



INTERNATIONAL CAREER DEVELOPMENT CONFERENCE 2016



CHAPTER REGISTRATION KIT
APRIL 23-26 | NASHVILLE



DECA

INTERNATIONAL CAREER DEVELOPMENT CONFERENCE

The DECA International Career Development Conference (ICDC) is the culmination of the DECA year. More than 17,000 high school students, teacher-advisors, business professionals and alumni gather for several days of DECA excitement.

DECA members demonstrate their college and career ready knowledge and skills by participating in DECA's industry-validated Competitive Events Program, aligned with Career Clusters, National Curriculum Standards and 21st Century Skills in the areas of marketing, finance, hospitality, management and entrepreneurship. These members have qualified to attend based on superior performance at the district and state/provincial level. More than 1,000 business professionals serve as expert judges to evaluate DECA members' mastery of these concepts.

In addition, thousands of members participate in DECA's Emerging Leader Series, which helps them attain 21st Century Skills in the areas of collaboration and teamwork, communication, critical thinking and problem solving and creativity. One highlight is the involvement of executive mentors who provide college and career advice.

Thousands of DECA advisors and educators participate in administering DECA's Competitive Events Program and Emerging Leader Series while also participating in professional learning activities.

CLASSROOM CONNECTION

DECA's International Career Development Conference supports educational initiatives.

- Career Clusters[®]
- National Curriculum Standards
- 21st Century Skills
- Common Core State Standards
- Project-based Learning
- Personal Financial Literacy



The National Association of Secondary School Principals has placed this program on the NASSP National Advisory List of Contests and Activities for 2015-2016.

CONFERENCE FACTS



12,000

finalists from 55 chartered associations vying for international honors in DECA's Competitive Events Program.



3,000

DECA members engaging in leadership development activities preparing to be college and career ready.



1,000

business people who will serve as judges for international competition.



100+

exhibitors from a wide variety of colleges and businesses.



2,000

DECA advisors helping their students and attending the Advisor Academy.



MUSIC CITY CENTER
201 Fifth Avenue South
Nashville, TN 37203
nashvillemusiccitycenter.com
(615) 401-1400



#DECAICDC



Visit decadirect.org for previews and highlights.



Join the event at <http://bit.ly/decaicdc16>



CONFERENCE OVERVIEW 2016



FRIDAY, APRIL 22

12:00 PM – 9:00 PM	HEADQUARTERS + TOURS BOOTH <i>Registration for Chartered Association Advisors, Tours</i>	Hall A & B Prefunction Area
12:00 PM – 9:00 PM	SHOP DECA <i>(including blazer sales)</i>	Level 2 Registration
12:00 PM – 9:00 PM	DECA 5K Pre-Registration	Hall A & B Prefunction Area
6:00 PM	CHARTERED ASSOCIATION ADVISOR DINNER <i>(by invitation only)</i>	105A

SATURDAY, APRIL 23

7:00 AM – 8:00 PM	HEADQUARTERS + TOURS BOOTH	Hall A & B Prefunction Area
7:00 AM – 8:00 PM	SHOP DECA <i>(including blazer sales)</i>	Level 2 Registration
7:30 AM	DECA 5K	Shelby Park
9:00 AM	OFFICER CANDIDATE INTERVIEWS	203A
9:00 AM – 5:00 PM	DECA DAY IN NASHVILLE <i>(Enjoy museums on your own)</i>	
11:00 AM – 1:00 PM	GENERAL JACKSON SHOWBOAT <i>(Advance ticket purchase required)</i>	
1:00 PM – 5:00 PM	EXHIBIT + CAMPAIGN BOOTH SET-UP	Exhibit Hall B
2:00 PM – 4:00 PM	GENERAL JACKSON SHOWBOAT <i>(Advance ticket purchase required)</i>	
5:00 PM	PARADE OF CHARTERED ASSOCIATIONS REHEARSAL	Bridgestone Arena
6:00 PM	EXECUTIVE MENTOR DINNER <i>(by invitation only)</i> <i>Sponsored by Marriott International, Inc.</i>	Renaissance Nashville Hotel
6:00 PM – 7:30 PM	CHARTERED ASSOCIATION PHOTOGRAPHS	Demonbreun Lobby Staircase
8:30 PM	GRAND OPENING SESSION <i>Fashion Show sponsored by FIDM/Fashion Institute of Design & Merchandising</i>	Bridgestone Arena
10:30 PM – 11:30 PM	CHARTERED ASSOCIATION PHOTOGRAPHS	Demonbreun Lobby Staircase
12:30 AM	CURFEW	

SUNDAY, APRIL 24

7:00 AM	VIRTUAL BUSINESS CHALLENGE BRIEFING <i>(required)</i>	104
7:00 AM – 5:30 PM	HEADQUARTERS + TOURS BOOTH	Hall A & B Prefunction Area
8:00 AM – NOON	COMPETITIVE EVENT TESTING + BRIEFING	
8:00 AM – 4:00 PM	CAREER EXHIBITS + CAMPAIGN BOOTHS	Exhibit Hall B
8:00 AM – 4:00 PM	DECA IMAGES	Exhibit Hall B
8:00 AM – 4:00 PM	SHOP DECA <i>(including blazer sales)</i>	Level 2 Registration
8:30 AM – 4:00 PM	EMERGING LEADER SERIES	
8:30 AM – 4:00 PM	SCHOOL-BASED ENTERPRISE ACADEMY <i>Sponsored by ARYZTA (Otis Spunkmeyer, Inc.)</i>	
9:00 AM – 3:00 PM	ADVISOR ACADEMY <i>(New and Developing Advisors)</i> <i>Sponsored by PepsiCo Chilled DSD</i>	208
9:30 AM – 1:00 PM	EXECUTIVE MENTOR PROGRAM <i>Sponsored by Marriott International, Inc.</i>	
1:00 PM – 5:00 PM	COMPETITIVE EVENT TESTING + BRIEFING	
3:00 PM – 5:00 PM	GENERAL JACKSON SHOWBOAT <i>(Advance ticket purchase required)</i>	
4:00 PM	VOTING DELEGATES' BRIEFING + CANDIDATE CAMPAIGN SESSION	101
7:00 PM 9:00 PM	DECA NIGHT AT THE GRAND OLE OPRY <i>(Advance ticket purchase required)</i>	Grand Ole Opry
12:30 AM	CURFEW	

MONDAY, APRIL 25

7:00 AM – 7:00 PM	HEADQUARTERS	Hall A & B Prefunction Area
7:00 AM – 7:00 PM	SHOP DECA <i>(including blazer sales)</i>	Level 2 Registration
7:30 AM	JUDGES' ORIENTATION	Grand Ballroom A
8:00 AM – 4:00 PM	CAREER EXHIBITS + CAMPAIGN BOOTHS	Exhibit Hall B
8:00 AM – 4:00 PM	DECA IMAGES	Exhibit Hall B
8:00 AM – 7:00 PM	COMPETITIVE EVENT PRELIMINARY COMPETITION	Exhibit Halls A, C and D
8:30 AM – 10:30 AM	JOHNSON & WALES SCHOLARSHIP AWARD BREAKFAST <i>Sponsored by Johnson & Wales University (by invitation only)</i>	201A
8:30 AM – 3:30 PM	EMERGING LEADER SERIES	
9:00 AM – 2:00 PM	ADMINISTRATOR DAY	203
9:00 AM – 3:00 PM	ADVISOR ACADEMY <i>(New and Developing Advisors)</i> <i>Sponsored by PepsiCo Chilled DSD</i>	208
NOON – 1:30 PM	CHARTERED ASSOCIATION OFFICER/ADVISOR LUNCHEON <i>Sponsored by Piper Jaffray & Co. (by invitation only)</i>	Grand Ballroom A2
12:30 PM	JUDGES' ORIENTATION	Grand Ballroom A1
3:00 PM	EMERGING LEADER FINALE	Grand Ballroom
3:30 PM – 4:30 PM	COMPETITIVE EVENTS UPDATE WORKSHOP <i>(Advisors Only)</i>	208
7:05 PM	DECA NIGHT AT THE NASHVILLE SOUNDS <i>(Advance ticket purchase required)</i>	Herschel Greer Stadium
12:30 AM	CURFEW	

TUESDAY, APRIL 26

7:30 AM – 10:30 AM	JUDGES' ORIENTATION	Grand Ballroom A
7:30 AM – 6:00 PM	HEADQUARTERS	Hall A & B Prefunction Area
7:30 AM – 6:00 PM	SHOP DECA	Level 2 Registration
7:30 AM – 6:00 PM	SHOP DECA YARD SALE	210
8:00 AM	MINI-AWARDS SESSION	Bridgestone Arena
8:00 AM – 5:00 PM	FINALIST T-SHIRT + RECOGNITION ITEMS	Exhibit Hall D Foyer
9:00 AM – 6:00 PM	COMPETITIVE EVENT FINAL COMPETITION	Exhibit Hall D
11:00 AM	BUSINESS + ELECTION SESSION	Davidson Ballroom A
1:00 PM – 2:30 PM	LEADERSHIP LUNCHEON <i>Sponsored by US Army (by invitation only)</i>	208
2:00 PM – 3:00 PM	WRITTEN REPORT + CERTIFICATE RETURN <i>(Chartered Association Advisor or Designee Only)</i>	207
2:00 PM – 4:00 PM	GENERAL JACKSON SHOWBOAT <i>(Advance ticket purchase required)</i>	
6:00 PM – 7:30 PM	CHARTERED ASSOCIATION PHOTOGRAPHS	Demonbreun Lobby Staircase
7:00 PM – 8:00 PM	SCHOLARSHIP + NATIONAL ADVISORY BOARD RECEPTION <i>Sponsored by National Advisory Board Partners (by invitation only)</i>	Lexus Lounge at the Bridgestone Arena
8:30 PM	GRAND AWARDS SESSION	Bridgestone Arena
12:30 AM	CURFEW	

WEDNESDAY, APRIL 27

8:30 AM – 3:00 PM	NEW EXECUTIVE OFFICER ORIENTATION	Renaissance Nashville Hotel
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EVENTS WILL BE HELD IN THE **MUSIC CITY CENTER** UNLESS OTHERWISE NOTED.

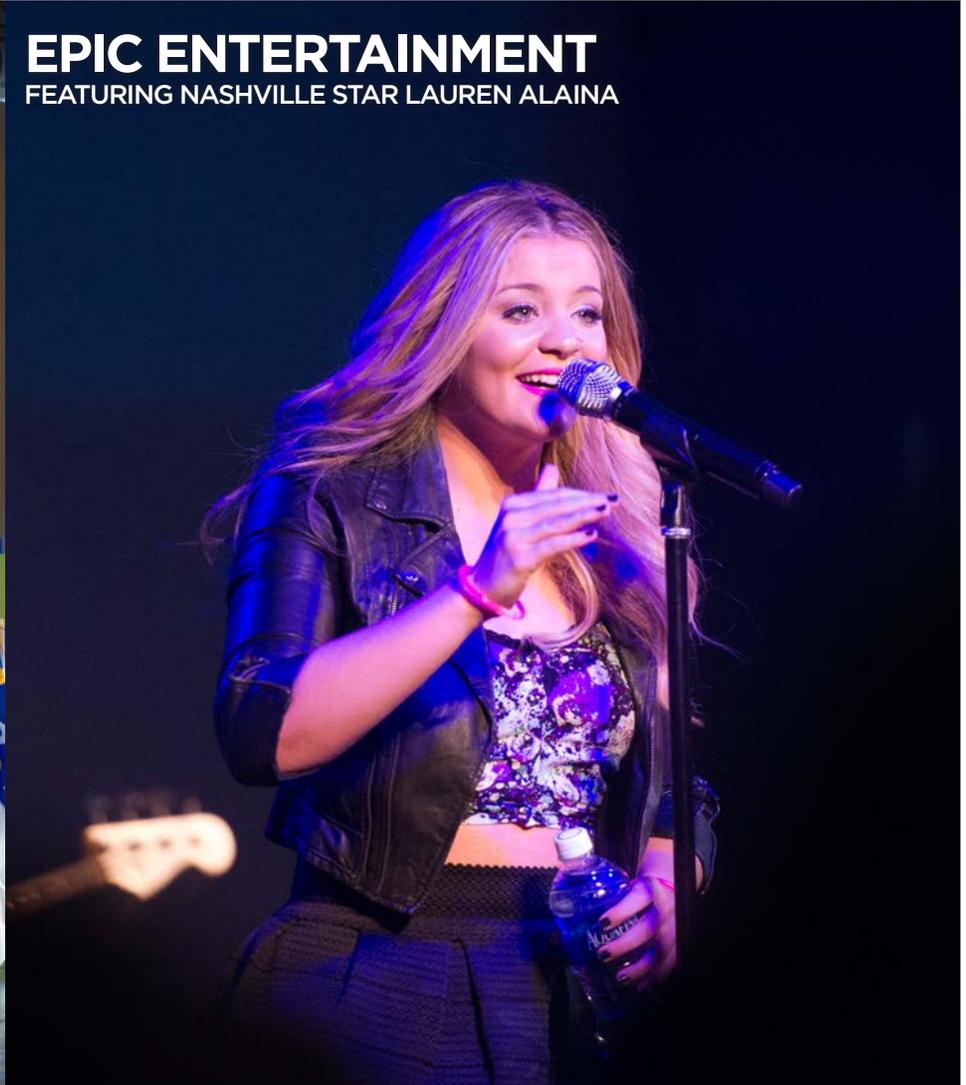
DECA's OPENING SESSION

SATURDAY, APRIL 23 | 8:30 PM
BRIDGESTONE ARENA

INTRODUCTION OF YOUR
2015-2016 EXECUTIVE
OFFICER TEAM



EPIC ENTERTAINMENT
FEATURING NASHVILLE STAR LAUREN ALAINA



ANNUAL PARADE OF
CHARTERED ASSOCIATIONS



DEBUT FASHION SHOW FIDM



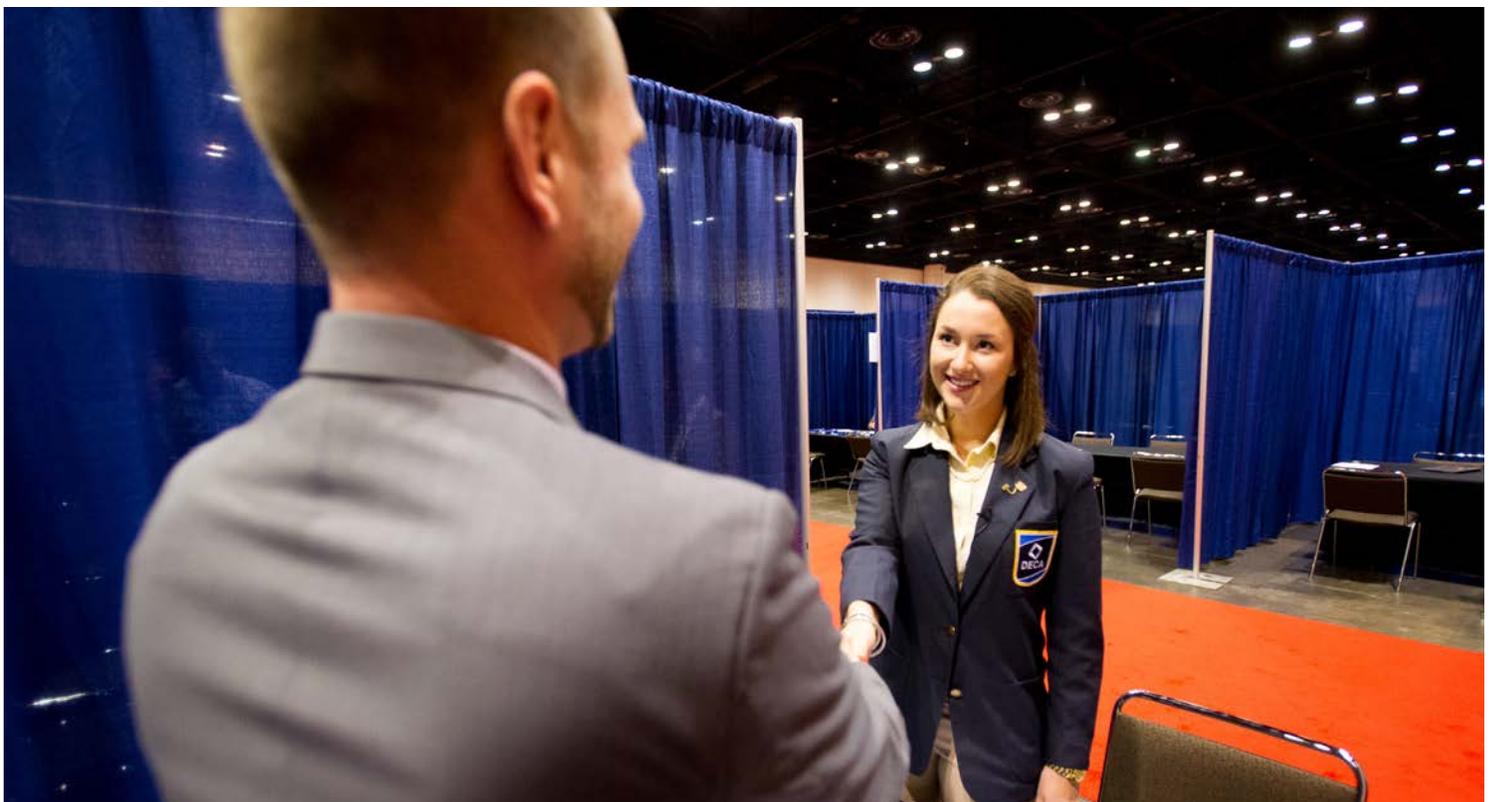
RECOGNITION OF THE
TOP 10 DECA
MEMBERSHIP CHAPTERS



RECOGNITION OF THE
TOP THREE MDA
FUNDRAISING CHAPTERS



 **DECA**
COMPETITIVE
EVENTS
2016

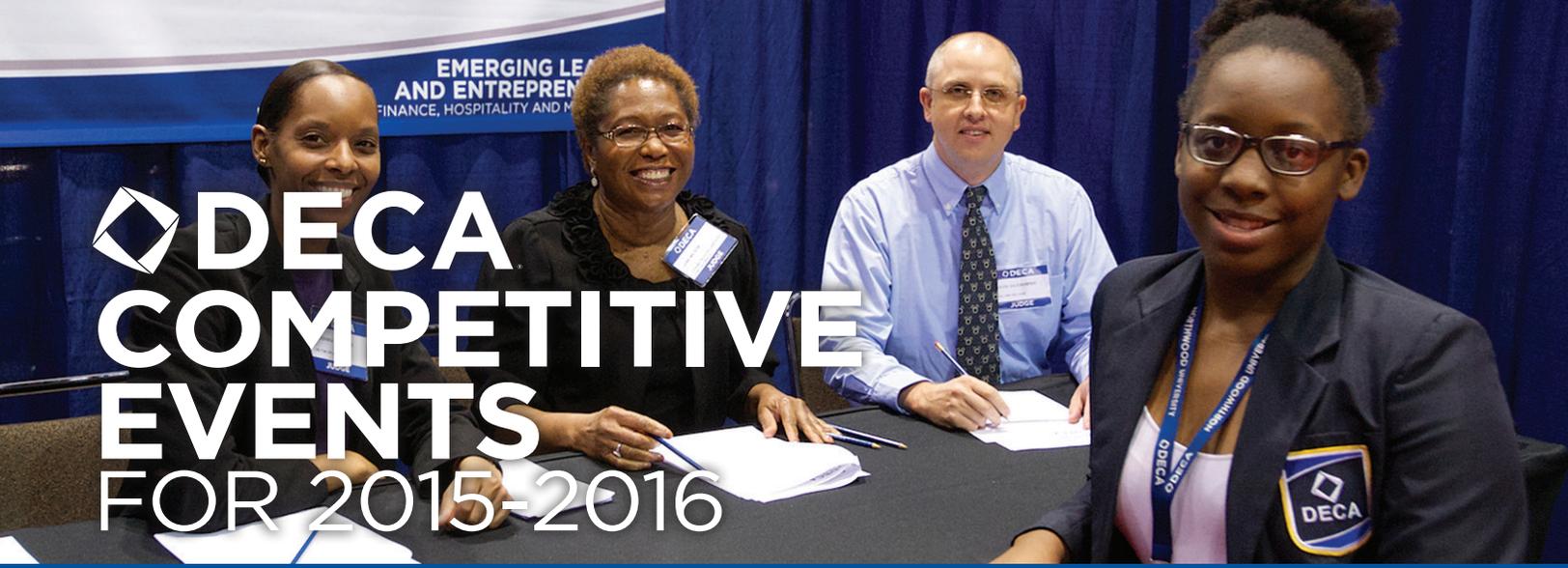




As an integral part of the classroom curriculum, DECA's industry-validated competitive events are aligned with the National Curriculum Standards in the career clusters of marketing, business management and administration, finance, and hospitality and tourism. DECA's flagship evaluation process involves students in both a written component such as an exam or report and an interactive component with an industry professional serving as a judge. DECA's competitive events directly contribute to every student being college and career ready when they graduate from high school.

QUALIFICATIONS FOR ENTERING INTERNATIONAL CONFERENCE COMPETITIVE EVENTS

1. All participants must be active members of DECA with the current year's dues on file with DECA Inc. prior to March 1 of the current school year.
2. All participants and written entries must be approved and authorized for entering competition by their chartered association through official competitive events registration forms.
3. All participants and written entries must meet the specifications set forth for each activity.
4. All participants must have participated in chartered association, district and/or local competition, or qualified through online competition.
5. All entry forms and creative entries must be submitted by the chartered association advisor or designee according to announced deadlines.
6. A participant may enter only one of the competitive events with a participatory component during DECA's international conference.
7. No additions or substitutions may be registered for competition after the deadline set forth by DECA Inc.
8. A written entry may not be entered in more than one international conference competitive event during a given year.
9. Once a written entry is entered in international conference competition, the identical content may not be entered again in international conference competition.
10. All participants must attend the briefing sessions scheduled for their competitive event during the international conference.
11. Participants are required to follow the official DECA dress code.
12. All written entries must include a signed copy of DECA's Written Event Statement of Assurances and Academic Integrity.
13. Participants must bring a photo ID to all event briefings, testing sessions and presentations. If a photo ID is not available, an advisor must verify the participant's identity.
14. All participants must be housed at the assigned official conference hotel.



DECA COMPETITIVE EVENTS FOR 2015-2016

PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS

1. Principles of Business Management and Administration—PBM
2. Principles of Finance—PFN
3. Principles of Hospitality and Tourism—PHT
4. Principles of Marketing—PMK

TEAM DECISION MAKING EVENTS

1. Business Law and Ethics Team Decision Making—BLTDM
2. Buying and Merchandising Team Decision Making—BTDM
3. Financial Services Team Decision Making—FTDM
4. Hospitality Services Team Decision Making—HTDM
5. Marketing Communications Team Decision Making—MTDM
6. Sports and Entertainment Marketing Team Decision Making—STDM
7. Travel and Tourism Team Decision Making—TTDM

INDIVIDUAL SERIES EVENTS

1. Accounting Applications Series—ACT
2. Apparel and Accessories Marketing Series—AAM
3. Automotive Services Marketing Series—ASM
4. Business Finance Series—BFS
5. Business Services Marketing Series—BSM
6. Food Marketing Series—FMS
7. Hotel and Lodging Management Series—HLM
8. Human Resources Management Series—HRM
9. Marketing Management Series—MMS
10. Quick Serve Restaurant Management Series—QSRM
11. Restaurant and Food Service Management Series—RFSM
12. Retail Merchandising Series—RMS
13. Sports and Entertainment Marketing Series—SEM

PERSONAL FINANCIAL LITERACY EVENT

1. Personal Financial Literacy—PFL

BUSINESS OPERATIONS RESEARCH EVENTS

1. Business Services Operations Research—BOR
2. Buying and Merchandising Operations Research—BMOR
3. Finance Operations Research—FOR
4. Hospitality and Tourism Operations Research—HTOR
5. Sports and Entertainment Marketing Operations Research—SEOR

CHAPTER TEAM EVENTS

1. Community Service Project—CSP
2. Creative Marketing Project—CMP
3. Entrepreneurship Promotion Project—EPP
4. Financial Literacy Promotion Project—FLPP
5. Learn and Earn Project—LEP
6. Public Relations Project—PRP

ENTREPRENEURSHIP EVENTS

1. Innovation Plan—EIP
2. Start-Up Business Plan—ESB
3. Independent Business Plan—EIB
4. International Business Plan—IBP
5. Business Growth Plan—EBG
6. Franchise Business Plan—EFB

MARKETING REPRESENTATIVE EVENTS

1. Advertising Campaign—ADC
2. Fashion Merchandising Promotion Plan—FMP
3. Sports and Entertainment Promotion Plan—SEPP

PROFESSIONAL SELLING AND CONSULTING EVENTS

1. Financial Consulting—FCE
2. Hospitality and Tourism Professional Selling—HTPS
3. Professional Selling—PSE

ONLINE EVENTS

1. Stock Market Game—SMG
2. Virtual Business Challenge Accounting (Pilot)—VBCAC
3. Virtual Business Challenge Hotel Management—VBCHM
4. Virtual Business Challenge Personal Finance—VBCPF
5. Virtual Business Challenge Restaurant—VBCRS
6. Virtual Business Challenge Retail—VBCRT
7. Virtual Business Challenge Sports—VBCSP

Not all chartered associations offer all events. Please check with your chartered association advisor for events offered in your chartered association.

RECOGNITION AND AWARDS

DECA's competitive events provide recognition for competitors in a number of different areas. The following list describes the recognition provided:

Certificate of Achievement: All competitors will receive a Certificate of Achievement recognizing the achievement necessary to qualify to participate in the International Career Development Conference.

Certificate of Excellence: Competitors scoring a combined total score of 70% or better on the competitive event components will earn a Certificate of Excellence.

Mini-Awards: For each event with career cluster exams, the highest ten individual scores on the career cluster exam will receive a silver-ribbon medallion. For each Principles of Business Administration Event, Team Decision Making Event, Individual Series Event, Personal Financial Literacy Event, Marketing Representative Event and Professional Selling and Consulting Event, participants with top scores in each section of the interview component will each receive a silver-ribbon medallion. In all events, the top two overall scores in each section will be considered finalists and receive blue-ribbon medallions.

Grand Awards: The top ten finalists will be called to the stage with first, second and third places receiving trophies and all ten receiving red-white-blue ribboned medallions.

Cash Awards: All competitive event first place winners will receive a minimum of \$100. Several events provide larger awards based on company sponsorship.



SPONSORED EVENTS

DECA gratefully acknowledges the competitive events sponsorship of these generous corporations and organizations.

Unless otherwise noted, each sponsoring organization provides the following awards for international competitors:

- 1st Place—\$1,000
- 2nd Place—\$500
- 3rd Place—\$250
- 4th–10th Place—\$100 each

ACCOUNTING APPLICATIONS SERIES

SPONSORED BY



FRANCHISE BUSINESS PLAN

SPONSORED BY



APPAREL AND ACCESSORIES MARKETING SERIES

SPONSORED BY

MEN'S WEARHOUSE®

FASHION MERCHANDISING PROMOTION PLAN EVENT

SPONSORED BY



AUTOMOTIVE SERVICES MARKETING SERIES

SPONSORED BY



HOSPITALITY SERVICES TEAM DECISION MAKING EVENT

SPONSORED BY





EPIC SPONSORS

HOTEL AND LODGING MANAGEMENT SERIES

SPONSORED BY



RETAIL MERCHANDISING SERIES

SPONSORED BY



PERSONAL FINANCIAL LITERACY EVENT

SPONSORED BY



SPORTS AND ENTERTAINMENT MARKETING TEAM DECISION MAKING EVENT

SPONSORED BY



PRINCIPLES OF BUSINESS MANAGEMENT AND ADMINISTRATION

SPONSORED BY



VIRTUAL BUSINESS CHALLENGE EVENTS ACCOUNTING, PERSONAL FINANCE, RESTAURANT, RETAIL, SPORTS

SPONSORED BY



PRINCIPLES OF MARKETING

SPONSORED BY



AWARDS:

- 1st Place: \$1,000 per team
- 2nd Place: \$500 per team
- 3rd Place: \$250 per team

QUICK SERVE RESTAURANT MANAGEMENT SERIES

SPONSORED BY



HOTEL CHALLENGE

SPONSORED BY



AWARDS:

- 1st Place: \$6,000 per team
- 2nd Place: \$3,000 per team
- 3rd Place: \$1,500 per team
- 4th Place: \$900 per team

RESTAURANT AND FOOD SERVICE MANAGEMENT SERIES

SPONSORED BY



EVIDENCE OF STUDENT LEARNING

TRANSCRIPTS

Supporting college and career readiness, DECA's competitive events transcripts express each member's performance rated against National Curriculum Standards identified as essential knowledge and skills. DECA transcripts provide evidence of student learning and achievement through their participation in DECA's Competitive Events Program at the International Career Development Conference.

DECA transcripts are an exceptional tool to provide feedback for both advisors and members in helping them assess areas for improvement in course instruction and student learning.

The transcripts provide ranking and performance measures for each instructional area on the career cluster exam and feedback for each performance indicator and/or evaluation criterion that the judge evaluates.

Category	Normal score	International	%	low	med	high
Comprehensive Exam	85	91	90	80	90	100
Preliminary Case Study	92	92	90	80	90	100
Final Case Study	92	88	90	80	90	100
Overall	177	96	90	80	90	100



2015 International Career Development Conference

Student: Hugh Young School: DECA High School Location: Reston, VA Competitive Event: Buying and Merchandising Team Decision Making	
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Comprehensive Exam						Preliminary Case Study						Final Case Study								
Marketing Cluster Exam						Instructional Area: Operations & Marketing						Instructional Area: Information Management								
Raw score	VA	Int'l	%	low	mid	high	Met	Int'l	%	NV	BE	ME	EE	Met	Int'l	%	NV	BE	ME	EE
67	55	62	80	70	80	90	✓	90	90	80	90	100	100	✓	90	90	80	90	100	100
100	98	99	99	90	90	100	✓	90	90	80	90	100	100	✓	90	90	80	90	100	100
100	98	99	99	90	90	100	✓	90	90	80	90	100	100	✓	90	90	80	90	100	100
83	38	53	53	40	50	60	✓	90	90	80	90	100	100	✓	90	90	80	90	100	100
83	71	89	89	80	80	90	✓	90	90	80	90	100	100	✓	90	90	80	90	100	100
75	69	77	77	70	70	80	✓	90	90	80	90	100	100	✓	90	90	80	90	100	100
75	67	84	84	70	70	80	✓	90	90	80	90	100	100	✓	90	90	80	90	100	100
53	16	53	53	40	50	60	✓	90	90	80	90	100	100	✓	90	90	80	90	100	100
100	98	99	99	90	90	100	✓	90	90	80	90	100	100	✓	90	90	80	90	100	100
82	60	76	76	70	70	80	✓	90	90	80	90	100	100	✓	90	90	80	90	100	100
100	98	99	99	90	90	100	✓	90	90	80	90	100	100	✓	90	90	80	90	100	100
100	98	99	99	90	90	100	✓	90	90	80	90	100	100	✓	90	90	80	90	100	100
92	93	98	98	90	90	100	✓	90	90	80	90	100	100	✓	90	90	80	90	100	100
100	96	99	99	90	90	100	✓	90	90	80	90	100	100	✓	90	90	80	90	100	100

Key: NV=No value, BE=Below Expectations, ME=Meets Expectations, EE=Exceeds Expectations
Met Prof. = If this box is checked, the judge felt that the student possessed enough knowledge and skill to be employed in an entry-level position in the career area.

Because of the structure of DECA's competitive events program, all data is normalized to provide this feedback and should be viewed as a snapshot of performance rather than in terms of final competition rankings.

DECA transcripts are yet another tool in demonstrating DECA's commitment to integrating DECA into classroom instruction, applying learning, connecting to business and promoting competition. DECA members may wish to use their DECA transcripts as part of their portfolios when applying for scholarships, to college or for jobs.

Order transcripts at www.decatranscripts.com

CERTIFICATIONS

Over the past few years, more and more graduation requirements have been placed upon students. One of these common requirements is that students must obtain an industry certification or credential in order to graduate, depending on the diploma the student seeks.

Certified Guest Services Professional (CGSP) Certification through a new partnership with the American Hotel and Lodging Educational Institute (AHLEI). DECA members who take the Hospitality and Tourism Cluster Exam at ICDC and score at least 70% will be eligible for AHLEI's Certified Guest Services Professional Certification. AHLEI's Certified Guest Services Professional Certification will cost DECA members \$20 compared to AHLEI's pricing of \$50 for AHLEI members and \$70 for non-members. Learn more at <https://www.ahlei.org/Certifications/AHLEI-Professional-Certification>.

Financial Literacy Certification through a new partnership with Working in Support of Education (w|se). w|se's Financial Literacy Certification Program was developed in 2003 and has expanded nationally and has been widely recognized for its success, including the U.S. Treasury Department's John Sherman Award for Excellence in Financial Education. DECA members who take the Financial Literacy Exam at ICDC and score at least 70% will be eligible for w|se's Financial Literacy Certification. w|se's Financial Literacy Certification will cost DECA members \$7 compared to w|se's pricing of \$10-\$12. Learn more at <http://www.wise-ny.org/programs.htm>.

Chapter advisors can order certifications through the marketplace on the online membership system.



DECA

EMERGING LEADER SERIES

2016



Developing emerging leaders is the core of the DECA experience. The DECA Emerging Leader Series is our new take on providing a comprehensive leadership program for our members. Its goal is to empower DECA members to provide effective leadership through goal setting, consensus building and project implementation.

DECA EMERGING LEADER SERIES

Aligned with 21st Century Skills in the areas of critical thinking and problem solving, communication, collaboration and creativity and innovation, DECA's Emerging Leader Series prepares DECA members to be effective leaders in college and careers. These academies are available during the DECA International Career Development Conference.

IGNITE

Ignite your spark for DECA! As an emerging leader, you have great potential to take advantage of all that DECA offers. Now's your time to gain an edge as you learn how you can take your personal DECA experience to the next level and ignite your passion for DECA.

ELEVATE

Elevate your leadership in DECA by becoming the ultimate DECA chapter leader! Discover your personal leadership style and how you can use that to take your chapter to the next level. Now's your time to elevate your DECA status from member to chapter leader.

EMPOWER

As a DECA association officer, one of your main responsibilities is to empower the members you serve. Learn how to effectively perform your role as an association leader, design an effective strategic plan and employ empowering communications strategies and methods.

ASPIRE

As you soon graduate, the sky is the limit for your aspirations. Do you know what to expect in college or how to be successful in your career? Learn how to leverage your DECA experience to your advantage in college, interviews and internships. Aspire to get on the fast track to college and career success.

THRIVE

Now it's time to thrive with other high performing chapters and continue to develop your toolbox of collaboration, communications, critical thinking and creativity skills.

Participation in DECA's Emerging Leader Series is the primary conference activity for members, except for Empower. Empower is limited to chartered association officers, who may also participate in DECA's Competitive Events Program. Register using the name of the academy.



SCHOOL-BASED ENTERPRISE ACADEMY 2016





SBE ACADEMY + COMPETITION

Sponsored by



The SBE Academy is held annually at DECA's International Career Development Conference. This dynamic academy is offered exclusively to Gold-Certified SBEs and features guest speakers and workshop sessions related to all aspects of running an SBE. Students have the opportunity to engage with other SBE students and learn from each other through interactive activities and networking.

The SBE competition requires students to give an oral presentation in front of judges focused on one of the 10 business standards featured in the written chapter certification project. The competition topic rotates each year to give students a more in-depth understanding of the performance indicators and concepts covered in the certification project. The SBE competition will consist of two tracks: retail operations (SBER) and food service operations (SBEF).

DECA SBE Programs support 21st Century skills and employability development

Experience working within a DECA SBE provides students the opportunity to learn skills that aren't necessarily learned in the classroom. DECA SBE provides students with the same valuable learning experience of any co-op or part-time job without requiring students to leave school. By working in a real business within the school, students are provided real-world experience vital to developing 21st century skills and preparing for future careers.

	Critical Thinking & Problem Solving	Collaboration & Teamwork	Communication	Creativity & Innovation
SBE ACADEMY	Identify and ask significant questions that clarify various points of view and lead to better solutions.	Demonstrate ability to work effectively and respectfully with diverse teams.	Listen effectively to decipher meaning, including knowledge, values, attitudes and intentions.	Develop, implement and communicate new ideas to others effectively.
SBE COMPETITION	Use various types of reasoning (inductive, deductive, etc.) as appropriate to the situation.	Exercise flexibility and willingness to be helpful in making necessary compromises to accomplish a common goal.	Articulate thoughts and ideas effectively using oral, written and nonverbal communication skills in a variety of forms and contexts.	Demonstrate originality and inventiveness in work and understand the real-world limits of adopting new ideas.

DECA

EXECUTIVE OFFICER CAMPAIGNS 2016





EXECUTIVE OFFICER CANDIDATES/ELECTIONS

Each association is expected to participate in the election of the executive officers for the upcoming year. The number of voting delegates allocated to your association is provided below. Voting delegates should attend both the campaign session and election session. Each association that is not running a candidate may submit a name of a student member to serve on the nominating committee, however, space on this committee is limited. The form will be sent in March.

Executive officer candidates should download and review all materials at www.deca.org. Applications must be received at DECA Inc. on or before **March 7, 2016**. The DECA chartered association advisor is the only person authorized to initiate executive officer candidate nominations for the high school division.

VOTING DELEGATES

These are estimated voting delegate allocations based on 2014-2015 membership. According to the High School Division Bylaws, the apportionment will be made based on membership sixty (60) days prior to the annual meeting. DECA Inc. staff will send the official voting delegate allocation on March 1, 2016.

ASSOCIATION	VOTING DELEGATE 2+(_% of 300)	ASSOCIATION	VOTING DELEGATE 2+(_% of 300)	ASSOCIATION	VOTING DELEGATE 2+(_% of 300)
Alabama	4	Kentucky	5	Ohio	9
Alaska	2	Louisiana	4	Oklahoma	5
Arizona	14	Maine	2	Ontario	18
Arkansas	5	Maryland	3	Oregon	4
California	9	Massachusetts	9	Pennsylvania	8
Colorado	13	Michigan	13	Puerto Rico	7
Connecticut	6	Minnesota	7	Rhode Island	2
Delaware	3	Mississippi	5	South Carolina	5
Florida	14	Missouri*	14	South Dakota	2
Georgia	18	Montana	3	Tennessee	10
Germany	3	Nebraska	5	Texas	20
Guam	2	Nevada	5	Utah	5
Hawaii	2	New Hampshire	3	Vermont	2
Idaho	3	New Jersey	13	Virginia	23
Illinois	7	New Mexico	6	Washington	19
Indiana	7	New York	12	West Virginia	3
Iowa	3	North Carolina	12	Wisconsin	18
Kansas	4	North Dakota	3	Wyoming	3

 **DECA**
ADVISOR
PROGRAMS
2016



PROFESSIONAL LEARNING SERIES

powered by
 **DECA**



ADVISOR ACADEMY

DECA's Advisor Academy is designed to help DECA advisors with fewer than six years of experience understand their various roles and responsibilities, enhance their teaching with DECA, and develop innovative ideas. DECA advisors also learn how DECA's Comprehensive Learning Program integrates into classroom instruction, applies learning, connects to business and promotes competition. A series of roundtable sessions is also offered as a quick exchange of best practices and cool ideas.



ADMINISTRATOR DAY

DECA Administrator Day is designed to showcase DECA as a vital part of the educational system, particularly to those who do not currently have DECA chapters. Attendees are given an update on DECA's connection to education initiatives, including the National Curriculum Standards, the Common Core Standards and 21st Century Skills. Participants also engage in a behind-the-scenes tour of the International Career Development Conference.



LEADERSHIP LUNCHEON

Hosted by the DECA Inc. Board of Directors, this annual invitation only event held during DECA's International Career Development Conference recognizes chartered associations and DECA chapter advisors for their outstanding leadership and extraordinary work.



DECA PROFESSIONAL DIVISION AWARDS

The DECA Professional Division Awards recognize individuals for outstanding and significant contributions toward the development and progress of DECA Inc. on the local to international level. The Honorary Life Membership Award, Chairman's Award, Outstanding Service Award and Association Administrator of the Year Award are presented at ICDC.



DECA

GUIDELINES + CONDUCT

2016





ATTENDANCE CRITERIA

The DECA Inc. Board of Directors has specified that there must be a **minimum of one adult advisor for every eight high school division student delegates**. An adult advisor may be any adult named by the chartered association DECA advisor to serve the chartered association in this capacity. He/she must register for the conference, pay the registration fee and be in attendance for the entire period of the conference. There are no restrictions on the number of adult advisors who may attend. In reference to the required minimum, all coordinators, parents, supervisors and teacher educators are eligible.

To be eligible to attend the International Career Development Conference, each high school division member must meet these basic criteria:

- Be an active member of a division of DECA. Membership must be recorded on an official DECA membership roster and be on file with DECA Inc.
- Have the approval of the chartered association DECA advisor.
- Have the approval of the chapter DECA advisor.
- Have the approval of the school administration.
- Have the approval of parent or guardian unless 21 years or older.

Any professional, alumni or collegiate division member meeting the above criteria is eligible to attend the International Career Development Conference.

In addition to the above criteria, high school division members must meet one (1) of the following criteria:

- Be a chartered association participant in one of the international competitive activities. Dues must be paid by March 1.
- Be a DECA Inc. scholarship award recipient.
- Be a chartered association, area or regional officer.
- Be a voting delegate representing his/her chartered association for his/her division.
- Be a delegate to one of the following:
 - ASPIRE
 - ELEVATE
 - EMPOWER
 - IGNITE
 - School-based Enterprise Academy (SBE)
 - THRIVE
- Be a chartered association delegate by receiving special permission from his/her chartered association DECA advisor (limited to 1% of the chartered association's DECA Inc. membership in the high school division).

Allocation for competitors, voting delegates and chartered association representatives are based on each chartered association's membership in the high school division on June 30 of the previous calendar year. Please refer to the allocation schedules included for details.



ICDC DRESS CODE

Professional appearance is an important aspect of the overall preparation of DECA members for the business world. To that end, DECA supports a dress code for its career-based functions that exemplifies the highest standards of professionalism while being non-discriminatory between males and females. DECA's board of directors has developed the following official dress standards for the International Career Development Conference. Students, advisors and chaperones must follow the dress code.

Competitors must wear an official DECA blazer during interaction with the judges. While official DECA blazers are not required during briefing and testing, professional business dress is required. Professional dress should also be worn to all conference sessions including workshops and special meal functions such as luncheons. For a more polished, professional appearance, it is recommended that attendees wear appropriate hosiery/socks.

AN OFFICIAL DECA BLAZER IS REQUIRED TO RECEIVE RECOGNITION/AN AWARD ON STAGE.

WHEN APPEARING BEFORE JUDGES

FEMALES

Official DECA blazer with dress skirt or dress slacks and a dress blouse or official blazer with a dress; dress shoes

MALES

Official DECA blazer with dress slacks, collared dress shirt and necktie; dress shoes and dress socks

DECA GENERAL SESSIONS AND MEAL FUNCTIONS

FEMALES

Business suit or blazer with dress blouse and dress skirt or dress slacks or business dress; dress shoes

MALES

Business suit or sport coat with dress slacks, collared dress shirt and necktie; dress shoes and dress socks

EVENT BRIEFING, MANUAL REGISTRATION + TESTING, LEADERSHIP ACADEMIES + INSTITUTES

FEMALES

Dress blouse or dress sweater with dress skirt or dress slacks (blazer optional) or business dress; dress shoes

MALES

Collared dress shirt and necktie with dress slacks (blazer optional); dress shoes and dress socks

DECA BUSINESS CASUAL

Casual slacks (e.g., Dockers), blouse or shirt, socks and casual shoes.

Jeans, t-shirts and athletic shoes are not included in business casual attire.

UNACCEPTABLE DURING DECA ACTIVITIES

Skin-tight or revealing clothing

Midriff-baring clothing

Swimwear

Leggings or graphic designed hosiery/tights

Athletic clothing

Clothing with printing that is suggestive, obscene or promotes illegal substances

When judging adherence to the dress code, DECA asks that advisors, teachers and chaperones use observation as the tool for assessing compliance. DECA does not support or condone the touching of students or their clothing as a means of determining whether or not a student is following the dress code guidelines.

Any medical exceptions to this code must be documented in the conference headquarters prior to the beginning of the conference. This is the responsibility of the local advisor.



DELEGATE INFRACTION NOTICE

TO: _____
Name of Chartered Association Advisor or State Supervisor State/Province

It has been reported that _____ of your state/
province delegation violated the following delegate conduct practice and/or procedure:

- Dress code
- Defaced public property
- Possession of alcoholic beverages/
narcotics
- Use of alcoholic beverages/narcotics
- Smoking in DECA blazer while
officially representing state/province
association of DECA
- No identification badge
- In unauthorized place
- Curfew regulations
- Unauthorized date
- Unauthorized transportation
- Other (please specify)

on _____ at _____
date time

For the benefit of the thousands of DECA members who will be privileged to attend the International Career Development Conference in future years, it is necessary for all current ICDC delegates to abide by established conference rules. The exemplary image of DECA must be upheld.

A word of caution to those who care should be sufficient.

Major infraction reports require appropriate action by the Conference Conduct Committee.

Please bring this notice to the immediate attention of all parties involved.

Date

Chairman
Presidential Governance Committee



ATTRACTION TICKETS 2016





DECA

ATTRACTION TICKETS

INTERNATIONAL CAREER DEVELOPMENT CONFERENCE
NASHVILLE | 2016



DECA 5K APRIL 23 | 7:30 AM

DECA's conference community service event benefits the Muscular Dystrophy Association and DECA's scholarship fund. For details including cost and to register, visit the site below.

DECAREGISTRATION.COM/5KRUN

Tickets will go on sale for the following tours at **Noon EST, Wednesday, March 23, 2016**. Quantities are limited and will be sold on a first-come, first-serve basis. The deadline to pre-order tickets, if still available, is **Noon EST, Friday, April 15, 2016**. Any remaining tickets will be available on-site while quantities remain.



GENERAL JACKSON BOAT CRUISE

APRIL 23 | 11:00 AM-1:00 PM
APRIL 23 | 2:00 PM-4:00 PM
APRIL 24 | 3:00 PM-5:00 PM
APRIL 26 | 2:00 PM-4:00 PM

A true Music City icon, the General Jackson is an authentic 300-foot-long paddle-wheel riverboat that floats along the Cumberland River in Nashville. The 90-minute exclusive DECA excursion will feature music from DJ Tyrus as well as a buffet of pizza, hoagie style sandwiches, buffalo wings, chicken fingers, chips, pretzels, chocolate chip cookies, fruit punch and soft drinks. With boarding time, please allow two hours for this event.

\$50

Limited to 1,000 each cruise. Transportation **not** offered.



DECA NIGHT AT GRAND OLE OPRY

APRIL 24 | 7:00 PM, 9:00 PM

DECA will take over the "home of American music" for a special line up of up-and-coming artists and chart toppers. Artists will be announced as they are confirmed on decadirect.org.

\$40

Limited to 4,400 each show.

DECA will sell optional transportation wristbands from your hotel to the Grand Ole Opry and back to your hotel. \$17 per wristband.



DECA NIGHT WITH THE NASHVILLE SOUNDS BASEBALL TEAM

APRIL 25 | 7:05 PM

Score a home run as you sit back and relax while watching the Triple-A affiliates Nashville Sounds take on the New Orleans Zephyrs. Limited quantities.

\$10

Corner Seating or Grass berm/Picnic Area

\$12

Select Seating

\$14

Dugout Seating

DECA will sell optional transportation wristbands from your hotel to the stadium and back to your hotel. \$20 per wristband.

ORDER AT WWW.DECA.ORG/ICDC

Ticket pick up hours and locations are on the ICDC agenda and will be included in your confirmation e-mail. DECA Inc. does not recognize or accept any responsibility for tours arranged through travel agents or individuals. DECA's official tours are promoted and sold only through DECA Inc. All tours are subject to change or cancellation at any time. Pre-orders must be paid in full when tickets are picked up or a credit card or cash payment will be necessary.