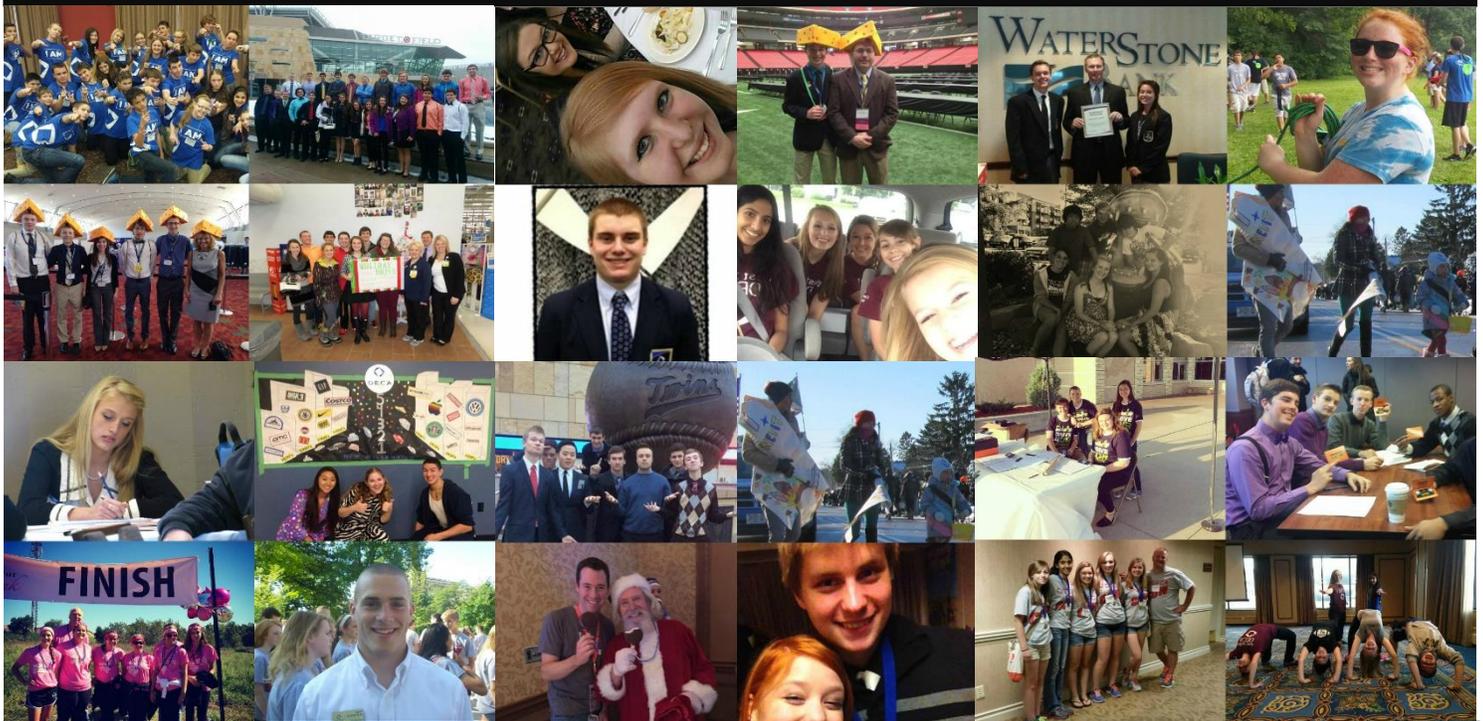


**IAM DECA**

STATE CAREER DEVELOPMENT  
CONFERENCE PACKET 2015



**WE ARE GOLDEN**

WISCONSIN **DECA 50<sup>TH</sup> ANNIVERSARY**



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# WE ARE GOLDEN

WISCONSIN DECA 50<sup>TH</sup> ANNIVERSARY

## *Wisconsin DECA!*

Congratulations on a successful year so far! As you prepare to register your attendees for SCDC 2015, please set aside some quiet time to review this packet.

This resource contains important updates and changes to SCDC and information you will need to understand and reference during the registration process. I have included a snapshot of the updates and changes on the next page. All updates and changes will be explained in more detail throughout this packet and/or in the [WIDECA 2014-15 Chapter Management Guide](#). As always, I am here to help answer any questions that you may have! Please do not hesitate to call me or email me if you can't find your answer in this packet or in the WIDECA Chapter Management Guide.

I find it hard to believe that March 10<sup>th</sup> is just around the corner! It feels like yesterday that I started as the Executive Director of the Wisconsin DECA Center. I want to extend heartfelt THANK YOU to all of you for your warm welcome into the Wisconsin DECA family. I would also like to congratulate Team 49 on a successful year. You are a talented group of leaders, who have worked hard to achieve your goals and together you have left your mark on Wisconsin DECA. It has been an honor to get to know and work with you all!

I am looking forward to seeing everyone at SCDC. And as always, please do not hesitate to contact me with any questions.

Thank you!

Terri Mackey  
[widecacenterdirector@gmail.com](mailto:widecacenterdirector@gmail.com)  
414.779.6145





## STATE CAREER DEVELOPMENT CONFERENCE UPDATE

<b>WE ARE GOLDEN</b>	This year marks the 50 <sup>th</sup> Anniversary of Wisconsin DECA! Please see page 32 of this packet for more information!
<b>ONLINE FORMS</b>	This year we have a variety of forms that are required to be submitted online. For a full list and link to these forms visit: <a href="http://deca.dpi.wi.gov/">http://deca.dpi.wi.gov/</a> . The forms that were previously used (paper forms) will no longer be accepted.
<b>SCDC DINING</b>	This year, all attendees will attend a buffet style dinner on Wednesday evening. The Wednesday evening awards will be open to all attendees after dinner. For those not attending the awards session, entertainment will be provided until the dance starts.
<b>ECONOMICS EXCELLENCE EVENT</b>	The Economics Excellence Event (online exam) will no longer be required for all attendees. Instead it will be offered as an optional event. Online testing will still need to meet set deadlines prior to SCDC.
<b>ICDC INFORMATION SESSION</b>	There will be no formal ICDC Information Session provided at the conference. If you are interested in ICDC information, it will be available after the awards presentation on Thursday.
<b>“DECA”thlon</b>	As part of the Golden Experience, we have added the “DECA”thlon on Wednesday afternoon. FOCUS Training will provide up to 10 fun and interactive experiences throughout the afternoon. Attendees can be current DECA members attending SCDC as well as our Golden Attendees.
<b>Administrator Day</b>	This year we have added an Administrator Day to the conference. More details to follow.
<b>WI DECA Board Advisor/Chaperone Policy</b>	At the WI DECA Board meeting held on July 15, 2014, the WI DECA Executive Board approved the following motion: <b>Advisor Accountability</b> - Discussion of accountability for teachers not coming to assigned shifts at SCDC. <ul style="list-style-type: none"> <li>• Motion - Any chapters that do not fulfill their adult assistant and chaperone duties completely at SCDC shall <b><u>forfeit two quota spots the following school year</u></b></li> </ul>
<b>Dress Code</b>	See page 36 for the full dress code for SCDC. New this year: Series directors will cover dress code during briefing and testing.



## WI DECA SCDC CONTACT LIST

<p><b>Timothy Fandek</b>  <b>WI DECA Charter Association Advisor</b>  <a href="mailto:timothy.fandek@dpi.wi.gov">timothy.fandek@dpi.wi.gov</a>          608.267.9253 FAX 608.267.9275          Department of Public Instruction          PO Box 7841          Madison, WI 53707</p> <p><b><i>TIM IS YOUR PRIMARY CONTACT FOR QUESTIONS ABOUT ONLINE TESTING.</i></b></p>	<p><b>Terri Mackey</b>  <b>WI DECA Center Executive Director</b>  <a href="mailto:widecacenterdirector@gmail.com">widecacenterdirector@gmail.com</a>          414.779.6145          W164 N5247 Creekwood Crossing          Menomonee Falls, WI 53051</p> <p><b><i>TERRI IS YOUR PRIMARY CONTACT ABOUT REGISTRATION, ALLOCATION (QUOTA), SPECIAL NEEDS, HOUSING and GENERAL EVENT QUESTIONS.</i></b></p>
<p><b>Maria Ingraham</b>  <b>WI DECA Office Assistant</b>  <a href="mailto:maria.ingraham@dpi.wi.gov">maria.ingraham@dpi.wi.gov</a>          608.267.9259 FAX 608.267.9275          Department of Public Instruction          PO Box 7841          Madison, WI 53707</p> <p><b><i>MARIA IS YOUR PRIMARY CONTACT FOR INVOICE AND PAYMENT/REIMBURSEMENT QUESTIONS. MARIA WILL BE PROVIDE SCHEDULE CARDS TO SERIES DIRECTORS on or before FEBRUARY 27, 2015.</i></b></p>	<p><b>Written Project Portfolios</b></p> <ul style="list-style-type: none"> <li>◆ Primary Contact : Christine Grochowski</li> <li>◆ Questions: Email or Phone  <a href="mailto:cfg.deca@gmail.com">cfg.deca@gmail.com</a>            262-539-5012</li> <li>◆ All written projects will be submitted via mail this year.</li> <li>◆ Final Postmark Date for portfolios is February 6, 2015. (This is a firm date as portfolio penalty points will be assessed on February 14, 2015).</li> </ul>
<p><b>Gold Chapter &amp; Gold Student</b></p> <ul style="list-style-type: none"> <li>◆ Primary Contact: John Zimmerman</li> <li>◆ Questions: Email or Phone  <a href="mailto:jzimmerman@janesville.k12.wi.us">jzimmerman@janesville.k12.wi.us</a>            608-743-5582</li> <li>◆ Postmark Date for portfolios is February 6, 2015. (This is an necessary date as portfolio penalty points will be assessed on February 13, 2015)</li> <li>◆ <b>Statement of Assurances:</b> Due to the amount of signatures required, these forms will <b>NOT</b> be online forms as stated in the Chapter Management Guide. Refer to the <a href="#">Chapter Management Guide</a> for these forms and include them with the project</li> <li>◆ <b>Mail to:</b> John Zimmerman            Janesville Parker High School            3125 Mineral Point Road            Janesville, WI 53545</li> </ul>	<ul style="list-style-type: none"> <li>◆ Mail in <b>ONE</b> official copy in <b>DECA BINDER</b> and <b>TWO</b> copies of complete project (not in binders).</li> <li>◆ <b>Mail to:</b>            Christine Grochowski            2720 Wexford Road            Mt. Pleasant, WI 53405</li> </ul>



## Due Date Check List

	Due Date	Documentation or Information	Links to Documentation Who to submit to
	1.15.15	SCDC Service Associate Application	<a href="#">Service Associate Application</a> Contact: Michelle Kutz Email: <a href="mailto:michelle.kutz@huhs.org">michelle.kutz@huhs.org</a>
	1.16.15	WI DECA Scholarship and/or all DECA Scholarships	<a href="http://www.decaregistration.com/scholarship/">http://www.decaregistration.com/scholarship/</a> This application process is completed online. DECA, Inc. and WI DECA use this form to select scholarship recipients.
	<b>BEFORE YOU REGISTER FOR SCDC</b>	<b>SCDC Allotment Form</b>  <b>Until Allotment Forms (Membership &amp; Quota Report Forms) are received, your allotment will be set at the amount based solely on the 18:1 membership ratio in the Online Registration System.</b>	<b><a href="#">SCDC Allotment Form</a></b> <b>**SCDC Allotment Form must be completed online. Quota forms will not be accepted via email or paper form!</b>  Contact: Terri Mackey Email: <a href="mailto:widecacenterdirector@gmail.com">widecacenterdirector@gmail.com</a> Phone: 414.779.6145
	1.16.15	<b>Online Registration Opens</b> You will be able to make changes online to your registration until 2.06.15!	<a href="https://www.decaregistration.com/wi">https://www.decaregistration.com/wi</a>  Contact: Terri Mackey Email: <a href="mailto:widecacenterdirector@gmail.com">widecacenterdirector@gmail.com</a> Phone: 414.779.6145
	1.16.14	<b>Advisor SCDC Crew Assignment Requests Due</b> <i>If you would like to send a request for a specific job assignment(s) at SCDC, please do so via email to Terri Mackey. All advisors will receive at least one work shift. Requests will help in scheduling job assignments but are not be guaranteed. I will do my best to honor requests.</i>	<b>Email</b> Contact: Terri Mackey Email: <a href="mailto:widecacenterdirector@gmail.com">widecacenterdirector@gmail.com</a>

	Due Date	Documentation or Information	Links to Documentation Who to submit to
	1.30.15	Early Bird Registration Ends	<a href="https://www.decaregistration.com/wi">https://www.decaregistration.com/wi</a> Contact: Terri Mackey Email: <a href="mailto:widecacenterdirector@gmail.com">widecacenterdirector@gmail.com</a> Phone: 414.779.6145
	1.30.15	DECA Membership Final Roster Submissions 	<a href="http://www.decaregistration.com/hs/Login.aspx">http://www.decaregistration.com/hs/Login.aspx</a> <b>Register online by this date!</b> Mail invoice and payment to: DECA, Inc 1908 Association Drive Reston, VA 20191
	1.30.15	The following forms are due: *Alumni Excellence *Red Apple Award *School Official/Friend of DECA Award Applications *Community Service forms (100 Hours, MDA Contributions, Acts of Kindness, and General Contributions to Charity)	Forms available online at: <a href="http://deca.dpi.wi.gov/">http://deca.dpi.wi.gov/</a>  Contact: Terri Mackey Email: <a href="mailto:widecacenterdirector@gmail.com">widecacenterdirector@gmail.com</a> Phone: 414.779.6145  <b><i>If you have any questions or concerns regarding the online forms please to do hesitate to contact Terri.</i></b>
	1.30.15	College Internship Scholarship	The College Internship Scholarship Application is available at: <a href="http://deca.dpi.wi.gov/">http://deca.dpi.wi.gov/</a>  Contact: Terri Mackey Email: <a href="mailto:widecacenterdirector@gmail.com">widecacenterdirector@gmail.com</a> Phone: 414.770.6145
	1.30.15	Marketing Educator Professional Development Scholarship Application	Information available online: <a href="#">WIDECA Chapter Management Guide</a> , page 84-85 Application: <a href="#">CLICK HERE</a> <b><i>This is an ONLINE Form this year and MUST be submitted online. Applications will not be accepted via email or paper form.</i></b> Send to: Timothy Fandek Email: <a href="mailto:timothy.fandek@dpi.wi.gov">timothy.fandek@dpi.wi.gov</a> Phone: 608-267-9253
	1.30.15	<a href="#">MDA Contribution Form</a>	Form available online: <a href="#">2015 WI DECA Community Service Form</a>  To determine where you should send payment, please <a href="#">click here</a> .
	2.6.15	Gold Chapter & Gold Student (Postmark no later than this date) No online forms necessary	<b>Mail Projects:</b> John Zimmerman Janesville Parker High School 3125 Mineral Point Road Janesville, WI 53545

	Due Date	Documentation or Information	Links to Documentation Who to submit to
	2.6.15	SCDC Project Portfolios & Entries (Postmark no later than this date) No online forms necessary	Mail in <b>ONE</b> official copy in <b>DECA BINDER</b> and <b>TWO</b> copies of complete project (not in binders): Christine Grochowski 2720 Wexford Road Mt. Pleasant, WI 53405
	2.06.15	<p><b>Online Registration Closes!!</b></p> <p>This is the last day that <b>you</b> can make online changes to your registration. After this date, you must submit a <b>CHANGE FORM</b> to Terri Mackey.</p> <p><b>NO EMAIL</b> messages will be considered or accepted as an official change!</p> <p><b>NO refunds after this date.</b></p> <p><b>Substitutions will be accepted for the same event/same gender/DECA members.</b></p>	<p>Contact: Terri Mackey Email: <a href="mailto:widecacenterdirector@gmail.com">widecacenterdirector@gmail.com</a> Phone: 414.779.6145</p> <p>Change Form available online, <a href="#">click here</a> for form.</p> <p><b>Only changes submitted online will be considered or accepted as an official change!</b></p> <p><i>It is <b>IMPORTANT</b> with the online testing (Economics Event), that all changes are reported as soon as possible and in the correct format!</i></p>
	2.06.15	Special Needs	<ul style="list-style-type: none"> <li>◆ <b>Please utilize the online registration system to denote special needs.</b></li> <li>◆ <b>No form is available.</b></li> <li>◆ <b>Any special needs that must be added after close of registration must be submitted on a Change Form to Terri Mackey.</b></li> </ul>
	2.6.15	Voting Delegate Form Student Late Arrival Form	<p>Voting Delegate Application: Online form, <a href="#">click here</a>.</p> <p>Student Late Arrival Form: See page 44 for this form.</p> <p>Contact: Terri Mackey Email: <a href="mailto:widecacenterdirector@gmail.com">widecacenterdirector@gmail.com</a> Phone: 414.779.6145</p>
	2.16.15	Code of Conduct forms are due for Advisors, Students, and Administration	<p>Forms available online: <a href="#">Student Code of Conduct</a> <a href="#">Advisor Code of Conduct</a> <a href="#">Administration Procedures and Policies</a></p> <p>Contact: Terri Mackey Email: <a href="mailto:widecacenterdirector@gmail.com">widecacenterdirector@gmail.com</a> Phone: 414.779.6145</p>
<p>The last week of January, Terri Mackey will send you an updated list of all code of conduct forms that have been submitted. You will need to compare that list with your registered attendees and make sure any missing forms are submitted by February 6<sup>th</sup>. Anytime you would like to get an updated list, please email Terri Mackey. PLEASE NOTE: We will only accept code of conducts that have been SUBMITTED ONLINE! If you have any questions on the process, please contact Terri.</p>			

	Due Date	Documentation or Information	Links to Documentation Who to submit to
Not required, optional event this year	2.16.15-2.20.15	<b>ECONOMICS EXCELLENCE</b> DEMO Test Practice Window	Questions: Timothy Fandek Email: <a href="mailto:timothy.fandek@dpi.wi.gov">timothy.fandek@dpi.wi.gov</a> Phone: 608-267-9253
Not required, optional event this year	2.20.15	<b>ECONOMICS EXCELLENCE</b> Email tentative testing date(s) to Tim Fandek no later than this date	Timothy Fandek Email: <a href="mailto:timothy.fandek@dpi.wi.gov">timothy.fandek@dpi.wi.gov</a> Phone: 608-267-9253
Not required, optional event this year	2.20.15	<b>ECONOMICS EXCELLENCE</b> Chapter will receive competitor login information no later than this date	Timothy Fandek Email: <a href="mailto:timothy.fandek@dpi.wi.gov">timothy.fandek@dpi.wi.gov</a> FAX 608.267.9275 Phone: 608-267-9253
<b>NEW THIS YEAR!</b>	2.20.15	Change Form <b>NEW THIS YEAR AND VERY IMPORTANT: ALL CHANGES MUST BE SUBMITTED BY February 20<sup>th</sup>. NO CHANGES WILL BE ACCEPTED AFTER THIS DATE.</b>	<a href="#">SCDC Change Form</a> Contact: Terri Mackey Email: <a href="mailto:widecacenterdirector@gmail.com">widecacenterdirector@gmail.com</a> <b>This form should only be used after Feb. 6<sup>th</sup>. You can make changes in the registration system until 5pm on Feb. 6<sup>th</sup>!</b>
	2.23.15-3.6.15	<b>ECONOMICS EXCELLENCE</b> Online Testing Window	Questions: Timothy Fandek Email: <a href="mailto:timothy.fandek@dpi.wi.gov">timothy.fandek@dpi.wi.gov</a> FAX 608.267.9275
	3.9.15	Early Arrival to SCDC for chapters with projects, voting delegates, and state officer candidates	Registration will be open from 8pm-11pm for chapters arriving on Monday. <b>Hotel check in time is 3:30pm.</b> Do not plan to before 3:30pm.  Contact: Terri Mackey Phone: 414.779.6145
	3.10.15	Tuesday Arrival to SCDC for remaining chapters	Registration will be open from 9am-11am for Tuesday arrivals. <b>Hotel check in time is 3:30pm</b> <ul style="list-style-type: none"> <li>◆ Sleeping rooms may not be ready until after 3:30pm.</li> <li>◆ Have a plan to store your luggage upon arrival until your sleeping rooms are ready.</li> <li>◆ <b>Students who are competing or testing on Tuesday should travel in professional dress!!!!</b></li> </ul>



## Grand Geneva Resort Housing Information

7036 Grand Geneva Way Lake Geneva, WI 53147 262.248.8811

### HOUSING COSTS

#### Flat Rate Housing Rates are in effect for SCDC 2015.

*Flat rate pricing is in effect in order to avoid re-invoicing after registration closes.*

Single (Request Only)	Flat Rate Per Night
<p><b>\$110</b>            If a single can be granted, you will be re-invoiced. Requesting a single is in <b>NO WAY</b> a guaranteed single room.  <i>If family members are traveling with you, they must be registered for the conference and room rates will be based on flat rate pricing.</i></p>	<p><b>\$50.00</b>            This rate is per person/per night.             Flat rate pricing is in effect in order to avoid re-invoicing after registration closes.</p>

We utilize every sleeping room at the main lodge of The Grand Geneva. We will make every attempt to house your chapter within the main lodge. However, it may be necessary to house some chapters in the Condominium properties across the parking lot from the Forum and/or at Timber Ridge Lodge (there will be trolley service to Main Lodge for Timber). We would like to offer this housing opportunity to chapters who would prefer the condos or Timber first. If you would prefer one of these options...please include this in your special needs section when completing your SCDC Registration.

### HOTEL CHECK-IN AND CHECK-OUT TIMES

**Monday Arrival:** Hotel Check-In Time is **3:30pm**. Please do not arrive at the hotel before **3:30pm!** Conference registration will NOT be available until **8pm**.

**Tuesday Arrival:** Please plan your arrival time for 9am or later.

- ◆ **Sleeping rooms may not ready until 3:30pm or later. Please have a plan to store your luggage until rooms are ready.**
- ◆ **Students who are competing or testing on Tuesday should travel in professional dress.**

**Thursday Departure:** Hotel Check-Out Time is **Noon**.

- ◆ Final session is scheduled to end by 11:30am. Please plan to be out of your rooms before the last general session. You do NOT need to check out through the front desk. Please place your room keys and check out form in the box at the front desk.

## CONFERENCE REGISTRATION COSTS

<b>Student/Advisor/Chaperone Early Bird (Ends 1.30.15)</b>	<b>Student/Advisor/Chaperone (1.31.15-2.06.15)</b>	<b>Late (After 2.06.15)</b>	<b>Wednesday Dinner Guests</b>
<b>\$100</b>	<b>\$115</b>	<b>\$125</b>	<b>\$30</b>

- *Wednesday Dinner cost is included in registration fee for students, advisors and chaperones.*
- *All attendees will receive a conference T Shirt. Please be sure to register the correct size for each attendee.*

*Family members in attendance not serving as chaperones are not charged registration. If they will be attending the Wednesday night dinner, they must be signed up as a dinner guest.*

**NEW THIS YEAR:** All attendees will attend a buffet style dinner on Wednesday evening. The Wednesday evening awards will be open to all attendees after dinner. For those not attending the awards session, entertainment (ComedySportz) will be provided until the dance starts. Buffet dinner will be held in the Grand ballrooms and Maple Lawns. Chapters will be assigned a room and table(s).

For the students who are not attending the Formal Awards Session on Wednesday night, we will have ComedySportz available for entertainment during this time. Students will be able to attend wearing their conference T Shirts and dressed in accordance to WIDECA Pride Dress Code. This event will require an advisor/chaperone to be in attendance.



### Conference Cost Snapshot

#### EARLY BIRD REGISTRATION (ENDS 1.30.15)

Hotel Night Stays	Student/Advisor/ Chaperone Registration	Flat Rate Hotel Cost	Per Person Total Cost
TWO	\$100	\$100	\$200
THREE	\$100	\$150	\$250
State Officers	NO CHARGE	NO CHARGE	NO CHARGE

*You must register your state officers for SCDC! There will be no additional cost added into your final invoice. State Officers must be registered into competitive events.*

#### REGISTRATION (ENDS 1.31.15 - 2.06.15)

Hotel Night Stays	Student/Advisor/ Chaperone Registration	Flat Rate Hotel Cost	Per Person Total Cost
TWO	\$115	\$100	\$215
THREE	\$115	\$150	\$265
State Officers	NO CHARGE	NO CHARGE	NO CHARGE

*You must register your state officers for SCDC! There will be no additional cost added into your final invoice. State Officers must be registered into competitive events.*



## BANQUET AND FOOD OPTIONS

**NEW THIS YEAR:** Wednesday night everyone will attend a buffet dinner. Therefore, when you are registering this year, you will NOT need to register for a dinner option. You WILL have to register everyone for either the Formal Awards Session OR the ComedySports entertainment. It is very important that you select the correct event code when you are registering. We will assign rooms and tables for the dinner based on this information as well this will tell us how many chairs to set for each function. **IF YOU HAVE ANY QUESTIONS ON THIS PLEASE DO NOT HESITATE TO CONTACT TERRI!**

Everyone is welcome to attend the Awards Session, but here is a guideline on who should attend this program versus going to ComedySportz:

- ◇ Students competing in categories 3, 4, and 5
- ◇ Advisor of students competing in categories 3, 4, and 5 (Required)
- ◇ Student or Adult Scholarship Recipients
- ◇ Advisor receiving Red Apple Award
- ◇ Friends of DECA
- ◇ School Officials
- ◇ Guests receiving Alumni Excellence
- ◇ Special Guests (***Please remember to register special guests online to purchase extra banquet tickets.***)

**Please note that all attendees are required to stay for the entire session!**

REMEMBER, when you are registering you will need to register each member for either the FORMAL AWARDS PROGRAM OR COMEDYSPORTZ. If you have students attending both events, you will need to have an advisor/chaperone available at both events.

Our online system will also allow you to register guests for the banquets.

### **Carry-In Food/Coolers**

No food preparation is allowed in sleeping rooms. (*This includes pizza, popcorn, hot dogs, etc.*) Per Grand Geneva Policy, there are no outside appliances allowed into the hotel, and no food that is to be cooked on-site allowed into the hotel.

Coolers are allowed for snacks, soft drinks, fruit juices and water only. (*Please try and keep it to 1 cooler per room.*) **Most rooms at the Grand Geneva do have refrigerators.**

### **Fast Food:**

The Grand Geneva will again offer fast food options throughout the conference. The fast food area will be open for breakfast on Wednesday and Thursday, Lunch on Tuesday and Wednesday, and for late night snacks on Tuesday and Wednesday. Prices will range from \$1.50-\$5.00. Items will vary but will include both healthy and snack type options for food and beverage.

Schools will receive flyers and possibly coupons from area restaurants in their registration packets at the conference to assist with ordering food from outside the hotel.

**Membership Incentive Dinner:** Last year we held this dinner at SCDC. In lieu of this dinner at SCDC, we will celebrate these chapters at ICDC. We will still recognize these chapters in one of the SCDC Sessions.

## SCDC Online Registration Guidelines & Instructions



**STOP!** The next few pages are a valuable resource when beginning your online registration process! Please read through this information thoroughly before beginning and have available while online. Do not begin registration until you have submitted your [2015 SCDC Allocation Form](#). Once Terri receives your form you will receive a Quota Confirmation via email.

### Student to Advisor ratio for SCDC 2015 is 16:1

If you plan to “share” chaperone duties with another chapter, it is essential that Terri Mackey is aware of this **BEFORE** you begin registration. Please send her an email with this update as soon as possible if you have not already done so. The registration system will stop you from registering after you reach the 16:1 ratio.

### Beginning Registration Online

You will be using the same user name and password that you used for registering your membership with National DECA. If you forgot that information, please enter your email and the registration site will automatically send you an email with that information. If that does not work, you may contact Terri Mackey via email or phone.

## Registration Process

**STEP 1:** You must select a specific **STATUS** for every person you are registering! Please read all the selections carefully and then select the correct choice. **SELECT ALL THAT APPLY FOR EACH ATTENDEE!**

STATUS SELECTIONS			
STUDENT SELECTIONS		ADULT SELECTIONS	
<b>STD</b>	Student	<b>ADV</b>	Advisor
<b>SOC</b>	State Officer Candidate	<b>CHA</b>	Chaperone
<b>SO</b>	2014-2015 State Officer	<b>ST</b>	Student Teacher
<b>SA</b>	Service Associate	<i>When registering additional chaperones and student teachers PLEASE indicate GENDER in the EDIT menu.</i>	
<b>VD</b>	Voting Delegate		
OTHER STATUS SELECTIONS			
<b>FAM</b>	Family Member	<i>By special permission ONLY</i>	
<b>GST</b>	Guest for Wednesday Dinner	<i>Recipients of Awards ONLY please</i>	

**STEP 2:** You will need to enter a T Shirt size for each attendee. **ALL ATTENDEES WILL RECEIVE A CONFERENCE T SHIRT.** The conference T Shirt will be worn during SCDC by those attending the Social Networking Dinner and the dance on Wednesday evening.

**STEP 3:** Once you have entered your student information in, you must go into **EDIT/SELECT EVENTS** to enter their events. Select **ALL** that apply for each student. **ALL** students who are attending SCDC must be registered for the following:

- **SCDC Wednesday Night Options:** All students who are attending must be registered for either the Formal Awards Session **OR** the ComedySportz option on Wednesday night.
- **SCDC Competitive EVENTS:** All students who are attending SCDC as competitors are required to be registered for one of the following events:
  - Individual Series
  - Personal Financial Literacy
  - Team Decision Making
  - Principles of Business Administration
- **SCDC Special Events:** Students may register for 1 or more of these events in addition to one of the above
- **Going for the Gold Career Workshops:** If your students will be attending any of these workshops they must be registered in the system. Register early, as these workshops do fill up and we have limited seating

**Step 4:** You must repeat this process for all adults (advisors, student teachers and chaperones) under **ADD A NON STUDENT > EDIT/SELECT EVENTS** as well.  
**Please be sure to enter GENDER for all advisors, student teachers and chaperones!!!!**

## EVENT OPTIONS: SELECT ALL THAT APPLY FOR EACH ATTENDEE!

SCDC WEDNESDAY NIGHT OPTIONS <i>(REQUIRED TO CHOOSE ONE)</i>		
FAS	Formal Awards Session	Special Activities
COM	ComedySportz	Special Activities
<p><b><i>All attendees must be registered for one of these events so we can ensure we have enough seating at each event!</i></b></p>		

## SCDC COMPETITIVE EVENT SELECTIONS

DECA CODE	DESCRIPTION	EVENT TYPE
AAM	Apparel and Accessories Marketing Series	Individual Series
ACT	Accounting Applications Series	Individual Series
ASM	Automotive Services Marketing Series	Individual Series
BFS	Business Finance	Individual Series
BSM	Business Services Marketing Series	Individual Series
FMS	Food Marketing Series	Individual Series
HLM	Hotel and Lodging Management Series	Individual Series
HRM	Human Resource Management	Individual Series
MMS	Marketing Management Series	Individual Series
QSRM	Quick Serve Restaurant Management Series	Individual Series
RFSM	Restaurant and Food Service Management Series	Individual Series
RMS	Retail Merchandising Series	Individual Series
SEM	Sports and Entertainment Marketing Series	Individual Series
PFL	<b>NEW for 2015:</b> Personal Financial Literacy	Personal Financial Literacy
BLTDM	Business Law and Ethics Team Decision Making	Team Decision Making
BTDM	Buying and Merchandising Team Decision Making	Team Decision Making
FTDM	Financial Services Team Decision Making	Team Decision Making
HTDM	Hospitality Services Team Decision Making	Team Decision Making
MTDM	Marketing Communications Team Decision Making	Team Decision Making
STDM	Sports and Entertainment Marketing Team Decision Making	Team Decision Making
TTDM	Travel and Tourism Team Decision Making	Team Decision Making
PBM	Principles of Business Management and Administration	Principles of Business Administration
PFN	Principles of Finance	Principles of Business Administration
PHT	Principles of Hospitality and Tourism	Principles of Business Administration
PMK	Principles of Marketing	Principles of Business Administration
ENGB	Entrepreneurship Growing Your Business	Business Management and Entrepreneurship
ENI	Entrepreneurship Innovation Plan	Business Management and Entrepreneurship
ENPF	Entrepreneurship Participating - Franchise	Business Management and Entrepreneurship
ENPI	Entrepreneurship Participating - Independent	Business Management and Entrepreneurship
IBP	International Business Plan	Business Management and Entrepreneurship
ENW	Entrepreneurship Written Event	Business Management and Entrepreneurship

## SCDC COMPETITIVE EVENT SELECTIONS (CONTINUED)

BMOR	Buying and Merchandising Operations Research	Business Operations Research
BOR	Business Services Operations Research	Business Operations Research
FOR	Finance Operations Research	Business Operations Research
HTOR	Hospitality and Tourism Operations Research	Business Operations Research
SEOR	Sports and Entertainment Marketing Operations Research	Business Operations Research
CMP	Creative Marketing Project	Chapter Team
CSP	Community Service Project	Chapter Team
EPP	Entrepreneurship Promotion Project	Chapter Team
FLPP	Financial Literacy Promotion Project	Chapter Team
LEP	Learn and Earn Project	Chapter Team
PRP	Public Relations Project	Chapter Team
ADC	Advertising Campaign	Marketing Representative
FMP	Fashion Merchandising Promotion Plan	Marketing Representative
SEPP	Sports and Entertainment Promotion Plan	Marketing Representative
HTPS	Hospitality and Tourism Professional Selling	Professional Selling
FCE	<span style="background-color: red; color: black;">New for 2015</span> Financial Consulting	Professional Selling
PSE	Professional Selling	Professional Selling

## SCDC SPECIAL EVENTS

**(THESE ARE ADDITIONAL ACTIVITIES THAT ATTENDEES CAN CHOOSE TO PARTICIPATE IN)**

SOC	State Officer Candidate (Pre Screened ONLY)	Special Event
WISA	WIDECA SCDC Service Associate (Approved ONLY)	Special Event
WIVD	WIDECA SCDC Voting Delegate (Approved ONLY)	Special Event
SBE1	School Based Enterprise Academy: Certified/Re-Certified SBE Chapters (Includes Gold Level Only)	Special Event
SBE2	School Based Enterprise Academy: Existing SBE with no DECA Certification	Special Event
SBE3	School Based Enterprise Academy: Exploring (Chapter does NOT currently have a SBE)	Special Event
WIGC	WI DECA Gold Chapter	Special Event
WIGS	WI DECA Gold Student	Special Event
METP	Marketing Education & Training Presentation	Special Event

## Going for the Gold - CAREER WORKSHOPS

- **TUESDAY ONLY!**
- **STUDENTS NOT COMPETING IN PROJECTS SHOULD SELECT 2 OR 3 SESSIONS.**
- **PRE-REGISTRATION IS REQUIRED AND SPACE IS LIMITED.**
- **IF TRACK IS FULL, THE REGISTRATION SYSTEM WILL NOT LET YOU REGISTER. CHOOSE ANOTHER TRACK.**
- **WORKSHOP SPEAKERS AND TITLES WILL BE UPDATED IN SCDC FLASH IN FEBRUARY.**
- **STUDENTS WHO ARE COMPETING IN PROJECTS ARE ENCOURAGED TO ATTEND AT WILL AND DO NOT NEED TO PRE-REGISTER (BASED ON SPOTS AVAILABLE ON SITE).**
- **WIDECA ENCOURAGES CHAPTERS TO ARRIVE EARLY TO ATTEND THIS NEW PROFESSIONAL DEVELOPMENT ACTIVITY.**

11COMP	11:00 AM Competitive Excellence	Special Event
11HOSP	11:00 AM Hospitality and Tourism	Special Event
11GOLD	11:00 AM Golden Impact of DECA	Special Event
12COMP	12:00 PM Competitive Excellence	Special Event
12HOSP	12:00 PM Hospitality and Tourism	Special Event
12GOLD	12:00 PM Golden Impact of DECA	Special Event
1COMP	1:00 PM Competitive Excellence	Special Event
1HOSP	1:00 PM Hospitality and Tourism	Special Event
1GOLD	1:00 PM Golden Impact of DECA	Special Event

## GOING FOR THE GOLD: Career Workshops

- ◆ **Competitive Excellence** – Going for the Gold! Presented by a past ICDC Winner Marc Busko!
- ◆ **Hospitality and Tourism** – Industry leaders will share their expertise about their career choices.
- ◆ **Golden Impact of DECA** – Presented by DECA Alumni as they share their DECA experience and how impact WI DECA had on their lives and careers and how they are GOLDEN because of WI DECA!

**Marc Busko**



The sessions will take place on Tuesday at three (3) different times: 11am-11:45am; 12pm-12:45pm; 1pm-1:45pm. This will be a great opportunity for students who are not competing in projects to further develop their industry knowledge and understanding. Students who are doing projects are welcome as well and can join sessions that are not full.

It is important for event planning that we pre-register for these sessions. While completing your online registration, please register your students who are not in projects for at least two (2) sessions. Please see the above table (Going for the Gold – Career Workshops) for your “event” selections!

**NOTE:** *We are looking for adult assistants to serve as speaker liaisons for these sessions. Monday night arrival is preferred. Please let Terri Mackey know if you would be interested in this job assignment for SCDC.*

## Step 5: ENTERING SPECIAL NEEDS

The following information MUST be entered into **SPECIAL NEEDS** in order to be accounted for:

- Dietary Needs
- Special Needs or Medical Requests / Handicapped Accessibility
- Housing Requests (when traveling with another chapter)
- Single Room Requests

**This will be the ONLY way we know about these types of requests!**

## Step 6: HOUSING

Completing the housing component completely of online registration is very important. Please pay close attention to gender when assigning rooms. This is especially important when registering your chaperones and student teachers. If you don't enter their GENDER in the EDIT menu, we may not know how to properly room them with others if you do not already have them assigned to a roommate.

Please realize that if you are requesting to house with another chapter or another advisor, you MUST arrive on the same day to SCDC.

There are many different room types at THE GRAND GENEVA RESORT. In order to "fit" all attendees into the resort, groups may be combined by conference staff into room configurations other than what you submit into the registration system. Everyone will have a bed. Almost everyone will have to share a bed. This is the nature of this conference. ***If there is important information that we need to know about combining certain students, please include this in the SPECIAL NEEDS section.***

You will not be able to register for a "single" room this year as we went to flat rate pricing. If you are "requesting" a single room, please add this to the SPECIAL NEEDS section of the attendee. **IF** we are able to accommodate this request, you will be re-invoiced the Single Room Rate for your room.

If you are traveling with a spouse who is acting as a chaperone, then you will assign that spouse to your room and will then be housed in a "double." **If you plan on bringing a family member that is NOT going to be a chaperone, you must contact Terri Mackey ASAP for approval. If approved, Terri will walk you through the process to register these guests.**

## **Step 7: FINAL INVOICING & PAYMENT**

**Registration is complete when you click “Finished Registering.”** This will generate an invoice that should be printed and submitted for payment immediately. Please include a copy of the invoice with your payment. If you make any changes to your registration before February 6, 2015, you can generate a new invoice by clicking “Finished Registering.” Final invoices are processed by our WIDECA Office Assistant immediately upon the close of registration. Payment in full is expected prior to your arrival at SCDC.

## **CANCELLATIONS & REFUNDS**

You may make cancellations until February 6, 2015. After that date, there are no refunds issued for cancellations. You may substitute after that date by submitting a Change Form to Terri Mackey. Please understand that you may be required to substitute same gender and event depending on when your cancellation occurs. We will work with you to make the situation work for all parties whenever possible.

If you make changes to your registration on or before February 6, 2015, and have already sent in payment please send in the updated invoice with a note if you owe money, so that accounting can more easily credit your account. If you have a refund coming back to you, all final invoices and payments are finalized within 30 days after the last day of the conference. Your chapter will receive a refund check back usually within 60 days of the close of the conference.

All payment and refund questions should be directed to Maria Ingraham, WIDECA Office Assistant. Her contact information is on the contact information page of this packet.

**If you have questions...don't be  
afraid to call Terri Mackey! I am here  
to help! 414.779.6145**

# DECA Competitive Events

## Purpose of DECA's Competitive Events Program

The DECA Competitive Events Program contributes to every student being college and career ready when they graduate from high school by focusing on the following outcomes:

- **Academically Prepared**  
*DECA's competitive events provide a vehicle to demonstrate National Curriculum Standards through individual or team activities, develop and employ the key skills of analysis, application of knowledge, creative problem solving and logical presentation.*
- **Community Oriented**  
*DECA's competitive events help members explore their communities, participate in an environment of cooperation and recognize their responsibility to the community.*
- **Professionally Responsible**  
*DECA's competitive events encourage members to develop ethics, integrity and high standards, and to assume responsibility for self-improvement and self-discipline.*
- **Experienced Leaders**  
*DECA's competitive events provide constructive avenues for team expression, initiative and creativity.*

DECA's competitive events program promotes **competence, innovation, integrity and teamwork**.

DECA Competitive Events Guidelines are detailed in the DECA Guide or at the following website: [www.deca.org/competitions/highschool/](http://www.deca.org/competitions/highschool/)

**Performance Indicators** are available for each event by clicking on the Event Abbreviation in the Performance Indicator Column at the above site.

Because of DECA copyright agreements, SCDC performance Indicators can no longer be distributed prior to SCDC.

# CAREER CLUSTERS AND INSTRUCTIONAL AREAS



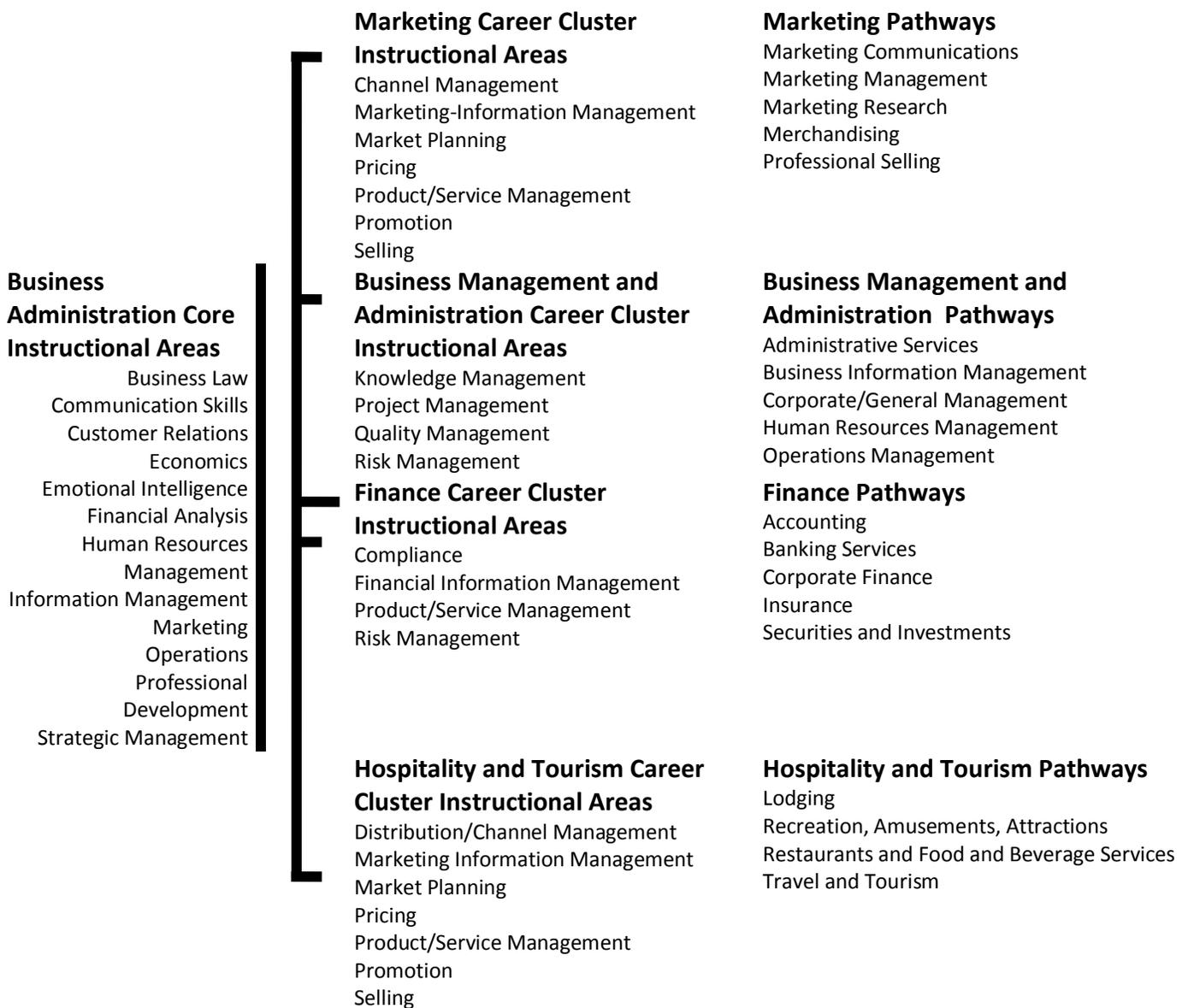
DECA’s Competitive Events Program is aligned with National Curriculum Standards in Marketing, Business Management and Administration, Finance and Hospitality and Tourism Career Clusters.

Performance indicators are the basis of the content of the cluster exams and content interviews, case studies and role plays. Performance indicators are specific knowledge/skills categorized by instructional area.

The Business Administration Core has twelve instructional areas with performance indicators. This core is the foundation for all of DECA’s competitive events.

As events become more specialized, they are associated with a specific career cluster and then possibly a career pathway. At each level, content becomes more specialized. Each career cluster has its own unique instructional areas, each with performance indicators. Each pathway has specific performance indicators that represent groups of careers within a specific career cluster.

## INSTRUCTIONAL AREAS IN BUSINESS ADMINISTRATION CORE AND EACH CAREER CLUSTER



# GENERAL QUALIFICATIONS AND GUIDELINES FOR COMPETITION



All participants must be **paid DECA members** with the current year's dues on file with DECA prior to the date of registration for the State Career Development Conference.

At the state level, all participants **must** register to compete in a Principles of Business Administration (PBA), Team Decision Making or Individual Series Event.

At the state level, the WIDECA Economics Exam online is optional for 2014-2015. Must be completed prior to SCDC.

**No online testing will occur for the cluster exams for SCDC. Testing will take place in paper/pencil format at SCDC.** At SCDC, if a participant competes in multiple events where the student has to take the same cluster exam more than once, a participant will take the exam **only once** and that score will follow them through competition. *For example: a student who competes in Apparel and Accessories Marketing in Category 1 and Advertising Campaign from Category 3 will take the Marketing Cluster Exam one time at SCDC and the score will follow them.*

## Wisconsin DECA Competitive Event Categories

PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS	ICDC	CLUSTER EXAM	*
1. Principles of Business Management and Administration—PBM	Top 6	Bus. Admin Core	*
2. Principles of Finance—PFN	Top 6	Bus. Admin Core	*
3. Principles of Hospitality and Tourism—PHT	Top 6	Bus. Admin Core	*
4. Principles of Marketing—PMK	Top 6	Bus. Admin Core	*
TEAM DECISION MAKING EVENTS			
1. Business Law and Ethics Team Decision Making—BLTDM	Top 6	Bus. Mgmt. Admin	*
2. Buying and Merchandising Team Decision Making—BTDM	Top 6	Marketing	*
3. Financial Services Team Decision Making—FTDM	Top 6	Finance	*
4. Hospitality Services Team Decision Making—HTDM	Top 6	Hospitality	*
5. Marketing Communications Team Decision Making—MTDM	Top 6	Marketing	*
6. Sports and Entertainment Marketing Team Decision Making—STDM	Top 6	Marketing	*
7. Travel and Tourism Team Decision Making—TTDM	Top 6	Hospitality	*
INDIVIDUAL SERIES EVENTS			
1. Accounting Applications Series—ACT	Top 6	Finance	*
2. Apparel and Accessories Marketing Series—AAM	Top 6	Marketing	*
3. Automotive Services Marketing Series—ASM	Top 6	Marketing	*
4. Business Finance Series—BFS	Top 6	Finance	*
5. Business Services Marketing Series—BSM	Top 6	Marketing	*
6. Food Marketing Series—FMS	Top 6	Marketing	*
7. Hotel and Lodging Management Series—HLM	Top 6	Hospitality	*
8. Human Resources Management Series—HRM	Top 6	Bus. Mgmt. Admin	*
9. Marketing Management Series—MMS	Top 6	Marketing	*
10. Quick Serve Restaurant Management Series—QSRM	Top 6	Hospitality	*
11. Restaurant and Food Service Management Series—RFSM	Top 6	Hospitality	*
12. Retail Merchandising Series—RMS	Top 6	Marketing	*
13. Sports and Entertainment Marketing Series—SEM	Top 6	Marketing	*

<b>PERSONAL FINANCIAL LITERACY EVENT</b>	<b>ICDC</b>	<b>CLUSTER EXAM</b>	
1. Personal Financial Literacy—PFL	Top 6	Financial Literacy	
<b>BUSINESS OPERATIONS RESEARCH EVENTS</b>			
1. Business Services Operations Research—BOR	Top 5		
2. Buying and Merchandising Operations Research—BMOR	Top 5		
3. Finance Operations Research—FOR	Top 5		
4. Hospitality and Tourism Operations Research—HTOR	Top 5		
5. Sports and Entertainment Marketing Operations Research— SEOR	Top 5		
<b>CHAPTER TEAM EVENTS</b>			
1. Community Service Project—CSP	Top 5		
2. Creative Marketing Project—CMP	Top 5		
3. Entrepreneurship Promotion Project—EPP	Top 5		
4. Financial Literacy Promotion Project—FLPP	Top 5		
5. Learn and Earn Project—LEP	Top 5		
6. Public Relations Project—PRP	Top 5		
<b>BUSINESS MANAGEMENT AND ENTREPRENEURSHIP EVENTS</b>			
1. Entrepreneurship Innovation Plan—ENI	Top 5		
2. Entrepreneurship Participating(Creating an Independent Business—ENPI or Franchising Business—ENPF)	Top 5		
3. Entrepreneurship Written—ENW	Top 5		
4. Entrepreneurship—Growing Your Business—ENGB	Top 5		
5. International Business Plan—IBP	Top 5		
<b>MARKETING REPRESENTATIVE EVENTS</b>			
1. Advertising Campaign—ADC	Top 5	Marketing	
2. Fashion Merchandising Promotion Plan—FMP	Top 5	Marketing	
3. Sports and Entertainment Promotion Plan—SEPP	Top 5	Marketing	
<b>PROFESSIONAL SELLING AND CONSULTING EVENTS</b>			
1. Financial Consulting—FCE	Top 5	Finance	
2. Hospitality and Tourism Professional Selling—HTPS	Top 5	Hospitality	
3. Professional Selling—PSE	Top 5	Marketing	
<b>WISCONSIN ONLY SPECIAL EVENTS</b>			
Economics Excellence	Top 10	Non-competitive Spot	
Wisconsin Gold Chapter	Top 5	Non-competitive Spot	
Wisconsin Gold Student	Top 5	Non-competitive Spot	
Marketing Education and Training Event	Top 5	Non-competitive Spot	
Wisconsin School Based Enterprise Academy	Top 5	Non-competitive Spot	
State Officer Elections	<i>Newly elected officers are required to attend ICDC 2015.</i>		
ICDC Non Competitive/Academy Application <i>All students attending ICDC in a non-competitive role, should expect to serve as Wisconsin Voting Delegates at ICDC.</i>	<i>Application process required.</i>		

**Projects that require a manual will be submitted in hard copy format per DECA guidelines. Projects (one copy in DECA Binder and two photocopies) must be postmarked (in the mail) by February 6, 2015. Online submission will no longer be available for projects.**



## 2015 WISCONSIN DECA SCDC ONLINE TESTING PROCEDURES – **NEW FOR 2015: This event is Optional and NOT Required!**

The ECONOMICS EXAM is the only exam that will be administered online prior to the 2015 Wisconsin DECA State Career Development Conference. The CLUSTER EXAM will be administered the exact same as the past—On Tuesday, March 10, 2015.

### Important Dates:

- February 6: SCDC Registration Closes
- February 16 – 20: Demo Test Practice Window
- February 20(on or before): Email tentative testing date(s) to Tim Fandek:  
[timothy.fandek@dpi.wi.gov](mailto:timothy.fandek@dpi.wi.gov)
- February 20 (on or before): Chapter will receive competitor login information
- February 23 – March 6: Economics Test Online Testing Window

### A few points of note:

- The DECA Advisor IS allowed to be the Chapter Testing Coordinator. The main roles of the Chapter Testing Coordinator are:
  - Check-In & Activating students
  - Assist with basic technical difficulties
- You may conduct as many sittings/periods for the Economic Exam as you need during your online testing window.
- **If a student's computer or web browser should crash, or you have other technical difficulties, notify the Association Testing Administrator (Tim Fandek) immediately at 414.588.9595.** If the call goes directly to voice mail, please leave a message and your call will be returned as quickly as possible. You may also email Tim at [timothy.fandek@dpi.wi.gov](mailto:timothy.fandek@dpi.wi.gov). *Please be sure to provide a cell phone number, to expedite a return call.*

- If a student has an IEP that permits them more time, you will need to enter the time extension needed when you register the student. This is found when you click on Edit & Select Events screen. There is a box to enter special needs. If you do not enter this at the time of registration your student will not be able to be given more time by the online testing system.

### Testing Environment

- Wisconsin DECA online exam Testing Coordinators are expected to maintain a professional decorum typical of all high-stakes testing environments throughout the entire testing process (e.g. quiet room, no communication of any kind among examinees).
- Coordinators may utilize their own professional judgment to determine responses to specific requests or circumstances within the overall context of a positive, credible testing process. To minimize data complications, Coordinators are encouraged to allow students to login and begin testing as they arrive. It is not necessary that all students begin or end at precisely the same time.

### Guidelines

- **Do not give out the testing ticket to students prior to their testing session.**
- **The student password expires immediately after they enter it into the online testing site.**
- The test will “time out” in whatever time deadline we set after the student has started.
- Once they have completed their test, and test answers have been submitted, students will NOT be permitted to re-take the test or change any answers.
- If a student needs to leave the room before their test is completed, they will not be allowed to continue their test.
- Students and Chapter Test Coordinators will not have access to test scores. Results and feedback will be shared at the close of the State Conference.

- Please note that the questions and responses will be presented in random order for each student, to prevent copying.
- **It is imperative that your students take their test from a computer that has been tested using the demo test to be sure that the computer has the proper online connection.**
- Printing and/or screenshots are not possible, as well as opening another browser window to lookup answers. If this happens the student will need to see the proctor for another password because the system will force a logout. Please help us to preserve the integrity of the testing environment and results. Thanks for helping us to monitor this closely.
- Chapter Testing Coordinators may supervise a maximum of 40 examinees at any one point in time. If more than 40 are to be tested concurrently, an Assistant Testing Coordinator must be present.
- Each student will need the following with them on the day of the test:
  - Username and password for the testing website (please do not give them out prior to the students arriving for the testing session)
  - A NON-programmable calculator (graphing calculators, cell phones, smartphones, iPads/tablets or PDAs may NOT be used)
  - Pencils/pens
  - Scrap paper (scratch paper should be provided, collected and destroyed at the conclusion of testing)
- Students are NOT allowed:
  - References or resources of any kind
  - Use of other computer programs while logged into the testing web site
  - Communication with other students
  - Communication with the Chapter Test Coordinator (except for technical difficulties)
  - To record in any manner any element of the exam
  - Use of cell phones or other PDA devices, graphing or scientific calculators.

## Acknowledgement

- Chapter Testing Coordinators acknowledge that the Wisconsin DECA exams are proprietary and have substantial monetary value. They further acknowledge liability for any action that results in the actual breach of security of exam questions or in a perceived breach of security that would diminish the overall value of the exams, competition, institute, or sponsoring organizations.

## DECA INC. Copyright Agreement

1. Chartered Associations purchase a license for one-time use of exams for use (only) as part of the current year's DECA Competitive Events Program.
2. Exam items may not be banked nor re-used to develop other exams. Exams must be used only as distributed by DECA Inc.
3. Items may not be edited nor rewritten for any purpose. (Derivative works are controlled by U.S. copyright law and are generally not allowed without express permission.)
4. Chartered Associations agree that all exams will be collected and destroyed after one-time use.
5. Chartered Associations may retain one file copy, but the file copy may not be used as a source of items for any purpose.
6. Only after a date specified by DECA Inc. will the Chartered Association Advisors be able to provide sample copies of the District Exam to local chapter advisors. After all state/provincial conferences have ended, DECA Images will begin selling sample copies of the state/provincial exams.
7. Chartered Associations may duplicate exams as needed for individual students competing in DECA's current year's Competitive Events Program.
8. Chartered Associations that use an online testing service must notify DECA Inc who the provider is and the provider must meet DECA's online security requirements. DECA Inc. will provide the exams directly to approved online providers after they have demonstrated their security standards.
9. **Under no circumstances may the exams and/or DECA competitive events in whole or in part, or any items within be published or posted on any website.**
10. All copyright restrictions apply to local chapters also.



# BOARD OF GOVERNORS UPDATED POLICY

*Everyone involved in competitive events should clearly understand the following information.*

## COPYRIGHT AGREEMENT

1. Chartered Associations purchase a license for one-time use of exams for use (only) as part of the current year's DECA Competitive Events Program.
2. Exam items may not be banked nor re-used to develop other exams. Exams must be used only as distributed by DECA Inc.
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7. Chartered Associations may duplicate exams as needed for individual students competing in DECA's current year's Competitive Events Program.
8. Chartered Associations that use an online testing service must notify DECA Inc who the provider is and the provider must meet DECA's online security requirements. DECA Inc. will provide the exams directly to approved online providers after they have demonstrated their security standards.
9. **Under no circumstances may the exams and/or DECA competitive events in whole or in part, or any items within be published or posted on any website.**
10. All copyright restrictions apply to local chapters also.

## POLICY UPDATE #1

Any chapter which violates DECA's exam or scenario use and distribution policies will not be allowed to participate in that school year's chartered association conference or ICDC.

## POLICY UPDATE #2

If any exams or scenarios are posted on a chapter or chartered association website or distributed in any way outside of the policy, the chartered association will not receive scenarios from DECA Inc. or be eligible to purchase exams for a period of one year



## TENTATIVE CONFERENCE AGENDA TUESDAY, MARCH 10th, 2015

9:00 am	<b>Candidate Orientation</b>	
9:00 am	<b>Voting Delegate Orientation</b>	
9:00 am	<b>Election Committee Orientation</b>	
9:00 am	<b>Conference Registration</b>	
10:00 am	<b>Candidate Presentation &amp; Elections</b>	
10:30 am	<b>Project Director &amp; Project Adult Assistant Orientation</b>	
11:00am-3:30pm	<b>SBE Academy</b>	
	11:00 am	Welcome
	11:05 am	Industry Presentation
	11:35 am	<b>Certification/Recertification Track:</b> Presentation Preparation <b>Existing SBE Track:</b> Learn about certification/Presentation Preparation <b>Exploring SBE Track:</b> Presentation Preparation
	12:45 pm	Lunch
	1:15 pm	Presentations & Round Table Discussions
	2:35 pm	Reflections and Observations
11:00 am	<b>Testing</b>	
	Ad Campaign Fashion Promotion Sports & Entertainment Promotion Hospitality & Tourism Professional Selling Professional Selling Financial Consulting	
11:00 am	Administrator Program	
11:00 am	Going for the Gold Career Workshops	
12:00 pm	Going for the Gold Career Workshops	
1:00 pm	Going for the Gold Career Workshops	
11:30 am	<b>Judge's Luncheon &amp; Orientation</b>	
12:00 pm	<b>Series Director Orientation</b>	
12:30 pm	<b>Marketing Education &amp; Training Presentation Event</b>	
12:30 pm	<b>Project Presentations</b>	
	Advertising Campaign Fashion Merchandising Promotion Plan Sports & Entertainment Promotion Plan Business Services Operations Research Buying & Merchandising Operations Research Finance Operations Research Hospitality & Tourism Operations Research Sports & Entertainment Operations Research Hospitality & Tourism Professional Selling Professional Selling	

12:30 pm	<b>Project Presentations (con't)</b>
	Community Service Project Creative Marketing Project Professional Selling Community Service Project Creative Marketing Project Entrepreneurship Participating Entrepreneurship Promotion Entrepreneurship Written Financial Literacy Promotion Project International Business Plan Learn and Earn Personal Financial Literacy Public Relations Project Gold Student Interviews
1:00 pm	<b>Service Associate Briefing</b>
3:00 pm	<b>Adult Assistant Briefing</b>
	For all Individual Series, Team Decision Making and Principles of Business Administration Events
3:00 pm	<b>Tabulation Orientation</b>
3:45 pm	<b>Student Orientation and Core Exam</b>
	For all Individual Series, Team Decision Making and Principles of Business Administration Events
5:30 pm	<b>Series Make-up Exam</b>
5:30 pm	<b>Golden Reception</b>
7:15 pm	<b>Golden Dessert Networking Experience</b>
7:15 pm	<b>Forum Doors Open for Opening Session</b> Delegates are seated by District
7:30 pm	<b>"I AM DECA" Opening Session</b>
	Welcome from DECA Parade of Success Golden Inspiration MDA Presentation Red Apple Awards Introduction of Student Officer Candidates Scholarship Honorees School Based Enterprise Recognition Community Service Recognition LC Recognition Announcements
9:30-11:15 pm	<b>Chapter Meeting &amp; Competition Prep</b>
11:30 pm to 6:00 am	<b>CURFEW</b> <i>Quiet in One's Own Room!!!!</i>

## TENTATIVE CONFERENCE AGENDA WEDNESDAY, MARCH 11th, 2015

7:45-8:15 am	<b>Judge's Breakfast and Orientation</b>	9:15-11:45 pm	<b>DECA Dance – Conference t-shirt required, chapter pride dress code enforced!</b>
9:15-11:30 am	<b>Competitive Event Student Preparation &amp; Role Plays</b> For all Individual Series, Team Decision Making, Principles of Business Administration Events, and Personal Financial Literacy	10:00-11:00 pm	<b>Advisor Fireside Networking</b>
11:30am-1:30pm	<b>Judges Luncheon</b>	12:00am-6:00am	<b>CURFEW</b>
12:30 pm	<b>Competitive Event Debriefing</b>		
1:45 pm	<b>Series Makeup Exams</b>		
1:00pm – 5:00pm	<b>"DECA"thlon</b>		
3:45pm-5:00 pm	<b>Wisconsin DECA Annual Meeting</b>		
7:30pm	<b>ComedySportz</b>		
6:00 pm	<b>Dinner</b>		
7:30 pm	<b>"I AM DECA" Recognition Session</b> State Officer Appreciation State Officer Parent & Advisor Appreciation Friends of DECA & Alumni Excellence Foundation for WI DECA Grand Awards Part 1 <i>Advertising Campaign</i> <i>Business Services Operations Research</i> <i>Buying &amp; Merchandising Operations</i> <i>Creative Marketing</i> <i>Community Service</i> <i>Entrepreneurship Growing Your Business</i> <i>Entrepreneurship Innovation Plan</i> <i>Entrepreneurship Participating</i> <i>Entrepreneurship Promotion Project</i> <i>Entrepreneurship Written</i> <i>Fashion Merchandising Promotion Plan</i> <i>Finance Operations Research</i> <i>Financial Consulting</i> <i>Financial Literacy Promotion Project</i> <i>Hospitality &amp; Tourism Operations Research</i> <i>Hospitality &amp; Tourism Professional Selling</i> <i>International Business Plan</i> <i>Learn and Earn Project</i> <i>Professional Selling and Consulting Events</i> <i>Public Relations Project</i> <i>Sports &amp; Entertainment Marketing Research</i> <i>Sports &amp; Entertainment Promotion Plan</i>		



## TENTATIVE CONFERENCE AGENDA THURSDAY, MARCH 12th, 2015

8:30 am	<p style="text-align: center;"><b>“I AM DECA” Recognition Session Part 2</b></p> <p>Conference Leadership Team Appreciation  <b>Grand Awards Part 2</b>            Accounting Applications Series            Apparel &amp; Accessories Marketing Series            Automotive Services Marketing Series            Business Finance Services Series            Business Law &amp; Ethics Management TDM            Business Services Marketing TDM            Buying &amp; Merchandising Management TDM            Financial Services TDM            Food Marketing Series            Hospitality Services Management TDM            Hotel &amp; Lodging Management Series            Human Resource Management Series            Marketing Education and Training            Marketing Communications TDM            Marketing Management Series            Personal Financial Literacy            Principles of Business Administration Events            Quick Serve Restaurant Management Series            Restaurant &amp; Food Service Management            Retail Merchandising Series            Sports &amp; Entertainment Management TDM            Sports &amp; Entertainment Marketing Series            Travel &amp; Tourism Management TDM            Outstanding Gold Chapter Awards            Team 49 Farewells            Announcement and Installation of 2015-2016 State Officer Team            Closing Remarks and Adjournment</p>
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## 50<sup>th</sup> Anniversary Golden Events

As you all know we are celebrating our 50<sup>th</sup> Anniversary this year. In conjunction with SCDC, WI DECA will host additional Golden Events:

### ◇ 50<sup>th</sup> Anniversary Reception and Dessert Networking Experience

- When: Tuesday March 10, 2015
  - 50<sup>th</sup> Anniversary Reception – 5:30pm-7:00pm at Grand Geneva
  - 50<sup>th</sup> Anniversary Dessert Networking Experience – 7:15pm at Timber Ridge Resort
- **Attendees of these events will include but are not limited to:** Past Student Officers, Alumni, Business Partners, Judge, and/or Past Advisors.  
**Students who are attending SCDC are not to attend these events.**

### ◇ “DECA”thlon

- Up to 10 fun and interactive experiences provided by FOCUS Training.
- When: Wednesday March 10<sup>th</sup>, 1:00pm-5pm at Grand Geneva.
- Registration for these events are not required in the registration system. You will be asked to sign up for these events when you arrive at SCDC.

### ◇ WI DECA Success Stories

- **WI DECA Success stories will be featured throughout the Grand Geneva during SCDC.**
- **These stories will be from:** Past Student Officers, Alumni, Business Partners, Judges, and/or Current/Past Advisors.

Please use the form on the next page to help us recruit attendees for these events as well as possible sponsors. The links for the Sponsorship Guide and 50<sup>th</sup> Anniversary Registration form are included on the form below.

Wisconsin DECA stands on the shoulders of all those who have supported our mission of creating emerging leaders and entrepreneurs. We are proud of our 50 years of organizational success and student achievement! Strong partnerships will continue to build DECA's brand of emerging leaders focused on future success and achievement.

### Sponsorship Opportunities

There has never been a better time for you as an individual or a small business or a large corporation to choose DECA's young adults as a future focus with your time, in-kind contributions and /or financial support. **We invite you to be involved!** For more information on how you can support Wisconsin DECA and create your own unique sponsorship, please [click here](#).

### Celebration Events

**Please join us** celebrate our 50<sup>th</sup> Anniversary on **Tuesday, March 10**, for an evening of activities that kicks-off at 5:30 pm with the Golden Reunion Reception at the Grand Geneva Resort, and continues at the Timber Ridge Lodge for a Dessert Networking Experience. Reconnect with former colleagues! Recall favorite memories! Make new friends! Have a blast!

**Ready to sign up?** Please [click here](#) for the 50<sup>th</sup> Anniversary Registration Form. This form will provide you with more information on our 50<sup>th</sup> Anniversary events and allow you to register as well as provide additional information on ways you can show your support for Wisconsin DECA. These opportunities include:

- Share your Wisconsin DECA Story
- Judging Opportunities the State Career Development Conference
- Additional Golden Opportunities
  - "DECA"-thon – join current DECA members in up to 10 different fun and interactive experiences provided by FOCUS Training.
  - Present at our Going for the Gold Career Workshops
  - Keynote Speaker at SCDC Opening Session
- Golden Assistant: WI DECA will assign you to a opportunity that fits within your preference and time frame. Some examples would be: assist with registration, greet and direct guests, event setup, etc)

We are looking forward to celebrating the past 50 years of success with you all while building strong partnerships that will help continue the Wisconsin DECA tradition of creating strong leaders and entrepreneurs throughout the state of Wisconsin!

WI DECA is a nonprofit IRS 501 (c) 3 educational association. Financial support for DECA's competitive events is a tax-deductible contribution.



## Judge Registration

### Online Registration Update!

- ◇ All interested judges need to register for SCDC using our new Judges Registration Site: <http://www.decaregistration.com/judges/wi>
- ◇ **Judges will need to register themselves!** As an advisor, please **DO NOT** attempt to register your judges yourself using our online registration system. Judges will need to create a username and password. It is vital that we receive complete and correct information as we redevelop our judge database.

### The Need

- ◇ As you know quality judges play a key role in the success of our conference. Schools within a 50 mile radius should provide 10 judges. All other schools should provide a minimum of two judges. The need is great. The quality of the conference is dependent upon the quality and number of judges. Your students will be the true recipient of the effort you put in to recruit quality judges!
- ◇ Please utilize the previous page in this packet as a promotional resource for recruiting judges.

### Judge Qualifications

- ◇ Graduates of Marketing Education programs that judge should be out of school for at least two complete years. **Their third year out of high school is the first year they can judge.**
- ◇ Alumni of Marketing Education programs that are only 1 or 2 years out of school may not serve as judges. If you know of any outstanding Alumni that would like assisting at the SCDC, please refer to our new **College Internship Scholarship Program**. Have them complete this information and WI DECA SCDC Staff will be able to make decisions on these Alumni.
- ◇ In order to generate the most impactful role plays, it is recommended that managers have two years of full-time experience and less than management level should have four years of full-time experience.
- ◇ **Flexibility is ESSENTIAL!** Please do not promise potential judges that they will be judging a specific event! WI DECA SCDC Staff does try to honor requests. However, flexibility may be needed on the day of the event for many reasons.

### Housing for Judges

An option for Judge and Special Guest Housing in Lake Geneva is provided below. The cost is \$110-\$210 per night, plus tax. Reservations should be made by February 7, 2015. After that date, our room block is released and reservations will not be guaranteed at our conference rate. Everyone making a reservation needs to mention "Wisconsin DECA Rate" to secure the price. There are other hotel properties in the Lake Geneva area. However, WI DECA does NOT have any negotiated rates with the other area hotels.

#### Timber Ridge Lodge at the Grand Geneva

Phone: 262.248.8811 (**Ask for Timber Ridge Reservations**)  
7020 Grand Geneva Way (Highway 50 East and Highway 12)  
Lake Geneva, WI 53147



Visit us online at [www.wideca.org](http://www.wideca.org)

**We Need YOU!**

**March 10 & 11, 2015**

**Grand Geneva Resort Lake Geneva, WI**

**YOUR DAY AS A JUDGE**

Plan to arrive early so that you may have time to enjoy a continental breakfast before your event. It's also a good time to network with other professionals in the same event.

- Report to Judge Registration at Grand Geneva Resort
- Receive your event materials, name badge, judge's gift and special goodies from our sponsors
- A series director will greet you and ensure you are in the correct location
- The series director will prepare you for judging your event and answer any questions you may have
- You will then begin interaction with students
- Turn in all materials to the series director at the end of judging
- Provide a debriefing for all students in your event
- Join other judges for a **complimentary** networking lunch provided by WI DECA

**What is DECA All About?**

DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management. Effective marketing education gives young people the tools and aptitudes they need to live, learn and lead.

DECA strives to provide its members with opportunities to develop those skills through its competitive events program that comes to life with you as a judge. Being a judge allows you to see the skills our students demonstrate in a competitive situation.

We would like you to judge one or both days of the conference. Just click here to register to judge: <http://www.decaregistration.com/judges/wi/>

WIDECA is supported in part by the WIDECA Center whose goal is to provide every first place state champion a scholarship to attend and compete at the International Career Development Conference in Orlando, Florida April 25-28, 2015.

**ADVANTAGES TO THE BUSINESS COMMUNITY**

- **Students** are aware of their obligations to their employer and company expectations
- **Provides** a source of trained, career-oriented, motivated, young people as potential employees
- **Creates** an entrepreneurial spirit and ability to achieve in a competitive environment



## Dress Code for the State Career Development Conference

### DECA Dress Code for Professional Business Attire/When Appearing Before Judges, General Sessions, Workshops.

#### Females

- Business suit or blazer with dress blouse and dress skirt or dress slacks or business dress
- Dress shoes (no tennis shoes or flip-flop sandals)

#### Males

- Business suit or sport coat with dress slacks, collared dress shirt and necktie
- Dress shoes and socks (no tennis shoes)

### WIDECA Pride for the “DECA”thlon, ComedySportz, and DECA Dance

- **SCDC 2015 CONFERENCE T SHIRTS** with jeans, khakis, shorts, athletic shoes
- Athletic style clothing such as track pants, sweat pants or leggings are acceptable for DECA Dance.
- **Please note:** Students can dress in either Professional Business Attire or WIDECA Pride for the Wednesday night dinner. If they are attending the formal awards, they must be dressed in Professional Business Attire.

### The following are unacceptable during DECA activities:

- Skin-tight or revealing clothing
- Midriff baring clothing
- Leggings or graphic designed hosiery/tights
- Clothing with printing that is suggestive, obscene or promotes illegal substances
- Athletic clothing
- Swimwear

**WE ARE GOLDEN**

 WISCONSIN **DECA 50<sup>TH</sup> ANNIVERSARY**

# Important Documents



## **DUE BEFORE YOU BEGIN REGISTRATION**

### **MEMBERSHIP/SCDC ALLOTMENT REPORT FORM**

New to this year: This is an online form! Forms must be submitted electronically through formstack. Paper copies and/or emailed copies will not be accepted!

**This form can be found at:**

**[https://wisconsindeca.formstack.com/forms/untitled\\_form2](https://wisconsindeca.formstack.com/forms/untitled_form2)**



**DUE JANUARY 15, 2015**

## **Service Associate Information & Application**

New to this year: This is an online form! Forms must be submitted electronically through formstack. Paper copies and/or emailed copies will not be accepted!

**This form can be found at:**

[https://wisconsindeca.formstack.com/forms/untitled\\_form\\_18](https://wisconsindeca.formstack.com/forms/untitled_form_18)

### **Qualifications**

1. Must be a registered DECA member in grades 9-12.
2. Must be familiar with and agree to follow all rules and regulations of the conference.
3. The DECA advisor must complete the **ENTIRE** an evaluation form for each student.
4. If you have any questions please email Michelle Kutz (email: [michelle.kutz@huhs.org](mailto:michelle.kutz@huhs.org))

### **Service Associates' Responsibilities**

1. You are directly responsible to the Service Associate Director and the Wisconsin DECA SCDC staff.
2. While on duty you will wear Service Associate identification at all times.
3. A job chart will be made for all associates to follow, which will be posted in near Conference Headquarters. If you are in a situation you cannot handle alone:
  - a. Contact any coordinator for assistance.
  - b. Call the Service Associate headquarters or conference headquarters.
  - c. Ask other Service Associates for help.
4. There will be judges and guests in attendance at all times. It is part of your job to be courteous and helpful to these people as well as the entire DECA membership.
  - a. You will be familiar with the layout of the hotel so you may assist and give directions.
  - b. You will have a schedule of events and meetings with you at all times so that you know when, where, and what activity is going on so that you may assist others.
5. Specific Responsibilities
  - a. Act as host for the entire conference.
  - b. Set up for the dance and special sessions.
  - c. Escort judges to competitive event areas.
  - d. Assist at the general sessions.
  - e. Assist voting delegates.
  - f. Assist with evaluation committee and conference support staff.
  - g. Assist with banquet.
6. **Service Associates are required to wear professional business attire since you will often be working with business people. Tact, courtesy, diplomacy, and professionalism are the key words. Service associates are professional DECA members setting high standards**



**DUE JANUARY 30, 2015**

## **College Internship Scholarship Program**

State Career Development Conference Competitive Event Director Assistant

The College Internship Scholarship Application is available at:

<http://deca.dpi.wi.gov/>

### **Overview**

Wisconsin DECA has established a college internship program to serve as a Series Director Assistant at the State Career Development Conference. The purpose of the program is to provide a leadership learning experience for future marketing educators. Selection will be based on the established criteria and the applicant's availability for two days during the operation of competitive events. Ten applicants will be awarded a scholarship of \$200 and free conference registration. The scholarship is intended to cover meals, lodging, and transportation. You will be assigned to work with a Director who will provide you with specific duties and responsibilities.

\*Note that there are many other non-scholarship positions available at the conference as a judge or adult assistant.

### **Selection Criteria**

1. Enrolled at the University of Wisconsin Stout or Whitewater in the Marketing Education preparation program. Cannot be currently serving as a student teacher.
2. Attended a minimum of one State Level High School Career Development Conference as a college student, and served either as an assistant or judge.
3. Will be present for all conference activities that include:
  - Sunday, March 8 (Conference Set up 5pm-10pm)
  - Monday, March 9 (Conference Set up and general assistance 9am-11pm)
  - Tuesday, March 10 (Registration and general assistance 8am-11pm)
  - Wednesday, March 11 (General assistance, conference pack up 6:30am-11pm)
  - Thursday, March 12 (Closing session awards assistance 7am-11am)
4. Content and completeness of application along with neatness will be used in the selection.
5. Submit a complete application by **January 30, 2015**. References required.



**DUE JANUARY 30, 2015**

**MARKETING EDUCATOR PROFESSIONAL DEVELOPMENT  
SCHOLARSHIP PROGRAM**

**New to this year:** This is an online form! Forms must be submitted electronically through formstack. Paper copies and/or emailed copies will not be accepted!

**This form can be found at:**

[https://wisconsindeca.formstack.com/forms/untitled\\_form\\_20](https://wisconsindeca.formstack.com/forms/untitled_form_20)

**Purpose**

Recognize the accomplishments of marketing educators and offer scholarship monies to advance their professional career in marketing education.

**Procedure**

- The online portfolio containing the following information:
  - Name, School Name, School Address, School Phone Number. *This section should be no more than one typewritten page.*
  - List your accomplishments as a marketing educator. Include years of teaching, experiences in all aspects of your program and as a professional educator and activities that exemplify your contributions to marketing education.
    - **Examples:** You could include your classroom instruction, on-the-job training, projects, DECA activities, program development and improvement, professional development, special committees, educational responsibilities beyond regular contract time, local, district, state, or national level involvement, advisory committee activities, alumni development, professional organization involvement, promotional activities, etc.
  - Indicate how you would use the \$500 cash award to advance your professional career in marketing education.
    - **Examples:** university credits, workshops, Conclave participation, ACTE, other national conferences related to marketing, management and entrepreneurship, etc.
- Please include a photograph with portfolio application.
- Portfolios must be submitted electronically.

- Please plan to be present at the Formal Awards Banquet Session at SCDC to receive your award if selected.
  
- **Selection Criteria**
  - The WIDECA Chartered Association Advisor will review each application independently. The WIDECA Chartered Association Advisor may appoint a review committee when necessary. They will confer as a group and make their selection. In making the selection the WIDECA Chartered Association Advisor will consider the following:
    - Program development and improvement (i.e. on-going projects, new projects, enrollment, promotion, curriculum revision, and update)
    - Training Station Development (i.e. work with employers, methods, and techniques)
    - DECA Activities (i.e. student involvement, program of work, local, district, state, and national involvement)
    - Professional Development Activities (i.e. courses, workshops, conferences, reading, writing)
    - Special Assignments and Responsibilities (i.e. activities that relate to education or marketing education that take place outside of regular contract time, committee involvement, competitive events, series director, offices held, and recognition received)
    - Recommendations and Endorsements
    - Philosophy and Goals
  
- **Selection Guidelines**
  - The WIDECA Chartered Association Advisor will select the one best applicant annually. They can choose not to present the award if it is determined that no acceptable applications have been received.
  - The WIDECA Chartered Association Advisor will review each application independently. If necessary, the selection committee will be appointed and gather to discuss their decision. If a consensus cannot be reached, voting will be used.
  - The money can be used for professional development purposes only. The awardee(s) will be asked to share their intended purposes before the money is presented. Follow-up documentation describing how the money was used should be sent to the WIDECA Chartered Association Advisor. Payment for expenditures will be determined by the recipient and WIDECA State Advisor.
  - Marketing educators who apply, but are not selected, will be encouraged to resubmit and update their application the following year.

**All information provided in the applications will be kept confidential.**



# DUE February 6, 2015

## Voting Delegate Information & Application

**New to this year:** This is an online form! Forms must be submitted electronically through formstack. Paper copies and/or emailed copies will not be accepted!

**This form can be found here:**

[https://wisconsindeca.formstack.com/forms/untitled\\_form\\_17](https://wisconsindeca.formstack.com/forms/untitled_form_17)

As part of WI DECA State Officer Elections, Current DECA members that are registered for SCDC, college students, business partners, and former state officers serve as voting delegates in the final portion of the State Officer Candidate Process. Student input is a vital part of the election process! Serving in the role of a voting delegate is of great importance for the future of WI DECA. WI DECA will select approximately 12 student voting delegates to take part in State Officer Elections. The students will join the rest of the voting delegate committee to comprise a delegation of 25 to 30 people.

### Qualifications for Current Members

- ◆ Must be a junior or senior who is currently a DECA member (Freshmen and Sophomores also considered if interested in future state officership)
- ◆ Must be familiar with and agree to follow all rules and regulations of the conference
- ◆ Must complete all necessary information
- ◆ Should not be from a chapter that has a current officer candidate
- ◆ One voting delegate per chapter **(If we receive enough applications.)**
- ◆ Voting delegates should represent each WI DECA District.
- ◆ **Voting Delegates must compete in Category One or Two. Screening should be completed on-time for all competitive event orientation sessions.**

- ◇ **Voting Delegates SHOULD not compete with a project that has an interview on the first day of the conference so that they are available all day on Tuesday of SCDC.**
- ◇ Must participate in all candidate interviews and presentations at the conference.

#### **Qualifications for Other Voting Delegates**

*Advisors: If you know of any WI DECA Alumni or business partners that would enjoy this experience, please have them contact Terri Mackey before February 6, 2015.*

- ◇ Must be out of high school for at least one year
- ◇ Must be familiar with and agree to follow all rules and regulations of the conference
- ◇ Must participate in all candidate interviews and presentations at the conference
- ◇ Must not have a close association with any current candidate, i.e. help prepare a candidate for screening
- ◇ or for the state conference, be related to a candidate, etc

#### **Voting Delegate Responsibilities**

- ◇ You are directly responsible to the Elections Director and the WI DECA State Career Development Conference staff during all voting delegate and election activities.
- ◇ You are to participate as a voting delegate with an open and fair mind, making your decisions after hearing all candidates.
- ◇ You must attend all voting delegate activities, which will take most of the first day of the conference. You should not schedule yourself for any other activities with a chapter during the elections.
- ◇ You are to make your voting decisions independent of all other voting delegates based on who you feel is the best candidate to represent the members of Wisconsin DECA in a given position.
- ◇ You are not to meet independently with any candidate or members of the candidate's chapter for discussing anything related to the election procedures or process prior to casting your vote.
- ◇ You are not to discuss how you will vote with any candidate or members of the candidate's chapter, or to speak with anyone who approaches you on behalf of any candidate prior to casting your vote. This includes prior to the start of the conference and during the conference.
- ◇ If you have any questions, please contact Terri Mackey at [widecacenterdirector@gmail.com](mailto:widecacenterdirector@gmail.com) or 414.779.6145



# DUE February 6, 2015

## Code of Conduct Forms

**New to this year:** This is an online form! Forms must be submitted electronically through formstack. Paper copies and/or emailed copies will not be accepted!

**These forms can be found at:**

### [Student Delegate Code of Conduct](#)

Must be completed by every student attending SCDC

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

Must be completed by every Advisor, Student Teacher, and Chaperone attending SCDC

### [Administrator/School Leadership Procedures and Responsibilities](#)

Must be completed by a school Administrator

Wisconsin DECA requires EACH Student Delegate, Advisor, and Chaperone attending the conference to read and sign a copy of this form. It is recommended that each local advisor review this form with chapter members, chaperones, and parents so that there is no misunderstanding of the rules, regulations, and responsibilities of the conference participants. Advisors are also responsible to have a school administrator complete the Administrator/School Leadership Procedures and Policies form.

**NEW THIS YEAR: GOOD NEWS** - Since this is an online form this year, any student, advisor, and/or administrator that has already completed this form for previous WI DECA Conferences – they do **NOT** need to re-submit this form. Terri Mackey will email each chapter an updated list of the code of conduct forms that have already been submitted the last week in January. ***It will be the advisors responsibility to compare the list of forms we have on file with the students registered for SCDC, and then get those missing forms submitted.*** To give you more time to get all the forms submitted, we have moved the due date back a week. All forms must be submitted by **February 16, 2015**. Anytime you would like an updated list for your chapter just email Terri Mackey!



## DUE February 6, 2015

### Change Form for SCDC Registration/Housing

**New to this year:** This is an online form! Forms must be submitted electronically through formstack. Paper copies and/or emailed copies will not be accepted!

**The form can be found at:**

[https://wisconsindeca.formstack.com/forms/crlc\\_cancellation\\_form\\_copy](https://wisconsindeca.formstack.com/forms/crlc_cancellation_form_copy)

This form is to be used to indicate any substitutions or cancelations for the conference after February 6, 2015. PLEASE NOTE: You can make changes in the registration website until registration closes at 5pm on Feb. 6<sup>th</sup>! **No refunds will be granted on registration or housing after February 6, 2015.**

**NEW FOR 2015: All changes MUST be made by FEBRUARY 20<sup>th</sup>!**

**NO CHANGES WILL BE ACCEPTED AFTER THIS DATE!**

Substitutions that require an event change or housing change are only a request. Please contact Terri Mackey after submitting this form to work out the details. Substitutions must be registered DECA members.



# DUE February 6, 2015

## Students Arriving Late for SCDC: Guidelines & Forms

**New to this year:** This is an online form! Forms must be submitted electronically through formstack. Paper copies and/or emailed copies will not be accepted!

**These forms can be found at:**

[https://wisconsindeca.formstack.com/forms/untitled\\_form\\_21](https://wisconsindeca.formstack.com/forms/untitled_form_21)

### Guidelines:

1. Indicate students who will be arriving late the below form. This form will be shared with competitive event directors.
2. Advise Terri Mackey if this information should change.
3. Form is to be received by no later than February 6, 2015. If you do not know all of this information by February 6, 2015, send in the form indicating the possibility of late arrival.
4. Note: If a student arrives late they must be transported to the conference by a person approved by your school district.



# DUE Upon Arrival to SCDC

## Luggage Search Policy and Form

**{PRINT THIS FORM}**

- ◆ The WI DECA Board of Directors has policy requiring the search of luggage of all student carry-ons that are brought to the conference including luggage, backpacks, coolers, totes, cosmetic bags, bags, etc. If it is brought to the conference it must be searched.
- ◆ **This search should be taking place as you are preparing to board your transportation, and should be signed at that time.**
- ◆ The Code of Conduct for Advisors includes a statement that assures the chapter advisor, and/or school administrators have conducted the search. The Student Code of Conduct (which is signed by parents and guardians) gives permission for the luggage search. The form below is to be turned during the registration process that asks for the signatures of those that have completed the search prior to leaving for the state conference.

### Wisconsin DECA Luggage Search Verification

**Directions: Submit form with all signatures on-site at SCDC registration.**

Chapter Name: \_\_\_\_\_

Advisor Name: \_\_\_\_\_ # of Students: \_\_\_\_\_

**This is to verify that all luggage, carry-ons, totes, backpacks, coolers, etc., of all student delegates have been searched to ensure that no illegal substances are knowingly being brought to the state conference.**

Advisor Signature \_\_\_\_\_ Date \_\_\_\_\_

School Official Signature \_\_\_\_\_ Date \_\_\_\_\_

Title of School Official \_\_\_\_\_



WI DECA CALCULATOR POLICY

**APPROVED**



Wisconsin DECA will allow **basic calculators** to be used for written tests and events at SCDC.

**No** scientific calculators, adding machines and/or cell phones will be permitted.

Series directors will have the right to hold calculators that are not approved until the student has completed

**NOT ALLOWED**

