

2022
Georgia DECA
State CDC Guide



State Career Development Conference
Hyatt Regency • Atlanta, GA
January 27-29, 2022

**Georgia DECA
State Career Development Conference
January 27-29, 2022
Hyatt Regency
Atlanta, GA**

Registration

Registration will be available online from **December 1, 2021-January 5, 2022** on the Georgia DECA website.

Payment must be in the state office by **Friday, January 21st**.

Early Bird Registration (Entered by December 17,2021) <i>Students & Advisors</i>	\$70.00
Regular Registration (Entered from December 18-January 5) <i>Students & Advisors</i>	\$80.00
Late or Onsite Registration <i>Students, Advisors, & Chaperones</i>	\$140.00
Chaperone Registration (Entered by January 5th)	\$35.00

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

Payment Received after January 21,2022 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 1-17, 2021
Regular Registration	December 18-January 5
Hotel Reservation (on state cdc registration site)	December 1, 2021-January 5, 2022
Written Event Manuals Due (submitted online)	January 14, 2022
State Officer App. & Scholarship Forms Due	January 14, 2022
Membership Eligibility Deadline	August 1, 2021-January 5,2022

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

Tentative Agenda

Georgia DECA State Career Development Conference January 27-29, 2022

Thursday, January 27th

AMA Scholarship Interviews	1:00pm-4:00pm
Registration (Advisors Only)	4:00pm-7:00pm
Advisor Orientation	5:00pm
Opening Session	7:30pm
Silent Disco	9:30pm-11:30pm
Curfew	11:45pm

Friday, January 28th

Middle School Registration	7:00am-9:00am
Advisor Orientation for Morning Events	7:15am-7:45am
Foundation Scholarship Interviews	8:00am-12:00pm
Individual Series/Principles/Team Decision Making	9:00am-1:00pm
Workshops (20 minute sessions)	9:00am-3:00am
Foundation Expo	12:00pm-4:00pm
Advisor Orientation for Afternoon Events	1:30pm-2:00pm
Written/Presentation Events	2:30pm-6:30pm
Middle School Awards Session	3:00pm-3:45pm
Business & Election Session	4:00pm-5:30pm
Chapter Time/Hawks Game	6:30pm-10:00pm
Curfew	11:30pm

Saturday, January 29th

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

Conference Highlights

Registration

Registration will be open on Thursday from **4pm-7pm** in the Centennial Ballroom Foyer. Advisors may pick up registration materials at this time.

Chapter Officer Appreciation

Chapter Officers may stop by Centennial Ballroom Foyer on Thursday from **4pm-6pm** to pick up a Special Gift from the Executive Officer Team.

Silent Disco- Thursday Night!

Are you Ready to Maximize your Momentum at GA DECA Silent Disco Party?. We will have 2 sessions- 9:30pm-10:15pm and 10:30pm-11:15pm. Students will get to choose between 3 different genres of music.

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 28th from 12pm-4pm in the Centennial Ballroom Foyer.

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.

Atlanta Hawks Game- Friday Night!

Chapters can purchase tickets to see the Hawks vs. Celtics. Tickets are separate from conference registration and must be purchased through the Hawks (see the flyer at gadeca.org)

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 25 Largest Chapters, Largest % of chapter membership attending State CDC, Membership 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 \$195. YOU WILL PAY GA DECA FOR THE ROOM RATE! The housing deadline is January 5th. 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 a GA DECA Long Sleeve Polo. ALL advisors will be assigned security duties.

Georgia DECA Covid Liability Forms/Permission/Professional Standards Form

Each person attending the Conference must read and sign the Covid Liability Waiver, 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 5th.
- Hotel Room Reservations have been made by January 5, 2022 on the registration site
- Payment has been paid in full & received by the State Office no later than January 21st.
- Community Service, Pants Pledge, 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 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 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 - 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: _____

2022 State CDC Pants Pledge

The 2021-2022 Executive Officers would like to promote professional dress slacks at this year's State CDC. All attendees are encouraged to sign the 2022 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.

Attendee Signature

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

Silent Disco (Thursday 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

2022 State CDC Competitive Events Guide

Principles of Business Admin. Events	# of Participants	Written Exam	Entry Length	Test Date & Time	Presentation Date & Time
Principles of Business Mgmt & Admin.	1	Yes-Business Admin Core Exam	N/A	Online between January 18-21	Friday 9:00am-1:00pm By schedule
Principles of Finance	1	Yes-Business Admin Core Exam	N/A	Online between January 18-21	Friday 9:00am-1:00pm By schedule
Principles of Hospitality & Tourism	1	Yes-Business Admin Core Exam	N/A	Online between January 18-21	Friday 9:00am-1:00pm By schedule
Principles of Marketing	1	Yes-Business Admin Core Exam	N/A	Online between January 18-21	Friday 9:00am-1:00pm By schedule
Individual Series Events	# of Participants	Written Exam	Entry Length	Test Date & Time	Presentation Date & Time
Accounting Applications	1	Yes- Finance Cluster Exam	N/A	Online between January 18-21	Friday 9:00am-1:00pm By schedule
Apparel & Accessories Marketing	1	Yes-Marketing Cluster Exam	N/A	Online between January 18-21	Friday 9:00am-1:00pm By schedule
Automotive Services Marketing	1	Yes-Marketing Cluster Exam	N/A	Online between January 18-21	Friday 9:00am-1:00pm By schedule
Business Finance	1	Yes- Finance Cluster Exam	N/A	Online between January 18-21	Friday 9:00am-1:00pm By schedule
Business Services Marketing	1	Yes- Marketing Cluster Exam	N/A	Online between January 18-21	Friday 9:00am-1:00pm By schedule
Entrepreneurship	1	Yes- Entrepreneurship Exam	N/A	Online between January 18-21	Friday 9:00am-1:00pm By schedule
Food Marketing	1	Yes- Marketing Cluster Exam	N/A	Online between January 18-21	Friday 9:00am-1:00pm By schedule
Hotel & Lodging Management	1	Yes- Hospitality & Tourism Cluster Exam	N/A	Online between January 18-21	Friday 9:00am-1:00pm By schedule
Human Resources Management	1	Yes- Business Mgmt & Admin Cluster Exam	N/A	Online between January 18-21	Friday 9:00am-1:00pm By schedule
Marketing Communications	1	Yes-Marketing Cluster Exam	N/A	Online between January 18-21	Friday 9:00am-1:00pm By schedule
Quick Serve Restaurant Management	1	Yes-Hospitality & Tourism Cluster Exam	N/A	Online between January 18-21	Friday 9:00am-1:00pm By schedule
Restaurant & Food Service Management	1	Yes-Hospitality & Tourism Cluster Exam	N/A	Online between January 18-21	Friday 9:00am-1:00pm By schedule

Retail Merchandising	1	Yes-Marketing Cluster Exam	N/A	Online between January 18-21	Friday 9:00am-1:00pm By schedule
Sports & Entertainment Marketing	1	Yes-Marketing Cluster Exam	N/A	Online between January 18-21	Friday 9:00am-1:00pm By schedule
Team Decision Making Events	# of Participants	Written Exam	Entry Length	Test Date & Time	Presentation Date & Time
Business Law & Ethics	2	Yes- Business Management & Admin Cluster Exam	N/A	Online between January 18-21	Friday 9:00am-1:00pm By schedule
Buying & Merchandising	2	Yes- Marketing Cluster Exam	N/A	Online between January 18-21	Friday 9:00am-1:00pm By schedule
Entrepreneurship	2	Yes- Entrepreneurship Exam	N/A	Online between January 18-21	Friday 9:00am-1:00pm By schedule
Financial Services	2	Yes-Finance Cluster Exam	N/A	Online between January 18-21	Friday 9:00am-1:00pm By schedule
Marketing Management	2	Yes-Marketing Cluster Exam	N/A	Online between January 18-21	Friday 9:00am-1:00pm By schedule
Hospitality Services	2	Yes- Hospitality & Tourism Cluster Exam	N/A	Online between January 18-21	Friday 9:00am-1:00pm By schedule
Sports & Entertainment Marketing	2	Yes- Marketing Cluster Exam	N/A	Online between January 18-21	Friday 9:00am-1:00pm By schedule
Travel & Tourism	2	Yes-Hospitality & Tourism Cluster Exam	N/A	Online between January 18-21	Friday 9:00am-1:00pm By schedule
Middle School Events	# of Participants	Written Exam	Entry Length	Test Date & Time	Presentation Date & Time
Middle School Marketing Role Play	1	N/A	N/A	N/A	Friday 9:00am-1:00pm By Schedule
Principles of Business Mgmt & Admin	1	Business Admin Core	N/A	Online between January 18-21	Friday 9:00am-1:00pm By Schedule
Principles of Finance	1	Business Admin Core	N/A	Online between January 18-21	Friday 9:00am-1:00pm By Schedule
Principles of Hospitality & Tourism	1	Business Admin Core	N/A	Online between January 18-21	Friday 9:00am-1:00pm By Schedule
Principles of Marketing	1	Business Admin Core	N/A	Online between January 18-21	Friday 9:00am-1:00pm By Schedule
Promotional Pitch	1	N/A	N/A	N/A	Friday 9:00am-1:00pm By Schedule
Theme Speech	1	N/A	N/A	N/A	Friday 9:00am-1:00pm

					By Schedule
Business Operations Research Events	# of Participants	Written Exam	Entry Length	Test Date & Time	Presentation Date & Time
Business Services	1 to 3	No	20 Pages online by January 14	N/A	Friday 2:30pm-6:30pm By Schedule
Buying & Merchandising	1 to 3	No	20 Pages online by January 14	N/A	Friday 2:30pm-6:30pm By Schedule
Finance	1 to 3	No	20 Pages online by January 14	N/A	Friday 2:30pm-6:30pm By Schedule
Hospitality & Tourism	1 to 3	No	20 Pages online by January 14	N/A	Friday 2:30pm-6:30pm By Schedule
Sports & Entertainment	1 to 3	No	20 Pages online by January 14	N/A	Friday 2:30pm-6:30pm By Schedule
Project Management Events	# of Participants	Written Exam	Entry Length	Test Date & Time	Presentation Date & Time
Business Solutions Project	1 to 3	No	20 Pages online by January 14	N/A	Friday 2:30pm-6:30pm By Schedule
Career Development Project	1 to 3	No	20 Pages online by January 14	N/A	Friday 2:30pm-6:30pm By Schedule
Community Awareness Project	1 to 3	No	20 Pages online by January 14	N/A	Friday 2:30pm-6:30pm By Schedule
Community Giving Project	1 to 3	No	20 Pages online by January 14	N/A	Friday 2:30pm-6:30pm By Schedule
Financial Literacy Project	1 to 3	No	20 Pages online by January 14	N/A	Friday 2:30pm-6:30pm By Schedule
Sales Project	1 to 3	No	20 Pages online by January 14	N/A	Friday 2:30pm-6:30pm By Schedule
Integrated Marketing Campaign	# of Participants	Written Exam	Entry Length	Test Date & Time	Presentation Date & Time
Integrated Marketing Campaign-Event	1 to 3	Yes- Marketing Cluster Exam	10 pages online by January 14	Online between January 18-21	Friday 2:30pm-6:30pm By Schedule
Integrated Marketing Campaign-Product	1 to 3	Yes- Marketing Cluster Exam	10 pages online by January 14	Online between January 18-21	Friday 2:30pm-6:30pm By Schedule
Integrated Marketing Campaign-Service	1 to 3	Yes- Marketing Cluster Exam	10 pages online by January 14	Online between January 18-21	Friday 2:30pm-6:30pm By Schedule
Professional Selling Events	# of Participants	Written Exam	Entry Length	Test Date & Time	Presentation Date & Time

Financial Consulting	1	Yes-Finance Cluster Exam	N/A	Online between January 18-21	Friday 2:30pm-6:30pm By Schedule
Hospitality & Tourism Professional Selling	1	Yes- Hospitality & Tourism Cluster Exam	N/A	Online between January 18-21	Friday 2:30pm-6:30pm By Schedule
Professional Selling	1	Yes- Marketing Cluster Exam	N/A	Online between January 18-21	Friday 2:30pm-6:30pm By Schedule
Business Management & Entrepreneurship	# of Participants	Written Exam	Entry Length	Test Date & Time	Presentation Date & Time
Innovation Plan	1 to 3	No	10 pages online by January 14	N/A	Friday 2:30pm-6:30pm By Schedule
International Business Plan	1 to 3	No	20 pages online by January 14	N/A	Friday 2:30pm-6:30pm By Schedule
Start-Up Business Plan	1 to 3	No	10 pages online by January 14	N/A	Friday 2:30pm-6:30pm By Schedule
Franchise Business Plan	1 to 3	No	20 pages online by January 14	N/A	Friday 2:30pm-6:30pm By Schedule
Independent Business Plan	1 to 3	No	20 pages online by January 14	N/A	Friday 2:30pm-6:30pm By Schedule
Business Growth Plan	1 to 3	No	20 pages online by January 14	N/A	Friday 2:30pm-6:30pm By Schedule

Personal Financial Literacy	# of Participants	Written Exam	Entry Length	Test Date & Time	Presentation Date & Time
Personal Financial Literacy	1	Yes-Financial Literacy	N/A	Online between January 18-21	Friday 9:00am-1:00pm By Schedule

Presentation Only Events	# of Participants	Written Exam	Entry Length	Test Date & Time	Presentation Date & Time
Job Interview	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

2022 Written Manual Events

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

The deadline for Manual Submission is **January 14th at 5pm**. GA DECA will not accept any manuals after this date and time.

Submit Manuals at:

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 14th (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 28th, and the Top 8 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 but must be stapled. GA DECA will not be returning manuals to Chapters.***

2022 Competency Based Events

Participation in the following events depend on Region Eligibility.

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. Other members will not be eligible to participate at state, should a winner be unable to attend state. The Top 9 will be recognized on stage at State CDC and eligible for Competition at ICDC.

2022 State Only Events

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

Presentation Events

Theme Speech
Job Interview
Chapter Chronicles
SBE Competition
MS Marketing Role Play
MS Principles of Business Mgmt & Admin
MS Principles of Finance
MS Principles of Hospitality & Tourism
MS Principles of Marketing
MS Promotional Pitch
MS Theme Speech

The top 9 will be recognized on stage at the Awards Session and the top 3 will receive trophies.

2022 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. Other members will not be eligible to participate at state, only students that completed a test in January. The Top 9 will be recognized on stage at the Awards Session and eligible for Competition at ICDC.

2022 Professional Selling Events

Financial Consulting
Hospitality & Tourism Professional Selling
Professional Selling

Testing for Professional Selling Events takes place prior to State CDC in January. The Top 8 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 Sports & Entertainment Operations Research- these events can have 4 entries)



MEMBERSHIP RECOGNITION TIERS

FOR RECOGNITION AT STATE CDC
DUE JANUARY 14th

Please note the tagged post, and GA DECA foundation donation options build on top of those achieved at FLDC.

A new document submission is required for all tiers for State CDC recognition.

DIAMOND Complete ALL 3

50 more members than last year or a 50% membership increase

\$200 donated to GA DECA Foundation

Submit a 30 second chapter "hype" video

Chapters will receive a plaque, recognition on stage, name badge ribbons, reserved seating at State CDC, and one ICDC registration drawing entries.

GOLD Complete ALL 3

22 new members or a 22% membership increase

\$100 donated to the GA DECA Foundation

10 posts of your chapter with @georgia_deca tagged AND using #maximizeyourmembership

Chapters will receive name badge ribbons, a certificate on stage, and 2 entries into a \$100 ShopDECA gift card drawing.

SILVER Complete ALL 3

10 new members or a 10% membership increase

\$50 donated to the GA DECA Foundation

5 posts of your chapter with @georgia_deca tagged AND using #maximizeyourmembership

Chapters will receive name badge ribbons, a certificate, and 1 entry into a \$100 ShopDECA gift card drawing.

BRONZE Complete ALL 3

5 new members or a 5% membership increase

\$25 donated to the GA DECA Foundation

3 posts of your chapter with @georgia_deca tagged AND using #maximizeyourmembership

Chapters will receive name badge ribbons and a certificate.

Submit your chapter to be recognized for membership using the form at <https://tinyurl.com/GADECAStateCDC22>



\$100

- Certificate of Recognition on Stage
- Name Badge Ribbon



\$250

- Certificate of Recognition on Stage
- Name Badge Ribbon
- 1 Blazer Drawing Entry



\$500

- Certificate of Recognition on Stage
- Name Badge Ribbon
- 1 Blazer Drawing Entry
- \$25 Shop DECA Gift card



\$1,500

- Plaque of Recognition on Stage
- Name Badge Ribbon
- 1 Blazer Drawing Entry
- 1 ICDC Academy Slot

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 four tier donation structure that allows chapters to achieve different donation levels. The levels are Reader Level at \$100, Bookmark Level at \$250, Novelist Level at \$500, and the Scholar level at \$1,500. Also, please follow @reachoutandreadgeorgia on Instagram and Facebook!

> 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.

Maximize
**YOUR INVOLVEMENT
WITH Reach Out and
Read GEORGIA**