December 1-3, 2017
Omaha, Nebraska

CHAPTER REGISTRATION PACKET

DECA IGNITE!

DECA's extensive spectrum of networking opportunities, leadership development activities, competitive excellence seminars, and classroom instructional programs will converge at the **50th Annual 2017 Central Region Leadership Conference** on **December 1-3, 2017** in the heart of America – **Omaha, Nebraska**!

Embark on an adventure to IGNITE your future, FUEL your passion for a career and discover the talents you already have to become the leader you want to be! Kindle of your own fire as you make your way through the following career fields of interest and opportunities:

- **Business Management and Administration**
- **Entrepreneurship**
  - **Gallup's BP10 Entrepreneurial Assessment Preconference Workshop**
- **Finance**
- **Hospitality and Tourism**
- **Marketing**
- **Advertising, Promotion, and Information Management**
- **DECA's Competitive Events and Chapter Activities**
- **DECA Leadership Safari – Team Challenge** *(hosted by TRI Leadership)*

In addition to incredible general sessions and interactive leadership challenges, even the conference entertainment is FUELED and full of educational opportunities. From a "Telephone" conference-wide competition, networking opportunities, industry tours and the Leadership Safari leadership team challenge at the nation's #1 zoo, Omaha is host to the greatest adventure you'll have this year!

Present your students with the incomparable, FUELED experience the 2017 DECA CRLC has to offer! DECA is the future. IGNITE. Be part of it.

AN INVITATION TO IGNITE YOUR FUTURE

Dear Central Region DECA,

On behalf of DECA, Inc. and the executive officer team, welcome to the 50th Anniversary Central Region Leadership Conference!

In December we will gather together for some of the same objectives. We want to develop as leaders, network with different members, grow our chapters, IGNITE the power of DECA, and show that we are truly LIMITLESS.

This conference is about taking risks, setting goals, and surpassing expectations. This year will be filled with outstanding accomplishments. I can't wait to see what you achieve in Omaha, Nebraska.

Thus, I challenge you to take risks, surpass your expectations, connect with new people, and IGNITE your way to the top. I cannot wait to see you in Omaha; you have what it takes to be LIMITLESS!

Best,

Leah Hoffman
Central Region Vice President

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CONFERENCE HIGHLIGHTS

FRIDAY, DECEMBER 1

PRECONFERENCE INDUSTRY TOURS & EVENTS

INDUSTRY TOURS (THE LINK TO REGISTER FOR THE INDUSTRY TOURS WILL BE EMAILED TO ALL REGISTERED CHAPTERS ON NOVEMBER 1ST)

With more than 15 different tour opportunities – students can experience business and industry practices with a wide variety of tour destinations. Tour fees are $5.00 per person per tour and are first-come, first-served. See supplemental CRLC Industry Tours and Events Fact Sheet for details.

GALLUP BP10 ENTREPRENEURIAL ASSESSMENT (YOU WILL REGISTER FOR THIS EVENT WITH YOUR CONFERENCE REGISTRATION FORM)

The world's most successful entrepreneurs are born with rare talents. BP10 is Gallup's newest talents-based assessment. Assessment will need to be done prior to arriving at the conference! Gallup's research proves that the best business builders use some mix of these 10 talents to start or grow a business: Confidence, Delegator, Determination, Disruptor, Independent, Knowledge, Profitability, Relationship, Risk, and Selling. This DECA exclusive preconference workshop is $15. Space is limited to 40 students. See supplemental CRLC Industry Tour Fact Sheet for details.

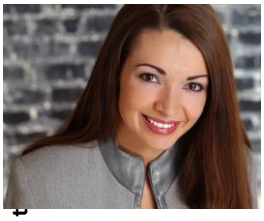
DECA SESSIONS & BUSINESS LEADER PANELS

On Friday evening prior to Opening Session, participants will attend their choice of two sessions whose programming is exclusively dedicated to DECA activities and focus. Presented by chapter advisors, national officers and innovators in business leadership, the sessions will focus on development, community service, relationships with business and competitive excellence.

OPENING SESSION – IGNITE

Attendees will experience an action-packed, FUELED opening session designed to prepare you for the CRLC adventure. Produced by Cybis Communications in cooperation with CRLC 2017, this session will feature cutting edge graphics, lights, music and live action.

FEATURING Julie Carrier – Leadership Strategies for Success!



Join this high-energy, entertaining and interactive program lead by award-winning keynote speaker, Emmy-Nominee, MTV "MADE" Coach and former Leadership Consultant at the Pentagon, Julie Carrier! Through entertaining visuals, fun demonstrations, and active audience participation, Julie shares proven strategies on how to stay committed to the life-success and leadership track. Gain powerful, useful tips, tools and techniques that you can implement immediately to achieve even your biggest goals and become a better, stronger, and more impactful leader!

SATURDAY, DECEMBER 2

GENERAL SESSION – ANTHONY O'NEAL | IT'S THAT SERIOUS!

At age 19, Anthony O'Neal was deep in debt and short on hope with no direction for where his life was headed. After hitting rock bottom, he turned his life around. He realized that the challenges he went through were a direct result of the decisions he made, which gave him the desire to help others avoid those mistakes. Anthony provides students with practical steps they can take now that will have a huge impact on the life they lead in the future. He will show them the importance of making wise decisions in order to set them up to be successful with their money, education and relationships. You can follow Anthony on Twitter @AnthonyONeal and online at www.anthonyoneal.com.

DECA LEADERSHIP NETWORKING SESSIONS / CONFERENCE CERTIFICATION

On Saturday, participants can choose from a selection of leadership sessions focusing on business/industry and leadership, creating a network of personal and professional development opportunities. These sessions are led by the experts at TRI Leadership.

Students will earn professional and leadership development certification for Saturday sessions, ***via text messaging***. Therefore, students are encouraged to bring their cell phones. At the end of each session they will be given a code to text to a given number and they will be counted for that session. Certificates will be distributed into take-home packets.

Marketing

Finance

Hospitality & Tourism

Business Management & Administration

Wild Card

DECA LEADERSHIP SAFARI – TEAM CHALLENGE (MUST REGISTER FOR THIS EVENT WITH YOUR CONFERENCE REGISTRATION/HOUSING FORM!)

Fuel your fire at the Leadership Safari at the Zoo! Take a walk on the DECA wild side at the nation's #1 zoo! Don't just visit the zoo…experience it DECA style! The Henry Doorly Zoo will be the backdrop Saturday afternoon as hundreds of DECA leaders join for the unforgettable adventure of the season. You'll compete against other DECA teams from throughout the Central Region in the DECA Leadership Safari. Interspersed throughout the wild animals are hidden puzzles, leadership challenges, and clues that lead to the solution of the secret mystery only the most daring, dynamic, and dedicated DECA leaders will discover!

Imagine the Amazing Race combined with Minute to Win It with a wild dose of National Treasure and Indiana Jones and you've just scratched the surface of this totally unique leadership experience designed especially for Central Region DECA. Gather your team, sign up early, and get ready to Get Wild at the Central Region Leadership Safari! Special admission ticket required. $15 per participant. *(Don't worry, this zoo is WILD even in the winter! Most activities are indoors.)*

MARKETING AND CAREER FAIR EXHIBITS

Would you like to discuss career opportunities with sales and marketing companies? Are you searching for the perfect institution to start your post-secondary studies? Our Marketing and Career Fair Exhibits will help you meet all of these goals and more! Located conveniently in the Hilton Omaha, participants can visit the Marketing and Career Fair Exhibits from 8:30 a.m. to 2:30 p.m. on Saturday.

CHARTERED ASSOCIATION OFFICER INSTITUTE – IT'S ABOUT TIME

Association officers will experience the equation that creates maximum growth. Growth = Energy + Time. We can't short change the process if we are to get through the things that are holding us back (and you know, they are those fears and anxieties that live in us that keep us from moving forward) we need to purposefully put in the energy with an eager approach to change. It is not enough to just be there and do it because we "have to" that's simply putting in the time. Our mission is to passionately embrace the changes that we know will create growth. In this session, you'll learn the tools to actively engage yourself into the personal change process so you can then go out and create change in your world.

CHAPTER ADVISOR SESSIONS

CRLC is not just for the students! Be sure to attend workshops from DECA Professional Learning Series, as well as professional development sessions on classroom management and all you need to be a hero to your students!

DECA CENTRAL REGION 50TH BIRTHDAY PARTY!

After an amazing day of workshops and safari adventures bring all your energy to the **DECA Central Region's 50th Birthday Party!!** It's a party like one you've never seen—a rock wall challenge, inflatable obstacle course, sumo bubble suit wrestling, live music, green screen photo booth, cartoonists, video games, food and so much more! Come ready to CELEBRATE the Central Region! Don't miss it!

***Advisors** – you have an exclusive invitation to attend a reception as part of the CRLC Birthday Party. Come to relax, network and enjoy some "down time."

SUNDAY, DECEMBER 3

MDA FUN RUN (MUST REGISTER FOR THIS EVENT WITH YOUR CONFERENCE REGISTRATION/HOUSING FORM!)

This 5k RUN is a FUN way to raise money for a great cause! Join us early Sunday morning in a Fun Run along Lewis & Clark Landing across The Bob Kerrey Pedestrian Bridge between Iowa and Nebraska. Participants will receive a special event t-shirt. The running fee is $15.00 per person.

CLOSING SESSION

Our closing session will gear you up to take the FIRE home with you! Central Region DECA members will be talking about this unbelievable experience in anticipation for their next DECA conference. Don't miss it!

FEATURING BILL CORDES – THE YOGOWYPI FACTOR: *LIVING FROM THE INSIDE-OUT*

YOGOWYPI: You Only Get Out What You Put In… No-one communicates this concept like Bill Cordes, The YOGOWYPI Guy. In this session we will activate, energize and engage in a message that will move us into better ways to live our days. We will also look at the true value we bring to the world by learning to live from the inside-out, and gaining our value from who we are rather than what we have, or what others think of us. The simple act of engagement in this program will give you the skills to know that who you are is enough, that you can bring value to the world, and you can create a better culture to live in. Let's take the tools we learned here and go out into the world with the confidence that we will make an impact on our world from the inside-out!

ADDITIONAL CONFERENCE HIGHLIGHTS

Omaha's Henry Doorly Zoo

Visit the world's largest indoor desert and nocturnal exhibits along with one of the world's largest indoor rainforests. Other world-class exhibits include the Scott Aquarium, Hubbard Orangutan Forest and Gorilla Valley, Lozier IMAX® Theater, Durham's Bear Canyon and more. *Discount tickets with transportation Friday 1-5 pm, are available for pre-purchase.* **(To arrange for pre-purchase tickets, you must register for this event with your conference registration/housing form!)**

TD Ameritrade Park

It is the field of dreams for the best collegiate baseball players in the country. Come tour the home of the NCAA Division I Men's College World Series, TD Ameritrade Park Omaha.The stadium is also home to Creighton University Men's Baseball and the hottest concerts on tour each summer during the Red Sky Music Festival.

Discover Omaha!

A website featuring the best attractions for DECA students and advisors has been designed just for CRLC! Explore Omaha at the Downtown Old Market or Midtown Crossing!! Be sure to check it out at www.visitomaha.com/deca.

CONFERENCE AGENDA [TENTATIVE]

FRIDAY, DECEMBER 1, 2017

9:00 a.m. - 5:00 p.m.	Conference Registration
11:30 a.m.	Chartered Association Advisor Meeting and Luncheon
1:00 p.m. - 5:00 p.m.	Preconference Industry Tours and Events *(advanced ticket required)*
3:00 p.m. - 5:00 p.m.	Hotel Registration
3:00 p.m. - 7:00 p.m.	Chartered Association Meetings *(check with your advisor for specific time and location)*
5:00 p.m. - 7:00 p.m.	Dinner On Your Own
7:00 p.m. - 8:15 p.m.	DECA Sessions/Industry Leaders Panel Q&As
8:45 p.m. - 10:15 p.m.	IGNITE Opening General Session | Julie Carrier (doors open at 8:15 pm)
10:30 p.m. - 11:30 p.m.	DECA Dance Party
12:00 a.m. - 6:00 a.m.	Curfew

SATURDAY, DECEMBER 2, 2017

8:00 a.m. - 2:30 p.m.	Marketing and Career Fair Exhibits
8:15 a.m. - 9:15 a.m.	IGNITE General Session #2 | Anthony O'Neal
9:30 a.m. - 12:15 p.m.	Leadership & Professional Development Sessions
10:30 a.m. - 12:15 a.m.	Chartered Association Officers Institute
12:30 a.m. - 1:15 p.m.	Leadership Luncheon *(CA Advisors and CA Officers)*
12:30 p.m. - 2:15 p.m.	BAM Lunch and Leadership Safari Orientations *(see program app for specific assigned times)*
2:30 p.m. - 5:00 p.m.	Leadership Safari - Team Challenge at the Henry Doorly Zoo *(advanced ticket required)*
2:30 p.m. - 9:00 p.m.	Discover Omaha - Optional Activities and Entertainment
9:00 p.m. - 11:30 p.m.	50th CRLC Birthday Party!
12:00 a.m. - 6:00 a.m.	Curfew

SUNDAY, DECEMBER 3, 2017

6:30 a.m. - 8:00 a.m.	Fun Run for MDA *(pre-registration required)*
9:00 a.m. - 10:30 a.m.	IGNITE Closing General Session | Bill Cordes *(casual dress, conference t-shirt required)*
11:00 a.m.	Central Region Board of Governors Brunch and Meeting
7:00 p.m.	Central Region Board Dinner

MONDAY, DECEMBER 4, 2017

9:00 a.m.	Central Region Board of Governors Meeting (if necessary)

REGISTRATION INFORMATION

REGISTRATION FEE

The registration fee for Central Region Leadership Conference is **$140.00** per attendee. All students, advisors, and chaperones must be registered. The registration fee includes all conference materials, speakers' fees, entertainment, **Saturday lunch** (exclusive to 2017 CRLC) and other costs associated with the conference. Each participant will also receive a conference shirt. Please indicate a size for each registered participant.

The **Chapter Registration Form** and **Housing Registration Form** are due **October 19, 2017**. No additions will be accepted after **October 19, 2017** although cancellations and substitutions will be accepted after this date in accordance with the Registration Fee Refund Policy.

REGISTRATION FEE REFUND POLICY

All cancellations must be submitted on the **Official Cancellation Form** to the Chartered Association Advisor in order to receive a refund. Please do not phone in corrections.

- For registration cancellations e-mailed or faxed between October 20, 2017 and November 2, 2017, a $50.00 refund per registration will be issued. This applies to the registration fee only.
- For registration cancellations after November 2, 2017, no refund is available.
- Substitutions are allowed up to on-site registration on December 1, 2017.

The Chartered Association Advisor is responsible for all cancellations substitutions with CRLC Staff and the hotel.

SUPERVISION QUOTA

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

FORMS AND PAYMENT

Please return the **Chapter Registration Form, Housing Registration Form,** and **payment** to:

Wisconsin DECA
125 S. Webster Street
Madison, WI 53703

Make Check Payable To: Wisconsin DECA

HOTEL AND LODGING INFORMATION

The Hilton Omaha will serve as the headquarters hotel and will house all conference attendees. The Hilton Omaha and the CenturyLink Center Omaha are within walking distance of each other or connected via sky bridge. All delegates must reside at the assigned hotels for the conference. The room rate is $155 inclusive of all service charges and fees per room per night. These rates are available Thursday, Friday, Saturday and Sunday.

Hilton Omaha
1001 Cass Street
Omaha, NE 68102
Phone: (402) 998-3400
Fax: (402) 998-4242

Single: $155.00 per room per night
Double: $77.50 per room per night
Triple: $51.67 per room per night
Quad: $38.75 per room per night

Student housing is based on four (4) to a room. If a chapter does not have multiples of four (4) delegates of the same sex, it will be the chapter's responsibility to fill a room by contacting other chapters. Chapters must house the majority of their delegation in quad rooms, so we can ensure there will be adequate room for all delegates.

If you make arrangements with another school to fill a quad room, please include the name of the school the student is from, after his/her name, on the form. Be sure both schools include the mixed room on the registration form, and prepay their appropriate share. **If you have rooms combined with another chapter, Terri Mackey will send you a revised invoice with the correct amount due for housing.**

Please note: If you are interested in sharing rooms with another chapter but do not know anyone attending CRLC, please let Terri Mackey know when you submit your registration. Terri will then pair up rooms (if possible) for advisors/students looking for roommates to reduce costs.

HOUSING REGISTRATION / SUBSTITUTIONS / CANCELLATIONS

Only the Association Advisor will be able to make and adjust room reservations. No individual reservations or individual school registrations will be accepted. If your chapter wishes to share rooms with other chapters, please make those arrangements among yourselves. The **Housing Registration Form** is due **October 19, 2017.**

Housing is based on four (4) to a room. If a chapter does not have multiples of four delegates of the same gender, it will be the chapter's responsibility to try to fill a room by contacting other chapters. Chapters must house the majority of their delegation in quad rooms so we can ensure that there will be adequate room for all delegates. If you make arrangements with another school to share a room, please include the student's name and chapter on the **Housing Registration Form**. Be sure that both schools include the rate in the registration and prepay their appropriate share. Advisors, remember to **register your spouse** if they will be staying with you during the conference.

In compliance with the Americans with Disabilities Act, the Central Region Leadership Conference will make all reasonable efforts to accommodate persons with disabilities at its meetings. Please call (402) 471-4803 with your requests before **October 23.**

CHECK-IN PROCEDURE

Advisors will be responsible for obtaining room keys from the property (Front Desk) and distributing them to their chapters. Hotel check-in begins at **3:00 p.m.**

CHECK-OUT PROCEDURE

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

NON-SMOKING

Omaha properties are non-smoking. A fine will be assessed to any guest who violates this regulation.

GENERAL CONFERENCE INFORMATION

STUDENT AND ADULT CODE OF ETHICS

CRLC 2017 is a professional conference, and all conference participants are expected to abide by the **WI DECA Code of Conduct**. Every participant must read and sign the **DECA Code of Conduct**. Chapter advisors and school administrators are also required to review and submit code of conduct forms. A link to each form can be found at:

Student Code of Conduct Form: https://wisconsindeca.formstack.com/forms/untitled_form6
Advisor/Chaperone Code of Conduct Form: https://wisconsindeca.formstack.com/forms/advisorform
Administration Code of Conduct Form: https://wisconsindeca.formstack.com/forms/untitled_form8

SECURITY

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

DRESS CODE

Business representatives, press personnel, hotel staff and guests will be seeing DECA's finest members—show them a professional business image.

Business Casual Attire for the entire conference: Due to the conference format and interactive sessions, we are requesting all students and advisors follow the recommended dress code.

Females
Business slacks or khaki pants. Polo or button up blouse. Dress shoes and hosiery/trouser socks

Males
Dress slacks or khaki pants. Polo or collared dress shirt. Dress shoes and dress socks

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

Closing Session
Participants are invited to dress casual, conference t-shirt is required.

Business Casual Attire During Selected Conference Activities
Casual slacks (e.g. Dockers), blouse or shirt, socks and casual shoes. Jeans, t-shirts and athletic shoes are **not** included in business casual attire.

Casual Attire – Neat and conservative casual clothing is acceptable. Shoes must be worn.

Unacceptable Attire

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

STAY WELL

In case of emergency, The Nebraska Medical Center is located 3.4 miles west of the Hilton Omaha at 42nd and Dewey Streets, Omaha, NE 68198-2401. The phone is 402-559-2000.

GETTING TO THE CONFERENCE

AIRPORT SHUTTLES

Eppley Airfield is only five minutes from downtown, with 10 major airlines providing services to major cities in the U.S. In fact, Omaha offers non-stop service to 17 of the top 25 cities in the country.

Shuttles - The Ground Transportation Center is located inside Door #3 on the lower level of the terminal.
I-80 Navigator Airport Express: Kearney / Grand Island / York / Lincoln / Omaha - 800-888-9793
OMALiNK: Van shuttles offering transport between Omaha and Lincoln - 402-475-LiNK(5465)
OMASUX Express Shuttle: Travel to/from Omaha to Sioux City / Sioux Falls and surrounding area - 888-233-1131
Windstar Lines: Travel around the region - 888-494-6378
Taxis - Happy Cab, Checker Cab, Yellow Cab or Safeway Cab: 402-333-TAXI (8294)
Uber Omaha

GROUND TRANSPORTATION

Arrow Stagelines is the preferred ground transportation for CRLC 2017. Chapters will receive a 5% discount when they mention the DECA Central Region Leadership Conference.

School busses:

$300.00 – 3hr minimum
$50.00 – each additional hour

Motor Coaches:

40 passenger mini-coach - $500.00 – 5 hr min
$85.00 – each additional hour

54 passenger motor coach - $550.00 – 5 hr min
$85.00 – each additional hour

Contact:
Carol Evers, Arrow Stage Lines
402-738-3252, carol.evers@arrowstagelines.com

PARKING

Hilton Omaha
Overnight Self-Parking: $15.00 per day with unlimited in/out privileges.
Overnight Valet Parking: $21.00 per day with unlimited in/out privileges.

BUS PARKING
Bus parking is available across the street from the Hilton Omaha and surrounding the CenturyLink Center Omaha.

CONFERENCE EXPECTATIONS

DECA is a student-centered, international organization whose program of leadership and personal development is designed specifically for students enrolled in marketing education or who have a career goal in the fields of marketing, management and entrepreneurship. DECA is co-curricular, designed as an integral part of the classroom instructional program. The goals of DECA are:

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

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

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

To assist in supervision of the conference, security will perform the following activities:

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

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

1. The advisor will be responsible for all aspects of the trip including travel arrangements, selection and discipline of students, emergency situations, and notification to parents of all aspects of the trip.
2. The advisor must provide all students with a written copy of all rules and trip procedures.
3. The advisor will be responsible for student supervision, room checks, curfew and bed checks, etc.
4. The advisor will be responsible for maintaining a file of all signed agreements from the students and/or parents.

Chapter Registration, Housing & Overall Summary

Please utilize:

2017 CRLC Chapter Registration.xls

Submit your forms electronically to your state advisor.

2017 Central Region Leadership Conference

Omaha, Nebraska