



Nevada DECA, Inc. Board of Trustees Meeting

DATES: September 22, 2005 **PLACE:** Nevada Department of Education
9:05 – 10:54 a.m. Southern Nevada Office

The following Trustees, constituting all of the initial Trustees named by the Incorporator and a majority of authorized number of Trustees (thereby establishing a quorum) of the Board, participated in the meeting:

Board of Trustees Members

- Dr. Greg Richens, Nevada DECA State Chair, Business and Marketing Consultant, Nevada Department of Education
- Phyllis Dryden, Director of Career, Technical, and Adult Education, Nevada Department of Education
- Katherine Jacobi, Board Vice Chair, Director of Education, Nevada Hospitality Foundation
- Michelle Layton, Board Secretary Training and Communications Manager, Stratosphere
- Joshua Pepper, Nevada DECA State President
- Ryan Underwood, Executive Director/State Advisor, Nevada DECA, Inc.

Board of Trustees Not in Attendance

- Ed Brown, Nevada DECA, Inc. Board Chair, Economic Development Specialist, U.S. Small Business Administration

Guests

- Glenn Morris, Associate DECA State Advisor

CALL TO ORDER

The Nevada DECA, Inc. Board of Trustees meeting was called to order by Board of Trustees Chair Ed Brown at 9:05 am.

APPROVAL OF MINUTES

It was moved by Kathy Jacobi and seconded to approve the minutes of the May 10, 2005, 2005. The motion passed unanimously.



BOARD OF ADVISOR ANNOUNCEMENT

It was announced the Mr. Perry Annett was elected by a two vote margin to assume the Board of Advisors position for Nevada DECA for the 2005-06 school year. Mr. Annett is a long-time advisor of Eldorado High School and will bring wealth of experience and a strong voice for education.

REVIEW & APPROVAL OF THE NEVADA DECA 2005 990 FILING

The Board of Trustees reviewed the 990 financial information submitted to National DECA to be filed with the DECA, Inc. Group filing to the IRS. It was moved by Phyllis Dryden and seconded to approve the Nevada DECA 990 filing. Motion passed unanimously.

MOTION TO APPROVE BUDGET

The Board of Trustees reviewed the financial progress and reports from 2004-05 and the proposed budget for 2005-06. Greg Richens moved and it was seconded to approve 2005-06 budget.

CREATION OF NEVADA DECA RESERVE THROUGH INVESTMENT

State Chair Dr. Greg Richens and Executive Director Ryan Underwood presented several investment options for the Trustees to review. These options were being considered for the investment of \$10,000 previously approved by the Board.

Investment options from a Nevada-based bank in the form of a certificate deposit as well as more aggressive but safe options from UBS Paine Webber were presented.

Delia Gomez agreed to review the investment proposals and present her recommendation to the State Chair via email following the meeting. Michelle Layton commented that she liked mutual fund rather than CD because it was more long-term oriented. Fees and expenses were also an important consideration and the Board recommended that Staff investigate whether fees could be waived because of our nonprofit status.

The goal is to establish a fund and grow a foundation for the future of Nevada DECA to support reduced conference fees, increased member opportunities, and scholarships.

CALENDAR OF EVENTS

The 2005-06 calendar of events and activities was presented for review and approval.



Kathy Jacobi mentioned that Michael Gaughan and Paul Harten would be very interested in being speakers and getting more involved with DECA events.

The Board was very supportive of the progress made toward establishing a more exciting, robust, and opportunity-filled two day state conference as well as plans for an official Fall Leadership Conference.

STATE PRESIDENT REPORT

State President Josh Fisher presented highlights of the 2005-06 State Officer Program of Work including:

- ▼ The assignment of every DECA chapter to a state officer for communication, visits, and mentoring.
- ▼ Increasing the number of state officer candidates to 10 running for office
- ▼ Reactivation/Activating 6 new chapters especially in the Northern and Eastern areas of Nevada
- ▼ Promotion of the Membership campaign and National Programs
- ▼ Conducting training at the DECA Fall Leadership Conference, Picnic, and through Chapter Visits
- ▼ Targeting of businesses for sponsorships, scholarships, and donations. Last year there were zero partners, this year the officers are aiming for 6
- ▼ The production of a State Newsletter called "DECA ink" to be sent electronically and through print
- ▼ Concentrating on recruiting Professional Members to Nevada DECA (invited all Trustees to join)
- ▼ And the appointment of a Northern Region representative to the State Officer team to continue advancing growth efforts in this area.

EXECUTIVE DIRECTOR REPORT

Executive Director Ryan Underwood and Associate State Advisor Glenn Morris reported on the progress of state administration including:

- ▼ Representing Nevada at the annual State Advisor Management Conference in Dallas, Texas in August where learned that Nevada DECA was a national leader in the recruitment of new chapters in 2004-05; new competitive events being added to DECA; results of US Department of Education study on CTSOs; participation in the enhancement of the Alumni recruitment efforts; and highlights of ICDC 2006 in Dallas.
- ▼ Securing a Nevada DECA American Express Card guaranteed by Ryan Underwood for use in pre-approved situations.
- ▼ Regular updates and maintenance of the DECA website
- ▼ Nevada DECA's participation as one of the first states to take on the transition from paper to online membership registration
- ▼ Budget for 2005-06 completed along with 990 filing for 2004-05



- ▼ Completion of Chapter Visits in the Northern and Southern regions and the likelihood of a new chapter starting in Elko County.
- ▼ The Back to School Packet had been distributed on time via email and posting to the state website
- ▼ ICDC housing secured at the Hilton Anitole just outside of downtown Dallas
- ▼ Securing financial investment options for the Board to consider
- ▼ Hosting of Competition Preparation Day for Nevada DECA members in October
- ▼ Nevada being a pilot state along with Kentucky and Alabama for online competitive events testing starting at the District Conference for 2006 and possibly including both District and State for 2006
- ▼ Supporting a Competitive Events Night
- ▼ Participating in support of CCSD District Competition Day in February
- ▼ New partnerships with Safeway, Sears, & Piper Jaffray Partnership
- ▼ Business Cards and Letterhead to had been distributed to State Officers
- ▼ Secured SCDC location for 2006 and initial investigation on 2007 site
- ▼ That staff and officers had participated in the Western Region Officer Training Camp as organizers, trainers, and facilitators
- ▼ That DECA staff had conducted the second annual CTSO State Officer Training Retreat in Lake Tahoe
- ▼ New Staff Member – Jessie Evans former DECA Western Region VP had joined the state staff as a State Officer Coach and conference support manager.
- ▼ Establishment of a State Officer Mid Year meeting in December at the Stratosphere

STATE CHAIR REPORT

State Chair Dr. Greg Richens reported on highlights from the Nevada Department of Education and priorities that would affect Nevada DECA including:

- ▼ The successful increase in funding from \$18,200 to \$20,000 for each CTSO.
- ▼ That the Nevada Legislature through the leadership of Senator Rhodes was able to reinstate the \$100,000 for Career Technical Education.
- ▼ Advocacy efforts to add \$6 million for CTE fell slightly short of the necessary votes to approve Assembly Bill 580. However, there was a partial success of \$1 million granted. The real positive of these legislative efforts was the positive publicity and success of CTE students having lower drop out rates and higher proficiency scores as compared to regular high school population.
- ▼ Through various support efforts the Department has continued promotion of DECA chapters at RTI, Galena, Spanish Springs, Hug, and Elko High School.
- ▼ The positive comments of the terrific state officer team serving for 2005-06 and their assertive Program of Work.



EACH ONE REACH ONE – COMMUNITY RELIEF EFFORTS

Michelle Layton moved to allocate \$500 from state budget to support the Hurricane Katrina Relief Efforts. DECA has established the “Each One Reach One” Campaign asking each DECA chapter to reach out and support another in the damaged area. Michelle also pledged support from the Stratosphere funds to help add to the Nevada DECA contribution nationally. The Board was grateful for her commitment on this important cause.

BOARD MEMBER RECRUITMENT

The initiative of Board members to recruit other talented and dynamic leaders to join the Nevada DECA Board of Trustees was introduced. Initial ideas to recruit the following individuals were put forth:

- ▼ John Kupklicka Food and Beverage Director at the Silver Legacy. He is active on the National Restaurant Board and a Champion of Regional Technical Institute. Kathy will follow up to see if he is interested.
- ▼ Steve Linder from HSBC. He is on the Clark High School Advisory Board for the Academy of Finance. Michelle will invite at the Business Community Investment Council meeting.
- ▼ Jillian Silver with the University and is their marketing specialist. She is a member of American Marketing Association and does certification. She would be ideal.
- ▼ Staff agreed to contact National DECA to see if affiliates of National DECA working in the Nevada/Las Vegas area would be ideal candidates for the Board.

SPONSORSHIP

Targets for sponsorship outreach included:

- ▼ Community Connections from Stratosphere—Giveaways and door prizes
- ▼ JC Penney locally
- ▼ Nevada State Bank.
- ▼ Coca-Coca, Solo, Ben and Jerry’s, Ocean Spray have been contacted by Josh Pepper are very interested to get involved.



OTHER

Delia Gomez called out the importance of gaining private school participation in DECA as well. An initial list of schools that might be ideal for targeting included:

- ▼ Bishop Gorman
- ▼ Faith Lutheran
- ▼ Lake Mead Academy

The Department of Education agreed to provide any contact information they had for reaching out to these schools and to support this outreach effort.

ADJOURNMENT

The meeting was adjourned at 10:54 a.m.

Respectfully Submitted,

NEVADA DECA, Inc.

Michelle Layton, Board Secretary

9/22/05

Date