



2020-2021 Fact Sheet

Business, Finance, and Marketing Education

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

DECA

DECA is the co-curricular component of the business and marketing education program that provides student activities. DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe. 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 use their DECA experience to become academically prepared, community oriented, professionally responsible, experienced leaders. Membership in DECA is open to all students who are enrolled in a state approved career-technical education program.

The Executive Council of Ohio DECA, Inc.

Ohio DECA Executive Council is composed of 12 members. The council has several purposes. The most important job is to meet with their district teachers and students to gather feedback about Ohio DECA activities. The council also provides suggestions to the state adviser. Ultimately, though, the state adviser makes all decisions related to the organization. It is still important to hear the opinions and suggestions of our student members and advisers. The council meets twice yearly and discusses issues related to our conferences and our operations. The Executive Council helps advisers understand and get involved in DECA activities. The Executive Council serves an advisory purpose. They suggest procedures and policies to the Ohio DECA Board of Directors. The Board of Directors considers these recommendations to establish guidelines for the professional operation of Ohio DECA.

The Ohio DECA Board of Directors

The Ohio DECA Board of Directors works with the state advisor to establish guidelines for the operation of the organization. The Board of Directors is made up of a group of industry leaders and elected DECA advisors.

DECA Facts	Ohio DECA	DECA, Inc.
Advisor	Crystal Dortch	Mr. Frank Peterson, Executive Director
Address	Ohio Department of Education Career-Technical Education 25 South Front Street, Mail Stop 604 Columbus, OH 43215-4183	DECA, Inc. 1908 Association Drive Reston, VA 20191
Phone	614-644-6769	703-860-5000
Official Color	Blue	Blue
Official Student Publication		DECA Direct
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	Next Level	Next Level
Annual Dues	\$8.00	\$8.00
2020-2021 Membership	4,000 student members in 118 chapters	215,000 high school student members
Regional Breakdown		There are four regions of DECA, Inc. Central Region* North Atlantic Region Southern Region Western Region <i>*Ohio is in the Central Region</i>
DECA Month	November 1-30, 2020	November 1-30, 2020
Conferences	Ohio DECA Virtual Fall Leadership Conference November 9, 2020 Ohio DECA Career Development Conference March 12-13, 2021 - Columbus, OH	Virtual Power Conference, November 1 - 20th, 2020 International DECA Career Development Conference April 24- April 27, 2021 – Anaheim, CA
DECA, Inc.	Ohio DECA, Inc. is the legal identity for the organization comprising all Ohio DECA chapter advisors.	DECA, Inc., chartered nationally in 1946, is the legal identity for the elected board of trustees that administers the DECA youth program.

Officer Team	2020-2021 Ohio DECA State Officers	2020-2021 Executive DECA Officers
	<p>President Tyler Littlejohn Carey High School</p> <p>Secretary Hebron Gurara Colerain High School</p> <p>Executive Vice President Lyndsi Moore Great Oaks Harrison High School</p> <p>Executive Vice President Maddie Kontak Penta Maumee High School</p> <p>Executive Vice President Olivia Webster Great Oaks Sycamore High School</p> <p>Policy Advocate Levi Grimm Butler Tech High School</p> <p>Public Relations Representative Liberty Moyers Carey High School</p>	<p>President Catherine Horton Arizona</p> <p>Central Region Vice President Nate Jacobs Michigan</p> <p>North Atlantic Vice President Ryan Rivera New York</p> <p>Southern Region Vice President Ramkishore Annachi North Carolina</p> <p>Western Region Vice President Mattie Bradford Arizona</p>

<p>State Staff</p>	<p>Superintendent of Public Instruction, Ohio Department of Education Dr. Paolo DeMaria</p> <p>Director, Career-Technical Education open</p> <p>Associate Director, Career-Technical Education Leah Amstutz</p> <p>Assistant Director, Career-Technical Education Brenna Bartlett</p> <p>Chartered Association Advisor Crystal Dortch</p> <p>Ohio Department of Education Program Specialists Crystal Dortch Dee Sturgill Kris Vigneron</p> <p>Administrative Professional Hamet Ly</p> <p>Leadership Coordinator Cheryl Bourland</p> <p>Scoring Coordinator Trish Barber</p> <p>Summer Leadership Retreat Director Vallie Robeson</p> <p>Ohio DECA Intern Sydni Moore</p>
---------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------