

## Alumni Success

North Dakota DECA Alumni members are starting to organize in North Dakota. Former National College DECA President, Stephanie Sandstrom and former State DECA President Justin Welk are working to form the Alumni Division.

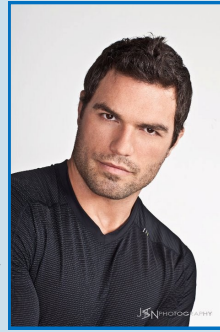


- 45 judges at the 2011 State DECA Conference were former members of DECA
- 10 judges at the 2011 State College DECA Conference were former members of DECA
- Judges wore alumni ribbons showcasing their DECA membership
- Alumni are featured on the state DECA website at [www.nddeca.org](http://www.nddeca.org)

### DUSTIN ZAHURSKY

DECA Member 1996-1998  
Minot High School

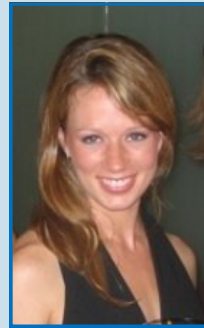
Dustin graduated from Minot High School in 1998 where he was a member of DECA for two years. He graduated from Lindenwood University with a Bachelors in Marketing in 2003. Currently he is the owner of Kutting Weight, a company that produces neoprene clothing for weight loss and has been in business for four years.



### Kelsey Rood

DECA Member 1996-1999  
Red River High School

Kelsey graduated from Red River High School where she was a DECA member for three years. She served as the state vice president her senior year. She graduated from Boston University and worked for US Senator Kent Conrad in Washington DC before moving to California where she worked for a Fortune 400 Company DaVita, Inc. She currently owns Pure Barre in Beverly Hills, California and in Edina, Minnesota.



## 2010-2011

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## North Dakota Association of DECA

DECA's mission is to prepare emerging leaders in marketing, finance, hospitality and management. North Dakota DECA was chartered in 1954 and continues to provide opportunities for its members.

DECA is a co-curricular organization in North Dakota that connects the classroom to the DECA experience. Teachers who have a CTE credential in Marketing Education who are teaching either marketing or business courses are eligible to advise a DECA Chapter at the high school level. Chapters must be approved by the state DECA advisor.

State standards are approved by the State Board for CTE and adopted by each approved program. These standards are implemented into the daily curriculum taught in the classroom and students use these skills and knowledge as they compete in more than 40 DECA competitive events at the local, state, and national levels.



Four career clusters are incorporated into the learning process: Business Management and Administration, Finance, Hospitality and Tourism and Marketing. Entrepreneurship is embedded into all four cluster areas.

College DECA membership is open to any college student where a DECA chapter exists. DECA is an extra-curricular activity approved by campuses and provides leadership opportunities at the local and state level as well as competitive opportunities for students at the state and national levels. DECA is supported by the ND State Board for Career and Technical Education.

### Who are North Dakota High School DECA Members?

- 61.2% male and 38.8% female
- 88% White/Caucasian
- 33.4% seniors, 34% juniors, 28.8% sophomores and 3.5% freshman
- 73.6% have a "B" average or higher
- 43% are enrolled in advanced placement classes
- 93.1% have taken a marketing class; others have taken a finance, management, entrepreneurship or sports marketing class
- 70.9% said they have gained leadership experience through DECA

\*Data acquired from NRCCUA of state conference participants



### Special points of interest:

- DECA increased in membership at the high school and college levels
- DECA members use their classroom knowledge to compete in more than 40 competitive events
- DECA members gain leadership skills at the local and state level and compete at the local, state and national levels.



### Special points of interest:

- Ten Chapters in North Dakota
- Leadership Conference featuring nationally known presenter, Entrepreneurship Challenge, and Executive Mentorship Program
- More than 130 members at the state conference
- Collegiate DECA members gain leadership skills and compete at the state and national levels

## The Brand of North Dakota DECA

With 60 years of history, DECA has an illustrious past that has touched the lives of more than ten million students, educators, school administrators and business professionals. North Dakota DECA celebrated its 57th Year of DECA in 2010-2011. North Dakota

is proud to prepare emerging leaders and entrepreneurs in marketing, finance, hospitality and management. This mission statement was designed to be a clear and easy-to-understand statement of our organization.

The new brand includes new guiding principles, new attributes and values, and a new unifying logo.

The attributes and values of DECA describe the priorities and standards: Competence, Innovation, Integrity and Teamwork.

### DECA's Mission

DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management.

WE ARE ON FACEBOOK  
NORTH DAKOTA DECA ALUMNI

WE ARE ON FACEBOOK  
ND COLLEGIATE DECA

WE ARE ON FACEBOOK  
NORTH DAKOTA DECA

WE ARE ON THE WEB  
[WWW.NDDECA.ORG](http://WWW.NDDECA.ORG)



## Government Outreach

North Dakota DECA members met with Governor Hoeven in the summer of 2010 to talk about DECA and the benefits of the organization.



Governor John Hoeven then signed the state proclamation; proclaiming October 10-16, 2010 as DECA Week in the State of North Dakota.

### Highlights in Government Outreach include:

- Lieutenant Governor Jack Dalrymple spoke to state officers about career opportunities in North Dakota at the CTSO Leadership banquet in 2010
- Governor Hoeven signed DECA Week proclamation in North Dakota
- State senators attended the Collegiate DECA Fall conference
- State officers exhibited during CTSO in Memorial Hall while legislators were in session
- DECA members sat with legislators on the senate and house floor during session
- (New) Lieutenant Governor Drew Wrigley spoke at the 2011 DECA Awards Session
- US Senator Kent Conrad serves on the National DECA Congressional Advisory Board
- DECA members met with Governor Jack Dalrymple in June 2011 about DECA



**START A NEW CHAPTER**

Although it is difficult to start a new DECA Chapter in North Dakota, we have increased the number of chapters the past three years and increased members at both the high school and college level by more than 20%. To start a chapter, contact the state advisor, Kevin Reisenauer.

## Where Are We in North Dakota

### High School DECA

North Dakota DECA chapters exist in 11 Class A schools, 4 Career and Technology Centers, and 6 Class B schools.

Chapter Membership is co-curricular and open to any student who is in a marketing related class taught by a certified marketing education teacher.

**Class A Schools:** Bismarck, Century, Davies, Fargo North,

Fargo South, Central, Red River, Mandan, Minot, Valley City, and West Fargo.

**Class B Schools:** Adams-Edmore, Bottineau, Central Cass, Des Lacs Burlington, Maddock, and McClusky.

**CTE Centers:** Devils Lake, Grafton, Jamestown and Oakes.

More than 1,100 high school students and 500 college students are member of DECA in North Dakota.

### College DECA

College DECA Chapters are organized on the following campuses:

- Dakota College at Bottineau Lake Region State College
- Minot State University
- North Dakota State College of Science
- North Dakota State University
- Rasmussen College Bismarck
- Rasmussen College Fargo
- University of Mary
- University of North Dakota
- Valley City State University



## College DECA In North Dakota

Want to take DECA to the next level? There's DECA in college for that. [www.deccollegeconnection.org](http://www.deccollegeconnection.org)

College DECA in North Dakota continues to increase in membership and conference participation. DECA Chapters are currently active at 10 campuses in North Dakota and all 10 campuses had students competing at the 2011 ICDC in Orlando, Florida.

College DECA has the same mission as the high school division. The guiding principles and learning experience is the same. College DECA members lead the local chapter with the assistance of a local advisor. Chapter activities are planned and executed to assist the local community, develop leadership and teamwork skills, and

prepare college students for the future.

Chapters exist at private and public colleges, at two-year and four-year institutions, and each has its own leadership structure.

85 DECA members participated in the Collegiate Leadership Conference. Keenan Hauff and Tyler Russell placed first in the Entrepreneurship Challenge and received a \$300 check from Wal-Mart. Executives from 12 companies in North Dakota participated in the Executive Mentorship Program encouraging students to enjoy internships and prepare for the future. Keynote speaker Amy Gallimore helped to ensure excitement and encouragement.

The largest State College DECA Conference was held in February with 131 participants. North Dakota was represented at the ICDC in Orlando with 70 participants and 25 of them competing in final competition.



## North Dakota Success Through Guiding Principles

### DECA's Guiding Principles include:

Integrates into Classroom Instruction  
Applies Learning

Connects to Business  
Promotes Competition

### Community and Volunteer Service

DECA recognizes the benefit of service and responsibility to the community. DECA members continually impact and improve their local and broader communities. More than 100,000 hours were donated this year. Some of the community service projects in 2010-2011 include:

#### Muscular Dystrophy Association

- Chapters raised \$13,666.62 for MDA
- Chapters donated over \$1,000 in supplies for the MDA Summer Camp
- Chapters completed a variety of fund raising projects for MDA

#### Salvation Army

- Chapters collected coats, mittens, hats and scarves for those in need
- Chapters donated over \$2,000 through projects
- Chapters donated over 20,000 hours of time

### Business Partnerships

DECA partnerships are important to the success of our state organization. Partners are formed in a variety of ways that are designed to assist state officers, chapter and state programs, leadership development training, event sponsorship, and conference sponsorships, as well as serving on committees or as a judge, or speaking to a class of students.

#### 6th Annual Applebee's Pancake and Sausage Breakfast

- Raised over \$50,000 in six years; raised over \$15,000 in 2010
- Presented a \$1,000 and a \$500 scholarship to two seniors
- Gained experience in the restaurant management industry

#### Business Sponsors

- \$25,000 from Wal-Mart
- \$5,000 from CHS Foundation
- More than \$15,000 from other donations and business partners

### Promotes Competition

DECA members are provided leadership development at the Fall Leadership Conference in October and compete at the state conference each year in March. State winners represent North Dakota at the International Conference; in 2010 the conference was in Orlando, Florida.

#### Fall Leadership Conference

- For the first time, DECA members were able to experience competition at the High School conference with medals presented to the winner from each judge
- NDSU DECA members placed first in the Entrepreneurship Challenge

#### Area Competition

- DECA members competed in January or February at one of five area competitions held in the state. DECA members qualified for state competition.

#### State Conference

- More than 550 DECA members competed at the high school or college conferences

## Scholarships Awarded to North Dakota Members

North Dakota presented over \$20,000 in scholarships to DECA members at the 2011 State DECA Conference. Exhibitors at the conference contribute \$125 per booth space which is used for students scholarships presented each year.

- \$15,000 from Johnson and Wales University to event winners in Apparel and Accessories and Hospitality Events

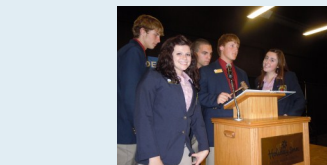
- \$1,000 Applebee's Scholarship
- \$1,000 Wal-Mart Scholarship
- \$1,000 Minot State University Scholarship
- \$1,000 Lake Region State College Scholarship
- \$1,000 North Dakota State College of Science Scholarship
- \$500 Applebee's Scholarship
- \$500 Leonard Pokladnik Memorial Scholarship
- \$500 North Dakota Leadership Scholarship
- \$500 University of North Dakota DECA Scholarship

**Puja Thakker, Red River High School, received a \$1,000 Scholarship at the 2011 ICDC in Orlando, Florida from the National Technical Education Honor Society!**

## Advisors are Recognized!

North Dakota advisors were recognized this year for personal achievements.

- Sara Smith, Fargo South High School, Chapter of The Year
- Jason Holland, Davies High School, OM Hager Advisor Award
- Dr. Donna Gutschmidt, LRSC, Honorary Life Membership
- Craig Erickson and Kelli Sitzler, Fargo North High School, Largest DECA Chapter
- Karel Sovak, University of Mary, Advisor of the Year
- 30 Years of Service: Neil Litton, Central Cass High School and Kevin Reisenauer, State Advisor
- 15 Years of Service: Brent Polum, Red River, Sara Smith, Fargo South and Craig Erickson, Fargo North
- 10 Years of Service: Michelle Hoff, Minot
- 5 Years of Service: Scott Hurlimann, Valley City, Jason Holland, Davies, and Mark Gathman, Des Lacs Burlington



Garrett Zastoupil received the \$1,000 Scholarship presented by Wal-Mart.



Chapter Members getting ready for the Grand Awards Session.



State President Eric Moe with Advisor Sara Smith. Fargo South was Chapter of the Year.