

2021
Georgia DECA
Fall LDC Guide



Fall Leadership Development Conference
Six Flags Over Georgia
November 4, 2021

**Georgia DECA
Fall Leadership Development Conference
Six Flags Over Georgia
November 4, 2021**

Registration

Registration will be available online from **September 13th-October 1** on the Georgia DECA website at <http://www.gadeca.org/FallLeadershipDevelopment.htm>

Payment must be in the state office by **Friday, October 22, 2021**.

Early Bird Registration (Entered by September 24, 2021) <i>Students, Chaperones & Advisors</i>	\$60.00
Regular Registration (Entered from September 25-October 1) <i>Students, Chaperones & Advisors</i>	\$70.00
Late or Onsite Registration (Entered from Oct 1-Nov 4) <i>Students, Chaperones & Advisors</i> <i>(late and onsite registration will not receive t-shirts or be allowed to enter competitions)</i>	\$100.00

Registration will include: access to all sessions, six flags entrance and thrill rides, conference materials, participation certificate & a conference t-shirt (no t-shirts will be provided for late or onsite registrations).

Deadlines

Early Bird Registration	September 13-24
Regular Registration	September 25- October 1
Late or Onsite Registration	October 1-November 4
Registration Payment DUE (in office)	October 22nd

(payments not received by 10/22 will receive a \$25 penalty fee)

DRESS CODE

Students are encouraged to wear a Chapter T-shirt or DECA shirt, Modest Jeans/Shorts, and comfortable shoes.

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

Georgia DECA
Fall Leadership Development Conference
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Thursday, November 4, 2021

Registration (Advisors Only)	9:00am-10:00am
Opening Session	10:00am-10:30am
Leadership Sessions & Workshops <i>(students will be assigned 3 workshops to attend)</i>	10:45am-3:00pm
Leadership Quest/Goose Chase	10:45am-3:00pm
Individual Marketing Role Play <i>(individuals will be assigned a time)</i>	11:00am-3:00pm
Team Marketing Role Play <i>(teams will be assigned a time)</i>	11:00am-3:00pm
Lunch (chapters will be assigned a time) <i>(chapters will be assigned a time)</i>	11:00am-2:00pm
Thrill Rides Open	11:00am-5:00pm
Park/Rides Close	5:00pm

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 sent home from the DECA activity.

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. If a student gets in trouble at any DECA Conference/Event they will no longer be able to participate in 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.. 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 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 - COVID-19 ACKNOWLEDGEMENT AND LIABILITY WAIVER

MINOR

Georgia DECA has implemented protective measures and protocols aimed at reducing the likelihood of spread of the novel coronavirus (“Covid-19”) between participants and others attending its events. These measures and protocols are designed to be consistent with current guidance from the U.S. Centers for Disease Control and Prevention (“CDC”), as well as state and local authorities. However, Georgia DECA cannot guarantee that event participants will not be exposed to Covid-19 while participating in or attending its events.

By signing this agreement, I acknowledge, on behalf of myself and my minor child(ren) named below, the risk of Covid-19 transmission while participating in or attending Georgia DECA’s events and further acknowledge that we are knowingly assuming that risk by voluntarily participating in or attending an event. We further agree to comply with all protective measures and protocols implemented by Georgia DECA, the event’s host hotel (if applicable), the event’s suppliers and partners, and/or established by the CDC and state or local authorities.

We specifically affirm and attest to the following, to the best of our knowledge:

- We are not presently experiencing any symptom of Covid-19, including, but not limited to, a fever in excess of 100.4 degrees, cough, shortness of breath or difficulty breathing, sore throat, body aches or chills, or new loss of taste or smell;
- We have not been in close contact with someone with a suspected or confirmed case of Covid-19;
- We have not been diagnosed with Covid-19 and not yet been cleared as non-contagious by our medical provider or public health authorities, consistent with CDC guidance;
- If any of us (i) develops any symptom of Covid-19, (ii) comes in close contact with someone with a suspected or confirmed case of Covid-19, or (iii) is diagnosed with Covid-19, we will not attend the event;
- We are following all guidance from the CDC and state and local authorities regarding Covid-19 and limiting exposure to the Covid-19 virus

Accordingly, I (individually and on behalf of my minor child(ren) listed below) voluntarily agree to assume all risks and accept sole responsibility for any Covid-19 infection that may result due to our participation in or attendance at the event. On my behalf, and on behalf of my minor child(ren) listed below, I hereby release, covenant not to sue, discharge, and hold harmless Georgia DECA, its employees, agents, and representatives, of and from any claims associated with, arising from, or related to Covid-19 infection, including all liabilities, claims, actions, damages, costs or expenses of any kind arising out of or relating thereto. I understand and agree that this release includes any claims based on the actions, omissions, or negligence of Georgia DECA, its employees, agents, and representatives, whether a Covid-19 infection occurs before, during, or after our participation in or attendance at the event.

Signed: _____ Dated: _____

Printed Name: _____

Names of Minor Family Members Participating In or Attending Event:

1. _____ 2. _____

3. _____ 4. _____

Georgia DECA

COVID-19 ACKNOWLEDGEMENT AND LIABILITY WAIVER

ADULT/STUDENT 18 YEARS OF AGE AND OLDER

Georgia DECA has implemented protective measures and protocols aimed at reducing the likelihood of spread of the novel coronavirus ("Covid-19") between participants and others attending its events. These measures and protocols are designed to be consistent with current guidance from the U.S. Centers for Disease Control and Prevention ("CDC"), as well as state and local authorities. However, Georgia DECA cannot guarantee that event participants will not be exposed to Covid-19 while participating in or attending its events.

By signing this agreement, I acknowledge the risk of Covid-19 transmission while participating in or attending Georgia DECA's events and further acknowledge that I am knowingly assuming that risk by voluntarily participating in or attending an event. I further agree to comply with all protective measures and protocols implemented by Georgia DECA., the event's host hotel (if applicable), the event's suppliers and partners, and/or established by the CDC and state or local authorities.

I specifically affirm and attest to the following, to the best of my knowledge:

- I am not presently experiencing any symptoms of Covid-19, including, but not limited to, a fever in excess of 100.4 degrees, cough, shortness of breath or difficulty breathing, sore throat, body aches or chills, or new loss of taste or smell;
- I have not been in close contact with someone with a suspected or confirmed case of Covid-19;
- I have not been diagnosed with Covid-19 and not yet been cleared as non-contagious by my medical provider or public health authorities, consistent with CDC guidance;
- If I (i) develop any symptom of Covid-19, (ii) come in close contact with someone with a suspected or confirmed case of Covid-19, or (iii) am diagnosed with Covid-19, I will not attend the event;
- I am following all guidance from the CDC and state and local authorities regarding Covid-19 and limiting exposure to the Covid-19 virus.

Accordingly, I voluntarily agree to assume all risks and accept sole responsibility for any Covid-19 infection that may result due to my participation in or attendance at the event. I hereby release, covenant not to sue, discharge, and hold harmless Georgia DECA, its employees, agents, and representatives, of and from any claims associated with, arising from, or related to Covid-19 infection, including all liabilities, claims, actions, damages, costs or expenses of any kind arising out of or relating thereto. I understand and agree that this release includes any claims based on the actions, omissions, or negligence of Georgia DECA, its employees, agents, and representatives, whether a Covid-19 infection occurs before, during, or after my participation in or attendance at the event.

Signed: _____ Dated: _____

Printed Name: _____

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.

2021 Georgia DECA Fall LDC Competitions

Georgia DECA will have 4 competitive events for Road Rally!

- **State Lapel Pin Design**
- **Statesman Exam**
- **Individual Marketing Role Play**
- **Team Marketing Role Play**

You must register for each competition on the Fall LDC Registration site by October 1st.

Competition Recognition

Top 3 will be recognized in each event

1st Place- Plaque, 1 State CDC Paid Registration

2nd Place- Medal, \$25 Shop DECA Gift Card

3rd Place- Medal, \$25 Shop DECA Gift Card

**Team Marketing Role Play is a Team Event, each team member will receive the above recognition items

** Statesman Exam is not included in these recognition tiers. All students earning 90% or higher on the statesman will receive a statesman pin and certificate.

Required Forms to Bring with You to Fall LDC:

- Covid Liability Form for each attendee (adults and students)
- Professional Standards form for each student

Lunch

Lunch will be provided for all registered attendees. Each location dinner may differ. Lunch will include Pulled BBQ Chicken, All Beef Hot Dogs, Chips, Baked Beans, Rolls, Ice Cream Bars (veggie lasagna for vegetarians only) and fountain drinks.

Please indicate on the registration site if you have any dietary restrictions.

STATE LAPEL PIN EVENT

Shannon Aaron-Coordinator
770-630-3967-georgiadeca@gmail.com

Register on the Fall LDC Registration Site. Only registered chapters can participate.

Submit 1 State Lapel Pin design on the Lapel Pin Google Form by October 22, 2021.

<https://forms.gle/fMZKyR229r76QYXs5>

Purpose:

To allow Georgia DECA members to develop an annual lapel pin that can be worn to local, regional, state, and national meetings that will identify Georgia DECA members. The winning design will be chosen for its ability to catch the consumer's eye and depict Georgia DECA pride. First, Second, and Third Place will be awarded.

GUIDELINES:

1. Entries are limited to one individual student per chapter
2. Chapters will design a DECA pin that can be worn on blazers, jackets, shirts, sweaters, or blouses.
3. Pin Design should reflect ICDC being held in Atlanta, GA- could include elements related to GA based businesses and companies, city skyline, etc.
4. One Lapel Pin Design should be submitted as a PDF in the Lapel Pin Google Form.
5. Lapel Pin Designs will be judged and Winners will be announced at the Fall LDC Opening Session.

GENERAL INFORMATION

- Georgia DECA reserves the right to make any changes to the design which may conflict with its production
- All pin designs become the property of Georgia DECA. When a contestant enters a design, he or she relinquishes all rights for the sale and use of the design to Georgia DECA.

EVALUATION:

1. Layout and Design (25 points)
2. Creativity and Originality (25 points)
3. Workmanship (25 points)
4. Suitability (15 points)
5. Overall Impression (10 points)

2021 Statesman Exam

The 2021 Statesman Exam will be comprised of 50 questions. Students must score 90% or higher to receive their Statesman Award. Students will be given 30 minutes to take the Statesman Exam. The exam will be administered online and will contain multiple choice questions. Statesman Award Winners will receive a Statesman Pin and Certificate (will be given at Fall LDC). The following information will be asked on the Statesman Exam.

- a. Birthplace of DECA (place and date)
- b. Color of organization
- c. Levels of DECA
- d. Four points of DECA diamond
- e. Meaning of emblem and identification
- f. National DECA Headquarters
- g. Divisions of DECA
- h. DECA's Mission
- i. DECA Regions
- j. National Officers (High School Division)
- k. National Executive Director
- l. National Publication
- m. Chartered Association Advisor & Board of Directors
- n. Dates of Organization (State and National)
- o. National & State Conferences and Events
- p. Southern Region Conference
- q. ICDC 2022
- r. National DECA Theme 2021-2022
- s. Current Executive Officer Team
- t. State Website
- u. National DECA Guide
- v. States in the Southern Region
- w. Competitive Events
- x. DECA Challenges & Campaigns
- y. Georgia Program of Leadership
- z. School Based Enterprises

Security Agreement (Student)

I understand that materials used for Georgia DECA Online tests are confidential. I hereby agree to maintain the confidentiality of all testing materials and understand that the security of testing materials is maintained by protecting all items from loss, unauthorized access, or reproduction. Furthermore, maintaining test item security prohibits any test proctor from the following:

1. unauthorized printing or photocopying any test items or materials, or
2. assessing or removing test materials from the secure locations, or
3. utilizing test items in any form, either from a copy of the test instrument or as a practice exercise to expose others to the test items, or
4. allowing others to view test content.

I understand that access to testing will be monitored by the vendor and inconsistencies will be reported to the Georgia DECA office for investigation. I further understand that compromising test security in any way will result in my disqualification

No resource material may be used for any online test.

Individual Marketing Role Play Competition Guidelines

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, Performance Indicators and Event Situation. Participants will receive the Event Scenario at 3pm on November 3rd.
- **Chapters may have up to 2 entries in this event.**
- Presentations will take place on November 4th between 10am-3pm. Times will be assigned prior to Fall LDC.
- You will be evaluated on how well you demonstrate the 21st Century Skills and meet the performance indicators of this event.
- You will have 10 minutes to present to a judge.
- **Specific competition times and information will be sent prior to November 4th.**

Instructional Area: Product/Service Management

STATEMENT OF ASSURANCES AND ACADEMIC INTEGRITY:

Integrity and honor are integral elements of ethical, responsible business leadership. Great care must be taken in maintaining academic integrity while preparing students for their future careers. The maintenance and reinforcement of those standards is the responsibility of every member, advisor, and administrator. In order to administer such a standard across our organization, every competitor and advisor must agree and certify that the students and advisor complied to the following guidelines:

1. Participation of the undersigned competitor in this, and any, DECA competitive events will take place in an honest fashion. Therefore, the contents of this competitive event entry and any solutions provided are solely the work of the undersigned students.
2. The presentation of this entry was completed by the students who completed the case study preparation for the event.
3. The advisor certifies that the individual student prepared their presentation without the help of outside resources and/or other people.
4. Students are only allowed to bring notes with them, no props or outside sources may be used.
5. No help was sought beyond that allowed in any DECA competitive event instructions or guidelines, and textbooks, reference materials, or other aids were not used.
6. No portion of this entry has previously been entered into competition.
7. No DECA competitive event materials will be or have been saved to any storage device remaining in the possession of the undersigned competitor(s) or that of any other person; nor has it been saved to any cloud storage.

In the event that one or more of these guidelines were determined to not be followed, the entry will be disqualified, and information will be forwarded to the district's superintendent to action academic integrity violations.

Team Marketing Role Play Competition Guidelines

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, Performance Indicators and Case Study Situation. Participants will receive the Event Scenario at 3pm on November 3rd.
- **Chapters may have up to 2 teams in this event.**
- Presentations will take place on November 4th between 10am-3pm. Times will be assigned prior to Fall LDC. You will have up to 15 minutes to make your presentation to the judge. All members of the team must participate in the presentation.
- You will be evaluated on how well you demonstrate the 21st Century Skills and meet the performance indicators of this event.
- **Specific competition times and information will be sent prior to November 4th.**

Instructional Area: Market Planning

STATEMENT OF ASSURANCES AND ACADEMIC INTEGRITY:

Integrity and honor are integral elements of ethical, responsible business leadership. Great care must be taken in maintaining academic integrity while preparing students for their future careers. The maintenance and reinforcement of those standards is the responsibility of every member, advisor, and administrator. In order to administer such a standard across our organization, every competitor and advisor must agree and certify that the students and advisor complied to the following guidelines:

1. Participation of the undersigned competitor in this, and any, DECA competitive events will take place in an honest fashion. Therefore, the contents of this competitive event entry and any solutions provided are solely the work of the undersigned students.
2. The submitted presentation of this entry was completed by the students who completed the case study preparation for the event.
3. The advisor certifies that the team members prepared their presentation without the help of outside resources and/or other people.
4. Students are only allowed to bring notes with them, no props or outside sources may be used.
5. No help was sought beyond that allowed in any DECA competitive event instructions or guidelines, and textbooks, reference materials, or other aids were not used.
6. No portion of this entry has previously been entered into competition.
7. No DECA competitive event materials will be or have been saved to any storage device remaining in the possession of the undersigned competitor(s) or that of any other person; nor has it been saved to any cloud storage.

In the event that one or more of these guidelines were determined to not be followed, the entry will be disqualified, and information will be forwarded to the district's superintendent to action academic integrity violations.



Membership Recognition Tiers

DUE OCTOBER 15th

◆ **GOLD** CHOOSE 3

Donate \$100 to the GA DECA Foundation	21 new members or a 21% membership increase	21 State-Only Testing or Statesman Test-Takers	Bring 10 new members to FLDC or Road Rally	AND Submit documentation and post (tag GA DECA) of your growth efforts
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Chapters will receive 1 State CDC Registration, 4 Region Competition Slots, DECA Swag Bag & FLDC Recognition

◆ **SILVER** CHOOSE 3

Donate \$50 to the GA DECA Foundation	10 new members or a 10% membership increase	10 State-Only Testing or Statesman Test-Takers	Bring 5 new members to FLDC or Road Rally	AND Submit documentation and post (tag GA DECA) of your growth efforts
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Chapters will receive 3 Region Competition Slots, DECA Swag Bag & FLDC Recognition

◆ **BRONZE** CHOOSE 3

Donate \$25 to the GA DECA Foundation	5 new members or a 5% membership increase	5 State-Only Testing or Statesman Test-Takers	Bring 3 new members to FLDC or Road Rally	AND Submit documentation and post (tag GA DECA) of your growth efforts
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Chapters will receive 2 Region Competition Slots & FLDC Recognition

Submit your chapter using the form at <https://forms.gle/aibZxzeK7gRYmaRK7>



\$100

- 1.2 Region slots
2. Recognition at Fall LDC
3. GA DECA Bookmark



\$250

- 3 Region slots
- One Blazer Drawing entry at Fall LDC
- Recognition at Fall LDC
- GA DECA Bookmark



\$500

- 4 Region slots
- 2 Blazer Drawing entry at Fall LDC
- Recognition at Fall LDC
- GA DECA Bookmark

Maximize

YOUR INVOLVEMENT

> What is Reach Out & Read?

Reach Out & Read helps integrate reading into pediatric practices throughout Georgia and helps children ages 0-5 obtain a literacy rich childhood.

> How Can You Help?

Georgia DECA has set up a three tier donation structure that allows chapters to achieve different donation levels. The levels are Reader Level at \$100, Bookmark Level at \$250, and Novelist Level at \$500.

> Why Reach Out & Read?

As we continue to Maximize Our Momentum, we have to keep in mind our next generation of leaders. By providing the necessary resources for children to have a healthy education, we can Maximize Their Momentum for our future.

> What's New For This Year?

At State CDC in January, Georgia DECA asks each chapter to bring ONE (1) inclusive/diverse children's book to help EVERY child feel seen as they grow their education. More info will be released as we near closer to SCDC.



Maximize
**YOUR INVOLVEMENT
WITH RO&R GEORGIA**