



COLLEGIATE DECA™

NORTH DAKOTA ASSOCIATION

VOLUME 1, ISSUE 1

OCTOBER 5, 2011

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State President Welcomes Members

Welcome to Collegiate DECA! I hope you will find your experiences throughout the year to be rewarding. This will be my fourth year as a Collegiate DECA member and I am excited to serve as your State President! I am a Business & Marketing Education major at Minot State University, where I serve as the MSU Collegiate DECA chapter president and serve on the Beavers on Business Executive Council. I have an entrepreneurial background having founded Berg Properties, LLC—real estate investment and development—in 2008. In 2009, I began working at Thomas Family Funeral Home as a student intern which I completed this summer.

As a college student, it is important to develop a sound professional network in your community. One of the opportunities Collegiate DECA provides is the chance to meet and get acquainted with business professionals. I encourage each chapter to incorporate your local business community into chapter activities this year. It is also

important to set attainable goals and a strong Program of Work—think outside the box to increase the awareness of Collegiate DECA in your community, serve your community through creative service learning projects and enhance your chapter on your campus.

I hope to see you at the Fall Leadership Conference. Bring your creative ideas and get ready for the Entrepreneurship Challenge! My adopted chapters this year are Minot State, North Dakota State College of Science and Dakota College at Bottineau—I look forward to working with these chapters as well as the rest of you throughout the year. Make it your personal goal to attend the International Career Development Conference in Salt Lake City, UT this spring.

Aspire Higher,
Ben Berg

UPCOMING EVENTS AND DEADLINES

- **October 9-15, 2011**
DECA Week
- **October 11-12, 2011**
*N.D. Collegiate DECA
Fall Leadership
Conference, Fargo*
- **October 19, 2011**
*2011 Collegiate
Leadership
Academy, Registration
Deadline*
- **November 17-19, 2011**
*Collegiate Leadership
Academy, New York
City, N.Y.*
- **February 12-13, 2012**
*N.D. Collegiate DECA
State Conference, Fargo*
- **April 21-24, 2011**
*Collegiate DECA
International
Conference, Salt Lake
City, Utah*



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

Vice President Zach Jacobson Welcomes Members!

Hey DECA members! I'm Zach Jacobson, one of your 2011-2012 State Vice Presidents. I am currently a junior at the University of North Dakota working towards a double major in Marketing and Management. This is the third year I have been involved with Collegiate DECA. For the past three years, I've also held the position of Vice President of Communications for UND's Collegiate DECA chapter.

As one of your State Vice Presidents, I will be working with the State Officer Team to achieve several goals. I want to improve chapter communication statewide by means of this newsletter, the North Dakota

DECA Facebook page, and emails to my individual chapters (UND, Fargo Rasmussen College, and Devils Lake-Lake Region State). Another goal of mine is to gain new business partners this year by contacting new businesses and keeping in touch with current business partners statewide.

Through the effort of every chapter, We can make this the most successful year of Collegiate DECA yet. Although we have a very dedicated State Officer Team this year, we still need the help of each member and chapter in North Dakota. We have one of the best DECA programs in the nation and I want to continue to

grow that reputation.

Thank you for electing me as one of your State Officers! I look forward to meeting you and answering any questions you may have for me.



Vice President Krista Harju Welcomes Members!

Welcome Collegiate DECA members! I am excited to serve on the 2011-2012 N.D. Collegiate DECA State Officer Team! A senior at the University of Mary, I am pursuing a double major in Marketing and Mass Communications.

Collegiate DECA is an outstanding organization. Endless networking opportunities, professional business simulations, and unsurpassable leadership possibilities enable members to gain unrivaled experience in the business world. Since I was first introduced to the organization in 2001, I have undergone tremendous growth, both personally and professionally. The knowledge and experience I have gained is indispensable. Many of my successes can be attributed to my participation in Collegiate DECA.

Making a difference must be our goal. It is the essence of personal and professional growth. As a member of your 2011-2012 state officer team, I will be working with my fellow officers to make a difference in N.D. Collegiate DECA. Our ultimate goal is to improve communication and unify chapter members on a state level. This will be achieved through the implementation of a monthly newsletter, a new emphasis on chapter-to-chapter communication, and further utilization of the N.D. Collegiate DECA Facebook page. Through out the year, I will be serving as the editor of this newsletter and the voice of the N.D. Collegiate DECA Facebook page. I will also be working closely with the University of Mary and Rasmussen-Bismarck chapters. I am excited to hear your ideas and help your voice

es be heard!

Thank you for electing me to serve on your state officer team!



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

Collegiate DECA Collegiate Leadership Conference Planned!

The North Dakota Collegiate DECA Leadership Conference will be in Fargo at the Doublewood Inn and Convention Center, October 11-12, 2011. Registrations show this is the largest Collegiate Leadership Conference in North Dakota.

This year's conference will feature Brandon Lee White, an actor, speaker, performer and trainer. Coming from the state of Missouri, he

will share with DECA members his insight to organization, entrepreneurship and leadership.

The Entrepreneurship Challenge will allow all participants to be creative, enjoy competition, and presenting in a competitive environment. The Entrepreneurship Challenge is sponsored by SUNDOG INTER-

ACTIVE who will be providing most of the judges and the cash awards to the winners. Wednesday morning is a highlight for many members as the Executive Mentorship Program. DECA members will be able to visit with 18 business executives from across the state about their business, internships, and job opportunities as well as tips for college students.

And if that's not enough, West Acres Bowl is opening for DECA members on Tuesday night. Release some tension and bowl a game or two. See you there!

*October 11-12, 2011
Daoublewood Inn
Fargo, North Dakota*

Nominate A Friend for Member of the Month

N.D. Collegiate DECA is proud of the achievements of our members!

Each month, one Collegiate DECA member will be recognized on Facebook and within this newsletter as the Member of the Month. Each chapter is encouraged to nominate one member every month. Finalists will be selected by the state officer team. Nominees must be active in their local Collegiate DECA chapter

to qualify.

To nominate someone as Member of the Month, please contact one of your 2011-2012 state officers!

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Zach Jacobson, State Vice President

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Keenan Hauff, State Vice President

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