

Massachusetts DECA, Bunker Hill Community College
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THE 39TH ANNUAL FALL STATE LEADERSHIP CONFERENCE

BENTLEY UNIVERSITY
OCT 20TH 2023



The MASS-DECA program is partially funded under a grant from the Department of Education with funding made available under the Carl D. Perkins Vocational & Technical Applied Technology Act, Public Law 101-392. However, the content does not necessarily reflect the policy of that agency or endorsement by the federal government. MA DECA is committed to creating and maintaining a healthy and respectful environment for all our emerging leaders and entrepreneurs. Massachusetts DECA does not discriminate based on race, color, religion, national origin, age, disability, religion, sex, sexual orientation, gender identity or expression, or socio-economic status. All members are treated equally and respectfully. Any behavior in the form of discrimination, harassment, or bullying will not be tolerated. It is the responsibility of all members and volunteers to uphold and contribute to this climate.

Dear Massachusetts DECA members,

A huge welcome from Team 65! We are so excited to have each and every one of you here with us today at our 2023 MASS DECA Fall State Leadership Conference. We've seen your dedication and hard work as DECA members, and we are so proud of everything you have accomplished.

We have spent the past few months meticulously crafting this conference in hopes of giving you the best experience possible! Join us for the incredible activities and workshops that we have planned in order to help your chapters strive, succeed, and shine.

As you participate in the conference make sure to shoot for the stars! We can't wait to see your new accomplishments.

MASS DECA State Action Team 65,

Devasri Damodaran, Sara Lewis, Sofia Geremia, Taylor Twomey, Matt Bruce

#ShootfortheStars #MassFSLC

Follow us on social media @mass_deca



2023-2024 STATE ACTION TEAM

Eric Arabadzhiev
Barnstable High School

Matt Bruce
Wachusett Regional High School

Devasri Damodaran
Westborough High School

Sara Lewis
Blackstone Valley Technical High School

Sofia Geremia
Nipmuc Regional High School

Taylor Twomey
Marshfield High School

2023 Fall State Leadership Development Conference
Friday, October 20, 2023
Bentley University, LaCava Center

TIME	ACTIVITY	LOCATION
8:00 am	Registration	3rd floor foyer
9:00 am	Opening Session	Executive Dining Room
9:30 am	Leadership Academy	Executive Dining Room

WORKSHOPS & TOURS

11:00-11:40 am	How to Run for State Office	305A
	How to: Written Projects	305B
	Here Comes the Judge	325A
	How to: Series Events	325B
	Stellar Chapter Officers	325C
	Defeat the Odds	Danielson
	Chapter Fundraising 101	335
	DECA Updates	340
	Bentley Tours	

11:45-12:25 pm	How to Run for State Office	305A
	Dress for Yourself	305B
	Here Comes the Judge	325A
	Hosting a Mock Competition	325B
	Stellar Chapter Officers	325C
	Knowledge is Power	Danielson
	Chapter Fundraising 101	335
	DECA Updates	340
	Bentley Tours	

12:30-1:00 pm **LUNCH** Executive Dining Room

1:10-2:00 pm	Dress for Yourself	305B
	Hosting a Mock Competition	325B
	Knowledge is Power	Danielson
	Mock Roleplays	Executive Dining Room
	Bentley Tours	

2:00 pm Conference Adjourned



Hello Massachusetts DECA!

Welcome to the 2023 Massachusetts DECA Fall State Leadership Conference! I am so excited to see how all of you Experience The Difference today!

Through choosing to attend this conference, you have taken a step towards enhancing your strengths and conquering your weaknesses. You have chosen to prepare for every opportunity presented to you by attending a conference centered on leadership skills and knowledge.

By being here today, you have chosen to unleash your true potential, hone your skills, and grow to become the best possible version of yourself. By being here

today, you have chosen to embark on your journey to Shoot For The Stars. I urge you to take advantage of all that this event has to offer. Extend your network. Retain the knowledge presented in workshops. Enhance your leadership skills.

Shoot For The Stars in every opportunity presented. Shoot For The Stars in unleashing your true potential. Shoot For The Stars in the impact you create as a leader. Shoot For The Stars in order to Experience The Difference of DECA!

Trinjan

Trinjan Kaur
 North Atlantic Region Vice President

Trinjan Kaur is a high school senior from Wrentham, Massachusetts. As DECA's North Atlantic Region Vice President, she hopes to inspire members to hone their leadership skills and take a leap of faith to accomplish their goals. Through serving as Co-president of Massachusetts DECA and leadership positions outside of DECA, Trinjan has found that the role of a leader varies across positions but ultimately means taking responsibility for bringing a group together. With a passion for embracing challenges head-on, Trinjan owns and operates a boutique to provide affordable prom dresses to her local community. As North Atlantic Vice President, she aims to increase communication between members and executive officers. She encourages all members to believe in themselves and strive to give 100% to every opportunity to reach their fullest potential.



Wes Schroll
FETCH
Founder/Chief Executive Officer

Wes Schroll is a serial entrepreneur who started his first company at 14 years old. After two small start-up ventures, he wrote a business plan for what would one day become Fetch during his sophomore year at the University of Wisconsin-Madison. He used that plan to win over \$180,000 in cash, office space, and other prizes from business school plan competitions. Wes dropped out of school in 2013 to begin building the company. Over the following years, he has built a company that has grown to over 750+ employees. In March of 2022, Fetch closed its Series E round of financ-

ing with \$240 Million led by Hamilton Lane. Fetch is a bonafide "Unicorn" with a valuation of over \$2.5 Billion.

Wes is the CEO, and oversees all high-level strategy and major business relationships. He focuses on keeping a finger on the pulse of the end-users to ensure the product delivers as much value as it can and he works with their large CPG partners, retailers, and casual-fast restaurant to deliver a strong ROI for their participation in the program.



Fetch is a mobile shopping platform that connects and rewards everyday shoppers for buying the brands they love. The Fetch apps gives users an easier way to save on everyday purchases by simply scanning their receipt and racking up points that they can use on hundreds of valuable rewards. For our brand partners, the platform allows them to understand a 360 degree view of shopping habits allowing them to meaningfully reward a customer's individual loyalty.

FETCH Team in attendance:

Emily Panasowich, Sr. Manager of Impact (DECA Alumna)

Virginia Marsh, Vice President of Data Partnerships

HIGH SCHOOL WORKSHOP DESCRIPTIONS

Defeat the Odds

*Wes Schroll
Founder & CEO of FETCHAs*

founder and CEO of Fetch Rewards, America's No. 1 consumer-rewards app, I have learned many lessons throughout my entrepreneurial journey. I will share some of the ups and downs I have had along the way and how I have come to defeat the odds to create a bonafide tech unicorn.

Knowledge Is Power

*Emily Panasowich
Sr. Manager, IMPACT, FETCH
Virginia Marsh
VP Data Partnerships, FETCH*

Data plays an important role in businesses and helps leaders make decisions at all levels. Learn more about the power of data and how to use it to your advantage. .

Dress for Yourself

*Trinjan Kaur
North Atlantic Region Vice President
DECA*

In this workshop, members are taught how to express themselves through the way they dress, even while in professional clothing. This workshop will allow members to be able to walk out with more confidence in standing out among others when professionally dressed, along with being comfortable while experimenting with their professional style.

Here Comes the Judge

*Kim Carman
Retired*

Obtain first hand knowledge from a 50 year DECA judge who has judged districts and states in Massachusetts and New Hampshire and 30 ICDCs. Find out what judges look for and how to stand out!

A Stellar Chapter Officer Team!

*Sofia Geremia
Matt Bruce
State Action Team 65*

In this workshop, chapter officers will learn how to be the ultimate leader of their school's DECA chapter and learn strategies to work better as a team. Join us for this fun, high-energy, informative workshop!

Running for DECA State Office?

*Ella Fisher
State Action Team 64*

Like to talk in public? Enjoy networking? LOVE DECA? Are you the member who takes the lead within your DECA Chapter? Consider campaigning for a position on the MASS-DECA State Action Team.

HIGH SCHOOL WORKSHOP DESCRIPTIONS

Chapter Fundraising 101

*Taylor Twomey
State Action Team 65*

Fundraising is an essential part of leading a DECA chapter and one of the best ways to engage your members and community in DECA events. Taylor will teach Chapter Officers and members what makes an effective fundraiser and how to organize one at their own chapters. Students will share ideas, network, and leave with a clear understanding of how to host successful fundraisers.

How to: Series Events

*Sara Lewis
Devasri Damodaran
State Action Team 65*

Are you a series event competitor looking to advance your skills? This workshop will provide you with all the materials necessary for you to SHOOT FOR THE STARS! From eye contact, to voice projection, handshakes, we'll discuss everything you need to know to have a successful role play.

How to: Written Events

*Aradhya Garg
State Action Team 64*

Learn all about written competitive events in DECA. We will discuss exactly what they are and the general guidelines. We will then discuss requirements and best practices. Finally, we will end with an interactive shark-tank-like innovation challenge.

Hosting a Mock Competition

*Eric Arabadzhiev
State Action Team 65*

Practice makes perfect! Hosting a mock competition helps you practice your skills while providing honest evaluation in your own school setting. Learn how to get your community involved while gaining valuable skills so you will be more confident going into your first competition.

DECA Updates

*Donna McFadden
Association Advisor
MA DECA*

New and veteran advisors. Open discussion on DECA Plus, DECA's Corporate Challenges, SBE, SMG, Chapter Campaigns, leadership spots, ICDC & more!

CHAPTERS IN ATTENDANCE

Andover
Apponequet Regional
Bartlett
Billerica
Blackstone Valley Tech.
Bristol-Plymouth
Burlington
Danvers
Diman Regional
Douglas
Dracut
Durfee
Essex Tech.
Foxborough
Holliston
Hopedale
King Philip Regional
Lexington Christian Academy
Nipmuc Regional
North Reading
Northeast Metro Tech.
Norton
Plymouth South
Shrewsbury
Sutton
Taunton
Upper Cape Tech.
Uxbridge
Wachusett Regional
Westborough
Whitinsville Christian
Wilmington

