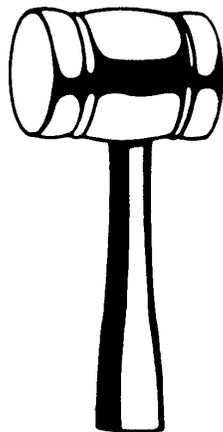




Chapter President



(Gavel)

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

Procedure in a Typical Meeting

SAMPLE MEETING

I. Call to order

President: "I now call to order the fifth meeting of the _____ High School DECA Chapter." (Rap gavel twice)

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 attendance. After roll has been taken, tell if quorum has been established.) "Mr./Ms. President, there are _____ 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 corrections if any are in order.) "If there are no (further) corrections, I will entertain a motion to approve the 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. Should have access to a copy of the State and National DECA Handbooks. Your DECA Advisor has a copy of each.
2. Consult with your DECA chapter advisor to determine course of action.
3. Preside over and conduct chapter meetings in accordance with accepted parliamentary procedure.
4. Keep members on the subject under discussion and within time limits.
5. Appoint committees and serve as ex-officio member of them.
6. Call other officers to the chair when the occasion demands it.
7. Follow up DECA chapter activities and check on progress being made.
8. Call special meetings.
9. Coordinate the efforts of the entire chapter by keeping the other officers and committees strictly up-to-date with their work.
10. Represent the chapter and speak on occasions--high school assembly, civic clubs, etc.
11. Conduct himself/herself at all times in a manner that reflects credit upon the chapter.
12. Promote energetic activity on the part of chapter members through the display of his/her own enthusiasm.
13. Counsel with other chapter officers concerning their duties and responsibilities.
14. Assist in the development of a local chapter Program of Work.
15. Attend and participate in the Fall Leadership Development Conference.
16. Be available, as necessary, to promote the general welfare of DECA.

Tools Needed

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

- _____ 1. Handbook for DECA Chapters (DECA Related Materials)
- _____ 2. Guide for DECA Chapter Officers (DECA Related Materials)
- _____ 3. Robert's Rules of Order, Revised (DECA Images or most book stores)
- _____ 4. DECA: Learn, Grow, Become (Oklahoma Department of Vo-Tech)
- _____ 5. Chapter Officer's Leadership Development Guide (Oklahoma DECA)
- _____ 6. Copy of DECA Constitution

As President, you should have a:

- _____ 7. Gavel
- _____ 8. DECA pin
- _____ 9. DECA blazer

Hints for the President

1. Begin the meeting on time. Members will be there if they know the meeting will begin at the specified time.
2. Be sure a quorum is present before beginning the business portion of the meeting.
3. Always keep the meeting under control. Limit the debate on the part of any one individual in the interest of keeping the meeting on the subject. Use the gavel of authority when necessary.
4. Conduct your meeting according to parliamentary law.
5. Refer to yourself as "the chair."
6. Be impartial at all times.
7. Always stand when presenting business or directing the group in action. It is permissible to sit down while the business is being transacted or matters are under discussion on the floor.
8. When you want to enter the debate, leave the chair and do your talking from the floor. If you want to make or discuss a motion personally--and occasionally this may be necessary--you should leave the chair and do so from the floor. (You may give information, but not opinions, while in the chair.)

9. Always remember that when you leave the chair the meeting must be turned over to the Vice President or other person whom you designate.
10. If some member wants to suspend the regular order of business, it must be done by formal motion and be carried by a 2/3 vote. This helps many times to keep the members “on the ball.”
11. Recognize any member who wishes to speak.
12. Do not permit discussion until a motion is made, seconded, and stated by the chair.
13. Sit down after granting the floor to a member and remain seated while the member discusses the question.
14. State motion clearly and, before taking a vote, be sure that all understand the question on which they are voting.
15. Announce the vote and the result of the vote.
16. Vote when the vote is by ballot. When other methods of voting are used, it is better to refrain from voting and thus remain impartial.
17. Require all remarks to be addressed to the chair. Don't permit members to discuss the question among themselves nor address questions or remarks to each other.
18. Permit the Vice President, or maker of the motion, to put a question to vote if the question concerns the President alone.
19. Close the meeting on time, but not too abruptly.

CONDUCTING THE DECA CHAPTER MEETING

Every chapter should have an established order of business and follow it at all regular meetings. These “orders of business” are often made a part of the Bylaws and are rules adopted by the chapter. Members then know what to expect and can participate more effectively. The following is suggested for regular meetings but is, of course, subject to modification to better fit the needs of any particular chapter.

1. Opening Ceremony
 - a. Call the meeting to order (2 raps of gavel).
 - b. Recite the DECA Creed (3 raps of gavel for members to stand, 1 to sit down).
 - c. Have a devotional.
 - d. Roll call (by DECA Chapter Secretary).
2. Officers’ reports
 - a. Reading of the minutes of the last meeting (by Secretary). Report to be passed upon by chapter membership.
 - b. Treasurer’s report.
 - c. Vice President’s report. Most chapters use the Vice President as the ex-officio chairman of all committees. If this is the case with your chapter, the Vice President will ask for committee reports.
3. Committee reports (These should be written and a copy given to the President.)
 - a. Standing committee reports
 - b. Special committee reports
4. Business from the floor by members
 - a. Unfinished business or postponed motions (The President may indicate the nature of the unfinished business.)
 - b. Reading of communications and correspondence
 - c. New business
5. Program

A special program may appear at any point in the order of business. The time of appearance depends on the convenience of the speaker or entertainers.
6. Adjournment
7. Recreation, entertainment, refreshments

It is suggested that the presiding officer prepare an agenda for the meeting. An agenda worksheet is presented in this section.

Refer to the minutes of the past meeting and to your monthly activities calendar. Be sure to consult with the Secretary as well. Well in advance of the meeting, consult with committee chairmen who are expected to give a report. If anyone is unprepared, endeavor to postpone the report. Or, if it is urgent business, ask the chairman to call the committee together while the other business is going on and complete its work before the business section is over (if that is possible).

Most long, argumentative, drawn-out business sessions are due to poorly prepared business. Committees should not ask the membership to choose from among MANY recommendations. The committee should be expected to know which one or two choices would be best to offer the membership. Neither should the committee have only ideas or opinions, instead of facts, information, and well-supported recommendations. Get committee reports in WRITING--suggest they use committee report forms similar to those included in this section.

AFTER AND BETWEEN MEETINGS

Very often the President's most important work is done between meetings.

1. Immediately after each meeting:
Review with the Secretary the minutes of the meeting to
 - (1) correct possible errors.
 - (2) discover items which should go on future agendas.
 - (3) discover what committee tasks should be assigned before the next meeting.
 - (4) discover matters needing the attention of the President or the Executive Committee.

2. Between meetings:
 - a. Talk over matters with your DECA Advisor.
 - b. Prepare committee report sheets. Check on committee progress.
 - c. Hold an Executive Committee meeting if such is essential.
 - d. Make out a tentative agenda sheet.
 - e. Check with the Secretary regarding thank-you letters or other needed correspondence.
 - f. Check with the Reporter regarding reports and announcements if that is necessary.
 - g. Read the bulletins and publications from other local DECA chapters, state and national headquarters and discover what these mean to your local chapter.

MEETING AGENDA
and Record

For _____
Day Date

PREVIOUS PREPARATION IS IMPORTANT. Success of the meeting depends upon committees doing their jobs, program being interesting, the meeting place being ready, etc. Check these items well in advance:

Are we sure of a good program? _____

Will our meeting place be ready and suitable for the program? _____

Are committees ready to report? _____

Have I checked the minutes of past meetings for deferred business? _____

Are there any communications or announcements? _____

Do any of the programs of the next few weeks require the appointment of committees now? _____

AGENDA

In the left-hand column, note items to be handled.

Who will preside? _____	Theme _____
Ritual by _____	_____
Minutes of last meeting _____	_____
Treasurer's report _____	_____

Business carried over from previous meetings (but not covered in committee reports):

ITEMS:

ACTION TAKEN:

- | | |
|----------|----------|
| 1. _____ | 1. _____ |
| 2. _____ | 2. _____ |
| 3. _____ | 3. _____ |

Committee reports and actions on business deferred or assigned from the previous meetings:

<u>Committee or Individual</u>	<u>Report--Action Taken On It</u>
1. _____	1. _____ _____ _____
2. _____	2. _____ _____ _____

New items of business (and committee reports concerned with these items).
 (Refer all new items that are not ready for proper consideration now to a regular or special committee for preparation--to get facts, study them, and make recommendations.)

<u>ITEMS:</u>	<u>ACTION--or Referred To:</u>
1. _____	1. _____
2. _____	2. _____
3. _____	3. _____

Other committee reports and announcements which require no action:

1. _____
2. _____
3. _____
4. _____

Committees appointed and tasks assigned:

(Note now, on the proper meeting agenda page, that these committees are to report.)

Program:

(Note here any information needed in order to introduce the speaker properly, etc. After the meeting, make a brief record of the who, what, where, etc., of this meeting to assist in recalling at a later date such essential information for which we may be asked.)

DECA COMMITTEE ASSIGNMENT

_____ Chapter _____ Committee

To: _____ Committee Chairman

Date Assigned: _____ Date report needed: _____

A committee task has been assigned to your committee, and a report is requested. Successful operation of your organization is dependent upon committees performing their obligations efficiently and promptly. If the request made below is not clearly understandable, please ask me for further instructions. Please read instructions to committee chairmen on the following page, and make your report as instructed.

I may be reached by phone at _____

(Executive Officer Making the Assignment)

The assignment for the committee is _____

We desire information regarding _____

We desire recommendations regarding _____

We request action regarding _____

DECA CHAPTER
COMMITTEE REPORT FORM

Date: _____

Report from _____ Committee

Committee Members Present: _____

Committee Members Absent: _____

Purpose of Meeting: _____

Results of Meeting: _____

Signed by: Committee (Recorder) _____

(Chairperson) _____

“I move that this report be accepted.” (or)

“As a result of the committee’s recommendations, I move -”

(Specific wording of the motion) _____

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.