

State Advisor Conference Registration



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



63rd International Career Development Conference

The DECA Inc. Board of Directors has specified that there must be a **MINIMUM OF ONE ADULT ADVISOR FOR EVERY EIGHT HIGH SCHOOL DIVISION STUDENT DELEGATES**. An adult advisor may be any adult named by the state/provincial DECA advisor to serve the state/provincial association 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.

To be eligible to attend the International Career Development Conference, each high school division member must meet these basic criteria:

- Be an active member of a division of DECA. Membership must be recorded on an official DECA membership roster and be on file with DECA Inc.
- Have the approval of the state/provincial DECA advisor.
- Have the approval of the chapter DECA advisor.
- Have the approval of the school administration.
- Have the approval of parent or guardian unless 21 years or older.

Any professional, alumni or collegiate division member meeting the above criteria is eligible to attend the International Career Development Conference.

In addition to the above criteria, high school division members must meet one (1) of the following criteria:

- Be a state/provincial participant in one of the international competitive activities. Dues must be paid by March 1.
- Be a participant in the DECA Quiz Bowl.
- Be an international scholarship award recipient.
- Be a state/provincial, area or regional officer.
- Be a voting delegate representing his/her state/provincial association for his/her division.
- Be a delegate to one of the following:
 - Chapter Management Academy
 - DECA LEADS
 - Leadership Development Academy
 - Senior Management Institute
 - School-based Enterprise Academy

- Be a state/provincial association delegate by receiving special permission from his/her state/provincial DECA advisor (limited to 1% of the state's DECA Inc. membership in the high school division).

Allocation for competitors, voting delegates and state/provincial association representatives are based on each state/provincial association's membership in the high school division on June 30 of the previous calendar year. Please refer to the attached allocation schedule for details.

Registration Fees

Early-bird Registration Fee (Student, Advisor/Chaperone) received by March 27	\$85
On-Site Registration Fee (Student, Advisor/Chaperone)	\$90
Spouse Registration Fee	0

One check or money order for the total number of persons registering payable to DECA Inc. is to be received at DECA by **March 27** with all completed forms if the state/provincial advisor is taking advantage of the early-bird reduced registration fee of \$85. If conference registration is not paid in full for the entire delegation by **April 22**, the students, advisors and chaperones with a balance due will be charged \$90. Any balance in registration fees and on-site registration (\$90) must be paid at the time of on-site conference registration. The total amount should be paid with one check payable to DECA Inc.

Registration Procedure

Each state/provincial DECA advisor is asked to register all student delegates and adult advisors/chaperones in his/her delegation by completing the excel registration process. Instructions for registering your delegation will be included with the excel form.

All delegates, advisors and chaperones attending the conference are required to register for the conference. Conference registration must be received at DECA by **MARCH 27**. Competitive event abbreviations follow. Allocations in each competitive event for each association are attached.

It is the state/provincial advisor's responsibility to verify that ALL delegates meet ALL eligibility requirements, including membership. State/provincial advisors must sign each registration form.

Registration is scheduled on Tuesday, April 28, from 12:00 noon until 6:00 p.m. and Wednesday, April 29, from 8:00 a.m. to 10:00 a.m. at the Anaheim Convention Center. In an effort to better serve you, please submit the attached form indicating the date and time you wish to register.

DECA will again provide a conference registration service if you send an email to Shirlee_Kyle@DECA.org stating the time you wish to register on Tuesday afternoon or Wednesday morning. You will then be picked up at your hotel and taken to conference registration. An email confirmation will be sent to you confirming the hotel pickup time. If you

prefer to use your own transportation, assistance in loading your materials will be provided. If your email is not received by April 22, it will be assumed that you are not using this service. No other DECA transportation is provided on Tuesday.

Your name badge AND wristband are your tickets to all meetings, general sessions, transportation and special activities. This policy is for **students** and **advisors**. They must be worn at all times during the conference. The only way of losing a wristband is by cutting it off or fastening too loosely. Lost badges and wristbands may be replaced at conference headquarters by the **advisor**. Replacement name badges or wristbands will cost \$1. Proceeds will benefit the Muscular Dystrophy Association. **ABSOLUTELY NO ONE WILL BE ALLOWED IN THE DANCE WITHOUT A WRISTBAND.**

Official conference name badges, wristbands, delegate ribbons and necessary tickets will be provided at conference registration. The bulk registration materials (programs, brieffolios, name badge holders, etc.) will be delivered to your hotel. These materials will be available by mid-afternoon on Monday, April 27. It will be your responsibility, however, to get the materials from the hotel storage/loading dock to a designated room, which **you** have arranged for.

If you wish to have bulk registration materials earlier than noon on Monday, please send an email to Shirlee Kyle. Confirmation will be sent via email.

On-site Registration

State/Provincial advisors should complete the registration appointment form within and return to DECA Inc. with the other completed registration materials. Registration times will be by appointment during the following hours:

Anaheim Convention Center	April 28	12:00 p.m. – 6:00 p.m.
	April 29	8:00 a.m. – 10:00 a.m.

Bring duplicate copies of all registration forms and verification of payment. Verification of registration information will be made at this time.

Insurance Coverage

Please provide the following information for each individual that selected the insurance option: name, school, home address and beneficiary. This information can be emailed to anne_farrell@deca.org.

Registration Fee/Refund Policy

Reminder: If payment is not received at DECA Inc. by Wednesday, April 22, your state will be charged the on-site registration fee. Payment by credit card will incur a 3% processing fee if the balance exceeds \$500. Any billing that has to be done following the conference will be done at the on-site fee as well.

No refunds will be granted for adjustment of a state's/provincial's registration after 10 a.m. on April 29. Refunds will not be paid during on-site registration; however, conference officials will verify the amount of the refund. Refund checks will be sent within one month after the close of the conference.

Changes/Substitutions

All changes to the original registration **MUST** be made in **WRITING** and faxed or emailed to DECA Inc., Attn: Anne Farrell or anne_farrell@deca.org. No additions/substitutions for competitors will be accepted after **Friday, April 24, 2009**.

Conference Transportation

Transportation to the Anaheim Convention Center will be provided throughout the conference for those hotel guests at the Disneyland Hotel, Pier Paradise, Crowne Plaza, Marriott Suites, Hyatt Regency and Embassy Suites.

Service for the Special Needs Students

We want to make every opportunity available for our special needs members to participate in the ICDC. A form is enclosed to identify students that need special services. We will work with the school and/or state/provincial association to provide the appropriate services. It is critical that we receive the attached form by the March 27 due date in order to arrange the appropriate services.

ICDC Dress Code

Attached is a copy of the ICDC dress code and code of conduct. Please make certain that all conference attendees are made aware of the requirements. The dress code is also published in the *DECA Guide* and will be published in the ICDC program.

Competitive Events

The use of cell phones and scientific calculators will not be allowed in the competitive event halls. Cell phones must be in the off position. Only a four-function calculator will be allowed. NO Palm Pilot type equipment will be allowed — only a calculator.

All participants must have a **photo ID** at each of the competitive event sessions.

Every effort will be made to strictly enforce the penalty points as printed in the *DECA GUIDE*. Encourage your local advisors/competitors to review the competitive event guidelines carefully before submitting their event.

Decorative artwork or desktop publishing techniques may be used throughout the manual. Photographs within the manual must be scanned and placed as digital files.

Display materials must meet the guidelines published in the *DECA GUIDE*. Boards can be used on both sides. All items mounted on the boards must fit within the dimensions of the board.

Participants are encouraged to bring all visual aids to the briefing session for approval. Approved visual aid materials may be re-evaluated by event staff during preliminary and final competition.

All participants must attend the testing/event briefings/manual registration sessions scheduled for their competitive event during the International Career Development Conference. If a student does not attend the testing/briefing/manual registration session, (s)he will NOT be allowed to compete and will be dropped from the event or the team..

If your state/province has more than one team competing in a team event, please identify each team separately.

All written event entries are to be brought to the conference and submitted during the scheduled briefing sessions.

Senior Management Institute

The Senior Management Institute (SMI) is available to all high school seniors who are NOT participating in the ICDC competitive events program. The purpose of the Institute is to serve as a bridge to real-world careers. The 12-hour Institute will prepare students to transition from high school to college and the business world. Part of the time will be spent creating an action plan for life, along with a personal mission statement. High on the list of skills the Institute develops are teamwork skills, group dynamics, decision making and conflict resolution.

On Thursday morning, DECA members attending the Senior Management Institute will connect with top corporate executives in tabletop discussions. Through this Executive Mentor Program the executives will share their experience and strategies for succeeding in life after high school.

DECA LEADS

The DECA LEADS program has been developed for high school state/provincial officers and provides a unique opportunity to dive into advanced team and leadership building with the help of leadership professionals, members of DECA Inc. and members of the current National Officer Team. DECA LEADS emphasizes the essential plans, goals, action items and skills needed for each team to achieve success within their state or province.

Leadership Development Academy

The Leadership Development Academy (LDA) is open to members who are NOT participating in the ICDC competitive events program and is recommended for freshmen, sophomores and juniors. Every student who attends this stimulating, interactive academy will leave with not only the knowledge of leadership and chapter management skills but with a new spirit and outlook for involvement in the DECA chapter, a spirit that will spill over to life outside of DECA and to any

chosen career path as well. Participants will complete the LDA experience at a special graduation ceremony.

Chapter Management Academy

Upcoming chapter officers or emerging chapter officers are invited to participate in this dynamic academy that covers the essentials for a successful DECA year at the chapter level. Productive meetings, creating a program of work, group dynamics/committees, social activities and fundraising are just some of the topics that will be covered in the Chapter Management Academy (CMA). Special emphasis will be placed on community service. The academy will motivate your key members and teach them how to be a force in developing your DECA chapter.

School-based Enterprise Academy

Gold level certified and gold level re-certified school-based enterprises who attend ICDC will participate in the School-based Enterprise Academy. Students will participate in round table discussions about school store operations and learn about best practices.

Attire for Academies and DQB

The leadership activities/institutes attire is expected for the Leadership Development Academy, DECA LEADS, Senior Management Institute, Chapter Management Academy, School-based Enterprise Academy and DECA Quiz Bowl.

Advisor Academy—NAVA

The popular and useful Advisor Academy will provide two days of workshops featuring topics of interest to new and experienced advisors. Panels of experienced advisors will present the sessions, with the first day of workshops featuring basics for forming, running and financing a chapter. The second day of workshops branches out to include teaching through competitive events preparation and a few other Academy choices. State/provincial advisors should register teachers planning to attend this academy using the acronym NAVA.

New advisors—three years or less of experience—are encouraged to attend the basics on the first day of the Academy and supplement these with choices from the second day. Drop-ins are welcome, but those attending a set number of sessions will receive DECA's advisor certification. For more specifics, see the March issue of the Advisor.

A*S*K Schedule

Local chapter advisors and student members are encouraged to register for A*S*K certification testing at the DECA ICDC by registering through the state advisor. Registration through the state advisor is \$25. It will be possible for people to register for the testing on site in Anaheim for a fee of \$30. The testing will take place on Thursday, April 30, and Friday, May 1, in the C-Mezzanine Center at the Anaheim Convention Center. Applicants must bring their own laptop computer. Space is limited to the first 20 applicants at any same time.

What's Next?

2009 SAM Conference, Louisville, Kentucky	August 13 - 15
2010 ICDC, Louisville, Kentucky	April 24 – 27
2011 ICDC, Orlando, Florida	April 30 – May 3
2012 ICDC, Salt Lake City, Utah	April 28 – May 1
2013 ICDC, Anaheim, California	April 24 – April 27
2014 ICDC, Atlanta, Georgia	May 3 – May 6
2015 ICDC, Orlando, Florida	April 25 – April 28

COMPETITIVE EVENT ACRONYMS

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
B 1O1	Business One-on-One Pilot Event

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

Marketing Research 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

Chapter Team Events

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

Business Management and Entrepreneurship Events

ENW	Entrepreneurship Written Event
IBP	International Business Plan Event
IMP	Internet Marketing Plan Event
ENPF	Entrepreneurship Participating Event (Organizing a Franchising Business)
ENPI	Entrepreneurship Participating Event (Organizing an Independent Business)

Marketing Representative Events

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

Online Events

SMG	Stock Market Game
VBCR	Virtual Business Challenge, Retail
VBCS	Virtual Business Challenge, Sports

Special Activities

DQB	DECA Quiz Bowl
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Special Events

CMA	Chapter Management Academy
DEL	Delegate (special permission, voting delegate, officer candidate/campaign team)
LDA	Leadership Development Academy
LEADS	DECA LEADS Academy—Leadership Education and Development Series
NAVA	New Advisor Academy
SBE	School-Based Enterprise Academy
SCO	Scholarship
SMI	Senior Management Institute

SPECIAL ACCIDENT INSURANCE FOR REGISTERED ATTENDEES

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. The 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 \$1.50 per person:

Name of Beneficiary
Relationship to Attendee
Home Address of Beneficiary

CLAIMS

If anyone has a claim against this policy, you may go to <http://www.deca.org/pdf/ICDC-Claim-Form.pdf> to obtain a claim form. 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
PO Box 31156
Omaha, NE 68131

Retain a copy of ALL paperwork for your records.



STATE/PROVINCIAL ADVISOR INFO SHEET

State of _____

Received Deadline: March 27

_____ is the contact person registering
this state/province on

_____ Tuesday, April 28 between 12 p.m. and 6 p.m.

_____ Wednesday, April 29 between 8 a.m. and 10 a.m.

I will use a cell phone as the emergency number for my delegation. My cell phone number,
which will be made available to conference and hotel staff, is

_____.

The lead voting delegate for the state/province will be _____.

State/Provincial Advisor's Signature

Return to:
DECA ICDC Registration
DECA Inc.
1908 Association Drive
Reston, VA 20191

DECA
Service for Special Needs Students

Please fill in the information as completely as possible to help us provide a positive learning experience for all of our conference participants.

Name of Student

State/Provincial Association

Competitive Event/Conference Activity _____

Special Needs Condition _____

Services Requested _____

Contact Person for ICDC _____

Telephone Number (____) _____

Email Address _____

Please mail or fax by March 27 to:

**Shirlee Kyle
DECA
1908 Association Drive
Reston, VA 20191-1594
FAX: 703.860.4013**

Copy and distribute as needed.

CHAPTER AWARDS PROGRAM REPORTING SHEET

Received Deadline: March 27

The state/province of _____ is reporting the following chapters who have earned a Chapter Awards Program certificate.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____

I, as state/provincial advisor, can verify that the above chapters are gold level chapters in the state/province.

State/Provincial Advisor's Signature