

WISCONSIN DECA CENTER NEWSLETTER

News & Updates for Wisconsin DECA Center Business Partners & Sponsors

This is a quarterly newsletter that is sent to all Wisconsin DECA Center Business Partners & Sponsors to communicate all of the great things happening in Wisconsin DECA.

Fall is always a busy time for Wisconsin DECA and our members! Our members have organized and participated in hundreds of community service events, start preparing for DECA competition, and attend conferences to approve their leadership skills.

All of this would not be possible without the support of our business partners and sponsors both at the local and state level. Thank you all for your commitment to our members and for helping Wisconsin DECA prepare our emerging leaders and entrepreneurs to become college and career ready in the fields of marketing, business management, finance, and hospitality.

If you have any questions on you can be more involved with Wisconsin DECA, please do not hesitate to contact me!

Sincerely,
Terri Mackey
WI DECA Executive Director



This past November Wisconsin DECA hosted our annual Emerging Leaders Conference (ELC) at the Kalahari Resort in the Wisconsin Dells. We are excited to report that this was our largest ELC to date with over 950 DECA members from 47 chapters in attendance! At this conference we focus on building our members leadership skills, promote teamwork, and networking with members from around the state. This year we added a Senior Institute Track for anyone who has attended ELC in the past and has been recognized as a leader at their local chapter. This high level, interactive workshop brought the Wisconsin DECA experience full circle. Lessons from Wisconsin DECA Events, the International Career Development conference, and individual chapter opportunities came together to create big picture lessons in leadership and life.

Wisconsin DECA works hard to make this workshop fun and interactive for our members to build excitement for the year. At the same time we provide valuable skills students need to succeed both in and after high school. Please take a moment to watch the ELC conference in review [video!](#)



TRICK OR CAN

One of Wisconsin DECA's community service initiatives is called Trick or Can. During the month of October, our members organize and facilitate Trick or Can events in their local community. During this event, DECA members go from door to door on Halloween and ask for non perishable food items instead of candy. These food items are then donated to the members local food pantry. This year 2,601 Wisconsin DECA members from 59 chapters collect **80,135 items and \$526 for food pantries across the State.**

[Click here](#) for a detailed list of chapters who participated in the event!

Thank you to all our members who participated in this great initiative!



Photo Credit: New London DECA

DISTRICT COMPETITIONS

As many of you know, the DECA Competitive Event Season is upon us! In January, Wisconsin DECA will hold six District Conferences and we need business professionals just like you to make these conference a success! Judging at a district conference is a great opportunity to help WI DECA members improve their communication skills, practice professionalism, and gain vocational understanding in the careers of marketing, hospitality and tourism, business management, finance, and entrepreneurship. Below are the dates, location, and registration link for each district.

JANUARY 5, 2018

District 2: Midstate Technical College, Wisconsin Rapids
<https://tinyurl.com/ybffommg>

JANUARY 6, 2018

District 1: UW Stout, Menomonie, WI
<https://tinyurl.com/y7hnm7l6>

District 2: Midstate Technical College, Wisconsin Rapids
<https://tinyurl.com/ybffommg>

District 3: Sun Prairie High School, Sun Prairie, WI
<http://tinyurl.com/D3WIDECA>

District 5: Kettle Moraine High School, Wales WI
www.tinyurl.com/judgesregistration18

District 6: Racine Case High School, Racine, WI
<https://tinyurl.com/2018DECA>

JANUARY 13, 2018

District 4: Bayport High School, Bayport, WI
<https://tinyurl.com/ydau7jwo>

Wisconsin DECA also needs over 250 judges for our State Career Development Conference. If you are interested in judging at this conference, please see the the next page for more information!

MEMBER IMPACT STORY



Hello, my name is Alyssa Peterson and I am a junior at DC Everest High School. This is my third year as an official DECA member. However, I have grown up in DECA. My mother is the DC Everest DECA advisor so I have been surrounded by DECA my whole life. As a little girl, I remember attending DCE DECA events and being inspired by the "big kids." I wanted to be a leader like they were. Being around DECA for so many years inspired me to join DECA as a freshman. At DC Everest, our freshman our in a separate building, the junior high school. Since freshman are in a different building, there wasn't a separate DECA chapter for freshman as there is now. However, I knew that freshmen were allowed to be DECA members, so I asked my mother if I could become a member. She said yes, and I became DC Everest's first and only freshman member that year. That year I was fortunate enough to earn an Honorable Mention at WI DECA State Career Development Conference. I didn't qualify to compete at International Career Development Conference (ICDC); however, I was lucky enough to attend the Thrive Leadership Academy. There, I learned new leadership skills that I've implemented into my daily life. Last year, I wrote a 30-page manual in the Learn and Earn event and I earned 5th place at ICDC in Anaheim, California. At the end of last year, I knew I wanted to get more involved in our chapter, so I applied and was selected to be a manager for Everest Expressions, our chapter's second School Based Enterprise (SBE). Along with the other managers, we work together on finding potential customers, creating designs, producing clothes, and overall managing our business. I also applied to serve on WI DECA's Leadership Council and am proud to say that I have been serving this year. DECA has helped me grow into the young emerging leader that I am today. DECA has challenged me in different ways that has helped me develop skills that I can use for the rest of my life. The hands-on experience of putting my marketing education into action is invaluable. Being a SBE manager, I have the opportunity to put my business skills into action. This has inspired me to pursue a degree in either marketing or business. I have DECA to thanks for that. I have been lucky to take advantage of the limitless opportunities DECA has provided me and I continue to look forward to more opportunities and challenges with DECA.

We Need YOU!



Grand Geneva Resort Lake Geneva,
WI March 5 & 6, 2018

Visit us online at www.wideca.org

YOUR DAY AS A JUDGE

Plan to arrive early so that you may have time to enjoy a continental breakfast before your event. It's also a good time to network with other professionals in the same event.

- Report to Judge Registration at Grand Geneva Resort
- Receive your event materials, name badge, judge's gift and special goodies from our sponsors
- A series director will greet you and ensure you are in the correct location
- The series director will prepare you for judging your event and answer any questions you may have
- You will then begin interaction with students
- Turn in all materials to the series director at the end of judging
- Provide a debriefing for all students in your event
- Join other judges for a **complimentary** networking lunch provided by WI DECA

What is DECA All About?

DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management. Effective marketing education gives young people the tools and aptitudes they need to live, learn and lead.

DECA strives to provide its members with opportunities to develop those skills through its competitive events program that comes to life with you as a judge. Being a judge allows you to see the skills our students demonstrate in a competitive situation.

We would like you to judge one or both days of the conference. Just click here to register to judge: <http://www.decaregistration.com/judges/wi/>

WI DECA is supported in part by the WI DECA Center whose goal is to provide every first place state champion a scholarship to attend and compete at the International Career Development Conference in Atlanta, GA. If you are interested in sponsoring a competitive event at SCDC, please contact:

Terri Mackey, WI DECA Center Executive Director
414.779.6145 or widecacenterdirector@gmail.com

ADVANTAGES TO THE BUSINESS COMMUNITY

- **Students** are aware of their obligations to their employer and company expectations
- **Provides** a source of trained, career-oriented, motivated, young people as potential employees
- **Creates** an entrepreneurial spirit and ability to achieve in a competitive environment