

DECA IN BRIEF

- Year Established: 1946
- Purposes – (1) to assist the chartered associations of DECA in their growth and development; (2) to further develop education in marketing, finance, hospitality, and management contributing to occupational competence; (3) to promote understanding of and appreciation for the responsibilities and citizenship in our free enterprise system.
- Membership – 51 high school-chartered associations, and 18 collegiate chartered associations including the District of Columbia, Puerto Rico, Guam, Korea, Mexico, Hong Kong, the Virgin Islands, China, Germany, and the Canadian provinces of Ontario and Manitoba. Student membership is over 227,000 in 3,700 high school chapters and 200 collegiate chapters.
- Headquarters – 1908 Association Drive, Reston, VA 20191; Phone: 703-860-5000; Fax: 703-860-4013; Website: www.deca.org.
- Mission – DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality, and management.
- Colors – Blue and Gold
- Executive Director – Frank Peterson
- Division of DECA – High School Division, Collegiate DECA, Alumni Division, and Professional Division
- Regions of DECA – Western Region, Central Region, North Atlantic Region, and Southern Region; Germany, Hong Kong, and Korea.

Western Region		Central Region	
Alaska	Montana	Illinois	Minnesota
Arizona	Nevada	Indiana	Missouri
California	New Mexico	Iowa	Nebraska
Colorado	Oregon	Kansas	North Dakota
Guam	Utah	Kentucky	Ohio
Hawaii	Washington	Manitoba, Canada	South Dakota
Idaho	Wyoming	Michigan	Wisconsin
North Atlantic Region		Southern Region	
Connecticut	New Jersey	Alabama	Oklahoma
Delaware	New York	Arkansas	Puerto Rico
Washington, DC	Ontario, Canada	Florida	South Carolina
Maine	Pennsylvania	Georgia	Tennessee
Maryland	Rhode Island	Louisiana	Texas
Massachusetts	Vermont	Mississippi	Virginia
New Hampshire	West Virginia	North Carolina	