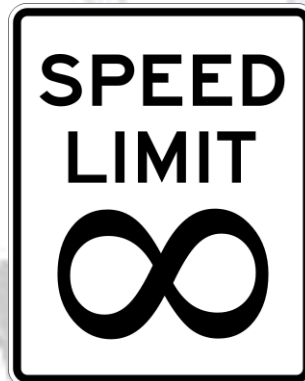




ADVISOR GUIDE

2017-2018 SCHOOL YEAR

DRIVING YOU FORWARD



WELCOME!

Welcome to another New York DECA year! New York DECA is proud to have offered a rigorous program of competitive events to its members for over 50 years and we know our success is largely due to our valued advisors.

In an effort to make this the best year yet, this Advisor Guide has been created to provide you with a great deal of important information. It is **imperative** that you read **ALL** of the information on the following pages and, if you have questions on anything, please ask sooner rather than later.

In addition to this Advisor Guide, you (the advisor) will also want to read through the following informational packets as they become available. They will be filled with important information, much of which will be time-sensitive. These packets will be emailed to you and will also be available on www.newyorkdeca.com. Please be on the lookout for:

- New York DECA Contestant Handbook
- State Officer Candidacy Guidelines
- Required Conference Forms
- SCC Registration Packet
- ICDC Registration Packet

New York DECA is looking forward to another outstanding year. Thank you in advance for all you do to make it a success!

Sincerely,

The New York DECA Board of Trustees

CONTACT INFORMATION

New York DECA General Information	285 Hill Road Goshen, NY 10924 (631) 525-2678
BOARD OF TRUSTEES	
Chairperson Membership	Mitchell Beresa mberesa@aol.com
Charter Association Advisor ICDC Academies	Mary Peres clpmlp@aol.com
Vice Chairperson	Nela Hawthorne nhawthorne@freeportschools.org
Judge's Chairperson	Gerald Hathaway rleanjer@aol.com
Contest Coordinator	Alan Balsdon abalsdon@williamsvillek12.org
Region 1N Representative Online Testing Coordinator	Lindsay DeLucca lindsaydelucca@gmail.com
Region 1N Representative Contest Coordinator	Claude Commisso Claudec75@yahoo.com
Region 1S Representative	Greg Menig Menig.g@deerparkschools.org
Region 3 Representative	Dan Greaven dgreaven@ccsd.edu
Region 3 Representative	Joe Santo santoj@harrisoncsd.org
Region 9 Representative	Michele Nelson mnelson@cssd.org
Region 10 Representative	Tish Romas Letitia_romas@pittsford.monroe.edu
Region 10 Representative	Louis DiCesare LouisDiCesare@westiron.monroe.edu
Region 12 Representative	Kristen Casto kcasto@opschools.org
Region 12 Representative	Cheryl Chamberlain cherylchamberlain@gicsd.org
Region 11-13 Representative	James Casini jacasini@windstream.net
EXECUTIVE COUNCIL	
President	Jake Hoffman Suffern High School Jhoffman1@ramapocentral.net
Executive Vice-President	Karlin Klass Orchard Park High School karlinaklass@gmail.com
Vice President of Finance	Yusuf Mojawalla Grand Island High School yusufmojawalla@gmail.com
Vice President of Communication	Jordan O'Brien Orchard Park High School Jordan01obrien@gmail.com
Vice President of Competition	Shalyn Clark Clarkstown South High School ShalynClark1@gmail.com

CALENDAR

(All dates subject to change.)

SEPTEMBER		
15	Board of Trustees Meeting	Albany, NY
OCTOBER		
19	Power Trip Registration DUE	You must roster members before registering for conference. Roster members & register for conference at www.deca.org .
NOVEMBER		
10-12	Power Trip	Philadelphia, PA Details found at www.deca.org .
15	ROSTER DEADLINE For State and National Dues	Roster members online at www.deca.org . Send check to National DECA in Reston, VA. DO NOT SEND CHECKS TO NEW YORK DECA.
DECEMBER		
11-15	Regional Event Online Testing	For questions regarding online testing, contact Lindsay DeLucca at lindsaydelucca@gmail.com .
JANUARY		
6-27	Regional Competitive Event Programs	
9	Honor Society Applications DUE State Officer Applications DUE Travel Scholarship Applications DUE	Email to Mary Peres at clpmlp@aol.com .
9	Written Event Registration DUE	Email to sceventsreg@gmail.com .
12	Board of Trustees Meeting SCC Planning Meeting	Rochester, NY
24	Written Events DUE	For details on manual submissions, see page 7. For questions regarding manual submissions, contact Jerry & Arlene Hathway at RleanJer@aol.com .
30	Non-Written Entry Lists DUE SCC Registration DUE	Email to newyorkdecaregistration@aol.com
FEBRUARY		
5-9	SCC Online Testing	For questions regarding online testing, contact Lindsay DeLucca at lindsaydelucca@gmail.com .
MARCH		
6	Early arrivals for SCC	
7-9	State Career Conference	Rochester, NY
16	All ICDC drops must be reported Decision on ICDC Academy Attendees	Email Mitchell Beresa (mberesa@aol.com) AND Mary Peres (clpmlp@aol.com).
16	ICDC Registration DUE	Email to newyorkdecaregistration@aol.com
APRIL		
20-25	International Career Development Conference	Atlanta, GA
MAY		
11	Board of Trustees Meeting	Albany, NY
JUNE/JULY		
TBD	State Officer Training	

MEMBER REGISTRATION PROCEDURES

Membership rosters must be submitted and paid by November 15, 2017.

Link to roster members: <https://www.decaregistration.com/hs/Login.aspx>

You will need to access your National DECA account via www.deca.org to roster your members. If you've lost this information, please contact National DECA directly for this information.

Dues are paid directly to National DECA. DO NOT send dues to New York DECA.

Regional allotments are based solely on paid, rostered members as of November 15. Students must be paid members to compete. No exceptions.

All paid members of New York DECA must also be paid members of DECA, Inc.

Minimum Chapter Size - All chapters must pay minimum dues to DECA, Inc. equivalent to at least ten (10) members up to 100% in order to receive DECA, Inc. services. 100% membership refers to 100% of the students enrolled in a Marketing Education program at a High School. New chapters may be exempt from the minimum chapter size policy for the initial year.

You will receive your chapter membership materials in the mail from DECA, Inc. These materials will include membership pins for every member registered with your chapter. Membership cards can be printed from the online membership system at www.deca.org.

In order for members to be eligible to be eligible to compete, the roster must be processed with an actual check by the stated deadlines.

New York DECA and DECA, Inc. dues are non-transferable.

COMPETITIVE EVENT INFORMATION

CELL PHONE POLICY

No student may use a cell phone in the content/cluster area. No cell phone is to be brought to a New York competitive event by a student for any reason. **If a student or team has a cell phone in the cluster/content area they will be disqualified from their competitive event immediately.**

The only exceptions to this rule are: Advertising Campaign, Sales Demonstration, Professional Selling, and Wholesale Selling. Cell phones may be used as props in these events. If you are using the cell phone as a prop in one of these events, the cell phone must be registered for use at the check in table prior to going to the contest/cluster area.

NATIONAL DECA COMPETITIVE EVENTS

IMPORTANT! For all National DECA competitive events refer to <https://www.deca.org/high-school-programs/high-school-competitive-events/> for the most recent listing of events and updates.

Since National DECA provides this information directly to you, it is your responsibility as the advisor to stay current on this information and share this information with your members. New York DECA is not responsible for providing updates on National DECA events.

NEW YORK DECA COMPETITIVE EVENTS

The following events are administered by New York DECA only. Members who place at the state level in these events will not advance to National Competition.

EVENT NAME	Entries	2017-2018 Event Notes (for full Event Specifications, refer to the New York DECA Competitive Events Handbook)
Decision Making	Direct Entry: Two (2) per chapter	
Visual Advertising	Direct Entry: Three (3) per chapter	
Wholesale Selling	Direct Entry: Two (2) per chapter	
Job Interview	Regional Elimination (Number of entries based on annual regional quota)	Position applying for: Sales Associate at Men's Warehouse
Sales Demonstration	Regional Elimination (Number of entries based on annual regional quota)	
Public Speaking	Regional Elimination (Number of entries based on annual regional quota)	Regional Competition Topic: How has New York DECA put you on your own road to success? State Competition Topic: What road blocks have you faced thus far on your journey to success?

WRITTEN EVENT SUBMISSIONS

Although written events are National DECA events, New York DECA is responsible for collecting written events for the State-level competition so they can be distributed for judging. The following information is of utmost importance if you have members competing in written events.

<p>Hard copies of all written events MUST be RECEIVED by <u>January 24, 2018!</u></p> <p>Mail to:</p> <p>Gerald Hathaway Judge Chairperson 28 Niagara Shore Drive Tonawanda, New York 14150-1117 Email: RleanJer@aol.com Phone: (716) 693-1739</p>	
January 25, 2018	Written entries accepted; 10 penalty points assessed
January 26, 2018	Written entries accepted until 5:00 PM; additional 10 penalty points assessed (20 penalty points total)
<p>Written entries received <u>after 5:00 PM (EST) on January 26, 2018</u> will be DISQUALIFIED.</p>	

All members competing in a written event must register with the Contest Chairperson via the Written Event Direct Entry Form by the deadline on the New York DECA calendar. Once registered, a member is bound to compete in that event. **Members entered in the wrong written event category will NOT be changed for ANY REASON, including advisor error.** Advisors are responsible for registering their members in the correct category. If an error in this registration occurs, NO MATTER WHOSE FAULT (Advisor, Chapter Officer, etc.), the student will either be required to withdraw from all competitions or compete in the registered event even if that is the wrong event. Advisors must verify the registration spreadsheet before submitting it as changes will not be permitted.

A total of four copies of each manual must be sent, one of which must be in the official DECA folio. The three individually stapled copies are to be placed inside the official DECA folio, and one copy hole punched inside of the folio. If you are submitting 6 different written events all 6 must have the correct number of copies. A 10 point penalty shall be assessed for failure to follow this procedure.

Every written event must be submitted with one signed copy of the WRITTEN EVENT STATEMENT OF ASSURANCE AND ACADEMIC INTEGRITY (find the most current version in the DECA Guide from National DECA). Failure to include this signed document with a written event entry will result in the manual not being judged.

It is imperative that you monitor when and where you mail your written event. Do not rely on clerks telling you it will be delivered overnight. Allow for travel time, weather, plane, train, truck delays!

WRITTEN EVENT SUBMISSIONS (continued)

No individual (Advisor, parent, student, school administrator etc.) may drop any written event off at the judge chairperson's address. All reports must be sent via mail. There are no exceptions to this policy.

The Judge Coordinator is NOT responsible to:

- **make photocopies**
- **place report(s) in a DECA folio or**
- **insert a WRITTEN EVENT STATEMENT OF ASSURANCE AND ACADEMIC INTEGRITY**

As Chapter Advisor it is your responsibility to adhere to and verify that all directions have been followed. Failure on your part to meet the above requirements and deadline date is your responsibility. No excuses will be accepted.

ON-LINE TESTING for Regionals & SCC

Online testing is required for some National DECA events. There are no New York DECA events that require online testing. **It is the advisor's responsibility to check the contest requirements on National DECA's website to know if their member(s) are required to take a test for their contest(s).**

Again this year we will be using on-line testing for the State Career Conference (SCC). The plan is to open testing from **February 5 through February 9**. This will allow one week for all students to take the tests they need for the SCC.

NOTE: A calculator will appear on the screen for all tests.

Each Regional Leader, or their designee, will become a Regional Testing Administrator for the tests within their region. These people must notify Lindsay DeLucca of their e-mail address, so authorizations can be granted and passwords assigned to each Regional Testing Administrator.

Regions will be able to use a central testing site or multiple test sites as long as they have a proctor for each site (room). **DECA advisors cannot be proctors.** DECA Advisors should NOT be present in testing rooms during test times. Proctors must be neutral persons, who can administer tests by giving up a couple of hours. The Proctors will receive names of students to be tested, along with Contest and DECA ID information from the Lindsay DeLucca and Regional Testing Administrators. The proctor will need to print out "testing tickets" for the students. These tickets include the password needed to sign on and take the test. They will collect these "testing tickets" at the end of the tests.

The tests will consist of 100 multiple choice questions. The questions for each test will be presented randomly to each student. The student needs to sign on, verify the test information and take the test. They will be given 60 minutes to complete the test. Students who need longer, based on their IEP must notify the Regional Testing Administrators, who will be able to extend the testing time needed on an individual basis.

If for any reason a student is "knocked out" of the test before time expires, he/she can contact the Proctor to assign a new password, as the original password is good to only sign into a test once. (Note if for any reason the student leaves the testing page to look at other sites, they will be "knocked out" of the test.) All data is stored about the test including the time remaining. The start over does NOT give the student more time to complete the test.

The TEST Site(s) for the each Region needs to have the following take place:

- Make sure the test is not blocked from the test sender site, make sure you log in ahead of time and spell your school name correctly.
- Make sure the IT team at your site knows about the testing dates, so they do not attempt to update equipment during the tests time. Updating equipment has been known to knock the tests offline while students are taking the test.

If a student needs to be added to the test rolls, the regional administrator will have the authority to do so. The Regional Testing Administrator will also have access to select reports about the testing.

Note: If regions utilize testing in their regional elimination contests, they MUST administer the tests online. The cost to the Region is \$0.95 per student. The above information stands for regional elimination contests tests. However, the Regional Testing Administrator will have access to the student scores. The regional testing window will be open from December 11-15, 2017.

NEW YORK DECA STATE CHARITY



Dear Advisors,

As you know each year New York DECA chooses a charity which we wish to assist in fundraising. We are excited to announce the charity for this year as The Leukemia and Lymphoma Society. Below are some statistics, videos, and links to discover more about it.

Informational Videos:

<https://youtu.be/lcrbDYEJbRg>

<https://youtu.be/oHy7Q86q5s4>

<https://youtu.be/rh3ur9pGaO4>

(this focuses more on our Student Series program, but can still relate to what you and DECA are doing)

Statistics:

- Leukemia is the most common cancer in children, adolescents and young adults less than 20 years old.
- Because of funds raised to support LLS research, the leukemia death rate for children and adolescents younger than 15 years in the US has declined by more than 80 percent from 1969 to 2017.
- Approximately every 3 minutes one person in the United States (US) is diagnosed with a blood cancer.
- The five-year survival rate for leukemia is improving. In fact, the number of people who've lived with the cancer for at least five years has quadrupled since 1960, from 14 percent in the early 1960s to about 60 percent during the 2004 to 2010 time period due to funds raised for LLS research.
- Promising treatments are on the horizon including targeted new treatments because of funds raised supporting LLS.
- More than 13 million students and 850,000 educators in 27,000 schools across the U.S. participate annually in LLS's Student Series fundraisers.
- Since its beginning, students have raised more than \$315 million to fund breakthrough therapies and patient services, and more than \$26 million in 2016-2017 alone!
- The WCNY Chapter of LSS currently funds two blood cancer research projects in our region.
- Our chapter provides financial aid and other patients services to over 6,000 local blood cancer patients.
- The Western & Central NY Chapter gave over \$1,244,562 in co-pay assistance to 600 patients in JUST OUR AREA!

If a DECA chapter raises \$700 or more, they will receive a "Pizza Party" from LLS! We will send them a \$50 gift card for Domino's, Pizza Hut, etc. (whatever is closest to their location).

We are also working on little prizes and giveaways and will have something hand out at States and will have a Leukemia & Lymphoma Society representative attend the State Conference.

Checks should be made out to New York DECA and sent to:

Yusuf Mojawalla
% Grand Island DECA
1100 Ransom Road
Grand Island, NY 14072

Thank you for your support of this worthwhile charity!

NEW YORK DECA HONOR SOCIETY

Documentation is DUE (not postmarked) by January 9, 2018.

DECA Honor Society exists to recognize Business/Marketing students for their academic excellence and involvement in New York DECA. The Honor Society is open to all rostered New York DECA members who meet the following criteria:

- Have been active in New York DECA for at least 3 years.
- Have competed at SCC.
- Have an overall average of at least 85%.*
- Have a Business-subject average of 90%.*
- Be currently enrolled in a business/marketing class/program.*

* A transcript is required to verify these items.

Each chapter may nominate up to 5 students. Chapters with membership over 100 students may nominate up to 8 students.

Advisor must provide a copy of the chapter roster, along with a letter of recommendation that verifies the following:

- Positive character
- Leadership: Evidenced by committee chair positions, officer/chair, or other leadership positions in student organizations, civic/community leadership roles, etc.
- Service: Evidenced by volunteer activities in the school and/or community.

Students meeting the above criteria will be recognized at the State Career Conference.

All supporting documentation must be mailed to:

Mary Peres
285 Hill Road
Goshen, NY 10924

NEW YORK DECA SCC SCHOLARSHIP

Documentation is DUE (not postmarked) by January 9, 2018.

New York State DECA will be offering a scholarship for high school DECA members who will be attending the 2018 New York DECA State Career Conference. The scholarship will cover the student's hotel and registration costs at the quad rate. Scholarship funds are limited; the Board of Trustees asks that you only apply if the funds are truly needed. If a student was a recipient last year, he/she is not eligible this year.

DO NOT WAIT until after your regional competitive event program to apply. If you believe you have a student that qualifies and might be attending SCC, it is better to submit the application on time rather than have the student miss out on the award!

To apply for the scholarship, you must complete the following application and submit all supporting documentation by the deadline. Late applications will NOT be accepted. The home district advisor(s) for the student(s) chosen for the scholarship will be informed on or about January 20, 2018.

Please be assured that all information provided will be kept in the strictest confidence by the Board of Trustees.

Mail all of the following documents by the deadline in order to be considered for the scholarship:

1. The scholarship application
2. A 2-page statement written by the student explaining his/her current involvement in DECA and how he/she sees the organization helping him/her in the future.
3. A statement regarding the student's financial need on school letterhead from a school counselor/administrator (NOT the DECA advisor). **The original copy of this statement must be mailed in a sealed envelope, affixed with the school seal.**

All supporting documentation must be mailed to:

Mary Peres
285 Hill Road
Goshen, NY 10924

NEW YORK DECA SCC SCHOLARSHIP APPLICATION

This application and supporting documentation is DUE (not postmarked) by January 9, 2018.

DECA Member Name: _____

Grade Level: _____ Number of Years in DECA: _____

Have you competed at the New York DECA State Competition? YES NO

Have you competed at the International DECA Competition? YES NO

If you have competed in either the New York State or International DECA Competitions, briefly describe what year(s) you competed, what event(s) you competed in, and if you placed:

DECA Chapter Name: _____

DECA Advisor Name: _____

DECA Advisor Email: _____

Region: _____

How much is your chapter charging you to attend the 2018 New York DECA State Competition? _____

Please attach a cost breakdown on school letterhead.