

ADVISOR WEEKLY NEWSLETTER



September 21, 2026

Welcome Virginia DECA Advisors!

Need a place to start? Check out [DECA's Chapter Strategy Guide](#)

DECA's chapter strategy guidebook is intended for advisors to use with their chapter members and includes modules with lesson plans and student worksheets. It can be used as a road map of how DECA advisors and members can implement to manage their DECA chapter effectively.



Example: [Google Form- Membership Form](#) - Make a copy!

2026 - 2027 CALENDAR

SEPTEMBER

- 25-27 [Camp DECA](#) | Great Wolf Lodge, Williamsburg, VA
- 28-2 School-based Enterprise Week | deca.org/sbeweek
- 30 DECA Day at [State Fair](#) | Doswell, VA
- **30 Activate Your Chapter Incentive Deadline**

OCTOBER

- 1-2 School-based Enterprise Week continues | SBE
- **2 SLC Housing Form and Statement of Compliance Due**
- 15 The Ultimate DECA Power Trip Registration Due
- 15-18 DECA AMPED Advisor Professional Learning Conference
- 30 DECA Inc Executive Officer Interest Form Due





School-based Enterprise Week | DECA Inc. Calendar

From September 28 to October 2, each day of #DECASBEWeek will have a unique social media theme for DECA's school-based enterprise program. Participate by sharing photos or videos that correspond to the daily theme. Be sure to include #DECASBEWeek and tag @decainc when you post on your favorite platform.

deca.org

STATE FAIR PROJECT UPLOAD LINK

DUE Wednesday, September 23, 2026

Apologies for the delay! There was an error with the DLG platform that was fixed this morning. Please upload Pitch Decks by Wednesday at 11:59pm.

<https://judgepro.registtermychapter.com/org/jpva-statefair/conf/jpva-statefair>

Thank you!

Shannon

Weekly Feature



2026-2027 District-Level Competitive Event Instructional Areas Announced | DECA Direct Online

Get ready for competition season! Each year DECA provides the primary instructional area(s) assessed in each of the district-level scenarios to help advisors and members prepare for district competitions more effectively.

decadirect.org

From the Advisor's Desk

Thrive Reward Point System | Warren County High School

In 2019, we created a reward system that we call, “**THRIVE POINTS REWARDS**”. This system was created to motivate member participation, primarily with after hours (beyond the normal school day) DECA events. We award THRIVE points for member participation in project management event execution, school-based enterprise operations, chapter activities (DECA Day, VA DECA Day at the State Fair, DLC, etc.) and chapter meeting attendance.

Members are awarded THRIVE reward points for their participation using a sliding scale that is approved by the chapter Leadership Team. The top 20% of Thrive point earners are then allowed to apply for THRIVE Academy slots earned by the chapter, awarded by DECA, Inc. for Membership Campaign, Community Service Campaign, and Promotional Campaign achievements, at the ICDC. **Click the blue button below to view the full system.**

Special THANKS to Rick Gardner for sharing!! rgardner@wcps.k12.va.us

Got a great idea, resource, or success story to share with fellow advisors? Email stateadvisor@vadeca.org to get featured!

Thrive Point Reward System

State Leadership Conference 2027

Housing Form Due October 2, 2026

For more information go to: <https://www.vadeca.org/slc>

SLC Preview and Hotel Guide

SLC EVENT: Safe Driving Marketing Campaign with the Gweedo Memorial Foundation

New Virginia Only SLC Event

Challenge Overview

The Virginia DECA Safe Driving Marketing Campaign is an exclusive marketing campaign initiative for Virginia DECA chapters, presented in partnership with the Gweedo Memorial Foundation. This project challenges student teams to apply strategic marketing and campaign planning principles to address teen traffic safety—the leading cause of preventable deaths among teenagers.

- **The first-place team will earn a spot in the Emerging Leader Series at the International Career Development Conference (ICDC)**
- **Registration costs awarded through the Gweedo Memorial Foundation ICDC scholarship**



"My hope is that the winning campaign doesn't simply end when the competition does. If appropriate, I would love for us to explore actually implementing the winning concept through the

Gweedo Memorial Foundation and Virginia DECA, giving the students the opportunity to see their work become a real traffic safety campaign." - Tammy Gweedo #ConnersMom

Safe Driving Marketing Campaign Event Guidelines

VIRGINIA DECA
DECA STATE LEADERSHIP CONFERENCE

WE NEED JUDGES!

Support. Encourage. Invest in tomorrow's leaders.

Be the Difference.

Future Leaders Start Here.

REGISTER TO JUDGE:
<https://bit.ly/vadecascjudge>

VIRGINIA DECA
LEADERS TODAY. BRIGHTER TOMORROW.

New DECA+ Integration Video Series by Team 82

Located in the Student Hub

The **Dominate DECA+** video series is your go-to guide for introducing all that DECA+ has to offer and helping members prepare for competition.

Check out the Student Hub on VADECA.org

Candidate Corner | Run for Office

Upcoming Timeline

- **Online Application Due: November 3, 2026**
- ***New*** - Online Test: November 10, 2026 at 5:00PM (via Zoom/DLG at school with Advisor present)
- CAA Interview: December 7-9, 2026 (Sign Up Genius, via Zoom)
- Slating Interview: January 12-13, 2027 (via Zoom)

Full details and application can be found here: <https://www.vadeca.org/runforoffice>

Association Officer Application & Guidelines

DECA Day at the State Fair of Virginia

September 30, 2026

Event Information

- Gates open at 10:00 a.m.
- All Chapters must register with VA DECA as well as with the State Fair. This includes non-competing chapters.
- District Presidents are encouraged to attend and assist with competition management.



Step 1: Gate entrance tickets for the fair must be [reserved and payment arranged](#) prior to arrival.

Step 2: Register with VA DECA. If your students are not competing, please register one Advisor and answer the required questions. <https://www.decaregistration.com/va-statefair>

Step 3: Each participating chapter must provide advisor assistance with competition management. Please [sign up here](#).

SFVA Travel Grant Application: <https://www.statefairva.org/p/other/how-to-receive-scholarship-funds>

State Fair Event Information

NRF Foundation SBE Advisor Innovation Grant

Applications close October 2, 2026

NRF Foundation is providing three (3) \$1000 SBE Innovation grants to DECA advisors who operate a school-based enterprise (SBE) at their school. School-based enterprise advisors will be required to submit a project summary, photos/videos and impact metrics of how the grant award money would be used in their school-based enterprise for customer experience improvements, merchandising projects, technology initiatives, or marketing campaigns.

<https://my.reviewr.com/s2/site/nrf-sbe-advisor...>

The Stock Market Game

Advisors can access all essential information [here](#).

- **The SMG Essentials Syllabus** is a 10-session track for advisors to easily teach financial education and investing. Each session includes mini-lesson videos, team breakout activities, and discussion questions.
- **SMG Prep Week** recorded webinars cover program basics to our new curriculum dropping in the Teacher Support Center.
- **SMG Essential Mini-Lesson** videos include intro to investing, risk, diversification and more! All videos are 3-6 mins long and have Exit Tickets.
- **SMG Training videos** include a trading portfolio overview, the national rules, and how to enter stock, mutual fund and bond trades.



CAMP DECA Updates

Reminder: Payments are due September 19, 2026.

<https://www.vadeca.org/campdeca>

Dress Code:

The general dress code is *Camp Casual - DECA Inspired*.

- Friday: Chapter T-shirt
- Saturday: Polo or DECA shirt
- Sunday: Conference T-shirt (slate gray)



No pajama pants, slippers, crop tops, or bathing suits/covers may be worn to conference sessions.

Camp DECA 2026 Program

Virginia DECA SLC Recognition Ribbons

Want to make sure your members get recognized at SLC this year? ✨

- **Membership Goals:** Earn Star (+5 members), Super Star (+10), or Platinum (+15) chapter status!
- **Specialty Recognition:** Gain recognition for Diamond Chapter, Serve Through 75, School-Based Enterprise, Virginia DECA Day, and more.
- **Member & Advisor Ribbons:** Stand out for Honor Society, Merit Awards, President's Club, State/District Officers, and Outstanding Advisor awards.
- For a full list of available ribbons, please see the attached PDF.
- Note: Ribbons are awarded exclusively to SLC attendees.

Click here for the [FULL LIST](#)

2026-2027 Virginia DECA Membership Incentives

Membership portal opens Aug 1.

VADECA MEMBERSHIP INCENTIVE

**Chapters who affiliate* by September 30th
will receive a DECA+ Subscription FREE!**

*Affiliation is 10 students + 1 advisor



DECA+
**PREPARING
EMERGING
LEADERS AND
ENTREPRENEURS**

INTRODUCING AN ALL-NEW PORTAL TO HELP DECA MEMBERS
EXPLORE CAREERS AND PREPARE FOR COMPETITION

Membership Incentives

- DECA+ Early Bird Incentive
 - Incentive: Receive complimentary access to DECA+, provided free of charge by Virginia DECA.
 - Requirements: Register at least 10 student members and 1 advisor.
 - Deadline: September 30, 2026



- Incentive: Earn one official DECA Blazer for every 20 Professional and 20 Alumni members added to your chapter.
 - Limit: Maximum of 2 blazers per chapter.
 - Deadline: December 2, 2026

DECA Inc. Membership Incentives can be found [here](#).

District Leadership Conference Updates

DLC:

- Team Decision Making will no longer be offered at the district level.
- [District Advisors Directory | Testing & DLC Dates](#)
- District Medals are being sent directly to the District Advisor's school of record.

Testing:

- Online DLC Test Resets: only 2 resets per student at DLC and only 1 reset per student at SLC
- To advance from DLC to SLC: Students must achieve a minimum score of 60% on their exam.
- To advance from SLC to ICDC: All participants must score at least 70% on their exam to be eligible for ICDC. This includes individuals that are in team type events.
- Integrity Code: All students are required to sign an Integrity Code of Conduct prior to testing.

Proctoring Requirements:

- All testing rooms must have a minimum of 2 proctors, one of those individuals must be the chapter advisor/teacher.
-

1 CHAPTER CHECKLIST: SEPTEMBER

SEPTEMBER: Launching "The Next Big Thing"

 **Ignite Recruitment:** Show the official [DECA membership video](#) and kick off your campaign to recruit student, alumni, and professional members.

 **Spark Competition:** Roll out [DECA's Competitive Events Program](#) and get members brainstorming their written projects.

 **Build Your Roster:** Log back into the online membership system and start officially submitting your members' names.

 **Go Global:** Engage your chapter in DECA's high-impact online events and activities.

 **Drive the [Campaigns](#):** Map out your strategy to crush DECA's Promotional, Membership, Entrepreneurship, and Community Service Campaigns.

 **Lock in [Conferences](#):** Open up registration and prepare your students to travel, network, and compete at upcoming DECA conferences.

 **Celebrate Growth:** Cap off the month by celebrating DECA's "**New Member Week**" to officially welcome your newest horizon-expanders!

Join our Virginia DECA Advisor Facebook group!



Virginia DECA Advisors

Private group · 186 members





It's official!

RallyOrder is Virginia DECA's Premier
SBE Partner for 2026-27.



**COSTELLO COLLEGE
OF BUSINESS**

George Mason University®

Where can I find....? Most likely in the CMG!

Virginia DECA Chapter Management Guide

[Chapter Management Guide \(ALL\)](#)

[Intro, Section A: Updates & Section B: Forms](#)

[Section C: Competitive Events with Links](#)

[Section D: Chapter Leadership Team](#)

[Section E: Program of Leadership](#)

[Section F: Annual Report Due: Jan 20](#)

[Section G: Awards/Recognition](#)

[Section H: Scholarships](#)

[Section I: Association Officer Application](#)

[Section J: DLC Dates, Advisors, President](#)

[SBE Events at SLC](#)

[DECA Chapter Strategy Guide](#)

[LOGOS](#)

[Brand Guidelines](#)

[Membership System Instructions](#)

[Testing Integrity Script & Forms](#)

Advisor Resources

Virginia DECA

Access all past weekly newsletters in the [Advisor Portal](#).

[Advisor Portal](#)

[Chapter Management Guide](#)

[Request an Officer Visit](#)

[Facebook Group](#)

[Marketing Brew](#)



DECA

[Membership Portal](#)

[DECA Guide](#)

[DECA Direct](#)

[Competitive Events](#)

[Membership Campaigns](#)

[School Based Enterprise](#)

[Chapter Strategy Guide](#)

[Business Operations Research Events](#)

Virginia DECA 2026-2027 Calendar

Virginia DECA

Use buttons to direct readers to different pages, Google Drive files or any other URL. Buttons are great for the important things you want people to click on.

DECA



Shannon Tual

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