

FRIDAY

MARCH 9, 2018

- 10:00 a.m. - 1:00 p.m. **Written Event Judges' Orientation**
330 Cobo Center
- 11:00 a.m. - 4:00 p.m. **Conference Registration**
329 Cobo Center
Ontario Registration Desk, Marriott
- 1:00 p.m. - 6:00 p.m. **Cobo Center Food Court Open**
- 2:00 p.m. - 5:00 p.m. **T-Shirt Pickup**
329 Cobo Center
Ontario Registration Desk, Marriott
- 2:00 p.m. - 11:00 p.m. **Conference Headquarters**
329 Cobo Center
- 2:00 p.m. - 2:45 p.m. **Student Written Event Orientation**
Hall B, Cobo Center
- 3:00 p.m. - 7:00 p.m. **Written Event - Presentations**
Hall B, Cobo Center
All competitors are to report according to their assigned time.
- 4:00 p.m. - 6:45 p.m. **Student Orientation Meetings**
Refer to pages 5-12 for event times & locations
- 5:00 p.m. - 7:00 p.m. **Dinner** (On your own, as your schedule permits)
- 6:00 p.m. - 6:30 p.m. **State Officer Candidates' Meeting**
332 Cobo Center
- 7:00 p.m. - 8:45 p.m. **Officer Candidates' Campaign Booths**
Cobo Center Foyer
- 9:00 p.m. - 10:30 p.m. **Opening Session**
Hall B, Cobo Center
- 10:30 p.m. **Election of State Officers**
Hall B Foyer, Cobo Center
- 11:00 p.m. **Chapter Meetings**
Your Advisor's Room
- 11:00 p.m. - 11:30 p.m. **Alumni Meeting**
332 Cobo Center
- 11:30 p.m. **Curfew**
Delegates in own room & room check by advisor.
No food deliveries are allowed after this time.

SATURDAY

MARCH 10, 2018

- 8:00 a.m. - 5:00 p.m. **Cobo Center Food Court Open**
- 8:30 a.m. **Morning Judge Check-In**
330 Cobo Center
- 8:30 a.m. - 1:00 p.m. **Competitive Events**
Hall B, Cobo Center
Automotive Services Marketing
Business Law & Ethics TDM
Business Finance
Business Services Marketing
Financial Consulting
Financial Services TDM
Food Marketing
Hospitality & Tourism Professional Selling
Leadership & Teamwork
Marketing Management TDM
Principles of Business Management
Principles of Finance
Professional Selling Event
Quick Serve Restaurant Management
Restaurant & Food Service Management
School Based Enterprise
Sports & Entertainment TDM
- 9:00 a.m. - 2:00 p.m. **Vendor & Career Exposition**
Hall B Foyer, Cobo Center
- 9:00 a.m. - 6:00 p.m. **Conference Headquarters**
329 Cobo Center
- 9:30 a.m. - 2:30 p.m. **Economics Examination**
430 Cobo Center
Open to all delegates
- 9:30 a.m. - 2:30 p.m. **Math Examination**
430 Cobo Center
Open to all delegates
- Noon - 1:00 p.m. **Afternoon Judge Check-In**
330 Cobo Center
- 12:30 p.m. - 5:00 p.m. **Competitive Events**
Hall B, Cobo Center
Apparel & Accessories Marketing
Buying & Merchandising TDM
Entrepreneurship Series Event
Entrepreneurship TDM
Hotel & Lodging Management
Hospitality Services TDM
Human Resources Management
Marketing Communications
Principles of Hospitality & Tourism
Principles of Marketing
Retail Merchandising
Sports & Entertainment Series
Travel & Tourism TDM

SATURDAY

MARCH 10, 2018

5:30 p.m. 332 Cobo Center	Alumni Meeting
6:00 p.m. - 8:00 p.m.	Dinner (on your own, as your schedule permits)
8:00 p.m. - 8:45 p.m. 330 Cobo Center	Chapter Advisors' Meeting Michigan Marketing Educators Reception
9:00 p.m. - 10:30 p.m. Hall B, Cobo Center	General Session Including hypnotist Brian Imbus and announcement of the Marketing Math/ Economics winners & ICDC Academy Participants
10:30 p.m. Hall B Office, Cobo Center	Written Event Return - Chapter Advisors Only
11:00 p.m. Your Advisor's Room	Chapter Meetings
11:30 p.m.	Curfew Delegates in own room & room check by advisor. No food deliveries are allowed after this time.

SUNDAY

MARCH 11, 2018

7:30 a.m. - 11:00 a.m.	Cobo Center Food Court Open
9:00 a.m. Hall B, Cobo Center	Doors open for Grand Awards Session Business attire is required
9:30 a.m. - 12:00 p.m. Hall B, Cobo Center	Grand Awards Session



COMPETITIVE

EVENT SCHEDULE

Written Events

Advertising Campaign (ADC) | Business Growth Plan (EBG) | Business Services Operations Research (BOR) | Buying & Merchandising Operations Research (BMOR) | Chapter Awards Program (CAP) | Community Service Project (CSP) | Creative Marketing Project (CMP) | Entrepreneurship Promotion Project (EPP) | Fashion Merchandising Promotion Plan (FMP) | Financial Literacy Promotion Project (FLPP) | Finance Operations Research (FOR) | Franchise Business Plan (EFB) | Gold Merit Award Program (GMAP) | Hospitality & Tourism Operations Research (HTOR) | Independent Business Plan (EIB) | Innovation Plan (EIP) | International Business Plan (IBP) | Learn & Earn Project (LEP) | Public Relations Project (PRP) | Sports & Entertainment Marketing Operations Research (SEOR) | Sports & Entertainment Promotion Plan (SEPP) | Start-up Business Plan (ESB)

Friday, March 9

1:15 p.m. - 2:00 p.m. 330 Cobo Center	Adult Assistants' Meeting
2:00 p.m. - 2:45 p.m. Hall B, Cobo Center	Student Orientation Meeting
3:00 p.m. - 7:00 p.m. Hall B, Cobo Center	Presentations - report at scheduled time

Apparel & Accessories Marketing (AAM)

Friday, March 9

3:00 p.m. - 3:30 p.m. 330 Cobo Center	Adult Assistants' Meeting
4:00 p.m. - 4:45 p.m. 311 Cobo Center	Student Orientation Meeting

Saturday, March 10

1:00 p.m. - 5:00 p.m. Hall B, Cobo Center	Competition - report at scheduled time
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Automotive Services Marketing (ASM)

Friday, March 9

3:00 p.m. - 3:30 p.m. 330 Cobo Center	Adult Assistants' Meeting
4:00 p.m. - 4:45 p.m. 312 Cobo Center	Student Orientation Meeting

Saturday, March 10

9:00 a.m. - 1:00 p.m. Hall B, Cobo Center	Competition - report at scheduled time
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Business Finance Series (BFS)

Friday, March 9

3:00 p.m. - 3:30 p.m. **Adult Assistants' Meeting**
330 Cobo Center

4:00 p.m. - 4:45 p.m. **Student Orientation Meeting**
313 Cobo Center

Saturday, March 10

9:00 a.m. - 1:00 p.m. **Competition** - report at scheduled time
Hall B, Cobo Center

Business Law & Ethics Team Decision Making (BLTDM)

Friday, March 9

4:00 p.m. - 4:30 p.m. **Adult Assistants' Meeting**
330 Cobo Center

5:00 p.m. - 5:45 p.m. **Student Orientation Meeting**
311 Cobo Center

Saturday, March 10

8:30 a.m. - 1:00 p.m. **Competition** - report at scheduled time
Hall B, Cobo Center

Business Services Marketing (BSM)

Friday, March 9

3:00 p.m. - 3:30 p.m. **Adult Assistants' Meeting**
330 Cobo Center

4:00 p.m. - 4:45 p.m. **Student Orientation Meeting**
320 Cobo Center

Saturday, March 10

9:00 a.m. - 1:00 p.m. **Competition** - report at scheduled time
Hall B, Cobo Center

Buying & Merchandising Team Decision Making (BTDM)

Friday, March 9

5:00 p.m. - 5:30 p.m. **Adult Assistants' Meeting**
330 Cobo Center

6:00 p.m. - 6:45 p.m. **Student Orientation Meeting**
321 Cobo Center

Saturday, March 10

12:30 p.m. - 5:00 p.m. **Competition** - report at scheduled time
Hall B, Cobo Center

Entrepreneurship Series (ENT)

Friday, March 9

5:00 p.m. - 5:30 p.m. **Adult Assistants' Meeting**
330 Cobo Center

6:00 p.m. - 6:45 p.m. **Student Orientation Meeting**
311 Cobo Center

Saturday, March 10

1:00 p.m. - 5:00 p.m. **Competition** - report at scheduled time
Hall B, Cobo Center

Entrepreneurship Team Decision Making (ETDM)

Friday, March 9

5:00 p.m. - 5:30 p.m. **Adult Assistants' Meeting**
330 Cobo Center

6:00 p.m. - 6:45 p.m. **Student Orientation Meeting**
331 Cobo Center

Saturday, March 10

12:30 p.m. - 5:00 p.m. **Competition** - report at scheduled time
Hall B, Cobo Center

Financial Consulting Event (FCE)

Friday, March 9

3:00 p.m. - 3:30 p.m. **Adult Assistants' Meeting**
330 Cobo Center

4:00 p.m. - 4:45 p.m. **Student Orientation Meeting**
430 Cobo Center

Saturday, March 10

9:00 a.m. - 1:00 p.m. **Competition** - report at scheduled time
Hall B, Cobo Center

Financial Services Team Decision Making (FTDM)

Friday, March 9

4:00 p.m. - 4:30 p.m. **Adult Assistants' Meeting**
330 Cobo Center

5:00 p.m. - 5:45 p.m. **Student Orientation Meeting**
310A Cobo Center

Saturday, March 10

8:30 a.m. - 1:00 p.m. **Competition** - report at scheduled time
Hall B, Cobo Center

Food Marketing (FMS)

Friday, March 9

3:00 p.m. - 3:30 p.m. **Adult Assistants' Meeting**
330 Cobo Center

4:00 p.m. - 4:45 p.m. **Student Orientation Meeting**
321 Cobo Center

Saturday, March 10

9:00 a.m. - 1:00 p.m. **Competition** - report at scheduled time
Hall B, Cobo Center

Hospitality & Tourism Professional Selling (HTPS)

Friday, March 9

3:00 p.m. - 3:30 p.m. **Adult Assistants' Meeting**
330 Cobo Center

4:00 p.m. - 4:45 p.m. **Student Orientation Meeting**
430 Cobo Center

Saturday, March 10

9:00 a.m. - 1:00 p.m. **Competition** - report at scheduled time
Hall B, Cobo Center

Hospitality Services Team Decision Making (HTDM)

Friday, March 9

5:00 p.m. - 5:30 p.m. **Adult Assistants' Meeting**
330 Cobo Center

6:00 p.m. - 6:45 p.m. **Student Orientation Meeting**
320 Cobo Center

Saturday, March 10

12:30 p.m. - 5:00 p.m. **Competition** - report at scheduled time
Hall B, Cobo Center

Hotel & Lodging Management (HLM)

Friday, March 9

3:00 p.m. - 3:30 p.m. **Adult Assistants' Meeting**
330 Cobo Center

4:00 p.m. - 4:45 p.m. **Student Orientation Meeting**
331 Cobo Center

Saturday, March 10

1:00 p.m. - 5:00 p.m. **Competition** - report at scheduled time
Hall B, Cobo Center

Human Resources Management (HRM)

Friday, March 9

3:00 p.m. - 3:30 p.m. **Adult Assistants' Meeting**
330 Cobo Center

4:00 p.m. - 4:45 p.m. **Student Orientation**
338 Cobo Center

Saturday, March 10

1:00 p.m. - 5:00 p.m. **Competition** - report at scheduled time
Hall B, Cobo Center

Leadership & Teamwork (LTW)

Friday, March 9

4:00 p.m. - 4:30 p.m. **Adult Assistants' Meeting**
330 Cobo Center

5:00 p.m. - 5:45 p.m. **Student Orientation**
430 Cobo Center

Saturday, March 10

8:30 a.m. - 1:00 p.m. **Competition** - report at scheduled time
Hall B, Cobo Center

Marketing Management Team Decision Making (MTDM)

Friday, March 9

5:00 p.m. - 5:30 p.m. **Adult Assistants' Meeting**
330 Cobo Center

6:00 p.m. - 6:45 p.m. **Student Orientation Meeting**
313 Cobo Center

Saturday, March 10

8:30 a.m. - 1:00 p.m. **Competition** - report at scheduled time
Hall B, Cobo Center

Marketing Communications (MCS)

Friday, March 9

3:00 p.m. - 3:30 p.m. **Adult Assistants' Meeting**
330 Cobo Center

4:00 p.m. - 4:45 p.m. **Student Orientation Meeting**
310A Cobo Center

Saturday, March 10

1:00 p.m. - 5:00 p.m. **Competition** - report at scheduled time
Hall B, Cobo Center

Principles of Business Management (PBM)

Friday, March 9

4:00 p.m. - 4:30 p.m. **Adult Assistants' Meeting**
330 Cobo Center

5:00 p.m. - 5:45 p.m. **Student Orientation**
321 Cobo Center

Saturday, March 10

9:00 a.m. - 1:00 p.m. **Competition** - report at scheduled time
Hall B, Cobo Center

Principles of Finance (PFN)

Friday, March 9

4:00 p.m. - 4:30 p.m. **Adult Assistants' Meeting**
330 Cobo Center

5:00 p.m. - 5:45 p.m. **Student Orientation**
331 Cobo Center

Saturday, March 10

9:00 a.m. - 1:00 p.m. **Competition** - report at scheduled time
Hall B, Cobo Center

Principles of Hospitality & Tourism (PHT)

Friday, March 9

4:00 p.m. - 4:30 p.m. **Adult Assistants' Meeting**
330 Cobo Center

5:00 p.m. - 5:45 p.m. **Student Orientation Meeting**
338 Cobo Center

Saturday, March 10

1:00 p.m. - 5:00 p.m. **Competition** - report at scheduled time
Hall B, Cobo Center

Principles of Marketing (PMK)

Friday, March 9

4:00 p.m. - 4:30 p.m. **Adult Assistants' Meeting**
330 Cobo Center

5:00 p.m. - 5:45 p.m. **Student Orientation Meeting**
310B Cobo Center

Saturday, March 10

1:00 p.m. - 5:00 p.m. **Competition** - report at scheduled time
Hall B, Cobo Center

Professional Selling (PSE)

Friday, March 9

3:00 p.m. - 3:30 p.m. **Adult Assistants' Meeting**
330 Cobo Center

4:00 p.m. - 4:45 p.m. **Student Orientation**
430 Cobo Center

Saturday, March 10

9:00 a.m. - 1:00 p.m. **Competition** report at scheduled time
Hall B, Cobo Center

Quick Serve Restaurant Management (QSRM)

Friday, March 9

3:00 p.m. - 3:30 p.m. **Adult Assistants' Meeting**
330 Cobo Center

4:00 p.m. - 4:45 p.m. **Student Orientation**
310B Cobo Center

Saturday, March 10

9:00 a.m. - 1:00 p.m. **Competition** - report at scheduled time
Hall B, Cobo Center

Restaurant & Food Service Management (RFSM)

Friday, March 9

4:00 p.m. - 4:30 p.m. **Adult Assistants' Meeting**
330 Cobo Center

5:00 p.m. - 5:45 p.m. **Student Orientation Meeting**
312 Cobo Center

Saturday, March 10

9:00 a.m. - 1:00 p.m. **Competition** - report at scheduled time
Hall B, Cobo Center

Retail Merchandising (RMS)

Friday, March 9

4:00 p.m. - 4:30 p.m. **Adult Assistants' Meeting**
330 Cobo Center

5:00 p.m. - 5:45 p.m. **Student Orientation Meeting**
313 Cobo Center

Saturday, March 10

1:00 p.m. - 5:00 p.m. **Competition** - report at scheduled time
Hall B, Cobo Center



School Based Enterprise (SBE)

Friday, March 9

3:00 p.m. - 3:30 p.m. **Adult Assistants' Meeting**
330 Cobo Center

4:00 p.m. - 4:45 p.m. **Student Orientation**
430 Cobo Center

Saturday, March 10

9:00 a.m. - 1:00 p.m. **Competition** - report at scheduled time
Hall B, Cobo Center

Sports & Entertainment Marketing Series (SEM)

Friday, March 9

4:00 p.m. - 4:30 p.m. **Adult Assistants' Meeting**
330 Cobo Center

5:00 p.m. - 5:45 p.m. **Student Orientation**
320 Cobo Center

Saturday, March 10

1:00 p.m. - 5:00 p.m. **Competition** - report at scheduled time
Hall B, Cobo Center

Sports & Entertainment Marketing Team Decision Making (STDM)

Friday, March 9

5:00 p.m. - 5:30 p.m. **Adult Assistants' Meeting**
330 Cobo Center

6:00 p.m. - 6:45 p.m. **Student Orientation Meeting**
338 Cobo Center

Saturday, March 10

8:30 a.m. - 1:00 p.m. **Competition** - report at scheduled time
Hall B, Cobo Center

Travel & Tourism Marketing Team Decision Making (TTDM)

Friday, March 9

5:00 p.m. - 5:30 p.m. **Adult Assistants' Meeting**
330 Cobo Center

6:00 p.m. - 6:45 p.m. **Student Orientation Meeting**
331 Cobo Center

Saturday, March 10

12:30 p.m. - 5:00 p.m. **Competition** - report at scheduled time
Hall B, Cobo Center

DRESS CODE

The following Dress Code has been developed for all students, advisors, alumni, and guests attending any Michigan DECA conference.

One of DECA's primary goals is to develop its members' social intelligence by administering helpful advice on how to dress properly in business situations. Delegates at every conference are always representing Michigan DECA, therefore it is necessary for delegates to be in appropriate attire at all times. It is important to remember that judges, sponsors, and vendors develop an impression of Michigan DECA based on its members' appearance and conduct at these conferences.

When Appearing Before Judges, During Sessions, Orientations & Meetings

FEMALES: One of the options below.

Note: All dress blouses must have covered arms and shoulders. Sleeveless blouses and dresses are acceptable if accompanied with a jacket, sweater or blazer. For a more polished, professional appearance, it is recommended that students wear appropriate plain hosiery/socks.

- Business suit or blazer with a dress; dress shoes.
- Business suit or blazer, with a dress blouse, dress skirt or dress slacks; dress shoes.
- Official DECA Blazer with a dress; dress shoes.
- Official DECA Blazer with a dress blouse, dress skirt or dress slacks; dress shoes.

MALES: One of the options below.

- Collared dress shirt and necktie; (optional business suit or blazer), dress slacks, dress shoes, and dress socks.
- Official DECA blazer with collared shirt and necktie, dress slacks, dress shoes, and dress socks.
- Business suit or blazer with a dress; dress shoes.

DECA Business Casual

Casual slacks (e.g. Khaki/Docker style), blouse or shirt, casual shoes. Jeans, cargo-pants, t-shirts and athletic shoes are not included in business casual attire.

The following are unacceptable during any DECA activity:

- Skin-tight or revealing clothing, including skirts
- Athletic clothing
- Leggings or graphic design hosiery/tights
- Midriff-baring clothing
- Bare arms or shoulders
- Swimwear
- Sleepwear
- Hats
- Clothing with printing that is suggestive, obscene or promotes illegal substances

ALL Clothing must be neat and in good repair.

Students violating any of these points will not be allowed to participate in the activity without correcting the violation. When judging adherence to the dress code, DECA asks advisors, teachers and chaperones to use observation as the tool for assessing compliance. DECA does not support or condone the touching of students or their clothing as a means of determining whether or not a student is following the dress code guidelines.