DECA

INTERNATIONAL CAREER DEVELOPMENT CONFERENCE 2017

CHAPTER REGISTRATION KIT

APRIL 26-29 | ANAHEIM

DECA

INTERNATIONAL CAREER DEVELOPMENT CONFERENCE

The DECA International Career Development Conference (ICDC) is the culmination of the DECA year. More than 18,000 high school students, teacher-advisors, business professionals and alumni gather for several days of DECA excitement.

DECA members demonstrate their college and career ready knowledge and skills by participating in DECA's industry-validated Competitive Events Program, aligned with Career Clusters, National Curriculum Standards and 21st Century Skills in the areas of marketing, finance, hospitality, management and entrepreneurship. These members have qualified to attend based on superior performance at the district and association level. More than 1,000 business professionals serve as expert judges to evaluate DECA members' mastery of these concepts.

In addition, thousands of members participate in DECA's Emerging Leader Series, which helps them attain 21st Century Skills in the areas of collaboration and teamwork, communication, critical thinking and problem solving and creativity. One highlight is the involvement of executive mentors who provide college and career advice.

Thousands of DECA advisors and educators participate in administering DECA's Competitive Events Program and Emerging Leader Series while also participating in professional learning activities.

CLASSROOM CONNECTION

DECA's International Career Development Conference supports educational initiatives.

- Career Clusters®
- National Curriculum Standards
- 21st Century Skills
- Common Core State Standards
- Project-based Learning
- Personal Financial Literacy

APPROVED FOR LISTING NASSP 2016–2017 STUDENT CONTESTS, PROGRAMS & ACTIVITIES

The National Association of Secondary School Principals has placed this program on the NASSP National Advisory List of Contests and Activities for 2016-2017.

CONFERENCE FACTS

12,000

finalists from 55 chartered associations vying for international honors in DECA's Competitive Events Program.

3,000

DECA members engaging in leadership development activities preparing to be college and career ready.

1,000

business people who will serve as judges for international competition.

100+

exhibitors from a wide variety of colleges and businesses.

2,000

DECA advisors helping their students and attending the Advisor Academy.

ANAHEIM CONVENTION CENTER
800 W Katella Avenue
Anaheim, CA 92802
visitanaheim.org/meetings/acc
(714) 765-8888

#DECAICDC

DECA DIRECT

Visit decadirect.org for previews and highlights.

Join the event at http://bit.ly/decaicdc17

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CONFERENCE OVERVIEW 2017

DECA
INTERNATIONAL CAREER DEVELOPMENT CONFERENCE

ANAHEIM | 2017

TUESDAY, **APRIL 25**

12:00 PM – 6:00 PM	REGISTRATION *For Chartered Association Advisors*	Hall B Foyer
12:00 PM – 9:00 PM	HEADQUARTERS + TOURS BOOTH	Hall B Foyer
12:00 PM – 9:00 PM	SHOP DECA *(including blazer sales)*	207
12:00 PM – 9:00 PM	DECA 5K RUN/WALK *Pre-Registration*	Hall B Foyer
6:00 PM	CHARTERED ASSOCIATION ADVISOR DINNER *(by invitation only)*	208A

WEDNESDAY, **APRIL 26**

7:00 AM – 10:00 PM	HEADQUARTERS + TOURS BOOTH	Hall B Foyer
7:00 AM – 10:00 PM	SHOP DECA *(including blazer sales)*	207
7:30 AM	DECA 5K RUN/WALK	Grand Plaza
9:00 AM	OFFICER CANDIDATE INTERVIEWS	Hilton Mezzanine 5/6
9:00 AM	DECA DAY AT DISNEY	
1:00 PM – 5:00 PM	EXHIBIT + CAMPAIGN BOOTH SET-UP	Hall B
5:00 PM	PARADE OF CHARTERED ASSOCIATIONS REHEARSAL	Hall D
6:00 PM	EXECUTIVE MENTOR WELCOME *(by invitation only)*	
6:30 PM – 10:30 PM	#DECAICDC NETWORKING SESSION	Grand Plaza
7:00 PM – 8:30 PM 9:30 PM – 11:00 PM	GRAND OPENING SESSION *Fashion Show sponsored by FIDM/Fashion Institute of Design & Merchandising*	Hall D
12:30 AM	CURFEW *Chapters and chartered associations may set earlier curfew times.*	

THURSDAY, **APRIL 27**

7:00 AM – 4:30 PM	HEADQUARTERS + TOURS BOOTH	Hall B Foyer
7:00 AM – 4:30 PM	SHOP DECA *(including blazer sales)*	207
7:30 AM	VIRTUAL BUSINESS CHALLENGE BRIEFING *(required)*	210
8:00 AM – 11:30 PM	SCHOOL-BASED ENTERPRISE ACADEMY | FOOD OPERATIONS *Sponsored by Otis Spunkmeyer, an ARYZTA Brand*	Anaheim Marriott
8:00 AM – 4:00 PM	CAREER EXHIBITS + CAMPAIGN BOOTHS + DECA IMAGES *(Advisors only from 8:00 AM - 9:00 AM)*	Hall B
8:00 AM – 5:00 PM	COMPETITIVE EVENT TESTING + BRIEFING	
8:30 AM – 4:00 PM	EMERGING LEADER SERIES	Anaheim Marriott
9:00 AM – 3:30 PM	ADVISOR ACADEMY *(New and Developing Advisors)* *Sponsored by PepsiCo Chilled DSD*	204 B
9:30 AM – 1:00 PM	EXECUTIVE MENTOR PROGRAM	Anaheim Marriott
12:00 PM	MDA LUNCHEON *Sponsored by Muscular Dystrophy Association* *(by invitation only)*	208 A
12:30 PM – 4:00 PM	SCHOOL-BASED ENTERPRISE ACADEMY | RETAIL OPERATIONS *Sponsored by Otis Spunkmeyer, an ARYZTA Brand*	Anaheim Marriott
4:00 PM	VOTING DELEGATES' BRIEFING + CANDIDATE CAMPAIGN SESSION	Anaheim Marriott
4:00 PM – 11:00 PM	DECA NIGHT AT UNIVERSAL STUDIOS HOLLYWOOD *(Advance ticket purchase required) Last buses depart at 11:00 PM.*	
12:30 AM	CURFEW *Chapters and chartered associations may set earlier curfew times.*	

Check **deca.org/icdc** for updates. Tentative: 9.30.16

FRIDAY, **APRIL 28**

7:00 AM – 7:00 PM	HEADQUARTERS + TOURS	Hall B Foyer
7:00 AM – 7:00 PM	SHOP DECA *(including blazer sales)*	207
7:30 AM	JUDGES' ORIENTATION	210 + 213
8:00 AM – 4:00 PM	CAREER EXHIBITS + CAMPAIGN BOOTHS + DECA IMAGES	Hall B
8:00 AM – 7:00 PM	COMPETITIVE EVENT PRELIMINARY COMPETITION	Halls A and C
8:30 AM – 10:30 AM	JOHNSON & WALES SCHOLARSHIP AWARD BREAKFAST *Sponsored by Johnson & Wales University (by invitation only)*	209 B
8:30 AM – 3:30 PM	EMERGING LEADER SERIES	Anaheim Marriott
9:00 AM – 2:00 PM	ADMINISTRATOR DAY	208
9:00 AM – 3:00 PM	ADVISOR ACADEMY *(New and Developing Advisors)* *Sponsored by PepsiCo Chilled DSD*	204 B
NOON – 1:30 PM	CHARTERED ASSOCIATION OFFICER/ADVISOR LUNCHEON *Sponsored by Piper Jaffray & Co. (by invitation only)*	210
12:30 PM	JUDGES' ORIENTATION	213
2:00 PM – 3:30 PM	LEADERSHIP RECOGNITION	209 A
3:30 PM – 4:30 PM	COMPETITIVE EVENTS UPDATE WORKSHOP *(Advisors Only)*	210
12:30 AM	CURFEW *Chapters and chartered associations may set earlier curfew times.*	

SATURDAY, **APRIL 29**

7:30 AM – 10:30 AM	JUDGES' ORIENTATION	210 + 213
7:30 AM – 6:00 PM	HEADQUARTERS + TOURS	Hall B Foyer
7:30 AM – 6:00 PM	SHOP DECA + YARD SALE	207
8:00 AM	ACHIEVEMENT AWARDS SESSION	Hall D
8:30 AM – 6:00 PM	FINALIST T-SHIRT + RECOGNITION ITEMS	Hall C Foyer
8:30 AM – 6:00 PM	COMPETITIVE EVENT FINAL COMPETITION	Hall C
11:30 AM	BUSINESS + ELECTION SESSION	204 B
2:00 PM – 3:00 PM	WRITTEN REPORT + CERTIFICATE RETURN *(Chartered Association Advisor or Designee Only)*	206 B
7:00 PM – 8:00 PM	SCHOLARSHIP + NATIONAL ADVISORY BOARD RECEPTION *Sponsored by National Advisory Board Partners (by invitation only)*	208
8:30 PM	GRAND AWARDS SESSION	Hall D
12:30 AM	CURFEW *Chapters and chartered associations may set earlier curfew times.*	

SUNDAY, **APRIL 30**

8:30 AM – 3:00 PM	NEW EXECUTIVE OFFICER ORIENTATION	Hilton Mezzanine 6

EVENTS WILL BE HELD IN THE **ANAHEIM CONVENTION CENTER** UNLESS OTHERWISE NOTED.

DECA

COMPETITIVE EVENTS 2017

As an integral part of the classroom curriculum, DECA's industry-validated competitive events are aligned with the National Curriculum Standards in the career clusters of marketing, business management and administration, finance, and hospitality and tourism. DECA's flagship evaluation process involves students in both a written component such as an exam or report and an interactive component with an industry professional serving as a judge. DECA's competitive events directly contribute to every student being college and career ready when they graduate from high school.

QUALIFICATIONS FOR ENTERING INTERNATIONAL CONFERENCE COMPETITIVE EVENTS

1. All participants must be active members of DECA with the current year's dues on file with DECA Inc. prior to March 1 of the current school year.
2. All participants and written entries must be approved and authorized for entering competition by their chartered association through official competitive events registration forms.
3. All participants and written entries must meet the specifications set forth for each activity.
4. All participants must have participated in chartered association, district and/or local competition, or qualified through online competition.
5. All entry forms and creative entries must be submitted by the chartered association advisor or designee according to announced deadlines.
6. A participant may enter only one of the competitive events with a participatory component during DECA's international conference.
7. No additions or substitutions may be registered for competition after the deadline set forth by DECA Inc.
8. A written entry may not be entered in more than one international conference competitive event during a given year.
9. Once a written entry is entered in international conference competition, the identical content material may not be entered again in international conference competition.
10. All participants must attend the briefing sessions scheduled for their competitive event during the international conference.
11. Participants are required to follow the official DECA dress code.
12. All written entries must include a signed copy of DECA's Written Event Statement of Assurances and Academic Integrity.
13. Participants must bring a photo ID to all event briefings, testing sessions and presentations. If a photo ID is not available, an advisor must verify the participant's identity.
14. All participants must be housed at the assigned official conference hotel.

DECA COMPETITIVE EVENTS

PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS

Principles of Business Management and Administration **PBM**
Principles of Finance **PFN**
Principles of Hospitality and Tourism **PHT**
Principles of Marketing **PMK**

TEAM DECISION MAKING EVENTS

Business Law and Ethics Team Decision Making **BLTDM**
Buying and Merchandising Team Decision Making **BTDM**
Financial Services Team Decision Making **FTDM**
Hospitality Services Team Decision Making **HTDM**
Marketing Management Team Decision Making **MTDM**
Sports and Entertainment Marketing Team Decision Making **STDM**
Travel and Tourism Team Decision Making **TTDM**

INDIVIDUAL SERIES EVENTS

Accounting Applications Series **ACT**
Apparel and Accessories Marketing Series **AAM**
Automotive Services Marketing Series **ASM**
Business Finance Series **BFS**
Business Services Marketing Series **BSM**
Food Marketing Series **FMS**
Hotel and Lodging Management Series **HLM**
Human Resources Management Series **HRM**
Marketing Communications Series **MCS**
Quick Serve Restaurant Management Series **QSRM**
Restaurant and Food Service Management Series **RFSM**
Retail Merchandising Series **RMS**
Sports and Entertainment Marketing Series **SEM**

PERSONAL FINANCIAL LITERACY EVENT

Personal Financial Literacy **PFL**

Not all chartered associations offer all events. Please check with your chartered association advisor for events offered in your chartered association.

BUSINESS OPERATIONS RESEARCH EVENTS

Business Services Operations Research **BOR**
Buying and Merchandising Operations Research **BMOR**
Finance Operations Research **FOR**
Hospitality and Tourism Operations Research **HTOR**
Sports and Entertainment Marketing Operations Research **SEOR**

CHAPTER TEAM EVENTS

Community Service Project **CSP**
Creative Marketing Project **CMP**
Entrepreneurship Promotion Project **EPP**
Financial Literacy Promotion Project **FLPP**
Learn and Earn Project **LEP**
Public Relations Project **PRP**

ENTREPRENEURSHIP EVENTS

Innovation Plan **EIP**
Start-Up Business Plan **ESB**
Independent Business Plan **EIB**
International Business Plan **IBP**
Business Growth Plan **EBG**
Franchise Business Plan **EFB**

MARKETING REPRESENTATIVE EVENTS

Advertising Campaign **ADC**
Fashion Merchandising Promotion Plan **FMP**
Sports and Entertainment Promotion Plan **SEPP**

PROFESSIONAL SELLING AND CONSULTING EVENTS

Financial Consulting **FCE**
Hospitality and Tourism Professional Selling **HTPS**
Professional Selling **PSE**

ONLINE EVENTS

Stock Market Game **SMG**
Virtual Business Challenge Accounting **VBCAC**
Virtual Business Challenge Hotel Management **VBCHM**
Virtual Business Challenge Personal Finance **VBCPF**
Virtual Business Challenge Restaurant **VBCRS**
Virtual Business Challenge Retail **VBCRT**
Virtual Business Challenge Sports **VBCSP**

RECOGNITION AND AWARDS

DECA's competitive events provide recognition for competitors in a number of different areas. The following list describes the recognition provided at ICDC:

CERTIFICATE OF ACHIEVEMENT: All competitors will receive a Certificate of Achievement recognizing the achievement necessary to qualify to participate in the International Career Development Conference.

CERTIFICATE OF EXCELLENCE: Competitors scoring a combined total score of 70% or better on the competitive event components will earn a Certificate of Excellence.

ACHIEVEMENT AWARDS: For each event with an exam, the highest ten individual scores on the exam will receive a silver-ribbon medallion. For each Principles of Business Administration Event, Team Decision Making Event, Individual Series Event, Personal Financial Literacy Event, Marketing Representative Event and Professional Selling and Consulting Event, participants with top scores in each section of the presentation component will each receive a silver-ribbon medallion. In all events, the top two overall scores in each section will be considered finalists and receive blue-ribbon medallions.

GRAND AWARDS: The top ten finalists will be called to the stage and receive red-white-blue ribboned medallions with first, second and third places receiving trophies.

CASH AWARDS: All competitive event first place winners/teams will receive a minimum of $100. Several events provide larger awards based on company sponsorship.

SPONSORED EVENTS

DECA gratefully acknowledges the competitive events sponsorship of these generous corporations and organizations.

Unless otherwise noted, each sponsoring organization provides the following awards for international competitors:

1st Place	$1,000
2nd Place	$500
3rd Place	$250
4th–10th Place	$100 each

ACCOUNTING APPLICATIONS SERIES **ACT**

AICPA
American Institute of CPAs®

APPAREL AND ACCESSORIES MARKETING SERIES **AAM**

MEN'S WEARHOUSE®

AUTOMOTIVE SERVICES MARKETING SERIES **ASM**

NAPA AUTO PARTS

CREATIVE MARKETING PROJECT **CMP**

Berkeley College

FASHION MERCHANDISING PROMOTION PLAN **FMP**

FIDM

FRANCHISE BUSINESS PLAN **EFB**

FERF Franchise Education and Research Foundation
SERVING THE GLOBAL FRANCHISING COMMUNITY

HOTEL AND LODGING MANAGEMENT SERIES **HLM**

TEMPLE UNIVERSITY
School of Sport, Tourism and Hospitality Management

MARKETING COMMUNICATIONS SERIES **MCS**

THE UNIVERSITY of NORTH CAROLINA GREENSBORO
Bryan School of Business and Economics

PERSONAL FINANCIAL LITERACY **PFL**

H&R BLOCK DOLLAR$ & SENSE

PRINCIPLES OF BUSINESS MANAGEMENT AND ADMINISTRATION **PBM**

AT&T aspire

PRINCIPLES OF HOSPITALITY AND TOURISM **PHT**

AHLEI
AMERICAN HOTEL & LODGING EDUCATIONAL INSTITUTE

PRINCIPLES OF MARKETING **PMK**

NAA NATIONAL APARTMENT ASSOCIATION EDUCATION INSTITUTE

QUICK SERVE RESTAURANT MANAGEMENT SERIES **QSRM**

CHIPOTLE MEXICAN GRILL

RETAIL MERCHANDISING SERIES **RMS**

Gordmans
something unexpected

SPORTS AND ENTERTAINMENT MARKETING TEAM DECISION MAKING **STDM**

NORTHWOOD UNIVERSITY

DECA HOTEL CHALLENGE **VBCHM**

THE J. WILLARD AND ALICE S. MARRIOTT FOUNDATION

AWARDS

1st Place	$6,000 per team
2nd Place	$3,000 per team
3rd Place	$1,500 per team
4th Place	$900 per team

VIRTUAL BUSINESS CHALLENGES

ACCOUNTING
VBCAC

PERSONAL FINANCE
VBCPF

RESTAURANT
VBCRS

RETAIL
VBCRT

SPORTS
VBCSP

Knowledge Matters
Virtual Experience Learning

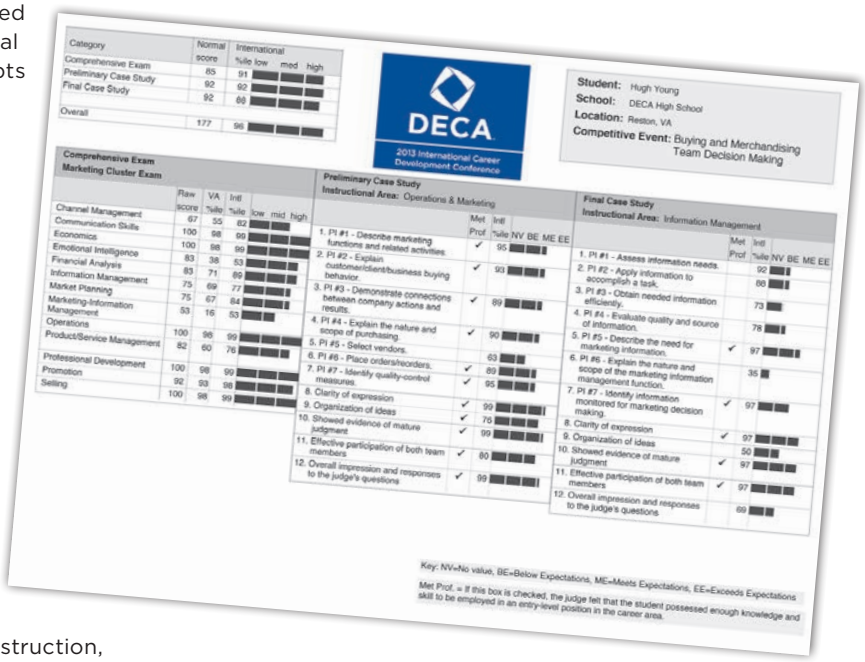
AWARDS

1st Place	$1,000 per team
2nd Place	$500 per team
3rd Place	$250 per team

EVIDENCE OF STUDENT LEARNING

TRANSCRIPTS

Supporting college and career readiness, DECA's competitive events transcripts express each member's performance rated against National Curriculum Standards identified as essential knowledge and skills and 21st Century Skills. DECA transcripts provide evidence of student learning and achievement through their participation in DECA's Competitive Events Program at the International Career Development Conference.



DECA

2013 International Career Development Conference

Student: Hugh Young
School: DECA High School
Location: Reston, VA
Competitive Event: Buying and Merchandising Team Decision Making

Category	Normal score	International %ile low med high
Comprehensive Exam	85	91
Preliminary Case Study	92	92
Final Case Study	92	88
Overall	177	98

Comprehensive Exam
Marketing Cluster Exam

	Raw score	VA %ile	Intl %ile low mid high
Channel Management	67	55	82
Communication Skills	100	98	99
Economics	100	98	99
Emotional Intelligence	83	38	53
Financial Analysis	83	71	89
Information Management	75	69	77
Market Planning	75	67	84
Marketing-Information Management	53	16	53
Operations	100	98	99
Product/Service Management	82	60	76
Professional Development	100	98	99
Promotion	92	93	98
Selling	100	98	99

Preliminary Case Study
Instructional Area: Operations & Marketing

	Met Prof	Intl %ile NV BE ME EE
1. PI #1 - Describe marketing functions and related activities.	✓	95
2. PI #2 - Explain customer/client/business buying behavior.	✓	93
3. PI #3 - Demonstrate connections between company actions and results.	✓	89
4. PI #4 - Explain the nature and scope of purchasing.	✓	90
5. PI #5 - Select vendors.		63
6. PI #6 - Place orders/reorders.	✓	89
7. PI #7 - Identify quality-control measures.	✓	95
8. Clarity of expression	✓	99
9. Organization of ideas	✓	76
10. Showed evidence of mature judgment	✓	99
11. Effective participation of both team members	✓	80
12. Overall impression and responses to the judge's questions	✓	99

Final Case Study
Instructional Area: Information Management

	Met Prof	Intl %ile NV BE ME EE
1. PI #1 - Assess information needs.		92
2. PI #2 - Apply information to accomplish a task.		86
3. PI #3 - Obtain needed information efficiently.		73
4. PI #4 - Evaluate quality and source of information.		78
5. PI #5 - Describe the need for marketing information.	✓	97
6. PI #6 - Explain the nature and scope of the marketing information management function.		35
7. PI #7 - Identify information monitored for marketing decision making.	✓	97
8. Clarity of expression	✓	97
9. Organization of ideas		50
10. Showed evidence of mature judgment	✓	97
11. Effective participation of both team members	✓	97
12. Overall impression and responses to the judge's questions		69

Key: NV=No value, BE=Below Expectations, ME=Meets Expectations, EE=Exceeds Expectations

Met Prof. = If this box is checked, the judge felt that the student possessed enough knowledge and skill to be employed in an entry-level position in the career area.

DECA's competitive events program, all data is normalized to provide this feedback and should be viewed as a snapshot of performance rather than in terms of final competition rankings.

DECA transcripts are yet another tool in demonstrating DECA's commitment to integrating DECA into classroom instruction, applying learning, connecting to business and promoting competition. DECA members may wish to use their DECA transcripts as part of their portfolios when applying for scholarships, to college or for jobs.

Learn more and order transcripts at www.deca.org.

CERTIFICATIONS

Over the past few years, more and more graduation requirements have been placed upon students. One of these common requirements is that students must obtain an industry certification or credential in order to graduate, depending on the diploma the student seeks.

AHLEI
AMERICAN HOTEL & LODGING
EDUCATIONAL INSTITUTE

Certified Guest Services Professional (CGSP) Certification through a new partnership with the American Hotel and Lodging Educational Institute (AHLEI). DECA members who take the Hospitality and Tourism Cluster Exam at ICDC and score at least 70% will be eligible for AHLEI's Certified Guest Services Professional Certification. AHLEI's Certified Guest Services Professional Certification will cost DECA members $20 compared to AHLEI's pricing of $50 for AHLEI members and $70 for non-members. Learn more at https://www.ahlei.org/Certifications/AHLEI-Professional-Certification.

Chapter advisors can order certifications through the marketplace on the online membership system.

DECA

EMERGING LEADER SERIES 2017

THE DECA EMERGING LEADER SERIES is designed to empower DECA members to provide effective leadership through goal setting, consensus building and project implementation.

Aligned with 21st Century Skills in the areas of critical thinking and problem solving, communication, collaboration and creativity, and innovation, DECA's Emerging Leader Series prepares DECA members to be effective leaders in college and careers. All of these academies are available during the DECA International Career Development Conference, and Elevate and Empower are also available at the DECA Emerging Leader Summit.

IGNITE

ULTIMATE MEMBER
Ignite your spark for DECA! As an emerging leader, you have great potential to take advantage of all that DECA offers. Now's your time to gain an edge as you learn how you can take your personal DECA experience to the next level and ignite your passion for DECA.

ELEVATE

ULTIMATE CHAPTER LEADER
Elevate your leadership in DECA by becoming the ultimate DECA chapter leader! Discover your personal leadership style and how you can use that to take your chapter to the next level. Now's your time to elevate your DECA status from member to chapter leader.

EMPOWER

ULTIMATE ASSOCIATION OFFICER
As a DECA association officer, one of your main responsibilities is to empower the members you serve. Learn how to effectively perform your role as an association leader, design an effective strategic plan and employ empowering communications strategies and methods.

ASPIRE

ULTIMATE GRADUATE
As you soon graduate, the sky is the limit for your aspirations. Do you know what to expect in college or how to be successful in your career? Learn how to leverage your DECA experience to your advantage in college, interviews and internships. Aspire to get on the fast track to college and career success.

THRIVE

ULTIMATE CHAPTER
Now it's time to thrive with other high performing chapters and continue to develop your toolbox of collaboration, communications, critical thinking and creativity skills.

LIFE University

Participation in DECA's Emerging Leader Series at ICDC is the primary conference activity for members, except for Empower. Empower is limited to chartered association officers, who may also participate in DECA's Competitive Events Program. Register through your chartered association advisor using the name of the academy.

DECA EMERGING LEADER SERIES

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SCHOOL-BASED ENTERPRISE ACADEMY 2017

SBE ACADEMY + COMPETITION

Sponsored by

Otis Spunkmeyer
an ARYZTA brand

Gold certified and gold re-certified School-based Enterprises (SBE) are eligible to bring one to three student manager(s) to the SBE Academy at the International Career Development Conference (ICDC) with approval of their chartered association advisor. During the SBE Academy, students experience professional development sessions, network with other SBEs, and compete in front of judges with a prepared oral presentation based on one of the 10 instructional areas covered in the chapter certification project.

The academy and competition presentation will consist of two tracks: food operations (SBEF) and retail operations (SBER). The presentation must be entered in the category in which the written chapter certification project received certification – food operations or retail operations. Information about the academy and competition presentation topic are available at www.deca.org/sbe.

DECA SBE Programs support 21st Century skills and employablity development

Experience working within a DECA SBE provides students the opportunity to learn skills that aren't necessarily learned in the classroom. DECA SBE provides students with the same valuable learning experience of any co-op or part-time job without requiring students to leave school. By working in a real business within the school, students are provided real-world experience vital to developing 21st century skills and preparing for future careers.

	Critical Thinking & Problem Solving	Collaboration & Teamwork	Communication	Creativity & Innovation
SBE ACADEMY	Identify and ask significant questions that clarify various points of view and lead to better solutions.	Demonstrate ability to work effectively and respectfully with diverse teams.	Listen effectively to decipher meaning, including knowledge, values, attitudes and intentions.	Develop, implement and communicate new ideas to others effectively.
SBE COMPETITION	Use various types of reasoning (inductive, deductive, etc.) as appropriate to the situation.	Exercise flexibility and willingness to be helpful in making necessary compromises to accomplish a common goal.	Articulate thoughts and ideas effectively using oral, written and nonverbal communication skills in a variety of forms and contexts.	Demonstrate originality and inventiveness in work and understand the real-world limits of adopting new ideas.

DECA

EXECUTIVE OFFICER CAMPAIGNS 2017

EXECUTIVE OFFICER CANDIDATES/ELECTIONS

Each association is expected to participate in the election of the executive officers for the upcoming year. The estimated number of voting delegates allocated to your association is provided below. Voting delegates should attend both the campaign session and election session. Each association that is not running a candidate may submit a name of a student member to serve on the nominating committee, however, space on this committee is limited. The form will be sent in March.

Executive officer candidates should download and review all materials at www.deca.org. Applications must be received at DECA Inc. on or before **March 6, 2017**. The DECA chartered association advisor is the only person authorized to initiate executive officer candidate nominations for the high school division.

VOTING DELEGATES

These are estimated voting delegate allocations based on 2015-2016 membership. According to the High School Division Bylaws, the apportionment will be made based on membership sixty (60) days prior to the annual meeting. DECA Inc. staff will send the official voting delegate allocation on March 1, 2017.

ASSOCIATION	VOTING DELEGATE	ASSOCIATION	VOTING DELEGATE	ASSOCIATION	VOTING DELEGATE
	2+(__% of 300)		2+(__% of 300)		2+(__% of 300)
Alabama	4	Kentucky	5	Ohio	9
Alaska	2	Louisiana	3	Oklahoma	5
Arizona	13	Maine	2	Ontario	19
Arkansas	5	Maryland	3	Oregon	4
California	10	Massachusetts	10	Pennsylvania	8
Colorado	14	Michigan	14	Puerto Rico	7
Connecticut	6	Minnesota	8	Rhode Island	2
Delaware	3	Mississippi	4	South Carolina	5
Florida	15	Missouri	13	South Dakota	2
Georgia	19	Montana	3	Tennessee	11
Germany	3	Nebraska	5	Texas	21
Guam	2	Nevada	5	Utah	5
Hawaii	2	New Hampshire	3	Vermont	2
Idaho	3	New Jersey	14	Virginia	21
Illinois	6	New Mexico	6	Washington	17
Indiana	7	New York	12	West Virginia	3
Iowa	3	North Carolina	13	Wisconsin	17
Kansas	4	North Dakota	3	Wyoming	3

DECA

ADVISOR PROGRAMS 2017

PROFESSIONAL LEARNING SERIES

powered by DECA

ADVISOR ACADEMY

DECA's Advisor Academy is designed to help DECA advisors with fewer than six years of experience understand their various roles and responsibilities, enhance their teaching with DECA, and develop innovative ideas. DECA advisors also learn how DECA's Comprehensive Learning Program integrates into classroom instruction, applies learning, connects to business and promotes competition.

CHILLED DSD PEPSICO

ACADEMY TOPICS

DECA CONNECTS

The DECA experience starts in the classroom where students learn business concepts in preparation for college and careers. A powerful instructional component, learn how DECA brings the classroom to life by empowering the teacher-advisor to make learning relevant.

DECA'S COMPREHENSIVE LEARNING PROGRAMS

Learn how to use DECA's Comprehensive Learning Program as application or extended learning activities and develop student members who are rigorously engaged in relevant exercises that develop the problem-solving and comprehension skills essential for college and careers.

COMPETITIVE EVENTS 101

Begin to understand how to use DECA's industry-validated competitive events as an integral part of the classroom curriculum.

COMPETITIVE EVENTS: BEYOND THE STAGE

Peek beyond the stage to discover unique ways to foster classroom learning with DECA competitive events and what students gain from engagement in the program. Learn how the competitive events are aligned with the National Curriculum Standards in the career clusters of marketing, business management and administration, finance, and hospitality and tourism.

CHAPTER STRATEGY

Learn the core elements of a successful DECA chapter strategy, including mission-based officer positions, DECA goals, chapter program of leadership and leadership tools.

CHAPTER COMMUNICATION STRATEGY

Content is king. Learn how to put together a comprehensive chapter communications strategy that speaks to both your internal and external audiences. Discuss effective ways to communicate with your chapter members, within your school and to your community using traditional and emerging techniques.

GAINING SUPPORT

Savvy DECA advisors understand that having the support of people outside their program in the school and in the local community can make their jobs easier and take their program to a higher level. Learn how to cultivate support within your school as well as beyond the school while you build your program.

ADMINISTRATOR DAY

DECA Administrator Day is designed to showcase DECA as a vital part of the educational system, particularly to those who do not currently have DECA chapters. Attendees are given an update on DECA's connection to education initiatives, including the National Curriculum Standards, the Common Core Standards and 21st Century Skills. Participants also engage in a behind-the-scenes tour of the International Career Development Conference.

DECA

REGISTRATION + HOUSING 2017

ADDITIONAL INFORMATION

CONFERENCE TRANSPORTATION

Transportation to the Anaheim Convention Center will be provided throughout the conference for those outlying hotel guests at Disneyland Hotel and Garden Grove hotels. Transportation information can be found online at www.deca.org/icdc.

STUDENTS WITH SPECIAL NEEDS

We want to make every opportunity available for our special needs members to participate in the ICDC. An online form is at https://deca.formstack.com/forms/services_for_special_need_students to identify students that need special services. We will work with the school and/or chartered association to provide the appropriate services. It is critical that we receive the form by the **March 24** due date in order to arrange the appropriate services.

PARADE OF FLAGS

One of the highlights of the Grand Opening Session will be the Parade of Flags. Each chartered association advisor will be requested to select **ONE** participant to represent your chartered association during the Parade of Chartered Association Flags. The representative will be **required** to wear the official DECA blazer with business attire to the opening general session and to be present during the rehearsal. Any chartered association not represented during rehearsal will not be permitted to have their flag posted during any of the conference sessions.

CHARTERED ASSOCIATION MEETINGS

Chartered associations are encouraged to hold meetings to brief all delegates on conference activities, rules/regulations, changes in program, etc. Chartered association advisors must make arrangements for meeting locations since hotel facilities are not adequate to schedule multiple chartered association meetings at one time. Chartered association advisors must request meeting facilities by contacting the hotel staff at the assigned hotel. Meeting facilities will be assigned on a first-come, first-served, space available basis. Delegations that are unable to meet at the assigned hotel may contact Shirlee Kyle at shirlee_kyle@deca.org to request meeting space at the convention center.

LEADERSHIP RECOGNITION

Hosted by the DECA Inc. Board of Directors, this annual invitation only event held during DECA's International Career Development Conference recognizes invited chartered associations and DECA chapter advisors for their outstanding leadership and extraordinary work.

DECA PROFESSIONAL DIVISION AWARDS

The DECA Professional Division Awards recognize individuals for outstanding and significant contributions toward the development and progress of DECA Inc. on the local to international level. The Honorary Life Membership Award, Chairman's Award, Outstanding Service Award and Association Administrator of the Year Award are presented at ICDC.

SCHOLARSHIPS

DECA's scholarship program provides over $300,000 in scholarships at the International Career Development Conference each year. Many corporations provide scholarships through the DECA Scholarship Program. DECA Inc. administers the program based on guidelines set by the donor. DECA scholarships are strictly merit based. Scholarships will be awarded during the closing general session. Company representative and student pictures will be taken immediately following the on-stage presentation.

The Professional Development scholarship program is for DECA advisors wishing to further their education within their field. Some scholarships can be used to reimburse fees of attendance at an annual conference that provides continuing education credits in their field such as DECA AMPED, Conclave or ACTE. Corporate advisor application postmark deadline is **March 6, 2017**. These applications can be found at www.deca.org/advisors.

CONFERENCE COMMUNITY SERVICE ACTIVITY

As the premier conference community service activity, DECA will be hosting the annual DECA 5K Run/Walk on Wednesday, April 26. For more information and to register, visit www.decaregistration.com/5krun. Proceeds benefit the Muscular Dystrophy Association and DECA's Scholarship Fund.

FUTURE DATES

CHARTERED ASSOCIATION MANAGEMENT CONFERENCE

August 16-18, 2017	Atlanta
August 8-10, 2018	Orlando
August 14-16, 2019	Nashville
August 12-14, 2020	Anaheim
August 11-13, 2021	Atlanta
August 10-12, 2022	Orlando

INTERNATIONAL CAREER DEVELOPMENT CONFERENCES

April 21–24, 2018	Atlanta
April 27–30, 2019	Orlando
April 29–May 2, 2020	Nashville
April 24-27, 2021	Anaheim
April 23-26, 2022	Atlanta
April 22-25, 2023	Orlando

DECA

GUIDELINES + CONDUCT 2017

ATTENDANCE CRITERIA

The DECA Inc. Board of Directors has specified that there must be a **minimum of one adult advisor for every eight high school division student delegates**. An adult advisor may be any adult named by the chartered association DECA advisor to serve the chartered association in this capacity. He/she must register for the conference, pay the registration fee and be in attendance for the entire period of the conference. There are no restrictions on the number of adult advisors who may attend. In reference to the required minimum, all coordinators, parents, supervisors and teacher educators are eligible.

To be eligible to attend the International Career Development Conference, each high school division member must meet these basic criteria:

- Be an active member of a division of DECA. Membership must be recorded on an official DECA membership roster and be on file with DECA Inc.
- Have the approval of the chartered association DECA advisor.
- Have the approval of the chapter DECA advisor.
- Have the approval of the school administration.
- Have the approval of parent or guardian unless 21 years or older.

Any professional, alumni or collegiate division member meeting the above criteria is eligible to attend the International Career Development Conference.

In addition to the above criteria, high school division members must meet one (1) of the following criteria:

- Be a chartered association participant in one of the international competitive activities. Dues must be paid by March 1.
- Be a DECA Inc. scholarship award recipient.
- Be a chartered association, area or regional officer.
- Be a voting delegate representing his/her chartered association for his/her division.
- Be a delegate to one of the following:
  - ASPIRE
  - ELEVATE
  - EMPOWER
  - IGNITE
  - School-based Enterprise Academy (SBE)
  - THRIVE
- Be a chartered association delegate by receiving special permission from his/her chartered association DECA advisor (limited to 1% of the chartered association's DECA Inc. membership in the high school division).

Allocation for competitors, voting delegates and chartered association representatives are based on each chartered association's membership in the high school division on June 30 of the previous calendar year. Please refer to the allocation schedules included for details.

PRESIDENTIAL GOVERNANCE COMMITTEE

A Governance Committee will be appointed for the High School Division. The purpose of the committee will be to act upon all violations of the **Delegate Conduct Practices and Procedures** within the division. The conduct guidelines were approved by the Board of Directors for DECA Inc. and apply to adult advisors as well as student delegates.

A copy of the **Delegate Conduct Practices and Procedures and ICDC Dress Code** may be found in this section. **The dress code applies to all participants while in the convention center and convention facilities**. The Board of Directors of DECA Inc. requires every student delegate to read and complete these forms as partial completion of ICDC attendance requirements. Please make sufficient copies for your delegates to sign and return to you prior to the International Career Development Conference. Chartered association advisors may wish to bring these forms with them to the conference for possible reference. PLEASE DO NOT MAIL TO DECA INC.

The chartered association advisor will be notified (in writing) of all violations. Notices may require the committee to assemble and take such action as is outlined in the **Conference Conduct Practices and Procedures**.

CODE OF ETHICS FOR ADULT ADVISORS

DECA offers training to those students who have a career objective in the field of marketing, finance, hospitality, management or entrepreneurship. Individual conduct and appearance is a phase of this training. This phase of the education program becomes apparent at DECA's International Career Development Conference.

Since a good example is one method of teaching, and students participating in the conference are impressionable, a **Code of Ethics** is set for adult advisors.

It becomes the responsibility of each and every participant to see that proper conduct is adhered to at all times. Violations of these practices and procedures will be referred to the president of the Board of Directors for DECA Inc.

- Advisors shall conduct daily meetings with participants for progress reports, time schedules and other activities.
- Advisors shall keep an agenda for each student so that they may be reached at any time during the conference.
- Each chartered association shall arrange to have one advisor on call at all times.
- Each advisor shall be responsible for seeing that participants adhere to all conduct practices and procedures.
- The rules as stated in the **Delegate Conduct Practices and Procedures** and the **Dress Code** are called to your attention for review and should govern the behavior of advisors as well as students.

DISCRIMINATION POLICY

DECA Inc. is committed to creating and maintaining a healthy and respectful environment for all of our emerging leaders and entrepreneurs. Our philosophy is to ensure all members, regardless of race, color, religion, sex, national origin, age, disability, sexual orientation, or socio-economic status, 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 to uphold and contribute to this climate.

DELEGATE CONDUCT PRACTICES AND PROCEDURES

The Board of Directors for DECA Inc. requires each delegate attending the International Career Development Conference to read and complete the **Attendance Permission Form** and return to the **chartered association** DECA advisor as partial completion of attendance requirements.

- The term "delegate" shall mean any DECA member, including advisors, attending conferences (high school, collegiate, alumni, professional).
- There shall be no defacing of public property. Any damage to any property or furnishing in the hotel rooms or building must be paid for by the individual or chapter responsible.
- Delegates must wear identification badges and wristbands at all times.
- Delegates shall refrain from using inappropriate or profane language at all times.
- Delegates shall refrain from written, verbal, physical or electronic activities that may lead to harassment, hazing, bullying or damaging property.
- The use of any harassment against anyone on the basis of race, color, creed, national origin, ancestry, age, gender, sexual orientation, or disability is prohibited.
- Delegates shall respect the rights and safety of other hotel guests.
- Delegates shall not possess alcoholic beverages, narcotics or weapons in any form at any time under any circumstances.
- Delegates shall refrain from gambling—playing cards, dice or games of chance for money or other things of value.
- Use of tobacco products and electronic cigarettes by delegates is prohibited at all DECA functions.
- Delegates must adhere to the dress code at all times.
- Delegates must not dress or behave in a manner than can be interpreted as sexually explicit.
- Students shall keep their adult advisors informed of their activities and whereabouts at all times.
- No delegate shall leave the hotel (except for authorized events) unless permission has been received from chapter and chartered association advisors.
- Delegates should be prompt and prepared for all activities.
- Delegates should be financially prepared for all activities.
- Delegates are required to attend all sessions and activities assigned including workshops, competitive events, committee meetings, etc., for which they are registered unless engaged in some specific assignment scheduled at the same time.
- Delegates will spend nights at their assigned hotel and in their assigned room. No guests allowed during curfew hours. Delegates will be quiet at curfew.
- Curfew will be enforced. Curfew means the delegate will be in his/her assigned room.
- Chartered associations will be responsible for delegates' conduct.
- Delegates ignoring or violating any of the above rules will subject their entire delegation to being unseated and their candidates or competitive events participants to being disqualified. Individual delegates may be sent home immediately at their own expense.
- Tasteful casual wear will be accepted during specific social functions as designated during orientation.

ICDC DRESS CODE

Professional appearance is an important aspect of the overall preparation of DECA members for the business world. To that end, DECA supports a dress code for its career-based functions that exemplifies the highest standards of professionalism while being non-discriminatory between males and females. DECA's board of directors has developed the following official dress standards for the International Career Development Conference. Students, advisors and chaperones must follow the dress code.

Competitors must wear an official DECA blazer during interaction with the judges. While official DECA blazers are not required during briefing and testing, professional business dress is required. Professional dress should also be worn to all conference sessions including workshops and special meal functions such as luncheons. For a more polished, professional appearance, it is recommended that attendees wear appropriate hosiery/socks.

AN OFFICIAL DECA BLAZER IS REQUIRED TO RECEIVE RECOGNITION/AN AWARD ON STAGE.

WHEN APPEARING BEFORE JUDGES

FEMALES

Official DECA blazer with dress skirt or dress slacks and a dress blouse or official blazer with a dress; dress shoes

MALES

Official DECA blazer with dress slacks, collared dress shirt and necktie; dress shoes and dress socks

DECA GENERAL SESSIONS AND MEAL FUNCTIONS

FEMALES

Business suit or blazer with dress blouse and dress skirt or dress slacks or business dress; dress shoes

MALES

Business suit or sport coat with dress slacks, collared dress shirt and necktie; dress shoes and dress socks

EVENT BRIEFING, MANUAL REGISTRATION + TESTING, LEADERSHIP ACADEMIES + INSTITUTES

FEMALES

Dress blouse or dress sweater with dress skirt or dress slacks (blazer optional) or business dress; dress shoes

MALES

Collared dress shirt and necktie with dress slacks (blazer optional); dress shoes and dress socks

DECA BUSINESS CASUAL

Casual slacks (e.g., Dockers), blouse or shirt, socks and casual shoes.

Jeans, t-shirts and athletic shoes are not included in business casual attire.

UNACCEPTABLE DURING DECA ACTIVITIES

Skin-tight or revealing clothing

Midriff-baring clothing

Swimwear

Leggings or graphic designed hosiery/tights

Athletic clothing

Clothing with printing that is suggestive, obscene or promotes illegal substances

When judging adherence to the dress code, DECA asks that advisors, teachers and chaperones use observation as the tool for assessing compliance. DECA does not support or condone the touching of students or their clothing as a means of determining whether or not a student is following the dress code guidelines.

Any medical exceptions to this code must be documented in the conference headquarters prior to the beginning of the conference. This is the responsibility of the local advisor.

ATTENDANCE PERMISSION FORM

ATTENDANCE

This is to certify that _____ has my permission to attend the above named DECA activity. I also do hereby on behalf of him/her absolve and release the school officials, the DECA chapter advisors and the assigned chartered association DECA staff from any claims for personal injuries or illness which might be sustained while he/she is en route to and from or during the DECA sponsored activity.

EMERGENCY

Any medical exceptions to this code must be documented in the conference headquarters prior to the beginning of the conference. This is the responsibility of the local advisor.

I authorize the advisor to secure the services of a physician or hospital, and to incur the expenses for necessary services in the event of accident or illness, and I will provide for the payment of these costs:

WALK-IN CLINICS

Golden West Medical
915 East Katella Avenue, #100
Anaheim, CA 92802
(714)-634-4884

Kaiser Permanente Urgent Care
12100 Euclid Street
Garden Grove, CA 92840
(888)-988-2800

DRUG STORES

CVS
1803 South Harbor Boulevard
Anaheim, CA 92802

Walgreens
1802 South Harbor Boulevard
Anaheim, CA 92802

HOSPITALS

Western Medical Center
1025 South Anaheim Boulevard
Anaheim, CA 92805
(714) 533-6220

University of California Irvine Medical Center
101 The City Drive South
Orange, CA 92868
(714)-456-7890

St. Joseph Hospital
1100 West Stewart Drive
Orange, CA 92868
714-633-9111

Kaiser Permanente Anaheim Medical Center
3440 E. La Palma Avenue
Anaheim, CA 92806
714-644-2000

We have read and agree to abide by the delegate conduct practices and procedures and dress code. We also agree that the school officials, the DECA chapter advisors, the chartered association DECA staff, or the Conference Conduct Committee members have the right to send the student home from the activity at our expense, provided that he/she has violated the delegate conduct practices and procedures and/or his/her conduct has become a detriment.

_____

Student Signature

_____ _____

Parent/Guardian Signature Phone

_____

Chapter Advisor Signature

_____

School Official Signature

_____ _____

Insurance Company Name Policy Number

PERMISSION FORM/ICDC DRESS CODE

HIGH SCHOOL DIVISION
INTERNATIONAL CAREER DEVELOPMENT CONFERENCE

I certify that a permission form that includes an explanation of the ICDC dress code has been completed for each student attending the International Career Development Conference.

_____	_____
Chartered Association DECA Advisor	State/Province

This form should be turned in at conference registration on April 25.

DELEGATE INFRACTION NOTICE

TO: _____ _____
Name of Chartered Association Advisor or State Supervisor State/Province

It has been reported that _____ of your state/province delegation violated the following delegate conduct practice and/or procedure:

_____ Dress code

_____ Defaced public property

_____ Possession of alcoholic beverages/narcotics

_____ Use of alcoholic beverages/narcotics

_____ Smoking in DECA blazer while officially representing state/province association of DECA

_____ No identification badge

_____ In unauthorized place

_____ Curfew regulations

_____ Unauthorized date

_____ Unauthorized transportation

_____ Other (please specify)

on _____ at _____
date time

For the benefit of the thousands of DECA members who will be privileged to attend the International Career Development Conference in future years, it is necessary for all current ICDC delegates to abide by established conference rules. The exemplary image of DECA must be upheld.

A word of caution to those who care should be sufficient.

Major infraction reports require appropriate action by the Conference Conduct Committee.

Please bring this notice to the immediate attention of all parties involved.

_____ _____
Date Chairman
Presidential Governance Committee

DECA

ATTRACTION TICKETS 2017

ATTRACTION TICKETS

INTERNATIONAL CAREER DEVELOPMENT CONFERENCE

DECA 5K RUN/WALK

APRIL 26 | 7:30 AM

DECA's conference community service event benefits the Muscular Dystrophy Association and DECA's scholarship fund. For details including cost and to register, visit the site below.

■ DECAREGISTRATION.COM/5KRUN

DECA will again offer excellent entertainment opportunities for members during their free time! Be looking for specific ticket offers with negotiated rates to help our members take advantage of great savings in the parks below.

DISNEYLAND® PARK

Enter a magical kingdom where you can sail with pirates, explore exotic jungles, meet fairy-tale princesses, dive under the ocean and rocket through the stars—all in the same day! Disneyland Park is a beloved Southern California destination where generations of fans have made their Disney dreams come true. Opened in 1955, Walt Disney's original theme park is divided into eight extravagantly themed lands—Main Street, U.S.A., Tomorrowland, Fantasyland, Mickey's Toontown, Frontierland, Critter Country, New Orleans Square and Adventureland.

DISNEY CALIFORNIA ADVENTURE® PARK

Explore seven exciting lands that bring to life Disney and Pixar stories and characters through amazing attractions, entertainment and dining! The two most recent additions—Buena Vista Street and the awe-inspiring Cars Land—join the themed lands of Grizzly Peak, Paradise Pier, Pacific Wharf, "a bug's land" and Hollywood Land. With so much to do day and night, Disney California Adventure Park has something for every DECA member.

UNIVERSAL STUDIOS HOLLYWOOD®

Get ready for the ultimate Hollywood experience! Find action-packed entertainment all in one place: thrilling theme park rides and shows, a real working movie studio, and Los Angeles' best shops, restaurants and cinemas at CityWalk. Universal Studios Hollywood is a unique experience that's fun for all DECA members.

ORDER AT WWW.DECA.ORG/ICDC

Ticket pick up hours and locations are on the ICDC agenda and will be included in your confirmation e-mail. DECA Inc. does not recognize or accept any responsibility for tours arranged through travel agents or individuals. DECA's official tours are promoted and sold only through DECA Inc. All tours are subject to change or cancellation at any time. Pre-orders must be paid in full when tickets are picked up or a credit card or cash payment will be necessary.