

# Awards



International Career  
Development Conference  
Anaheim, California  
April 29 – May 2, 2009

# QUALIFICATIONS FOR ENTERING INTERNATIONAL COMPETITIVE EVENTS

## Rules and Regulations

- All participants must be active members of DECA with the current year's dues on file with DECA Inc. prior to March 1 of the current school year.
- All participants must be housed at the assigned official conference hotel.
- All participants and written entries must be approved and authorized for entering competition by their state/provincial association through official competitive events registration forms.
- All participants and written entries must meet the specifications set forth for each activity.
- All participants must have participated in state/province, district and/or local competition.
- All entry forms and written entries must be submitted according to announced deadlines by the state/provincial advisor or designee.
- A participant may enter only one of the competitive events with a participatory component during the International DECA Conference.
- No additions or substitutions may be registered for competition after the deadline set forth by DECA Inc.
- A written entry may not be entered in more than one international conference competitive event during a given year.
- Once a written entry is entered in international conference competition, the identical content material may not be entered in international conference competition again.
- All participants must attend the briefing sessions scheduled for their competitive event during the international conference.
- Participants are required to follow the official DECA dress code, which requires that they wear an official DECA blazer during all phases of competition during which they come in contact with a judge or judges. This includes Virtual Business Challenge. *Example:* A DECA blazer is not required for testing but is required for all role-play and presentation situations. Professional dress is required during briefing and testing and the DECA Quiz Bowl.
- All written entries must include a signed copy of DECA's Written Entry Statement of Assurances.

## COMPETITIVE EVENTS AWARDS

DECA's competitive events provide recognition for competitors in a number of different areas. The following list describes the recognition provided for each competitive event.

### INDIVIDUAL SERIES EVENTS

|      |                                               |
|------|-----------------------------------------------|
| ACT  | Accounting Applications Series                |
| AAM  | Apparel and Accessories Marketing Series      |
| ASM  | Automotive Services Marketing Series          |
| BSM  | Business Services Marketing Series            |
| FMS  | Food Marketing Series                         |
| HLM  | Hotel and Lodging Management Series           |
| MMS  | Marketing Management Series                   |
| QSRM | Quick Serve Restaurant Management Series      |
| RFSM | Restaurant and Food Service Management Series |
| RMS  | Retail Merchandising Series                   |
| SEM  | Sports and Entertainment Marketing Series     |

**CERTIFICATE OF ACHIEVEMENT . . .** All competitors will receive a Certificate of Achievement recognizing the achievement necessary to qualify to participate in the International Career Development Conference.

**CERTIFICATE OF EXCELLENCE . . .** Competitors scoring a combined total score of 70 or better on the comprehensive exam and two preliminary event scores will earn a Certificate of Excellence.

**MINI-AWARDS . . .** The competitor with the highest score in each section of the two preliminary events will receive a **yellow** ribboned medallion. The highest **ten** individual scores on the comprehensive exam will also receive a yellow ribboned medallion.

**MINI-AWARDS . . .** The competitor's scores for the comprehensive exam and the two preliminary events will be added together. The top **two** scores in each section will be considered series finalists and receive the **blue** ribboned medallion.

**GRAND AWARDS . . .** The series finalists will compete in one final event. This score will be combined with the comprehensive exam and the total scores will be ranked. The top **ten** will be called to the stage with 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> places receiving trophies and all **ten receiving red-white-blue** ribboned medallions.

**CASH AWARDS . . .** Please consult the DECA GUIDE for cash awards and scholarship information.

|                                   |                              |
|-----------------------------------|------------------------------|
| Accounting Applications           | Food Marketing               |
| Apparel and Accessories Marketing | Hotel and Lodging Management |
| Automotive Services Marketing     | Retail Merchandising         |

## MANAGEMENT TEAM DECISION MAKING EVENTS

|       |                                                                          |
|-------|--------------------------------------------------------------------------|
| BLMDM | Business Law and Ethics Management Team Decision Making Event            |
| BMDM  | Buying and Merchandising Management Team Decision Making Event           |
| FMDM  | Financial Analysis Management Team Decision Making Event                 |
| HMDM  | Hospitality Services Management Team Decision Making Event               |
| IMDM  | Internet Marketing Management Team Decision Making Event                 |
| SMDM  | Sports and Entertainment Marketing Management Team Decision Making Event |
| TMDM  | Travel and Tourism Marketing Management Team Decision Making Event       |

**CERTIFICATE OF ACHIEVEMENT . . .** All competitors will receive a Certificate of Achievement recognizing the achievement necessary to qualify to participate in the International Career Development Conference.

**CERTIFICATE OF EXCELLENCE . . .** All competitors on each team scoring a combined total score of 70 on the comprehensive exam and interview scores will earn a Certificate of Excellence.

**MINI-AWARDS . . .** The highest **ten** individual scores on the comprehensive exam will receive a **yellow** ribboned medallion. The top team scores in each section of the interview component of the event will each receive a yellow ribboned medallion.

**MINI-AWARDS:** The competition team scores for the comprehensive exam and the interview component will be added together. The top **two** team scores in each section will be considered series finalists and receive the **blue** ribboned medallion.

**GRAND AWARDS . . .** The series finalists will compete in one final event. This score will be added to the comprehensive exam score and the total scores ranked. The top **ten** teams will be called to the stage with 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> places receiving trophies and all **ten** receiving **red-white-blue** ribboned medallions.

**CASH AWARDS . . .** Please consult the DECA GUIDE for more information on scholarships, cash awards and sponsorships.

Buying and Merchandising Management Team Decision Making Event  
Financial Analysis Management Team Decision Making Event  
Hospitality Services Management Team Decision Making Event  
Sports and Entertainment Marketing Management Team Decision Making Event

**MARKETING RESEARCH EVENTS**  
**CHAPTER TEAM EVENTS**  
**BUSINESS MANAGEMENT AND ENTREPRENEURSHIP EVENTS**

|      |                                                                                           |
|------|-------------------------------------------------------------------------------------------|
| BFR  | Business and Financial Services Marketing Research Event                                  |
| GMR  | General Marketing Research Event                                                          |
| HRR  | Hospitality and Recreation Marketing Research Event                                       |
| RMR  | Retail Marketing Research Event                                                           |
| CSP  | Community Service Project                                                                 |
| CMP  | Creative Marketing Project                                                                |
| EPP  | Entrepreneurship Promotion Project                                                        |
| FLPP | Financial Literacy Promotion Project                                                      |
| LEP  | Learn and Earn Project                                                                    |
| PRP  | Public Relations Project                                                                  |
| ENP  | Entrepreneurship Participating Event<br>Organizing an Independent or Franchising Business |
| ENW  | Entrepreneurship Written Event                                                            |
| IBP  | International Business Plan                                                               |
| IMP  | Internet Marketing Plan Event                                                             |

**CERTIFICATE OF ACHIEVEMENT . . .** All competitors will receive a Certificate of Achievement recognizing the achievement necessary to qualify to participate in the International Career Development Conference.

**CERTIFICATE OF EXCELLENCE . . .** All individual and team competitors scoring a combined total score of 70 on the presentation and written (where applicable) project scores will earn a Certificate of Excellence.

**MINI-AWARDS . . .** The top **two** scores in each section will be considered series finalists and receive the **blue** ribboned medallion.

**GRAND AWARDS . . .** The series finalists will compete in both the written (where applicable) and presentation components. The top **ten** will be called to the stage with 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> places receiving trophies and all **ten** receiving **red-white-blue** ribboned medallions.

**CASH AWARDS . . .** Please consult the DECA GUIDE for more information on scholarships, cash awards and sponsorships.

Business and Financial Services Marketing Research Event  
Hospitality and Recreation Marketing Research Event  
Retail Marketing Research Event  
Community Service Project  
Learn and Earn Project  
Entrepreneurship Participating Event (Organizing a Franchising Business)  
Entrepreneurship Participating Event (Organizing an Independent Business)

Selected winners will receive an honorarium should the project be published by **DECA IMAGES**.

**MARKETING REPRESENTATIVE EVENTS**

|     |                                      |
|-----|--------------------------------------|
| ADC | Advertising Campaign Event           |
| FMP | Fashion Merchandising Promotion Plan |
| TSE | Technical Sales Event                |

**CERTIFICATE OF ACHIEVEMENT . . .** All competitors will receive a Certificate of Achievement recognizing the achievement necessary to qualify to participate in the International Career Development Conference.

**CERTIFICATE OF EXCELLENCE . . .** Competitors scoring a combined total score of 70 on the written (where applicable) and presentation scores will earn a Certificate of Excellence.

**MINI-AWARDS . . .** The highest **ten** individual scores on the comprehensive exam will receive a **yellow** ribboned medallion. The top team (ADC/FMP)/individual (TSE) score in each section of the presentation component of the event will each receive a **yellow** ribboned medallion.

**MINI-AWARDS . . .** The competition team (ADCFMP)/individual (TSE) scores for the comprehensive exam and the presentation component will be combined. The top **two** team (ADC/FMP)/individual (TSE) scores in each section will be considered series finalists and receive the **blue** ribboned medallion.

**GRAND AWARDS . . .** The series finalists will compete in one final event. This score (where applicable) will be added to the comprehensive exam score and the total scores ranked. The top **ten** will be called to the stage with 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> places receiving trophies and all **ten** receiving **red-white-blue** ribboned medallions.

**CASH AWARDS . . .** Please consult the DECA GUIDE for more information on scholarships, cash awards and sponsorships.

#### Fashion Merchandising Promotion Plan

Selected winners will receive an honorarium should their project be published by **DECA IMAGES**.

## ONLINE EVENTS

VBC-R

Virtual Business Challenge Retail

VBC-S

Virtual Business Challenge Sports

**CERTIFICATE OF ACHIEVEMENT . . .** All competitors will receive a Certificate of Achievement recognizing the achievement necessary to qualify to participate in the International Career Development Conference.

**GRAND AWARDS . . .** The top **eight** VBC Retail and top **four** VBC Sports teams will be called to the stage with 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> places receiving trophies and all receiving **red-white-blue** ribboned medallions.

## AWARDS

### Recruiting Salutes Award

The United States Air Force will present the Recruiting Salutes Award at the 2008 High School International Career Development Conference. The competition for this award is open to state officers (one per state) to recognize their involvement in citizenship projects or those with patriotic overtones with impact on the perpetuation of the American way of life. The deadline for entries in this event is **March 27, 2009**.

### Marketing Education Honor Award

The purpose of the Marketing Education Honor Award is to provide recognition to marketing education students for their academic excellence, leadership and involvement in DECA. To receive this award, a student must be a member of DECA at the state and national level; be a senior; have an overall cumulative grade point average of 3.2 for the seven previous semesters; and participate in at least three of the areas listed under DECA activities, leadership and involvement in DECA. The deadline for award applications is February 1. For more information and the application go to [www.deca.org/honawd.html](http://www.deca.org/honawd.html).

### DECA's Scholarships

DECA's scholarship program provides over \$250,000 in scholarships at the International Career Development Conference each year. Many corporations provide scholarships through the DECA Scholarship Program. DECA Inc. administers the program based on guidelines set by the donor. DECA scholarships are strictly merit based. Scholarships will be awarded during the closing general session. Company representative and student pictures will be taken immediately following the on-stage presentation. All student applications for corporate scholarships must be postmarked on or before **February 13, 2009**. Students must contact the state/provincial advisor for the deadline for the Applegate scholarships. Applications are on the DECA web site at [www.deca.org/schol.html](http://www.deca.org/schol.html).

The Professional Development scholarship program is for DECA advisors wishing to further their education for careers in marketing, management or marketing education. Some scholarships can be used to reimburse fees of attendance at an annual conference that provides continuing education credits in their field such as Conclave or ACTE. Corporate advisor application deadlines are **March 6, 2009**. These applications can be found at [www.deca.org/advisorscholarships.html](http://www.deca.org/advisorscholarships.html).