

2018
Georgia DECA
Fall LDC Guide



Fall Leadership Development Conference
Renaissance Waverly- Atlanta, GA
October 18-19, 2018

Georgia DECA
Fall Leadership Development Conference
October 18-19, 2018
Renaissance Waverly
Atlanta, GA

Registration

Registration will be available online from **August 1-September 21, 2018** on the Georgia DECA website at <http://www.gadeca.org/FallLeadershipDevelopment.htm>

Payment must be in the state office by **Wednesday, October 10, 2018**

Early Bird Registration (Entered by September 14, 2018) <i>Students & Advisors</i>	\$60.00
Regular Registration (Entered from September 15-21, 2018) <i>Students & Advisors</i>	\$70.00
Late or Onsite Registration (Entered from September 22-October 18, 2018) <i>Students & Advisors</i> <i>(chapter will be charged a \$25 penalty fee for payment after 10/10)</i>	\$120.00
Chaperone Registration (Entered by September 21, 2018)	\$35.00

Registration will include: admission to all sessions, conference materials, participation certificate & a conference t-shirt (no t-shirts will be provided for late or onsite registrations).

According to the Georgia DECA Chaperone Policy, there must be 1 paid advisor/chaperone per 10 students present per chapter.

All attendees must stay in the official Georgia DECA property assigned in order to participate in Georgia DECA Overnight Conferences. Minimum is 1 night for Fall LDC.

Deadlines

Early Bird Registration	August 1-September 14, 2018
Regular Registration	September 15-21, 2018
Late or Onsite Registration	September 22-October 18, 2018
Membership Recruitment Entry Form (in office)	October 10, 2018
Registration & Hotel Payment DUE (in office)	October 10, 2018

(payments not received by 10/10 will receive a \$25 penalty fee)

Send Registration & Housing Payment to:
Georgia DECA P O Box 189 Oxford,GA 30054

Tentative Agenda

Georgia DECA Fall Leadership Development Conference October 18-19, 2018

Thursday, October 18, 2018

Registration (Advisors Only)	12:00pm-6:00pm
Pre-Conference Workshops	1:00pm-4:15pm
Competition Demos	1:00pm-4:15pm
Young Entrepreneurs Fair/Exhibitors	1:00pm-4:15pm
Advisor Conference Update Session	4:15pm-4:45pm
Leadership Activities	1:00pm-5:00pm
Statesman Award Testing	3:00pm-6:00pm
Membership Recruitment Event Setup	5:00pm-6:30pm
Opening Session	8:00pm
GA DECA's Got Talent	10:00pm-11:00pm
Curfew	11:30pm

Friday, October 19, 2018

Breakfast (on your own)	8:00am-9:00am
Leadership Sessions	9:00am-9:40am 9:50am-10:30 am 10:40am-11:20am
Closing Session	11:30pm-12:15pm

Conference Highlights

Registration

Registration will be open on Thursday from 12pm-6pm. Advisors may pick up registration materials & t-shirts at this time.

Advisor Conference Update Session

A brief conference update session will be available to all Advisors. Come hear the latest updates and information about Fall LDC.

Pre-Conference Workshops

Your 2018-2019 Executive Officer Team will lead your students through leadership workshops that will motivate them to be “Ready for It” !

Young Entrepreneurs Fair

Do you have DECA members that own a business? Have them apply to be a part of the 4th Entrepreneurs Fair at Fall LDC. This fair will give every attendee the opportunity to promote and explore all of the businesses that our DECA members have to offer! Each participant will receive a table to display and promote his/her business. Chapters who have participating students will earn 2 extra region/state competitor slots.

Competition Demonstrations

Do you have State or International Winners that want to share their project ideas and strategies? Have them apply to be a part of the 3rd Competition Demonstration Activity at Fall LDC. This Activity will give every attendee the opportunity to explore competition ideas and examples! Each participant will receive a table to display his/her project. Chapters will receive 2 region/state slots for every student demonstration they provide.

Statesman Award Testing

The Statesman Award recognizes state officers, local officers, local members, and advisors who have a mastery of basic DECA information and facts. A study guide is provided in this packet and should be studied prior to the test. Students will take a multiple choice, scantron test over the information in the study guide. Students & Advisors who earn 90% or higher will earn their Statesman Award and will be awarded an official Statesman Award Lapel Pin and a Statesman Award Certificate during the Closing Session. To register for the Statesman Award, click the “Statesman Award” option under item on the online registration site for each participant. **There is no cost to participate in the Statesman Award Testing.** Registration is required prior to the conference. There will be **NO** on-site registration for the Statesman Award. **YOU MUST REGISTER!!** The time window for the testing is Thursday, 3-6pm. Students may take the test during this time. No participants will be admitted after 5:45pm.

GA DECA’s Got Talent

GA DECA members have so many different talents. Some sing, dance, play instruments, tell jokes, etc. Come cheer on our talented members in our first ever talent show!

Leadership Sessions

Students and Advisors will be given the opportunity to experience many different workshops that will focus on, but not limited to, membership, chapter activities, state and national projects, public relations, team building, advisor resources, etc

Things To Know

Online Registration

Registration for the Fall Leadership Development Conference will be online at <http://www.gadeca.org/FallLeadershipDevelopment.htm>. All attendees must be registered. To Register for the Statesman, click “item” next to each student/advisor that wants to participate. Invoices will be available on the online registration site and receipts will be emailed once payment is received. **Registration and Hotel payment should be made to GA DECA.**

Hotel Information

All housing will be at the Renaissance Waverly Hotel. You must register for housing through GA DECA. You will receive a total for your housing on your invoice. The hotel rate is \$185 (this includes all fees).

Georgia DECA Permission/Professional Standards Form

Each person attending the Conference must read and sign the Permission Form and Professional Standards Form. Copies of these forms must be kept by the DECA Chapter Advisor during the conference.

ADVISOR CHECKLIST

- All students and advisors are paid, affiliated members of DECA & Georgia DECA
- All attendees have been entered and submitted on the Conference registration site no later than September 21.
- All students and advisors participating in the Statesman Award Testing have been submitted (by clicking Statesman Award by each persons name under items on the registration site)
- Hotel Room Reservations have been made on the GA DECA registration site.
- Membership Recruitment Entry Form & Competition Demonstration Form has been emailed to georgiadeca@gmail.com no later than October 10th (if applicable)
- Payment has been paid in full and received by the State Office no later than October 10th.

GEORGIA DECA PROFESSIONAL STANDARDS

For each person attending any Georgia DECA sponsored conference, he/she must read and sign the code of conduct. A copy of the code of conduct must be turned in for each person attending the conference. Deviation from this Code of Conduct will result in the student/school being removed from conference/activity and forfeit rights to be part of DECA indefinitely.

Georgia DECA wants every person to have an enjoyable experience with every attention paid to safety and comfort. All participants will be expected to conduct themselves in a manner best representing the nation=s greatest student organization.

Note that attendance is not mandatory. By voluntarily participating, you agree to follow the official conference rules and regulations or forfeit your personal rights to participate. We are proud of our students and know that by signing this Code of Conduct, you are simply reaffirming your dedication to be the best possible representative of Georgia DECA.

- 1. I will, at all times, respect all public and private property, including the hotel/motel in which I am housed.**
- 2. I will spend each night in the room of the hotel/motel to which I am assigned.**
- 3. I will strictly abide by the curfew established and shall respect the rights of others by being as quiet as possible after curfew.**
- 4. I will not visit in the sleeping room of the opposite sex.**
- 5. I will not use/possess/or have knowledge of others using/possessing alcoholic beverages or drugs including vaping. I will not use drugs unless I have been ordered to take certain prescription medications by a licensed physician. If I am required to take medication, I will at all times, have the orders of the physician on my person.**
- 6. I will not leave the hotel/motel without the express permission of my advisor. Should I receive permission, I will leave a written notice of where I will be. My conduct shall be exemplary at all times.**
- 7. I will keep my advisor informed of my whereabouts at all times.**
- 8. I will, when required, wear my official identification badge.**
- 9. I will not smoke/vape while at any DECA event.**
- 10. I will attend & be on time for, all general sessions & activities that I am assigned to and registered for.**
- 11. I will adhere to the dress code at all required times.**
- 12. I will act respectfully at the dance or I understand that I will be ask to leave.**

Attending the DECA Dance is a privilege. All attendees must abide by the following guidelines:

- Sexually explicit dancing also known as “dirty dancing”, “freaking”, or “sandwich dancing” is not permitted. Any dance simulating sexual moves is not allowed.
- At the discretion of the DECA advisors, chaperones, or security, a student may be asked to leave the dance for inappropriate dancing or inappropriate behavior.
- School dress codes apply to the DECA dance. Jeans and a DECA t-shirt would be considered appropriate attire. Midriffs, spaghetti straps, muscle shirts, pajamas, and mini skirts ARE NOT considered appropriate. Students in dress code violation will be ask to leave the dance.

Code of Conduct Agreement

I agree that if, for any reason, I am in violation of any of the rules of the conference, I may be brought before the appropriate discipline committee for an analysis of the violation. I also agree to accept the penalty imposed on me. I understand that any penalty and reasons for it will be explained to me before it is carried out. I further realize that this conference is designed to be an educational function and all plans are made with that objective. If I am removed from the conference I forfeit the right to participate in any future DECA Event or Conference.

Student Attendee Signature

Parent Signature

Copies of this form must be kept on hand by the DECA Chapter Advisor during the conference.

GEORGIA DECA CONFERENCE ATTENDANCE PERMISSION FORM

This is to certify that _____
(Print Student's Name)

has my permission to attend the DECA activity on _____
(Print Date)

I also do hereby, on behalf of _____
(Print School Name)

absolve and release the school officials, the DECA chapter advisors and the assigned state DECA staff from any claims for personal injuries which might be sustained while in route to and from or during the DECA sponsored activity. I understand that during the conference, Georgia DECA will be taking pictures of students and advisors to use in promotional material. It is also my understanding that the mode of transportation will be _____
(Print Mode of Transportation)

EMERGENCY

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.

We have read and agree to abide by the DECA Professional Standards. We also agree that the school officials, the DECA chapter advisors and/or the state DECA staff have the right to send the above name student home from the activity, provided that he/she has violated the DECA Professional Standards and/or his/her conduct has become a detriment to the success of the conference. We also understand he/she will not be allowed to attend another GA/National DECA Event.

Print Name of Student Attending

Student Signature

Insurance Company Name

Policy Number

If insurance information is not provided, all signatures below are made in acknowledgement of the fact.

Parent/Guardian Signature

Home Phone Number

Chapter Advisor

School Official Signature

Please note: Copies of this form must be kept on hand by the DECA Chapter Advisor during the conference.

GEORGIA DECA CHAPERONE CODE OF CONDUCT

For each chaperone attending any Georgia DECA sponsored conference, he/she and the school advisor must read and sign the chaperone code of conduct and turn in with registration materials.

As a chaperone of Georgia DECA, I agree and understand that:

1. I, the Chaperone, assist the chapter advisor with supervision of students during the time the student is under the control of the school while attending all Georgia DECA Activities.
2. I have authority over the students from the time of departure to the Georgia DECA conference through and including return from the conference including but not limited to assuring that students follow dress code, behavior guidelines, and active participation in the conference workshops/activities.
3. I must be concerned with my measure of responsibility since I have authority – adequate supervision is a must from the time students leave school for the event until students return to school.
4. I recognize that the established conduct code must be adhered to at all times and I am responsible for helping enforce it.
6. I agree to assist Georgia DECA in ensuring that the conference experience is a strong educational and leadership opportunity for the students.
7. I, the Chaperone, and students attend conferences, field trips, etc. purely for our own benefit and advantage; thus control and liability rests with local school and its agents.
8. I understand that due to the nature of this conference with the meeting and lodging facilities in separate locations, I will be responsible for ensuring that the students have an adult chaperone with them at all times when they leave either the hotel or conference center. I am responsible for encouraging attendance and active participation in conference events. I understand that at the set curfew, I will physically help check on my students to ensure they are in the correct room and following the code of conduct.
9. I agree that I will ensure that my students arrive at the conference dressed according to the specified dress code. Additionally, I will monitor my students' conduct so that they are not a distraction, preventing other delegates from enjoying the conference experience.
10. I agree that my students will attend the complete program and that my chapter will not leave any session early. I will work to ensure that travel arrangements and professional attitudes encourage students to actively participate in the entire conference event.

Note: Each school system has established their own requirements on accepted principles regarding student control on educational trips which correlate with the accepted principles stated above. Per Georgia DECA policy, there must be one advisor and/or chaperone for every ten students or portion thereof at Georgia State conferences. Per DECA, Inc. policy, there must be one advisor and/or chaperone for every eight students or portion thereof at national conferences.

Code of Conduct Agreement

I have read and understand this Chaperone Code of Conduct and am fully aware of the information contained herein. I agree that if, for any reason, I am in violation of any of the rules of the conference, I may be brought before the appropriate discipline committee for an analysis of the violation. I understand that any penalty and reasons for it will be explained to me before it is carried out. I further realize that this conference is designed to be an educational function and all plans are made with that objective.

School: <input style="width: 95%;" type="text"/>		
Chaperone's Signature	Print Chaperone's Name	Cell Phone:
Chapter Advisor's Signature	Print Chapter Advisor's Name	Date:

DRESS CODE

WILL BE ENFORCED

From the time students and advisors leave home, until their return, and throughout the conference, delegates shall adhere to the following dress code requirements.

Males

1. Young men will be dressed in appropriate business-like attire suitable to each occasion. No shorts, blue jeans, cutoffs, or T-shirts will be allowed during any session.
2. Business attire dress slacks, collared shirt and tie, shoes (no tennis shoes or flip flop sandals) and socks will be expected at all times.
3. A DECA blazer worn with neat slacks, shirt and tie will be considered appropriate attire for any occasion and is highly recommended.

Females

1. Young women will be dressed in appropriate business-like attire suitable to each occasion. No shorts, blue jeans, cutoffs, or T-shirts will be allowed during any session.
2. Business attire skirts (no more than 2" from knee) and blouses, suits dresses (no more than 2" from knee) or professional pant suits/slacks and dress blouse with appropriate undergarments, shoes (pumps, heels or flats(no higher than 2 inches); no tennis shoes or flip flop sandals) and panty hose/stockings will be expected. **Pants are highly recommended over skirts and dresses. Any skirt or dress that is more than 2 inches above the knee or appears to be an inappropriate length will not be appropriate and result in students being asked to change or not being allowed to enter sessions or go across the stage.**
3. A DECA blazer worn with neat business-like pants and blouses will be considered appropriate for any occasion and is highly recommended.

GA DECA's Got Talent (Thursday Night Event)

Conference t-shirt, jeans, and conference name badge will be acceptable attire for Thursday Night's Event. Students and Advisors will not be admitted into Opening Session with this attire on. There will be time allotted to change before the event begins.

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

2018 Fall LDC Pants Pledge

The 2018-2019 Executive Officer Team would like to promote professional dress slacks at this year's Fall LDC. All attendees are encouraged to sign the 2018 Pants Pledge.

Every attendee that turns in a signed Pants Pledge and wears pants the entire conference (excluding the Thursday Night Activity, jeans are allowed) will receive the following:

- Pants Pledge Name Badge Ribbon

Pants Pledge Qualifications for Males & Females:

Professional Dress Slacks similar to Dockers and other makers of cotton or synthetic material pants. Inappropriate slacks or pants include jeans, sweatpants, exercise pants, carpenter pants, cargo pants, shorts, bib overalls, leggings, and any spandex or other form-fitting pants.



I, _____ agree to accept the Pants Pledge and wear professional dress slacks throughout the entire Fall LDC Conference. This includes all times I am outside of my hotel room.

Attendee Signature

Attendee School

MEMBERSHIP RECRUITMENT COMPETITION



Email entry forms to the Georgia DECA State Office by **October 10, 2018**.
georgiadeca@gmail.com

AWARDS:

- 1ST PLACE- Plaque & ICDC Leadership Academy Slot**
- 2ND PLACE- Plaque & ICDC Leadership Academy Slot**
- 3RD PLACE- Plaque & ICDC Leadership Academy Slot**

GUIDELINES:

1. Entries are limited to one entry total per chapter
2. Entries must be the original work of the local chapter
3. Entries should be based on membership recruitment techniques
4. Each exhibit must include a tabletop tri-fold display board. Display should not exceed a space of 30" deep x 48" wide x 48" high
5. Exhibits can include, brochures, DVD recordings, t-shirts, newsletters, photos or anything that would demonstrate your chapter's membership recruitment.
6. No electrical equipment will be provided. Electricity will be available upon request. Chapters are responsible for bringing extension cords and power strips.
7. Setup time will be from 5:00pm-6:30pm on Thursday. Judging will take place from 6:30pm-7:00pm. Chapters are responsible for placing and removing the exhibit. Removing exhibits must take place no later than 7:30pm

EVALUATION:

1. Increase Awareness of Georgia DECA (40 points)
2. Effectiveness of Recruitment (20 points)
3. Appearance of Display (20 points)
4. Organization of Display & Uniqueness of Recruitment (20 points)

Entry Form

Name of Chapter: _____

School Address: _____

Advisor (s) Name (s): _____

Email: _____

Does your exhibit require electricity? **Yes** **No**

2018 Georgia DECA Young Entrepreneurs Fair

Thursday, October 18, 2018
1:00pm-4:15pm

Renaissance Waverly
Garden Atrium
Atlanta, GA

Exhibitor Registration Form

Name: _____

School: _____

Business Name: _____

Email: _____

Name of Individual (s) who will staff your table:

Brief Description of Product/Services:

How long have you been in Business?

Please list any Social Media username (s) and/or websites associated with your business (Website, Instagram, Twitter, Facebook, Snapchat, Tumblr, YouTube, Google+, Pinterest, Other)

Please send completed form (by October 10th) to:
Georgia DECA- Fax- 678-609-1633 or email georgiadeca@gmail.com

Competition Demonstration Registration



Email entry forms to the Georgia DECA State Office by **October 10, 2018**.
georgiadeca@gmail.com

INCENTIVES:

2 Region/State Competition Slots for every chapter who participates (2 slots per demonstration).

Guidelines:

- 1. Students will demonstrate a winning competitive event (State CDC or ICDC).**
- 2. Students will be allotted 10 minutes to present and 5 minutes to talk about their presentation and experience**
- 3. The actual State CDC or ICDC winners must present the project**
- 4. Role Plays or Prepared Events are allowed, if demonstrating a role play, students need to bring in an actual role play example, it does not have to be the exact role play from their competition.**

Entry Form

Name of Chapter: _____

Name of Student Presenters: _____

DECA Competition to be Demonstrated: _____

Winning Project/Role Play (circle one): State CDC ICDC Year: _____

School Address: _____

Advisor (s) Name (s): _____

Email: _____

***electricity and internet will not be provided**



GEORGIA DECA

FALL LEADERSHIP SNAPCHAT FILTER CONTEST


Design an original piece of artwork for
GA DECA's Fall Leadership Conference
for a chance to win a Georgia DECA
Merch Bag (Valued at \$50)

- YOU MUST SEND COMPLETED SNAPCHAT FILTER IN
ADOBE ILLUSTRATOR OR PHOTOSHOP FILE FORMAT TO
CATHERINE.GADECA@GMAIL.COM
BY OCTOBER 12TH AT 11:59


- MUST MEET SNAPCHAT GUIDELINES FOR
"ON-DEMAND" FILTERS, WHICH ARE LISTED AT
SNAPCHAT.COM/GEOFILTERS

- ONLY 2 SUBMISSIONS PER CHAPTER

- SUBMISSIONS MUST REFRAIN FROM USING
COPYRIGHTED MATERIAL AND LOW QUALITY IMAGES



THE WINNER WILL BE SELECTED BY THE
2018 - 2019 GEORGIA DECA EXECUTIVE OFFICER TEAM





Thursday, October 18th 10 - 11 PM
In The Grand Ballroom

GEORGIA DECA'S GOT TALENT

JOIN US FOR A NIGHT FULL OF
TALENT FROM OUR VERY OWN
GEORGIA DECA MEMBERS

REGISTRATION

Learn about the whole registration process by
checking our Google Form talent sign up.

<https://goo.gl/forms/AEUMyjesu8dU0lat2>

ALL talents are required to submit the Google Form
audition. No more than 10 members per talent

PRIZES

First Place Prize: \$100 and a signed Executive Officer
Photo

Second Place Prize: A Georgia DECA Swag Bag



2018 Georgia DECA Statesman Award Study Guide

1. Who are the 2018-2019 Georgia DECA Executive Officers and what offices do they represent?

**Natalie Kandul- State President
Kristian Magee- VP of Leadership
Catherine Davies- VP of Marketing
Ryan Evans- VP of Career Development
Hanna Palmer- VP of Hospitality
Zach Szvetez- VP of Finance**

2. What is the DECA Mission?

DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management

3. What is the name of National DECA's online resource for chapters?

DECA Direct

4. What is DECA's 2018-2019 theme?

Ready for It

5. What is the name of the GA DECA Chapter Campaign for 2018-2019?

Making Magic Happen

6. Where is the birthplace of National DECA?

Memphis, Tennessee in 1944

7. Where is the National DECA headquarters located?

Reston, Virginia

8. What are the 4 divisions of DECA membership?

High School, Collegiate, Alumni, Professional

9. What are 2 duties of the President?

- **Oversees all activities conducted by the State Action Team**
- **Ensures that all undertakings are successful**
- **Assumes the main leadership role at the Fall Conference & State Career Development Conference**
- **Acts as the primary public relations agent**
- **Uses leadership skills and vision to inspire all Georgia DECA members**
- **Conducts a state project based on the State Action Team's Program of Work**

10. Who is the DECA Executive Director?

Lou DiGioia

11. Who is the Georgia Chartered Association Advisor?

Shannon Aaron

12. Who is the Georgia Marketing Program Specialist?

Linda Smith

13. Who is the President of the Georgia DECA Board of Directors?

Lisa Cline

14. Where is the location of 2019 ICDC?

Orlando, FL

15. Who is the National DECA President and where is he/she from?

Andrew Weatherman, North Carolina

16. Who is the National DECA Southern Region Vice President?

Dylan Heneghan, North Carolina

17. What are the official colors of DECA?

Blue and Gold

18. What are the regions of National DECA?

North Atlantic, Southern, Western and Central

19. What region is Georgia in?

Southern

20. Who is the Georgia Foundation Board of Directors President?

Bob Armbruster

21. What is the Georgia DECA website address?

www.gadeca.org

22. What is the National DECA website address?

www.deca.org

23. What does CTSO stand for?

Career & Technical Student Organizations

24. What is the name of the National Contest Guide?

DECA Guide

25. Who can be a DECA member?

Any student enrolled in marketing, business management & administration, finance, or hospitality & tourism program course of study/career pathway/course.

26. What is the 2018-2019 Georgia DECA Community Service Project?

Bert's Big Adventure

27. What does GMEA stand for?

Georgia Marketing Education Association

28. How many Regions does Georgia DECA have for Regional Competition?

12

29. What month is the State Career Development Conference held in?

February