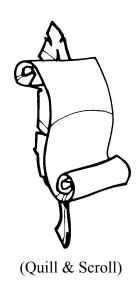


## Chapter Historian



Developing Future Leaders For Marketing and Management

#### SECTION ONE GENERAL INFORMATION

#### Being a DECA Chapter Officer - A Big Responsibility

It is important for the growth of each chapter to have a well-qualified and dependable group of officers. With capable officers, the business of the chapter will be conducted in proper parliamentary fashion, an effective Program of Work that includes all members will be maintained, records and minutes will be up to date and complete, good publicity will be generated, and all members will grow professionally.

Good judgment should be exercised by the membership when electing qualified officers. It is a mistake to look only for the most popular members. Qualifications for the position to which the individual will be elected should be the prime consideration. Be sure you have nominated a slate of officers who are willing to work hard to perform the duties and responsibilities of each office and who possess leadership qualities.

A leader is one who can communicate ideas and feelings, yet who is willing to listen and understand the need for democratic procedures. A good leader respects the rights, the abilities, and dignity of every member and is able to convey enthusiasm and inspire confidence. A good leader has the courage of convictions, but is open-minded. A leader is vitally interested in everything that concerns the chapter and the community and is willing to put the good of the chapter before personal desires.

During your term as a chapter officer, you undoubtedly will be corresponding and talking with businessmen and educators interested in DECA on the local, state, and national levels. Handle yourself in a very professional way, because you are the "DECA image."

You will be a major part of local chapter meetings, and when you participate you should be concerned with the welfare of DECA. You will discover that by using tact, together with consideration and understanding of other people's viewpoints, your job will be more effective. Also, the contribution you make will be measured in direct proportion to what you know, your understanding of the fundamentals of DECA, your use of good judgment, your enthusiasm, and the dignity of a chapter officer.

As an officer of this student organization, your greatest challenge will be to exhibit qualities of leadership that will make a contribution to the growth of DECA through the members with whom you have personal contact. Throughout the year, you will inspire leadership only to the degree that you personally give leadership. As you reach for higher goals in self-improvement and the attainment of higher goals for this organization, you are charged with the responsibility of developing enthusiasm whenever you speak officially for DECA during the year in which you serve as a chapter officer.

If a question arises as to your responsibilities during your term of office, your local Chapter Advisor stands ready to assist and guide you in fulfilling these duties.

#### Chapter Officer's Conduct

- 1. As a chapter officer, you represent the only organization attracting youth to careers in marketing and management.
- 2. Wherever you may go, people will be watching you. What you do and how you do it must leave a favorable impression. You must be mindful at all times that your conduct must never be questioned.
- 3. When appearing as a chapter officer before any group, regardless of its size, your DECA blazer should be worn. Your hair should always be neat and well groomed. Your shoes should be shined. Women should wear a matching skirt, heels and hose; the men should wear matching trousers and dark socks.
- 4. The words "please" and "thank you" are to be used often. You will find they pay liberal dividends.
- 5. Be careful what you say and how you say it.
- 6. Make the most effective use of your time and money. It is most important that you do your very best at all times.
- 7. Never commit yourself orally, or in writing, unless you are certain that you are right and have the support and backing of the chapter's membership. Once committed, you must keep the commitment.
- 8. If you have an appointment, plan to arrive before the appointed time.
- 9. If you must smoke, use good judgment in doing so. It is a standing tradition that DECA members do not smoke while wearing their DECA blazer.
- 10. Make a special effort to remember the names of people you meet. It might be helpful to keep a written record of these individuals for future reference, particularly if you want to send them a "thank you" note. Always be sure you have their name spelled correctly.
- 11. Be prompt in handling your correspondence. As a chapter officer, you are obligated to give a carbon copy of all correspondence to your chapter advisor. The chapter Secretary should set up a correspondence file for each officer at your school or institution.
- 12. Make it a point to know as much as you can about all the areas of vocational education within your school, particularly some of the activities of the other vocational student organizations.
- 13. If you have the opportunity to visit another chapter, find out as much as possible about the group before you visit, and always recognize the outstanding activities conducted by the group. At all times, you must avoid sarcasm and outright criticism. Make it a point to meet the individuals in charge and compliment them on their work. You should make an effort

to be helpful to the members and officers whenever possible.

- 14. If you make a speech as a chapter officer during your term of office, here are some helpful suggestions:
  - a. Be sure to bring greetings from the rest of your chapter's officers.
  - b. Express appreciation for being invited to participate in the activity.
  - c. Let the audience know you are aware of some of the outstanding activities the group is doing.
  - d. Be sure to express appreciation for the efforts of the VIPs in promoting and assisting the group in its activities.
  - e. Do not talk too long. A five- to eight-minute speech that is well planned in advance and presented effectively will serve the purpose. Remember that banquet programs in particular have a tendency to last too long.
  - f. If you use jokes or stories in connection with your presentation, make certain that they offend no one.

#### Demonstrating Leadership

- 1. Be sure you know what you are talking about. You should make every effort to refrain from discussing topics which may be controversial.
- 2. Stay out of arguments. No one ever won an argument.
- 3. In making any kind of presentation before a group, never start a sentence with "I think." Discuss some of your chapter or state association activities, some of the outstanding accomplishments by DECA members, and other topics which you know will be of interest to those whom you are addressing.
- 4. It always pays to be a good listener; but at the same time, be a good conversationalist. It has been said that the secret of success lies in the ability to see things from the other person's viewpoint as well as your own.
- 5. It is imperative that you avoid a statement which can be interpreted as an endorsement, or implied endorsement, by DECA of any activity unless that activity has been officially approved by your chapter membership and Chapter Advisor.
- 6. Refer to fellow DECA members as "Marketing Management students" or "DECA members." If possible, it is always desirable to call fellow students by their first names.
- 7. When speaking with or about important or older people, they should be referred to as "Mr.," "Mrs.." or "Miss."

- 8. When you are talking with other officers in public places, never be critical of anyone and avoid all "griping."
- 9. It is always appropriate to find something good to say or talk about when discussing items or activities referring to Marketing Management or DECA. Avoid making negative comments. In addition, you should avoid the remark, "My chapter does it this way."
- 10. Make it a point to act interested, to be friendly, and to smile. The words "Sir," "Thank You," and "Pardon Me" are never out of place.

#### Aids for Leadership

- 1. Think clearly. Act in good taste.
- 2. Get the facts and analyze them before you draw conclusions.
- 3. Develop the habits of cleanliness and orderliness.
- 4. Establish reasonable goals.
- 5. Take advice, but do your own thinking.
- 6. Encourage the other fellow as you go along.
- 7. Never say "It can't be done" or "I can't do that." Find ways to accomplish appropriate goals.
- 8. Spend a little less than you make.
- 9. Make friends and keep the friendship in good repair.
- 10. Be proud of what you do--take pride in being a chapter officer.

## Suggested Business Procedures for Conducting a DECA Chapter Meeting

In order to surround the formal planned business and professional meeting with the dignity to which it is entitled, a few suggestions are given here which should assist in developing and improving the procedures currently used.

#### Suggested Meeting Procedure

Every chapter should have an established order of business and follow it at all regular meetings. Members then know what to expect and can participate more effectively. The following order is suggested for regular meetings but is, of course, subject to modification to better fit the needs of any particular chapter.

#### SAMPLE AGENDA Local High School DECA Chapter October 1, \_\_\_\_

- I. Call to order: President (rap gavel twice)
- II. Invocation (optional): Chapter officer
- III. Pledge to the flag: Chapter officer
- IV. DECA Creed: Chapter officer
- V. Role call: Secretary
- VI. Approval of Minutes: President/Secretary
- VII. Officers' Reports
  - 1. President
  - 2. Vice President
  - 3. Treasurer
  - 4. Secretary
  - 5. Others
- VIII. Committee Reports
  - 1. Finance
  - 2. Promotions
  - 3. Social
  - 4. Special committees
- IX. Unfinished business
- X. New Business
- XI. Program (optional)
- XII. Announcements
- XIII. Adjournment (rap gavel once)
- XIV. Recreation, Entertainment, Refreshments

#### SAMPLE MEETING

I.	Call to order		
	President: "I now call to order the fifth meeting of the Chapter." (Rap gavel twice)	High School DECA	
II.	Invocation (optional)		
	Chapter officer		
III.	Pledge to the Flag		
	Chapter officer: "Will the membership please stand, face the flag and recite the pledge with me?"		
IV.	DECA Creed		
	Chapter officer: "Please remain standing as we recite the DECA Creed."		
V.	Roll Call		
	President: "Will the secretary please take roll?"		
	Secretary: (Call each member's name and record if they are in attendate been taken, tell if quorum has been established.) "Mr./Ms. President members present, quorum has been established."		
VI.	Approval of the Minutes		
	President: "Will the secretary read the minutes of the last meeting?"		
	Secretary: (Reads the minutes)		
	President: "Are there any corrections to the minutes?" (Members give in order.) "If there are no (further) corrections, I will entertain a minutes as read (corrected)."	_	
	Chapter member: "I move to approve the minutes as read (corrected).	"	

Second Chapter member: "I second the motion." (No discussion on this motion)

President: "All those in favor, say 'Aye'. All those opposed, 'No'."

President: (Announce if motion passed or not.)

#### VII. Office Reports

President: "We will now move into a period of officers' reports."

President: (Gives short verbal report) "Are there any questions?" (Answer questions)

"Will the Vice President please give his/her report?"

Vice President: (Gives short verbal report)

(Continue process for other officers)

#### VIII. Committee Reports

(The above process is repeated for each committee report)

#### IX. Unfinished Business

President: "We will now move into a period of old business." Is there any old business?"

Chapter member: "I move to take (old motion) from the table."

(Each motion is discussed and settled before another is introduced. When all old business is complete, the president moves on.)

#### X. New Business

President: "We will now move into a period of new business. Is there any new business?"

Chapter member: "I move to (state motion)."

Second Chapter member: "I second the motion."

President: (Calls on members to discuss the motion. The member introducing the motion has the opportunity to speak first or last to the motion. When all new business is completed, the president moves on.)

#### XI. Program

President: (Introduces the program speaker if one is planned)

#### XII. Announcements

President: "Are there any announcements?" (Chapter members are recognized to make any appropriate announcements.)

#### XIII. Adjournment

President: "If there is no further business, I will entertain a motion to adjourn the meeting."

Chapter member: "I move to adjourn the meeting."

Second chapter member: "I second the motion."

(The motion is non debatable, proceed to vote.)

President: (If approved) "I adjourn the meeting." (Rap gavel once)

(If the chapter wishes to adjourn the meeting before all business is completed, the meeting must be adjourned by a motion.)

#### SECTION II WHAT DO I DO?

#### **Duties and Responsibilities**

- 1. Receive from the preceding Historian all records up to the end of his/her time in office.
- 2. Prepare a historical report for your term of office for presentation at the Employer-Employee Banquet.
- 3. Seek, gather, and classify all chapter news.

As Historian, you should have access to a copy of:

- 4. Keep a cumulative file of clippings, pictures, charts, copies of special programs, etc., and assist in building the chapter's "Public Relations" project.
- 5. Assist in planning, collecting, preparing, and arranging materials for chapter exhibits to be used for publicity.
- 6. Maintain a current list of all local DECA alumni members.
- 7. Assist in the development of a local chapter Program of Work.
- 8. Attend and participate in the Fall Leadership Development Conference.
- 9. Be available, as necessary, to promote the general welfare of DECA.

#### Tools Needed

		••
	1.	Handbook for DECA Chapters (DECA Related Materials)
	2.	Guide for DECA Chapter Officers (DECA Related Materials)
	3.	DECA: Learn, Grow, Become (Oklahoma Department of Vo-Tech)
	4.	Chapter Officer's Leadership Development Guide (Oklahoma DECA)
As Hi	storian,	you should have a:
	5.	Access to a camera
	6.	An official DECA Scrapbook
	7.	All previous years' scrapbooks
	8.	A file drawer for placing scrapbook items
	9.	DECA pin
	10.	DECA blazer

#### Hints for the Historian

#### **PUBLIC RELATIONS**

The public judges an enterprise by what it does and by what it says. If its purpose is sound, its services good, its people aggressive and successful individually, and its program beneficial, your community, and perhaps the nation, should be told. Good public relations is the result of this combination of sound policies and good practices, multiplied by effective publicity. This means simply winning the friendship and support of the public.

Good publicity for Marketing Management and DECA activities will perform several functions:

- · Keep students informed and interested
- Attract additional students to the Marketing Management program
- Maintain pride among students and stimulate them to further progress
- Create interest on the part of the general public
- Create and sustain public support of the Marketing Management program and the DECA program of youth activities

#### **TOOLS**

Effective publicity is easier when you have good tools for the job. Many news media people will supply you with guides to follow in preparing copies for them. A date book with room to note deadlines and plans is an invaluable help. Dates of important events and special projects should be noted in this book as well as a schedule of planned publicity.

Assemble a scrapbook of publicity as it appears. Keep notes on radio and television publicity and other media used.

#### WHAT IS NEWS?

Learn to recognize and use for publicity only those things that interest others. Some things worthy of mention are:

- DECA Leadership Development Conferences
- DECA Career Development Conferences
- Outstanding speakers
- Field trips and competitions
- Election of DECA Chapter Officers
- Accomplishments of individual DECA members, promotions, and winners of competitions.
- DECA awards won or awards presented
- Events honoring major business and industry supporters, or long time business and industry supporters
- Scholarship awards
- Other events of interest as they occur

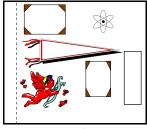
### Scrapbook Workbook

Unity is as close to a "rule" as art approaches. In creating unified designs, your problem starts with picking the elements you wish to combine, but the challenge is organizing the elements into a composition. It is the artistic skill of organization (or design) that produces a unified pattern.

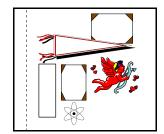
An important aspect of <u>visual unity</u> is that the whole must be predominant over the parts; you must first see the whole pattern before noticing the individual elements. Each item may have a meaning and certainly add to the total effect, but the viewer must first see the pattern as a whole, rather than simply a collection of unrelated bits and pieces.

In a scrapbook, each item is meant to be observed and studied individually, to be enjoyed and then forgotten as your eye moves on to the next souvenir. The result may be interesting, but it is not a unified design. (Example A)

In (Example B) the scrapbook items have been organized so that we are aware first of the total pattern they make together, and then afterwards we begin to enjoy the items separately. (Example B) is a unified design.



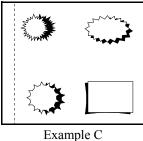
Example A

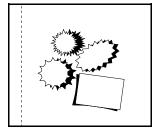


Example B

- a. If a pattern does not have unity, it remains simply a collection of fragments.
- b. Organizing the different elements into a pattern results in a coherent design.

An easy way to gain unity -- to make separate elements look as if they belong together -- is by <u>proximity</u>, or simply putting these elements close together. The four elements in (Example C) appear isolated, as floating bits with no relationship to each other. By putting them close together (Example D) we begin to see them as a total, related pattern.





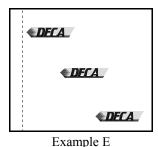
C Example D

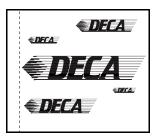
- c. If elements are isolated from one another, they appear unrelated.
- d. Placing elements near each other enables us to see them in a pattern.

Do not confuse <u>intellectual unity</u> with <u>visual unity</u>. Visual unity denotes some harmony or agreement between the items that is apparent to the <u>eye</u>. To say a scrapbook page is "unified" because all the items have a common theme (your chapter members, your first fundraiser, your conference meeting) is unity by <u>idea</u> -- that is, a conceptual unity not observed by the eye. A unifying idea will not necessarily produce a unified pattern unless it is used in conjunction with visual unity.

Another way to achieve visual unity is <u>repetition</u>. As the term implies, it simply means that something repeats in various parts of the design to relate those parts together. The element that repeats may be almost anything: a color, a shape, a texture, a direction or angle, and so on. (Example E)

Shapes may repeat but perhaps in different sizes; colors may repeat but perhaps in different values, and so forth. This is <u>unity with variety</u>. The designer's aim is to achieve unity, but a unity that branches out into variation that prevents boredom. (Example F)



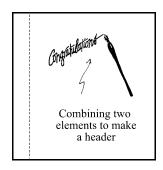


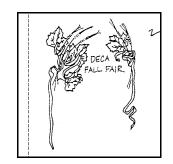
Example F

- e. Unity by repetition of shape
- f. Unity with variety by repetition of different sized shapes.

Now that you have some basic knowledge of design, let's get CREATIVE! In this workbook are

pages compiled of different elements of art referred to as <u>Clip Art</u>. As the name implies, you may clip out (cut out) the elements that you want to utilize in the design of your scrapbook. Clip Art is a very creative tool. It can give you ideas to work with. It can be used to emphasize certain elements on your page, and Clip Art can be customized or revised to express your own ideas. Here are some examples of what you can do with Clip Art.



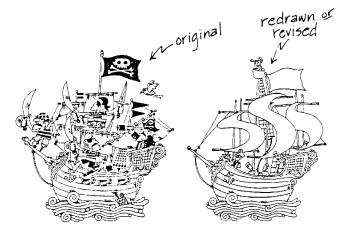


create borders

This was one line cut apart to make two. Cut and extend

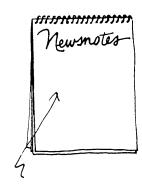
clip art to work with your ideas.

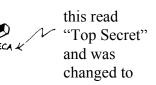




Repeating the same art

If you have some artistic talent, you may want to redraw the clip art using the original for the base of your drawing.





"DECA"

create a graphic in which to paste articles or to write in, by combining two elements

\*IMPORTANT NOTE: It is wise not to clip out the original art that is provided in this workbook. Xerox (you may reduce or enlarge), trace or copy the art onto another page. You may then cut apart, change, and use as you wish, always keeping the original clip art for future use.

Here are some tools that may make your job easier:



Spray adhesives are excellent and much more. It won't stain, soak through or wright soak through or wrinkle your work like rubber cement can.



X-acto blades or one-edge razor blades for cutting and trimming.



Rubber cement pick-up. This can be used with rubber cement or spray adhesives. It "picks up" any excess adhesive for a clean page.



A white plastic eraser is excellent because it is not abrasive. It won't leave "marks" where vou have erased

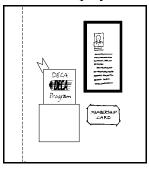


A black pall point pen, an ink pen or a black fine point marker is good to use when altering clip art (among other uses).

Transparent tape (Scotch Magic<sup>TM</sup> Tape) is great for repairing ripped news articles and photos. (Repair from behind article, on the backsides of photos, etc...).

Supplies and materials may be found in art, office, and hobby stores. Hobby Lobby carries many items mentioned.

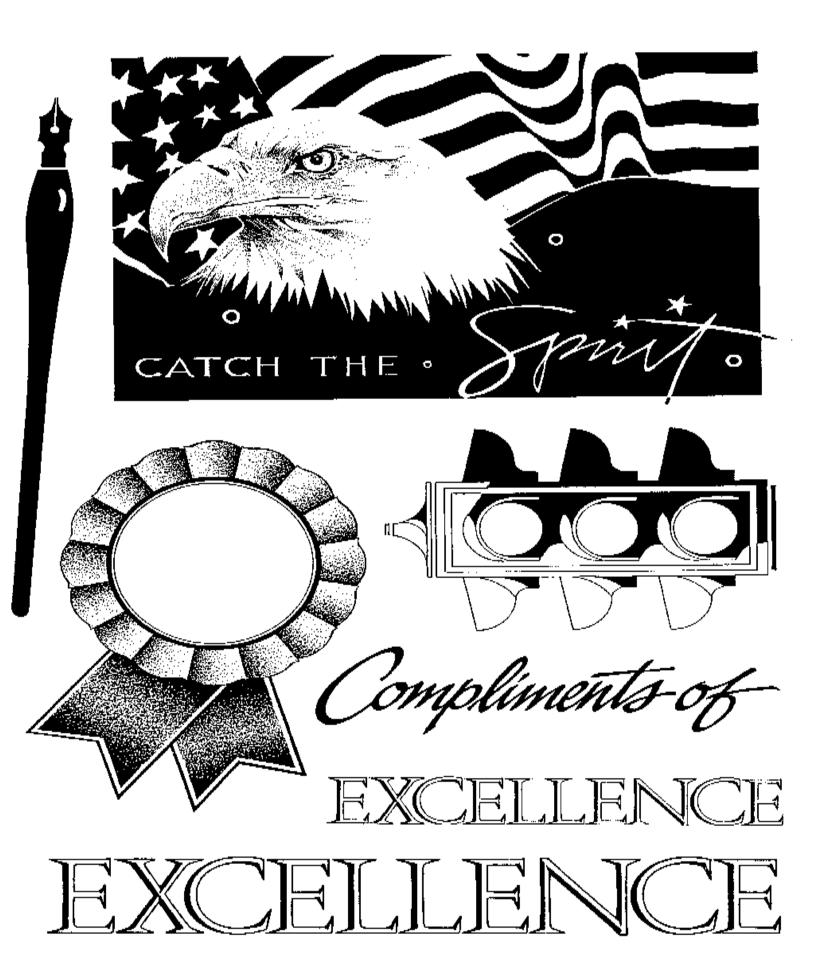
Creative display techniques and materials:

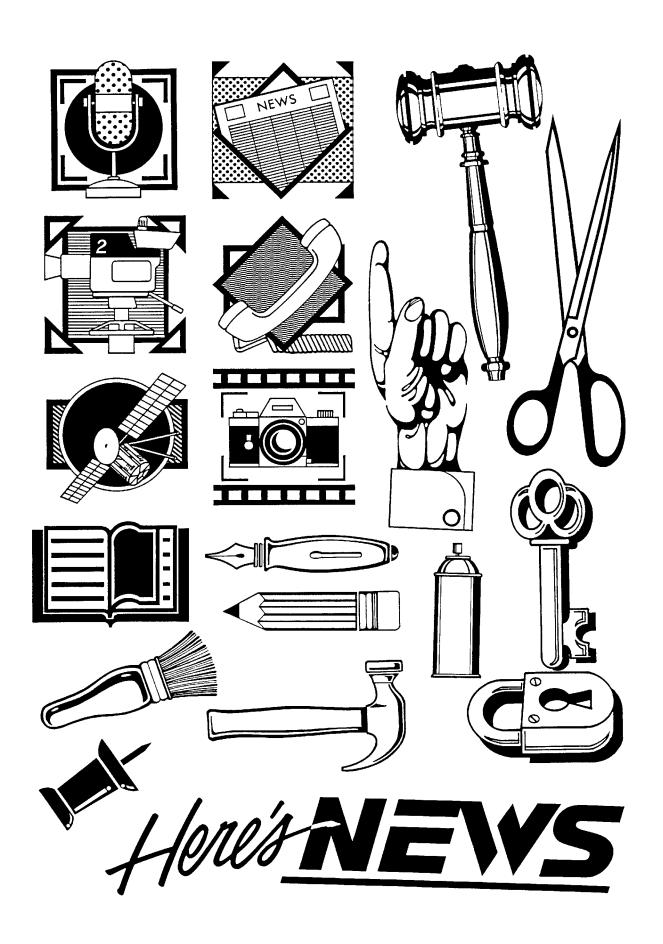


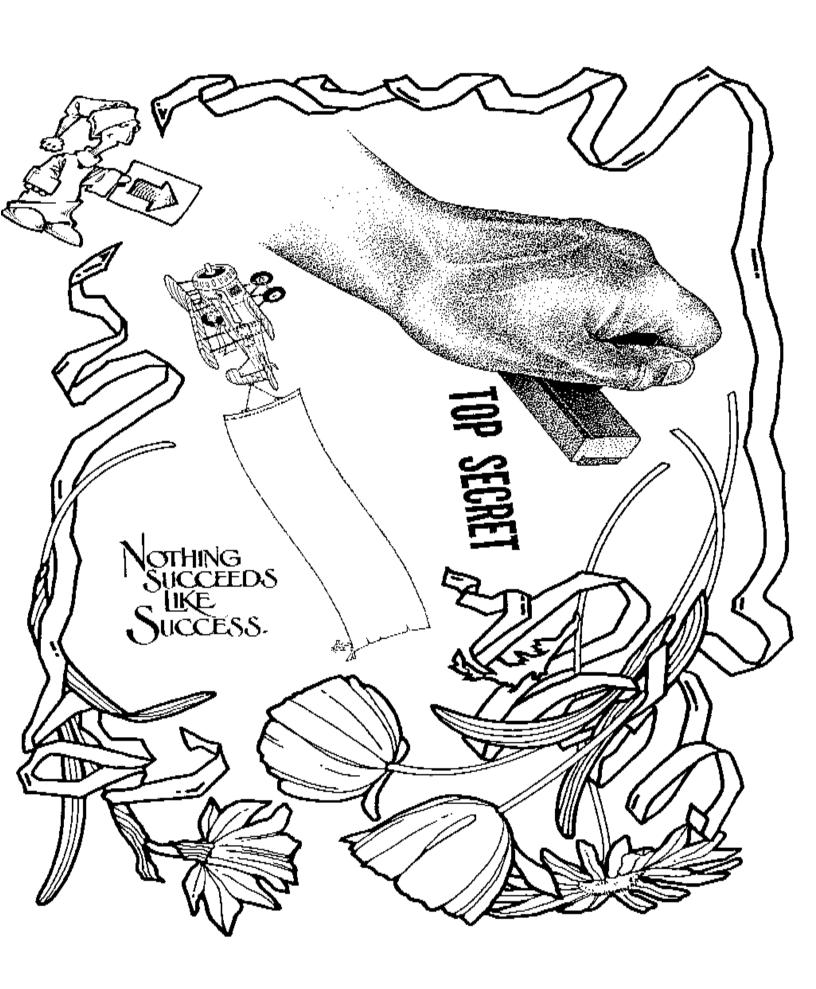
- laminate newspaper articles, etc. . .
- •construction paper, felt board, •use marker or pencils, textured paper, press-on screens, etc...make great backings for articles, photos, etc...
  - watercolors, etc. to color your clip art or any other elements on your page.
  - •cut photos into shapes or letters

glue pockets onto your page to hold programs, etc. . .

- •cut slits in page to slip cards, invitations, etc. into. Make sure that the cuts don't interfere with the other side of pages. the page
- •paste-up 3-dimensional objects like coins, keys, wooden letters, etc. on your
- •use "press type" for headlines and phrases









Congratulations







UL Henry

TAIL DE TURBUS



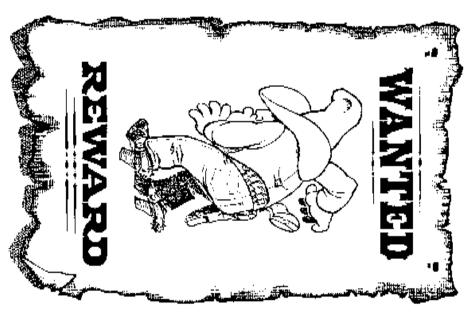
ONE MAIN
WITH
COURAGE
MAKES
MAJORITY



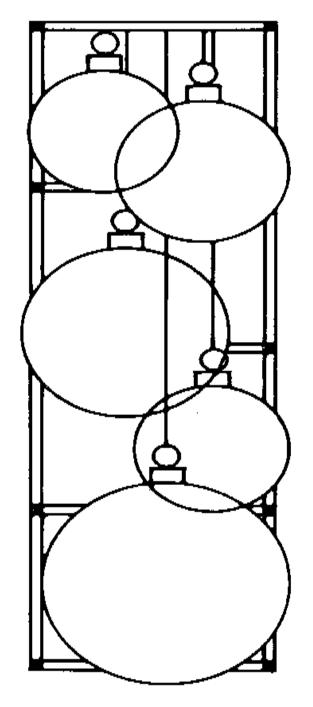


# HEAR YE! HEAR YE!















EVERYTHING
COMES
TO HIM
WHO
HUSTLES
WHILE
HE WAITS.





 $\Delta EX$ 



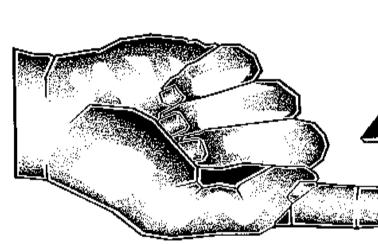






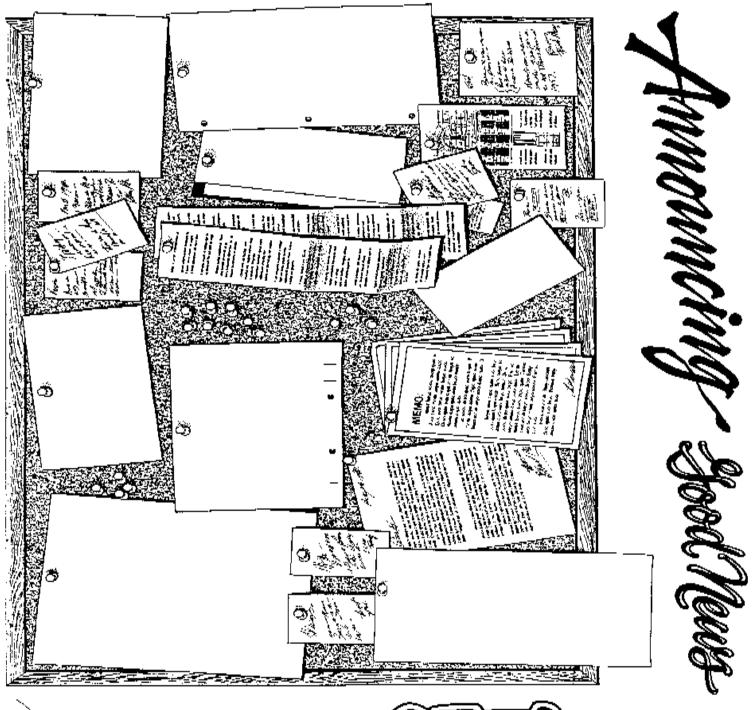






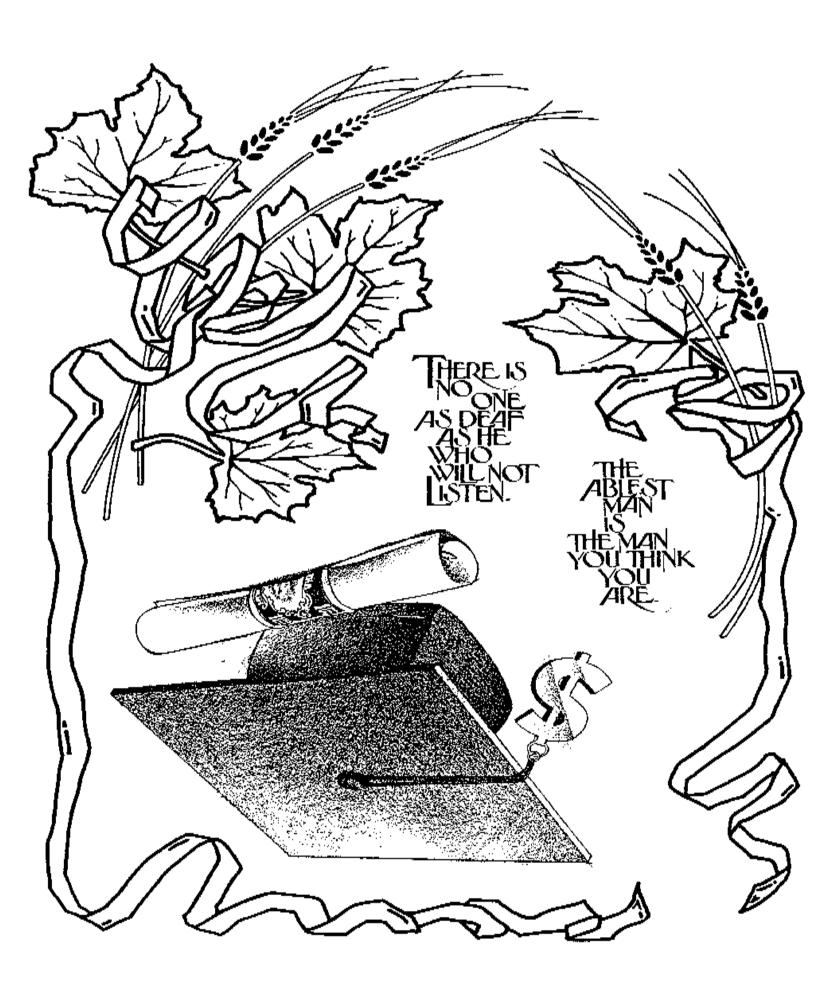








Success Simply Failure Turned Turned Inside Out



#### TEN RULES OF LEADERSHIP

#### A LEADER must be . . .

- 1. **SELF-CONFIDENT** -- Confident from within. Believing in yourself. Getting right up if you're knocked down. Knowing you're good. It means proud, not arrogant.
- 2. **IN CONTROL** -- A person who can't control himself or herself can't control others. This takes concentration, self-discipline, calmness under pressure, no flying off the handle allowed.
- 3. **FAIR** -- That means being impartial, tolerant, having a keen sense of justice, being consistent in how you treat problems, people, praise and punishment.
- 4. **DECISIVE** -- Know how to make decisions, have the courage to make them, to make them quickly, to stand behind those decisions.
- 5. **PREPARED** -- This is a big one. You have to know your job, you have to know the jobs of those you lead, you have to do your homework, understand goals and priorities and the process of planning. No guesswork allowed.
- 6. **A TEAM PLAYER** -- You're not a loner--you're part of a team. Be loyal to that team. Listen as well as talk. Motivate. Teach. Tell people why, so they understand their roles on the team.
- 7. **HONEST** -- With yourself, with others! Integrity is the big one here--character. No one can teach you this. No one can order you to have it . . . it has to come with you and from you.
- 8. **COMMITTED** -- Ambition, ego, drive, and dedication all come into play here. Commitment means you don't just make goals, you try to reach them. It means you make commitments, not idle promises.
- 9. **COURAGEOUS** -- Not afraid to fail. Not afraid to admit a mistake. Not afraid to fight for an idea or person you believe in. Not afraid to make an unpopular decision.
- 10. above all, **HUMAN** -- Strong enough to be gentle. Empathy is important here, understanding that those you work with are people, not machines . . . people have problems. People aren't perfect. Understanding that we're all in it together in this game of life.