

# IXI

## Peripatke

THE DIFFERENCE



North Atlantic Region Leadership Conference  
November 16-18, 2007  
Sheraton Boston Hotel

**BOSTON** is an exciting and vibrant city—steeped in history and on the cutting edge of technology—and the location of the *2007 North Atlantic Region Leadership Conference (NARCON)*! We invite you to *[X]perience the Difference* with a wealth of programs designed to enhance your leadership, business and competition skills. Benefit from networking opportunities that will expand your circle of DECA friends, and enjoy special events in one of America's premier locations.

This packet has been assembled to assist you in preparing for DECA's NARCON Leadership Conference. Please provide the requested information as accurately and completely as possible.

***PLEASE DIRECT YOUR QUESTIONS  
REGARDING HOTEL AND CONFERENCE SCHEDULING AND CONTENT TO***

**Shirlee Kyle**

Telephone (703) 860-5000, ext. 220

[Shirlee\\_Kyle@deca.org](mailto:Shirlee_Kyle@deca.org)

**DEADLINES CHECKLIST REMINDER**

<b>DESCRIPTION</b>	<b>RECEIVED DEADLINE DATE</b>	<b>AMOUNT DUE</b>
Registration Excel File	October 12, 2007	
Conference Registration Payment	October 12, 2007	\$100/participant
Insurance Beneficiary Form	October 12, 2007	
Late/On-site Registration Payment*	November 15, 2007	\$110/participant

\*Any payment not received at DECA Inc. by COB November 14<sup>th</sup> will be charged the on-site rate of \$110 for any balances owed or late/on-site registration unless secured with a purchase order or check request.

**Methods of Payment:** Check, purchase order, check request or credit card (only MasterCard and Visa) are accepted. A 3% fee will be charged for any credit card amount that is \$500 or over.

**E-MAIL/MAIL THE ABOVE TO**

**[Anne\\_Farrell@deca.org](mailto:Anne_Farrell@deca.org)**

DECA's NARCON

Attention: Anne Farrell

DECA

1908 ASSOCIATION DRIVE

RESTON, VA 20191

Once registration is received and you have received a confirmation email\*, please direct questions/changes to

**[Linda\\_Clemons@deca.org](mailto:Linda_Clemons@deca.org)**

**If you have not received a confirmation email from DECA (Linda Clemons) within 2 days after emailing your registration, please call to confirm receipt—Linda Clemons at 703-860-5000, ext. 242.**

Mail a copy of all registration materials, payment and the housing request to

DECA's NARCON  
1908 Association Drive  
Reston, VA 20191

**Hotel Information** (see page 9 for more details)

Hotel Reservations & One Night's Deposit Payable to the Sheraton Boston Hotel	October 12, 2007	\$201 S/D \$211 Triple \$221 Quad + 12.45% tax
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**MAIL THE ABOVE TO:**

**Sheraton Boston Hotel  
39 Dalton Street  
Boston, MA 02199  
Phone: 617-236-2000**

**EMAIL THE ABOVE TO;**

**[keith.bellerose@sheraton.com](mailto:keith.bellerose@sheraton.com) and  
[carolyn.walker@sheraton.com](mailto:carolyn.walker@sheraton.com) and  
[shirlee\\_kyle@deca.org](mailto:shirlee_kyle@deca.org)**

Housing payments should go directly to the Sheraton Boston Hotel. Do **NOT** send housing payments to DECA Inc.

Late/On-site Registration No guarantee of a conference tee shirt. Game tickets are not available after <b>October 12, 2007.</b>	November 15, 2007	\$110/participant
Permission Form	November 15, 2007 Submit during conference registration	

# Programs

The agenda and program content for students and professionals are currently under development. Detailed agendas will be sent to state/provincial and local advisors and posted on the Web site throughout the fall. For planning purposes, the agenda timeframes may be helpful. Career cluster tracks include finance; marketing, sales and service; and hospitality/sports and entertainment marketing. The career cluster tracks will include entrepreneurship, leadership, and appropriate competitive event information. In order to provide adequate space for each of the tracks, it will be necessary for you to indicate on the registration excel form a priority track for each of the conference attendees. Staff will do our best to accommodate these requests.

***Government Relations*** (Friday only; pre-registration required)

***Sports and Entertainment Marketing*** (Friday only with the Boston Celtics; pre-registration required)

DECA will team up with the Boston Celtics on Friday. Join us as key staff people from the TD Banknorth Garden Arena present workshops. The entertainment continues as the Boston Celtics take on the Miami Heat. The opening session of the North Atlantic Region Leadership Conference will be held at the TD Banknorth Garden Arena following the basketball game. You won't want to miss this *[X]perience!*

## ***Leadership***

Each student will have an opportunity to participate in leadership development activities, which will be patterned after DECA's Leadership Academies and will focus on communication, image and teamwork. Students will go beyond the basic duties and responsibilities of leadership and will learn how to exceed expectations.

The third and final segment of the 2007 DECA LEADS program will be available to state/provincial officer teams. Officers will improve their skills, review their goals and experience over-and-above leadership training that will allow you to *[X]perience the Difference in Leadership* as you provide these skills to your local chapter officers.

## ***Business Partner Presentations***

Representatives from a variety of professions will give participants an insider view on what it takes to be successful in the business world.

## ***Competitive Event Tips***

Want to experience stage time at your state/provincial career development conference? Learn from the "Pros" how to achieve the winning edge in competition and lead your DECA team to victory. Tips and tricks from advisors with winning teams will give your competitive event teams the edge they need to bring the trophies home.

### ***Advisor Workshops***

A modified version of the ICDC Advisor Academy will provide a series of workshops featuring helpful topics to new advisors—topics such as chapter management skills, creating and maintaining enthusiasm within the chapter and the integration of DECA activities into the curriculum.

### ***Special MDA Fundraiser***

Advisors are encouraged to gather auction items for an MDA Fundraising Auction held during the conference. More details will follow.

**Check back to [www.deca.org/narlc.html](http://www.deca.org/narlc.html) for updated information!**

# NARCON Tentative Schedule

November 16 - 18, 2007

## Thursday, November 15

4:00 p.m.-7:00 p.m.

Registration Desk Open

## Friday, November 16

8:00 a.m.-10:00 a.m.

Registration Desk Open

9:00 a.m.-4:00 p.m.

Government Track (Friday only; pre-registration required)

9:00 a.m.-4:00 p.m.

Leadership Track

1:00 p.m.-4:00 p.m.

Sports & Entertainment Marketing Track (Friday only; pre-registration required)

1:00 p.m.-6:00 p.m.

Conference Registration Desk Open

3:00 p.m.-5:00 p.m.

Exhibits Set Up

4:00 p.m.-6:00 p.m.

Association Meetings (ONLY upon request)

7:00 p.m.-11:00 p.m.

Boston Celtics Basketball Game followed by Opening General Session

12:00 a.m.

Curfew

## Saturday, November 17

8:00 a.m.-4:00 p.m.

Exhibits

8:30 a.m.-4:00 p.m.

Leadership/Finance/Entrepreneurship Track

Leadership/Hospitality/Entrepreneurship Track

Leadership/Marketing/Entrepreneurship Track

DECA LEADS State/Provincial Officer Training

Advisor Workshops

Noon

State/Provincial Officers' and

State/Provincial Advisors' Luncheon

Evening

Entertainment

12:00 a.m.

Curfew

## Sunday, November 18

9:00 a.m.-10:30 a.m.

Closing General Session

## ***REGISTRATION PROCEDURE***

Each DECA advisor must register all student delegates and adult advisors in his/her chapter by completing the online excel sheet. The Board of Directors of DECA Inc. has specified that there must be a **MINIMUM OF ONE ADULT ADVISOR FOR EVERY EIGHT STUDENT DELEGATES**. Adult advisors may be any adult named by the DECA advisor to serve the chapter in this capacity. He/she must register for the conference, pay the registration fee, and be in attendance for the entire period of the conference. There are no restrictions on the number of adult advisors who may attend. In reference to the required minimum, all coordinators, parents, supervisors and teacher-educators are eligible.

Each local DECA advisor must register directly with DECA Inc. for the North Atlantic Region Leadership Conference. Please pay special attention to the following procedures. All delegates, advisors and chaperones attending the conference are required to register for the conference. If the spouse/family category plans to attend the basketball game and opening session, they must pay a \$35 registration fee.

Forms to download for registration

- Registration File (excel)
- Housing Form (excel)
- Insurance Beneficiary Form (word document)

All files can be downloaded from the web at <http://www.deca.org/narlc.html> by right clicking on the appropriate link and saving it to your computer. Fill out each form, save and when complete, e-mail the completed excel file to [anne\\_farrell@deca.org](mailto:anne_farrell@deca.org) and send registration printout by the deadline, October 12. You will receive an e-mail confirmation\* once it is processed. Any changes to the initial registration should be submitted in e-mail form and sent to [linda\\_clemons@deca.org](mailto:linda_clemons@deca.org). Please do not send updated files. Technical questions can be directed to [anne\\_farrell@deca.org](mailto:anne_farrell@deca.org) or at 703-860-5000, ext. 243.

**If you have not received a confirmation email from DECA (Linda Clemons) within 2 days after emailing your registration, please call to confirm receipt—Linda Clemons at 703-860-5000, ext. 242.**

**Methods of Payment:** Check, purchase order, check request or credit card (only MasterCard or VISA) are accepted. A 3% fee will be charged for any credit card amount that is \$500.00 or over.

It is the local advisor's responsibility to verify that ALL delegates meet ALL eligibility requirements, including membership. Accuracy is extremely important, as this information is used for identification badges.

**REGISTRATION FEES:**

**Register Early!**

..... Registration Fee (Student, Advisor, Chaperone) payment received on or before October 12	\$100.00 per person
..... Late/On-Site Registration Fee (Student and Adult) payment received after November 14th	\$110.00 per person
..... Spouse Registration Fee (with basketball game; must be received by October 12; tickets not available after the 12th)	\$35.00 per person
..... Spouse Registration Fee (no basketball game)	NO CHARGE

Spouse is defined as husband/wife of the advisor or parent of the student.

**CHANGES/SUBSTITUTIONS:**

All changes to the original registration must be submitted in writing to DECA Inc. by email or mail to [linda\\_clemons@deca.org](mailto:linda_clemons@deca.org).

**ON-SITE REGISTRATION PROCEDURES:**

1. Bring duplicate copies of all registration forms and verification of payment.
2. Official conference badges will be provided at registration.
3. If the money is not received prior to November 15th, the on-site registration fee will be assessed. The total amount should be paid with one check payable to DECA.
4. Refunds will not be made during the conference; however, conference officials will verify the refund. Refund checks will be sent after the close of the conference.

## *Special Accident Insurance*

Arrangements have been made with MUTUAL OF OMAHA to provide special insurance for each state/provincial association's delegates and advisors registered for the International Career Development Conference. Your delegates must be listed on the registration form. Policy No. T5MP-056074 has the following broad features:

\$25,000 Principal Sum for Accidental Death or Dismemberment  
\$ 2,000 Medical Expense due to Accidents (the first \$25 of expense is deductible)

Each person subscribing voluntarily to this insurance will be covered by this policy up to three days before the conference (or whenever you leave home to travel to the conference, whichever is shorter), during the conference, and up to three days following the conference (or until you arrive home, whichever is shorter). Maximum GROUP coverage is \$750,000 for this conference. Some exclusions include: attempted suicide and war. Air travel coverage is limited to passengers. Coverage is subject to the full terms and conditions in the master policy. If your delegates desire this insurance coverage, the following information must be included on the registration forms and mailed to DECA with the premium of \$1.25 per person:

Name of Beneficiary  
Relationship to Attendee  
Home Address of Beneficiary

### **CLAIMS**

If anyone has a claim against this policy, please contact Stephanie Chambers at DECA Inc. to receive a claim form—703.860.5000, ext. 237. Also, please make sure to

Make copies of all medical bills for your file.  
Send completed form with medical bills to

Mutual of Omaha  
Attn: Special Risk Services  
P. O. Box 31156  
Omaha, NE 68131

Retain a copy of ALL paperwork for your records.

## ***Hotel Information***

DECA's North Atlantic Region Leadership Conference will be held at the  
Sheraton Boston Hotel  
39 Dalton Street  
Boston, MA 02199  
(P) 617-236-2000

<b>Room</b>	<b>Rate</b>
Single	*\$201.00
Double	*\$201.00
Triple	*\$211.00
Quad	*\$221.00

\*This rate does not include the **12.45%** tax rate.

Housing payments should go directly to the Sheraton Boston Hotel; do NOT send housing payments to DECA Inc.

Room rates are quoted exclusive of applicable state and local taxes, which are currently 12.45% (subject to change without notice). The housing form can be found online at the following URL: <http://www.deca.org/doc/NARCONRooming.xls>. The rooming list accompanied by the first night's deposit must be received at the hotel by October 12, 2007. Reservations made after this date will be on space and rate availability. A limited number of rooms are available on Thursday, November 15, 2007. They are available on a first-come, first-served basis. Don't delay if your delegation plans to arrive at the conference on Thursday. **Full payment for rooms is due to the hotel upon check-in.**

Chapter advisors are urged to complete the housing\_form, which will be available online at <http://www.deca.org/doc/NARCONRooming.xls>. Just right click in the housing form and save to your computer. Complete the excel file and email to Keith Bellerose at [keith.bellerose@sheraton.com](mailto:keith.bellerose@sheraton.com), to Carolyn Walker at [carolyn.walker@sheraton.com](mailto:carolyn.walker@sheraton.com), and to Shirlee Kyle at [shirlee\\_kyle@deca.org](mailto:shirlee_kyle@deca.org). Please provide ALL information requested!

Email updated information to the hotel if substitutions take place after the original rooming list is submitted. The local advisor must notify the hotel in writing of the individual change or changes. **DO NOT SEND A REVISED ROOMING LIST!**

Example: Maryland Association - High School Division  
Room 8 (number in box from original rooming list)  
Delete Joyce Brown and replace with Linda Black

Instruct all persons attending the conference that all baggage should be tagged.

## ***Hotel Check In***

All reservations require a credit card guarantee or a deposit of the first night's room and tax.

Each chapter/state/provincial association will be assigned rooms prior to arrival. Therefore, it is imperative that each chapter advisor indicates approximate arrival time. This way the hotel can schedule specific times rooms must be available for each chapter.

Upon arrival at the airport, the chapter advisor should notify the hotel of the delegation's arrival. Room assignments and keys will be assembled and ready for distribution to the chapter advisor.

Chapter advisors will be responsible for verifying personnel assigned to specific rooms.

## ***Hotel Check Out***

The hotels have been advised to make **no** charges to student rooms. Therefore, it is assumed that no extra charges should be incurred except telephone calls, which are automatic and uncontrollable. Nevertheless, because of the large number of students involved, DECA chapter advisors are asked to assume the responsibility for all charges incurred by their state/provincial association delegation. If you wish to deviate from this practice, you must work it out with the hotel prior to the conference.

The DECA chapter advisor should plan to pay for hotel charges when checking out, with cash, traveler's checks, or credit cards. If you wish to make other arrangements, such as payment by check, you should contact the credit office prior to arrival. **Please note that an early departure fee equivalent to \$100 of the room rate plus taxes will be charged to all guests departing earlier than their confirmed departure date.**

Each chapter advisor or his/her designee should keep a copy of the rooming list that was mailed to the hotel at the time the accommodations were requested. On the day prior to checkout, the chapter advisor may request a printout of all incidental bills for the chapter. Hopefully, the majority will have no balances, but individuals in those rooms who owe additional monies can pay the *cashier* individually, or give the money to the local advisor who will settle with the hotel. Prior to leaving the hotel, the state/provincial advisor should check with the *head cashier* to make sure all of the delegation's accounts have been settled.

## **PRESIDENTIAL GOVERNANCE COMMITTEE**

A Governance Committee will be appointed for the conference. The purpose of the committee will be to act upon all violations of the Delegate Conduct Practices and Procedures within the division. Delta Epsilon Chi, Collegiate and alumni members will be expected to follow the policies established for the High School Division since these divisions have chosen to meet during DECA's North Atlantic Region High School Division Leadership Development Conference. The conduct guidelines were approved by the Board of Directors for DECA Inc. and apply to adult advisors as well as student delegates.

A copy of the Delegate Conduct Practices and Procedures may be found in this section. The Board of Directors for DECA Inc. requires every student delegate to read and complete the Permission Form as partial completion of attendance requirements. Please make sufficient copies for your delegates to sign and return to you prior to the conference. A copy of the form must be submitted during conference registration. The original copy should be kept by the local/state/provincial advisor. PLEASE DO NOT MAIL TO THIS OFFICE.

The state/provincial advisor will be notified (in writing) of all violations. Notices may require the committee to assemble and take such action as is outlined in the Conference Conduct Practices and Procedures.

## **CODE OF ETHICS FOR ADULT ADVISORS**

Marketing Education programs offer training to those students who have a career objective in the field of marketing, merchandising, management, or entrepreneurship. Individual conduct and appearance is a phase of this training. At DECA's North Atlantic Region Leadership Development Conference this phase of the education program becomes apparent.

The rules as stated in the Delegate Conduct Practices and Procedures and the Dress Code are called to your attention for review and should govern the behavior of advisors as well as students.

Since a good example is one method of teaching, and students participating in the conference are impressionable, a Code of Ethics is set for adult advisors. It becomes the responsibility of each and every participant to see that proper conduct is adhered to at all times.

- Advisors shall conduct daily meetings with participants for progress reports, time schedules and other activities.
- Advisors shall keep an agenda for each student in order that they may be reached at any time during the conference.
- Each state/province shall arrange to have one advisor on call at all times.
- Each advisor shall be responsible for seeing that participants adhere to all conduct practices and procedures.

## DELEGATE CONDUCT PRACTICES AND PROCEDURES

The Board of Directors for DECA Inc. requires each delegate attending the North Atlantic Region Leadership Conference to read and complete the **Attendance Permission Form** and return to the **state/provincial** DECA advisor as partial completion of attendance requirements.

- The term “delegate” shall mean any DECA member, including advisors, attending conferences (high school, collegiate, alumni, professional).
- There shall be no defacing of public property. Any damage to the property or furnishings in the hotel rooms or building must be paid for by the individual or chapter responsible.
- Delegates must wear identification badges and wristbands at all times.
- Delegates shall refrain from using inappropriate or profane language at all times.
- Delegates shall refrain from verbal, physical or sexual harassment, hazing or name-calling.
- Delegates shall respect the rights and safety of other hotel guests.
- Delegates shall not possess alcoholic beverages, narcotics or weapons in any form at any time under any circumstances.
- Delegates shall refrain from gambling—playing cards, dice or games of chance for money or other things of value.
- Use of tobacco products by delegates is prohibited at all DECA functions.
- Delegates must adhere to the dress code at all times.
- Delegates must not dress or behave in a manner than can be interpreted as sexually explicit.
- Students shall keep their adult advisors informed of their activities and whereabouts at all times.
- No delegate shall leave the hotel (except for authorized events) unless permission has been received from chapter and state/provincial advisors.
- Delegates should be prompt and prepared for all activities.
- Delegates should be financially prepared for all activities.
- Delegates are required to attend all sessions and activities assigned including workshops, competitive events, committee meetings, etc. for which they are registered unless engaged in some specific assignment scheduled at the same time.
- Delegates will spend nights at their assigned hotel and in their assigned room. No guests allowed during curfew hours. Delegates will be quiet at curfew.
- Curfew will be enforced. Curfew means the delegate will be in his/her assigned room.
- State/Provincial associations will be responsible for delegates’ conduct.
- Delegates ignoring or violating any of the above rules will subject their entire delegation to being unseated and their candidates or competitive events participants to being disqualified. Individual delegates may be sent home immediately at their own expense.
- Tasteful casual wear will be accepted during specific social functions as designated during orientation.

# DECA's Dress Code

## DECA General Sessions, Meal Functions

### Females

Business suit or blazer with dress blouse and dress skirt or dress slacks or business dress; dress shoes and hosiery/trouser socks

### Males

Business suit or sport coat with dress slacks, collared dress shirt and necktie; dress shoes and dress socks

### DECA Business Casual

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.

### Dance Attire

Casual slacks or jeans with blouse, shirt or t-shirt. Shoes are required.

### The following are unacceptable during DECA activities:

- Skin-tight or revealing clothing
- Midriff-baring clothing
- Clothing with printing that is suggestive, obscene or promotes illegal substances
- Athletic clothing
- Swimwear

DECA'S NORTH ATLANTIC REGION  
LEADERSHIP CONFERENCE  
Attendance Permission Form

State/Provincial Association \_\_\_\_\_

Chapter \_\_\_\_\_

**ATTENDANCE:**

This is to certify that

\_\_\_\_\_ has my permission to attend the above named DECA activity. I also do hereby, on behalf of

\_\_\_\_\_ absolve and release the school officials, the DECA chapter advisors and the assigned state/province DECA staff from any claims for personal injuries or illness which might be sustained while he/she is *en route* to and from or during the DECA-sponsored activity.

**EMERGENCY:**

I authorize the advisor to secure the services of a physician or hospital, and to incur the expenses for necessary services in the event of accident or illness, and I will provide for the payment of these costs.

We have read and agree to abide by the DECA Code of Conduct. We also agree that the school officials, the DECA chapter advisors, the state/province DECA staff, or the conference conduct

Committee, have the right to send \_\_\_\_\_ home from the activity at our expense, provided that he/she has violated the Code of Conduct and/or his/her conduct has become a detriment.

\_\_\_\_\_  
Student Signature

\_\_\_\_\_  
Parent/Guardian Signature

\_\_\_\_\_  
Phone

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

\_\_\_\_\_  
Cell Phone

\_\_\_\_\_  
Chapter Advisor Signature

DECA'S NORTH ATLANTIC REGION LEADERSHIP CONFERENCE

DELEGATE INFRACTION NOTICE

To: \_\_\_\_\_
Name of State/Provincial Advisor or State/Provincial Supervisor
State/Province
\_\_\_\_\_
Division

It has been reported that \_\_\_\_\_ of your state/provincial delegation violated the following delegate conduct practice and/or procedure:

- \_\_\_ Dress code
\_\_\_ Defaced public property
\_\_\_ Possession of alcoholic beverages/narcotics
\_\_\_ Use of alcoholic beverages/narcotics
\_\_\_ Smoking while officially representing state/provincial associations of DECA
\_\_\_ No identification badge
\_\_\_ In unauthorized place
\_\_\_ Curfew regulations
\_\_\_ Unauthorized date
\_\_\_ Unauthorized transportation
\_\_\_ Other (please specify)

on \_\_\_\_\_ at \_\_\_\_\_
(date) (time)

For the benefit of the thousands of DECA members who will be privileged to attend DECA's North Atlantic Region Leadership Conferences in future years, it is necessary for all current delegates to abide by established conference rules. The exemplary image of ME and DECA as "Developing Future Leaders for Marketing and Management" must be upheld.

A word of caution to those who care should be sufficient.

Major infraction reports require appropriate action by the committee responsible for conference conduct.

Please bring this notice to the immediate attention of all parties involved.

\_\_\_\_\_ Date
\_\_\_\_\_ Chairman,
Presidential Governance Committee

DECA's  
North Atlantic Region  
Leadership Development Conference

**PERMISSION FORM/CONFERENCE DRESS CODE**

I certify that a Permission Form that includes an explanation of the conference Dress Code has been completed for each student attending DECA's North Atlantic Region Leadership Development Conference.

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DECA Advisor

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Chapter/State/Province

This form should be submitted at conference registration on November 15-16, 2007.