

2026-27 NM DECA Advisor Handbook





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CONTENTS

NM DECA Association Officers	1
Running for Association Office	2
Association Theme, International Theme, and Branding Guidelines	3
NM DECA Board of Directors	4
Membership Information	5
Chapter of Distinction	6
Chapter of the Year	8
Conferences and Events	9
International DECA Calendar	10
NM DECA Calendar	11
Competitive events	12
Competitive event resources	13
Chapter campaigns	14
Student Leadership	16
Judges and Sponsorship Links	17
NM DECA Advisor Directory	18
NM DECA Mentors	22
Thank you and other links	23

NM DECA CHARTERED ASSOCIATION OFFICERS



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La Cueva High School

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Vice President of Career Development

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RUNNING FOR OFFICE NM DECA OFFICER TEAM

NM DECA Association Officer Applications

<https://nmctso.com/deca/officers/>

NM DECA Association Officer applications are due January 15.

- Once received, candidates and their advisors will receive additional information about candidate testing.
- Once all exams have been scored, candidates and their advisors will receive information about the next steps.
- Students run for state office at NM DECA CDC conference in March. This includes a candidate interview, a candidate mixer, a 3-minute speech during the NM DECA Business Meeting in front of voting delegates.
- The application outlines required dates/events, duties, and other details.
- Please encourage your students to apply and run! Each chapter may have up to 2 (two) candidates.
- If you have any questions, reach out to us or have your students reach out to the current NM DECA officers.

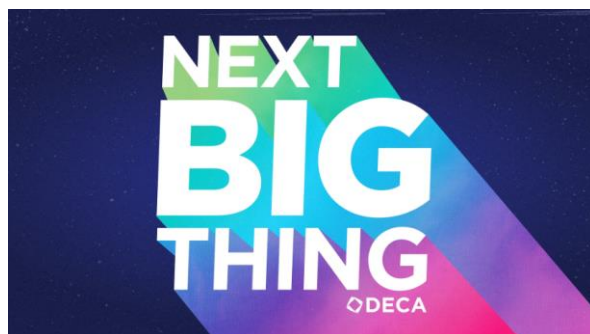


NM DECA THEME, INTERNATIONAL THEME AND BRANDING GUIDELINES

NM DECA Theme

The theme for the 2026-27 school year is RISE UP

International DECA Theme



<https://www.decadirect.org/articles/deca-announces-the-2026-2027-membership-theme-next-big-thing>

Next Big Thing

Use this link to download the graphic files, social media files, Zoom backgrounds, and even graphics for meeting signs.

[Next Big Thing Logo](#)

[Next Big Thing Graphic](#) (horizontal)

[Next Big Thing Graphic](#) (vertical)

Branding Guidelines

You can also request your chapter's customized logo: <https://www.deca.org/brand>

There are strict policies regarding the usage of the logo; please ensure you are following the guidelines.

No local chapter has permission to use the name of NM DECA without written consent from the CAA and the Board of Directors.

Board 2026-2027



Name	Board Membership	Term Expires	Position	Email
Richard Faulkner		2028	Board Chair	Faulkner_r@aps.edu
Lisa Ortiz	District 1	2028		lisa.ortiz@nm-smbas.org
Erin Carrica	District 1	2028		Erin.carrica@rmps.net
Ariana Gonzalez	District 1	2027		Agonzalez@aims-unm.org
Christopher Quintana	District 1	2027		Christopher.quintana@rmps.net
Carmella Salazar	Education Representative	2028		Carmella.salazar@aps.edu
Raymond McKinney	District 2	2027	Finance Chair	Raymond.mckinney@rmps.net
Lucinda Duran	District 2	2028		Lucinda.duran@aps.edu
Ashley Lober	District 2	2028		Ashley.lober@aps.edu
Stacye Simpson	District 2	2027		Simpson_st@aps.edu
Elena Tercero State of New Mexico Admin Services Director/CFO	Business Management & Administration	2026		elena@littletlightaccounting.com
Tabitha Stallworth Senior Sales Manager Visit Albuquerque	Hospitality/Tourism	2027		Tabitha.abq@gmail.com
Angelique Angel De Nava Owner, First Step Fitness	Entrepreneurship	2027		santafe.dcr@mstarliving.com
Jeanette Contreras President & CEO NM Society of CPA's	Finance	2028		jeanette@nmscpa.org
Tyler Parisi	State Executive Council President	2027		Nmdeca.tparisi@gmail.com
Other/Non-Voting Members				
Christine Phipps	CTLP Director			Christine.phipps@enmu.edu
Debi Cline	Chartered Association Advisor			deca@nmctso.com
Ariana Gonzalez and Eric Strauss	Advisor Mentors			
Eric Strauss	Chartered Association Executive Officer Coordinator			decastrauss@gmail.com
Breezy Gutierrez	CCRB-PED Representative			breezy.gutierrez@ped.nm.gov
Kevin O'Shea	CCRB-PED DECA Contact			Kevin.oshea@ped.nm.gov

Secretary, Program Chair/Vice Chair, and Policy Chair need to be identified.

Last updated 7/6/2026

MEMBERSHIP

Students

How to register your members:

- Use this site [membership.decaregistration.com/deca](https://www.deca.org/high-school-programs/membership-high-school/) to register.
- You must “graduate” your senior members from last year in order to add new members for the 2026-2027 school year.
- Students also have the option of registering and paying on their own using this link.
- <https://membership.decaregistration.com/deca/members#>

Advisors

Use the same process as above. You can choose a primary and secondary advisors.

DECA DECA MEMBERSHIP SYSTEM

Alumni, Professional And Student Login

Join as an Alumni, Professional, or Collegiate Student Member

Member ID:
maryjanssen

Password:

Login

Forgot Password

Welcome to the new DECA Alumni & Professionals registration site. We are excited to offer this resource for our Alumni & Professional members to provide an easy-to-use registration, donation and payment process. You will see this resource continue to grow and refine over this year to facilitate records of volunteer experience and participation at national DECA conferences. If at any time you need help or have any questions, please contact membership@deca.org.

First Time Alumni & Professional Registrants: If you are registering for Alumni & Professionals for the first time in this system, please click on the **Join Alumni & Professionals** button.

Returning Users: Enter your Username and Password and click on the Login button.

Alumni and professional memberships are a way for former students and members, business partners, parents and family members, school staff and administrators to show their support for DECA. They can register on their own using this site <https://membership.decaregistration.com/deca/virtuallogin#>. They will choose the red button to log in.

Dues

Dues for Students and Advisors are \$20 (membership dues include \$12 for state membership and \$8 for national membership). Dues for Alumni and Professional members are \$12 (membership dues include \$4 for state membership and \$8 for national membership).

Membership Deadline

Initial membership by November 1st, February 15th for qualification for the International Career Development Conference
Questions about membership?

- Contact Debi Cline for NM DECA membership questions
- Contact membership@deca.org for portal/national questions.

CHAPTER OF DISTINCTION

Chapter of Distinction

Purpose:

The Chapter of Distinction program recognizes varying levels of quality among CTSO chapters across New Mexico by honoring those that achieve **Bronze, Silver, and Gold** status.

The program is designed to acknowledge all chapters that meet established standards while encouraging the continuous development of high-quality CTSO chapters statewide.

Chapters that complete the Chapter of Distinction application are also eligible to apply for Chapter of the Year through a separate submission. Those who complete both applications may be considered for the Chapter of the Year Award, with the selected chapter receiving the NMAA banner.

This program aligns with the **ACTE Quality CTE Program of Study Framework** and supports ongoing improvement while celebrating excellence in CTSO chapter development throughout New Mexico.

Objectives:

1. Ensure chapter sustainability and success in:
 - Organization
 - Governance
 - Fiscal Management
2. Provide baseline standards for high-quality CTSO chapters
3. Communicate best practices for effective chapter management
4. Identify areas for improvement
5. Support training and professional development needs
6. Define and demonstrate standards of quality
7. Encourage ongoing self-assessment, growth, and teamwork

Achievement Levels:

- **Bronze:** Establishes a baseline for a healthy chapter
- **Silver:** Ensures sustainability and recognizes chapters exceeding Bronze standards
- **Gold:** Promotes continued growth and recognizes chapters exceeding Silver standards

Process:

1. The Chapter of Distinction application is completed and submitted **annually**.
2. Submissions should reflect accomplishments from **February 1 (previous year) through January 31 (current year)**.

3. All standards must be marked as:
 - Yes
 - No
 - In Process
 - N/A
4. Submissions must be compiled in a **3-ring binder** with **tabbed dividers** for each section.
 - Each standard must include **clearly labeled supporting evidence**
 - Example: *Organization Standard 1* → Include chapter constitution/by-laws labeled “**CHAPTER CONSTITUTION.**”
5. Achievement requirements:
 - **Bronze:** All Bronze standards met
 - **Silver:** All Bronze + Silver standards met
 - **Gold:** All Bronze + Silver + Gold standards met
6. Final determination of distinction level is made through **committee review** of the submitted binder.
7. Mail to: NM DECA, 1500 S. Ave K, ENMU Station # 61, Portales, NM 88130.
8. Must be postmarked by February 1 and mailed to the State Office. **Emailed copies will not be accepted.**

Recognition:

1. All Chapter of Distinction recipients will be **recognized on the website**:
 - Bronze & Silver: Certificate
 - Gold: Additional recognition
2. Chapters submitting a Chapter of Distinction binder are eligible to apply for **Chapter of the Year**:
 - Requires a **separate binder**

Must be submitted **at the same time** as the Chapter of Distinction binder

Link to application form: <https://nmctso.com/deca/award-opportunities/>

CHAPTER OF THE YEAR

Chapter of the Year

1. To apply for Chapter of the Year, you must complete and submit the **CHAPTER OF DISTINCTION DOCUMENT** and earn a minimum of **BRONZE LEVEL** for **Chapter of Distinction**.
2. Recognizing accomplishments from **February 1 of the previous school year through January 31** of the current school year.
3. Record chapter points earned for all completed requirements. Enter “zero” for any requirement not met.
4. All items **must** be submitted in a 3-ring binder.
5. Please label all evidence. Place the **activity category** and **activity number** in the documentation and arrange them in numerical order. Evidence may be used to document more than one (1) item. Evidence might include: photos, explanation of the event, program/agenda, % of student members participating, etc.
6. Credit will be given for labeled items only.
7. Chapter **must** determine and document on this form the points earned.

Must be postmarked by February 1 and mailed to the State Office. Emailed copies will not be accepted.

Mail to: NM DECA, 1500 S. Ave K, ENMU Station # 61, Portales, NM 88130.

Link to application form: <https://nmctso.com/deca/award-opportunities/>

CONFERENCES AND EVENTS

Fall Leadership Conference (Fall Rallies)

October 26, 2026—Las Cruces, Las Cruces Convention Center

October 27, 2026—Artesia, Bulldog Training Center

October 28, 2026—Albuquerque, Berna Facio Professional Development Center

October 29, 2026—Albuquerque, Berna Facio Professional Development Center

Registration Guide (coming soon)

Registration site: <https://www.registermychapter.com/flc/nm>

More information: <https://nmctso.com/ctlp-events/>

Ultimate DECA Power Trip

November 20-22, 2026

Louisville, KY

[Registration Guide](#)

More information: <https://www.deca.org/conferences/power>

District 1 Conference

Registration Guide (coming soon)

District 1 registration site: <https://www.decaregistration.com/nm-r1>

Online testing window: December 1-11, 2026

Awards are mailed to each chapter to give to the qualifying students

More information: <https://nmctso.com/deca/conferences/>

District 2 Conference

Registration Guide (coming soon)

District 2 registration site: <https://www.decaregistration.com/nm-r2>

Online testing window: December 1-11, 2026

Awards presented at UNM Popejoy Hall, January 13, 2027

More information: <https://nmctso.com/deca/conferences/>

Sports and Entertainment Marketing Conference

January 27-31, 2027

Orlando, FL

[Registration Guide](#)

More information: <https://www.deca.org/conferences/sem>

NM DECA CDC

March 1-2, 2027

Albuquerque Convention Center

Registration Guide (coming soon)

NM Registration site: <https://www.decaregistration.com/nm-s>

More information: <https://nmctso.com/deca/conferences/>

ICDC

April 17-20, 2027

Anaheim, CA

Registration Guide (coming soon)

NM Registration site: <https://www.decaregistration.com/nm-icdc>

More information: <https://nmctso.com/deca/conferences/>

Emerging Leader Summit

July 12-15, 2027

Washington, DC area (coming soon)

Registration Guide (coming soon)

More information: <https://www.deca.org/conferences/els>

DECA DATES + DEADLINES

2026-2027

JULY

- 6-9 DECA AP Business with Personal Finance
AP Summer Institute
University of North Carolina at Charlotte
- 11-13 Emerging Leader Summit
Tysons, VA | deca.org/els
- 15-16 Advisor Professional Learning Virtual Conference
Virtual | deca.org/advisor-virtual-conference
- 25-28 Adobe x DECA Luminary Program
San Francisco, CA

AUGUST

- 10-11 New Advisor Basic Training
Virtual | deca.org/basictraining

SEPTEMBER

- 15 District-Level Instructional Areas Announced
decadirect.org
- 28-10.2 School-based Enterprise Week
deca.org/sbweek
- 30 Activate Your Chapter Incentive Deadline
deca.org/register

OCTOBER

- TBA DECA AMPED Advisor Professional Learning
Conference
TBA | deca.org/amped
- 15 The Ultimate DECA Power Trip Registration Due
deca.org/power

NOVEMBER

#DECAMONTH

- 15 Honorary Life Membership + Outstanding Service
Award Application Packets Due
deca.org/professionalawards
- 15 Initial Membership Dues Deadline
deca.org/register
- 16-22 Global Entrepreneurship Week
genglobal.org/gew
- 20-22 The Ultimate DECA Power Trip
Louisville, KY | deca.org/power

DECEMBER

- 1 DECA Chapter Campaigns + Membership
Campaign Due
deca.org/campaigns
- 1 School-based Enterprise Certification Opens
deca.org/sbe

DECEMBER

- 2 Sports + Entertainment Marketing Conference
Registration Due
deca.org/sem
- 2-5 ACTE CareerTech Vision
New Orleans, LA | careertechvision.com

JANUARY

- 11 Student Scholarship Applications Due
deca.org/scholarships
- 14 School-based Enterprise Certification Due
deca.org/sbe
- 20 Advisor Scholarship Applications Due
deca.org/advisorapplications
- 27-31 Sports + Entertainment Marketing Conference
Orlando, FL | deca.org/sem

FEBRUARY

#CTEMONTH

- 1 Emerging Leader Honor Award Applications Open
deca.org/honoraward
- 15 ICDC Competitors' Final Membership Eligibility
deca.org/register

MARCH

- 1 Advocacy Campaign Due
deca.org/campaigns
- 1 Executive Officer Candidate Applications Due
deca.org/officers
- 15 ICDC Registration + Hotel Rooming List/Deposit
Due From Chartered Associations
- 23 ICDC Blazer Order Deadline
shopdeca.org
- 23 ICDC-Qualifying Prepared Upload Submissions Opens
deca.org/icdc
- 30 ICDC-Qualifying Prepared Upload Submissions Due
deca.org/icdc
- 31 Emerging Leader Honor Award Nominations Due
deca.org/honoraward

APRIL

- 17-20 DECA International Career Development
Conference
Anaheim, CA | deca.org/icdc

deca.org/calendar

Updated as of May 12, 2026. Visit the website for the most up-to-date calendar of events.

International DECA Calendar

NM DECA CALENDAR OF EVENTS 2026-2027	
July 2026	
1	CTSO Advisor Academy Registration opens https://www.cognitofirms.com/CTLP1/2026CTSOAdvisorAcademies
11-13	Emerging Leader Summit, Tysons, VA
15-16	Virtual DECA Professional Development, www.deca.org/advisorconference
15	CTSO NEW Advisor (0-2 years) training registration deadline https://www.cognitofirms.com/CTLP1/2026CTSOAdvisorAcademies
15	CTSO Advisor training registration deadline https://www.cognitofirms.com/CTLP1/2026CTSOAdvisorAcademies
August 2026	
1	Online Affiliation OPEN – https://memberships.decaregistration.com/deca#
1	DECA Power Trip registration opens www.deca.org/register
1	NM DECA Board of Directors Meeting, 8:00—10:00, NMSCPA 3400 Menaul Blvd NE
1	NM DECA Advisor Academy, 10:00—4:00 pm, NMSCPA 3400 Menaul Blvd, Albuquerque, NM 87107
10-11	DECA New Advisor Basic Training, www.deca.org/basictraining
17-18	CTSO NEW Advisor Academy, Berna Facio Building, 3315 Louisiana Blvd NE, Albuquerque NM 87110
September 2026	
1	Fall Leadership Conference Registration – OPEN https://www.registernmychapter.com/fic/nm
11-12	DECA Board Training
14	NM CTSO Advisor Academy, Berna Facio Professional Center, 3315 Louisiana Blvd NE, Albuquerque, NM 87110
9/28-10/2	School-based Enterprise Week, www.deca.org/sbeweek
October 2026	
1	Fall Leadership Conference Registration – CLOSES https://www.registernmychapter.com/fic/nm
15	DECA Power Trip registration closes
16	Registration OPEN for Districts 1 and 2—District 1 https://www.decaregistration.com/nm-r1 District 2 https://www.decaregistration.com/nm-r2
26-29	Fall Leadership Conference—Las Cruces 26 th , Artesia 27 th , Albuquerque 28 th , Albuquerque 29 th
November 2026– DECA MONTH	
1	Honorary Life Membership and Outstanding Service Award Nominations due www.deca.org/professionalawards
1	Initial Membership Roster DUE, HS online submission of roster and dues deadline www.decaregistration.com/hs
10	Registration – CLOSED at 5:00 pm for the District conference (Payment due within 30 days; a financial hold will be placed on your account at that time)
15	Automatic Positions Request DUE http://nmctso.com/deca/automatic-positions/
15	ICDC Trading pin designs due
16-22	Global Entrepreneurship Week www.eglobal.org/gew
20-22	Ultimate DECA Power Trip, Louisville, KY
December 2026	
1	Honorary Life Membership and Outstanding Service Award Application Packets due www.deca.org/professionalawards
1	NM Chartered Association CDC Registration Open (register all students) https://www.decaregistration.com/nm-s
1	DECA Chapter Campaigns and Membership Campaign due www.deca.org/campaigns
1	District Online Testing Window OPEN
2-5	ACTE Vision 2026—New Orleans LA
11	Testing window CLOSED – Districts 1 and 2
31	NM DECA Outstanding Administrator Award, NM DECA Outstanding Advisor Award, and NM DECA Outstanding New Advisor Award nominations are due, https://www.cognitofirms.com/CTLP1/NMDECAOutstandingAdministratorAward https://www.cognitofirms.com/CTLP1/NMDECAOutstandingAdvisorAward https://www.cognitofirms.com/CTLP1/NMDECAOutstandingNewAdvisorAward
January 2027	
13	District 2 Conference—Popejoy Hall, UNM
15	Chartered Association and National Officer Candidates Application Submitted by 5 pm online (2 per school max) http://nmctso.com/deca/officers/
15	Final Membership Roster DUE for participation at NM Chartered Association CDC
15	Scholarship Applications http://nmctso.com/deca/award-opportunities/
22	NM Chartered Association CDC Registration – CLOSED (Payment due within 30 days; a financial hold will be placed on your account at that time)
23	NM DECA Board of Directors meeting, 10:00 am—location NMSCPA
25	Prepared events project online submission window opens at 7:00 am
25	Last day for drops/changes for NM DECA Chartered Association CDC; after this date—no refunds
27-31	Sports and Entertainment Marketing Conference, Orlando, FL, Cabana Bay Beach Resort
TBD	CTSO Day at the Round House
29	Prepared events project online submission window closes at 5:00 pm
30	NM DECA Chartered Association officer testing DUE
February 2027– CTE Month	
1	Chapter of Distinction and Chapter of the Year documents must be postmarked to the CTLP office
15	Final Membership Roster DUE for participation at ICDC
March 2027	
1-2	NM DECA Chartered Association Career Development Conference – Albuquerque Convention Center West Building (Payment due within 30 days; a financial hold will be placed on your account at that time)
1	NM DECA CDC testing on-site at the Albuquerque Convention Center, West Building
2	Board of Directors Meeting, Albuquerque Convention Center
12	ICDC Registration and Housing DUE https://www.decaregistration.com/nm-icdc
23	ICDC Prepared Events online submission opens
30	ICDC Prepared Events online submission closes
April 2027	
17-20	ICDC – Anaheim, CA (Payment due within 30 days; a financial hold will be placed on your account at that time)
June 2027	
6-10	CTSO State Officer Training, Portales, NM. (MANDATORY – NO EXCEPTIONS)
July 2027	
12-15	Emerging Leader Summit

Updated 7-14-2026 Calendar subject to change

NM DECA Calendar

COMPETITIVE EVENTS



The **DECA Guide** contains tons of great resources for members and advisors, including: The 2026- 2027 calendar, competitive events updates and guidelines, A breakdown of the requirements and performance indicators for every event, Details and deadlines for this year's chapter campaigns, Information on this year's challenge

Link to the DECA Guide:

https://issuu.com/decainc/docs/deca_guide_2026-2027?fr=xIAEoAT3_NTU1

Competitive Event Topics and Updates:

<https://www.decadirect.org/articles/deca-announces-competitive-event-topics-and-updates-for-2026-2027>

Business Operations Research Events

Participants collaborate with a local business or organization to research what drives customer loyalty and repeat engagement. Using the research findings, participants will develop a strategic plan to strengthen customer retention through loyalty programs, personalized experiences or relationship-building initiatives.

Financial Consulting (FCE)

You will assume the role of a financial consultant meeting with a small-business owner in their late 50's who is beginning to think about retirement and succession planning. The client wants to explore options for selling, transferring, or winding down their business while maximizing financial security.

Hospitality and Tourism Professional Selling (HTPS)

You will assume the role of a sales representative for a tour wholesaler that designs immersive, experience-based group travel packages (culinary tours, cultural immersions, adventure itineraries). A local travel agency is looking to move away from traditional group bus tours and wants to modernize its offerings for younger travelers.

Professional Selling (PSE)

You will assume the role of a sales representative for a company that offers an integrated platform combining AI-powered customer service tools and retail analytics. A regional retail chain owner has scheduled a meeting to learn how your solution can reduce response times, lower staffing costs, optimize inventory, and improve the overall customer experience both in-store and online. Your goal is to explain how your platform can help the business operate more efficiently while increasing customer satisfaction and sales.

COMPETITIVE EVENT RESOURCES

DECA +

<https://www.decaplus.org/>

DECA + is a paid resource that includes 2026 state and ICDC exams, scenarios (81), and sample entries from the 2026 ICDC written event winners. NM DECA Board of Directors has paid for this for all active chapters. You will receive an email with your username and password. This email usually arrives in late September. There is 1 username and 1 password for each active chapter.

This is the most comprehensive study resource available. <https://www.deca.org/compete>

Make sure to reference the DECA guide for the most current guidelines for all events. There is also an exam blueprint that will outline what types of categories the questions come from for the exams, along with the district instructional areas for roleplays at district events. Available at: https://issuu.com/decainc/docs/deca_guide_2026-2027?fr=xIAEoAT3_NTU1

PREPARE FOR COMPETITION

Featured Resources



DECA Guide

Updates for 2026-2027

Exam Blueprint

District Instructional Areas

Competitive Events Poster

Career Cluster Poster

<https://www.deca.org/advisors>

This site has helpful links to sample role-play events by category, along with other ways to incorporate DECA into the classroom.

CHAPTER CAMPAIGNS OVERVIEW

MEMBERSHIP CAMPAIGN

Just like in business, continued growth is one of the keys to success. DECA's membership campaign is designed to help your chapter grow by making the DECA experience available to more student members, keeping alumni involved and engaging professional members such as administrators, teachers, parents and business partners. Recognition for the Membership Campaign will be determined based on your membership submitted in the online membership system. The due date for submission is December 1, 2026.

PROMOTIONAL CAMPAIGN

This campaign provides chapter members an opportunity to share with their school and community what DECA is all about and how their chapter is making a positive impact on its members and community. Conduct three school outreach activities, three community outreach activities and share three alumni success stories to complete this campaign. Be sure to submit your information online by December 1, 2026.

COMMUNITY SERVICE CAMPAIGN

DECA members are always finding unique ways to serve their community. Get recognized for your efforts through this campaign. It's easy. Simply document one or more community service activities, be sure to have at least 75% of your members involved, and create at least one form of publicity or promotion. Finally, be sure to submit your information online by December 1, 2026.

INNOVATIONS + ENTREPRENEURSHIP CAMPAIGN

Innovation and entrepreneurship are the driving forces behind today's business success stories. This campaign gives DECA members the opportunity to explore the entrepreneurial spirit in their own community. Encourage innovation and entrepreneurship by conducting the innovations activity with at least 75% member participation, interviewing and creating detailed profiles of three local businesses and hosting a local entrepreneur as a guest speaker to share their journey and insights with your chapter. Be sure to submit your information online by December 1, 2026.

ADVOCACY CAMPAIGN

This campaign takes place in February 2027, during Career and Technical Education Month®. Completing three school outreach activities, three public policymaker outreach activities and three community outreach activities will get your chapter recognized for this campaign. Your community will definitely know you are advocates of DECA and Career and Technical Education! Submit your campaign by March 1, 2027.

DECA CHAPTER CAMPAIGNS

deca.org/campaigns

CELEBRATE #DECAMONTH IN NOVEMBER

MEMBERSHIP

Guide your membership efforts by meeting these goals.

20

MORE STUDENTS
THAN LAST YEAR

OR

20

ALUMNI

OR

20

PROFESSIONALS

DEADLINE 12.1.26

Earn **ACHIEVEMENT LEVEL** by meeting the requirements in any one of the categories (students, alumni or professionals) of the Membership Campaign and receive a pennant and certificate.

Earn **THRIVE LEVEL** by meeting the requirements in any two of the categories of the Membership Campaign and receive a pennant, plaque, flag and two allocations to attend the Thrive Academy at ICDC!

PROMOTIONAL

Conduct these promotional activities from the beginning of your school year through DECA Month.

3

SCHOOL
OUTREACH ACTIVITIES



3

SUCCESS STORIES
OF ALUMNI



3

COMMUNITY
OUTREACH ACTIVITIES



Adobe Express *MUST BE USED IN THE CREATION OF ONE OUTREACH ACTIVITY.*

DEADLINE 12.1.26

Earn **ACHIEVEMENT LEVEL** by meeting the requirements in any one of the DECA Month Chapter Campaigns (Promotional Campaign, Community Service Campaign or Innovations and Entrepreneurship Campaign) and receive a pennant and certificate.

Earn **THRIVE LEVEL** by meeting all the requirements in any two of the DECA Month Chapter Campaigns (Promotional Campaign, Community Service Campaign or Innovations and Entrepreneurship Campaign) and receive a pennant, plaque, flag and two allocations to attend the Thrive Academy at ICDC!

COMMUNITY SERVICE

Conduct a community service activity from the beginning of your school year through DECA Month.

1

OR MORE COMMUNITY
SERVICE ACTIVITIES



75%

OR MORE PARTICIPATION
OF YOUR DECA MEMBERS



1

FORM OF PUBLICITY
OR PROMOTION USING



Adobe Express

INNOVATIONS + ENTREPRENEURSHIP

Conduct these innovations and entrepreneurship activities from the beginning of your school year through DECA Month.

1

INNOVATIONS ACTIVITY
WITH 75% PARTICIPATION



3

INTERVIEWS AND PROFILES
OF LOCAL BUSINESSES



1

LOCAL ENTREPRENEUR
GUEST SPEAKER

DEADLINE 3.1.27

Meet the requirements in the Advocacy Campaign during February and receive a pennant, special plaque from DECA and a letter of recognition sent to your school administrator and government officials.

ADVOCACY

Advocate during Career and Technical Education Month® in February.

3

SCHOOL
OUTREACH ACTIVITIES



3

PUBLIC POLICY
MAKERS OUTREACH



3

COMMUNITY
OUTREACH ACTIVITIES

Eligibility to attend ICDC is determined by the chartered associations, based on their policies. Chapters should consult with their association advisor for eligibility guidelines.

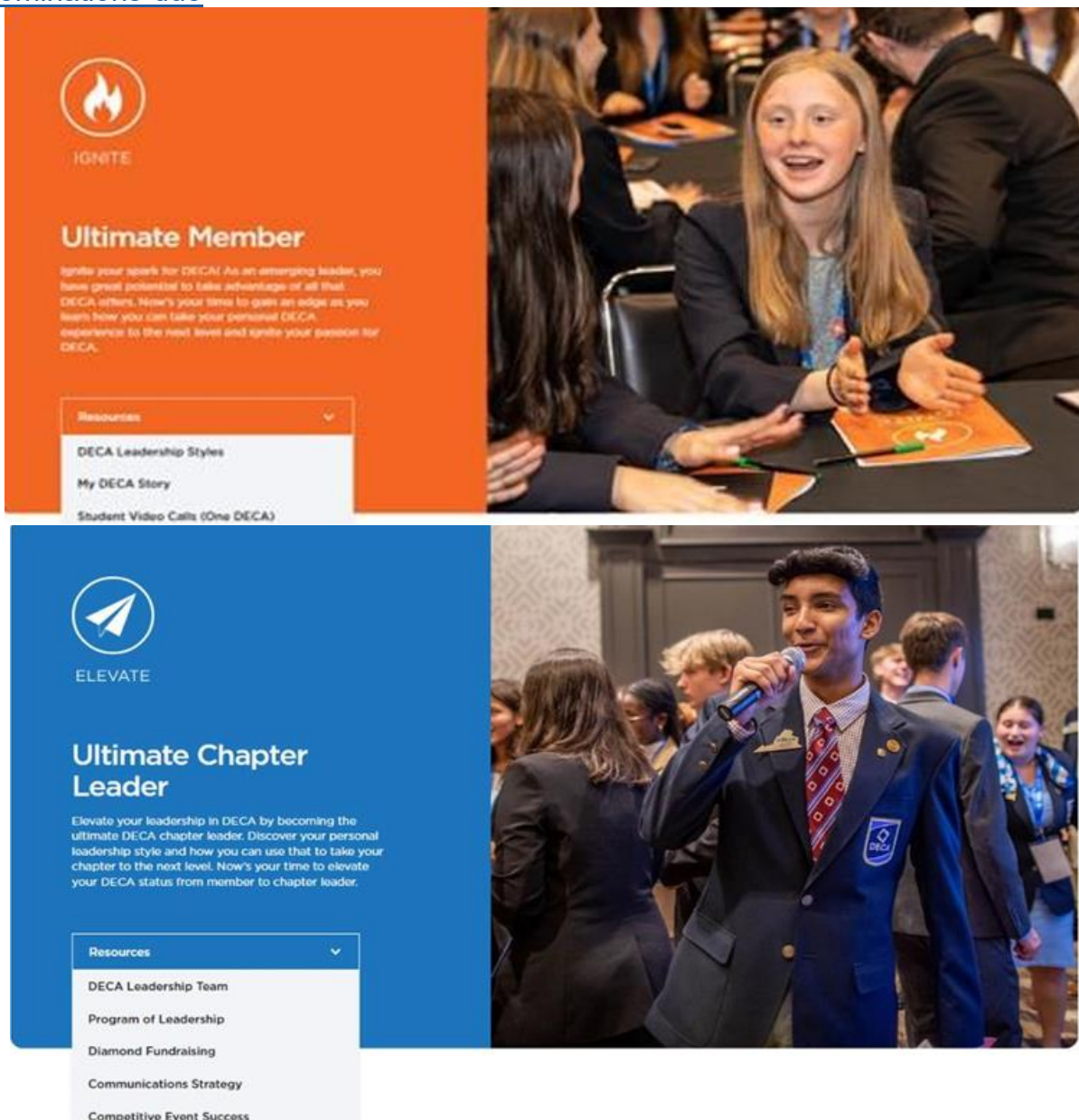
[Chapter Campaign Handbook](#)

STUDENT LEADERSHIP

<https://www.deca.org/emergingleaders>

This site will lead you to DECA's Emerging Leader Series site. This site has resources for students and your chapter officers. Click on resources for more information about this.

There is also an opportunity to honor your seniors and their leadership and involvement. This is the Emerging Leader award. These are due March 31, 2027. <https://www.deca.org/calendar/emerging-leader-honor-award-nominations-due>



JUDGES AND SPONSORSHIP LINKS

Judges for NM DECA CDC

<https://www.cognitoforms.com/CTLP1/DECAJudgeInformation>

Workshops for NM DECA CDC

<https://nmctso.com/deca/get-involved/>

Exhibitor for NM DECA CDC

<https://nmctso.com/deca/get-involved/>

NM DECA Sponsors

<https://nmctso.com/deca/get-involved/>

NM DECA ADVISOR DIRECTORY

CTLP Office—DECA Office

1500 S Ave K—ENMU—Station 61--Portales NM 88130
Christine Phipps, CTLP Director, Christine.Phipps@enmu.edu
Sarah Kinlund, Finance Lead, Sarah.Kinlund@enmu.edu
Debi Cline, NM DECA CAA, deca@nmctso.com
Eric Strauss, Officer Advisor, decastrauss@gmail.com
Leslie Ferris, Marketing Director, leslie.ferris@enmu.edu

Academy for Technology and the Classics

74 A Van Nu Po, Santa Fe NM 87508
Pablo Guss, pablo.guss@atcschool.org

Albuquerque Academy

6400 Wyoming Blvd NE, Albuquerque NM 87109
Shawn Ricketts, ricketts@aa.edu
Amy Lucero, luceroam@aa.edu

Albuquerque High School

800 Odelia NE, Albuquerque NM 87102
Ashley Lober, Ashley.lober@aps.edu
Brianna Montoya, Brianna.montoya@aps.edu

Albuquerque Institute for Mathematics and Science

933 Bradbury Dr SE, Albuquerque NM 87106
Ariana Gonzalez, agonzalez@aims-unm.org

Artesia High School

301 Bulldog Blvd, Artesia NM 88210
Kendra Janway, kjanway@bulldogs.org

Atrisco Heritage Academy High School

10800 Dennis Chavez Blvd SW, Albuquerque NM 87121
Roland Soto, soto_ro@aps.edu
Diego Garza,

Capital High School

4851 Paseo del Sol, Santa Fe NM 87507
Aaron Girdner, agirdner@sfps.k12.nm.us
Juan Acevedo, jacevedo@sfps.k12.nm.us

Cibola High School

1501 Ellison NW, Albuquerque NM 87114
Leonardine John, Leonardine.john@aps.edu

Clovis High School

1900 Thornton Street, Clovis NM 88101

To be named

Cottonwood Classical Preparatory School

Carter Weska, carter.weska@cottonwoodclassical.org

Del Norte High School

5323 Montgomery Blvd NE, Albuquerque NM 87109

Italo Giuseppe Da Giau Duharte, italo.dagiauduharte@aps.edu

Catherine Jaramillo, Jaramillo_ca@aps.edu

Eldorado High School

11300 Montgomery Blvd NE, Albuquerque NM 87111

Aaron Orosco, aaron.orosco@aps.edu

Explore Academy

6600 Gulton Ct NE, Albuquerque NM 87109

Lisa Ortiz, lisa.ortiz@explore.academy

Gadsden High School

6301 Highway 28, Anthony NM 88021

Isela Palomares, iramos@gisd.k12.nm.us

Health Leadership High School

6401 Jefferson St NE, Albuquerque NM 87109

Cinthya Olivas, cinthya@healthleadershiphighschool.org

Highland High School

4700 Coal Ave SE, Albuquerque NM 87108

Stacy Washington, Washington_st@aps.edu

La Cueva High School

7801 Wilshire NE, Albuquerque NM 87122

Terri Jones, terri.jones@aps.edu

Richard Faulkner, Faulkner_r@aps.edu

Laguna-Acoma High School

State Route 23, Casa Blanca, NM 87007

To be named

Las Cruces High School

Amber Gonzales, agonzales@lcps.net

Nathan Tierney, nate@exerplay.com

Legacy Academy

6900 Los Volcanes Rd NW, Albuquerque NM 87121
Brian Mucher, bmucher@legacyacademynm.com

Los Alamos High School

1300 Diamond Drive, Los Alamos, NM 87544
Sharon Hurley, s.hurley@laschools.net

Los Lunas High School

1776 Emilio Lopez Rd, Los Lunas NM 87031
Rick Cole, rjcole@llschools.net
Jessica Carbajal, jrcarbajal@llschools.net

Lovington High School

701 W Ave K, Lovington NM 88260
Jimmy Crawford, jimmycrawford@lovingtonschools.net

Manzano High School

12200 Lomas Blvd NE, Albuquerque NM 87112
Stacye Simpson, simpson_st@aps.edu

Organ Mountain High School

5700 Mesa Grande Drive, Las Cruces, NM 88011
Manuel (Tommy) Tomenbang, mtomenbang@lcps.net

Rio Grande High School

2300 Arenal Rd SW, Albuquerque NM 87105
Robyn Dow, robyn.dow@aps.edu

Rio Rancho High School

301 Loma Colorado NE, Rio Rancho NM 87124
Raymond McKinney, Raymond.mckinney@rrps.net

Sandia High School

7801 Candelaria Rd NE, Albuquerque NM 87110
James Palmer, james.palmer@aps.edu
Ryan Albritton, ryan.albritton@aps.edu

Sandia Preparatory School

532 Osuna Road NE, Albuquerque, NM 87113
Gina Riccobono, griccobono@sandiaprep.org

Sandia View Academy

65 Sandia View Lane, Corrales NM 87048
Darne King, darne.king@sandiaviewacademy.org

Santa Fe High School

Jeffrey Perryman, jperrman@sfps.k12.nm.us

Santa Fe Prep

1101 Camino de la Cruz Blanca, Santa Fe NM 87505

To be named

V. Sue Cleveland High School

4800 Cleveland Heights Rd NE, Rio Rancho NM 87144

Christopher Quintana, Christopher.quintana@rrps.net

Erin Carrica, Erin.carrica@rrps.net

Valley High School

1505 Candelaria Rd NW, Daniel Grauer, Daniel.grauer@aps.edu

Volcano Vista High School

8100 Rainbow Road NW, Albuquerque NM 87114

Lucinda Duran, Lucinda.duran@aps.edu

West Mesa High School

6701 Fortuna Rd NW, Albuquerque NM 87121

Justin Duggins, duggins@aps.edu

NM DECA CHARTERED ASSOCIATION MENTORS

NM DECA has contracted with two advisors to provide mentorship for advisors in their first 3 years of their NM DECA experience.

Ariana Gonzalez and Eric Strauss have agreed to provide this mentoring. They will assist you in making sure you meet deadlines and that you have a clear understanding of what your next steps should be.

Ariana will provide mentoring to advisors in their first year. Her contact information is:

Ariana Gonzalez—current advisor, 5th year

agonzalez@aims-unm.org

714-232-9167---text is preferred; she teaches a full class schedule and cannot call during class

Eric will provide mentoring to advisors for 2-3 years. His contact information is:

Eric Strauss—retired advisor, 29 years

decastrauss@gmail.com

505-459-7412—text is preferred; he is an entrepreneur

When you contact either of these mentors, be sure to include your name, what the question is, and when best to contact you.

Debi is available to you as well.

Debi Cline

deca@nmctso.com

505-301-1336—text or call

Suggestions:

Do not wait until the due date to start

Get your purchase orders in place prior to the deadline

**THANK YOU FOR ALL THAT YOU DO FOR YOUR
STUDENTS, NM DECA, AND INTERNATIONAL
DECA AS A WHOLE!**

You are amazing and are making a lasting impact
on students and their futures.



Additional Helpful Links:

- DECA Guide: https://issuu.com/decainc/docs/deca_guide_2026-2027?fr=xIAEoAT3_NTU1
- Advisor Resource Center <https://www.deca.org/resources>
- Membership Portal <https://membership.decaregistration.com/deca>
- New Mexico DECA <https://nmctso.com/deca/>
- National DECA <https://www.deca.org/>
- NM DECA District 1 Registration <https://www.decaregistration.com/nm-r1>
- NM DECA District 2 Registration <https://www.decaregistration.com/nm-r2>
- NM DECA CDC Registration <https://www.decaregistration.com/nm-s>
- NM DECA ICDC Registration <https://www.decaregistration.com/nm-icdc>



www.nmctso.com/deca

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Instagram: @nmdeca

X: @nmdeca

LinkedIn: www.linkedin.com/company/NMDECA

Updated: 8-28-2026