

2024
Georgia DECA
Fall LDC Guide



Fall Leadership Development Conference
Renaissance Waverly- Atlanta, GA
November 7-8, 2024

**Georgia DECA
Fall Leadership Development Conference
November 7-8, 2024
Renaissance Waverly
Atlanta, GA**

Registration

Registration will be available online from **August 15-September 27, 2024** on the Georgia DECA website at <http://www.gadeca.org/FallLeadershipDevelopment.htm>

Payment must be in the state office by **Friday, October 11, 2024**.

Early Bird Registration (Entered by September 13th) <i>Students & Advisors</i>	\$75.00
Regular Registration (Entered from September 14-27, 2024) <i>Students & Advisors</i>	\$90.00
Late or Onsite Registration (Entered from September 28-November 7, 2024) <i>Students & Advisors</i> <i>(chapter will be charged a \$25 penalty fee for payment after 10/11)</i>	\$150.00
Chaperone Registration (Entered by September 27th)	\$45.00
Middle School Early Bird Registration (Entered by September 13th) <i>Students & Advisors (For Friday Only)</i>	\$45.00
Middle School Regular Registration (Entered from September 14-27, 2024)	\$55.00

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

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

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

Deadlines

Early Bird Registration	August 15-September 13, 2024
Regular Registration	September 14-September 27, 2024
Late or Onsite Registration	September 28-November 7, 2024
Registration & Hotel Payment DUE (in office) <i>(payments not received by 10/11 will receive a \$25 penalty fee)</i>	October 13, 2023

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

Tentative Agenda

Georgia DECA Fall Leadership Development Conference November 7-8, 2024

Thursday, November 7, 2024

Adobe X Training (Advisors only)	1:00pm-4:00pm
Registration (Advisors Only)	12:00pm-7:00pm
Shop GA DECA	12:00pm-9:00pm
Statesman Award Testing	4:00pm-7:00pm
Marketing Role Play Competitions	4:00pm-7:00pm
Advisor Conference Update Session	7:30pm-8:00pm
Chapter Workshops	8:00pm-10:00pm
DECA After Dark	10:00pm
Curfew	11:30pm

Friday, November 8, 2024

Breakfast (on your own)	8:00am-9:00am
General Session	9:00am
Leadership Sessions	10:30am-11:10am 11:15am-11:55am 12:00pm-12:40pm
Depart	12:45pm

Conference Highlights

Registration

Registration will be open on Thursday from 12:00pm-7:00pm. Advisors may pick up registration materials & t-shirts at this time. Hotel check in begins at 4pm.

Advisor Conference Update Session

A brief conference update session will be available to all Advisors. Come hear the latest updates and information about Fall LDC. 7:30pm

Marketing Role Play Competitions

Up to 2 students from each chapter will have the opportunity to showcase their Role Play Skills in an Individual Marketing Role Play Competition and up to 2 teams from each chapter for Team Marketing Role Play. Students will receive a marketing case study and will have to solve a problem or give a solution to a marketing situation. Students will present their solution to a judge. The top 2 students/teams from each judge will be recognized on stage Friday morning and receive a medallion.

Statesman Award Testing

The Statesman Award recognizes state officers, local officers, local members, and advisors who have a mastery of basic DECA information and facts. A study guide is provided in this packet and should be studied prior to the test. Students will take a multiple choice, scantron test over the information in the study guide. Students & Advisors who earn 90% or higher will earn their Statesman Award and will be awarded an official Statesman Award Lapel Pin and a Statesman Award Certificate during the Closing Session. **There is no cost to participate in the Statesman Award Testing.** Registration is required prior to the conference by clicking “items” next to student’s names in the registration site. The time window for the testing is Thursday, 4-7pm. Students may take the test during this time. No participants will be admitted after 6:45pm.

Chapter Workshops

GA DECA is blessed with some of the best chapters! We know you are doing amazing things and we want to give you the opportunity to share with others! This year chapter leaders will have the chance to share how they will “Be the One” by presenting a chapter best practice. Workshop topics can include community service, competition prep, membership recruitment, chapter socials, partnerships, SBES, etc! Sign up in our google form- <https://forms.gle/TXGzL8BAjou8dGZP9>

DECA After Dark!

We are excited to welcome the Free Daps! **Free Daps** is an Orlando-based act specializing in freestyle rap, music, and comedy. They put on a personalized live show that’s spontaneous, witty, high-energy rhythmic rhyming filled with audience interaction.

Things To Know

Online Registration

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

Hotel Information

All housing will be at the Renaissance Waverly and surrounding hotels. You must register for housing through GA DECA. You will receive a total for your housing on your invoice. The hotel rate is \$235 (this includes all fees).

Georgia DECA Permission/Professional Standards Form

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

ADVISOR CHECKLIST

- All students and advisors are paid, affiliated members of DECA & Georgia DECA
- All attendees have been entered and submitted on the Conference registration site no later than September 27.
- All students and advisors participating in the Statesman Award Testing have been submitted (by clicking Statesman Award by each person’s name under items on the registration site).
- Hotel Room Reservations have been made on the GA DECA registration site.
- Marketing Role Play students have been entered for competition (click “event” next to each participants name to add the Marketing Role Play)
- Payment has been paid in full and received by the State Office no later than October 11th.

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 CHAPERONE CODE OF CONDUCT

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

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

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

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

Code of Conduct Agreement

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

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

DRESS CODE WILL BE ENFORCED

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

Males

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

Females

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

DECA After Dark (Thursday Night Event)

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

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

2024 Fall LDC Pants Pledge

The 2024-2025 Executive Officer Team would like to promote professional dress slacks at this year's Fall LDC. All attendees are encouraged to sign the 2024 Pants Pledge.

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

- Pants Pledge Name Badge Ribbon

Pants Pledge Qualifications for Males & Females:

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



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

Attendee Signature

Attendee School

2024 Georgia DECA Fall LDC Competitions

Georgia DECA will have 4 competitive events for Fall LDC!

- **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 September 29th.

Competition Recognition

State Lapel Pin Design

1st Place- Medal, Pin Design will be used for ICDC
2nd Place- Medal
3rd Place- Medal

Statesman Exam

All students scoring 90% or higher will receive a Statesman Certificate & Lapel Pin

Individual Marketing Role Play

Top 2 individuals from each judge will receive a medallion

Team Marketing Role Play

Top 2 teams from each judge will receive a medallion

Required Forms to Bring with You to Fall LDC:

- Permission Form for each student
- Professional Standards form for each student

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 11, 2024.
Submission Form: <https://forms.gle/BNyN3HqXY1o4kKNq8>

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 Orlando, FL- could include elements related to GA based businesses and companies, Disney, Universal, City Skyline, or Florida.
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 General 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)

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 competition on November 6th.
- **Chapters may have up to 2 entries in this event.**
- Presentations will take place on November 7th between 4pm-8pm. 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.

Instructional Area: Promotion

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 on November 6th.
- **Chapters may have up to 2 teams in this event.**
- Presentations will take place on November 7th between 4pm-8pm. Times will be assigned prior to Fall LDC. You will have up to 30 minutes to prep and 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.

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 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.

2024 Georgia DECA Statesman Award Study Guide

1. Who are the 2024-2025 Georgia DECA Executive Officers and what offices do they represent?

Ella Wilkerson- Executive President
Amy Ndoye- VP of Leadership
Ava Stacker- VP of Marketing
Wendell Rogers- VP of Career Development
Allyson Hannigan- VP of Hospitality
Ibraheem Zareef- VP of Finance

2. What is the DECA Mission?

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

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

DECA Direct

4. What is DECA's 2024-2025 theme?

Be the One

5. What are the 4 areas of the GA Chapter Campaign?

Learn, Empower, Advocate, Direct

6. Where is the birthplace of National DECA?

Memphis, Tennessee

7. Where is the National DECA headquarters located?

Reston, Virginia

8. What are the 4 divisions of DECA membership?

High School, Collegiate, Alumni, Professional

9. What are 2 duties of the President?

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

10. Who is the DECA Executive Director?

Frank Peterson

11. Who is the Georgia Chartered Association Advisor?

Shannon Aaron

12. Who is the Georgia Marketing Program Specialist?

Joni Cochran

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

Lisa Cline

14. Who is the President-Elect of the Georgia DECA Board of Directors?

Shayna Brown

15. Where is the location of 2025 ICDC?

Orlando, FL

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

Amelia Greathouse, Virginia

17. What are the official colors of DECA?

Blue and Gold

18. What are the regions of National DECA?

North Atlantic, Southern, Western and Central

19. What region is Georgia in?

Southern

20. What is the name of the newest non-profit established to raise funds for GA chapters?

Friends of GA DECA

21. What is the Georgia DECA website address?

www.gadeca.org

22. What is the National DECA website address?

www.deca.org

23. What does CTSO stand for?

Career & Technical Student Organizations

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

DECA Guide

25. Who can be a DECA member?

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

26. How many career clusters fall under DECA?

4- Marketing, Finance, Business Management & Administration, Hospitality & Tourism

27. What does GMEA stand for?

Georgia Marketing Education Association

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

12

29. Where was Fall Rally held this year?

Six Flags

30. Georgia DECA is currently ranked as the ____ Largest Association?

2nd