



Executive

Council

Communicator

A Publication of the High School Division of the  
New York Association of DECA

October 2015

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### Editorial Correspondence

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Articles welcome for publication

## Attention Chapter Presidents!

**Irene Kowalski, President**



It gives me great pleasure to welcome our new 2015 - 2016 Chapter Presidents into their first term! As I am sure many Presidents know, it is crucial to maintain connections with other

DECA members in order to expand your networking abilities at conferences at the regional, state, and international levels. Interpersonal connections between members encourages the spread of new ideas, tips for competition, and the sharing of leadership goals; three themes that DECA embodies. As the new 2015 – 2016 President, I would like to ensure that this connection is made. Advisors, please communicate to your Chapter President the importance of their role in the DECA community, and be sure to have him or her contact me at [irekowalski@bmchsd.org](mailto:irekowalski@bmchsd.org). I shall remain in contact with your chapter's president throughout the year, in order to inform them of DECA opportunities, and help them achieve their chapter's yearly leadership, membership, and competition-based goals. Be sure that your Chapter President uses their professional or school email, as the address from their response will be saved in a Chapter Presidents email database. Thank you so much for your outstanding participation and dedication to your school's DECA chapter; keep being [EPIC]!

*Irene Kowalski*



# DECA Idea Challenge

Nicole Nissan, Parliamentarian

New York DECA could not be more excited for Global Entrepreneurship week which will be held November 16-22 and the DECA Idea Challenge! The DECA Idea Challenge allows students to form teams, generate an innovative new use for a commonplace item, and pitch a business idea in a three- minute YouTube video presentation- all in eight days! The DECA Idea challenge is the perfect fast-paced, hands-on learning experience for all students. The experience not only promotes idea generation, but also allows students to utilize entrepreneurial thinking skills such as: challenging assumptions, creating value, defining and communicating results, forming and working in teams, and leveraging resources. The item to be used in the challenge will remain a mystery until revealed by DECA Inc. on November 12, 2015 at 12:01 AM EST. All student team submissions are due by 6:00 p.m. EST on November 19, 2015. DECA membership is not a requirement to participate in the competition, so be sure to extend the opportunity to other interested students as well! The three global winging teams will be announced on January 26, 2015 and will be recognized on both the DECA INC. and Global Entrepreneurship websites and will receive monetary awards. Participating in this competition is the perfect activity to do in all business classes and allows students to take their next step in their entrepreneurial journey!

## State Charity:

# St. Jude Children's Research Hospital

Shaan Legros, Treasurer



The New York DECA Executive Council is excited to raise money this year for St. Jude Children's Research Hospital! Please send all donations to Treasurer Shaan Legros –

**Shaan Legros**  
**Attn: Kristen Casto**  
**Orchard Park High School**  
**4040 Baker Road**  
**Orchard Park, NY 14127**

Here are some fundraising tips to ensure success:

- Have a local community event such as a run or walk
- Donate a percentage of your school-based enterprise's profits
- Organize a spaghetti dinner

Our goal this year is \$5,000! Have fun and good luck!



# “First-Timer” Friday

Riya Shah, Secretary

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This year, New York DECA’s Executive Team plans on initiating a new social media push to help first time members feel more engaged and comfortable with all the DECA has to offer. We will give helpful tips to newcomers who will be attending and competing at Regionals, the State Career Conference (SCC), and the International Career Development Conference (ICDC). Be sure to keep a lookout for new posts every single Friday! They will be posted on our various social media outlets including: Instagram, Facebook, and Twitter! Tips will include how to deal with the judge’s questions, what to do for an event, how to prepare for an event, how to dress for different events during conferences, what to pack, etc. Our main goal is to support all our members and make them feel prepared and exposed to all aspects of DECA. We hope that these tips will be able to help our newest members and reassure our returning members as well! In addition, a new New York DECA Facebook page has been created. We encourage all members to “like” the new page as it will be used often. Our newest addition to social media will be a New York DECA Instagram page that will be another outlet for members to interact with the Executive Board, so be sure to follow us once it is launched! Lastly, remember to follow the twitter page @NewYorkDECA and check in with our tweets. “First-Timer Friday” is just one more way that New York DECA plans to #beDECAepic this year!

## Share Your **DECA** Story!

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New York DECA wants to hear from YOUR chapter! Send us your articles and pictures and they will be published in our next issue of the ECC. Articles can cover fundraising strategies, chapter events, member recruitment strategies, and any other chapter activities. To submit articles and pictures please contact Elizabeth Vinton. Additionally, please send your chapter president’s email to Elizabeth Vinton ([vinton.elizabeth@gmail.com](mailto:vinton.elizabeth@gmail.com)) to receive our ECC and additional updates.



# DECA Display Contest

Elizabeth Vinton, Vice President

This year’s executive council is excited to introduce a new chapter contest! The contest will be focused on a DECA bulletin board or display. A bulletin board or display demonstrates to your school community what your chapter and DECA are all about.

Your chapter can showcase your member’s accomplishments, excite member’s about this year’s state theme and promote DECA events. For this reason, the Executive Council will recognize the chapters that have the best DECA display cases/bulletin boards. Chapters will be split into three groups: new chapters, chapters with less than 50 members and chapters with 50 members or greater. If a chapter qualifies for two categories, they must indicate only one category for consideration. A winner will be chosen from each group and recognized at the SCC. All entries must meet the guidelines listed below and will be graded based off the following rubric.

## GUIDELINES

- Posters or trifolds may not be used as the actual display or bulletin board, but can be attached or placed in the bulletin board/display
- Each chapter must submit 3 photos of their bulletin board or display to [peraltaabigail0@gmail.com](mailto:peraltaabigail0@gmail.com) by **January 8th**.

## RUBRIC

	<b>0 Points</b>	<b>1-10 Points</b>	<b>10-20 Points</b>
<b>Use of National Theme “Be Epic”</b>	Does not use theme	Uses theme occasionally	Uses theme throughout bulletin board
<b>Diversity (multiple students &amp; activities)</b>	Focuses on one student or activity	Focuses on 1-2 students or activities	Focuses on 3 or more students or activities
<b>Visual Appeal (organization, clarity)</b>	Disorganized, hard to understand	Mostly organized, some parts are hard to understand	Completely organized and understandable
<b>New York DECA Spirit</b>	Does not mention New York DECA	Mentions New York DECA	Conveys pride in New York DECA
<b>Creativity</b>	Plain, not unique	Stands out, unique	Shows great creativity

TOTAL POSSIBLE POINTS: 30

## Contact Your State Officers

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**Nicole Nissan**

**Parliamentarian**

Roslyn HS

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## Important Dates

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**October 20<sup>th</sup>**: Registration deadline for The Ultimate DECA Power Trip

**November 15<sup>th</sup>**: Deadline for final membership rosters

**November 19<sup>th</sup>**: DECA Idea Challenge entries due

**November 20<sup>th</sup>-22<sup>nd</sup>**: Ultimate DECA Power Trip in Austin, TX

**January 8<sup>th</sup>**: State Awards and fundraising due

State Officer Applications due

**January 31<sup>st</sup>**-SCC Registration Due-Electronic File

**March 9<sup>th</sup>-11<sup>th</sup>**: State Career Conference in Rochester, NY

**April 23<sup>rd</sup>-26<sup>th</sup>**: International Career Development Conference in Nashville, TN