



**Nevada DECA, Inc.**  
**Board of Trustees Meeting**  
DRAFT AWAITING APPROVAL

**DATES:** March 7, 2007  
2:08 – 3:17 p.m.

**PLACE:** Nevada Department of Education  
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 in Attendance**

- Ed Brown, Nevada DECA, Inc. Board Chair, Economic Development Specialist, U.S. Small Business Administration
- Perry Annett, DECA Advisor at Eldorado High School & Board of Advisors Representative
- Tina Fulks, DECA Advisor at Sierra Vista High School & Board of Advisors Representative
- Melissa Scott, Nevada DECA State Chair, Business and Marketing Consultant, Nevada Department of Education
- Kade De Simone, Nevada DECA State President
- Ryan Underwood, Executive Director, Nevada DECA, Inc.
- Victor Paglio, Jr. Vice President, Nevada State Bank
- Delia Gomez, U.S. Small Business Administration
- David Gass, CEO, Business Consulting Services

**Board of Trustees Not in Attendance**

- Phyllis Dryden, Director of Career, Technical, and Adult Education, Nevada Department of Education
- Katherine Jacobi, Board Vice Chair, Director of Education, Nevada Hospitality Foundation

**CALL TO ORDER**

The Nevada DECA, Inc. Board of Trustees meeting was called to order by Board of Trustees State Chair Melissa Scott at 2:08 p.m.

**APPROVAL OF MINUTES**

It was moved by Tina Fulks and seconded to approve the minutes of the August 21, 2006 meeting. The motion passed unanimously.



## **BOARD OF ADVISOR REPRESENTATIVE TO THE BOARD OF TRUSTEES**

It was reported that the following Nevada DECA local chapter advisors had been nominated for serve as the Board of Advisors Representative for the 2007-08 year:

- Tina Fulks, Sierra Vista
- Perry Annett, Eldorado
- Don Shumaker, Spring Valley
- Tristan Hays, Liberty

The Board was very glad to see the interest in serving as a representative to the Board of Trustees and looks forward to the outcome of the election process.

### **Discussion**

The Board discussed the concept of Board of Advisor proxy voting for advisor representatives and whether or it was acceptable to allow advisors to cast votes if they were not attending the Board of Advisors Annual Meeting to cast their ballots.

While the Board is sensitive to the many commitments that advisors have and respectful of their time commitment, it was felt that it was best for the election process for all advisors to be present to hear the remarks of the nominees and cast ballots at the designated time.

The Board also discussed the importance of having a fellow local chapter advisor who is not a nominee for the Board of Advisors Representative to be on hand with the Board of Trustees and Nevada Department of Education to certify the ballot count.

The Board also discussed the recommendation of at least two advisors to amend the Nevada DECA, Inc. Bylaws to allow for more than one advisor representative to the Board of Trustees.

It was clarified from the Nevada DECA, Inc. Bylaws that each chapter receives one vote for the Board of Advisor Representative seat. This was clarified as it was thought that all local advisors had the ability to cast a ballot rather than one local advisor per chapter.

### **Decision**

It was moved by Tina Fulks and seconded to require all local advisor representatives to Nevada DECA, Inc. to attend the Board of Advisors Annual Meeting and to cast their secret ballot at the time of the voting process. The motion passed unanimously.



## **Direction**

The Board of Advisor Representative Nomination procedures will be adjusted for 2007-08 to clarify that advisors must attend the meeting in order to vote.

The decision on the concept of allowing more than one advisor to serve on the Board of Trustees was postponed until the next Board of Trustees meeting.

The concept of determining a quorum for the Board of Advisor attendance to vote on the Board of Advisors Representative seat was postponed until the next Board of Trustees meeting.

The State Chair will take action to ensure that a local chapter advisor is on hand for the counting of the ballots for all future Board of Advisor election proceedings.

## **BOARD OF TRUSTEES MEMBERSHIP**

It was clarified that Board of Trustee Representatives serve a one year term. It was also reported that due to time constraints Board Member Michelle Layton will not be able to continue in her capacity as a Trustee. She pledged to continue to stay involved and supportive of DECA and thanked the Board for the opportunity to serve and help with the new incorporation and direction of Nevada DECA.

Due to timing, it was moved by State President Kade De Simone and seconded to postpone the agenda items regarding recruitment of Board of Trustees members until the next meeting. The motion passed unanimously.

## **FINANCIAL REPORT**

### **Budget Review**

The revised budget for the 2006-07 fiscal year was presented. This budget presentation shows the allocation of funding from the Nevada Department of Education and funds derived from the members of Nevada DECA, Inc. This report has been made available for review via the Nevada DECA website.

The Board asked for clarification on how funding works for DECA. State Chair Melissa Scott reported that the Department of Education allocates funding for each organization to contract with various persons or companies to manage the day-to-day operations of the organizations. It was clarified that these funds are not disbursed to Nevada DECA and that the Department of Education contracts directly with these individuals or companies that manage Nevada's Career Technical Student Organizations (DECA, FBLA, SkillsUSA, etc.). The State Chair further clarified that the state reimburses each organization up to \$20,000 per year for expenses according to specific categories developed by the Department of Education. These funds are reported in the Nevada



DECA income statement as restricted. It was shared that Nevada DECA must first spend the money for these expenses and seek reimbursement from the NDE. That is the reason the state must keep a reserve of nearly \$20,000 on hand to fund operations.

The State Chair confirmed that it is the aim of the Department to see that all functions and events that CTSOs hold be self sustaining events. They should not be budgeted for excessive profit or loss.

The payment process for expenses was also shared again with the Board of Trustees so they understood the checks and balances in place for paying bills and expenses of the organization. It was shared that first a check request with original receipts is submitted to the Department of Education and entered into the online financial accounting program. These expenses first had to be approved by the Management Team's State Advisor, Executive Director, and Finance Director. The check request is then approved by the State Chair (NDE employee) who makes a copy of the check request and supporting documentation and records the transaction payment in a spreadsheet and the financial management program. The request is then presented to the Administrative Staff at the Department of Education in Carson City for review and second signature. The Administrative Staff then makes a copy of the check, mails the check, and then files documentation for future audit. It was reported that all CTSOs are on an audit process rotation conducted by the Nevada Department of Education internal audit every two years. The Department of Education is currently auditing the fiscal year 2004-05 and 2006-07 for DECA.

### **Financial Statement**

The Nevada DECA financial statement as of March 1, 2007 was reported. Total income to date is \$65,008.77. Total expenses to date total \$66,114.67. The organization is reporting a current loss of \$1,105.90. It was reported that more than \$7,000 in income for state conference was yet to be reported as income and that nearly \$10,000 in reimbursable expenses from the Department of Education also remained for collection.

The overall status of Nevada DECA, Inc. is strong with \$41,693.12 cash in bank and \$10,484.97 in a certificate of deposit. It was reported that the state had received \$484.97 in interest income from investment to date.

The Board inquired about the negative \$7,715.00 in accounts receivable and the negative \$80.00 in accounts payable. It was reported that the Nevada Department of Education protocol is deposit all funds received within 24 hours. In many cases funds are received, deposited, and entered into the financial management program before the corresponding invoice has been created to offset the deposit. The process of invoicing chapters is timed almost exactly with the receipt of funds so in many cases there is a delay in invoicing due to changes chapters make to their event registration process (substituting or canceling registrations, adding banquet tickets, etc.) The goal is to



present chapters with their most accurate invoice and financial standing and on occasion this amount is different than the funds deposited. In order to track overpayments or underpayments the invoice process is delayed, yet, a deposit is still required. The negative \$80 in accounts payable was due to a refund to a local chapter for overpayment that was in the process of being paid to the chapter.

## **Refund Policy**

### **Discussion**

It was noted that Nevada DECA currently has no reimbursement policy in place for local chapters who end up having a participant cancel for one reason or another. It was felt important to establish a policy in advance of a refund situation so that these situations can be fairly and consistently managed.

### **Decision**

It was moved by Perry Annett and seconded that the Nevada DECA, Inc. refund policy be to return to chapters any funds that can be recovered by the state. The motion passed unanimously.

### **Direction**

All future registration documents and information will include the new refund policy.

## **Late Registration Policy**

### **Discussion**

It was noted that Nevada DECA currently has no late fee penalty policy in place to encourage chapters to submit registration for events in an accurate and timely fashion. It was noted that the state had observed a significant increase in local chapters submitting changes, substitutions, and overall materials after the deadline.

The Board was fully supportive that chapters needed to set a good example and to assist the state with preparation for events by submitting complete and accurate registration materials on time. It was also noted that out of fairness to competitors and participants that everyone needs to adhere to the deadline.

The Management Team presented a concept of a \$5 or \$10 fee per change, addition or substitution. The Board clarified that the policy needed to be stronger in order to encourage chapters to comply. It was also clarified that the policy only applied to submitting registration materials not the actual payment of registration fees. This was clarified as the Board is sensitive to the business offices at local schools and that payment timelines by the school are often out of the control of chapter advisors. It was



also clarified that if a chapter paid their fees late that the Board already had a Chapter in Good Standing Policy in affect to manage this situation.

### **Decision**

It was moved by Perry Annett and seconded that Nevada DECA, Inc. impose a late registration policy fee of 10% of the total balance owed by a chapter for submitting registration materials after the deadline. The motion passed unanimously.

### **Direction**

All future registration materials will reflect the late registration penalty policy.

### **ICDC Travel Funding**

A significant amount of the Board meeting was dedicated to exploring different funding scenarios and methods the state could adopt to provide more financial resources and incentives to local chapters and members attending the International Career Development Conference.

Perry Annett again mentioned the \$100 stipends ICDC competitors used to receive toward their travel package. He inquired as to what had been done with those funds. Melissa Scott reported that the funds have been redirected to several purposes and explained the following ways those funds have been used. \$10,000 was invested last year in a CD that has so far produced over \$400 in interest income. The goal of this fund is to continue to build it from donations and any surpluses at the end of each year so that ICDC travel awards may become perpetual in nature regardless of state funding or business support which may vary from year to year. Melissa also reported that while state dues and conference fees have not gone up in over three years, expenses have continued to rise. The cost of medallions and plaques for SCDC have doubled. The SCDC conference location expenses have increased, especially the annual banquet, which the state subsidizes. The State is investing more than ever Competition Training for chapters by flying in experts to train chapters and in State Officer leadership development and related public relations activities like the NACTE and legislative day visits in Northern Nevada. Marketing costs were up for expenses like \$2,000 for NBC Apprentice finalist Troy McClane's appearance at SCDC, custom state logo design, business cards for officers, name badges for all advisors and state officers, and costs for website hosting. Administrative expenses like liability insurance, incorporation fees, and online testing fees all add up and are different from the years when \$100 was given to ICDC participants.

Ryan Underwood pointed out that the state has been trying to take limited resources and apply them to the best use to help chapters and members who really demonstrated need. It was noted that there are some members who qualify for ICDC who have easy access to resources to pay for ICDC for whom a \$100 award would not mean much. On the other hand there are other deserving students who still couldn't afford ICDC



even with a \$100 in assistance from the state. The idea is to try to provide through need based scholarships the ability to get limited funds to those who need it most. Ryan further noted that the state had decided to provide up to \$1,000 in incentives for competitors who placed at nationals to provide incentives for members to study and practice and not look at ICDC as a cool vacation away from parents with excused absence from school.

Victor Paglio cautioned the Board to be careful about the manner that needs-based scholarships and awards were presented so that the state was not in a position of appearing as discriminatory toward any particular socio-economic group. It was pointed out by Victor that an ideal incentive program would be to provide awards for students who place first at District Competition and First at State to receive a full or partial registration to ICDC.

It was pointed out that both the North Las Vegas Chamber of Commerce and the Hispanic Chamber of Commerce have been supportive of DECA in the past and ideal targets for raising funds to support ICDC travel. North Las Vegas Chamber used to provide \$1,000 awards for all Written Events while the Hispanic Chamber of Commerce has a former DECA state officer working there who might be able to help.

It was pointed out that despite the increases in membership and conference attendance that participation in scholarships, recognition programs, and membership campaign have been flat or extremely low. Despite marketing and promotion through conferences, training, newsletters, and emails that no students last year applied for the Nevada DECA \$1,000 scholarship or met the minimum requirement of applicants for the BCS \$5,000 member scholarship. These items were noted because it is difficult to assess the true need of chapters and students when funds and free opportunities for students are not accessed by members. It was recommended that any type of funding for ICDC or WRLC be tied also to incentives to get students more actively engaged in programs other than competition.

Conversation turned toward effective methods for fund development. David Gass pointed out that it might make sense for the state to invest funds in a professional fund raiser to raise major dollars for the state. Victor and Perry pointed out the effectiveness students have in identifying donors and making an initial contact with the state following up on relationships to close the sale. The idea of training and providing better tools for chapters to use in their own fundraising efforts would also be helpful.

The example of Washington DECA was highlighted as far as recruitment of major corporate partners and building a corporate board who would work to raise funds for DECA. It was noted that the Washington DECA model provided for a full time executive director plus additional full time support staff whereas Nevada DECA is only able to provide funding in what amounts to be a quarter time salary. To take on the Washington DECA model would require a major donation of time by advisors and others



volunteers to help manage the state while management resources were directed toward this effort.

While no final decision or strategy was reached at the meeting, the Trustees agreed to make funding a strategic priority in the coming year and will devote time at the next meeting to formulating strategies to provide additional resources to chapters.

## **GOVERNANCE**

### **Nevada DECA Constitution**

It was noted that the Nevada DECA Constitution that governs the student organization (not the corporate bylaws) currently contained no amendment procedure. The only way for the Constitution to be amended is by Board of Trustees action not action by the state officers or local chapter voting delegates.

The Management Team recommended a policy similar to other DECA State Associations where the proposed amendment is first submitted to the state for review and approval. Then the State Officer Team may officially propose the amendment at a regularly scheduled state officer meeting. The final decision on the amendment could not be activated until a second meeting where state officers would vote on the amendment introduced. The goal of this process is to provide elected student leaders with the opportunity to practice the democratic process and governance of their division while maintaining a mechanism for state review and counsel as well as time to weigh the decision.

The issue was postponed for action until the next Board of Trustees meeting.

### **Nevada DECA Organizational Chart**

The organizational chart was distributed again for review by the Board of Trustees. The Board inquired about the nature of the contractual relationship between the National DECA, Nevada Department of Education, Board of Trustees, and Board of Advisors.

The State Chair reported that National DECA as the parent organization issues charters for State Associations. It was shared that these charters by National DECA strategy are granted to the Department of Education. The Department of Education then has the power to determine the best organizational and operational structure to govern the organization.

The State Chair reported that the Nevada Department of Education exercises its charter powers by allocating funding to directly pay person(s) or companies to contract for day-to-day management of the organization. The contract management reports directly to the Department of Education via the State Chair.



The Board of Trustees serves as the volunteer advisory group who creates policy and procedure, reviews and approves the annual budget and financial statement, raises funds, and helps to determine strategy and action plans consistent with the goals of DECA and Nevada Department of Education priorities. It was clarified that the Board of Trustees does not hire the Management Team, but, that the Department expects the Management Team to treat the Trustees as priority customers and advisors regarding implementation of management decisions and processes that affect the success of the DECA program. It was further noted that the Board of Trustees did have the power to raise additional funds and to contract with additional person(s) or companies in order to add resources and support for Board priorities or strategies.

The Bylaws of Nevada DECA, Inc. provide for a Board of Advisors composed of one local chapter advisor representative per chapter. This Board serves as a perpetual committee of the Board of Trustees and has the ability of electing one of its own local chapter advisors to serve as a Trustee. It was shared that the Board of Advisors responsibility was to advise the Department, Management Team, and Trustees on program enhancements related to DECA services, opportunities, and procedures. It was shared that the Board of Trustees is specifically not composed of a majority of advisors. The purpose of this strategy is to protect advisors from the responsibility and liability that Trustees have as decision makers of the corporation. It was also shared that educators form one important group of constituents of Nevada DECA and that the Bylaws provided for representation from other important stakeholder groups like business people, administrators, students, etc.

It was shared that the Nevada DECA, Inc. Bylaws and Constitution provide for a volunteer group of student leaders known as the State Officer Team. These officers are selected annually through application and election process to serve in specific service positions as outlined in the Constitution. The state officers are elected by local chapter voting delegates from each chapter in good standing. The Nevada DECA Bylaws provide for one member of the State Officer Team to serve on the Nevada DECA Board of Trustees.

## **STATE PRESIDENT REPORT**

Nevada DECA State President Kade De Simone presented a written report on behalf of the Nevada DECA State Officer Team 2006-07. It was reported that the State Officer Team had worked very hard this year to support, communicate, and lead local chapters and were proud of their contributions to Nevada DECA as well as sad to see their term of service come to an end at the State Career Development Conference. Kade reported the following activities, actions, and results of the State Officers:



## Conferences

ICDC: Dallas Texas, April 30-May 2: Officers attended DECA LEADS State Officer Training, conducted the two state meetings, delivered notes to the entire state delegation, and attended the national State Officer Breakfast.

Winner's Dinner: Las Vegas, May 23. Officers served as hosts, wrote and delivered scripts, and prepared the door prizes for this first ever event!

Fall Leadership Conference: Elko, October 8-9. State President Kade De Simone and Northern Representative Anthony Crew, delivered workshops, wrote scripts, and helped with conference preparations for this event.

Leadership Extravaganza: Las Vegas, October 11. All the Las Vegas area officers delivered workshops, wrote scripts, and helped with conference preparations for this event. Attendance was dramatically up from last year.

Competitive Events Day: Las Vegas, October 21<sup>st</sup>. Officers prepared scripts, provided publicity, organized refreshments and assisted in role play coaching for this event with a record breaking number of attendees.

State Picnic: Las Vegas, November 4<sup>th</sup>. Officers planned the menu and food assignments, organized games, provided publicity, and conducted the State Picnic with a record breaking number of attendees.

Western Region Leadership Conference: Albuquerque, November 16-18. Officers hosted the State Meeting and served as ambassadors to other States at the State Officer Breakfast and gave a three minute speech on progress in Nevada DECA as well as a one page report.

Entrepreneurship Week USA: Las Vegas and Reno, February 24-March 3. Vegas officers assisted at the CTSO booth and with registration for the UNLV hosted kickoff event. Anthony Crew, Northern Representative attended the Entrepreneurship Expo held in Reno. Officers also worked to provide publicity for this important event, and recruit entrepreneur speakers for SCDC. State Reporter Joshua Mac Fawn conducted an interview with David Gass of BCS that assisted in the submission of David to the National DECA Entrepreneurship Gallery.

CTSO Legislative Day: Carson City, February 21-22. Officers Kade De Simone, Joshua Mac Fawn, Courtney Mejer, and Anthony Crew visited the Nevada Legislature serving as ambassadors for DECA and promoting the importance of our organization and Career Technical Education.



State Career Development Conference: Las Vegas, March 8<sup>th</sup>. Officers wrote scripts, recruited workshop presenters, recruited judges, recruited exhibitors, and helped in the general preparation and hosting of this event.

### **Officer Operations**

Every 5<sup>th</sup> of the month each officer turned in a report of their progress for the past month. This report has helped us to keep track of our progress and goals. We also submitted a monthly report to National DECA to inform them of our accomplishments every month.

The State Officers attended three full team meetings throughout the year.

April Orientation Meeting: Held in Las Vegas, focused on officer orientation public speaking training, ICDC preparation, goal setting for the year ahead, and team building.

CTSO Summit: Held at Lake Tahoe, officers received essential leadership and etiquette training, accomplished tasks for our program of work, networked extensively with other CTSO's and were able to address the NACTE Conference.

January State Planning Meeting: These meetings helped us to get to know one another, plan for future events and record goals.

### **Chapter Outreach**

The 2006-2007 State Officer Team has visited 11 chapters this year, several of these chapters have received visits multiple times. (Boulder City, El Dorado, Rancho, Clark, Liberty, Foothill, Coronado, Spanish Springs, Shadow Ridge, Elko, Valley, and Canyon Springs)

We have created 5 State Newsletters this year with the help of the State Officers and the newly formed Newsletter Committee. The Newsletter Committee was composed of members from local chapters who helped to write articles and assist in the editing process. The overall quality and content of the Newsletter has also improved. Highlights of this years' newsletter included spotlights on advisors, business supporters, and chapters.

A monthly email update was sent to Advisors by each officer. Officers also used email to contact chapters to offer assistance. Between all the officers combined, over 150 emails have been sent to chapters during the 2006-2007 term.

Each officer attempted to reach out to their assigned chapters via phone several times during the year. *Officers are open to suggestions by the Board of Trustees on this point, as many Officers left phone message but were unable to reach an Advisor directly.*



## **Community Service**

Nevada held a State-wide book drive. Officers organized this event during DECA Week and we were able to collect over 2,200 books for Clark County Reads. Four of the Nevada DECA State Officers attended Legislative day in Carson City. Officers sought to inform important Nevada Legislatures of the value of Career and Technical Education and Organizations.

Eldorado High School hosted an MDA walk and state officer participated to support this super local chapter effort. Students walked to support Andy Dale, a DECA member and patient of Muscular Dystrophy.

MDA Labor Day Telethon: State President Kade De Simone attended the MDA Telethon as a volunteer and met with National DECA President Curtis Haley to discuss strategies for achieving success in Nevada DECA.

## **Other Points of Interest**

Nevada DECA has added/reactivated 4 new chapters this year. This year State Membership increased by 23% with a current membership of 1487.

Scholarship Applications: Officers have focused on having a dramatic increase in the number of Scholarship Applications submitted. There are approximately 28 applications submitted this year a 300% increase from 2006.

Officers have focused on giving back to our key supporters this year. Our key partner, Business Credit Services, has been given thank you letters and recognition on our State website and in our State Newsletter as well as recognition on the National DECA Entrepreneurship Gallery for all of their effort and support. Letters of thanks have also been sent to our sponsors: Safeway, Target, and Finish Line

Nine candidates have submitted application for State Officer for the 2007-2008 term. This is an increase of 3 candidates or 50% from 2006.

## **State Officer Recommendations**

The team would like to see the State Conference be moved back to a two day conference like the rest of the State Organizations.

We also recommend that the State continues to host the Fall Leadership Extravaganza and adds a chapter officer training track and consider incorporating the competitive events training into this event.



Due to the importance of networking and the essential training that is offered, we hope the state will continue the tradition of sending State Officers to CTSO Summit.

### **STATE CHAIR REPORT**

Nevada DECA State Chair Melissa Scott reported that Nevada CTSO Legislative Day was a great success and that the DECA State Officers did a fantastic and professional job of representing Nevada DECA. It was noted that the legislature is currently considering AB 151 which is legislating that could provide up to \$10 million to school districts for CTE/CTSO funding.

The State Chair reported that advisors had presented questions regarding the management and operations of Nevada DECA. The State Chair called a teleconference with to discuss these items with the Management Team and then invited all Nevada DECA advisors to a meeting to share the answers to questions and provide the opportunity to voice any other concerns.

Key questions that were posed and addressed include:

#### **Q: Where do membership dues go?**

A: State dues represent 5% of the total budgeted income for Nevada DECA each year totaling a projected \$10,800. These dues are primarily concentrated on chapter services and benefits like funding the \$1,000 state scholarship, \$1,000 for competitive events, \$2,000 for ICDC winner's awards, state officer training and meetings, DECA picnic, Fall Leadership Conference, and chapter grants. Student dues are not used to pay administrative fees or the management contract.

It was noted that the state recognized several economic factors that have impacted local chapters including the national dues increase, the CCSD Purchasing Department decision not to reimburse chapters \$10 per member for dues, and costs of DECA events in general. The state is sensitive to these escalating costs and is looking at options and strategies for helping local chapters overcome these financial burdens.

#### **Q: Why did the State send a staff member to the DECA Picnic and why did they stay for two nights for a one day event?**

A: The State Chair had a scheduling conflict and was not able to attend the picnic and felt it was important that the state management team attend to support the state officers and local advisors. The state used its funding from its grant to pay for this travel. The management team member who attended the event was based out of Reno and flew down to Las Vegas for the event. The information about staying overnight is false. The staff member flew in and out the same day and that no additional fees were incurred for lodging expenses. DECA was not charged any additional management fees for attending this event even though it is beyond the scope of the contract with NDE.



**Q: Why did the State Management Team make decisions regarding CCSD District without advisor approval?**

A: As has been the practice of Nevada DECA since its inception over 30 years ago, the state contracts with person(s) or companies to manage the day-to-day operations of the state. The State Management Team is hired by the Department of Education and reports directly to the Department of Education (reference the organizational chart). While the Department and Management Team continually seek input, guidance, and dialogue with advisors on decisions, a vote will not be taken on every decision that needs to be made. We have the state, local advisors, and chapter's best interests at heart and seek to make decisions that bring benefit and fairness to advisors and students throughout the state. The goal is for the state to cover as much of the administration and operations as possible so chapters can concentrate on building strong local organizations and provide time, support, and service to students.

The Department has asked the Management Team to support the CCSD District event by providing registration and financial management support. This is done complimentary by the State Team as it is not in their contract to provide this service.

To clarify specifically on the addition of Quiz Bowl Teams: Emails were sent to those chapters who normally compete in this event for their input as participation in the event was low for District. All responses were positive and in support of allowing a chapter to register a second Quiz Bowl Team. The decision was made to encourage more students to participate in a great event.

To clarify specifically on late registration for District: There was one chapter that was late in submitting their registration for District. In addition to this, more than 200 changes were submitted from 21 other local chapters for this event. It was felt that if the event didn't allow the one chapter to register late, how could we possibly allow for 21 chapters to also process changes to registration which in affect is registering late as well. The decision was to allow the chapter to register late and to process all changes for the other schools because at the end of the day it was the fairest decision for students. Students should not be penalized because their chapter's ability to get accurate and timely registration processed. This decision was also made in order to try and provide efficient onsite registration for the District event coordinators on the day of competition. If the state didn't process these changes prior to the conference, then the local coordinators would have surely had to deal with all these changes onsite which could have delayed competition and resulted in a negative experience for students and judges.

No one but the District Competition Committee had access to the original registration spreadsheets so there was no unfair competition of changing events once everyone could see which event was the best to compete in based on participation. Further, the



glitch in the registration database and printouts on the day of the event was due to the local system used and not in the information provided by the State.

**Q: Why don't we meet more often?**

A: The State values the dialogue and insights from advisors and welcomes all feedback whether in the form of an advisor meeting or communication from email, phone call, or personal visit. The State has demonstrated on countless occasions the willingness to hear ideas, concerns, and answer questions of advisors and students in a complete and timely fashion—even if the information being sought has been previously discussed, emailed, distributed, or made available via the state website.

The state currently meets at the CCSD August/September meeting, at the Fall Leadership Extravaganza, at the NACTE summer conference, at ICDC and WRLC, and at the State Career Development Conference. It is important to keep in mind that DECA is a statewide organization and that advisor meetings are not just for advisors located in CCSD. Advisors who wish to meet locally or need local District support need to coordinate meetings through their District liaison. It is also important to keep in mind that meetings should be for a purpose. The State is currently investigating ways to provide additional Professional Development, Technical Support, and Advisor Meetings and is looking into ways that these meetings can also count as inservice hours. The state is also looking into electronic meeting methods to help improve the quality and access to meetings without requiring advisors to take additional time off to drive across Las Vegas for meetings or be excluded altogether because their chapter is not located in Southern Nevada.

**EXECUTIVE DIRECTOR REPORT**

Executive Director Ryan Underwood delivered the DECA Management Team report and noted the following:

**Membership**

Total Membership grew to 1487 which is a 23% increase over last year and the third consecutive year of increase. Four new chapters were started or reactivated this year.

**Fall Conference**

Attendance for the Fall Leadership Conference in Elko and the Fall Leadership Extravaganza in Las Vegas was over 275 which is significant increase over the 75 who attended last year. The state is very pleased with the response for this second annual event.



### **CCSD District Competition**

The Management Team recognized the tireless efforts of the local chapter advisors and CCSD personnel who organized the CCSD District Competition. Participation in this event was 600 students which is an increase from 517 last year. All funds for CCSD District remain in restricted status and will not be used to fund other state activities.

### **SCDC 2007**

Attendance for the State Career Development Conference 2007 is 415 students which is slight increase over the 391 who attended last year. It was noted that the state complied with the wishes of the CCSD District Competition Committee and excluded several chapters and individual members who wished to attend SCDC but either were not able to attend District or did not qualify. While complying with the CCSD Competition Committee decision, it is again strongly urged that this practice be amended and that the goal of District be clarified and a more elegant, fair, and pro-growth method of determining participation for SCDC be determined for future years. The Management Team hopes to address these concerns with the Board of Advisors and Board of Trustees at a future meeting.

The State is also pleased to report that judge participation for SCDC is high with more than 90 judges from the business community joining us for state. The Management Team has been working particularly hard with National DECA Partners like Target, Safeway, TJ Maxx, etc. to assist with judges and that more than 30 of our judges come from state development of the national partnerships.

Nevada DECA will also debut a new competition management system which will incorporate the National DECA scoring methodology of using a mathematical formula to incorporate the standard deviation of judges scoring. The goal is to provide a more fair competition experience for competitors who get an easier judge or a more difficult judge. All advisors were sent an email notification in advance of SCDC of this new calculation process.

### **ICDC 2007**

The Management Team invested more than 30 hours researching flight options to determine an affordable state package for ICDC. All major airlines departing from Las Vegas to Orlando were contacted including a charter service used by UNLV to transport sports teams and alumni. The best rates for group airfare were coming in between \$600 and \$800 for transportation. This experience has been consistent with other states traveling cross country for national conference. The original package price was quoted in excess of \$1000 per student participant.

Advisors considered several options and weighed the consequences of a variety of models including local chapters building their travel packages or working with some kind of modified model of some chapters going on the state package and others going



their own way. The State clarified that the decision for ICDC travel was on an all or none basis. Either chapters traveled together or they booked their own, but no hybrid model would be considered. The reason for this is that if the State offers a package, it must fulfill its block or a full airfare ticket penalty is applied by the airline. If chapters were allowed to choose their own plan (drive, train, or other air transportation) the state would either not be able to fulfill its block or be in a situation of not having enough seats reserved and having to secure additional seats at a potentially higher cost. Because the ICDC travel package is designed to be a break-even registration package, there simply is no ability to incur fees and penalties should chapters decide at the last minute to do their own package. It was also further clarified that if the chapters decided not to travel with the state package, the state credit card could not be used to secure airline travel for local chapters.

The Management Team submitted the concept of either the state travel package or local travel package option to chapters for their vote electronically. The chapters decided by majority to go with the state package.

A few advisors inquired about ways to reduce the cost of the state travel package by eliminating spirit items or changing the state polo shirt to a t-shirt instead. One chapter in particular said that the students did not like polos and never wore them. The cost savings of switching from a polo to a t-shirt is about \$10. The recommendation was posed to advisors to vote. The result was a 12 to 7 vote in favor of keeping the polo shirt. Advisors replied that some schools have a dress code and that the polo shirt is used by their chapter to comply with this code. Other chapters felt it more professional to have a nice embroidered shirt that can be worn to other DECA activities during the year to promote DECA rather than a t-shirt.

The State is sensitive to the prices chapters have to pay to attend ICDC and will bring up these concerns to National DECA at the annual State Advisor Meeting. It should be noted that ICDC locations are chosen years in advance (currently through 2011) and it is very difficult to know in advance where airline prices or other restrictions may be so far out.

It should also be noted that Nevada DECA fees paid for activities like state conference are among the lowest in the nation and that comparably, our chapters are in a better position to absorb ICDC costs compared to other DECA chapters. The Management Team has conducted research into the costs Nevada's sister states pay for events like the SCDC and is prepared to report on this should the Board of Advisors or Trustees want to conduct a comparison study.

It should also be noted that Nevada DECA includes no additional management fee, travel agency fee, etc. for coordinating the ICDC package even though coordinating this package is beyond the scope of the NDE agreement and had been the practice in the past. This is done as a service to chapters to keep expenses as low as possible and



ensure as many students as possible have a great ICDC experience and return home to Nevada to help grow the organization.

We are also grateful to the support of our business partners who have helped step in to assist chapters with travel scholarships to ICDC and WRLC. The State will work with the Board of Trustees to identify revenue development strategies and chapter tools to assist with the burden of ICDC travel.

### **Fall Leadership Conference 2007**

The Management Team is already underway booking facilities and making plans for the fall training opportunities for 2007. By request of advisors and state officers we are investigating a longer one day conference to provide chapter officer training, competitive event training, and professional development for advisors. This event will be operated with Nevada FBLA and we're investigating inviting Nevada FCCLA to join with us.

### **Western Region Leadership Conference 2009**

The Western Region Board of Directors has selected Nevada to host the 2009 WRLC. While the Region initially wanted to host the conference in Las Vegas, the conference search firm used by DECA was unable to find a suitable location that was affordable for participants or willing to host a youth group with little gaming or food and beverage revenue. The new Grand Sierra Resort proposed an exceptional package and is very excited about the opportunity to host DECA WRLC and has been selected. TRI Leadership Resources (the Management Team hired by Nevada Department of Education) has been invited to submit a proposal to manage the event. We are excited about the opportunity and potential this brings to Nevada DECA to realize additional revenue opportunities, expand business relationships, and grow the Northern Nevada market.

### **Corporate Partner Outreach**

While the concentration of the NDE contract with the Management Team concentrates on direct chapter services and operations, Nevada DECA continues to seek new business partnership opportunities to benefit the state. The following lists the successful outreach efforts to create more corporate partners for DECA:

- We are thankful for Business Credit Services returning as a state financial partner for their second year and greatly appreciate the donation of scholarship and travel funds to support local chapters. BCS has committed \$5,000 for a student scholarship and \$8,000 to fund 20 \$400 travel awards to ICDC. The Management Team and State Officers assisted National DECA in honoring David Gass in their National Entrepreneur Hall of Fame recognition.
- Safeway has been a tremendous partner of National DECA and is donating \$1,700 to be awarded to the winners of the Nevada DECA Food Marketing Event at SCDC.

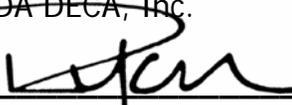


- Wells Fargo has joined as a new partner starting off their support of DECA with a \$100 exhibit booth for SCDC.
- Otis Spunkmeyer continues to be a tremendous long time partner of DECA and purchased three exhibit booths for SCDC totaling \$300.
- TJ Maxx has joined as a new partner starting off their support of DECA with a \$100 contribution for an exhibit booth at SCDC.
- Nevada DECA waived the exhibit booth fee for Target as they provided more than 20 judges to evaluate student competition at SCDC.
- Color Creek donated \$50 for the opportunity to distribute brochures.
- Long time DECA partner Finish Line is looking to expand their partnership with DECA in Nevada and is considering a sponsorship, but, had not committed to an amount as of the Board of Trustees meeting.
- The National Association of Mortgage Brokers (NAMB) has renewed their scholarship campaign with DECA. As part of the campaign, the Nevada DECA will receive one scholarship for Nevada DECA members totaling \$500. Applications are being distributed at SCDC. In addition, all of Nevada's applicants will be eligible for one of three \$5,000 scholarships awarded at the ICDC.
- Nevada DECA is pleased to continue the longstanding relationship with Johnson and Wales University who is donating \$100 for an exhibit booth at SCDC and again funding partial scholarships to their university to SCDC winners.
- Nevada DECA was one of the few states in the nation to actively engage the new DECA partnership with Entrepreneurship Week. Nevada DECA is recognized as an official state partner and participated in meetings and conference calls to help plan events like the Entrepreneurship Expo. The goal of this outreach is to increase DECA's visibility in the entrepreneurship community and build relationships for future support.

The meeting adjourned at 3:17 p.m.

Respectfully Submitted,

NEVADA DECA, Inc.

  
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Ryan Underwood, Acting Board Secretary

3/8/07  
Date