

# DECA Today

## The Fall Leadership Conference

By: Ericka Veliz

What an exciting event, November 3, 2005, when BPA and DECA members teamed up for this year's Fall Leadership Conference. The event was held at the University of Delaware's Clayton Hall in Newark. There were 350 attendees present, including members, advisors, and the state officers. After much preparation, the conference was a success. All of the presenters and workshops made it fulfilling for every attendee. The sole purpose of the conference was to offer the members opportunities to learn the fundamentals of marketing, business, and leadership in workshop settings led by knowledgeable presenters. The Conference kicked off with its regular opening session and presentation of the officer teams of both



*Pictured l-r, Koltyn Risser, Treasurer, Sharie Ryan, Secretary, Erica Veliz, Vice-President, and Aaron Kinnari, President*

BPA and DECA. This year, both officer teams decided to go with a football theme, which made the conference even more enjoyable as school spirit and

team work were emphasized. All workshops were given names related to football. As examples, the workshop on interview skills was titled "First Round Draft" and the workshop offered on team building was titled "Team Huddle." There were many other catchy ones as well. The first two workshop sessions of the day were led by our guest presenters. The third workshop sessions were led by the state officers. All in all, the conference was a huge success and members left with a few key "plays" of how to "Tackle Leadership" and further their individual success for the future. Be sure to visit each organization's website for more information on the conference and all other exciting Delaware DECA information.

## State Conference Preview

By: Aaron Kinnari

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***Mark your Calendar  
for the  
DECA State Career  
Development  
Conference  
February 9-10, 2006***

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The State Officers hope all of you had a rewarding experience at this year's Fall Leadership Conference. Now it's time to prepare for the State Career Development Conference held in Dewey Beach on February 9th and 10th. During this two day conference, members will compete in various marketing, managerial, and entrepreneurial events, which will be judged by members of the local business and educational communities. Participants will room and compete at the Gold Leaf

Best Western Hotel, and all general sessions, meals, and special events will take place in the facilities at the Rudderstown Complex. Competition winners will be awarded and recognized during the awards session at the conclusion of the conference, and other highlights include the elections for the 2006-2007 State Executive Team and the Quiz Bowl Competition. The State Officers hope to see everyone at the Conference!

## The ICDC

By : Sharie Ryan

“The International Career Development Conference (ICDC) is the highlight of the DECA year.” This year’s ICDC will be held in Dallas, Texas from April 29 to May 2. Participating DECA members will be involved in both competition and site seeing, as they spend their week touring and participating in activities around Dallas. “Fifteen thousand students, advisors, businesspersons and alumni gather for several days of DECA excitement. Most participants are at ICDC to compete in one of DECA’s competency based competitive events. The top competitors in each event are recognized for their outstanding achievements.”

Each year, DECA holds a super dance and a fashion show at the conference. The dance is one of the largest parties that anyone will probably ever attend. The fashion show is great entertainment, too. Each year at the conference, National DECA recognizes various chapters for their efforts

to raise money for the Muscular Dystrophy Association, MDA. MDA is the nationwide charity with which DECA partners to help raise money to find a cure for Muscular Dystrophy.

Not only does National DECA provide competition and entertainment at the conference; many scholarships are offered as well. “DECA’s scholarship program provides over \$200,000 in scholarships at the International Career Development Conference each year. More than 50 corporations provide scholarships through the DECA Scholarship Program. DECA Inc. administers the program based on guidelines set by the donor. DECA scholarships are strictly merit based.” Companies providing scholarships range from American Express to Coca-Cola to Finish Line.

Be sure to check the website, [www.deca.org](http://www.deca.org) for updates on future conferences because it is never too soon to start planning or fundraising for the ICDC!



This year’s ICDC will be held in Dallas, Texas from April 29 to May 2.

## Delaware DECA Leadership Summit Recap

By: Koltyn Risser

This first ever Delaware DECA Leadership Summit was an outstanding success. Representative DECA members from all over the state met at the Dover Sheraton to take part in workshops and activities dealing with communication and participation improvements within their local chapters. The day started with a “meet, greet, and eat” session where attendees had the opportunity to meet with other DECA members from around the state, as well as the state officers. Following this mingling opportunity, the meeting was opened for business with an energizing icebreaker. Next the group was split in half with each group going to one of two workshop sessions. The first workshop, led by Aaron Kinnari and Sharie Ryan, was on participation. In that workshop, members learned about the responsibilities of a state officer, confer-

ence information, and community service activities. The second workshop led by Ericka Veliz and Koltyn Risser focused on communication. Included in the workshop were presentations on effective meetings, website design, and newsletters.

After the workshops, all representatives joined together to work on chapter action plans. Each chapter was given poster board and markers to draft a plan as to how they would relay what they learned at the Summit to their individual chapter members. Each group then presented their plan to the entire Summit. Feedback from the Summit was extremely positive, with plans already “in the works” for next year’s Summit. If you didn’t get a chance to attend this year, keep your eyes “peeled” for next September!



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## Ways to Fundraise continued from page 4

**8. Sell flower & garden seeds.** "50% Profits Guaranteed to Bloom" with Dutch Mill Bulbs, Inc. Call 800-533-8824.

**7. Music and CD sales.** "Parents can support their schools and provide music that is fun, educational and age appropriate," says Grant Olson, President of Music Rewards Fundraising. Call 1-800-770-9735 or go to [www.raisemoremoney.com](http://www.raisemoremoney.com).

**6. Have a Veggie-Burger Barbecue.** Sell tickets through your school so parents and others in the community can have a chance to sample several kinds of veggie burgers. You can do this at your school (bring in several grills) or at a nearby park that already has grills. Tickets can sell for \$5-\$10 per person or \$20 for a family. Call Gardenburger, Morningstar Farms, Boca Burger, Amy's and Yves Veggie Cuisine to get discounts on the veggie burgers.

**5. Sell Safety Products.** "We look for products that are both useful and affordable," says Michael Anolik, president of J. Robins Distributing in Pennsylvania. "Safety First Aid Kits and Kitchen Fire Extinguishers fit both of these criteria. Every home and every car should have a first aid kit. Each kitchen should have an easy-to-use fire extinguisher." Anolik says they can fulfill orders quickly and customers often order more than one when they see the quality of the First Aid Kit and Fire Extinguisher.

**4. Brochure sales.** Catalogs may contain hundreds of products, and that means there's something for everyone, says Warren Young, president of Big Apple Fundraising in New York. "This is ideal if your serving a diverse community. Pricing can be friendly, 75% of items are \$10 or less in my catalogs." Warren recommends announcing the brochure sale to parents prior to its onset for increased participation and to include what the money will be used for.

**3. Pizza kits.** Sell a product that people want and enjoy like pizza! Joe Corbi's was the first company to put a pizza kit in a box and schools can profit between \$5-7 on each kit.

**2. Magazine subscription sales.** "This is the best value in fundraising," says Eric Hornstein, president of Metro School Plan of New Jersey. "You can't buy magazine subscriptions cheaper than you can through school fundraising programs. It's also a product you don't need to deliver, and you have an easy sale the next year with renewals." An added benefit is that more magazine subscriptions mean more reading materials around the house, and this, according to studies on literacy, encourages children to be better readers.

**1. Candy sales.** Candy is the number one fundraiser, according to Hershey's. For more information on this call 800-803-6932.

# Katrina Disaster Outreach

Hurricane  
Disaster  
Relief  
Organizations



Catholic  
Charities  
USA



American  
Red Cross



THE HUMANE SOCIETY  
OF THE UNITED STATES,  
SAMARITAN'S PURSE



**American Red Cross**  
P.O. Box 37243  
Washington, D.C.  
[www.redcross.org](http://www.redcross.org)

**The Humane Society**  
2100 L Street, NW  
Washington, D.C. 20037  
[www.hsus.org](http://www.hsus.org)

**Catholic Charities USA**  
2005 Hurricane Relief Fund  
P.O. Box 25168  
Alexandria, VA 22313-9788  
800-919-9338  
[www.catholiccharitiesusa.com](http://www.catholiccharitiesusa.com)

**Salvation Army**  
P.O. Box 4857  
Jackson, MS 39296-4857  
800-SAL-ARMY  
[www.salvationarmyusa.org](http://www.salvationarmyusa.org)



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## Ways to Fundraise

By: Aaron Kinnari

So your school chapter wants to go to Nationals but the chapter's wallet is smaller than your hopes? Who hasn't experienced this situation? Well, that doesn't have to be the problem this year. With a couple of creative fundraising ideas, your chapter can be well on its way to Dallas without you even spending a dime. Here are 20 of the top 50 fundraiser ideas according to fundedutain.com.

**20. Sell custom imprinted gold ornaments.** Call 800-545-7077 for information and a sample.

**19. Have a re-cycled clothing drive fundraiser.** The American Recycling Company will buy used clothes and shoes for \$.06/lb. (Call for current pricing.) It's good for the environment and helps people in 3rd world countries. Call 800-243-3571 or visit [www.americanrecycling.net](http://www.americanrecycling.net)

**18. Sell a variety of nuts.** Call 877-944-NUTS (6887) or visit [www.JBEC.com](http://www.JBEC.com) for pricing and additional information

**17. Dazzle them with candles.** Call (800)525-4891 or [www.candlesfundraising.com](http://www.candlesfundraising.com) for more information.

**16. Profit with Evergreens.** Fresh from the pacific northwest, wreaths, door swags, poinsettias. Sherwood Forest Farms at 800--767-7778 offers some of the finest.

**15. Citrus fruit and apples.** Sell oranges & grapefruit from H&S Citrus. They're sweet, juicy, & fresh from the tree. You'll get healthy and make money at the same time! Call 800-327-1556 for more information.

**14. Sell school supplies.** "Do something the parents need," says Chris Collier of EPI (Educational Products, Inc.) "We can work with your school's back-to-school list and offer the supplies at a price that is 10% below what they might pay at Target or Wal-Mart. And we'll save them time." Call 800-635-5345.

**13. Sell inscriptions on bricks.** You can raise big money by selling a family name on an attractively inscribed brick or stone. Go to [www.writteninstone.com](http://www.writteninstone.com).

**12. Use scratch cards.** "It's as easy as scratching boxes," says Jaimie Spears, president of Scratch and Help Fundraising. "The total amount uncovered is your donation. And then you receive valuable coupons." Schools can make up to 90% profit with this method. Go to [www.scratchandhelp.com](http://www.scratchandhelp.com) for more information or call 800-347-7892.

**11. Have a carnival.** Put the "fun" in Fundraising with carnivals, magic shows, hypnosis shows. Call Magical Enterprises for largest selection of games, rides & entertainment in the nation. 877-MAGICAL for free full color catalog.

**10. Online fundraising.** SchoolCash.com is an online shopping site that allows you to shop online and make money for your school at the same time, without spending any more money. Merchants have agreed to donate from 2-20% of sales to your designated group, with no mark-ups or extra costs involved.

**9. T-shirts, sweatshirts & caps.**