

**2020**  
**Georgia DECA**  
**State CDC Guide**



**State Career Development Conference**  
**Hyatt Regency • Atlanta, GA**  
**January 30-February 1, 2020**

**Georgia DECA  
State Career Development Conference  
January 30-February 1, 2020  
Hyatt Regency  
Atlanta, GA**

## Registration

Registration will be available online from **December 1, 2019-January 6, 2020** on the Georgia DECA website.

Payment must be in the state office by **Wednesday, January 15, 2020**

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<b>Early Bird Registration (Entered by December 20, 2019)</b> <i>Students &amp; Advisors</i>	<b>\$70.00</b>
<b>Regular Registration (Entered from December 21-January 6)</b> <i>Students &amp; Advisors</i>	<b>\$80.00</b>
<b>Late or Onsite Registration</b> <i>Students, Advisors, &amp; Chaperones</i>	<b>\$140.00</b>
<b>Chaperone Registration (Entered by January 6th)</b>	<b>\$40.00</b>

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**Registration will include: admission to all sessions, conference materials, conference t-shirts & participation certificate.**

**Payment Received after January 15, 2020 will receive a \$25 penalty fee.**

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

## Deadlines

Early Bird Registration	December 1-20, 2020
Regular Registration	December 21-January 6
Hotel Reservation (on state cdc registration site)	December 1, 2019-January 6, 2020
Written Event Manuals Due (submitted online)	January 10, 2020
State Officer App. & Scholarship Forms Due	January 10, 2020
Membership Eligibility Deadline	August 1, 2019-January 6, 2020

**Send Payment to:  
Georgia DECA  
P O Box 189  
Oxford, GA 30054**

## **Tentative Agenda**

# **Georgia DECA State Career Development Conference February 14-16, 2019**

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### **Thursday, January 30, 2020**

AMA Scholarship Interviews	10:00am-2:00pm
Registration (Advisors Only)	12:00pm-3:00pm
State Officer Orientation & Testing	12:00pm-12:30pm
State Officer Interviews	12:30pm-3:30pm
Advisor Orientation	3:00pm
Opening Session	4:00pm-6:00pm
Chapter Time/Hawks Game (tickets sold separately)	6:00pm
Curfew	11:30pm

### **Friday, January 31, 2020**

Registration	7:00am-10:00am
Advisor Orientation for Morning Events	7:15am-7:45am
Foundation Scholarship Interviews	8:00am-12:00pm
Individual Series/Principles/Team Decision Making/ Workshops (20 minute sessions)	9:00am-1:00pm 9:00am-3:00pm
Foundation Expo	12:00pm-4:00pm
Advisor Orientation for Afternoon Events	1:30pm-2:00pm
Written/Presentation Events	2:30pm-6:30pm
Officer Candidate Meet & Greet (voting delegates only)	3:00pm-4:00pm
Business & Election Session	4:00pm-5:30pm
Chapter Time	6:00pm-10:00pm
State Event	10:00pm-11:00pm
Curfew	11:30pm

### **Saturday, February 1, 2020**

Awards Ceremony	8:00am
Winners Meeting	11:30am
Executive Officer Meeting	12:00pm

## **Conference Highlights**

### **Registration**

Registration will be open on Thursday from **12PM-3PM** in the Centennial Ballroom Foyer. Advisors may pick up registration materials at this time.

### **Thursday Night Chapter Activities**

Opening Session will conclude by 6pm, giving chapters time to grab dinner and have some fun in Atlanta. There are 2 opportunities just for conference attendees.

**Atlanta Hawks Game-** chapters can purchase tickets to see the Hawks vs. 76ers. Tickets are separate from conference registration and must be purchased through the Hawks (see the flyer at [gadeca.org](http://gadeca.org))

**College Football Hall of Fame-** show your conference name badge and receive 20% off tickets to the College Football Hall of Fame anytime during State CDC.

### **Foundation Expo**

The Georgia DECA Foundation will host an Expo for Advisors and Students. The Expo will feature numerous exhibitors from business & industry, colleges & universities, fundraising programs. The Expo will be on Friday, January 31<sup>st</sup> from 12pm-4pm in the Centennial Ballroom Foyer.

### **Officer Candidate Meet & Greet**

Voting delegates will have the opportunity to meet the candidates and ask questions prior to the Election Session. The Meet and Greet in Friday, January 31<sup>st</sup> from 3pm-4pm in the Centennial Ballroom.

### **Election Session & Chapter Time**

The Election session will begin at 4pm on Friday evening. This will give chapters plenty of "chapter time" to go to dinner and explore Atlanta. Each chapter is allowed 3 voting delegates, voting delegates will have reserved seating in the front of Centennial Ballroom.

### **Dance After Dark-NEW!**

Hosted and DJ'd by Ronit and Jordan, come unwind after competitions and dance along to music compiled by your Executive President and VP of Hospitality. Dance After Dark will take place from on Friday night from 10pm-11pm in Grand Hall East.

### **Chapter & Individual Recognition**

Want to make the stage at State CDC? The following awards will be given out: Community Service Levels, Virtual Business Challenge ICDC Qualifiers, Stock Market Game ICDC Qualifiers, New Chapter, DECA Campaign Award Recipients, Membership: Top 5 Largest % increase, Largest Professional Members Membership, Largest Alumni Membership, Top 20 Largest Chapters (2 top 10 tiers based on school size) Largest % of chapter membership attending State CDC, Here We Give Campaign, Here We Grow Campaign, Scholarships, Competitive Event Winners.

## **Things To Know**

### **Online Registration**

Registration for the State Career Development Conference will be online at <http://www.gadeca.org/StateCareerDevelopment.htm>. All attendees must be registered. Invoices will be available on the online registration site and receipts will be emailed once payment is received.

### **Hotel Reservation Information**

**Hyatt Regency Atlanta**  
**265 Peachtree Street NE**  
**Atlanta, GA 30303**

Hotel Reservations will take place online on the State CDC Registration Site. The hotel rate is \$185. YOU WILL PAY GA DECA FOR THE ROOM RATE! The housing deadline is January 6<sup>th</sup>. All State CDC Attendees are required to spend 2 nights at the Hyatt.

### **Advisor Duties**

We will need lots of help running the competitive events. We will have an advisor orientation for role play events and written manual events so that advisors and judges are all on the same page and advisors that are helping with competition are fully informed. Every advisor that signs up to help at State CDC will receive 1 free chaperone registration fee and GA DECA Long Sleeve Polo. ALL advisors will be assigned security duties.

### **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 January 6<sup>th</sup>.
- Hotel Room Reservations have been made by January 6, 2020 on the registration site
- Payment has been paid in full & received by the State Office no later than January 15th.
- Community Service, Pants Pledge, Cybis Internship, State Officer Application, Foundation & AMA Scholarship Applications have been turned in

# 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.***

# **2020 State CDC Pants Pledge**

The 2019-2020 Executive Officers would like to promote professional dress slacks at this year's State CDC. All attendees are encouraged to sign the 2020 Pants Pledge.

Every attendee that turns in a signed Pants Pledge and wears pants the entire conference (excluding the Silent Disco event) 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 State CDC Conference. This includes all times I am outside of my hotel room.

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*Attendee Signature*

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*Attendee School*



# **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

## **Dance After Dark (Friday Night)**

- Conference T-shirt
- Jeans

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

## **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

## 2020 State CDC Competitive Events Guide

<b>Principles of Business Admin. Events</b>	<b># of Participants</b>	<b>Written Exam</b>	<b>Entry Length</b>	<b>Test Date &amp; Time</b>	<b>Presentation Date &amp; Time</b>
Principles of Business Mgmt & Admin.	1	Yes-Business Admin Core Exam	N/A	Online between Dec 12-18	Friday 9:00am-1:00pm By schedule
Principles of Finance	1	Yes-Business Admin Core Exam	N/A	Online between Dec 12-18	Friday 9:00am-1:00pm By schedule
Principles of Hospitality & Tourism	1	Yes-Business Admin Core Exam	N/A	Online between Dec 12-18	Friday 9:00am-1:00pm By schedule
Principles of Marketing	1	Yes-Business Admin Core Exam	N/A	Online between Dec 12-18	Friday 9:00am-1:00pm By schedule
<b>Individual Series Events</b>	<b># of Participants</b>	<b>Written Exam</b>	<b>Entry Length</b>	<b>Test Date &amp; Time</b>	<b>Presentation Date &amp; Time</b>
Accounting Applications	1	Yes- Finance Cluster Exam	N/A	Online between Dec 12-18	Friday 9:00am-1:00pm By schedule
Apparel & Accessories Marketing	1	Yes-Marketing Cluster Exam	N/A	Online between Dec 12-18	Friday 9:00am-1:00pm By schedule
Automotive Services Marketing	1	Yes-Marketing Cluster Exam	N/A	Online between Dec 12-18	Friday 9:00am-1:00pm By schedule
Business Finance	1	Yes- Finance Cluster Exam	N/A	Online between Dec 12-18	Friday 9:00am-1:00pm By schedule
Business Services Marketing	1	Yes- Marketing Cluster Exam	N/A	Online between Dec 12-18	Friday 9:00am-1:00pm By schedule
Entrepreneurship	1	Yes- Entrepreneurship Exam	N/A	Online between Dec 12-18	Friday 9:00am-1:00pm By schedule
Food Marketing	1	Yes- Marketing Cluster Exam	N/A	Online between Dec 12-18	Friday 9:00am-1:00pm By schedule
Hotel & Lodging Management	1	Yes- Hospitality & Tourism Cluster Exam	N/A	Online between Dec 12-18	Friday 9:00am-1:00pm By schedule
Human Resources Management	1	Yes- Business Mgmt & Admin Cluster Exam	N/A	Online between Dec 12-18	Friday 9:00am-1:00pm By schedule
Marketing Communications	1	Yes-Marketing Cluster Exam	N/A	Online between Dec 12-18	Friday 9:00am-1:00pm By schedule
Quick Serve Restaurant Management	1	Yes-Hospitality & Tourism Cluster Exam	N/A	Online between Dec 12-18	Friday 9:00am-1:00pm By schedule
Restaurant & Food Service Management	1	Yes-Hospitality & Tourism Cluster Exam	N/A	Online between Dec 12-18	Friday 9:00am-1:00pm By schedule

Retail Merchandising	1	Yes-Marketing Cluster Exam	N/A	Online between Dec 12-18	Friday 9:00am-1:00pm By schedule
Sports & Entertainment Marketing	1	Yes-Marketing Cluster Exam	N/A	Online between Dec 12-18	Friday 9:00am-1:00pm By schedule
<b>Team Decision Making Events</b>	<b># of Participants</b>	<b>Written Exam</b>	<b>Entry Length</b>	<b>Test Date &amp; Time</b>	<b>Presentation Date &amp; Time</b>
Business Law & Ethics	2	Yes- Business Management & Admin Cluster Exam	N/A	Online between Dec 12-18	Friday 9:00am-1:00pm By schedule
Buying & Merchandising	2	Yes- Marketing Cluster Exam	N/A	Online between Dec 12-18	Friday 9:00am-1:00pm By schedule
Entrepreneurship	2	Yes- Entrepreneurship Exam	N/A	Online between Dec 12-18	Friday 9:00am-1:00pm By schedule
Financial Services	2	Yes-Finance Cluster Exam	N/A	Online between Dec 12-18	Friday 9:00am-1:00pm By schedule
Marketing Management	2	Yes-Marketing Cluster Exam	N/A	Online between Dec 12-18	Friday 9:00am-1:00pm By schedule
Hospitality Services	2	Yes- Hospitality & Tourism Cluster Exam	N/A	Online between Dec 12-18	Friday 9:00am-1:00pm By schedule
Sports & Entertainment Marketing	2	Yes- Marketing Cluster Exam	N/A	Online between Dec 12-18	Friday 9:00am-1:00pm By schedule
Travel & Tourism	2	Yes-Hospitality & Tourism Cluster Exam	N/A	Online between Dec 12-18	Friday 9:00am-1:00pm By schedule
<b>Business Operations Research Events</b>	<b># of Participants</b>	<b>Written Exam</b>	<b>Entry Length</b>	<b>Test Date &amp; Time</b>	<b>Presentation Date &amp; Time</b>
Business Services	1 to 3	No	20 Pages online by January 10	N/A	Friday 2:30pm-6:30pm By Schedule
Buying & Merchandising	1 to 3	No	20 Pages online by January 10	N/A	Friday 2:30pm-6:30pm By Schedule
Finance	1 to 3	No	20 Pages online by January 10	N/A	Friday 2:30pm-6:30pm By Schedule
Hospitality & Tourism	1 to 3	No	20 Pages online by January 10	N/A	Friday 2:30pm-6:30pm By Schedule
Sports & Entertainment	1 to 3	No	20 Pages online by January 10	N/A	Friday 2:30pm-6:30pm By Schedule
<b>Project Management Events</b>	<b># of Participants</b>	<b>Written Exam</b>	<b>Entry Length</b>	<b>Test Date &amp; Time</b>	<b>Presentation Date &amp; Time</b>

Business Solutions Project	1 to 3	No	20 Pages online by January 10	N/A	Friday 2:30pm-6:30pm By Schedule
Career Development Project	1 to 3	No	20 Pages online by January 10	N/A	Friday 2:30pm-6:30pm By Schedule
Community Awareness Project	1 to 3	No	20 Pages online by January 10	N/A	Friday 2:30pm-6:30pm By Schedule
Community Giving Project	1 to 3	No	20 Pages online by January 10	N/A	Friday 2:30pm-6:30pm By Schedule
Financial Literacy Project	1 to 3	No	20 Pages online by January 10	N/A	Friday 2:30pm-6:30pm By Schedule
Sales Project	1 to 3	No	20 Pages online by January 10	N/A	Friday 2:30pm-6:30pm By Schedule
<b>Integrated Marketing Campaign</b>	<b># of Participants</b>	<b>Written Exam</b>	<b>Entry Length</b>	<b>Test Date &amp; Time</b>	<b>Presentation Date &amp; Time</b>
Integrated Marketing Campaign-Event	1 to 3	Yes- Marketing Cluster Exam	10 pages online by January 10	Online between Dec 12-18	Friday 2:30pm-6:30pm By Schedule
Integrated Marketing Campaign-Product	1 to 3	Yes- Marketing Cluster Exam	10 pages online by January 10	Online between Dec 12-18	Friday 2:30pm-6:30pm By Schedule
Integrated Marketing Campaign-Service	1 to 3	Yes- Marketing Cluster Exam	10 pages online by January 10	Online between Dec 12-18	Friday 2:30pm-6:30pm By Schedule
<b>Professional Selling Events</b>	<b># of Participants</b>	<b>Written Exam</b>	<b>Entry Length</b>	<b>Test Date &amp; Time</b>	<b>Presentation Date &amp; Time</b>
Financial Consulting	1	Yes-Finance Cluster Exam	N/A	Online between Dec 12-18	Friday 2:30pm-6:30pm By Schedule
Hospitality & Tourism Professional Selling	1	Yes- Hospitality & Tourism Cluster Exam	N/A	Online between Dec 12-18	Friday 2:30pm-6:30pm By Schedule
Professional Selling	1	Yes- Marketing Cluster Exam	N/A	Online between Dec 12-18	Friday 2:30pm-6:30pm By Schedule
<b>Business Management &amp; Entrepreneurship</b>	<b># of Participants</b>	<b>Written Exam</b>	<b>Entry Length</b>	<b>Test Date &amp; Time</b>	<b>Presentation Date &amp; Time</b>
Innovation Plan	1 to 3	No	10 pages online by January 10	N/A	Friday 2:30pm-6:30pm By Schedule
International Business Plan	1 to 3	No	20 pages online by January 10	N/A	Friday 2:30pm-6:30pm By Schedule
Start-Up Business Plan	1 to 3	No	10 pages online by January 10	N/A	Friday 2:30pm-6:30pm By Schedule
Franchise Business Plan	1 to 3	No	20 pages	N/A	Friday 2:30pm-6:30pm

			online by January 10		By Schedule
Independent Business Plan	1 to 3	No	20 pages online by January 10	N/A	Friday 2:30pm-6:30pm By Schedule
Business Growth Plan	1 to 3	No	20 pages online by January 10	N/A	Friday 2:30pm-6:30pm By Schedule

<b>Personal Financial Literacy</b>	<b># of Participants</b>	<b>Written Exam</b>	<b>Entry Length</b>	<b>Test Date &amp; Time</b>	<b>Presentation Date &amp; Time</b>
Personal Financial Literacy	1	Yes-Financial Literacy	N/A	Online between Dec 12-18	Friday 9:00am-1:00pm By Schedule

<b>Role Play Only</b>	<b># of Participants</b>	<b>Written Exam</b>	<b>Entry Length</b>	<b>Test Date &amp; Time</b>	<b>Presentation Date &amp; Time</b>
Middle School Marketing Role Play	1	N/A	N/A	N/A	Friday 9:00am-1:00pm By Schedule

<b>Presentation Only Events</b>	<b># of Participants</b>	<b>Written Exam</b>	<b>Entry Length</b>	<b>Test Date &amp; Time</b>	<b>Presentation Date &amp; Time</b>
Job Interview	1	N/A	N/A	N/A	Friday 2:30pm-6:30pm By Schedule
Promotional Pitch (Middle School Only)	1	N/A	N/A	N/A	Friday 2:30pm-6:30pm By Schedule
SBE Competition	1 to 2	N/A	N/A	N/A	Friday 2:30pm-6:30pm By Schedule
Theme Speech	1	N/A	N/A	N/A	Friday 2:30pm-6:30pm By Schedule
Chapter Chronicles	1 to 3	N/A	Scrapbook	N/A	Friday 2:30pm-6:30pm By Schedule

## **2020 Written Manual Events**

This year we are continuing with Online Written Manual Submission for all Written Projects

The deadline for Manual Submission is **January 10th at 5pm**. GA DECA will not accept any manuals after this date and time.

Submit Manuals at: <http://judges.decaregistration.com/org/deca-ga/conf/scdc>

### **Project Management Events**

Business Solutions Project  
Career Development Project  
Community Awareness Project  
Community Giving Project  
Financial Literacy Project  
Sales Project

### **Entrepreneurship Events**

Independent Business Plan  
International Business Plan  
Start Up Business Plan  
Franchise Business Plan  
Business Growth Plan  
Innovation Plan

### **Integrated Marketing Campaign**

Integrated Marketing Campaign- Event  
Integrated Marketing Campaign- Product  
Integrated Marketing Campaign-Service

### **Business Operations Research Events**

Business Services Operations Research  
Buying & Merchandising Operations Research  
Finance Operations Research  
Hospitality & Tourism Operations Research  
Sports & Entertainment Marketing Operations Research

Written manuals which pass the initial screening process will be sent on for judging by business representatives. Manuals must meet a preset standard set by judges in advance of judging in order to have representation at the state conference and to earn a trophy. Interviews will be conducted for all manuals at the state conference. Finalists will be announced at the awards ceremony and trophies will be awarded. Students will have the opportunity to revise manuals declared eligible for ICDC after the State CDC. Student representatives of the manuals should attend the state conference and register as a participant in manual competition.

**Please Remember: The individual (s) who wrote the manual when it was submitted on the 10<sup>th</sup> (including chapter manuals) must also be the individual (s) who interview at the State Competition.**

Chapters failing to meet the above deadlines will forfeit their eligibility

Manuals will be judged in January by Judges online. Presentations will take place on Friday, January 31st, and the Top 7 will be recognized on stage at the Awards Session and eligible for Competition at ICDC.

***\*\*All Manuals need to be brought to State CDC and turned in to the judge at the beginning of the presentation time. Note: manuals are not required to be in a DECA folio. Manuals not in a DECA folio must be stapled. GA DECA will not be returning manuals to Chapters.***

## **2020 Competency Based Events**

**Participation in the following events depend on Region Eligibility & State Eligibility. You must have placed at Region Competition & scored at least a 65% in December in order to compete.**

### **Individual Series Events**

Accounting Applications Series  
Apparel & Accessories Marketing Series  
Automotive Services Marketing Series  
Business Finance Series  
Business Services Marketing  
Entrepreneurship  
Food Marketing Series  
Hotel & Lodging Management Series  
Human Resources Management Series  
Marketing Communications Series  
Quick Serve Restaurant Management Series  
Restaurant & Food Service Management Series  
Retail Merchandising Series  
Sports & Entertainment Marketing Series

### **Principles of Business Administration Events**

Principles of Business Mgmt & Administration  
Principles of Finance  
Principles of Hospitality & Tourism  
Principles of Marketing

### **Personal Financial Literacy Event**

Personal Financial Literacy

Eligibility depends on the region in which you are competing and scoring at least 65% in December. Other members will not be eligible to participate at state, should a winner be unable to attend state. The Top 7 will be recognized on stage at State CDC and eligible for Competition at ICDC.

## **2020 State Only Events**

**Participation in the following events depends on Region Eligibility. You must have placed at Region Competition in Theme Speech, Promotional Pitch and Job Interview in order to compete at State CDC. Chapter Chronicles, SBE Competition, and Middle School Marketing Role Play all begin at State CDC.**

### **Presentation Only Events**

Theme Speech  
Job Interview  
Promotional Pitch  
Chapter Chronicles  
SBE Competition

### **Role Play Only Events**

Middle School Marketing Role Play

The top 7 will be recognized on stage at the Awards Session and the top 3 will receive trophies.

## **2020 Team Decision Making Events**

Business Law & Ethics Team Decision Making  
Buying & Merchandising Team Decision Making  
Entrepreneurship Team Decision Making  
Financial Services Team Decision Making  
Hospitality Services Team Decision Making  
Marketing Management Team Decision Making  
Sports & Entertainment Marketing Team Decision Making  
Travel & Tourism Team Decision Making

**Testing for Team Decision Making Events takes place prior to State CDC.** Teams must score an average of at least 65% in order to compete at State CDC. Other members will not be eligible to participate at state, should a winner be unable to attend state. You cannot enter the above events at state unless your team scored 65% or higher. The Top 7 will be recognized on stage at the Awards Session and eligible for Competition at ICDC.

## **2020 Professional Selling Events**

Financial Consulting  
Hospitality & Tourism Professional Selling  
Professional Selling

**Testing for Professional Selling Events takes place prior to State CDC in December.** Students must complete the testing and score at least 65% or higher in order to compete. The Top 7 will be recognized on stage at the Awards Session and eligible for Competition at ICDC.

## **Eligibility for Competitive Events**

- All affiliated chapters are eligible to have 1 participant/team per competition. Chapters wanting to enter more than 1 individual/team must use extra competitor slots
- Chapters may not have more than 3 entries in an event (except for Business Growth Plan, Finance Operations Research, Financial Literacy Project and Business Solutions Project- these events can have 4 entries)