



DECA  
EMERGING  
LEADER  
SUMMIT

Sponsored by



JULY 7-9, 2018  
CHICAGO



Real DECA leaders don't take the summer off. Part of the DECA Emerging Leader Series, the DECA Emerging Leader Summit brings together association officers, chapter officers and leaders, and officer hopefuls during a three-day intense leadership experience. Two tracks — EMPOWER for association officers and ELEVATE for chapter officers and leaders — will prepare leaders to effectively lead their chapters and associations.

-  Attend awesome modules designed specifically for each track.
-  Lunch and learn during the etiquette luncheon.
-  Experience DC during a DECA evening activity.
-  Special DECA After Dark Bonus Sessions for quick learning around highly specialized DECA topics.

-  Build your network for the upcoming year by connecting with members from all across DECA's membership.
-  Polish your skills to excel as a DECA leader.
-  Embrace the synergy that emerges when great DECA minds come together in a focused, creative environment.

## CLASSROOM CONNECTION

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

### Creativity + Innovations

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

### Critical Thinking + Problem Solving

- Interpret information and draw conclusions based on the best analysis

### Communication + Collaboration

- Demonstrate ability to work effectively and respectfully with diverse teams

### Leadership + Responsibility

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

*Partnership for 21<sup>st</sup> Century Skills*



#DECAELS



Visit [decadirect.org](http://decadirect.org) for previews and highlights.



The DECA Emerging Leader Summit will engage DECA leaders in an array of educational programs to empower them to lead in the upcoming year. There are plenty of opportunities to collaborate, network, achieve, excel and grow.

**SATURDAY  
JULY 7**

**TEAM POLO**

**11:00 AM - 2:00 PM**

Registration

**11:30 AM - 2:30 PM**

Empower Pre-Conference Training

**3:00 PM - 4:00 PM**

Opening Session

**4:15 PM - 6:00 PM**

Emerging Leader Programs

**6:00 PM - 7:30 PM**

Dinner (*On Your Own*)

**7:30 PM - 10:00 PM**

Emerging Leader Programs

**10:00 PM - 11:00 PM**

DECA After Dark Bonus Sessions

**11:30 PM**

Curfew

**SUNDAY  
JULY 8**

**PROFESSIONAL DRESS**

**8:30 AM - 11:30 AM**

Emerging Leader Programs

**11:30 AM - 1:00 PM**

Etiquette Luncheon

**1:00 PM - 4:00 PM**

Emerging Leader Programs

**EVENING**

Skydeck Chicago

*Casual Attire*

Dinner (*On Your Own*)

**11:30 PM**

Curfew



**MONDAY  
JULY 9**

**BUSINESS CASUAL WITH  
CONFERENCE T-SHIRT**

**8:30 AM - 11:30 AM**

Emerging Leader Programs

**11:30 AM - 12:00 PM**

Closing Session

\* Schedule subject to change. Check [deca.org/els](http://deca.org/els) for updates.



# ELEVATE

## BE THE ULTIMATE DECA **CHAPTER LEADER**

DECA's ELEVATE track is designed for upcoming chapter leaders — whether they are a chapter president, committee member, project manager or someone who just wants to go above-and-beyond. Participants will work together in a facilitated classroom environment with collaborative assignments, discussions and presentations. Get ready for hands-on, interactive activities!

### DECA LEADERSHIP STYLES

Take a quick inventory to learn your DECA leadership style and how to work with those of varying styles to maximize your role as an effective chapter leader.

### CHAPTER STRATEGY

Learn the core elements of a successful DECA Chapter Strategy, including mission-based chapter officer positions, DECA goals and a chapter program of leadership.

### COMPETITIVE EVENTS SUPER SUCCESS SYSTEM

Learn how to lay the groundwork to create a customized system to help your chapter members adequately prepare for DECA's competitive events.

### DIAMOND FUNDRAISING MODEL

Find out how to develop a diversified fundraising model to support your chapter's annual activities, including forecasting expenses, identifying multiple revenue sources and diversifying access to financial resources.

### STRATEGIC COMMUNICATIONS

Develop your chapter's strategic communications plan by learning the foundation of effective communications and using tools such as a weekly content calendar and monthly social media plan.

### I AM DECA STORY

Learn everything you need to know to be the DECA brand. You'll also spend time developing your own elevator speech and practicing its delivery.

### REPRESENT THE BLAZER

There's no doubt that the DECA blazer is one of the most recognized symbols of our organization. As a leader, you'll learn how you can represent the blazer appropriately through etiquette, professionalism and advocacy. We'll even practice our etiquette during a special learning luncheon.



# EMPOWER

## BE THE ULTIMATE DECA **ASSOCIATION LEADER**

DECA's EMPOWER track is designed for association leaders. Association teams will work together in a facilitated classroom environment with team assignments, discussions and presentations. Association officer teams will engage with their association advisor and regional executive officers at various check-points throughout training. Get ready for hands-on, interactive activities!

### EPIC PROJECT PLANNING

As an officer, you lead people and manage things. Great management takes processes and project management skills. Using DECA's EPIC Project Planning model, your association team will develop a plan to implement your association's program of leadership.

Program of Leadership and Project Management

### WORKSHOP WORKSHOP

What does it take to make a workshop go from outstanding to amazing? From icebreakers, energizers and connecting the dots, learn all the necessary components to planning an engaging workshop. You'll develop, enhance, beautify and refine a workshop ready for knock-out delivery.

Developing and Implementing a Workshop

### REPRESENT THE BLAZER

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Etiquette, Professionalism, Advocacy

### STRATEGIC COMMUNICATIONS

Develop a strategic communications plan by learning how to create exciting, engaging content. You'll create an entire year of perfectly personalized content of articles, tweets, photos and posts.

Using Social Media as an Association Tool

### Pre-EMPOWER

This intense three-hours of DECA training will provide a foundation leading into the EMPOWER track. Topics include DECA Knowledge, DECA Leadership Styles, Mission Moments, I am DECA Story and DECA Goals. This is a repeat session that was delivered at ICDC. It will be offered on Saturday from 11:30 AM to 2:30 PM.



Just get here! Chicago is more than just a big city. Besides its striking downtown, which includes some of the tallest buildings in the world, Chicago has a distinctive shoreline, hundreds of vibrant parks and unique neighborhoods.

**REGISTRATION**

**\$150\* per attendee**

The conference registration fee applies to DECA members, advisors and chaperones and includes the following:

- conference workshops
- conference materials
- conference t-shirt
- Monday luncheon
- Skydeck Chicago

*Please note that DECA has reserved a large number of tickets to the Skydeck Chicago for arrival times at 5pm, 6pm, 7pm and 8pm. DECA will do its best to monitor registration and procure additional tickets from the Skydeck Chicago, but they can only be procured if the venue has availability. Please understand that if the venue cannot provide more tickets, an alternative activity may be offered for those registering after all tickets have been assigned.*

**Deadline: June 1, 2018**  
\*Registration fee is non-refundable

**ACCOMMODATIONS**

**\$129 per room night**  
(single, double)

**\$139 per room night**  
(triple)

**\$149 per room night**  
(quad)  
plus tax - currently 17.4%

**Swissotel Chicago**  
323 E. Wacker Drive  
Chicago, IL 60601

[swissotel.com/hotels/chicago](http://swissotel.com/hotels/chicago)

**Deadline: June 1, 2018**  
*Rooms are subject to availability within our block. Once the room block is full, which may occur before the deadline, room rates may increase and/or housing may no longer be available. Please confirm your rooming reservation before booking travel.*

**AIR TRAVEL**

**Chicago O'Hare Airport (ORD)**  
21 miles from hotel

**Chicago Midway Airport (MDW)**  
12.5 miles from hotel

**TRAIN TRAVEL**

**Union Station (CHI)**  
2 miles from hotel

**PARKING**

**Hotel Parking**  
\$57 self park per day  
\$70 valet park per day

**REGISTRATION QUESTIONS**

**CLAUDIA VELASCO**  
DECA INC.  
[Claudia\\_Velasco@deca.org](mailto:Claudia_Velasco@deca.org)  
(703) 860-5000 ext. 248

**HOTEL QUESTIONS**

**KATE HUMAN**  
SWISSOTEL CHICAGO  
[kate.human@swissotel.com](mailto:kate.human@swissotel.com)  
(312) 268-8203

**PROGRAM QUESTIONS**

**CHRISTOPHER YOUNG**  
DECA INC.  
[Christopher\\_Young@deca.org](mailto:Christopher_Young@deca.org)  
(703) 860-5000 ext. 227



# DECA

## REGISTRATION INFORMATION

### REGISTRATION PROCEDURES

Registration for this conference will take place online at [www.deca.org/els](http://www.deca.org/els). All student attendees must be on a submitted DECA roster to register. Make your hotel reservations directly with the hotel by **June 1**.

For the online registration process, collect the following information from each attendee:

- name
- t-shirt size
- beneficiary information
- track (chapter leader or association officer)

#### CONFIRMATION:

If you have not received a registration confirmation email from DECA within two days after submitting your online registration, please call Claudia Velasco at (703) 860-5000 x 248.

#### CHANGES AND SUBSTITUTIONS:

Make changes and substitutions using the online registration system until June 1. All changes after June 1 must be submitted in writing to DECA Inc. by e-mailing [claudia\\_velasco@deca.org](mailto:claudia_velasco@deca.org).

### REGISTRATION PAYMENT

After completing online registration, please mail a copy of all registration materials and payment to:

DECA Inc.  
Emerging Leader Summit  
1908 Association Drive  
Reston, VA 20191

#### METHODS OF PAYMENT:

Check, purchase order, or credit card (only MasterCard, VISA or American Express) are accepted. A 3% convenience fee will be assessed for any charged amount.

#### REFUND POLICY:

No refunds will be granted.

### HOTEL RESERVATION PROCEDURES + PAYMENT

Conference participants must stay at the conference hotel for a minimum of two nights. Make your hotel reservations directly with the conference hotel by **June 1**. Due to hotel limitations, no more than four people are allowed in one room.

The following information is needed to process your housing:

- One main contact for the chapter
- Method of payment (credit card or check) for room/tax
- Names of all guests with arrival/ departure dates
- Designate chaperones
- Any guests with special needs

Use the designated Excel spreadsheet available at [www.deca.org/els](http://www.deca.org/els) for the rooming list and e-mail it to Kate Human at [Kate.Human@swissotel.com](mailto:Kate.Human@swissotel.com) and copy Christopher Young at [Christopher\\_Young@deca.org](mailto:Christopher_Young@deca.org). Once received, Kate will reach out to make payment arrangements, including obtaining a credit card to guarantee and hold the rooms. Guests will not be able to check-in if a credit card is not on file or the stay is not fully prepaid. **Purchase orders are not accepted.**

### CHAPERONES/ SPOUSES

A minimum of one advisor for every ten student-delegates or portion of ten student-delegates is required for registration. It is the advisor's responsibility to see that your chapter adheres to this ratio. This ratio will be strictly enforced by DECA Inc. Chaperones and spouses must pay the registration fee and be listed on the registration form.

### CONDUCT AND DRESS CODE

Advisors should bring signed copies of the Conference Delegate Practices and Procedures and Dress Code for each participant. These do not have to be turned in but should be kept available by the advisor for reference. You can find the general DECA dress code at [www.deca.org/els](http://www.deca.org/els).