

KENTUCKY DECA

AUGUST 2023

WWW.KY-DECA.ORG



DECA NOW

- This Year's National DECA Theme is **Experience the Difference!** How can DECA make a difference in your life?
- Kentucky DECA is excited to announce that we will be staying in **Great Wolf Lodge** for ICDC 2024!
- Get ready to experience **DECA through the DECA-DES** at this year's SCDC! Help us take a stroll through history by sending pictures! Details on the next page!
- **Fall Workshops** are just around the corner! Start preping for your events now! Check the next page for dates and locations.
- Want to schedule a **chapter visit** from our amazing State Leadership Team? Contact Mrs. Lisa Oakes today!
- Tune into our national **OneCalls** to learn more about DECA! Details on the next page!

MEET YOUR STATE OFFICER TEAM

- Back row, Left to right: Riley Thompson, VP Public Relations (Trigg County); Lania Hite, VP Membership (Trigg County); Front row, Left to right: Ellie Swift, VP Communications (Graves County); Ana Muse, President (Pulaski County); Stella Bower, VP Finance (Jessamine CTC)
- Read more about your 2023-2024 State officer team at www.ky-deca.org.

DECA ICDC 2024

This year's DECA ICDC will be held in Anaheim, California on April 27-30! Kentucky DECA is excited to announce that we will be staying in Great Wolf Lodge...across the street from Disneyland! Get ready to Experience the Difference with DECA! Check out the helpful hints to start preparing for your event today!



DATES TO REMEMBER



CALENDAR OF EVENTS 2023-2024

JULY	OCTOBER	DECEMBER	FEBRUARY (BY MONTH)	MARCH
1 NEW DECA MEMBERSHIP YEAR BEGINS deca.org/register	18 THE ULTIMATE DECA POWER TRIP REGISTRATION DUE deca.org/powertrip	1 DECA CHAPTER CAMPAIGNS + MEMBERSHIP CAMPAIGN DUE deca.org/campaign	1 DECA EMERGING LEADER HONOR AWARD APPLICATIONS OPEN deca.org/emerging	1 ADVOCACY CAMPAIGN DUE deca.org/advocacy
7-9 DECA EMERGING LEADER SUMMIT deca.org/emerging	17-27 VIRTUAL BUSINESS CHALLENGE ROUND 1 deca.org/virtual	HONORARY LIFE MEMBERSHIP + OUTSTANDING SERVICE AWARD APPLICATION PACKETS DUE deca.org/honorary	NAAL AUCTION MARKETING CAMPAIGN CHALLENGE CHALLENGE ENTRIES DUE deca.org/naal	EXECUTIVE OFFICER CANDIDATE APPLICATIONS DUE deca.org/officers
12-13 ADVISON PROFESSIONAL LEARNING VIRTUAL CONFERENCE deca.org/advison	1 HONORARY LIFE MEMBERSHIP + OUTSTANDING SERVICE AWARD NOMINATIONS DUE deca.org/honorary	5 SPORTS + ENTERTAINMENT MARKETING CONFERENCE REGISTRATION DUE deca.org/sports	1-March 1 STUDENT SOCIAL MEDIA SHIRTDESIGN CHALLENGE ENTRIES DUE deca.org/social	4-22 PIPER SANDLER TAKING STOCK WITH TEENS SPRING SURVEY deca.org/piper
4-22 PIPER SANDLER TAKING STOCK WITH TEENS FALL SURVEY deca.org/piper	3 BUSINESS DECA AT THE BELL CHALLENGE ENTRIES DUE deca.org/bell	8 STOCK MARKET GAME ENDS deca.org/game	6 NFC SOCIAL IMPACT LEADER OF TOMORROW CHALLENGE REGISTRATION DUE deca.org/nfc	22 KDC REGISTRATION + HOTEL BOOKING DEADLINE DUE FROM CHARTERED ASSOCIATION deca.org/kdc
11 STOCK MARKET GAME BEGINS deca.org/game	13-19 GLOBAL ENTREPRENEURSHIP WEEK deca.org/global	11 SCHOOL-BASED ENTERPRISE CERTIFICATION DUE deca.org/school	15 KDC COMPETITORS' FINAL MEMBERSHIP ELIGIBILITY deca.org/kdc	27 KDC QUALIFYING WRITTEN ENTRY SUBMISSIONS OPEN deca.org/kdc
15 DISTRICT-LEVEL INSTRUCTIONAL AREAS ANNOUNCED deca.org/district	15 INITIAL MEMBERSHIP DUES DEADLINE deca.org/register	12 STUDENT SCHOLARSHIP APPLICATIONS DUE deca.org/scholarship	16 HDA DEBILITY IS DIVERSITY CHALLENGE ENTRIES DUE deca.org/hda	29 KDC BLAZER ORDER DEADLINE deca.org/kdc
30 ACTIVATE YOUR CHAPTER INCENTIVE DEADLINE deca.org/register	21 ETHICAL LEADERSHIP CHALLENGE ENTRIES DUE deca.org/ethical	17-19 THE ULTIMATE DECA POWER TRIP deca.org/powertrip	10 KDC QUALIFYING WRITTEN ENTRY SUBMISSIONS DUE deca.org/kdc	31 EMERGING LEADER HONOR AWARD NOMINATIONS DUE deca.org/emerging
2-6 SCHOOL-BASED ENTERPRISE WEEK deca.org/school	29-December 2 ACTE CAREERTECH VISIT deca.org/acte	16-26 VIRTUAL BUSINESS CHALLENGE ROUND 2 deca.org/virtual	27-30 DECA INTERNATIONAL CAREER DEVELOPMENT CONFERENCE deca.org/international	
13-16 DECA AMPED + MBA RESEARCH CONCLAVE deca.org/amped		31-February 4 SPORTS + ENTERTAINMENT MARKETING CONFERENCE deca.org/sports		

Visit [deca.org/calendar](#) for the most up-to-date calendar of events.

Workshops!

- October 18, 2023 – Region 1 Fall Workshop @ MSU, Murray
- October 25, 2023 – Region 2/3 Fall Workshop @ WKU, Bowling Green
- November 1, 2023 – Region 4/5 Fall Workshop @ EKU, Richmond

CONFERENCES!

- November 17-19, 2023 - The Ultimate DECA Power Trip @ Austin, TX
- January 24, 2024 – Region 1 Conference @ MSU, Murray
- January 26, 2024 – Region 2/3 Conference @ WKU, Bowling Green
- January 31 - February 4, 2024 - Sports + Entertainment Marketing Conference, Orlando
- February 1, 2024 - Region 4 Conference @ EKU, Richmond (tentative)
- February 2, 2024 – Region 5 Conference @ EKU, Richmond
- March 3-5, 2024 – Kentucky DECA SCDC @ Hyatt Regency Downtown, Louisville
- April 27-30, 2024 – DECA ICDC @ Anaheim, CA

DECA DEADLINES

- December 15, 2023 - Regional Registration Deadline for TDM, Written, PSE events
- January 10, 2024 - Regional Registration Deadline for KY Only Tests, Principles, PFL, and Individual Series events
- January 10, 2024 - Regional Project Upload Deadline
- January 10, 2024 - Regional Deadline for Substitutions or Changes
- January 16, 2024 - 2024-2025 Regional Officer Applications due
- February 4, 2024 - State Officer Applications due

IMPORTANT ANNOUNCEMENT!

Kentucky State DECA is excited to announce this years theme: DECA through the DECA-DES! But...we need your help! We are calling on DECA members across the state to send in photos, memorabilia, or videos from old to new! Who has the oldest photo out there? Submit yours to Mrs. Lisa Oakes as soon as possible!

#ONEDECA CALL

Want to learn more about DECA and unite with our national community? Join our monthly OneCalls. Link and dates are found at www.deca.org/calendar.

- Tuesday, September 5, 2023
- Tuesday, September 12, 2023
- Tuesday, October 3, 2023
- Tuesday, November 7, 2023
- Tuesday, December 5, 2023

More to come!

DECA *Through The*
DECA-DES

WORDS OF WISDOM

As this year begins, let's take a moment to listen to some wise words from leaders in our community. Often times we condense DECA to a simple school club, but it is so much more than that. There is a growing need for leaders and innovators all around us. How does DECA make a Difference?

Eric Wooldridge

Mechanical and Architectural Engineer, Architect, Director of Additive Manufacturing at Somerset Community College

Why does knowing how to interview matter?

"Interviewing is the gateway into the industry, Everyone should always bringing your best to the interviewing room or to a DECA pitch. Preparation is the best way to begin. I always recommend that interviewees do practice rounds with others, watch videos of interviews, and treat it as if your wages depend on it (which they do). Never underestimate the power of a good impression and how it can directly relate to a lifetime of career success."

What is the best way to make a good impression?

"Humans are emotional creatures, and the more relatable you are to the employer, the more positive emotions you will invoke, and the better the potential outcome for you professionally. Take it seriously, dress well, do your homework, and rehearse, and you might find that your first job opens a doorway in the future to your dream job."

What is the need for Innovation? Does it really matter?

"Let's face it, private companies are launching rockets right now, building robots, and creating self driving cars, who doesn't want to part of something like? But more importantly, our nation is declining in terms of innovation. The number of American patents has been declining for years. There are new inventions to be made, new material combinations to be discovered, new medicines to be synthesized. Who's to say it can't be you? These things are not going to happen without new minds and hands entering the industrial arena and gaining diverse experiences that will ultimately lead to new mental connections and inspiration to try something new. I am a big fan of taking a risk and trying something new. One either accomplishes their goal, or they learn something about themselves and what doesn't work. Either case it is a win."

QUESTIONS ABOUT DECA? lisa.oakes@education.ky.gov (502) 564-4286

Please contact Mrs. Lisa Oakes with any questions you may have regarding DECA or to schedule a chapter visit! We hope DECA truly makes a Difference in your schools and lives this year! Get ready to Experience the Difference!