



Nevada DECA, Inc. Board of Trustees Meeting

DATES: May 10, 2005
8:35-11:11 am

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

- Ed Brown, Nevada DECA, Inc. Board Chair, Economic Development Specialist, U.S. Small Business Administration,
- 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, Director of Education, Nevada Hospitality Foundation
- Ryan Underwood, Executive Director/State Advisor, Nevada DECA, Inc.

Board of Trustees Not in Attendance

- Brock Taylor, Farmers Insurance
- Alzenia Walls, Board of Advisors Representative, Western High School
- Michelle Layton, Training and Communications Manager, Stratosphere

Board of Advisors Members in Attendance

- None Present

Guests

- Brycen Woodley, Nevada DECA Associate State Advisor
- Melissa Scott, Clark County School District

CALL TO ORDER

The Nevada DECA, Inc. Board of Trustees meeting was called to order by Board of Trustees Chair Ed Brown at 8:35 am.

APPROVAL OF MINUTES

It was moved by Kathy Jacobi and seconded to approve the minutes of the February 16, 2005. The motion passed unanimously.



APPOINTMENT OF STATE OFFICER TRUSTEE

Discussion

Staff recommended the appointment of State President Josh Pepper as the state officer representative on the Board of Trustees. The recommendation was based on his position as State President, experience as a returning officer, and his local chapter advisor support.

Decision

It was moved by Ryan Underwood and seconded to appoint Josh Pepper as the state officer representative on the board for the 2005-06 term. The motion passed unanimously.

Direction

The official records of Nevada DECA, Inc. will be updated by Staff. Josh will also be added to Trustee mailing list and invited to represent all of the Nevada DECA members at future meetings during his term of service.

ELECTION OF BOARD OF TRUSTEE MEMBERS

Discussion

The Board of Trustees reviewed the term of service of members. The conclusion was that since this initial group of volunteers had joined during the year of formation, that the existing members of the Trustees would continue for one more year and renew their terms for one more year before seeking a different volunteer opportunity.

The Board of Trustees expressed their appreciation for outgoing State Officer Trustee Eric Radich who completed his term as of the annual State Conference.

The Board of Trustees also discussed the renewal of the Board Trustee position to Brock Taylor. Trustee Guest Melissa Scott reported that Mr. Taylor had indeed accepted a position with the school district and would serve in an advisor capacity for 2005-06 and beyond. The Trustees did not extend Mr. Taylor's term based on his new eligibility to be nominated as a local chapter advisor and elected by the Board of Advisers.

It was noted that the perpetual positions of Nevada DECA State Chair, Nevada Department of Education Director of Career, Technical, and Adult Education, and Nevada DECA Executive Director would remain unchanged in the personnel assignments.



Decision

Phyllis Dryden moved and it was seconded to appoint Ed Brown for a second term on the Board of Trustees. The motion passed with one abstention by Ed Brown.

Phyllis Dryden moved and it was seconded to appoint Delia Gomez for a second term on the Board of Trustees. The motion passed with one abstention by Delia Gomez.

Phyllis Dryden moved and it was seconded to appoint Kathryn Jacobi for a second term on the Board of Trustees. The motion passed with one abstention by Kathryn Jacobi.

Phyllis Dryden moved and it was seconded to appoint Michelle Layton for a second term on the Board of Trustees. The motion passed unanimously.

Direction

Staff will update a new Board of Trustees contact information sheet for 2005-06 and update official records.

ELECTION OF BOARD OF TRUSTEE OFFICERS

Discussion

The Board of Trustees discussed the decision regarding selecting new officers for the Board. After a lengthy discussion it was determined that since it was the initial year of incorporation of Nevada DECA that all Board Officers were preferred to maintain their current positions.

Decision

Dr. Greg Richens moved and it was seconded to approve Ed Brown as Board Chair for the 2005-06 fiscal year. The motion passed with one abstention from Ed Brown.

Dr. Greg Richens moved and it was seconded to approve Kathryn Jacobi as Board Vice Chair for the 2005-06 fiscal year. The motion passed with one abstention from Ed Brown.

Dr. Greg Richens moved and it was seconded to approve Michelle Layton as Board Secretary for the 2005-06 fiscal year. The motion passed with one abstention from Ed Brown.

TREASURER'S REPORT

Discussion

As of May 10, 2005 Nevada DECA reported total revenue of \$147,567.27 with total expenses of \$137,852.12 for a total net income of \$9,328.43. The Board was pleased to see net profit-to-date \$6,000 higher than projected at the beginning of the year.



The Board had several questions, comments, and recommendations for the Staff to integrate into the 2005-06 plans for Nevada DECA:

- Scholarships: The Board inquired about the expense item "Scholarship – Other" in the amount of \$488.90. This amount was confirmed as an expense to honor a scholarship commitment to a DECA member from the previous school year. Since no documentation was transferred about this specific scholarship, it was determined that Nevada DECA would honor it by paying the books and fees of the alumnus up to \$500. This method allowed DECA to create the documentation to substantiate the disbursement.
- Scholarships: The Board inquired about other scholarships Nevada DECA intended to award. It was reported that state scholarship awards should be based upon evaluation of the National Harry Applegate Scholarship applications from Nevada. Although promoted, no scholarship applications were submitted from local DECA chapters. The Board recommended stronger promotion of all DECA scholarships in 2005-06 and to gain more visibility for winners with parents and administrators.
- Public Relations: The Board reviewed the Public Relations allocation and inquired about items intended for this budget item since it was currently reported at zero. Items such as legislative visits, name badges for advisors, website development, etc. were recommended to be included under this budget category. The Board recommendation is to more fully develop future budget expenditures to allocate to this category.
- New Chapter Grants: It was reported that the \$250 chapter grant check to Durango High School was not cashed several months after being sent. The Board recommended adding further qualifications to the chapter starter grant so that DECA's investment in local chapter success is more fully realized.
- Incentive Awards for 2005-06: The Board talked at length about ways to utilize DECA funds to incentivize local chapter achievement in the future (the Board clarified that these awards would not be retroactive). The goal is to more fully incentivize the partnership of students and educators to excel in DECA programs. The Board asked Staff to develop guidelines in the following manner:

Student Incentive—Award \$100 to each competitor who achieves finals in DECA national competition. Award \$500 for any competitor who makes the top 10 in national competition. Award a total \$1,000 to first place finishers. Award a total of \$750 for second or third place to national competitors. It was clarified that any team competitors placing in national competition would share the amount outlined.



Chapter Incentive—Award up \$100 to \$250 to the local chapter to be used toward the following expenses: MarkEd conferences or resources; Marketing Education Association conferences; ACTE conferences; or contribution toward the next years ICDC.

Decision

It was moved by Kathryn Jacobi and seconded to approve the financial statements as presented on 5/10/05. The motion passed unanimously.

It was moved by Dr. Greg Richens and seconded to create a student and educator financial incentive awards for national competitors who achieve top honors and allocate budget to finance these awards. The motion passed unanimously.

Direction

Staff will actively work to promote all DECA scholarships via the state website, regular communication, and state DECA conferences. Staff was also directed to work with Melissa Scott to get DECA scholarship information into Career Centers in the Clark County School District.

Staff will develop a Merit-based Awards Program to award national competitors and their chapters who place in finals or higher and also integrate these incentives into the 2005-06 budget.

Staff will determine Chapter Starter Grant criteria for future new chapters that include securing chapter goals for the year and making the financial award as soon as a chapter participates in a state sponsored event.

Dr. Richens will allow the Chapter Starter Grant check to Durango High School to expire.

Staff will work with Dr. Richens to transfer \$10,000 into a interest yielding savings account at a sound and safe financial institution. It was recommended to start the investment research at www.ING.com.

Staff will develop the 2005-06 state budget and submit it for Board vote via online meeting by the end of August 2005.

STATE CHAIR REPORT

Discussion

Dr. Richens reported that Federal Perkins funding was looking optimistic in Congress. It was are reported that reauthorization of this important federal funding for Career



Technical Education had passed both the House and Senate and was now in Committee to fine tune the details. It was also reported that several Republican legislators broke rank and came out to support Perkins funding.

Dr. Richens reported the concern from the National FBLA Board of Directors that National DECA intended to offer new competitive events in educational areas traditionally outlined in the Business Education arena. Dr. Richens reported that he would continue to monitor these developments and provide information and recommendation to the Board of Trustees for future recommendations related to these concerns. Dr. Richens reinforced the Department of Education perspective that DECA is marketing.

Dr. Richens reported that the Nevada Association for Career Technical Education annual conference was scheduled for July at the Cal-Neva Resort in Lake Tahoe and invited everyone to participate.

Dr. Richens reported that curriculum guides for Hospitality and Tourism and Marketing Education were currently in development. These are suggested resources for educators to use when teaching their courses.

Dr. Richens expressed the appreciation of the Department of Education for the work accomplished by DECA's management team TRI Leadership Resources. The Board concurred and recommended a contract extension for 2005-06.

Decision

It was moved by Kathryn Jacobi and seconded to grant the Nevada Department of Education a vote of confidence in negotiating a contract renewal with TRI Leadership Resources, LLC for the 2005-06 fiscal year. The motion passed with unanimous confidence. Ryan Underwood abstained from this motion.

EXECUTIVE DIRECTOR REPORT

Executive Directory Ryan Underwood and Associate State Advisor Brycen Woodley reported on the year-to-date activities of Nevada DECA. They expressed their appreciation of the Board of Trustees, Board of Advisors, State Officers, Local Chapters, and especially the Nevada Department of Education and Clark County School District for their support, encouragement, ideas, and assistance. It was especially noted that Melissa Scott with the support of Kathleen Frosini's office had been a model of active support to local DECA chapters and were to be congratulated for making DECA and CTSOs a District-wide priority for students and educators.

It was reported that with the combined support of all of these groups that Nevada DECA was showing steady increases in activity and achievement. With each new month



and new challenge the productivity of the state was getting more efficient and effective at serving the needs of students. Specifically:

- The District Competition was a great learning experience for all involved. Evaluations showed that from the student perspective it was a smooth event and that from the advisor perspective much was to be learned and applied to the state event. It was clarified that the District event was a pro bono event managed by the Staff and beyond the scope of the 2004-05 contract. It was further clarified that the District Competition is a Clark County School District event and that future events would need to be hosted by the District with the support and authorization of the State.
- The State Career Development Conference was a success with an increase in participation over past years, new leadership training, and a modified format that made general sessions and activities more exciting. It was recommended that future state events be longer in duration to provide more competition and leadership development opportunities as well as time to better manage the event.
- The International Career Development Conference in Anaheim was also reported as a big success for DECA and Nevada especially. It was another record setting event that provided great opportunities for DECA members. It was reported from the DECA National Office that there were some growing pains experienced at this ICDC that created housing issues that had to be ironed out. It was reported that advisors seemed pleased with the amount of communication and regular correspondence from the State Office in regard to transportation, logistics, and competitive event preparation.
- The Nevada DECA final membership total as reported by nationals is 1,025. It was also reported that nationals has completed their online membership pilot during the 2004-05 year and will launch a full version for all DECA local chapters in 2005-06.
- It was reported that the new DECA State Officer Team had already met and that the team was coming together well and had set ambitious goals for their term of service. It was reported that State Officers would participate in the CTSO State Officer Summit in Lake Tahoe in July and the Western Region Officer Training Camp (WROTC) held in Portland, Oregon in August. It was also reported that one state officer position remained open and that several terrific candidates had inquired about the open position. The appointment of this position will take place in June.
- It was reported that Nevada DECA's financial standing had improved over the previous year and that this progress was a sign of a healthy and vibrant membership as well as prudent fiscal management.



Staff reported on key strategies and recommendations for 2005-06. The following success strategies were identified for the new fiscal year:

1. Competitive Event Success
2. Increases Public Relations
3. Consistent Communication
4. Student Leadership Development

It was noted that strategies 1-3 were a continuation of key priorities established by the Board of Trustees and Board of Advisors. The addition of Student Leadership Development was based upon feedback from advisors, members, and Trustees and is seen as a key to improving success in the first three areas.

Three areas of concern were voiced by Staff regarding definitions and direction in on the following items:

- Method of determining Chapter in Good Standing
- Method of determining State Conference Qualification
- Method of determining Nevada DECA support for District Competition Conferences

Staff requested the Board of Trustees to clarify policy in regard to these items so that better communication, management, and planning could be made to support Nevada DECA.

Decisions

Fall Leadership Conference

It was moved by Kathryn Jacobi and seconded to authorize Staff to investigate offering a Fall Leadership Conference in 2005 in cooperation with other Nevada CTSOs. The motion passed unanimously.

Definition of Chapter In Good Standing

It was moved by Delia Gomez and seconded to approve the following definition of "Local DECA Chapter In Good Standing" to be Local Chapters who:

- Submit membership dues by the established deadline;
- Maintain orderly chapter financial activities and maintain a zero balance with the State and National Association immediately following events;
- Make appropriate expenditure of chapter fund from all sources who are willing to submit to District and State audit;
- Recruit a minimum of 10 members and have selected Chapter Officers;
- Participate in at least one DECA program according to established guidelines and rules;



- Maintain a current DECA Code of Professional Conduct signed by any volunteer associated with a local chapter including advisors, chaperones, parents, alumni and each year.

This motion passed unanimously.

State Conference Qualification

It was moved by Delia Gomez and seconded that all active DECA members from chapters in good standing are eligible for participation in the annual State Career Development Conference. The motion passed unanimously.

This policy was clarified that local chapters are able to restrict or limit participation in District, State, Regional, and National programs and conferences based on their own chapter specific guidelines.

District Conference Policy

The Board recommended that School Districts are allowed to organize a DECA District Conference for the benefit of preparing students for competition with the authorization and support of Nevada DECA if the following conditions are met:

- The date, location, proposed agenda, and names of key organizers for the District event is determined at least 90 days from the date of the event;
- The organizers must submit a budget and registration fee for approval by the State prior to releasing registration materials;
- All registration processed through the State Office with registration checks made payable to Nevada DECA, Inc.;
- A clear mechanism for providing for the security of competition tests and scenarios
- Organizers must assume all financial cash flow and present an organized statement of original receipts and requests for payment or reimbursement;
- The official theme of the event must be the same as the state and/or national theme adopted by Nevada DECA;
- The promotion of the event must be clearly identified by the School District sponsoring the DECA District Conference with a notation that the event is sponsored in part by Nevada DECA;
- State officers must be invited to participate and play a role in facilitating the event;
- The DECA District event is not a qualification by the District or group of chapters for students to attend the SCDC

District Conference Policy

If these conditions are met, Nevada DECA, Inc. will provide state support for registration, event planning, competition tests, scoring machines, scantrons, and official DECA logos.



ADJOURNMENT

The meeting was adjourned at 11:11 am.

Respectfully Submitted,

NEVADA DECA, Inc.

Delia Gomez, Board Secretary

May 10, 2005

Date