Wisconsin DECA leaders are uncommonly good. They never settle for ordinary, but work hard to push for the next level of performance. At this year’s Emerging Leaders Conference, we will build the skills and create ideas and provide Limitless opportunities for our members to grow as leaders. This conference is packed full of engaging general sessions, interactive breakouts, and plenty of opportunity for you to build your network of Wisconsin DECA members from around the state.

Wisconsin DECA is pleased to be hosting this conference at the beautiful Kalahari Convention Center & Resort. In addition to access to all the water parks at the Kalahari, you will be provided with a wristband to enjoy the indoor theme park as well. For more information about the resort please visit: https://www.kalahariresorts.com/wisconsin

Click here to join the event. #WIDECAELC

**SENIOR INSTITUTE**
**NEW THIS YEAR!**
Wisconsin DECA will offer a track of workshops geared towards any experienced DECA member (of any grade level) who is a leader within their chapter. This workshop will offer higher level training to returning or veteran DECA members. We recommend this workshop for any Chapter Officer, Leadership Council Member, and/or any student you identify as a leader within your chapter.

The Senior Institute will be presented by Kyle Willkom. Students will attend workshops with Kyle instead of participating in the FOCUS training workshops. During the registration process, you will register these students for the Purple color group. See page 6 of this packet for more information on this track.
# Emerging Leaders Conference TENTATIVE Agenda

## Sunday, November 12, 2017

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00 PM - 12:45 PM</td>
<td><strong>CONFERENCE REGISTRATION</strong> (Registration Booth 2) &lt;br&gt;Plan to arrive at the hotel between 12:00 PM and 12:45 PM to receive conference materials. &lt;br&gt;<strong>HOTEL CHECK IN</strong>&lt;br&gt;Guestroom keys will be available at the conference registration table after 4:00 PM. If your keys are ready before 4:00 PM Terri Mackey will call the lead Advisor’s cell phone when they are ready. <strong>We will have access to waterpark passes early on Sunday morning. If you would like to arrive early to spend time at the waterpark before the conference begins.</strong> Stop by conference registration to get your wristbands. This does NOT mean your guestrooms will be ready at this time! The hotel is sold out the night before so most rooms will not be available until 4pm.</td>
</tr>
<tr>
<td>1:00 PM - 1:35 PM</td>
<td><strong>Opening Session</strong> (Suite 123678)&lt;br&gt;FOCUS Training Energizer &amp; Meet Your Team</td>
</tr>
<tr>
<td>1:45 PM - 2:30 PM</td>
<td><strong>Advisor Meeting</strong> (Tamboti)&lt;br&gt;Katie Murphy, WI DECA President to present on Middle School DECA resources</td>
</tr>
<tr>
<td>1:45 PM - 4:25 PM</td>
<td><strong>Senior Institute Leadership Workshop</strong> (Guava)&lt;br&gt;<em>This workshop will be lead by Kyle Willkom for experienced DECA members. Students who are chapter officers, in Leadership Council, or are leaders within their chapter should be registered for this workshop.</em></td>
</tr>
<tr>
<td>1:45 PM - 2:30 PM</td>
<td><strong>Peak Productivity</strong> (Suite 4)&lt;br&gt;<strong>Tar Pit</strong> (Aralia/Mangrove)&lt;br&gt;<strong>Expect Excellence</strong> (Suite 5)&lt;br&gt;<strong>Market Madness</strong> (Aloswood/Marula)</td>
</tr>
<tr>
<td>2:40 PM - 3:25 PM</td>
<td>Red Team&lt;br&gt;Orange Team&lt;br&gt;Green Team&lt;br&gt;Blue Team</td>
</tr>
<tr>
<td>3:35 PM - 4:25 PM</td>
<td>Red Team&lt;br&gt;Orange Team&lt;br&gt;Green Team&lt;br&gt;Blue Team</td>
</tr>
<tr>
<td>3:35 PM - 4:25 PM</td>
<td>Red Team&lt;br&gt;Orange Team&lt;br&gt;Green Team&lt;br&gt;Blue Team</td>
</tr>
<tr>
<td>4:25 PM - 5:15 PM</td>
<td><strong>Hotel Check In</strong>&lt;br&gt;<strong>Dinner</strong> (Suite 123678)</td>
</tr>
<tr>
<td>5:20 PM - 6:15 PM</td>
<td><strong>Chapter Time</strong>&lt;br&gt;<strong>Explore Kalahari Resort &amp; Indoor Theme Park</strong></td>
</tr>
<tr>
<td>6:15 PM - 8:15 PM</td>
<td><strong>Curfew</strong></td>
</tr>
</tbody>
</table>

## Monday, November 13, 2017

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 AM - 8:30 AM</td>
<td><strong>Breakfast &amp; Opening Session</strong> (Suite 123678)</td>
</tr>
<tr>
<td>8:40 AM - 9:10 AM</td>
<td>Middle School DECA (Suite 4)&lt;br&gt;State Officer Workshop (Aralia/Mangrove)&lt;br&gt;LIMITLESS Leadership (Suite 5)&lt;br&gt;Special Olympics Workshop (Aloswood/Marula)</td>
</tr>
<tr>
<td>9:10 AM - 10:15 AM</td>
<td><strong>Break, Hotel Checkout</strong>&lt;br&gt;<strong>Middle School DECA</strong> (Suite 4)&lt;br&gt;<strong>State Officer Workshop</strong> (Aralia/Mangrove)&lt;br&gt;<strong>LIMITLESS Leadership</strong> (Suite 5)&lt;br&gt;<strong>Special Olympics Workshop</strong> (Aloswood/Marula)</td>
</tr>
<tr>
<td>10:15 AM - 10:45 AM</td>
<td><strong>Advisor Meeting</strong> (Tamboti)&lt;br&gt;Updates from WI DECA Leadership</td>
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<tr>
<td>10:15 AM - 10:45 AM</td>
<td><strong>Purple Team: Senior Institute Leadership Workshop</strong> (Guava)</td>
</tr>
<tr>
<td>10:55 PM - 11:40 AM</td>
<td><strong>Peak Productivity</strong> (Suite 4)&lt;br&gt;<strong>Tar Pit</strong> (Aralia/Mangrove)&lt;br&gt;<strong>Expect Excellence</strong> (Suite 5)&lt;br&gt;<strong>Market Madness</strong> (Aloswood/Marula)</td>
</tr>
<tr>
<td>10:55 AM - 11:40 AM</td>
<td>Orange Team&lt;br&gt;Red Team&lt;br&gt;Blue Team&lt;br&gt;Green Team</td>
</tr>
<tr>
<td>11:50 AM - 12:20 PM</td>
<td><strong>Closing Session</strong> (Suite 123678)</td>
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<tr>
<td>12:20 PM - 1:00 PM</td>
<td><strong>Lunch</strong> (Suite 123678)</td>
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</tbody>
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REGISTRATION

EARLY BIRD REGISTRATION
(September 4-17)
$85.00 per student
$45.00 per advisor/chaperone

REGULAR REGISTRATION
(September 17-October 9)
$95.00 per student
$55.00 per advisor/chaperone

REGISTRATION INCLUDES:
• Two days of professional leadership based workshops, professional development, as well as DECA and WI DECA training and updates
• Three Meals: Sunday dinner, Monday breakfast and lunch
• Wristbands for the Kalahari Resort Indoor Theme Park and all Kalahari waterparks.
• Conference t-shirt

PAYMENT
All payments are due 30 days following the event. Submit your payment with a copy of your invoice to the address listed on your invoice.

STUDENT/ADULT RATIO

16:1
A minimum of ONE advisor and/or chaperone for every 16 student delegates is required for registration. If you will be sharing chaperones with another chapter, email Terri Mackey BEFORE you register. It is the chapter advisor’s responsibility to see that your chapter adheres to this ratio. All chaperones must be registered and pay registration fees.

ACCOMMODATIONS

SUNDAY NIGHT RATE
$45.00 per person, flat rate

SATURDAY NIGHT
(LIMITED AVAILABILITY) There are a limited number of rooms available for Saturday night. Contact Terri Mackey before you begin registration to check on availability and rate information.

CODE OF CONDUCTS

WI DECA requires EACH student and advisor/chaperone attending the conference to read and sign a copy of the code of conduct. 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 conference participants. In addition, each local Administrator must read and sign the code of conduct.

The Code of Conduct Forms must be submitted Online.
DUE DATE: November 7th

Student Code of Conduct
Advisor/Chaperone Code of Conduct
Administration Code of Conduct

Once a form has been submitted, the form will be kept on file for the who school year and will not have to be submitted for any future WI DECA event he/she attends within the same school year.

Track who has submitted their form here!

Starting October 15th, Terri Mackey will update this spreadsheet every Monday. If you need to see an updated list before the next update, please email Terri Mackey directly.

CHECK IN & PARKING

CHECK IN
Upon arrival, come to conference registration at Registration Booth 2. DO NOT GO TO THE FRONT DESK TO CHECK IN. You will pick up your guestroom keys at after 4:00 PM at Registration Booth 2, where you pick up your registration materials. If keys are ready early Terri Mackey will notify you via text or phone call.

PARKING
Complimentary parking is available at the resort. Please park in the East lot, behind the convention center.

DRESS CODE

Sunday Opening Session, Breakout Sessions, and Dinner:
Business Casual (Casual slacks, blouse or shirt, socks, and casual shoes).

Monday All Events: Conference t-shirt, black or khaki pants/skirt, casual shoes.
Advisors do NOT need to register for events. 

1. Advisors do NOT need to register for events. 

TWO Monday Workshops). 

Below are the events that EACH student member must be registered for (color team and ONE EVENTS

• Family Members: 
• Single room Requests: 

HOUSING 

• Student rooms will be combined into quads whenever possible. If you are planning on combining rooms with other schools you will need to make a note of this in the “Special Needs” box on the registration site. Please be as specific as possible. Please do NOT email Terri Mackey with housing requests. 
• Advisors and chaperones will be combined into doubles whenever possible. Please include roommate requests under “Special Needs” 
• Single room Requests: Note single room requests in the “Special Needs” box on the registration site. Single room requests will be available based on availability of rooms. If rooms are available, single rooms will be charged $82.00 per night. 
• Family Members: Family members must be registered in the system. There is no registration cost association for family members. Housing Fees: If an advisor chooses to have a single room to accommodate family the housing rate will be $130.00 per night to cover the cost of the room. 

EVENTS 

Below are the events that EACH student member must be registered for (ONE color team and TWO Monday Workshops). Advisors do NOT need to register for events. 

1. All students must be registered for a specific color team: 
• Purple Team: This team is for the Senior Institute Workshop. All students registered on this team will receive programming from Kyle Willkom which is higher level training geared towards experienced leaders and veteran DECA members. Advisors should register their chapter leaders and/or Leadership Council members on this team. This track is open to any experienced DECA member of any grade level. These students will not experience the FOCUS training workshops. See the next page for a brief introduction of this track. This track only has space for 150 members, so it is important to register early to ensure the track has space available! 
• Orange, Blue, Red, Green Teams: All teams will receive the same programming from FOCUS training. It is recommended that you distribute your attendees among different tracks in order for them to have the most networking opportunities. 
• Below are the 4 workshops students registered in these color groups will receive: 
• Peak Productivity: DECA members have a lot to get done and not much time to do it! Successful leaders must master the skill of prioritization to ensure that important things get accomplished. In this interactive session, we will learn and apply the tools of time management to help you achieve peak productivity! 
• Tar Pit: A trip through time goes awry when your time machine crash lands! Divided by a vast expanse of molten tar, team members must use ingenuity and cooperative problem solving to reassemble the scattered pieces. 
• Expect Excellence: If you are to truly be successful at DECA competition you must expect excellence, use the right strategy, and persist when faced with challenges. This session focuses on testing strategies, dressing for success, and competitive event preparation and practice. 
• Market Madness: In the fast-paced world of the stock market, some lose and some win big! This activity focuses on synergy and trust. We talk about individual responsibilities each member has to the overall success of a team, and how this plays an important role in any organization’s success. 

2. All students must be registered for TWO of the following workshops on MONDAY morning: 
• #Winning With Social Media, presented by Team 52 
In this workshop, members of team 52 will uncover the limitless opportunities that are offered in social media to individuals and chapters. Walk away with more tools to be effective when using social media. 
• DECA fundraising on behalf of Special Olympics, presented by Nicci Sprangers, Director of Development at Special Olympics Wisconsin and Kylie Rogers, Wisconsin DECA Vice President of Community Service 
Special Olympics Wisconsin (SOWI) provides year-round sports training and competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving continuing opportunities to develop physical fitness, demonstrate courage and experience joy while participating in a sharing of gifts, skills and friendship with their families, Special Olympics athletes and the community. Fundraising on behalf of Special Olympics is easy, fun and extremely rewarding, attend this workshop to see how you can make a difference! 
• LIMITLESS Leadership, presented by the University of Wyoming College of Business 
This is your opportunity to hear from representatives from the University of Wyoming College of Business on how you can become a better leader. The facilitators will also discuss ways you can prepare to become college and career ready. Make sure to stop by their booth during the conference to learn more about the University of Wyoming. 
• Middle School DECA, presented by Katie Murphy, Wisconsin DECA President 
During this workshop Katie Murphy will guide you through the process of starting Middle School DECA in your community. During this workshop you will learn the step by step process of starting a chapter and hosting a successful Middle School DECA Competition Event.
THE ACTION PACKED SENIOR INSTITUTE

Take your leadership to the highest level

IN THIS HIGH LEVEL, INTERACTIVE LEADERSHIP TRAINING, KYLE WILLKOM Brings THE WISCONSIN DECA EXPERIENCE FULL-CIRCLE. LESSONS FROM COW, ICDC, SCDC, DISTRICT CONFERENCES, AND INDIVIDUAL CHAPTER OPPORTUNITIES COME TOGETHER TO CREATE BIG-PICTURE LESSONS IN LEADERSHIP AND LIFE. THIS OPPORTUNITY IS FOR UPPERCLASSMEN WHO ARE READY TO GO ABOVE AND BEYOND IN THEIR LEADERSHIP, AND LEAVE A LEGACY IN WISCONSIN DECA.
Every DECA chapter across the world has their own unique ways of recruiting new members and ensuring members return for the next year. There are a Limitless number of ways to recruit, and Wisconsin DECA wants to hear how you grow your chapter. Submit a video for the chance to become the ELC VIP Chapter and receive the following prizes:

- Front Row Seating in the conference center
- Decorated VIP table for your chapter
- Special gift from Wisconsin DECA
- First in line to eat at all ELC meals
- VIP name badge for conference
- Private networking opportunity with Team 52

**Video Submission Guidelines:**
- No longer than 1:30
- Video must highlight recruitment strategies used in the 2017-2018 school year
- Can be used as BOTH a WI DECA Impact video and ELC VIP submission
  - NOTE: For this video to qualify as a WI DECA Impact video, in addition to submitting this video for the ELC Chapter Challenge using the link below, you must also submit your video here! This can be done anytime prior to February 1, 2018!
- Submissions Due November 10, 2017
- Submit your Video here!

**Evaluation:**
- All Video entries will be evaluated by WI DECA leadership and Team 52
- The winning chapter will be announced on WI DECA social media pages on November 12

Stay tuned to Wisconsin DECA social media pages (@WI_DECA) to keep informed on any and all conference developments. Please contact me if you have any questions.

Good Luck!

*Ben Smith*

Ben Smith, Vice President of Event Management
widecaeventmanagement@gmail.com