



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 2010 - 2011.

DECA

DECA is the co-curricular component of marketing education that provides a program of student activities related to marketing and marketing education. DECA prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management. The activities enhance their preparation for college and careers by providing co-curricular programs that integrate into classroom instruction, applying learning in the context of business, connecting to business and the community and promoting competition. The student members leverage their DECA experience to become academically prepared, community oriented, professional responsible, experienced leaders. 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.

New to Ohio DECA effective 2011 – 2012

This year Ohio DECA is experiencing a few changes to our organization. First, there has been a change in the district alignments for Ohio DECA chapters. We have now gone to 13 districts for Ohio DECA from our previous 16 districts. Also, with this new district realignment, we have since eliminated regions (northwest, northeast, central, southwest and southeast). Finally, we have gone from a 10 state officers team to a seven (7) state officers team which will be comprised of a President, Secretary/Treasurer, Executive Vice President of Community Outreach, Executive Vice President of Marketing, Executive Vice President of Leadership Development, one (1) Public Relations Representative and Parliamentarian.

The Board of Trustees of Ohio DECA, Inc.

The Board of Trustees consists of one advisor from each of the 13 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 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 seven state officers and the 13 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 and Marketing serve the Executive Council in an ex-officio/non-voting capacity. The council's chairperson is Mr. Brent Pfeiffer from Kent Roosevelt High School.

DECA Facts	Ohio DECA	National DECA
Advisor	Mr. Jim Price	Dr. Ed Davis, is the Executive Director of National DECA
Address	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
Phone	614-466-3891	703-860-5000
Official Colors	Blue	Blue
Official Student Publication		Dimensions
Official Websites	www.ohiodeca.org	www.deca.org
Mission Statement	DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management.	DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management.
Theme	“Aspire Higher”	“Aspire Higher”
Annual Dues	\$6.00	\$8.00
2010 - 2011 Membership	4,807 student members in 144 chapters, which were in one of 16 districts.	185,000 National members for the high school division
2011 Regional Breakdown	Due to the Ohio DECA district realignment, Ohio DECA does not have regions among the 13 districts anymore. This is new to the 2011 – 2012 school year.	There are four regions of National DECA Central Region* North Atlantic Region Southern Region Western Region <i>*Ohio is in the Central Region</i>
DECA Week	October 9 – 15, 2011	October 9 – 15, 2011
Conferences	Ohio DECA Fall Leadership Conference November 10, 2011 - Columbus, Ohio Ohio DECA Career Development Conference March 16 – 17, 2012 - Columbus, Ohio	International DECA Career Development Conference April 28 – May 1, 2012 – Salt Lake City, Utah
Officer Team	<p><u>2010 – 2011 Ohio DECA State Officers</u></p> <p>President Michael Fisher Lima Senior High School</p> <p>Secretary/Treasurer Jake Scott Penta-Oak Harbor High School</p> <p>Northeast Region Vice-President Caila Heritage Kent Roosevelt High School</p> <p>Northwest Region Vice-President Amanda Frick Penta-Perrysburg High School</p>	<p><u>2011 – 2012 National DECA Officers</u></p> <p>President Claire Coker Tennessee</p> <p>Central Region Vice President Micah Melling Missouri</p> <p>North Atlantic Vice President Jennifer Harrington Delaware</p> <p>Southern Region Vice President Kendra Wrightson Florida</p>

DECA Facts	Ohio DECA	National DECA
Officer Team <i>Continued</i>	<p>Central Region Vice-President Kyle Beverly Gahanna-Lincoln High School</p> <p>Southeast Region Vice-President Sara Goff Licking Heights High School</p> <p>Southwest Region Vice-President Madeline Lehrner Kettering Fairmont High School</p> <p>Parliamentarian Chandler Swanson St. Marys Memorial High School</p> <p>Female Public Relations Representative Jennifer Sewell Defiance High School</p> <p>Male Public Relations Representative Drew Small Defiance High School</p>	<p>Western Region Vice President Johnny Martin Arizona</p>
DECA, Inc.	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.
Staff	<p>Superintendent of Public Instruction, Ohio Department of Education Stan Hefner</p> <p>Director, Career-Technical Education Vacant at time of publication</p> <p>Associate Director of Pathways Programs and Services, Career-Technical Education Vacant at time of publication</p> <p>Assistant Director, Career-Technical Education, Business, Marketing and Information Technology Vacant at time of publication</p> <p>State Consultant, Business and Marketing Dee Sturgill - Marketing Education & Business Education</p>	<p>High School Assistant Executive Director Shirlee Kyle</p> <p>Delta Epsilon Chi Assistant Executive Director Jeff Collins</p> <p>DECA Images Director Julie Kandik</p> <p>Marketing Director Cindy Allen</p> <p>Corporate Development Director John Fistolera</p> <p>Professional Development Director of Education Michelle Walker</p>