

## 2009 - 2010 DECA Fact Sheet

### Marketing Education

The marketing education program in Ohio is a career-technical program of instruction offered through Ohio's public schools to (1) teach marketing, (2) improve the techniques of marketing and customer service, and (3) impart an understanding of the social, civic, and economic responsibilities of those engaged in marketing in America's free, competitive society. Marketing education provides training for students interested in a career in marketing occupations. Marketing students study the functions of marketing which include distribution, financing, marketing-information management, promotion, product/service management, pricing, and selling. They also study economics, management, and business concepts.

Ohio offered approximately 182 marketing education programs in 2008 - 2009.

### DECA: An Association of Marketing Students

DECA is the co-curricular component of marketing education that provides a program of student activities related to marketing and marketing education. Membership in DECA is open to all students who are enrolled in a state approved, career-technical marketing education program, including business and management pathway students. DECA provides opportunities for students to develop skills in the areas of vocational understanding, leadership development, civic consciousness, and social intelligence.

### The Board of Trustees of Ohio DECA, Inc.

The Board of Trustees consists of one advisor from each of the 16 Ohio DECA districts. The Board of Trustees representative is elected by each district according to policies and procedures established by the local advisors within the district. The representative is elected to serve a two-year term with eight new members elected annually. Even-numbered districts elect representatives in even-numbered years and odd-numbered districts elect a representative in odd-numbered years. A board of trustees member must be an advisor of an active chapter and must have taught a minimum of two years. An advisor must have local administration approval to hold a Board of Trustees position.

### Ohio DECA Executive Council

Ohio DECA Executive Council is made up of ten state officers and the 16 Board of Trustees members of the Ohio Association of DECA. All members of the Executive Council have equal voting privileges. The Executive Council serves as an advisory council for all Ohio DECA activities. The Assistant Director and State Supervisors for Ohio Business, Marketing and Information Technology serve the Executive Council in an ex-officio/non-voting capacity. The council's chairperson is Mr. Joe DeAngelo from Badin High School.

DECA Facts	Ohio DECA	National DECA
<b>Advisor</b>	Mr. Jim Price	Dr. Ed Davis, is the Executive Director of National DECA
<b>Address</b>	Ohio Department of Education Career-Technical Education 25 South Front Street, Mail Stop 604 Columbus, OH 43215-4183	National DECA 1908 Association Drive Reston, VA 20191
<b>Phone</b>	614-466-3891	703-860-5000
<b>Official Colors</b>	Blue and Gold	Blue and Gold
<b>Official Student Publication</b>		Dimensions
<b>Official Websites</b>	<a href="http://www.ohiodeca.org">www.ohiodeca.org</a>	<a href="http://www.deca.org">www.deca.org</a>

<b>DECA Facts</b>	<b>Ohio DECA</b>	<b>National DECA</b>
<b>Tagline</b>	Developing Future Leaders in Marketing, Management and Entrepreneurship.	Developing Future Leaders in Marketing, Management and Entrepreneurship.
<b>Theme</b>	“Live, Learn, Lead”	“Live, Learn, Lead”
<b>Annual Dues</b>	\$6.00	\$8.00
<b>2008 - 2009 Membership</b>	4,700 student members in 157 chapters, which are in one of 16 districts.	180,000 National members for the high school division
<b>2009 Regional Breakdown</b>	There are five regions and 16 districts in Ohio DECA  District 1 - 3 Northwest Region District 4 - 7 Southwest Region District 8 - 10 Northeast Region District 11 - 13 Southeast Region District 14 - 16 Central Region	There are four regions of National DECA  North Atlantic Region Southern Region Central Region* Western Region  <i>*Ohio is in the Central Region</i>
<b>DECA Week</b>	October 11-17, 2009	October 11-17, 2009
<b>Conferences</b>	Ohio DECA Fall Leadership Conference November 3, 2009 - Columbus, Ohio  Ohio DECA Career Development Conference March 19-20, 2010 - Columbus, Ohio	International DECA Career Development Conference April 24-27, 2010 in Louisville, Kentucky
<b>Officer Team</b>	<p align="center"><b><u>2008 – 2009 Ohio DECA State Officers</u></b></p> <p><b>President</b> Dennis Johnson Gahanna-Lincoln High School</p> <p><b>Secretary/Treasurer</b> Adrienne Spuzzillo Milford High School</p> <p><b>Northeast Region Vice-President</b> Mohammed Ismail Maple Heights High School</p> <p><b>Northwest Region Vice-President</b> Laura Thomaswick Whitmer High School</p> <p><b>Central Region Vice-President</b> Sid Sharma Olentangy High School</p> <p><b>Southeast Region Vice-President</b> William Ziklo Licking Heights High School</p> <p><b>Southwest Region Vice-President</b> Sean Arnold Anderson High School</p>	<p align="center"><b><u>2008 – 2009 National DECA Officers</u></b></p> <p><b>President</b> Ryan Dyck Colorado</p> <p><b>Central Region Vice President</b> Nick Gerken Minnesota</p> <p><b>Western Region Vice President</b> John Stiles Montana</p> <p><b>North Atlantic Vice President</b> Julie Laven Connecticut</p> <p><b>Southern Region Vice President</b> Tori DeLeonardo Florida</p>

DECA Facts	Ohio DECA	National DECA
<b>Officer Team</b> <i>Continued</i>	<b>Parliamentarian</b> Kathleen McDougle Carey High School  <b>Female Public Relations Representative</b> Cece Arredondo Carey High School  <b>Male Public Relations Representative</b> Andrew Kitzmiller Milford High School	
<b>DECA, Inc.</b>	Ohio DECA, Inc. is the legal identity for the organization comprising all Ohio DECA chapter advisors.	National DECA, Inc., chartered Nationally in 1946, is the legal identity for the elected board of trustees that administers the DECA youth program.
<b>Staff</b>	<b>Superintendent of Public Instruction, Ohio Department of Education</b> Deborah S. Delisle  <b>Director, Career-Technical Education</b> Dr. Kathy Shibley  <b>Associate Director of Pathways Programs and Services, Career-Technical Education</b> Rick Mangini  <b>Assistant Director, Career-Technical Education, Business, Marketing and Information Technology</b> Vacant at time of publication  <b>State Consultants, Business and Marketing</b> Dee Sturgill - Marketing Education Ruth Ann Falconer - Business Education	<b>High School Director</b> Shirlee Kyle  <b>Delta Epsilon Chi Director</b> Jeff Collins  <b>DECA Images Director</b> Julie Kandik  <b>Marketing Director</b> Cindy Allen  <b>Corporate Development Director</b> John Fistolera  <b>Professional Development Director</b> Dr. Dawn Jones