **State CDC Thursday Event**

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

Chapters are eligible to compete in the SBE Competition at State CDC only if they have submitted a manual to DECA for SBE Certification by January 14th.

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 12.2.24

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 12.2.24

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

DEADLINE 3.3.25

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

ADVOCACY

Advocate during Career and Technical Education Month® in February.

3

SCHOOL
OUTREACH ACTIVITIES



3

PUBLIC POLICY
MAKERS OUTREACH



3

COMMUNITY
OUTREACH ACTIVITIES

BE THE ONE TO



LEARN through preparation resources and alternative ways to study such as DECA Plus and the Georgia DECA guide. Also learn through utilizing DECA professional and/or alumni members knowledge and through encouraging others and yourself to learn by giving and receiving feedback.

EMPOWER inspire, and uplift your chapter and community by bringing awareness to community service opportunities with the Georgia DECA Community Service campaign. Make a difference by working with local and state programs, like MDA, to serve your community.

ADVOCATE through networking, connecting, and getting involved with other local chapters, local businesses, and the Georgia ONE DECA Calls! Be the ONE to make the change in your community through outstanding leadership skills learned in DECA.

DIRECT your chapter with notable leadership abilities and set an example for not only your chapter, but people in your community. Go above and beyond when displaying outreach, increase your chapter membership, and encourage completion of the DECA membership campaign.

LEAD



@georgia_deca



Incorporated Board of Directors

<p>Lisa Cline, <i>President</i> Northeastern District North Forsyth High School lcline@forsyth.k12.ga.us Term: 2023-2026</p>	<p>Shayna Brown, <i>President-Elect</i> Southern District Houston County High School Shayna.brown@hcbe.net Term: 2024-2027</p>
<p>Faith Davenport, <i>Director</i> Central District Buford High School Faith.davenport@bufordcityschools.org Term: 2023-2026</p>	<p>Halie Bissell, <i>Director</i> Northwestern District East Paulding High School hbissell@paulding.k12.ga.us Term: 2024-2027</p>
<p>Allison Bentley, <i>Secretary</i> Eastern District Loganville High School Allison.bentley@walton.k12.ga.us Term: 2022-2025</p>	<p>Kaitlyn Fogle, <i>Director</i> Western District Callaway High School Fogleks@troup.org Term: 2022-2025</p>
<p>Shannon Aaron, <i>Ex-Officio</i> Chartered Association Advisor Georgia DECA, Inc. georgiadeca@gmail.com</p>	<p>Joni Cochran, <i>Ex-Officio</i> Marketing Program Specialist Georgia Department of Education Joni.cochran@doe.k12.ga.us</p>
<p>Cenise Smith, <i>Ex-Officio</i> GMEA President Cenise.smith@gcpsk12.org</p>	<p>Walter Burgess, <i>Ex-Officio</i> Industry Certification Chair</p>
<p>Donnie Houston, <i>Ex-Officio</i> GA DECA Foundation Chair dhouston@dhoustonconsulting.com</p>	

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 2024-2025

Month	Events	Deadlines
July 2024	12-14 DECA Emerging Leader Summit- Nashville, TN 17-18 Advisor Professional Learning Virtual Conference	
August 2024	7-9 Chartered Association Management Conference (Orlando, FL) 27-28 New Advisor Workshop (Macon, GA)	9 WorkWinWow Early Bird Deadline 16 WorkWinWow Reg. Deadline 30 WorkWinWow Payment Deadline 30 Fall Rally Early Bird Deadline
September 2024	3 & 4 WorkWinWow (Covington, GA) 12 DECA Competition 101 Workshop (virtual) 17 GMEA Power Up Conference (Gainesville, GA) 19 DECA Competition-Role Plays Workshop (virtual) 26 DECA Competition-Written/Prepared Workshop (Virtual)	6 Fall Rally Regular Deadline 13 Fall LDC Early Bird Deadline 20 GA Only Testing Reg Deadline 20 Fall Rally Payment Deadline 27 Fall LDC Regular Deadline
October 2024	1 Practice Cluster Exams Begin 2 Fall Rally (Six Flags) 11-13 DECA Amped & MBA Research Conclave (Columbus, OH) 16-24 GA Only Testing 24 GA DECA Conference Registration 101 Workshop (virtual)	1 Deadline to submit Initial Membership Roster (if on Extended Day) 11 Fall LDC Payment Deadline
November 2024	1 Friends of GA DECA Day 1-30 DECA Month 7-8 Fall LDC (Atlanta, GA) 15-17 The Ultimate Power Trip (Charlotte, NC) 18-24 Global Entrepreneurship Week 19-21 Region Online Testing	1 Region Competition Deadline 15 Initial Online Membership Deadline 22 Region Comp Payment Deadline
December 2024	5-13 Region Competition (varies by Region) 6-7 GA Executive Officer Planning Meeting TBD DECA Day with the Atlanta Hawks	1 Chapter Campaigns Due 16 State CDC Early Bird Deadline 20 State CDC Reg Deadline
January 2025	14-16 State Competition Online Testing 29- Feb 2 DECA Sports & Entertainment Conference 30-Feb 1 State CDC (Atlanta, GA)	10 Written Manual Online Submission 10 Executive Officer Application Due 10 State CDC Payment Deadline 14 SBE Certification Due
February 2025	Jan 29-Feb 2. DECA Sports & Entertainment Conference Jan 30-1 State CDC (Atlanta, GA) 1-28 CTE Month 5 CTSO Legislative Day at the Capitol	14 ICDC Notification Deadline 15 Final Membership Eligibility for ICDC 28 ICDC Registration Deadline 28 ICDC Exam Deadline (must take 2)
March 2025	TBD DECA Day with the Atlanta Hawks	1 Advocacy Campaign Due 21 ICDC Payment Deadline
April 2025	11-13 Executive Officer Training 26-29 ICDC (Orlando, FL)	
May 2025	30-June 1 CTSO Training	
June 2025	3 GA DECA Board of Directors Meeting	