



COLLEGIATE DECA™

NORTH DAKOTA ASSOCIATION

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2012 Business Simulations Exams to be Administered Online

For members participating in the Business Simulations events at the 2012 State Conference, exams will be administered a little differently this year.

The online exam will be available February 1-8, 2012. Competitors must be registered for the event no later than February 1 to be eligible to take the exam. Further details for the exam will be available upon registration. User IDs will be assigned to competitors after registration is complete.

The randomized tests will be very similar to the on-site exams administered in previous years. Advisors will schedule a time to administer the exam and members will commit to taking the exam at the scheduled time. Test results will be available after the Awards Ceremony on February 13. This is the first year the exams are administered online.

"Testing prior to the conference should eliminate the on-site anxiety of taking the test at the conference, allowing students to focus on presentation skills," said Kevin Reisenauer, State DECA Advisor.

All Business Simulation event participants must take the exam. The Finance exam will be taken by members competing in Accounting and Corporate Finance events. The Hospitality exam will be taken by members participating in Hotel & Lodging, Restaurant Management, and Travel & Tourism events. The Marketing exam will be taken by members registered for the Retail Management and Fashion Merchandising and Marketing events.

The 2011 N.D. Collegiate DECA State Officer Team is : Krista Harju, Ben Berg, and Zach Jacobson



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UPCOMING EVENTS AND DEADLINES

- **January 20**
Scholarship Application Deadline
- **February 1**
Chapter Leadership Award Deadline
- **February 1**
State Officer Application Deadline
- **February 1**
State Conference Registration Deadline
- **February 1-8**
Online Testing for Business Simulation Events Available
- **February 12-13**
N.D. Collegiate DECA State Conference, Fargo
- **March 1**
Deadline for Leadership Passport Award and Community Service Award
- **April 21-24**
Collegiate DECA International Conference, Salt Lake City, Utah

DECA Members Reflect on the 2011 Fall Leadership Conference

Members and advisors of ND Collegiate DECA attended the 2011 Collegiate Leadership Conference in Fargo. The conference which commenced October 11, was highlighted by Brandon Lee White, a national speaker and former Dancing with the Stars dance coach. White presented on leadership, professional development and entrepreneurship. Using dance to get all members at



the conference up on their feet and dancing, he applied lots of energy to his presentation on communication and leadership skills.

“Brandon had a unique way of connecting dance with his presentation that allowed students to be active and engaged,” said Ben Berg, State Collegiate DECA President. “Similar to dancing, communication is key to a successful business outcome— you have to communicate with others involved. Brandon put this into perspective as he walked us through each step of the tango, salsa and other dances.” Students in attendance competed in the Entrepreneurship Challenge for cash prizes. Minot State University domi-

nated the competition with two teams taking first and third! The second place team was from Dakota College in Bottineau.

The students really enjoyed the competition. “It was great. I learned that when you develop a business or product that is extremely innovative, normal business rules do not always apply.” said Jordon Lakoduk.

The Executive Mentorship Program provided the opportunity for students to learn from business professionals from around North Dakota. Students asked questions and received tips and information on what is important to business leaders in today’s market.

State Officer Applications Due February 1, 2012

Election season is just around the corner! The election of the 2012-2013 state officers for the the ND Association of Collegiate DECA will be held at the 2012 Career and Development Conference. Interested in campaigning? Here’s a little information to get you started!

Four officers will be elected to serve as state officers for ND Collegiate DECA. The officers will meet in the summer to develop a program of work for the year. Communication with chapter presidents will continue throughout the year. The officers must commit to serving the organization for one year, representing ND Collegiate DECA with the utmost commitment.

Collegiate DECA members who are interested in running for office must submit the following

information in a portfolio or binder by February 1:

- State Officer Application Form
- Picture of Candidate (electronic)
- Chapter Advisor’s Letter of Recommendation
- Resume (1-2 pages only)
- No more than one typed page including goals and a statement on “What I Can Contribute to ND Collegiate DECA.”
- An official or unofficial copy of a college transcript must be submitted with the portfolio but will not be displayed with other portfolio items

All candidates must be active members and need to have a 2.0 GPA or higher to be eligible. No more

than two candidates from one chapter may run for office.

Candidates will apply to run for either president or vice president. The candidate with the highest score will be elected as president. The candidates with the next three highest scores will serve as vice presidents.

The candidates will present speeches during the Opening Session of the conference and will be interviewed by a panel. The interview will count as 40% of the election. Throughout the conference, candidates will campaign to be elected to the State Officer Action Team. Each chapter will be given three votes. The voting process will count for 60% of the election.

For more information or to download the application form, visit: www.nddeca.org

2011-2012 List of Competitive Events

BUSINESS SIMULATIONS

- Accounting
- Corporate Finance
- Fashion Merchandising and Marketing
- Hotel and Lodging
- Restaurant and Food Service Management
- Retail Management
- Travel and Tourism

CASE STUDIES

- Business Ethics
- Business-to-Business Marketing
- Human Resource Management
- International Marketing
- Marketing Management
- Sales Management Meeting
- Sports and Entertainment Marketing

PREPARED EVENTS

- Advertising Campaign
- Business Law
- Business Research
- Entrepreneurship
- Financial Statement Analysis
- Professional Sales
- Web Site Design

For more information on these events, visit: www.collegiatedeca.org

Cool Ideas

At the 2011 Fall Leadership Conference, we asked you to share your cool fundraising, community service ideas! Here's what you had to share!

- Activities with Seniors
 - Volunteer at the local zoo
 - Campus Clean-up
- ### FUNDRAISING IDEAS
- Kissing Booth
 - Silent Auction

- Dance marathon
- Pancake Breakfast
- Penny Wars
- Cow Pooping
- Car Smash
- Sell Shirts at Sporting Events
- Gift Wrapping at Christmas
- Jail Bail
- Free Labor Auction
- Local Band Concert

COMMUNITY SERVICE

- Blood Drive
- Reading Day with Kids
- Bowling Tournament
- Billiards Tournament

Build Your Chapter...Provide Opportunities to Everyone!

It's not too late to build your chapter membership for this school year. As we step into the new year, chapters should be thinking about what they can do to increase membership for the spring semester. Chapters can still launch membership increasing events and campaigns to boost participation in Collegiate DECA. There are a lot of simple things you can do to build your chapter in the spring semester.

Many colleges around the state have spring involvement fairs where

organizations showcase what their club does and why people should join. Chapter officers or committed members can make classroom presentations to increase awareness and gain valuable members. Making flyers is a popular approach to build membership and can be very inexpensive using your campus's resource centers. These are just the very basic ways to help increase membership. Chapters are encouraged to think of new ideas for chapter recruitment. If you have

any ideas or want to get ideas how you can improve membership, the ND Collegiate DECA Facebook page is a great way to communicate with other chapters.

Chapters will be recognized for increased membership of 10%, 20%, or 30% at the State Conference in February. Chapters may submit additional members to the National DECA membership website until February 1.