

2015
**CENTRAL
REGION**
LEADERSHIP CONFERENCE

NOVEMBER 20-22, 2015
KANSAS CITY, MO

**CHAPTER ADVISOR
REGISTRATION
PACKET**

WWW.DECA.ORG/CRLC
#DECACRLC



DECA

2015 CENTRAL REGION LEADERSHIP CONFERENCE



DECA's extensive spectrum of networking opportunities, leadership development activities, competitive excellence seminars, and classroom instructional programs will converge at the **2015 Central Region Leadership Conference on November 20-22, 2015** in the heart of America – **Kansas City, Missouri!**

Embark on an EPIC quest that will awaken your thirst for knowledge and put yourself in control as you customize your own itinerary of vibrant programming. Some of the highest profile conference opportunities attendees will be offered during this year's Central Region Leadership Conference include:



LEARNING AND LEADERSHIP LABS Learning and leadership labs will focus on one powerful component each hour. From college to career and chapter to compete, these learning and leadership labs will engage members.



COMPETITIVE EXCELLENCE EXPERIENCE Become the ultimate competitor in a DECA role-play. Members must pre-register for this activity. Top performers will be recognized at Sunday's closing session.



COLLEGE, CAREER AND COMPANY EXHIBITS Searching for the perfect institution to start your post-secondary studies? Want to discuss career opportunities? Looking to expand the product line for your school-based enterprise? See who is exhibiting at www.deca.org/events/power.



GENERAL SESSIONS Experience action-packed general sessions designed to motivate and "move" you.



KANSAS CITY TOURS Along every boulevard and around every corner, there's something to do that's unique to Kansas City. With a thriving creative arts scene, eclectic mix of entertainment and die-hard sports—it's safe to say there's something for everyone. Find your way in KC by doing it all or at least try!



EDUCATOR PROFESSIONAL LEARNING SERIES The Professional Learning Series powered by DECA will engage educators in professional development focused on curriculum and instructional content that supports preparing students for college and careers and connects the conference content to the classroom.

In addition to exhilarating general sessions and interactive leadership challenges, DECA EPIC entertainment will even feature dynamic educational opportunities. From eye-catching window displays at Crown Center and the Country Club Plaza to a total marketing project focused around the Power and Light District, Kansas City's economic sector is the ideal living example of marketing in motion.

Present your students the incomparable, forever EPIC experience the 2015 DECA CRLC has to offer! Be part of it.

CLASSROOM CONNECTION

This conference will reinforce 21st Century Skills. Through participating in interactive sessions, DECA members will be able to:

Financial, Economic, Business + Entrepreneurial Literacy

- Make appropriate personal economic choices
- Understand the role of the economy in society
- Use entrepreneurial skills to enhance workplace productivity and career options

Creativity + Innovations

- Use a wide range of idea creation techniques
- Create new and worthwhile ideas

Critical Thinking + Problem Solving

- Interpret information and draw conclusions based on the best analysis

Communication + Collaboration

- Demonstrate ability to work effectively and respectfully with diverse teams

Leadership + Responsibility

- Use interpersonal and problem-solving skills to influence and guide others toward a goal
- Demonstrate integrity and ethical behavior in using influence and power
- Act responsibly with the interests of the larger community in mind

Partnership for 21st Century Skills

EDUCATIONAL PROGRAM (TENTATIVE)

DECA's Central Region has an exciting experience waiting for you with dynamic general sessions, a day of learning and leadership labs full of powerful presentations by professionals

FRIDAY NOVEMBER 20, 2015

9:00 am - 5:00 pm
Registration
(Determined by Chartered Associations)

9:00 am - 5:00 pm
Industry Tours
(Pre-registration Required)

5:00 pm - 7:00 pm
Association Meetings *(Optional)*

5:00 pm - 7:00 pm
Dinner On Your Own

7:00 pm - 8:15 pm
EPIC ENERGY Opening Session
Featuring Eddie Slowikowski

8:45 pm - 9:30 pm
DECA-Related Workshops -

9:45 pm - 10:30 pm
DECA-Related Workshops

11:00 pm - 11:30 pm
Chapter Meetings

11:30 pm
Curfew

SATURDAY NOVEMBER 21, 2015

8:00 am - 3:30 pm
College, Company & Career Connection (C3) Exhibits

8:15 am - 9:00 am
EPIC Rally Session
Featuring Special Guest

9:30 am - 4:00 pm
Competitive Excellence Experience

9:30 am - 4:00 pm
Learning Labs

9:30 am - 4:00 pm
Educator Professional Learning Series

11:30 am
EPIC LEADERSHIP ☑ Chartered Association Officer Luncheon

11:30 am - 12:45 pm
Lunch On Your Own

4:00 pm - 9:00 pm
Discover FOREVER EPIC KC on your own

9:00 pm - 11:00 am
EPIC ENTERTAINMENT

10:00 PM
Advisor Reception

SUNDAY NOVEMBER 23, 2015

9:00 am - 10:30 am
EPIC OPPORTUNITIES ☑ Closing Session (Wear Your Conference T-Shirt)
Featuring Laymon Hicks

Join the conversations.



@decacrlc

#DECACRLC

Visit DECA
for previews and highlights.



DECA.ORG/CRLC



Enjoy energetic, educational sessions filled with dazzling lights, upbeat music and a powerful message

Eddie Slowikowski inspires thousands of people every year with his message of conceiving, believing, and achieving one's dreams in life. Eddie motivates and excites people from all walks of life. His multimedia presentations are filled with personal stories, emotion, empowerment skills and audience participation.

Eddie is a graduate of Loyola University with a B.A. in Communications. While he was at Loyola, he had quite an illustrious career in track and cross country. A three time All-American, Eddie holds many records including third fastest indoor mile for the United States (3:58) in Madison Square Garden New York in 1990. He also represented the U.S. at the 1987 Pan Am games, 1990 USA Track & Field team as well as the 1992 Olympic Trials..

@eddiespeaks



Laymon understands the struggles that come with being a teenager firsthand. He shares his own painful past – including drama, abandonment, peer pressure, expulsion **and** depression – and lays it all out on the table. What he calls his “frustrations, flops and faults,” are hungrily devoured by his audience, and then digested. Laymon knows the real motivation comes from within and the road to redemption is possible by believing you can, “Get up! Get out! Go get it!” His own path, from troubled youth to graduating high school with a 4.0 grade point average, is the perfect ending his young audiences are waiting for. By teaching that “failure is not fatal,” Laymon will inspire every individual in his audience that they can achieve their dreams, no matter what setbacks they have experienced along the way.

@LaymonHicks

GETTING TO THE CONFERENCE

PLANES, TRAINS & AUTOMOBILES

Those flying into Kansas City International Airport (<http://www.flykci.com/>) may choose to use Super Shuttle, recommended by the Kansas City CVA, as the most economical and reliable. Visit <http://www.kctg.com/> for more information and to make reservations. For those who travel with Amtrak, the train station (Union Station) is located directly across from the Westin Crown Center.

PARKING AT THE WESTIN OR SHERATON

WESTIN CROWN CENTER

Overnight Self-Parking:
\$17.00 per day with unlimited in/out privileges.

Overnight Valet Parking:
\$24.00 per day with unlimited in/out privileges.

SHERATON CROWN CENTER

Overnight Self-Parking:
\$17.00 per day with unlimited in/out privileges.

Overnight Valet Parking:
\$24.00 per day with unlimited in/out privileges.

BUS PARKING

Bus parking is available at Union Station Parking and can accommodate up to 100 busses. The Link provides a covered walkway to the Westin Crown Center and Sheraton Crown Center. Contact INFO@MIDCONMGMT.com for pricing and reservations.

DRESS CODE Business representatives, press, hotel from the opening session until the end of the closing session, students, advisors and professionals shall adhere to the following Dress Code requirements. It is the Chapter Advisor's responsibility to see that their students, professionals and themselves comply with the rules established for proper dress code. Advisors should monitor their students' dress at all functions. Business representatives, press per-sonnel, hotel staff and guests will be seeing DECA's finest members—show them a professional business image. Staff and guests will be seeing DECA's finest members—show them a professional business image.

BUSINESS ATTIRE FOR OPENING SESSION, SATURDAY MORNING SESSION & WORKSHOPS

Females

Business suit or blazer with dress blouse and dress skirt or dress slacks or business dress; dress shoes and hosiery/trouser socks. Shirts must have sleeves and no bare mid drift. Skirts must be at least finger tip length

Males

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

The following items are NOT allowed: denim, athletic shoes, sweatshirts and t-shirts, shorts and hats.

SATURDAY NIGHT ACTIVITY AND FREE TIME

Neat casual clothing is acceptable. Shoes must be worn when in public areas. Items not acceptable include hats, bathing suits (unless at the pool), and suggestive attire. Shirts must have sleeves and no bare mid drift. Skirts and shorts must be at least finger tip length.

SUNDAY CLOSING SESSION

Participants may wear denim to the closing session if they are also wearing the conference t-shirt.

UNACCEPTABLE ATTIRE

The following are unacceptable during any DECA activities: skin-tight or revealing clothing, athletic clothing, midriff-baring clothing, swimwear and clothing with printing that is suggestive, obscene or promotes illegal activities.

REGISTRATION INFORMATION

REGISTRATION FEE

The registration fee for Central Region Leadership Conference is **\$125.00** per attendee. All students, advisors, chaperones **must be registered through a Chartered Association Advisor**. The registration fee includes all conference materials, speakers' fees, entertainment, and other costs associated with the conference. Each participant will receive a conference shirt which should be worn at closing session.

All **Registration Forms** are due **October 16, 2015**. No additions will be accepted after **October 16, 2015** although cancellations and substitutions will be accepted after this date in accordance to the Registration Fee Refund Policy.

To register, please utilize the Excel file which is attached to this email and email the completed form to Terri Mackey at widacenterdirector@gmail.com

NEW Registration Process for Tours: This year you will **NOT** submit the tours your chapter would like to attend with registration. **Here is how the tour registration process will work:**

1. Tour registration will open on **October 26th**. You will receive an email from the CRLC planning team which will explain how you will register for tours. **TOUR AVAILABILITY IS LIMITED** so please be ready to register when you receive this email.

2. During the registration process you will be asked to provide payment for the tours. **DO NOT SEND PAYMENT FOR TOURS to WI DECA**. Please follow the directions for payment on the online registration site.

3. For more information on the tours available, please see the last page of this packet.

REGISTRATION FEE REFUND POLICY

All cancellations must be submitted on the **Official Cancellation Form** (attached) in order to receive a refund. Submit this form to widacenterdirector@gmail.com. Please do not email or phone corrections, changes or cancellations.

- ◆ \$55.00 refund per person for registration cancellations received between **October 21, 2015 and November 1, 2015**. This applies to the CRLC registration fee only!
- ◆ For registration cancellations after **November 1, 2015**, no refund is available.
- ◆ Substitutions are allowed up to on-site registration on **November 20, 2015**.

SUPERVISION QUOTA

The required chaperone ratio is one registered adult per 12 students. Please ensure that your registration is in accordance with this policy. All advisors will be responsible for monitoring behavior in sessions and at the conference, conducting room checks at curfew and providing supervision in the hotel.

FORMS AND PAYMENT

To Register for the conference: Please send the following forms electronically to widacenterdirector@gmail.com

Excel files which include 3 tabs: Summary Form, Registration Form, and Rooming Form

Please make check payable to: **Wisconsin DECA and send registration payment to:**

Department of Public Instruction/Wisconsin DECA
2015 Central Regions Leadership Conference

c/o CTSO Accountant
125 S. Webster Street
Madison, WI 53703





HOTEL AND LODGING INFORMATION

Westin Crown Center

1 East Pershing Road
Kansas City, Missouri 64108
Phone: (816) 474-4400
<http://www.westincrowncenterkansascity.com>

Sheraton Crown Center

2345 McGee Street
Kansas City, Missouri 64108
Phone: (816) 841-1000
<http://www.sheratonkansascityhotel.com>

The Westin Crown Center will serve as the headquarters hotel and will house most conference attendees. Both properties and the Crown Center Exhibit Hall are connected via The Link, an indoor walking area.

All delegates must reside at the assigned hotel for the conference. Each State Association will be assigned a specific hotel property for their entire state by CRLC Man-agement Staff.

The room rate at both properties is \$55 per person, per night.

HOUSING REGISTRATION

Only the Association Advisor will be able to make and adjust room reservations. No individual reservations or individual school registrations will be accepted. Chartered Association Advisors will be notified of their assignment following the Chartered Association Registration Deadline and will contact their chapters.

If your chapter wishes to share rooms with other chapters, please make those arrangements among yourselves. The **Registration** is due **October 16, 2015**.

Student housing is based on four (4) to a room. If a chapter does not have multiples of four delegates of the same gender, it will be the chapter's responsibility to fill a room by contacting other chapters. Chapters must house the

majority of their delegation in quad rooms so we can ensure that there will be adequate room for all delegates.

Advisors sharing a room should plan to be assigned to a double (two-person) room. Please indicate the name and school of the individual you want to room with so you will be properly matched. Remember to first check with your intended roommate. Also, remember to **register your spouse** if they will be staying with you during the conference.

DEFINITION OF ROOM TYPES

- ◆ **Quad Room** will consist of two(2) queen beds
- ◆ **Triple Room** will consist of a king bed and a roll-a-way.
- ◆ **Double Advisor Room** will consist of two (2) queen beds (One advisor per bed)
- ◆ **Double Student Room** will consist of one (1) king bed.
- ◆ **Single or Advisor with Spouse** will be assigned a room with one king bed.

INDICENTAL CHARGES

Incidental charges will be restricted to advisor rooms, and only if advisors leave credit card information at the front desk. All incidental charges (telephone, movie, room service) must be paid before checking out. Phone service will be unavailable after curfew.

NON-SMOKING

Both the Westin and Sheraton are non-smoking properties. A \$200 service charge will be billed to the guest if they ignore the no-smoking regulation.

CHECK-IN PROCEDURE

WESTIN CROWN CENTER^{sh}

Upon arrival, you and your students should unload on East Pershing Road and proceed to the **Washington Park Place** rooms for luggage storage. **Chapter advisors** can pick up room keys and conference registration materials from Terri Mackey in your state's assigned room. Please do not attempt to check-in at the front desk.

Hotel check-in begins at 3:00 p.m. Please be advised that if you plan to arrive early, your chapter may not be able to obtain room keys until the specified time.

SHERATON CROWN CENTER

Upon arrival, you and your students should unload on McGee Street and proceed to the recessed alcove on the Lobby Level for luggage storage. Look for signage. **Chapter advisors** can pick up room keys and conference registration materials from Terri Mackey in your state's assigned room. Please do not attempt to check-in at the front desk.

Hotel check-in begins at 3:00 p.m. Please be advised that if you plan to arrive early, your chapter may not be able to obtain room keys until the specified time.

CHECK-OUT PROCEDURE

Prior to departure, each chapter advisor must make certain that all incidental room charges for their rooms are paid. Check-out is **12:00 noon** at both properties.

CONFERENCE UPDATES

Conference **Flash Reports** will be sent to Chartered Association Advisors for distribution to local chapter advisors. Updates will also be posted to www.deca.org/crlc

STUDENT AND ADULT CODE OF ETHICS

CRLC 2015 is a professional conference, and all conference participants are expected to abide by the WI DECA Code of Conduct. Every participant must read and sign the WI DECA Code of Conduct. Chapter advisors and school administrators are also required to review and submit code of conduct forms. A link to each form can be found at:

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

Advisor/Chaperone Code of Conduct Form: <https://wisconsindeca.formstack.com/forms/advisorform>

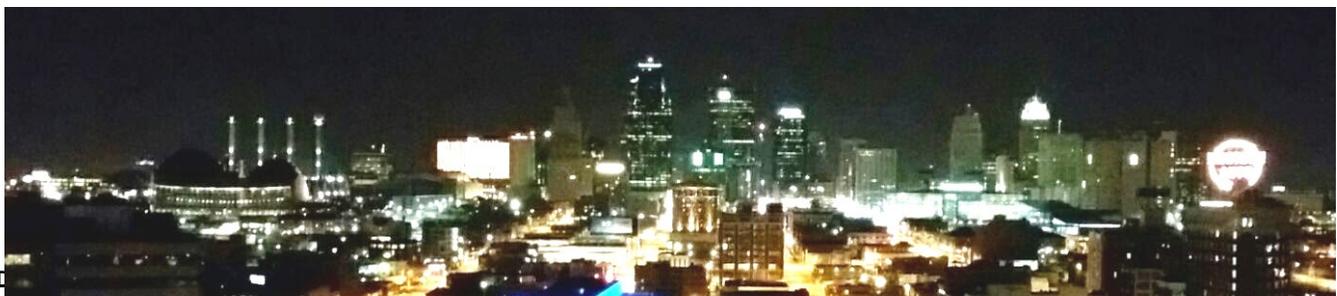
Administration Code of Conduct Form: https://wisconsindeca.formstack.com/forms/untitled_form8

SECURITY

Security will be on duty throughout the conference. Security will strictly enforce the Code of Conduct and curfew. Security will **not** replace the responsibility of each advisor monitoring behavior and conducting room checks at curfew. Curfew is **12:00 a.m. to 6:00 a.m.**

ACCOMODATIONS

In compliance with the Americans with Disabilities Act, the Central Region Leadership Conference will make all reason-able efforts to accommodate persons with disabilities at its meetings. Please call (573) 751-4367 with your requests before October 16.



SERVICE FOR SPECIAL NEEDS STUDENTS

We want to make every opportunity available for our special needs members to participate in the CRLC. Please use the link below to identify students that need special services. We will work with the school and/or chartered association to provide the appropriate services. It is critical that we receive the attached form by the due date in order to arrange the appropriate services.

Special Needs Form: https://wisconsindeca.formstack.com/forms/crlc_special_needs_form

CONFERENCE EXPECTATIONS

DECA is a student-centered, national organization whose program of leadership and personal development is designed specifically for students enrolled in Marketing Education or who have a career goal in the fields of marketing, management and entrepreneurship. The goals of DECA are:

- ◆ to develop leadership characteristic
- ◆ to develop self-confidence and self-acceptance
- ◆ to develop a greater understanding of our free, competitive enterprise system
- ◆ to further develop occupational competencies needed for careers in marketing, management and entrepreneurship
- ◆ to develop high ethical standards in personal and business relationships
- ◆ to develop effective international relationships
- ◆ to develop a greater awareness of career opportunities
- ◆ to develop greater proficiency in communication
- ◆ to develop greater appreciation of the responsibilities of citizenship
- ◆ to develop a healthy competitive spirit
- ◆ to develop social and business etiquette

DECA members have the opportunity for involvement at the local, state, regional, and international levels. Several conferences are held each year at the various levels, each addressing many of the goals of DECA. At the state and national levels these conferences are normally two- to five-day events, requiring students to stay overnight in the conference hotels.

To be eligible to attend the Central Region Leadership Conference, the student must have earned the right to attend by demonstrating desire to participate fully in all scheduled conference activities, and a commitment to live by the DECA Code of Conduct while attending. Permission from the local advisor, the school and the student's parent/guardian to attend is also required. To assist in supervision of the conference, security will perform the following activities:

1. Walk the hotel floors to monitor behavior.
2. Monitor appropriate dress at sessions and breakout sessions.
3. Ensure that students are wearing nametags to conference activities.
4. Monitor curfew each night at 12:00 (Midnight).
5. Ensure that there are no food deliveries (both student and advisor) after curfew.

Responsibilities of the advisors for the Central Region Leadership Conference are as follows:

The advisor will be responsible for all aspects of the trip including travel arrangements, selection and discipline of students, emergency situations, and notification to parents of all aspects of the trip.

The advisor must provide all students with a written copy of all rules and trip procedures.

The advisor will be responsible for student supervision, room checks, curfew and bed checks, etc.

The advisor will be responsible for maintaining a file of all signed agreements from the students and/or parents.

TOURS, ATTRACTIONS & TRANSPORTATION

The educational activities don't have to stop once the sessions are over. From magnificent window displays to a total marketing project focused on, Kansas City's economic sector is the perfect living example of marketing at its finest. Call it "field studies!" Links and updates are available at www.deca.org/crlc.

Tour and transportation tickets will be available ONLINE for advance purchase and will be made by each chapter advisor. The discounted rates **will only be honored with confirmed conference registration**, and no tickets will be available at the conference site. You can, however, purchase tickets at the standard rate at the venue. **PLEASE NOTE:** You will **NOT** submit your tour requests with your conference registration. Tour registration will be a separate online process. **Registration for tours will begin on October 26th.** Advisors will receive an email informing them when they can begin registering students for the optional tours. Advisors will then register for their desired tours using the online system. **The online system will ask for a form of payment (Check or credit card) during the registration process.** **Availability of these tours are limited so make sure you sign up as soon as registration opens on October 26th.**

The MAX is an innovative form of transit providing faster, more convenient commutes than traditional bus service. Stylish MAX buses operate on existing streets. Vehicles use dedicated lanes during rush hour and have the ability to prolong green lights at intersections to remain on schedule. Click [Maps and Schedules](#) to view the Main Route closest to Crown Center. Most attractions are reachable using MAX Transportation, but some may require walking from the MAX stop.



THE ROASTERIE

A specialty coffee-roasting company that services espresso bars, coffeehouses, fine restaurants, and coffee lovers in Kansas City and around the world.



THE KANSAS CITY FED

Free economic & personal finance resources for educators.. Learn about the economy through interactive exhibits, see the region's largest cash vault & leave with a bag of shredded currency



KANSAS CITY ROYALS

Get a behind the scenes look at Kauffman Stadium. The "K" tour will include a unique Outfield Experience, the Interview Room, Press Room, Royals Hall of Fame, and Royals Dugout.



H&R BLOCK

Working with schools and students to increase financial fitness through H&R Block Dollars & Sense.



K C STARTUP VILLAGE

An entrepreneur-community helping to grow and support local entrepreneurs. Enjoy visiting the village to see and to meet entrepreneurs and startups who call it home



COLLEGE BASKETBALL EXPERIENCE

Connected to Sprint Center, it is two floors and 41,500 square feet of basketball experience.

NEGRO LEAGUES BASEBALL MUSEUM

The (NLBM) recreates the look, sounds and feel of the game's storied past. Video presentations and memorabilia in the 10,000 square-foot multimedia exhibit chronicle the history and heroes .

THE AMERICAN JAZZ MUSEUM

The sights and sounds of a uniquely American art form come alive at the first museum in the country devoted exclusively to jazz. includes interactive exhibits and educational programs These museums are located next to each other and can be visited together or separately



HALLMARK VISITOR CENTER

Celebrate the Hallmark story through a display of exhibits that spark creativity involved in the creation of Hallmark products.

