



STATE ONLY EVENTS

MASS-DECA STATE ONLY EVENTS

Due: Feb. 6

STATE CAREER DEVELOPMENT CONFERENCE COVER DESIGN EVENT

PURPOSE: To create a design to be used on our program cover at the State Career and Development Conference that successfully and creatively uses this year's theme in a professional manner.

SPECIFICATIONS:

1. The following must be included in the artwork submitted to MASS-DECA:
 - 53rd Massachusetts DECA or MASS-DECA Career Development Conference
 - The new DECA diamond logo
 - Dates & location of conference. (March 8-10, 2012 and Marriott Copley Hotel Boston, MA)
 - Theme: "Shoot for the Summit"
 - Name of chapter and student's name, e-mail address, and phone number should be included on the back of entry.
2. *Artwork must be on disc in a recognizable format in order to be reproduced for media purposes at the SCDC, if a disc is not provided there is no guarantee that it can be used on the big screen at the SCDC. See below.
3. Do NOT fold entry.
4. Do not use copyrighted logos or graphics
5. **All entries must be 8.5" X 11"**
6. All entries must be **CAMERA READY** (black and white only, unless a disc is provided with colors to be used). It is recommended that artwork be computer generated or drawn in marker. Pencil does not copy well and will not be accepted.
7. The winner will be selected by the MASS-DECA State Action Team.
8. All entries must be received by the due date at:

MASS-DECA
Bunker Hill Community College Box 101
250 New Rutherford Ave
Boston, MA 02129

INCENTIVE

Winner earns one spot at the ICDC in the Leadership Academy or Senior Management Institute.

The logo artwork selected for the Massachusetts DECA Career Development Conference is used in a variety of formats from the design of conference program to the logo on our state conference video screens. Knowing this, we must receive your original work file without any compression so that our production company has access to your layered artwork. If designing in Photoshop, this would be a .psd file. If designing in some other program, this would be an unflattened or uncompressed file. Please also provide all the font files that were used. If your artwork was designed in Microsoft Word, then please provide the original .doc file, nothing else.

MASS-DECA STATE ONLY EVENTS

LARGEST CHAPTER PERCENTAGE INCREASE AWARD

DESCRIPTION

To recognize a chapter that has had the largest percentage increase in membership from the previous DECA school year.

SPECIFICATIONS

This award will be given to the chapter that has had the largest percentage increase in membership from the previous DECA year. Numbers will be taken from the final roster submitted for the 10-11 school year and compared to the final additions roster submitted for the 11-12 school year.

INCENTIVE

The chapter having the largest percentage increase will receive recognition at the State Career Development Conference with a recognition award.

LARGEST CHAPTER AWARD

DESCRIPTION

To recognize a chapter for their successful efforts in recruitment.

SPECIFICATIONS

This award will be given to the chapter that has the largest high school student membership in MASS-DECA. Numbers will be taken from the final roster submitted for the 11-12 school year.

INCENTIVE

The largest chapter will receive recognition at the State Career Development Conference with a recognition award.

MASS-DECA STATE ONLY EVENTS

Due: March 16

Massachusetts DECA Video Competition

PURPOSE: To create a video that captures the spirit of our Massachusetts DECA State Career Development Conference.

SPECIFICATIONS:

1. Upload video to YouTube by March 17
2. E-mail or message the officers when it has been uploaded with team member names
3. Promote DECA in a clean professional manner. You may focus the entire DECA year or just the State Conference
4. The video should be no longer than eight minutes
5. No more than three people per team
6. The winner will be selected by the State Action Team on March 18.

INCENTIVE:

The winning team earns one spot at the ICDC in the Leadership Academy or the Chapter Management Academy. The winning video will be:

- shown at the ICDC State meal function or ice cream social.
- linked to the Massachusetts website at www.madeca.org
- shown the following year at the 2013 State Career Development Conference
- used as a recruitment tool in recruit new members

MASS-DECA STATE ONLY EVENTS

Due: Feb. 6

T-SHIRT DESIGN AWARD

PURPOSE: To create a design to be used on our T-shirt at the State or International Career Development Conference.

SPECIFICATIONS:

The following must be included in the design:

1. Massachusetts DECA or MASS-DECA
2. The State Conference theme: "Shoot for the Summit"
3. Name of student and chapter should also be included on the back of entry.

SPECIFICATIONS:

1. All entries must be received in the MASS-DECA office by Feb. 6 .
2. All entries must be actual size of how it will be on the shirt.
Entries must be computer generated (clip art, print shop).
All artwork must be accompanied with a disc with the same artwork on it or as an attachment to an e-mail to dmcfadden@bhcc.mass.edu.
3. Do not use copyrighted logos or graphics
4. The winner will be selected by the State Action Team.
5. Recognition of the winner will be at the 2012 State Career Development Conference
6. All entries must be received by the due date at:

MASS-DECA
Bunker Hill Community College Box 101
250 New Rutherford Ave
Boston, MA 02129

INCENTIVE

Winner earns one spot at the ICDC in the Leadership Academy or Senior Management Institute.

MASS-DECA STATE ONLY EVENTS

Who Can Sport DECA the Best

Deadline: Feb. 6

Think you have what it takes to be Massachusetts DECA's number one fan?

Massachusetts DECA would like to see its most spirited members step up! Starting in October, you and a group of DECA members can submit a photo of yourselves wearing your favorite DECA attire/gear. The State Action Team will then choose their favorite and announce the winners at the State Career Development Conference in Boston. The winner will receive an LDA/CMA or SMI spot at the 2012 International Career Development Conference in Salt Lake City, Utah!

What to do:

- Take a photo of yourself (or with one other DECA member) wearing your favorite DECA attire/gear.
- If using the DECA diamond logo, be sure you are following the copyright rules (no distortion of logo, correct colors, etc)
- Post the photo via [Facebook](#) to the Massachusetts DECA page.

Rules:

- **No more than 2 members per photo/LDA or CMA spots given**
- **Must be appropriate; proper school dress-code applies**
- **Deadline for photo submissions: February 6th, 2012**
- **Be creative**
- **Good luck to all!**

