A lot of people like to start by announcing who they are, where they come from, and what they plan to do. Well I don’t follow the guidelines of these clichés. I am not just Landon Counts, I am DECA. I don’t just come from Florida, I come from Florida DECA. I don’t just plan to be successful, I plan to make DECA successful. As I said, my name is Landon Counts, and I represent Cooper City High School’s DECA chapter. And in my best hopes, I will represent you, Florida DECA.

Of course, this leads us to the question of WHY. WHY am I the best candidate? WHY can I embody the heart and soul of Florida DECA. And WHY should you count on Counts? I am not here to answer that for you, rather, I am here to provide you with the means to formulate the solution for yourselves. Yes, I said solution. I like to think of this election like a math problem. In math, both sides of an equation must always be balanced. One president, plus one executive vice president, plus four vice presidents equals success. Apart from this central problem, each officer is another math problem in itself, with each idea and characteristic arithmetically combining to form, as referenced in the prior, success. So what is my equation? My equation is Count: C: Continue Growth, O: Organize Support, U: Utilize Florida DECA App, N: New Approach to Social Media, T: Together, We Are DECA.

To begin with, I plan to focus on C, the exponential growth of Florida DECA. In order to bring about this upwards momentum, I will utilize my ambitious outlook on DECA. In my very own chapter, I have worked hard to increase DECA membership. Whether it’s building a display to exemplify the positive aspects of DECA, or presenting to a crowd of potential prospects, I never fail to inspire those around me. Speaking of potential prospects, I want to increase the professional membership overall. The main goal involving increased membership should be to expand the resources funneled into our middle school programs. By doing so, we will imprint DECA into the minds of students at this optimal age in which they are most looking to fit in. I promise to parallel my efforts in my own chapter in the agenda of Florida DECA.

Now we can take the previous and add it to the next part of my proposal, O, organizing support.

Florida DECA is hosting ICDC this year. While we have hosted this before, this conference is as important as ever. I hope to contribute whatever possible to provide you with yet another astounding DECA experience.

Take the sum of the first two, and multiply it by the following part of my platform, U, utilizing the Florida DECA app. How many of you have this app? Better yet, how many of you use this app? If my predictions are correct, most members probably aren’t even aware there is an app. This calls for a change, as a common ground for communication among our many chapters could aid in our overall success. The events and announcements pages should be promoted throughout Florida DECA. This would assist in coordination and eliminate confusion in terms of planned meetings and conferences.

Now we can distribute the N into the equation, N being a new approach to social media. Many of us use social media every day. Our parents and teachers might even argue we use it a little too much. If we allot just a small portion of our daily time to communicating among chapters and members, Team 58 will achieve measures previously unseen by Florida DECA.

Finally, we can solve for T, Together, We Are DECA. Essentially, this is the overall focus on building a stronger Florida DECA on Team 58.

For once, equalize quantity and quality, and Count on Counts.