



# OWN YOUR **FUTURE**»

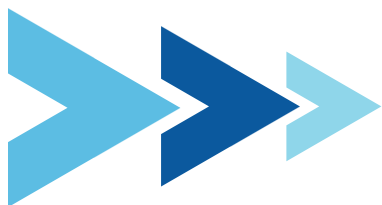


GEORGIA

**DECA**

**State Career Development Conference**

**February 16-18, 2017 | Hyatt Regency Atlanta**



# GEORGIA DECA 2016-17 **EXECUTIVE OFFICER TEAM**



## **State President**

**Nathaniel Smith**

West Forsyth High School

Advisors: David Rooney, Kathy Kemp,  
Gwen Belue, Andy Coleman, Bill Fink

## **Vice President of Leadership**

**Kristen Nicholson**

Forsyth Central High School

Advisors: Laura Martin, Diana Jones,  
Kimberly Clapper, Emily Henderson

## **Vice President of Marketing**

**Socorro Parra-Lopez**

Forest Park High School

Advisors: Patricia Moses

## **Vice President of Finance**

**Michael Tralongo**

North Gwinnett High School

Advisors: Jacqui Huffman, Doug Nieman,  
Lauren Kucera

## **Vice President of Career Development**

**Will Bradley**

South Forsyth High School

Advisors: Debra Moore, Katie  
Urbanovitch, Seth Hutchinson, Nancy  
Ruff, Kimberly Christoffersen

## **Vice President of Hospitality**

**Shannen Patel**

North Gwinnett High School

Advisor: Jacqui Huffman, Doug Nieman,  
Lauren Kucera

# WELCOME

Georgia DECA advisors, members, associates, and friends,

The event we have all been waiting for is now upon us – the 2017 State Career Development Conference! The executive officers and I would like to welcome all of you to the beautiful Hyatt Regency in Atlanta as we reflect on the past year in Georgia DECA and work to continue owning our futures. Within the next 30 hours, you will have the opportunity to experience competitions, workshops, the DECA Glow and more!

To all chapters who took it upon themselves to Go Own Their Future this year – thank you for contributing to your success and the success of Georgia DECA!

To all competitors - congratulations for making it to this point! I wish you all the best of luck in your competitive events.

To all members – enjoy the experience of this conference, and do everything you can to continue making Georgia DECA Great!

That all being said, have a great time Owning Your Future at the 2017 State Career Development Conference!



-Nathaniel Smith

## Upcoming Events

**Marketing Speaker Series with the Atlanta Hawks**  
**March 16, 2017**

**DECA Day with Georgia Swarm**  
**March 24, 2017**

**International Career Development Conference**  
**April 26-29, 2017 Anaheim, CA**

**Fall Rally**  
**October 13, 2017**

**Fall Leadership Development Conference**  
**October 19-20, 2017 (Renaissance Waverly)**

**State Career Development Conference**  
**February 1-3, 2018 (Hyatt Regency)**

## ➤ GEORGIA DECA BOARD OF DIRECTORS

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Houston County High School

**Lisa Cline**

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North Forsyth High School

**Sheila Hudson**

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**Jaime Carter**

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**Sharon Shahan**

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**Linda Smith**

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Georgia Department of Education

**Bob Armbruster**

Foundation President (ex-officio)  
Georgia DECA Foundation

**Shannon Aaron**

Executive Director (ex-officio)  
Georgia DECA



## ➤ GEORGIA DECA FOUNDATION BOARD OF DIRECTORS

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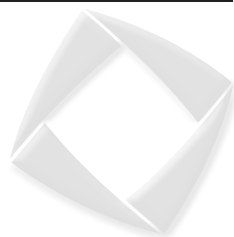
**Shannon Aaron**

Executive Director (ex-officio)  
Georgia DECA



## ➤ CONFERENCE STAFF

**Shannon Aaron** - Executive Director  
**Christina Bailey** - Executive Assistant  
**Sylvia Phillips** - Judges Coordinator  
**Tom Schwarz** - Individual Role Play Events Coordinator  
**David Rooney** - Team Role Play Events Coordinator  
**Jacqueline Huffman** - SBE Academy Coordinator



## ➤ SPECIAL THANKS TO OUR 2017 REGION HOSTS!

Region 1 **Nicole Champion**, Banneker High School  
Region 2 **Faith Davenport & Joey Farah**, Mill Creek High School  
Region 3 **Tom Schwarz**, Camden County High School  
Region 4 **Libby Clay & Emily Styers**, Northside High School-Columbus  
Region 5A **Joey Wills**, Dalton High School  
Region 5B **Shannon Shaw**, Sprayberry High School; **Michael Chasteen**, Kell High School; **Nakeesha Wilson**, Campbell High School  
Region 6 **Alicia Green**, Americus Sumter County High School  
Region 7 **Kelli Wesley**, Alcovy High School  
Region 8A **Amanda Sheridan**, Lambert High School  
Region 8B **Kristi Sims**, North Hall High School  
Region 9 **Brandi Chitty & Tywanda Mathis**, Sims Academy  
Region 10 **Shayna Brown**, Houston County High School

## SPECIAL THANKS to These Generous Sponsors of Georgia DECA!



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Georgia DECA extends our sincere appreciation to the following sponsors and volunteers for their generous support to the ongoing success of Georgia DECA and our members.

# 2017 STATE CDC SCHEDULE

**Thursday, February 16, 2017**

<b>DECA Headquarters</b>	8:00am-11:00pm Chicago E
<b>AMA Scholarship Interviews</b>	12:00pm-5:00pm Executive Conference Suite #222
<b>Registration</b>	3:00pm-7:00pm Centennial II-IV Foyer
<b>State Officer Candidate Testing &amp; Orientation</b>	3:00pm-3:30pm Executive Conference Room #219
<b>State Officer Candidate Interviews</b>	3:15pm-6:00pm Executive Conference Room #223
<b>Board of Directors Meeting</b>	3:30pm-4:30pm Baker
<b>Advisor Orientation</b>	4:30pm-5:00pm Baker
<b>AMA Teacher Grant Interviews</b>	5:00pm-8:00pm Baker
<b>Opening Session</b> <i>Presiding, Nathaniel Smith, State President</i> President's Welcome National Anthem Pledge of Allegiance Greetings from Superintendent Richard Woods AMA Scholarship EcoLink Presentation Keep Georgia Beautiful Presentation Foundation Presentation Chapter Awards Membership Awards ICDC Promo GA Only Testing Event Awards Announcements	8:30pm-10:30pm Centennial Ballroom
<b>Curfew</b>	11:00pm

## Friday, February 17, 2017

### Headquarters

7:00am-11:00pm  
Chicago E

### Advisor Orientation

For Role Play Events Only

7:30am-8:00am  
Grand Hall East

### Advisor Orientation

For All Day Events

7:30am-8:00am  
Centennial Ballroom I

Judges Orientation & Breakfast

8:00am-9:00am  
Chicago A-D

### Foundation & Memorial Scholarship Interviews

8:00am-12:00pm  
Heritage Board Room

### Competitive Events (By appointment)

9:00am-2:00pm  
Grand Hall East

Accounting Applications Series  
Apparel & Accessories Marketing Series  
Automotive Services Marketing Series  
Business Finance Series  
Business Law & Ethics (TDM)  
Business Services Marketing Series  
Buying & Merchandising (TDM)  
Financial Services (TDM)  
Food Marketing Series  
Hospitality Services (TDM)  
Hotel & Lodging Management Series  
Human Resources Management Series  
Marketing Communications  
Marketing Management (TDM)  
Personal Financial Literacy

Principles of Business Management &  
Administration  
Principles of Finance  
Principles of Hospitality & Tourism  
Principles of Marketing  
Quick Serve Restaurant Management  
Series  
Restaurant & Food Service Management  
Series  
Retail Merchandising Series  
Sports and Entertainment Marketing  
Series  
Sports and Entertainment Marketing  
(TDM)  
Travel & Tourism (TDM)

### Competitive Events (By Appointment)

9:00am-3:00pm  
Centennial Ballroom I

Advertising Campaign  
Community Service Project  
Fashion Merchandising Promotion Plan  
Independent Business Plan

Innovation Plan  
Professional Selling  
Sports & Entertainment Promotion Plan  
Start Up Business Plan

### Business Speech Event

9:00am-1:00pm  
Executive Conference  
Suite #223

### Job Interview

9:00am-1:00pm  
Executive Conference  
Suite #222

# 2017 STATE CDC SCHEDULE

## **Emerging Leaders Academy 1<sup>st</sup> Group**

9:30am-12:00pm  
Centennial II

## **Own Your Future In Anaheim**

Presented by Sarah Williams, DECA HS Assistant Director  
(for advisors and students interested in attending ICDC)

9:00am-9:40am  
The Learning Center

## **10 Easy Steps for Creating the LIFE of Your Dreams**

Presented by Dr. Dawn Cadwallader, Life University  
(for students)

10:00am-10:40am  
The Learning Center

## **SBE Academy**

10:00am-12:00pm  
Baker

## **State Officer Candidate Campaign Booth Setup**

10:30am-12:00pm  
Centennial II-IV Foyer

## **Are You Ready to Create Miracles & Make An Impact?**

Presented by Dr. Dawn Cadwallader, Life University  
(for students)

11:00am-11:40am  
The Learning Center

## **Foundation Exhibitors**

12:00pm-4:00pm  
Centennial II-IV Foyer

## **Trivia Showdown**

1:00pm-4:00pm  
Regency Ballroom V

## **Voting Delegates & Advisors Visit Campaign Booths**

(must have your ribbons)

12:00pm-12:15pm  
Centennial II-IV Foyer

## **State Officer Campaigning**

12:00pm-2:00pm  
Centennial II-IV Foyer

## **Own Your Future In Anaheim**

Presented by Sarah Williams, DECA HS Assistant Director  
(for advisors and students interested in attending ICDC)

1:00pm-1:40pm  
The Learning Center

## **Emerging Leaders Academy 2<sup>nd</sup> Group**

1:30pm-4:00pm  
Centennial II

## **Advisor Orientation**

For Written Events Only

1:00pm-1:30pm  
Grand Hall East

## **Judges Orientation & Lunch**

1:30pm-2:30pm  
Chicago A-D

## **10 Easy Steps for Creating the LIFE of Your Dreams**

Presented by Dr. Dawn Cadwallader, Life University  
(for students)

2:00pm-2:40pm  
The Learning Center



### **Competitive Events (By appointment)**

Business Growth Plan  
Business Services Operations Research  
Buying & Merchandising Operations Research  
Civic Consciousness  
Creative Marketing Project  
Entrepreneurship Promotion Project  
Finance Operations Research  
Financial Consulting Professional Selling  
Financial Literacy Promotion Project  
Franchise Business Plan  
Hospitality & Tourism Operations Research  
Hospitality & Tourism Professional Selling  
International Business Plan  
Learn & Earn Project  
Public Relations Project  
SBE Academy- New to Certification  
SBE Academy- Certified Chapters  
Sports & Entertainment Operations Research

2:30pm-7:00pm  
Grand Hall East

### **Are You Ready to Create Miracles & Make An Impact?**

Presented by Dr. Dawn Cadwallader, Life University  
(for students)

3:00pm-3:40pm  
The Learning Center

### **Business & Election Session**

Presiding: Nathaniel Smith, State President

4:00pm-5:30pm  
Centennial Ballroom II-IV

### **Chapter Time**

6:00pm-9:00pm

### **GLOW Setup**

(1 advisor and 2 students only)

8:30pm-9:00pm

### **GLOW**

*(Minute to Win It Games)*

9:00pm-10:30pm  
Grand Hall East

### **Curfew**

11:00pm

## **Saturday, February 18, 2017**

### **Grand Awards Session**

8:00am-10:00am  
Centennial Ballroom II-IV

### **Winners Meeting**

(required for all participants attending ICDC)

10:00am  
Centennial Ballroom II-IV

### **2017-2018 Executive Officer Meeting**

(officers and advisors)

10:45am  
Chicago E

# ➤ DRESS CODE FOR STATE CDC

## ***Name Badges Must be Worn at All Times***

### At Competition Site Or When Appearing Before Judges

#### **Females**

- Business suit or blazer with dress blouse and dress skirt or dress slacks or business dress
- Dress shoes (no tennis shoes or flip-flop sandals)
- Mini Skirts, short tops and short dresses are not appropriate, skirts must be no more than 2" from the knee)
- DECA Blazer & Dress pants are strongly encouraged

#### **Males**

- Business suit, Blazer or sport coat with dress slacks, collared dress shirt and necktie
- Dress shoes (no tennis shoes or flip-flop sandals) and dress socks
- DECA Blazer is strongly encouraged

### General Sessions, On Stage & Workshops

#### **Females**

- Business suit or blazer with dress blouse and dress skirt or dress slacks or business dress
- Dress shoes (no tennis shoes or flip-flop sandals)
- Mini Skirts, short tops and short dresses are not appropriate, skirts must be no more than 2" from the knee
- DECA Blazer & dress pants are strongly encouraged

#### **Males**

- Business suit, Blazer or sport coat with dress slacks, collared dress shirt and necktie
- Dress shoes (no tennis shoes or flip-flop sandals) and dress socks
- DECA Blazer is strongly encouraged

### GLOW Event

- Chapter T-shirt or Conference T-shirt
- Jeans/Pants and athletic shoes
- Shorts and skirts are not acceptable.
- Glow in the Dark Accessories (necklaces, bracelets, rings, etc)

### The Following Are Unacceptable at Any Georgia DECA Event

- Skin-tight or revealing clothing
- Midriff-baring clothing
- Leggings or graphic designed hosiery/tights
- Clothing with printing that is suggestive, obscene or promotes illegal substances
- Athletic clothing & Swimwear

***\*\*Students and Advisors that do not meet these dress code guidelines will be asked to leave and change into appropriate Dress Code Attire.***

# ➤ 2017 STATE CDC COMPETITIVE EVENTS

Accounting Applications Series	Innovation Plan
Advertising Campaign	International Business Plan
Apparel & Accessories Marketing Series	Job Interview
Automotive Services Marketing Series	Learn & Earn Project
Business Finance Series	Marketing Communications
Business Growth Plan	Marketing Management Team Decision Making
Business Law & Ethics Team Decision Making	Personal Financial Literacy
Business Services Operations Research	Principles of Business Management & Administration
Business Speech	Principles of Finance
Buying & Merchandising Operations Research	Principles of Hospitality & Tourism
Buying & Merchandising Team Decision Making	Principles of Marketing
Civic Consciousness	Professional Selling
Community Service Project	Public Relations Project
Creative Marketing Project	Quick Serve Restaurant Management Series
Emerging Leaders Academy	Restaurant & Food Service Management Series
Entrepreneurship Promotion Project	Retail Merchandising Series
Fashion Merchandising Promotion Plan	School Based Enterprise- Certified Chapter
Finance Operations Research	School Based Enterprise- New to Certification
Financial Consulting Professional Selling	Sports & Entertainment Marketing Operations Research
Financial Literacy Promotion Project	Sports & Entertainment Marketing Series
Financial Services Team Decision Making	Sports & Entertainment Marketing Team Decision Making
Food Marketing Series	Sports & Entertainment Promotion Plan
Franchise Business Plan	Start Up Business Plan
Hospitality Services Team Decision Making	Travel & Tourism Team Decision Making
Hospitality & Tourism Operations Research	
Hospitality & Tourism Professional Selling	
Hotel & Lodging Management Series	
Human Resources Management Series	
Independent Business Plan	

## ➤➤➤ ATTENTION SENIORS!

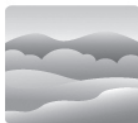
Not ready to be done with DECA?

Your DECA membership can continue next year as an alumni member! Stop by the Alumni Registration Table on Friday near the Foundation Exhibits to pre-register as a DECA alumnus for your chapter for next year! Membership dues are \$15.

# ➤ STATE CDC HIGHLIGHTS

## Keep Georgia Beautiful Project Presentation

Join us as we continue to support the efforts to keep Georgia Beautiful. Complete the Seed, Sprout, Tree, and Go Green Levels to earn competitor slots, conference recognition, and a chance to attend the 2017 International Career Development Conference.



Keep Georgia Beautiful Foundation  
KEEP AMERICA BEAUTIFUL AFFILIATE

## SBE Academy

This is the 4th year for Georgia DECA's School Based Enterprise Academy for chapters with a School Based Enterprise. Chapters could participate in one of the following categories that they qualified under: New to Certification and Certified Chapters. Participants attend a 1.5 hour Leadership Academy featuring round table discussions and vendor presentations. Participants also get an opportunity to showcase their school based enterprise or a plan for a school based enterprise during presentations in front of judges. The Top 2 SBE Teams in each category will be recognized at the Grand Awards Session and receive a 2017 ICDC Leadership Academy Slot.

## Emerging Leaders Academy

Attendees of the Emerging Leaders Academy will engage in a 1.5 hour leadership academy that is anything but ordinary! This fast paced leadership session combines what you know and what you need to know in a hands-on environment that will have you out of your seat! After the academy, participants will test their knowledge and show what they learned in the academy as they take the Emerging Leaders Assessment, with the top 10 DECA members earning a spot to the 2017 ICDC!

## Glow Event

How Bright is your chapter? Come up with a Glow in the Dark 60 second challenge (like minute to win it games) for members to try their hand at! Chapters that participate are entered into a drawing. Prizes include a free blazer and ICDC registration!



*Use the official conference hashtag  
#gadeca to connect!*

# DECA CHAPTER CAMPAIGN WINNERS 2017

*Congratulations to the following chapters receiving THRIVE Level in DECA's Chapter and Membership Campaigns!*

## Thrive Level Chapter Campaigns

Baldwin High School - Community Service & Promotional  
Brunswick High School - Community Service & Promotional  
Campbell High School - Community Service & Promotional  
Houston County High School - Community Service & Promotional  
Jones County High School - Community Service & Promotional  
Luella High School - Community Service & Promotional  
North Forsyth High School - Community Service & Promotional  
North Gwinnett High School - Community Services & Promotional  
Parkview High School - Community Service & Promotional  
Peachtree Ridge High School - Community Service & Promotional  
Rockdale Career Academy - Community Service & Promotional  
Sims Academy - Community Service & Promotional  
South Forsyth High School - Community Service & Promotional  
South Gwinnett High School - Community Service & Promotional  
THINC Academy - Community Service, Global Entrepreneurship Week, & Promotional  
Westside High School-Macon - Community Service & Promotional

## Thrive Level Membership Campaign

Camden County High School	Parkview High School
Campbell High School	Rockdale Career Academy
Forest Park High School	South Forsyth High School
Norcross High School	Westside High School-Macon
North Forsyth High School	

## Relive the Conference

[www.thinkback.com/GADECA](http://www.thinkback.com/GADECA)

Beginning on February 20th, Share Your SCDC Experience with Friends and Family!

## TRIVIA SHOWDOWN

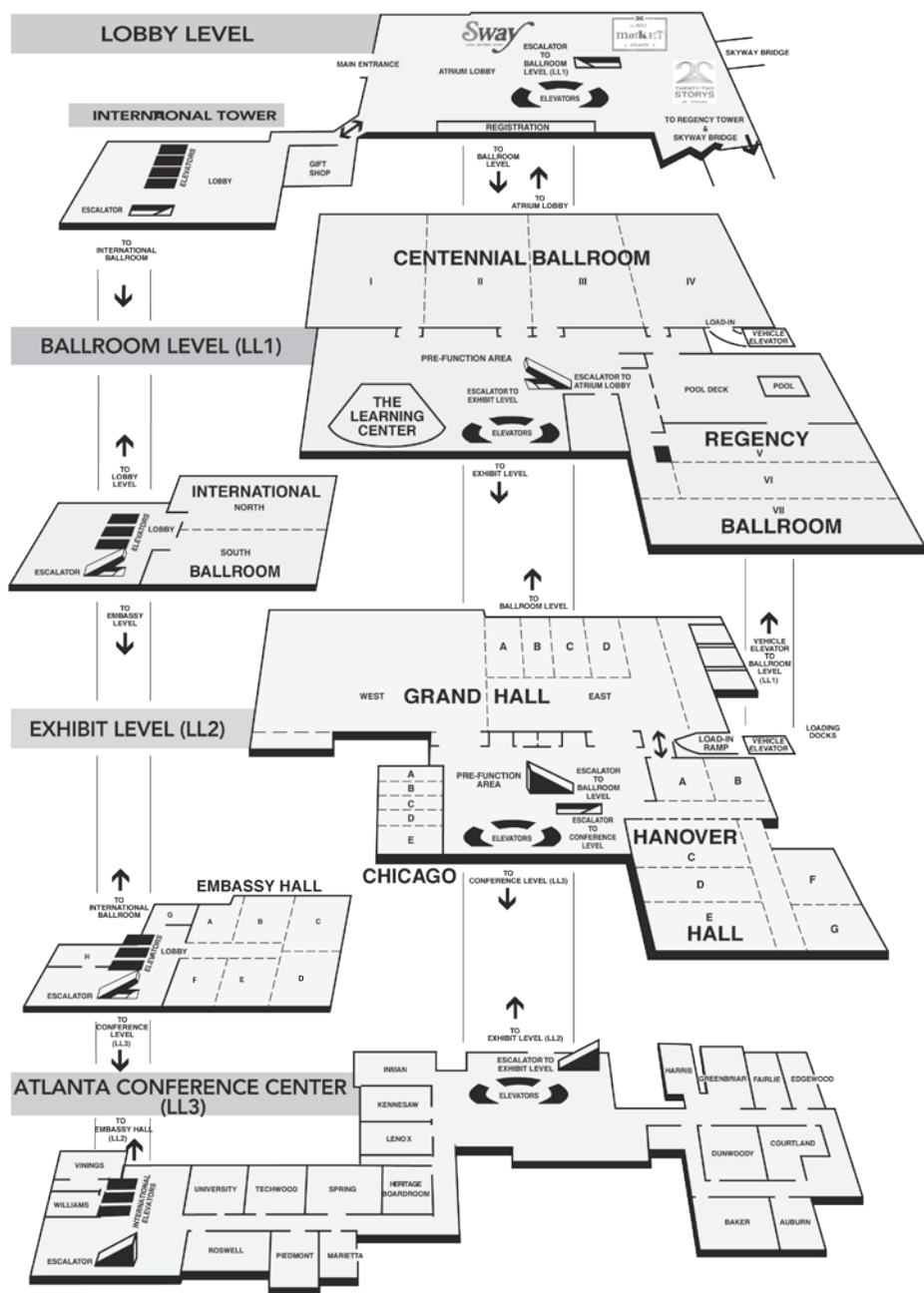
***Come and experience a new challenge at Regency Ballroom V!***

Are you ready to put your trivia skills against the world to see if you have what it takes to be crowned champion? Join in these 20 minute rounds of competition!

**Check It Out Friday!** 1:00pm-4:00pm Regency Ballroom V

\$200 Team Grand Prize Drawing! Additional raffle prizes will be drawn for teams who complete the challenge!







# INTERNATIONAL CAREER DEVELOPMENT CONFERENCE 2017

APRIL 26-29 | ANAHEIM





GEORGIA

**DECA**

## **MISSION**

**DECA prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management in high schools and colleges around the globe.**



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