



INTERNATIONAL CAREER DEVELOPMENT CONFERENCE

CHAPTER REGISTRATION KIT | APRIL 25-28 | ORLANDO



ICDC Due Dates for Online Registration and Payments

	Due Date	Form or Information Needed	Links to Forms Who to Submit to
	3.19.15 <i>No late registrations can be accepted!!!</i>	Conference Registration & Housing Due Date <i>(all forms are due)</i> no later than 5:00pm. Registration will open online on 3.13.15 by 5:00pm	www.decaregistration.com/wi-icdc Questions/Comments: Terri Mackey widecacenterdirector@gmail.com 414.779.6145
	3.19.15 By Noon!!	Cancellation Deadline. After this date chapters will not receive a refund You have until this date to adjust your registration online. After this date, you must submit a Cancellation Form.	Please click here for the online cancellation form! Questions/Comments: Terri Mackey Email: widecacenterdirector@gmail.com 414.779.6145
	3.26.15	Advisor Assignment Preference Sign up Form – Click Here	
	4.15.15	Payment Deadline Any payments received after this date, will be subject to late registration fee.	Your invoice will be generated immediately upon completing your online registration. Please remit payment and copy of invoice to: Wisconsin DECA Attn: CTSO Accountant PO BOX 7841 Madison, WI 53707

Please go to www.deca.org/icdc for information about tours sponsored by National DECA



REGISTRATION

Registration for DECA's International Career Development Conference is submitted to DECA Inc. by the Wisconsin DECA chartered association advisor who receives and verifies the information from chapter advisors. All delegates, advisors and chaperones attending the conference are required to register for the conference and ALL delegates must meet ALL eligibility requirements set by DECA Inc., including membership.

REGISTRATION FEE

\$125 per attendee

- In order to attend DECA related activities at ICDC, registration must be paid.
- Family members will not pay registration unless attending DECA events in Orlando.
- If payment cannot be made by April 15, 2015, registration will increase to \$130.00 per person.
- Student/Chaperone Ratio is 18:1. If you are partnering up with another chapter for chaperone purposes, email Terri Mackey directly before you register online (widecacenterdirector@gmail.com)

ONLINE PROCEDURE

Link to Registration: www.decaregistration.com/wi-icdc (Open on 3.13.15 by 5:00pm).

- ◇ WIDECA will be utilizing the same registration system that we use for all conferences. ***Your username and password will be the same.***
- ◇ Any questions/concerns about the registration site should be directed to Terri Mackey. Phone 414.779.6145 Email: widecacenterdirector@gmail.com
- ◇ Please refer to the ***Due Date Checklist*** (Page 2) for important dates and information.
- ◇ An invoice will be available immediately after submitting your chapter registration. If you forget to print out your invoice, you may log back in at any time to print out your invoice. Please submit this invoice for payment processing immediately! **There is a late fee that is added to Registration if payment is received after April 15th. If payment is received after April 15th, WIDECA can invoice the late fee no later than 30 days after the close of ICDC 2015.**

REGISTRATION DEADLINE

Registration will be open from March 13, 2015 – March 20, 2015. Conference Registration and Housing are due on **March 19, 2015 by 5pm.** Questions? Contact Terri Mackey, widecacenterdirector@gmail.com or 414.779.6145

REFUND POLICY

All cancellations are due on March 24, 2015. After this date, cancellations will not receive a refund and you must submit a [Cancellation Form](#). Questions? Contact Terri Mackey, widecacenterdirector@gmail.com or 414.779.6145

PAYMENT

Your invoice will be generated immediately upon completing your online registration.

Payment is due **April 15, 2015.**

(Any payments received after this date, will be charged the late registration fee. If you know your payment will not be received by this date, please add \$5.00 to each registration fee submitted.)

Please remit payment and a copy of the invoice to:

Wisconsin DECA
Attn: CTSO Accountant
PO BOX 7841
Madison, WI 53707

HOUSING

Housing reservations for DECA's International Career Development Conference are submitted to the assigned hotel by the Wisconsin DECA chartered association advisor who receives and verifies the information from chapter advisors. All attendees must stay in the official DECA property assigned to the chartered association delegation in order to participate in DECA's International Career Development Conference. Due to the limited number of multiple housing rooms in the hotels, double/double rooms will be used first as a quad for students, then as a twin for adults. Two adults may be assigned to a king or queen room. A rollaway may be available depending upon the property.

ROOM RATE

FLAT RATE POLICY: **\$85.00** per person/per night

ASSOCIATION HOTEL

HILTON ORLANDO LAKE BUENA VISTA in the *Walt Disney World*[®] Resort



1751 Hotel Plaza Boulevard
Lake Buena Vista, FL 32830
Phone: 407.827.4000

HOUSING PROCEDURE

- ◆ **Students will be placed in quads whenever possible.** However, if this is not possible they may be placed in triples, doubles, or singles
- ◆ **Advisors will be placed in doubles.** However, if this is not possible they may be placed in a single. Advisors may request a triple or quad room
- ◆ **WIDECA is allotted a very limited number of single rooms.** Single rooms will carry a higher single room room rate per WIDECA Board Policy. A request for a single room does not guaranty that a single room will be granted. If we are able to accommodate a single room request, the chapter will be re-invoiced for that room at the rate of \$250.00 per night. (A single room is a room for ONE person)
- ◆ ***Single rooms should NOT be reserved if traveling with family.*** Please register your family in the registration system. They will not be charged registration but will be charged the appropriate flat rate pricing for the hotel. Please keep in mind that DECA has allotted WIDECA a limited number of hotel rooms at our hotel at the pre-negotiated conference rates. WIDECA will not be able to increase this allotment or negotiate room rates. First priority housing will go to registered students, advisors, and chaperones.
- ◆ We try to house chapters arriving on and departing on the same days together.
- ◆ You can make changes to your registration/housing in the registration system until 5pm on March 19, 2015. After March 19th all cancellations must be submitted on the **ICDC Change Form**.
- ◆ The **HILTON ORLANDO LAKE BUENA VISTA in the *Walt Disney World*[®] Resort** is Wisconsin's conference hotel. All registered delegates to ICDC must stay at this hotel. By signing the DECA Code of Conduct you are acknowledging and committing to this DECA policy. Chapters that make alternative housing arrangements are still held liable for payment of housing to WIDECA. DECA, Inc. reserved the right to suspend the competitive privileges of students who do not sleep in their assigned conference.
- ◆ **Our room block is reserved Friday, April 24th through Wednesday, April 29th.** Please plan you travel accordingly. ***If you are planning on arriving on Thursday, April 23rd, please email Terri Mackey first to check on availability.***

ASSOCIATION INFORMATION

ADVISOR/CHAPERONE ASSIGNMENTS

- ◇ WIDECA has been assigned management of two competitive events this year: Automotive Services and Advertising Campaign. Management of SBE
- ◇ Terri Mackey will be the Series Director for Automotive Services and Joe Fanning will be the Assistant Series Director. Christie Growchowski will be the Project Director and Ed Growchowski is the Assistant Project Director for Advertising Campaign.
- ◇ We will run Expect Excellence in Orlando. The Expect Excellence Director will be Andrea Sapon.
 - **We will need judges for this event.** Please support Expect Excellence and volunteer to be a judge!
- ◇ **All** advisors and chaperones will be assigned to work a minimum of 1 (5-6 hour) shift at the conference per DECA, Inc policy. (Unless chaperones are registered to judge).
- ◇ **Please [click here](#) to sign up for your preferred assignment**
- ◇ **Tim Fandek will be overseeing the caucusing and voting delegate experience. Please contact Terri Mackey if you are interested in having your students sign up to be voting delegates**
- ◇ Chaperones who are not judging will also be assigned a shift. **If chaperones are registering to judge, please email a [copy](#) of their National DECA Judge Registration Form to Terri Mackey no later than April 1st.**
- ◇ Job assignments will be sent to Chapter Advisors by April 15th. Assignment(s) will be based on final registration and Judge Registration Forms. *(If Terri Mackey does NOT receive a National DECA Judge Registration Form by April 1st for your chaperone, a shift will be assigned).*
- ◇ If advisors/chaperones need to “switch” shifts, they are held responsible for making those arrangements. Any changes need to be sent (in writing) to Terri Mackey.

DELEGATION MEETINGS

- ◇ **Wisconsin Delegation Meeting and State Picture TBD.** Please plan to attend our annual ICDC meeting shortly before Opening Session. This will take place at the convention center, the exact time and location will be updated in the ICDC Flash Report.
- ◇ The meeting will last approximately 30-45 minutes.
- ◇ Please plan to have dinner before the meeting. Our State Meeting will end with ample time to walk to the ICDC Opening Session at 8:30pm. It should also allow for attendees who need to be at Parade of State Flags Rehearsal to attend both meetings.
- ◇ Dress code: *Follow the guidelines for DECA General Sessions outlined in the Codes of Conduct.*

FINAL GRAND AWARDS SESSION

◇ The Final Grand Awards Session is scheduled for Tuesday, April 28th at 8:30pm. It is the expectation of the W DECA Board that all Wisconsin Delegates will be in attendance at this session. **Please plan your travel accordingly.**

CODE OF CONDUCT FORMS

All code of conduct forms should already be submitted from students, advisors, and chaperones that attended ICDC. Terri will cross reference your registration list with the forms on file and let you know if you need to submit additional forms. Click below for each form:

[Student Code of Conduct](#)

[Advisor/Chaperone/Student Teacher Code of Conduct](#)

[Administration Code of Conduct](#)

NON-COMPETITOR EXPECTATIONS & INFORMATION

WIDECA State Qualifiers

- ◇ Gold Student Top 5 (Can attend Emerging Leaders Series)
- ◇ Economics Excellence (Top 10 scores can attend Emerging Leaders Series)
- ◇ Marketing Education & Training Presentation Top 6 (Can attend Emerging Leaders Series)
- ◇ Gold Chapter (Must submit a **DECA ICDC Emerging Leaders Series/Non-Competitive Application**)
- ◇ Acceptance to Emerging Leaders Series: Ignite and Elevate Academy (for sophomores and juniors only)
- ◇ Acceptance to Emerging Leaders Series: Aspire (for seniors only)
- ◇ Leadership Council Members attending Chapter Management Academy (CMA)
- ◇ Accepted Voting Delegates (Must submit a **DECA ICDC Emerging Leaders Series/Non-Competitive Application**)
- ◇ THRIVE Academy (Previously Notified ONLY) ~ Please fill out a **DECA ICDC Emerging Leaders Series/Non-Competitive Application** to confirm.

ICDC Expectations

- ◇ Approved Voting Delegates/State Officer Team 50 are required to attend the following sessions:
 - Voting Delegate Briefing and Campaign Rally on Sunday April 26th at 4pm
 - Voting Delegate Caucus Sessions – Sunday April 26th/Monday April 27th – if necessary
 - Voting Delegate Session/Elections – Tuesday April 28th – time TBD
 - **If we do not have the required number of Voting Delegates fulfilled, WI DECA will be recruiting additional WI DECA delegates to fulfill our Voting Delegate allotment.**
- ◇ **Advisors:** If you submit an application for the Emerging Leaders Series, or your student is attending ICDC as a WIDECA Non-competitor, it is the expectation of the WIDECA Board that those students will attend all Academy and Voting Delegate Sessions. Please do NOT plan any “chapter” activities during these times in which these students would be forced to miss out on participating.
- ◇ If delegates attending in a non-competitive role do not attend or miss any of the required Academy and/or Voting Delegate Sessions, WIDECA reserves the right to suspend future applicants from the school of the delegate.
- ◇ Tim Fandek will be organizing the Voting Delegate schedule and caucusing. For additional questions please contact Tim Fandek.



SCDC Double Qualifiers Reference Sheet

If students double qualify for ICDC, you and your student will need to make a decision at the conclusion of awards session at SCDC. In order to help with this decision, please review the following scenarios:

Individual Series Events/ Principles of Business Administration Events

If a student who double qualifies decides to take their project and not compete in their individual occupational area, then the next person beyond the 6th place jumps into that spot. This is referred to as a “bump”. This can absolutely happen, so make sure you know their intention to attend ICDC in case they get bumped. *Please prepare your students to be ready to make the right decision for them.*

Individual Series Event	Participants	Cluster Exam
Accounting Applications	1	Finance
Apparel & Accessories Marketing	1	Marketing
Automotive Services Marketing	1	Marketing
Business Finance	1	Finance
Business Services Marketing	1	Marketing
Food Marketing	1	Marketing
Hotel & Lodging Marketing	1	Hospitality & Tourism
Human Resources Management	1	Business Management & Administration
Marketing Management	1	Marketing
Quick Serve Restaurant Management	1	Hospitality & Tourism
Restaurant & Food Service Management	1	Hospitality & Tourism
Retail Merchandising	1	Marketing
Sports & Entertainment Marketing	1	Marketing

Personal Financial Literacy Event	Participants	Cluster Exam
Personal Financial Literacy	1	Financial Literacy

Principles of Business Administration Event	Participants	Cluster Exam
Principles of Business Management & Administration	1	Business Administration Core
Principles of Finance	1	Business Administration Core
Principles of Hospitality & Tourism	1	Business Administration Core
Principles of Marketing	1	Business Administration Core

Team Decision Making

If a student who double qualifies is part of a team in the Team Decision Making Events, the spot can be filled with another student who competed at state, and did not qualify. Please consider that the team will suffer, especially if the substitute student is not familiar with the area. If you do not have complete team, then the next team in line gets moved up and will attending ICDC in that area.

Team Decision Making Event	Participants	Cluster Exam
Business Law & Ethics	2	Business Management & Administration
Buying & Merchandising	2	Marketing
Financial Services	2	Finance
Hospitality Services	2	Hospitality & Tourism
Marketing Communications	2	Marketing
Sports & Entertainment Marketing	2	Marketing
Travel & Tourism	2	Hospitality & Tourism

Marketing Representative Events/ Business Operations Research Events/ Business Management & Entrepreneurship Events/ Professional Selling Events

If a student double qualifies and is part of a 1-3 person Marketing Representative, Business Operations Research, Business Management & Entrepreneurship, or Professional Selling Event and decides to pull out and go in their occupational area or another project area that project then gets taken to ICDC by the remaining person (s). **No substitutes can be added.** If the qualifying project was originally presented by only 1 person, that project does not go. The next project in line then gets moved up and will attend ICDC in that category.

Marketing Representative Event	Participants	Cluster Exam
Advertising Campaign	1-3	Marketing
Fashion Merchandising Promotion Plan	1-3	Marketing
Sports & Entertainment Promotion Plan	1-3	Marketing

Business Operations Research Event	Participants	Cluster Exam
Business Services	1-3	None
Buying & Merchandising	1-3	None
Finance Operations	1-3	None
Hospitality & Tourism	1-3	None
Sports & Entertainment Marketing	1-3	None

Business Management & Entrepreneurship	Participants	Cluster Exam
Entrepreneurship Written	1-3	None
International Business Plan	1-3	None
Entrepreneurship Participating	1	None
Entrepreneurship Innovation Plan	1-3	None
Entrepreneurship Growing Your Business	1-3	None

Professional Selling Event	Participants	Cluster Exam
Hospitality & Tourism Professional Selling	1	Hospitality & Tourism
Professional Selling	1	Marketing
Financial Consulting	1	Finance

Chapter Team Events

If a student double qualifies and is part of a 1-3 person Chapter Team Event, the person who double qualifies can pull out of the project. If that team would like a substitute this can be done, however the spot must be filled with a chapter member who competed at SCDC 2015, did not qualify for ICDC, and worked with the project in their local chapter.

Chapter Team Event	Participants	Cluster Exam
Community Service Project	1-3	None
Creative Marketing Project	1-3	None
Entrepreneurship Promotion	1-3	None
Financial Literacy Promotion	1-3	None
Learn and Earn Project	1-3	None
Public Relations Project	1-3	None

Please come to SCDC prepared and have your students prepared to make quick decisions. The Academy Application is provided in this on the next page. Please have these prepared to hand in at the end of SCDC. It would be to your advantage to have a folder of extra blank copies available to fill out and turn in. If you have students wishing to attend the NEW DECA THRIVE ACADEMY and have pre-qualified to attend, please fill out an Emerging Leaders Application. You will not be required to answer questions.

ICDC Emerging Leaders Series Application/Non-Competitive Application

Complete this application if you:

1. Qualified for a non-competitive spot in either: *Economic Excellence, Gold Chapter, Gold Student, or Marketing Education & Training Presentation.*
2. Are looking for an opportunity to attend ICDC and participate in additional workshops to further build on your leadership skills.

I qualified for an ICDC Emerging Leaders Series/Non-Competitive Spot in one of the following events:
(not required to apply)

- Economic Excellence
- Gold Chapter
- Gold Student
- Marketing Education & Training Presentation
- Other (Please specify): _____

Below are 4 outstanding opportunities to attend ICDC. Don't miss your chance to participate in these experiences! **Sign up to be a Voting Delegate and experience caucuses with national officer candidates and see national officer campaigns first hand.**

Please Check:

- Emerging Leaders Series: **Ignite and Elevate** (for sophomores and juniors only)
- Emerging Leaders Series: **Aspire** (for seniors only)
- Voting Delegate
- NEW DECA Thrive Academy (for chapters that qualified ONLY) *You do not need to complete STUDENT ANSWERS section below.*

Hand in at the close of the SCDC 2015 to Terri Mackey. Notification will be provided by Friday afternoon following the conference. *Depending on the number of students that sign up for voting delegates, if sign up for the any of the Emerging Leaders Series or DECA Thrive Academy you **may be required to serve as Voting Delegates in addition to attending required workshops.***

Name of Applicant _____ Chapter _____
Advisor Name _____ Day Phone _____

Current class 10th 11th 12th

Number of Chapter Members Competing at Internationals: _____

Student Answers:

1. List activities student participated in at the state conference. Indicate if awards were won.
2. List activities student participated in at the local level this past year. Indicate role and responsibility.
3. Why you should be one of Wisconsin's representatives at this DECA ICDC Leadership Experience.
4. **Advisor Recommendation:** Why should this student participate in this DECA ICDC Leadership Experiences? Indicate any special circumstances to be considered.

ADDITIONAL INFORMATION

CONFERENCE TRANSPORTATION

DECA Inc. will provide transportation to the Orange County Convention Center throughout the conference for those outlying hotel guests at the surrounding Orlando hotels. Transportation will not be provided for those guests at Embassy Suites South I-Drive, Hilton Orlando, Rosen Centre and Rosen Plaza. Transportation information can be found online at www.deca.org/icdc. Transportation is not provided for tours unless purchased or noted.

The Hotel WI DECA selected is located due to the right by downtown Disney. The transportation to/from the hotel will be provided by DECA, Inc. WI DECA does not recommend you rent a vehicle for this conference.

WISCONSIN DECA ON-SITE REGISTRATION

Friday April 24th: 3pm-5pm, Hilton

Saturday April 25th: 12:30pm-5:30pm, Hilton

Saturday April 25th: At Convention Center, time TBD

****Please note, the times are subject to change. Please refer to the WIDECA Final Flash Report for updates.**

TOURS

DECA Inc. will again offer discounted tours to attractions in Orlando. Visit www.deca.org/icdc for more information.

CONFERENCE COMMUNITY SERVICE

As the premier conference community service activity, DECA will be hosting the annual Finish Line/DECA Dash 5K Fun Run/Walk on Saturday, April 25, at 7:00 a.m. at Orange County Convention Center—North Building. For more information and to register, visit www.decaregistration.com/5krun.

MEDICAL FACILITIES

LOCAL HOSPITALS

Celebration Hospital
400 Celebration Place
Celebration, FL 34747
(P) 407-303-4000

Dr. P. Phillips Hospital
9400 Turkey Lake Road
Orlando, FL 32819
(P) 407-351-8500

WALK-IN CLINIC

Paramount Urgent Care
8972 Turkey Lake Rd #400
Orlando, FL 32819
(P) 407-226-1906

STUDENTS WITH SPECIAL NEEDS

We want to make every opportunity available for our special needs members to participate in the ICDC. A form is at www.deca.org/icdc to identify students that need special services. DECA will work with the school and/or chartered association to provide the appropriate services. It is critical that we receive the form by the **March 20** due date in order to arrange the appropriate services.

SCHOLARSHIPS

DECA's scholarship program provides over \$300,000 in scholarships at the International Career Development Conference each year. Many corporations provide scholarships through the DECA Scholarship Program. DECA Inc. administers the program based on guidelines set by the donor. DECA scholarships are strictly merit based. Scholarships will be awarded during the closing general session. Company representative and student pictures will be taken immediately following the on-stage presentation. All student applications must be submitted online by January 16, 2015. Applications are at www.deca.org/scholarships.

The Professional Development scholarship program is for DECA advisors wishing to further their education within their field. Some scholarships can be used to reimburse fees of attendance at an annual conference that provides continuing education credits in their field such as DECA Amped, Conclave or ACTE. Corporate advisor application postmark deadline is March 2, 2015. These applications can be found at www.deca.org.

Special Accident Insurance for Registered Attendees

One Beacon America Insurance Company will provide special insurance for each chartered association's delegates and advisors registered for the International Career Development Conference. The delegates must be listed on the registration form. The policy has the following broad features:

\$25,000 principal sum for accidental death or dismemberment

\$ 2,500 maximum medical/dental expense benefit per accident

Each person subscribing voluntarily to this insurance will be covered by this policy for up to three days before the conference (or whenever you leave home to travel to the conference whichever is shorter), during the conference, and up to three days following the conference (or until you arrive home, whichever is shorter). Coverage is subject to the full terms and conditions in the master policy.

If your delegates desire this insurance coverage, you will need to complete the following and \$1.50 per applicant will be applied to your registration:

1. On the conference registration site, "purchase" this insurance for each delegate under the "Items for Sale." The amount will be added to your conference registration.
2. You may [click here](#) and use this form to gather the pertinent information, but all can be entered right into online registration system.