

WISCONSIN
DECA
CHAPTER
OPPORTUNITY
WORKSHOP
2016



**CONFERENCE REGISTRATION PACKET
MADISON | JULY 14-15, 2016**

CONFERENCE REGISTRATION

COW 2016 is open to all chapter members! In an effort to grow our Wisconsin DECA Brand and offer programming to more WI DECA Students, pricing for this conference will continue to remain as affordable as possible. The pricing structure will offer all *inclusive* pricing as well as *ala carte* pricing. It is very important that you select the correct choices during your online registration process in order to be invoiced correctly. COW programming offers engaging activities and workshops on Thursday and Friday. Our facility at The Concourse Hotel is spectacular for this conference! We are so excited that we were able to keep this conference in the heart of Madison. We look forward to your feedback and welcome any questions. Please contact Terri Mackey if you have any questions or comments (414.779.6145) or widecacenterdirector@gmail.com).

Conference Registration is available at: <https://www.decaregistration.com/wi-cow>. **Registration will be open from May 18th (5:00pm) – June 13th (5:00pm)**. The site will be the same registration system that you have become used to using, however, because of the new pricing structure, you will need to pay close attention to the choices you make for **STATUS and ROOM TYPE**. If you do have any questions, please contact Terri Mackey (414.779.6145 or widecacenterdirector@gmail.com).

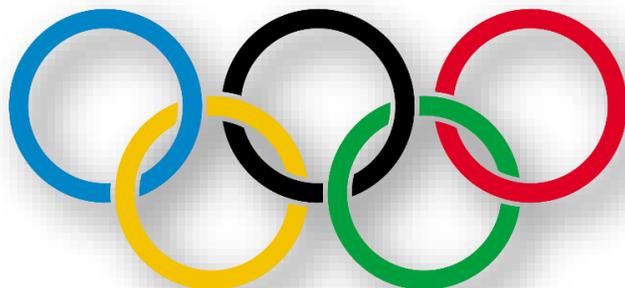
***We have limited number of guestrooms available at the Concourse. Therefore, singles are not guaranteed. We will do our best to accommodate single requests. However, there is a good chance we will have 2 advisors in each room and we will have to combine chapters to fit within our room block. If you are going with ala carte pricing or looking to stay for additional days, please register for your preference (single, double, triple, quad). Once registration closes I will let you know if I had to make any changes and will send a revised invoice if necessary.**

*The advisor ratio for COW is 16:1

Back by popular demand!



Students must work together to accomplish a fun, interactive task at each of the pit stops. Each team must complete the task at the first pit stop to get the clue for the next stop.



CHAPTER OPPORTUNITY

WORKSHOP AGENDA

JULY 14-15, 2016

Thursday July 14, 2016

TIME	EVENT
9:00 AM - 12:00 PM	Conference Registration
10:00 AM - 1:00 PM	Amazing Race: Group 1 <i>Group 1 will start the day with the Amazing Race facilitated by FOCUS training. This is a fun and interactive team building activity. Please arrive dressed and ready for this event, don't forget your: WI DECA Pride attire, comfortable shoes, water bottle, sunscreen, swim suit, towel, rain gear, and team spirit!</i>
10:00 AM - 1:00 PM	Strategic Planning: Group 2 <i>Chapters in Group 2 will start the day developing their strategic plan for their chapter. Meeting space will be provided, but feel free to find a quiet place on the Capitol Square or State Street.</i>
1:00 PM - 2:00 PM	Lunch on your own
2:00 PM - 5:00 PM	Strategic Planning: Group 1 <i>Chapters in Group 1 will spend the afternoon on their own developing their strategic plan for their chapter. Meeting space will be provided, but feel free to find a quiet place on the Capitol Square or State Street.</i>
2:00 PM - 5:00 PM	Amazing Race: Group 2 <i>Group 2 will spend the afternoon participating in an Amazing Race facilitated by FOCUS Training. This is a fun and interactive team building activity. Please arrive dressed and ready for this event, don't forget your: WI DECA Pride attire, comfortable shoes, water bottle, sunscreen, swim suit, towel, rain gear, and team spirit!</i>
4:00 PM - 6:00 PM	Hotel Check In/Chapter Time <i>Use this time to get settled into your guest rooms and get ready for dinner. Please note: Terri will work with the hotel and try to get at least 1 hotel room per chapter available as early as 9:00 AM. However, this will all be based on availability and nothing is guaranteed. As we get closer to the conference, a flash report will be sent out to inform you what you can expect in regards to hotel check in.</i>
6:00 PM - 7:00 PM	Dinner <i>Join WI DECA at The Concourse Hotel for a buffet dinner.</i>
7:00 PM - 8:30 PM	Opening Session <i>Join your State Officer Team as they welcome you to Madison and share WI DECA Strategic Plans for the upcoming year. Your chapter will also receive the WI DECA Chapter Management Guide which details all conferences and initiatives for the upcoming year.</i>
8:45 PM-10:15 PM	"COW"pardy <i>As an optional activity, your chapter can elect to pre-register for this fun event that provides an interactive approach to learning and practicing performance indicators. Pre-register online to participate OR just drop in to watch the action! Chapters can get inspired to bring this activity back to their chapters as a way to develop and improve their knowledge of performance indicators.</i>
8:45 PM - 11:30 PM	Chapter Time <i>Plan to gather with your chapter to review your chapter strategic plan for the upcoming year. Meet in your chapter hotel rooms or find quiet place on Capitol Square or State Street.</i>
11:45 PM	Curfew

CHAPTER OPPORTUNITY

WORKSHOP AGENDA

JULY 14-15, 2016

Friday July 15, 2016

TIME	EVENT
On Our Own	Breakfast <i>Spend some team building time or wake up slowly with your chapter. State street offers a variety of great options! Hotel check out time is 11am. Please check out of your room before programming begins for the day.</i>
8:00 AM - 8:45 AM	General Session High energy session focused on learning more about competitive events
9:00 AM - 9:30 AM	Marketing Cluster Exam <i>Get an early start to the day and take this opportunity to practice taking a marketing cluster exam.</i> <ul style="list-style-type: none">• Top 3 scores will be recognized at the closing session.• Top score will receive an additional allocation spot to SCDC 2016 for their chapter.• The chapter with the best overall average of scores will receive an additional allocation spot to SCDC 2016.
9:45 AM - 10:15 AM	Group Photo <i>Meet in the hotel lobby wearing your conference t-shirt! The photo will be taken at the Capitol.</i>
10:15 AM - 12:30 PM	Competitive Excellence <i>During this time you will attend round table discussions, a workshop presented by Team 51, and participate in a role play where volunteer judges will provide constructive feedback to help prepare you for upcoming competitive events. Learn more about the DECA competitive events program AND get rewarded!</i> <ul style="list-style-type: none">• Top scores will be recognized at the closing session.• Top competitors could receive additional allocation spots to SCDC 2016 or PAID Registration to SCDC 2016!
10:15 AM - 12:30 PM	Chapter Strategic Planning Session <i>Meeting space will be provided for chapters who want to gather and work on their strategic plan for the upcoming year. (No outside food is allowed in hotel meeting rooms).</i>
12:30 PM - 1:00 PM	OWN YOUR FUTURE Networking/Snack Break
1:00 PM - 1:30 PM	Closing Session <i>Gather together with other chapters for special recognition and closing remarks. Snacks will be provided.</i>

THIS IS A TENTATIVE AGENDA AND IS SUBJECT TO CHANGE.
THE FINAL AGENDA WILL BE EMAILED OUT AFTER REGISTRATION CLOSES



CONFERENCE COSTS

The pricing structure of COW offers **all inclusive** pricing as well as **ala carte** pricing. It is very important that you select the correct choices during your online registration process in order to be invoiced correctly.

ALL INCLUSIVE PRICING

STATUS SELECTION (STUDENT): MOO STATUS SELECTION (ADVISOR): ADV

HOTEL SELECTION: MOO (IF ADDITIONAL NIGHTS ARE SELECTED, YOUR INVOICE WILL BE ADJUSTED & RESENT)

<p>One Night Stay The FULL MOO! All Inclusive</p>	<ul style="list-style-type: none"> ◇ All Inclusive ◇ Amazing Race – Interactive teambuilding activity provided by FOCUS Training. ◇ Overnight accommodations Thursday ONLY ◇ Programming from entire agenda ◇ Dinner on Thursday ◇ Snack and beverage at closing session 	<p>\$100 per person (<i>Student and Advisor Rate</i>)</p> <p>NOTE: This rate is all inclusive!! Housing, registration, programming and 1 meal included!</p>	<p>ADDITIONAL night housing (Per person/Per night):</p> <ul style="list-style-type: none"> ◇ \$82.00 SINGLE (*Singles are not guaranteed!) ◇ \$36.00 QUAD ◇ \$44.00 TRIPLE ◇ \$61.00 DOUBLE
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During the registration process you will have to select the workshops your students will be attending:

- ◇ COWpardy Tournament (Thursday Night)
- ◇ Marketing Cluster Exam (Friday Morning)
- ◇ Competitive Excellence Track or Chapter Strategic Planning Track (Friday)
- ◇ Amazing Race – Select your time preference for the Amazing Race: Group 1 (9am-12pm) or Group 2 (1pm-4pm)
 - PLEASE NOTE: This is a request and it is not guaranteed you will get the group you selected. We will do our best to keep everyone in their preferred Group but based on numbers we may have to make some changes to ensure we have equal size Groups.

CONFERENCE T-shirts

*The above pricing does NOT include a conference T-shirt. Conference T-shirts are available for **\$5.00 per shirt**. If you would like to purchase T-shirts for your chapter you must complete the following during registration for **each person**: Next to each person, click on **"Items"**. Then under quantity put **"1"**. This will add \$5.00 per person to your invoice and your chapter will receive a conference T-shirt. If you skip this step your chapter will not receive a conference T-shirt.*



NEED MORE TIME?

If you are interested in having more time to spend working on your strategic plan, here are a couple options to extend your time:

- ◇ Arrive Early: You can arrive to The Concourse Hotel on July 13th. If you would like to arrive early, email Terri Mackey after you register your chapter with your request to stay over an additional night and a revised invoice will be emailed to you. The additional housing cost is:
 - **\$82.00** SINGLE (*Singles are not guaranteed!)
 - **\$36.00** QUAD
 - **\$44.00** TRIPLE
 - **\$61.00** DOUBLE
- ◇ Stay after the closing session. WI DECA has rooms on hold until 5:00pm on Friday, July 15th. If you plan on staying after the closing session to work on your program of work, just let Terri Mackey know!

ALA CARTE PRICING

STATUS SELECTION (STUDENT): COW STATUS SELECTION (ADVISOR): THU			
Thursday ONLY Attendance Ala Carte	Chapters that wish to attend only Day One activities with NO hotel stay may select this option.	\$65 per person <i>(Student and Advisor Rate)</i> NOTE: This rate would include all programming on Day One and 1 meal.	NO HOUSING
STATUS SELECTION (STUDENT): WIN STATUS SELECTION (ADVISOR): EVE HOTEL (OPTIONAL) SELECTIONS: ADVISOR, STUDENT QUAD, STUDENT TRIPLE, OR STUDENT DOUBLE			
"COW"parday (Like Jeopardy) Tournament <i>Competency Based Competitive Event!</i>	Thursday Evening Programming ONLY <i>(No meals included)</i> <ul style="list-style-type: none"> 90 minute session on Wednesday with opportunity to qualify for SCDC competitive event spots 	\$20 per student (Advisor is free)	Housing (Per person/Per night): <ul style="list-style-type: none"> \$82.00 SINGLE <i>Singles are not guaranteed!</i> \$36.00 QUAD \$44.00 TRIPLE \$61.00 DOUBLE
STATUS SELECTION (STUDENT): EXL STATUS SELECTION (ADVISOR): FRI SELECT THE APPROPRIATE EVENT CODE FOR YOUR PROGRAMMING CHOICES HOTEL (OPTIONAL) SELECTIONS: ADVISOR, STUDENT QUAD, STUDENT TRIPLE, OR STUDENT DOUBLE			
Competitive Event Excellence	Friday programming: <ul style="list-style-type: none"> Competitive Excellence Workshop Role Play Practice Session <p>Students will participate in an interactive workshop to learn or improve their competitive event skill set. They will have the opportunity to experience the series role play process.</p>	\$20 per student (Advisor is free)	Housing (Per person/Per night): <ul style="list-style-type: none"> \$82.00 SINGLE <i>Singles are not guaranteed!</i> \$36.00 QUAD \$44.00 TRIPLE \$61.00 DOUBLE
CONFERENCE T-SHIRT: After you register all participants, next to each person's name, click on "Items". Then under quantity put "1". This will add \$5.00 per person to your invoice and your chapter will receive a conference t-shirt.			
Conference T-shirt	Conference T-Shirts are available for purchase.	\$5.00 per person	

CONFERENCE LOCATION

COW will be held at:

The Concourse Hotel

One West Dayton Street

Madison, Wisconsin 53703

Map to hotel: <http://concoursehotel.com/hotel/directions/>

No parking costs are included in conference registration. Parking for larger vans and buses will need to be taken care of independently with City of Madison Parking: <http://www.cityofmadison.com/parkingUtility/>

COMPETITIVE EXCELLENCE

During the Competitive Excellence Session on Friday, July 15th students will participate in the following activities:

- ◇ A practice role play with a volunteer judge. Judges will be allowed to give constructive feedback after the role play.
- ◇ Roundtable Discussions: Members of Team 51, WI DECA Leadership, and Business Partners will participate in round table discussions. Members will be able to choose which roundtables they would like to attend.
- ◇ A workshop presented by members of Team 51

Remember, if you want your students to participate in Competitive Excellence, you must select this as an event during the registration process!! Students that are registered for Competitive Excellence will receive a schedule card with their registration materials which will outline when they are to attend each of the 3 activities listed above.

STRATEGIC PLANNING WITH WI DECA LEADERSHIP

Wisconsin DECA Leadership will allocate time during the conference (Thursday) to meet with individual chapters to help connect chapter activities to National and State Initiatives, review the Chapter Management Guide, and answer any questions your chapter may have. After registration closes, WI DECA will send out a document that will allow you time to sign up for a time to meet with WI DECA Leadership. In addition, WI DECA will host a roundtable during Competitive Excellence to answer additional questions you may have on your Program of Work.

AMAZING RACE

FOCUS Training will facilitate an exciting interactive program for your chapter members. Come prepared for the race by bringing the following items:

- | | |
|---------------------------------------|---|
| ◇ Comfortable, Team spirited clothing | ◇ Rain Gear |
| ◇ Sunscreen | ◇ Swimming Suit (chance of getting wet) |
| ◇ Towels | ◇ Positive Attitude |
| ◇ Tennis Shoes | ◇ Water Bottle |

DRESS CODE

- WI DECA Chapter Pride Guidelines – Jeans, khakis, shorts, athletic shoes. (Athletic style clothing such as track pants, sweat pants, or leggings are not allowed)
- Jeans must not have rips, holes, tears, etc.
- Conference T-Shirt: If your chapter purchased a conference t-shirt please wear this to the group photo on Friday morning. If not, your chapter can wear a chapter t-shirt.
- Please come dressed to have fun BUT keep in mind we will be interacting with industry professionals.

CODE OF CONDUCTS

Codes of conduct are due by July 7, 2016. Code of conduct forms must be submitted online at:

Student Code of Conducts: https://wisconsindeca.formstack.com/forms/untitled_form6

Advisor Code of Conducts: <https://wisconsindeca.formstack.com/forms/advisorforms>

Administrator Code of Conducts: https://wisconsindeca.formstack.com/forms/untitled_form8

Paper code of conduct forms will NOT be accepted.

If you have any questions, please contact Terri Mackey at 414.779.6145 or widecacenterdirector@gmail.com

TAKE HOME THE COW CUP!



The COW Cup Competition will be based off the following 5 categories:



POINTS WILL BE AWARDED TO THE FOLLOWING CHAPTERS:

AMAZING RACE: ALL CHAPTERS WILL RECEIVE POINTS BASED ON THEIR PERFORMANCE

COWPARDY: ALL CHAPTERS WHO PARTICIPATE IN THIS EVENT WILL RECEIVE POINTS BASED ON THEIR PERFORMANCE

CLUSTER EXAM: THE TOP 2 INDIVIDUAL & THE TOP 5 CHAPTERS SCORES WILL RECEIVE POINTS

COMPETITIVE EVENTS: ROLE PLAY TOP COMPETITORS FROM EACH JUDGE WILL RECEIVE POINTS

TEAM SPIRIT: 5 CHAPTERS WITH THE MOST TEAM SPIRIT THROUGHOUT THE CONFERENCE WILL RECEIVE POINTS