



Chapter Manual
2025 - 2026



GEORGIA DECA Information for 2025-2026

Membership Dues

Student- \$16 (\$8 national and \$8 state*)

Advisor/Alumni/Professional Dues: \$15 (\$8 national and \$7 state*)

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 29
National Membership (initial membership roster)	November 15
State Career Development Conference	January 9
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 2025-2026 State & National Theme is



Logos supporting this theme are available now- www.deca.org/recruit

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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Advisor

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Georgia DECA Board of Directors:

Lisa Cline, President

Allison Bentley, President-Elect

Katherine Knowles, Secretary

Halie Bissell, Director

Shannon Aaron, Ex-Officio

Joni Cochran, Ex-Officio

Walter Burgess, Ex-Officio

Cenise Smith, Ex-Officio

Donnie Houston, Ex-Officio

National Office:

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GEORGIA DECA

Executive Officer Team 2025-2026

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VP of Hospitality

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Advisors: Lauren O'Connor, Bradley Dial



L to R: Rishin Shah, Neeral Gandhi, Elle Wylie, Anvi Mehta, Lohisha Chinthalapudi, Tanmay Srivastava

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 Campaigns	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 3, 2025

Where: Georgia FFA-FCCLA Center (720 FFA Road Covington, GA)

Cost: Early Bird Registration \$45 per person

Regular Registration \$55 per person

Late Registration \$75 per person

Registration Deadline:

Early Bird Deadline August 8, 2025 (must pay by August 29)

Regular Registration Deadline August 15, 2025 (must pay by September 3)

Payment Deadline: August 29 for Early Bird Rate and September 3 for Regular Rate (due in the state office). All credit card payments will incur a 3% processing fee. *Any payment received after September 3rd will result in a 5% late fee based on what is owed or a \$50 minimum*

Where to Register: <https://www.decaregistration.com/ga-workwinwow/Main.asp>

Competitive Events: Membership Recruitment

Fall Rally

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

Important Fall Rally Facts & Dates:

Who: All Affiliated DECA Advisors and Student Members

When: October 1, 2025

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 29, 2025 (must pay by September 19)

Regular Registration Deadline: September 5, 2025 (must pay by October 1)

Payment Deadline: September 19th for early bird rate and October 1 for regular rate (due in the state office) *Any payment received after October 1 will result in a 5% late fee based on what is owed or a \$50 minimum. All credit card payments will incur a 3% processing fee.*

Where to Register for the Rally: <https://www.decaregistration.com/ga-fallrally/Main.asp>

Competitions: Chapter T-shirt Design, GA DECA Button Design, Six Minutes to Sell Six Flags, Go the Extra Theme Speech, Statesman Exam



Fall Leadership Development Conference

This year's Fall LDC will be held **November 6-7, 2025 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 6-7, 2025	
Where:	Renaissance Waverly 2450 Galleria Parkway Atlanta, GA 30339	
Cost:	Early Bird Registration	\$75
	Regular Registration	\$90
	Housing (1 night required)	\$248 (per night/per room)

Early Bird Registration Deadline: September 12, 2025 (must pay by October 10)

Regular Registration Deadline: September 26, 2025 (must pay by November 6)

Payment Deadline: October 10th for the early bird rate and November 6th for the regular rate (due in the state office) *Any payment received after November 6 will result in a 5% late fee based on what is owed or a \$50 minimum. All credit card payments will incur a 3% processing fee.*

Where to Register: <https://www.decaregistration.com/ga-flc/admin.asp>

Competitions: Individual Marketing Role Play, Team Marketing Role Play, State Lapel Pin Design, Job Interview, 7 Career Cluster Exams- Marketing, Finance, Hospitality & Tourism, Business Admin Core, Business Mgmt and Admin, Entrepreneurship, and Personal Financial Literacy

Region Competition

Showcase your leadership skills by participating in Region Competitive Events on **December 1-12, 2025**. Online Testing will take place prior to the Region Competition. Events that will participate in online testing include: Principles of Business & Administration Events and Team Decision Making Role plays will take place at Region Competition.

Important Region Competition Facts & Dates:

Who: All Affiliated DECA Advisors & Student Members

When: December 1-12, 2025

(online testing will be open on November 12th at 8am and will close at 5pm on November 14th)

Where: Various Locations

Cost: \$12 state fee plus region fee (will vary by region)

Membership Eligibility Deadline: October 29 (must be posted by nationals)

Registration Deadline: October 29

Payment Deadline: November 21, 2025

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



State Career Development Conference

This year's State Career Development Conference will be held **February 26-28, 2026** 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. 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 26-28, 2026	
Where:	Hyatt Regency Atlanta (\$230 per room/per night) 265 Peachtree Street NE Atlanta, GA 30303	
Housing will be at the	Hyatt Regency Atlanta, Marriott Marquis, and Hilton Atlanta	
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 15, 2025 (must be paid by January 30)

Registration Deadline: January 9, 2026 (must be paid by February 6)

Payment Deadline: January 30th for early bird rate and February 6th for regular rate (due in the state office). *Any payment received after February 26th will result in a 5% late fee based on what is owed or a \$50 minimum. All credit card payments will incur a 3% processing fee.*

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

Written Event Manuals Deadline: January 16, 2026

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 Five 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 25-28, 2026 in Atlanta, GA.**

Important International Career Development Conference Facts & Deadlines:

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

When: April 25-28, 2026

Where: Atlanta, GA (Hotel Information TBD)

Registration Cost: \$150

Membership Eligibility Deadline: February 15, 2026

Notification Deadline: March 6, 2026

Registration Deadline: March 13, 2026

Payment Deadline: April 10, 2026

Any payment received after April 10th will result in a 5% late fee based on what is owed or a \$50 minimum. All credit card payments will incur a 3% 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 2025

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
29	30	1	2	3	4	5
6	7	8	9 DECA ELS Phoenix, AZ	10 DECA ELS Phoenix, AZ	11 DECA ELS Phoenix, AZ	12
13	14	15	16	17	18	19
20	21	22	23 DECA Advisor Virtual Conference	24 DECA Advisor Virtual Conference	25	26
27	28	29	30	31		

>>> August 2025

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5	6	7	8 WorkWinWow Early Bird Deadline	9
10	11	12	13	14	15 WorkWinWow Regular Deadline	16
17	18	19 CTAE New Teacher Workshop (Macon, GA)	20 CTAE New Teacher Workshop & DECA New Teacher Basic Training	21 DECA New Teacher Basic Training	22	23
24	25	26	27	28	29 WWW EB Payment & Fall Rally EB Deadline	30
31						

>>> September 2025

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3 WorkWinWow (Covington, GA)	4	5 Fall Rally Regular Deadline	6
7	8	9	10	11	12 Fall LDC Early Bird Deadline	13
14	15	16 GMEA Power Up	17 GMEA Power Up	18	19 Fall Rally EB Payment Deadline	20
21	22	23 Competition Virtual Workshop	24	25	26 Fall LDC Regular Deadline	27
28	29 SBE Week	30 SBE Week				

>>> October 2025

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 SBE Week Fall Rally (Six Flags)	2 SBE Week	3 SBE Week	4
5	6	7 Competition Virtual Workshop	8	9 DECA Amped	10 DECA Amped Fall LDC EB Payment Deadline	11 DECA Amped
12	13	14	15	16	17	18
19	20	21 Competition Virtual Workshop	22	23	24 Fall LDC Regular Payment Deadline State Qualifying Testing Deadline	25
26	27	28	29 Region Competition Deadline	30	31	

>>> November 2025

DECA Month

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4	5	6 Fall LDC (Atlanta, GA)	7 Fall LDC (Atlanta, GA)	8
9	10	11	12 State Qualifying Online Testing	13 State Qualifying Online Testing	14 State Qualifying Online Testing Friends of GA DECA Day	15 Initial Membership Deadline
16	17 GEW Week	18 GEW Week	19 GEW Week	20 GEW Week	21 GEW Week DECA Power Trip Region Payment Due	22 GEW Week DECA Power Trip
GEW Week 23 DECA Power Trip	24	25	26	27	28	29
30						

>>> December 2025

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 Region Competition Chapter Campaigns Due	2 Region Competition	3 Region Competition	4 Region Competition	5 Region Competition	6
7	8 Region Competition	9 Region Competition	10 Region Competition	11 Region Competition	12 Region Competition Executive Officer Meeting	13 Executive Officer Meeting
14	15 State CDC Early Bird Deadline	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

>>> January 2026

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5	6	7	8	9 Executive Officer Application Due State CDC Reg Deadline	10
11	12	13 SBE Certification Due	14	15	16 Written Manual Submission Deadline	17
18	19	20	21	22	23	24
25	26	27	28 DECA SEM Conference	29 DECA SEM Conference	30 DECA SEM Conference State CDC EB Payment Deadline	31 DECA SEM Conference

>>> February 2026

CTAE Month

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 DECA SEM Conference	2	3	4 CTSO Legislative Day at the Capitol	5	6 State CDC Reg Payment Deadline	7
8	9	10	11	12	13	14
15 Final Membership Eligibility for ICDC	16	17	18	19	20	21
22	23	24	25	26 State CDC Atlanta, GA	27 State CDC Atlanta, GA	28 State CDC Atlanta, GA

>>> March 2026

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2 Advocacy Campaign Deadline	3	4	5	6 ICDC Notification Deadline	7
8	9	10	11	12	13 ICDC Registration Deadline	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

>>> April 2026

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8 Written Submissions Due	9	10 ICDC Payment Deadline	11
12	13	14	15	16	17 Executive Officer Training	18 Executive Officer Training
19 Executive Officer Training	20	21	22	23	24	25 ICDC Atlanta, GA
26 ICDC Atlanta, GA	27 ICDC Atlanta, GA	28 ICDC Atlanta, GA	29	30		

>>> May 2026

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				CTSO Training	CTSO Training	

>>> June 2026

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 GA DECA Board of Directors Meeting	2 GA DECA Board of Directors Meeting	3	4	5	6
7	8 GACTE Columbus, GA	9 GACTE Columbus, GA	10 GACTE Columbus, GA	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.



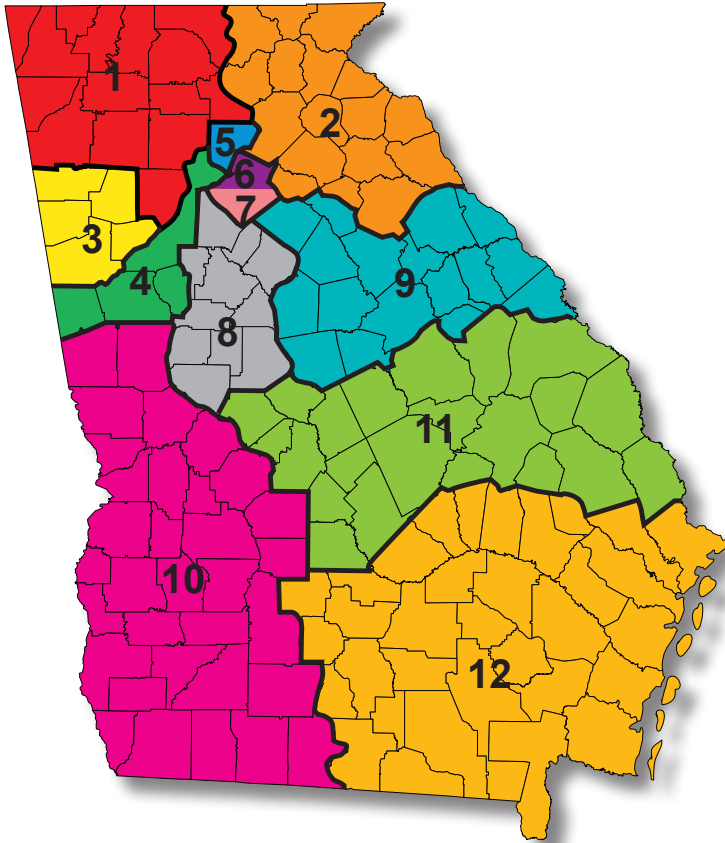
Georgia DECA Official Dress for Males:

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, Gatoosa, 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

2025-2026 GEORGIA DECA Competition Rules

- Students will only be allowed to compete in 1 Region Event, 1 State CDC Event, and 1 ICDC Event (pending qualification).
- 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.
- Any student wanting to compete in a testing event will be required to test in November during the State Qualifying Testing Window.
- Students participating in Integrated Marketing Campaigns, Individual Series, Personal Financial Literacy, or Professional Selling Events are required to test in November and score 60% or higher on the exam.
- Students participating in Team Decision Making or Principles of Business Administration Events are required to test in November but do not have to score a 60% or higher to compete at Region.
- Students participating in Team Decision Making or Principles of Business Administration Events must score a 60% or higher in November if they choose to do any other testing event at State besides their region event or do not place at Region in their event and want to compete at State in another testing event. Their State event must be in the same career cluster as their Region Event (must be the same exam).

Region Events

Principles of Business Administration Events
Team Decision Making Events

State CDC-Thursdays 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 2025-2026 Competitive Events

Principles of Business Administration Events

Competition Levels- Region, State, International

Testing- Yes (State Qualifying Testing in November and In Person in February)

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- Region, State, International

Testing- Yes (State Qualifying Testing in November and In Person in February)

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- State, International

Testing- Yes (State Qualifying Testing in Nov- must score 60% or higher and In Person in Feb)

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: State, International

Testing- Yes (State Qualifying Testing in Nov- must score 60% or higher and In Person in Feb)

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 2025-2026 topic for career category is for participants to collaborate with a local business or organization to seek incorporate customer feedback into the company's social responsibility initiatives and overall business strategies. Using the research findings, participants will develop a CSR strategy to achieve internal/external results.

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

Testing- Yes (State Qualifying Testing in Nov- must score 60% or higher and In Person in Feb)

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	Pitch Deck 10 slides	None	15 min.
Integrated Marketing Campaign-Service	1 to 3	Yes- Marketing Cluster Exam	Pitch Deck 10 slides	None	15 min.
Integrated Marketing Campaign-Event	1 to 3	Yes- Marketing Cluster Exam	Pitch Deck 10 slides	None	15 min.

Professional Selling & Consulting Events

Competition Levels: State, International

Testing- Yes (State Qualifying Testing in Nov- must score 60% or higher and In Person in Feb)

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 2025-2026, you will assume the role of a financial consultant who specializes in advising small business owners and entrepreneurs. A potential new client, a local artist who sells paintings, prints, sculptures, etc., has recently turned their passion into a successful online business. The potential new client has scheduled a meeting with you to discuss strategies for managing their rapid growth.

Hospitality & Tourism Professional Selling- For 2025-2026, you will assume the role of director of sales for a company specializing in social media influencer partnership strategy. The vice president of marketing for a local convention and visitors bureau has scheduled a meeting with you to discuss using your services to create an influencer program to drive brand awareness, increase hotel occupancy, and create authentic visitor engagement.

Professional Selling- For 2025-2026 you will assume the role of a sales representative for a company that specializes in subscription-based employee training and development platforms. A local non-profit business owner has scheduled a meeting with you to explore how your platform can help upskill their staff, improve customer service, and increase employee retention. The owner is particularly interested in solutions that are cost-effective, easy to implement, and tailored to the unique challenges of the non-profit industry.

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	Pitch Deck 10 slides	None	15 min.
Start Up Business Plan*	1 to 3	No	Pitch Deck 10 slides	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			



Middle School Events

Competition Levels: State

Testing- Yes/Some Events (State Qualifying Testing in Nov- must score 60% or higher and In Person in Feb)

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	5 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 13th.

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 12.1.25

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 12.1.25

Earn **ACHIEVEMENT LEVEL** by meeting the requirements in any one of the DECA Month Chapter Campaigns (Promotional Campaign, Community Service Campaign or Innovations and Entrepreneurship 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 Innovations and Entrepreneurship 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

INNOVATIONS + ENTREPRENEURSHIP

Conduct these innovations and entrepreneurship activities from the beginning of your school year through DECA Month.

1

INNOVATIONS ACTIVITY
WITH 75% PARTICIPATION



3

INTERVIEWS AND PROFILES
OF LOCAL BUSINESSES



1

LOCAL ENTREPRENEUR
GUEST SPEAKER

ADVOCACY

Advocate during Career and Technical Education Month® in February.

3

SCHOOL
OUTREACH ACTIVITIES



3

PUBLIC POLICY
MAKERS OUTREACH



3

COMMUNITY
OUTREACH ACTIVITIES

DEADLINE 3.2.26

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.

GO THE **EXTRA** *MILE*



- 🔥 Engage members
- 🔥 Use social media
- 🔥 Go beyond competition

MEMBERSHIP



- Fundraise for MDA 🔥
- Environmental service 🔥
- Make a difference 🔥

IMPACT



- 🔥 Innovate
- 🔥 Collaborate with CTSOs
- 🔥 Middle school outreach

LEAP



- Corporate challenges 🔥
- Enhance success 🔥
- Improve test scores 🔥

EXCEL



@georgia_deca



Incorporated Board of Directors

Lisa Cline, President Northeastern District North Forsyth High School lcline@forsyth.k12.ga.us Term: 2023-2026	Allison Bentley, President-Elect Eastern District Loganville High School allison.bentley@walton.k12.ga.us Term: 2025-2028
Katherine Knowles, Director Western District Roswell High School knowleskm@fultonschools.org Term: 2025-2028	Halie Bissell, Director Northwestern District East Paulding High School hbissell@paulding.k12.ga.us Term: 2024-2027
Vacant Southern District Term: 2025-2027	Vacant Central District Term: 2025-2026
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
Donnie Houston, Ex-Officio GA DECA Foundation Chair dhouston@dhoustonconsulting.com	

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 2025-2026

Month	Events		Deadlines	
July 2025	9-11 23-24	DECA Emerging Leader Summit- Phoenix, AZ Advisor Professional Learning Virtual Conference		
August 2025	7-9 19-20 20-21	Chartered Association Management Conference (Atlanta, GA) CTAE New Advisor Workshop (Macon, GA) DECA New Advisor Basic Training	8 15 29 29	WorkWinWow Early Bird Deadline WorkWinWow Reg. Deadline WorkWinWow EB Payment Deadline Fall Rally Early Bird Deadline
September 2025	3 16-17 23 29-10/3	WorkWinWow (Covington, GA) GMEA Power Up Conference (Macon, GA) DECA Competition 101 Workshop (virtual) School Based Enterprise Week	3 5 12 19 26	WorkWinWow Reg Payment Deadline Fall Rally Regular Deadline Fall LDC Early Bird Deadline Fall Rally EB Payment Deadline Fall LDC Regular Deadline
October 2025	1 1 7 9-11 21	Practice Cluster Exams Begin Fall Rally (Six Flags) DECA Competition-Role Plays Workshop (virtual) DECA Amped (San Francisco, CA) DECA Competition- Written/Prepared Workshop (virtual)	1 1 10 24 24 29	Deadline to submit Initial Membership Roster (if on Extended Day) Fall Rally Reg Payment Deadline Fall LDC EB Payment Deadline Fall LDC Reg Payment Deadline State Qualifying Testing Reg Deadline Region Competition Deadline
November 2025	1-30 6-7 12-14 14 17-23 21-23	DECA Month Fall LDC (Atlanta, GA) State Qualifying Testing Friends of GA DECA Day Global Entrepreneurship Week The Ultimate Power Trip (Arlington, VA)	15 21	Initial Online Membership Deadline Region Comp Payment Deadline
December 2025	1-12 12-13 TBD	Region Competition (varies by Region) GA Executive Officer Planning Meeting DECA Day with the Atlanta Hawks	1 15	Chapter Campaigns Due State CDC Early Bird Deadline
January 2026	28- Feb 1 TBD	DECA Sports & Entertainment Conference DECA Day with the Atlanta Hawks	9 9 13 16 30	Executive Officer Application Due State CDC Registration Deadline SBE Certification Due Written Manuals Submission Deadline State CDC EB Payment Deadline
February 2026	Jan 28-Feb 1 1-28 4 26-28	DECA Sports & Entertainment Conference CTE Month CTSO Legislative Day at the Capitol State CDC (Atlanta, GA)	6 15	State CDC Payment Deadline Final Membership Eligibility for ICDC
March 2026	TBD	DECA Day with the Atlanta Hawks	2 6 13	Advocacy Campaign Due ICDC Notification Deadline ICDC Registration Deadline
April 2026	17-19 25-28	Executive Officer Training ICDC (Atlanta, GA)	3 8 10	Practice Cluster Exam Deadline for ICDC Competitors Written Entry Submission Due ICDC Payment Deadline
May 2026	28-29	CTSO Training		
June 2026	1-2 8-10	GA DECA Board of Directors Meeting GACTE (Columbus, GA)		