



AT THE GEORGIA NATIONAL FAIR

Shannon Aaron- Coordinator
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DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe. DECA members organize into chapters around courses, programs of study, academies or other forms of career and technical education programs that are engaged in preparing high school and college students for careers in marketing, finance, hospitality and management.



Mail or email entry forms to the Georgia DECA State Office by September 25, 2011.
110 Maple Leaf Drive
Oxford, GA 30054
georgiadeca@gmail.com

2011 Georgia DECA Fall Rally Competitions

New this year, Georgia DECA will have 4 competitive events at the Fall Rally.
 Chapter T-shirt Design
 Chapter Brochure
 General Marketing Test
 Individual DECA Theme Speech

Required Forms to Bring with You to the Fair:
 Green "Georgia DECA" Bus Form for Bus windshields
 Georgia National Fair Attendance Form
 Permission Forms for each chapter attendee (including chaperones and advisors)

For more information and to register on the rally go to: <http://www.gadeca.org/FallRally.htm>.

2011-2012 Georgia DECA State Officers



Back Row (L to R): Teara Mayfield, Lauren Calvert, Deborah Howard, KayLynn Samples, Sabine Jean-Baptiste, Hunter Gibbs, Ellie Forrester Front Row (L to R): Elizabeth Smith, Taylor Wingard, Desteni Barnett

GEORGIA NATIONAL FAIR DECA SUPERIOR CHAPTER AWARD

1st Place - Superior Chapter - \$500
2ND Place - Reserve Superior Chapter - \$250

Sponsored by the Georgia National Fair

All placings will be put on a point system, example: 1st place=10 pts, 2nd place=9 pts, etc. These points will be calculated by chapter and the chapter with the highest accumulated points after the last competition will receive a GNF Superior Chapter Award plaque and \$500. The second place chapter will receive a GNF plaque and \$250.

CHAPTER T-SHIRT DESIGN EVENT

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DIVISION CHAPTER T-SHIRT DESIGN EVENT

AWARDS:

1ST PLACE- \$150, Plaque & Georgia National Fair Ribbon
2ND PLACE- \$100 & Georgia National Fair Ribbon
3RD PLACE- \$75 & Georgia National Fair Ribbon
4TH PLACE- \$50 & Georgia National Fair Ribbon
5TH PLACE- \$25 & Georgia National Fair Ribbon
6TH-10TH PLACE- Georgia National Fair Ribbon

GUIDELINES:

1. Entries are limited to one entry total per chapter
2. Entries must be the original work of the local chapter
3. Entries should contain the t-shirt only, no printed materials should be submitted
4. DECA logo should be incorporated into the design (refer to the national website for further details on proper logo usage www.deca.org)
5. One t-shirt should be turned in at the Fall Rally Registration Table for entry (t-shirts from the top 10 winners will be on display during the Georgia National Fair, t-shirts will not be returned)
6. Chapters are strongly encouraged to wear their Chapter T-shirt to the Rally
7. One chapter representative from each chapter entered into the Event will have reserved seating at the front of the stage during the Awards Session. The top 10 winners will be recognized on stage

EVALUATION:

1. Visual Appearance (20 points)
2. Creativity (20 points)
3. Use of Logo (20 points)
4. Overall Design (40 points)

CHAPTER BROCHURE EVENT

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***Brochures are due electronically by October 5, 2011 to georgiadeca@gmail.com

DIVISION CHAPTER BROCHURE EVENT

CLASS

- 01 Membership Recruitment
- 02 Foundation

AWARDS:

- 1ST PLACE- \$150, Plaque & Georgia National Fair Ribbon
- 2ND PLACE- \$100 & Georgia National Fair Ribbon
- 3RD PLACE- \$75 & Georgia National Fair Ribbon
- 4TH PLACE- \$50 & Georgia National Fair Ribbon
- 5TH PLACE- \$25 & Georgia National Fair Ribbon
- 6TH-10TH PLACE- Georgia National Fair Ribbon

GUIDELINES:

1. Entries are limited to one entry total per chapter (one entry in Membership Recruitment OR in Foundation Brochures)
2. Entries must be the original work of the local chapter. Copy ready brochures provided by the state or national offices are not acceptable. Official logos may be used, however
3. Entries must be printed on 8 ½ by 11 inch paper. They may be trifold brochures or they may be duofold (booklet type) brochures. Each brochure is limited to ONE sheet of paper. No multipage brochures will be accepted
4. Brochures may be color or black and white. Preprinted brochures are acceptable as are brochures on colored paper
5. One chapter representative from each chapter entered into the Event will have reserved seating at the front of the stage during the Awards Session. The top 10 winners will be recognized on stage

EVALUATION:

1. Effectiveness of the Message
2. Page layout, principles used in design, clip art selection & placement, font selection & usage
3. Creativity
4. General Appearance (neatness, legibility, balance)
5. Accuracy and Appeal of Information provided

GENERAL MARKETING TEST EVENT

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***All students attending the DECA Fall Rally are required to participate in the General Marketing Test Event.

DIVISION GENERAL MARKETING TEST EVENT

AWARDS:

- 1ST PLACE- Plaque, ICDC Academy Slot & Georgia National Fair Ribbon
- 2ND PLACE- ICDC Academy Slot & Georgia National Fair Ribbon
- 3RD PLACE- ICDC Academy Slot & Georgia National Fair Ribbon
- 4TH PLACE- ICDC Academy Slot & Georgia National Fair Ribbon
- 5TH PLACE- ICDC Academy Slot & Georgia National Fair Ribbon
- 6TH-10TH PLACE- Georgia National Fair Ribbon

GUIDELINES:

1. Entries are limited to the number of chapter attendees at the Fall Rally
2. Advisors will be given testing materials for all chapter attendees at the Registration Table at Fall Rally
3. Testing will take place immediately after the rally
4. The test will consist of 100 General Marketing multiple choice questions
5. Students will have 1 ½ hours to complete the test
6. Advisors will turn in completed scantrons and test copies to the TEST AREA in the Arena, only tests turned in the Arena will be graded
7. The top 10 winners will be recognized on stage during the Awards Session

INDIVIDUAL DECA THEME SPEECH EVENT

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DIVISION INDIVIDUAL DECA THEME SPEECH EVENT

AWARDS:

- 1ST PLACE- \$150, Plaque & Georgia National Fair Ribbon
- 2ND PLACE- \$100 & Georgia National Fair Ribbon
- 3RD PLACE- \$75 & Georgia National Fair Ribbon
- 4TH PLACE- \$50 & Georgia National Fair Ribbon
- 5TH PLACE- \$25 & Georgia National Fair Ribbon
- 6TH-10TH PLACE- Georgia National Fair Ribbon

GUIDELINES:

1. Entries are limited to one individual student per chapter
2. Students must prepare a speech on the theme: "How my DECA Involvement allows me to Aspire Higher"
3. Order of competition will be pre-assigned on a random selection basis. Competitors shall report to the Miller-Murphy-Howard Stage Area at 1:00pm to sign in. Competition will begin at 1:15pm
4. Competitors may use 3" x 5" index cards only for brief outline/key ideas. All other material will not be allowed. At the time of competition, competitors shall be introduced to the judges and will present his/her speech using no references other than his/her 3" x 5" index cards
5. Props may not be used. If props are used the competitor will be disqualified.
6. The speech shall be a maximum of three (3) minutes in length. The timekeeper shall give a 1 minute warning. The competitor will be stopped when the three minutes are up.
7. A microphone will be provided and the competition is open to spectators.
8. Competitors must be dressed appropriately and professionally.
9. Individual competitors from each chapter entered into the Event will have reserved seating at the front of the stage during the Awards Session. The top 10 winners will be recognized on stage

EVALUATION:

1. Content (45 points)
2. Organization (30 points)
3. Delivery (25 points)