



LEADERSHIP AND CAREER DEVELOPMENT CONFERENCES

Michigan DECA's year starts with student members participating as an emerging leader, which helps them attain 21st Century Skills in the areas of collaboration and teamwork, communication, critical thinking and problem solving and creativity. Participation starts at the local level and continues with opportunities at district, state and international conferences.

Michigan DECA holds eleven conferences each year so our student members can enhance their knowledge of marketing, while developing their leadership, teamwork and problem solving skills. During many of the conferences, members are able to apply what they have learned in the classroom to solve real-life business situations.

DECA members demonstrate their college and career ready knowledge and skills by participating in DECA's industry-validated Competitive Events Program, aligned with Career Clusters, National Curriculum Standards and 21st Century Skills in the areas of marketing, finance, hospitality, management and entrepreneurship. Members attend the district, state and international conferences to apply what they have learned in the classroom and to receive feedback and recognition on their performance.

**“Don't
worry about
failures;
worry about
the chances
you'll miss
when you
don't even
try.”**

-Jack Canfield

Hotel Conduct and Courtesy Guidelines

One of DECA's purposes is to provide opportunities for personal development and preparation for adult life. DECA conferences and activities are prime opportunities to help members develop important social skills, and among those, appropriate hotel behavior. These guidelines have been designed to assist our members in this area; by no means is this list exhaustive.

1. Do not change rooms with a friend; you must stay in your assigned room. Your parents may call looking for you, and the hotel should be able to connect them to the proper room.
2. Students may not have a member of the opposite sex in their room unless the chapter advisor is present.
3. Irons and ironing boards are usually located in each guest room. If you use them, make sure you put them away at the end of each night.
4. Window curtains should be drawn when lights are on in your room. Be completely dressed if your curtains are open.
5. Be completely dressed according to the Michigan DECA Dress Code any time you're outside of your own room.
6. Do not leave money or valuables unattended in your room or hotel lobby. Keep your room door closed and locked at all times. If someone knocks, find out who it is before opening the door. Make certain the night lock is engaged before you go to bed.
7. Do not prop your door open. An open door invites strangers in.
8. We are not the only guests in the hotel. Do not let your door slam when you enter or leave your room.
9. Your room is not soundproof. Be in your own room and quiet at curfew to give hotel guests peace and quiet when they want to sleep.
10. Be courteous to all other hotel guests on the elevators/escalators. Because it's difficult to move the number of people we have participating at our activities, do not delay the elevators. When entering an elevator, step aside to let people off of the elevator before getting on. Whenever possible, especially if you only have to go up or down a floor or two, see if you can take the stairs to help with elevator congestion.
11. Do not overcrowd elevators. Excessive weight causes them to shut down, thus slowing the process of moving everyone from floor to floor. Hotels often charge the chapter a repair fee, if elevator malfunctions or room damage are found to be caused by horseplay, roughhousing, or excessive jumping.
12. Be sure your room is in neat order when you checkout. All trash should be placed in the trash can, irons and ironing boards put away, bedding piled on the bed, and towels in the bathtub.
13. You may not order any food deliveries after curfew. This includes deliveries from room service and off-property restaurants to both adult and student rooms.
14. When dining in the hotel or neighboring restaurants, please remember the following guidelines for gratuities; 15% of bill for good service and 20% of bill for great service.

New Advisor In-Service

October 8, 2019

Michigan DECA is pleased to offer assistance in establishing your chapter by holding a New Advisor In-service on October 16, 2018, at Eastern Michigan University in Ypsilanti.

There is a \$40.00 registration fee, per participant, that will cover lunch, materials and a sample competitive events packet.

Please return the R.S.V.P. if you will be attending the workshop, so we can have adequate membership and competitive event materials available. A map and confirmation letter will be sent to those who R.S.V.P. by September 30, 2019.

SCECHs are available for in-service participants. To receive them, you will need to have an account setup on the SCR site. The website address is www.getmipd.com. You will also need to provide us with the email address that you used to setup the SCR account and your PIC number when you register at the in-service. You must be in attendance the entire in-service to receive the SCECHs.

Location:

Eastern Michigan University
Student Center
900 Oakwood Blvd
Ypsilanti, MI 48197

TENTATIVE AGENDA

9:30 a.m. - 2:30 p.m.

DECA's Relationship with the
Marketing Education Program

Establishing your Chapter

Membership Recruitment

Conferences

Lunch

Competitive Events

Past sample events will be distributed

Questions

New Advisor In-service RSVP

Name: _____

School: _____

Address: _____ Phone: (____) _____

City: _____ Zip: _____ Fax: (____) _____

E-mail: _____

_____ I will be attending the In-service on October 8, 2019.

_____ I am unable to attend the In-service, but I am interested in starting a DECA chapter. Please keep me on the mailing list.

Return by: October 8, 2018

Questions? Call us at (734) 487-3322

Mail checks to: Michigan DECA
Eastern Michigan University
Ypsilanti, MI 48197

Fax Registration Form to: (734) 487-4329

We also accept credit cards - the form can be found at <http://mideca.org/wp-content/uploads/creditcard.pdf>

Conference Registration Portal

Michigan DECA will be using an online portal to process registration and housing for all conferences. The system interacts with the national DECA membership portal, so all students must be submitted as members prior to entering them to attend a conference. The registration portal will also require you to have the proper number of adults in order to be able to submit your registration. Please contact Ann at aday7@emich.edu if you have any questions on submitting your registration.

Specific instructions for each conference will be posted online on the Forms page: <http://mideca.org/teachers/forms/>

	Adult to Student Ratio <i>(registration cannot be submitted without meeting this ratio)</i>	Registration Portal Opens	Regular Registration Deadline <i>(a per person late fee will be automatically applied for registrations and additions after this date)</i>	Late Registration Deadline <i>(changes and additions with a late fee accepted through this date)</i>
State Leadership Conference Registration and Housing https://www.decaregistration.com/mi-flc	1 adult for every 10 students	September 9	October 18	October 21
District Conference Registration https://www.decaregistration.com/mi-d1 https://www.decaregistration.com/mi-d2 https://www.decaregistration.com/mi-d3 https://www.decaregistration.com/mi-d4 https://www.decaregistration.com/mi-d5 https://www.decaregistration.com/mi-d6 https://www.decaregistration.com/mi-d7 https://www.decaregistration.com/mi-d8	1 adult for every 20 students	October 15	November 21	December 2
State Conference Registration and Housing https://www.decaregistration.com/mi	1 adult for every 10 students	January 15	February 5	n/a
State Conference Written Event Submissions https://www.decaregistration.com/mi		January 15	February 5	n/a
International Conference Registration and Housing https://www.decaregistration.com/mi-icdc	1 adult for every 5 students	March 9	March 17	n/a

Please refer to the specific conference guidelines for cancellation and refund information

State Leadership Conference

November 12 & 13, 2019 in Grand Rapids, Michigan

Registration Deadline is October 18, 2019

or when we reach our maximum of 1,000 participants

Michigan DECA will be using an online Conference Registration Portal to process registration and housing for the leadership conference by going to <https://www.decaregistration.com/mi-flc>.

The portal interacts with the national DECA membership portal, so all students must be submitted as members prior to entering them to attend the Leadership Conference. The registration portal will also require you to have the proper number of adults (1 adult per 10 students) in order to be able to submit your registration. Please contact Ann at aday7@emich.edu if you have any questions on submitting your registration. Please note: Registration for this conference will open on Monday, September 9, 2019.

Michigan DECA's State Leadership Conference has been designed so that your members learn:

- 21st Century Leadership Skills
- Business trends from marketing professionals
- Competition strategies
- Insight on DECA Projects and Activities

The format of the first day of the State Leadership Conference is designed to assist members with their competitive event skills; mock competitions will be held Tuesday. The mock competition will be divided up into two groups, first year members will participate in a mock Principles judged scenario, and returning members will participate in an Individual Series judged scenario. The top 15 in each group will receive recognition. In addition to the mock competition, breakout sessions will be offered on competitive events and DECA programs, so your chapter can participate in a wide range of activities this year.

Chapters may arrive any time between 1:00 and 5:00 p.m., according to the travel plans that best fits their needs. Schools that are available to arrive earlier will be able to participate in more conference workshops. The tentative program is on the next page.

Wednesday's program will focus on presentations from marketing professionals on business trends and interactive activities for members to develop and use their leadership skills. In addition to these interactive activities, the conference will have sessions on marketing trends, continuing your education and exhibits from colleges, school store suppliers, and fund-raising vendors.

Conference Objectives:

- Learn about the latest marketing trends
- Learn effective leadership and teamwork skills to use as a chapter leader
- Understand and communicate the DECA brand as a chapter leader
- Understand the components of an effective chapter program of work
- Learn how to empower and engage all DECA members

Two day registration will include dinner at the Grand Rapids Public Museum and time to explore afterwards. The museum is a place of never-ending inspiration and discovery, with a focus on science, history and culture. Boasting three floors of core and special exhibition and hands-on lab spaces, it is home to more than 250,000 unique artifacts that tell the history of Kent County and beyond, and is responsible for protecting the Mounds, a national historic landmark.

State Leadership Conference

Conference participants will engage in these 21st Century Skills:

Critical Thinking and Problem Solving

- Analyze how parts of a whole interact with each other to produce overall outcomes in complex systems
- Synthesize and make connections between information and arguments
- Interpret information and draw conclusions based on the best analysis
- Reflect critically on learning experiences and processes

Communication

- Articulate thoughts and ideas effectively using oral, written and nonverbal communication skills in a variety of forms and contexts
- Use communication for a range of purposes

Collaboration

- Demonstrate ability to work effectively and respectfully with diverse teams
- Exercise flexibility and willingness to be helpful in making necessary compromises to accomplish a common goal
- Assume shared responsibility for collaborative work, and value the individual contributions made by each team member

Creativity and Innovation

- Develop, implement and communicate new ideas to others effectively
- Be open and responsive to new and diverse perspectives; incorporate group input and feedback into the work
- Demonstrate originality and inventiveness in work and understand the real world limits to adopting new ideas

Tentative Agenda

Tuesday, November 12, 2019

1:00 – 5:00 p.m.	Registration (<i>by Chapter Officers</i>)
2:30 – 3:00 p.m.	Break Out Sessions
3:10 – 3:40 p.m.	Break Out Sessions
3:50 – 4:20 p.m.	Cool Ideas Roundtables
4:30 – 5:00 p.m.	Cool Ideas Roundtables
3:00 – 6:00 p.m.	Mock Competition
	<i>The last time that a student can start the mock competition is at 5:00 p.m.</i>
6:30 – 10:30 p.m.	Dinner and Activities at the Grand Rapids Public Museum
11:00 p.m. – 7:00 a.m.	Curfew

Wednesday, November 13, 2019

8:15 – 8:45 a.m.	Registration (<i>for chapters arriving on Wednesday</i>)
8:30 a.m. – 1:30 p.m.	Vendor and Career Expo
9:00 – 9:30 a.m.	Opening Session
9:45 - 11:35 a.m.	Interactive Session (<i>Gold Group</i>)
9:45 – 10:15 a.m.	Break Out Sessions (<i>Blue Group</i>)
10:25 – 10:55 a.m.	Break Out Sessions (<i>Blue Group</i>)
11:05 – 11:35 a.m.	Break Out Sessions (<i>Blue Group</i>)
11:45 a.m. – 12:15 p.m.	Lunch
12:45 – 2:30 p.m.	Interactive Session (<i>Blue Group</i>)
12:30 – 1:05 p.m.	Break Out Sessions (<i>Gold Group</i>)
1:15 – 1:45 p.m.	Break Out Sessions (<i>Gold Group</i>)
1:55 – 2:25 p.m.	Break Out Sessions (<i>Gold Group</i>)
2:30 p.m.	Adjournment

State Leadership Conference Hotel Information

Hotel Reservation Procedures

All conference participants registering for both days of the conference will be required to stay at the Amway Grand Plaza Hotel.

Room reservations must be made through the online Conference Registration Portal before October 18, 2019. **Hotel reservations should be prepaid by October 18. Rooms will not be confirmed without pre-payment.**

Student delegates may be housed two, three or four to a room. Advisors have the option of staying in a single or double room. If necessary, you may assign, two or three students to a quad room and arrange with another chapter to fill the balance of the room. Advisors will have to contact other schools to obtain permission to fill rooms. Please note that the hotel cannot guarantee that the shared room will be near both schools' hotel rooms.

After you have made arrangements to share hotel rooms with another chapter: After both chapters have started (but not finalized) their conference and housing registrations on the online Conference Registration Portal, one of the chapters will click on the link that says "Add From Another Chapter", select the chapter, then the attendees name, and add them to one of your hotel rooms. The system will split the cost of the room between each chapter, and the charges will appear on each chapter's housing invoice.

In the event a delegate cancels and you are unable to re-assign your delegates or arrange for a delegate(s) from another chapter, you are responsible for full payment of that portion of the assigned room. In the event a delegate does not show up for a reserved room, the same condition applies.

There will be no state tax charged on the room, if a copy of your school's Tax Exempt Certificate is included with your housing form and if the payment is in the form of a school issued check or school credit card. The 9% local tax has been included in the room rate.

Chapters are responsible for their parking charges:

- For those attending both days, the hotel offers valet parking for \$15.00 per day, or self parking is free.
- For those attending just Wednesday, self parking will be \$32.

The hotel's address and phone number are:

Amway Grand Plaza, 187 Monroe Avenue NW, Grand Rapids, MI 49503 616.774.2000

Definition of Room Types

- A **King Room** will consist of one king bed. Up to two individuals can stay in this room with only one bed.
- A **Triple Room** will consist of a king bed and a roll-a-way, or at the hotel's choosing, two double beds. Three individuals can stay in this room with the two beds.
- A **Double/Quad Room** will consist of two double beds. Four students or two adults can use this room type. If two adults want to have separate beds, they must request this type of accommodations.

Incidental Charges: The hotel will place a restriction on all DECA guest rooms for outside phone use (local and long distance), and pay-per-view movie services. However, if you would prefer any one or all of your guest rooms to have either or both of these services, a credit card must be presented at the front desk to make these services available.

State Leadership Conference Registration

Conference and Housing Registration for this conference will open on Monday, September 9, 2019 through the Conference Registration Portal at <https://www.decaregistration.com/mi-flc>.

Registration Fee: The two day registration fee includes dinner on Tuesday a Tuesday evening activity at the Grand Rapids Public Museum, lunch on Wednesday, participation in all sessions and workshops, and conference registration materials. The one day registration fee includes lunch on Wednesday, participation in all sessions and workshops, and conference registration materials. Refunds are not available after the conference registration deadline, which is October 18, 2019.

All conference participants attending both days of the conference will be required to stay at the conference hotel.

Membership Policy: All students registered for the conference must be paid members of Michigan DECA by the October 31st membership deadline.

If an individual registered for a conference does not attend or drops out of the marketing education program prior to the conference for which they are registered, they are still required to pay the membership fees, and if necessary, the \$5.00 late payment penalty per member.

Meals: Tuesday's dinner at the Grand Rapids Public Museum is included for all two day conference participants. Wednesday's lunch is included as part of the conference registration fee for all delegates.

Supervision: At least one (1) adult must **attend and pay** the registration fee for every ten (10) student delegates attending.

Advisors' Meeting and Assistance: There will be a special meeting for all advisors. Advisors will be assigned to sessions to monitor participation and behavior. Each advisor and chaperone are asked to assist with supervision at the conference, by being visible on the floors prior to and after curfew. To keep the registration fee as low as possible, we have elected to use advisors in place of outside security.

Advisors and chaperones are to list which activity they would like to assist with on their registration form:

- Tuesday workshop session host (2:15 p.m. - 5:15 p.m.)
- Tuesday competition Judge (2:45 p.m. - 6:15 p.m.)
- Wednesday workshop session host (a three hour shift, TBD)

Delegate Code of Conduct Form: Each delegate attending the conference must sign the Michigan DECA Delegate Code of Conduct Form. This form is to be hand-carried to the conference by the advisor and not sent in with the registration.

Attire

During conference sessions and activities: To allow students to fully participate with the leadership activities, business casual attire will be allowed. Khaki (Docker) style pants (no cargo pants) will be appropriate for both males and females. Ladies should have blouses, sweaters, polo-style or collared shirts. Gentlemen should wear sweaters, polo-style, or collared shirts. **Denim, T-shirts, leggings, hats, and cargo pants are not allowed** (This includes the evening activity at the Grand Rapids Public Museum).

Central Region Leadership Conference

December 6-8, 2019, in Minneapolis, Minnesota

Registration Deadline is October 18, 2019

The annual DECA Central Region Conference is a three day leadership conference designed to energize, educate and even entertain the members in our region as we direct ALL EYES NORTH!

Some of the highest profile conference opportunities that attendees will be offered during this year's Central Region Leadership Conference include:

- Daily General Sessions
- DECA Related Workshops
- DECA Role Play Competition & Business Administration Core Exam
- Digital Badging Credentialing
- Leadership & Industry Related Sessions
- Chartered Association Officer Recognition
- Business & College Fair
- Big Event Party/Entertainment
- Optional MN Timberwolves game (pending release of NBA Schedule)
- Optional Mall of America
- Conference Materials & Gifts



The 2019 Central Region Leadership Conference promises to be one of the highlights of a DECA member's year. More than fifteen hundred enthusiastic young leaders will meet in Minneapolis, Minnesota to prove that DECA members are ready to communicate, learn & network – See what we have in store for you UP NORTH!! Come experience three action-packed days of the finest leadership development a DECA conference offers. Hear outstanding speakers, attend dynamic and educational breakout sessions, feel the excitement of the daily general sessions, and of course, you won't want to miss out on the entertainment we have planned.

Participants will have the opportunity to attend breakout sessions from each of the four career clusters – Business and Management, Finance, Hospitality & Marketing. For advisors, special breakout sessions will be dedicated to the Marketing Education profession. Overall topics of all breakouts include:

- Buying and Merchandising
- Entrepreneurship
- Financial Literacy
- Hospitality/Travel/Tourism
- Sales & Marketing
- Sports and Entertainment Marketing
- Technology in Business
- Leadership & Personal Development
- DECA Leadership & Skill Development

Central Region Leadership Conference

CONFERENCE HIGHLIGHTS

Live Action General Sessions

The conference will open with an action-packed Opening Session held at the Hyatt Regency located in Minneapolis, Minnesota. Lights, music and live action will dominate this high-energy session. It is here that participants will experience ALL EYES NORTH as they begin their conference experience! This session will energize participants for the conference and the entire DECA year that lies ahead!

Educational & Motivational Breakout Sessions

After the Opening Session wraps up, participants will have a comprehensive selection of breakout sessions to choose from. Career Focused breakout sessions will be offered, with numerous sessions in each track, giving students an unbelievable opportunity to develop their skills in their respective areas of interest. Outstanding leaders in their respective professions will present these sessions, which will educate and motivate participants! Check out the conference details on the website in the days leading up to the conference at www.crdeca.org for updates describing the numerous different breakout sessions to be offered.

Educator Professional Development

Develop your strengths...as an advisor. Be a part of the professional development sessions, custom made for DECA advisors! In this track, advisors can learn and share techniques for improving their chapter and classroom experience. Join a session and start seeing more productive meetings, more successful competitors, and more effective officers! And here's your chance to engage yourself in project management as a DECA Advisor. The sessions will be a combination of workshops on DECA activities and events. The workshops will be presented by the MBA Research Center and by Certified DECA Trainers, as well as other teaching professionals.

DECA Advisor Networking

On Friday evening, we have a special networking opportunity planned for the advisors. Refreshments and great conversation await.

I Am A Shopper

Escape to over 520 stores, 50 restaurants and the nation's largest indoor amusement park with more than 30 remarkable rides. Experience lading attractions including SeaLife Minnesota Aquarium, SMAAASH Gaming and Entertainment Center, FlyOver America Attraction and more! Central Region DECA – here's your opportunity IF you are a shopper - go to MALL OF AMERICA!

Advisors, please keep in mind that guests 15 or younger must be accompanied by an adult 21 years or older after 4 p.m. on Saturday. One adult can escort up to 10 students. Anyone under 21 years or younger should be prepared to show a driver's license, state ID card or passport during the Parental Escort hours.

Friday Evening Entertainment

Brian Imbus is one of the most requested Hypnotic Entertainers in the United States. In this high energy performance, the audience will become the show as volunteers are led through an entertaining journey of imagination!

Saturday Event Entertainment - Bold North Gala

Do you want to party? Do you want to have a great time? On Saturday night, conference participants will have several evening entertainment choices: live music, games, food and more! Central Region will party at the Hyatt Regency.

Central Region Leadership Conference

Tentative Agenda

FRIDAY, DECEMBER 6, 2019

9:00 am - 5:00 pm	Registration
9:00 am - 12:00 pm	Industry Tours (<i>Pre-registration Required</i>)
1:00 pm - 5:00 pm	Digital Badging & Business Admin Core Exam (<i>Pre-registration is NOT required</i>)
1:00 pm - 5:00 pm	Industry Tours (<i>Pre-registration Required</i>)
1:00 pm - 7:00 pm	Business & College Fair
6:30 pm	Michigan Delegation Meeting
5:00 pm - 7:00 pm	Dinner on Your Own
7:00 pm - 8:15 pm	Opening General Session
8:30 pm - 9:00 pm	DECA-Related Workshops - Part I
9:15 pm - 9:45 pm	DECA-Related Workshops - Part II
10:00 pm - 11:30 pm	Evening Entertainment - Featuring Brian Imbus, Hypnotist
10:00 pm - 11:00 pm	Advisor Reception
11:30 pm - 12:00 am	Chapter Meetings
12:00 am	Curfew

SATURDAY, DECEMBER 7, 2019

8:00 am - 3:30 pm	Business & College Fair
8:30 am - 9:15 am	Saturday Morning General Session
9:30 am - 3:30 pm	Career Focused Workshops (<i>9:30 am, 10:30 am, 1:30 pm and 2:30 pm</i>) <ul style="list-style-type: none">• Business Management & Administration• Finance• Hospitality, Travel & Tourism• Marketing• Leadership & Personal Development• Professional Development (Advisors)
11:30 am - 1:30 pm	Lunch on Your Own
1:00 pm - 5:00 pm	DECA Competition – Role Plays Business Administration Core Exam Digital Badging
4:00 pm - 9:00 pm	Mall of America Experience - On Your Own
9:00 pm - 11:45 pm	DECA CRLC Bold North Gala
12:00 am	Curfew

SUNDAY, DECEMBER 8, 2019

9:00 am - 10:30 am	Closing Session (<i>Wear Your Conference T-Shirt</i>) Featuring Ricky Kalmon, Mindset Expert
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Central Region Leadership Conference

HOTEL REGISTRATION & LODGING

All attendees must reside at that assigned hotel for this conference. Only Michigan DECA will be able to make room reservations (no individual reservations or individual school reservations will be accepted). Registrations received after the November 1, 2019 deadline will run the risk of rooms not being available.

Hyatt Regency Minneapolis, 1300 Nicollet Mall, Minneapolis, MN 55403 612-370-1234

All rooms are \$169.90, which includes applicable taxes. Conference Rates are available Thursday, Friday, Saturday and Sunday.

If your chapter wants to share rooms with other chapters, please arrange it among yourselves. We will not be arranging to match up students that have not requested a particular roommate.

Student housing is based on four (4) to a room. If a chapter does not have multiples of four (4) delegates of the same sex, it will be the chapter's responsibility to fill a room by contacting other chapters. Chapters must house the majority of their delegation in quad rooms, so we can ensure that there will be adequate room for all delegates.

Advisors should plan to be assigned to a twin (2-person) room. Please indicate the name and school of the individual you want to room with, so the hotel can properly match you up. Remember to check with your intended roommate first. Also, remember to register your spouse if they will be staying with you during the conference.

Incidental Charges: All incidental charges, (i.e. telephone and movie) must be paid before checking out. There is to be no room service or phone calls made from the room. All phones will be restricted so no outside calls can be placed. A credit card imprint must be left if you want to make outside calls. Phone calls can be made from pay phones located throughout the hotel.

Hotel operators have been instructed not to connect any outside or room to room calls after curfew.

Room Types

- Quad Room will consist of two (2) beds.
- Triple Room will consist of one bed and a roll-a-way.
- Double Advisor Room will REQUEST two (2) beds. (One advisor per bed)
- Double Student Room will consist of one bed.
- Single or Advisor with Spouse will be assigned a room with one king bed.

When you arrive, the advisor from each chapter should pick up the room keys from their assigned hotel and be prepared to provide a credit card for incidentals on their room.

Hotel check-in begins at 3:00 p.m. Please note that sleeping rooms may not be available upon arrival, so delegates should plan accordingly. There will be luggage storage available for early arrivals.

Prior to departure, each chapter advisor must make certain that all incidental room charges for their rooms are paid. Check-out is 12:00 Noon.

Parking for cars, minivans and passenger vans is available at the ramp adjacent to the Hyatt Regency for \$29.00 per day. Parking ticket must be validated at the front desk and charged to a guestroom.

Central Region Leadership Conference

CONFERENCE INFORMATION

The registration fee for the Central Region Leadership Conference is \$125.00. Students, advisors and chaperones all must be registered. The registration fee includes all conference materials, speakers' fees, entertainment and all other costs associated with the conference.

Additions will be accepted on a space available basis after November 1, 2019, although cancellations (see Refund Policy) and substitutions will be accepted after this date. Please make sure to compute the total registration fees due.

All registration forms are due no later than November 1, 2019 to Michigan DECA at aday7@emich.edu
Payment is due to Michigan DECA, PO Box 980432, Ypsilanti, MI 48198

All cancellations must be submitted on the official cancellation form in order to receive a refund. Please do not phone corrections, changes or cancellations. A \$50.00 refund per person for registration cancellations received or emailed between November 6, 2019 and November 20, 2019. This applies to the registration fee only! No refund for registration cancellations received on or after November 20, 2019. Substitutions are allowed up to on-site registration on December 5, 2019.

Supervision Quota: 1 Adult per 8 students

The required chaperone ratio is one registered adult per 8 students. Please ensure that your registration is in accordance with this policy. All advisors will be responsible for monitoring behavior in sessions and at the conference, conducting room checks at curfew and providing supervision in the hotel.

Code of Conduct and Adult Code of Ethics Forms

CRLC 2019 is a professional conference, and all conference participants are expected to abide by the DECA Code of Conduct. Every participant must read and sign the DECA Code of Conduct. Chapter advisors are required to bring these forms to the conference and keep them in the event of a situation requiring their use. All adults must read and sign the DECA Code of Ethics.

Security

Security will be on duty throughout the conference. Security will strictly enforce the Code of Conduct and curfew. Security will not replace the responsibility of each advisor monitoring behavior and conducting room checks at curfew. Curfew is 12 midnight to 6:00 a.m. No food can be delivered to any room after midnight. Chapter advisors are encouraged to have chapter meetings at during the designated time from 11:30 p.m. – 12 midnight on Friday evening.

Conference Certification

Participants will receive a certificate for participating in the conference. Additionally, all members will receive tickets for each breakout session with their personal QR code to turn in at the end of sessions. Following the conference, a detailed report of attendance will be provided for advisors' information. Watch for more details at the conference.

Business & College Fair

Exhibits are conveniently located outside of the Nicollet Ballroom of the Hyatt. Participants can visit the Exhibits from 1:00 to 7:00 p.m. on Friday and 8:00 a.m. to 3:30 p.m. on Saturday. Exhibits will range from school store vendors, colleges, DECA Images and companies interested in recruiting DECA members.

Central Region Leadership Conference

Conference T-Shirts

Each registered conference participant will receive a conference t-shirt. Please use the registration form to summarize the sizes needed for your chapter. This number must coincide with the number of paid attendees from your chapter.

Special Needs

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

Medical Attention

Hennepin County Medical Center 612/347-2121

Or

Abbott Northwestern Hospital 612-863-4000

TRANSPORTATION

Minneapolis is home to skywalks! Skywalks are glass-enclosed pedestrian walkways above the streets that allow us to travel from meeting facilities to hotels to restaurants without being troubled by possible weather conditions.

Downtown Buses

Getting to and from the Hyatt, and most of downtown's major shopping and restaurant locations is easy. Just board any of the Metro Transit buses heading in the direction you want to go (we suggest you try the Nicollet Mall routes) and you pay only 50¢. Buses run regularly during day and evening hours, with service frequency every 5 – 15 minutes depending on the bus and time of day. If you have questions about a Metro Transit route or schedule, contact Metro Transit at 612/373-3333. Look for a Metro Transit bus shelter or bus stop and catch a ride!

Light Rail

Zoom around town on the Hiawatha Light Rail! Electrically powered rail cars bring transportation on tracks back to Minneapolis for the first time in 50 years (when the last streetcar was operational)! Getting around Minneapolis is a breeze with 17 rail stations between the entertainment-packed Warehouse District in downtown Minneapolis and the shopper's paradise – Mall of America in Bloomington. With additional stops at the Minneapolis/St. Paul International Airport, Historic Fort Snelling, restaurants along Hiawatha Avenue, and various locations along 5th Street in downtown – the Blue Line can provide a full day of entertainment and still get you to the airport on time! Designed to work in tandem with existing public transportation, Metro Transit bus routes connect with LRT stations – transfers between bus and rail are valid if used within 150 minutes. Train fares are \$2.25 (non-rush hour) or \$3.50 (rush hour – weekdays 6-9 a.m. and 3-6:30 p.m.). Taking the train to a game or event? Make it easy to get there and back. You can now also ride the train over to St. Paul on the "Green Line". Visit Metro Transit's website: <http://www.metrotransit.org/rail/index.asp>

DECA ROLE PLAY COMPETITIONS & EXAM

The conference will hold mock competitions for members to apply what they have learned in the classroom to real life business situations.

All conference participants will have the opportunity to participate in an individual role play scenario Saturday. Every participant will receive their evaluation forms back so they can better understand DECA's competitive event program for their next level of competition. The top participant from each section will be recognized at Sunday's Closing Session. Members will receive recognition for each individual activity. Because this is a mock competition, we will not determine overall placement with the competition.

A 50 question Business Administration Core Examination will be taken by members on either Friday or Saturday afternoons. The top 20 scores will be recognized at Sunday's Closing Session.

Digital Badging Offered

Proof-of-Learning for resumes, portfolios, digital media

New, portable MBA Digital Badges make it easy for your students to document and share individual achievements in learning. Each offers significant value-added for students who earn badges. Students can accumulate multiple badges that can be used for resumes, electronic portfolios, scholarship applications, and more.

What's a digital badge?

Think of them as stackable credentials. Each digital badge represents a special area of achievement. Students use them to document accomplishments – at school, at work, and in the community. Instead of a patch to sew on a sash, digital badges are web links that can be attached to a resume, portfolio, or anything that accepts links.

How it works

Each MBA Research digital badge has its own set of requirements that can range from passing an online exam to completion of sophisticated projects. Instead of working for two or three years to pass that huge end-of-program exam, students can work on smaller pieces of the larger credential – and be recognized at each step along the way.

Each time an individual meets criterion for a given badge, s/he'll claim it by giving MBA Research permission to post it on a private website. (Each recipient will have his or her own password access.) Once posted, each student may then access the website, copy the badge and its link, and post it to most digital media, including digital portfolios, resume's, LinkedIn, and any of the many other social media sites popular at the time.

Each badge is linked to its own web page. Potential employers, colleges, scholarship sponsors, or anyone with whom students choose to share their badges, can access a detailed badge description. Backed by challenging, research-based, MBA Research assessment criteria, the documentation for each badge will give readers detailed information describing both the content that the badge represents, and the specific requirements required to earn it (e.g., exams, projects, or documented experiences).

Central Region Leadership Conference

FRIDAY TOURS

The CRLC 2019 Conference is pleased to offer a premium selection of Up North tours and activities for your students to participate in on Friday, December 6, 2019. Students can participate in one morning tour and one afternoon tour.

Tour ticket sales will open on Thursday, November 7, 2019. A link will be made available on crdeca.org directing you to the ticket sales page. Payment for tours will be taken at the time of sale via credit card or electronic check. Inventory of each tour is limited to tickets available by each time slot, so please be prepared when sales begin. Additional tours may be added as we get closer to the conference, as well!

Target Field

Do you have an interest in the Sports and Entertainment field? Join us on a tour of one of ESPN's Top 10 MLB Stadiums. Target Field, home of the Minnesota Twins as well as the 2014 MLB All-Star Game is a site to behold. Take a tour through Herb Carneal Press Box, clubhouse, dugout, suite level, Bat & Barrel, Delta SKY360 Club, Budweiser Roof Deck, and Thompson Reuters Champions Club. Guests will be exposed to the artwork, displays of memorabilia, environmental and sustainability features of Target Field, as well as Twins history.

US Bank Stadium

It's more than just a tour – it's a backstage pass to the home of NCAA Championships, the Summer X Games, and Super Bowl LII. Your adventure through U.S. Bank Stadium will give you behind-the-scenes access to the home of the Minnesota Vikings. Discover the inner workings of the Stadium including premium clubs and suites, the Thomson Reuters Press Level, stadium art collection, team locker room, stadium floor. You will also see how the stadium is constantly working to minimize its energy, water, and waste rates you learn about these initiatives and how they contribute to lessening the carbon footprint of U.S. Bank Stadium as a whole. You will learn about the process of creating a zero-waste stadium, what happens to recycled and compostable materials once it leaves, and ways in which the stadium minimizes waste.

The Vertical Endeavors - ALL PARTICIPANTS MUST HAVE A COMPLETED SIGNED WAIVER
Built in one of the last remaining historic Ice House buildings, join us for a state of the art climbing experience featuring 50-60 foot climbing walls. Conquer your fears, experience new heights, and if you have never climbed before, you will work directly with experienced instructors who will teach you how to climb. Vertical Endeavors-Minneapolis features 24 auto belays, as well as a pro shop to fulfill all your climbing needs. After a brief orientation, the staff at Vertical Endeavors will have you climbing in no time. We recommend that you wear loose, comfortable athletic clothing and tight shoes. This activity does require a separate waiver, that must be signed by your parent or guardian, if you are under 18 years of age, prior to climbing.

Central Region Leadership Conference

FRIDAY TOURS (continued)

Mall of America

Are you a shopper? Have you ever wondered what goes on behind the scenes at the largest enclosed shopping center in the United States? If you answered yes to either of these questions, then this is the experience for you. A Mall of America tourism representative will speak to you on topics such as marketing history, development, retail success, architecture, management, day-to-day operations, economic impact to the local and state economies, and what makes Mall of America unique. All participants will receive a 2019 Mall of America Coupon Book, and then of course, you will have the opportunity to experience the mall for yourself.

Mill City Museum

The milling industry made Minneapolis famous. The Mill City Museum is an architectural showpiece, built on the riverfront amid ruins of what was once the world's largest flour mill you will learn about the intertwined histories of the flour industry, the river, and the city of Minneapolis.

Climb aboard our giant elevator to travel through eight levels of the building and back through time, as you experience the sights and sounds of the workers and machines that made Minneapolis the flour milling capital of the world. Glimpse scenes of the old mill while the voices of the former workers share their stories and carry you through life at the Washburn A Mill. Uses historic film and photographs and the dramatic use of lighting, sound, and special effects to bring to life the powerful, noisy, and often dangerous process of transforming grain into flour.

Piper Jaffray

In the world of finance and banking, not many companies compare to Piper Jaffray and their assortment of business offerings. Founded in 1895, the firm is headquartered in Minneapolis and has offices across the United States and in London, Hong Kong and Zurich. We offer a full suite of products to serve our clients' business lifecycle needs, geographic reach in an increasingly global market, and deep expertise in our core sectors. These products include Investment Banking, Public Finance, Asset Management and Community Leadership. Spend time with some of the industries experts both with Piper Jaffray and one of their clients to understand the broad assortment of products and services offered as well as the range of career opportunities offered within this field.

Paisley Park

Paisley Park is Prince's extraordinary private estate and production complex in Chanhassen. Fans have the unprecedented opportunity to experience first-hand what it was like for Prince to create, produce and perform inside this private sanctuary and remarkable production complex.

Throughout the experience, visitors will see artifacts from Prince's personal archives, including iconic concert wardrobe, awards, musical instruments, artwork, motorcycles, rare music and video recordings.

Game Show Battle Rooms

Who doesn't want to be in a Game Show? One of the nation's first game show experiences for everyone, not just the lucky few who get to be on TV. You will be live in a custom game show experience Facing off against your fellow DECA members facilitated by game show hosts. Play in a studio arena where you can get the thrills, laughs and excitement of a live game show. IT'S TIME TO DECA BATTLE!

Central Region Leadership Conference

DRESS CODE

From the opening session until the end of the closing session, students, advisors and professionals shall adhere to the following Dress Code requirements. It is the Chapter Advisor's responsibility to see that their students, professionals and themselves comply with the rules established for proper dress code. Advisors should monitor their students' dress at all functions. Business representatives, press personnel, hotel staff and guests will be seeing DECA's finest members—show them a professional business image. Staff and guests will be seeing DECA's finest members—show them a professional business image.

Business Attire for Opening Session, Saturday Morning Session & Workshops

Dress shirt/blouse and dress skirt/slacks; dress shoes and hosiery/socks are required. A business suit, DECA blazer and ties are optional.

The following items are not allowed: denim, athletic shoes, sweatshirts and t-shirts, shorts and hats.

Saturday Night Activity and Free Time

Neat casual clothing is acceptable. Shoes must be worn when in public areas. Items not acceptable include hats, bathing suits (unless at the pool), and suggestive attire. Shirts must have sleeves and no bare mid drift. Skirts and shorts must be at least fingertip length.

Sunday Closing Session

Participants may wear denim to the closing session if they are also wearing the conference t-shirt.

Unacceptable Attire

The following are unacceptable during any DECA activities: skin-tight or revealing clothing, athletic clothing, midriff-baring clothing, swimwear and clothing with printing that is suggestive, obscene or promotes illegal activities.

Central Region Leadership Conference

CONFERENCE EXPECTATIONS

DECA is a student-centered, national organization whose program of leadership and personal development is designed specifically for students enrolled in Marketing Education or who have a career goal in the fields of marketing, management and entrepreneurship. DECA is co-curricular, designed as an integral part of the classroom instructional program. The goals of DECA are:

- to develop leadership characteristics
- to develop self-confidence and self-acceptance
- to develop a greater understanding of our free, competitive enterprise system
- to further develop occupational competencies needed for careers in marketing, management and entrepreneurship
- to develop high ethical standards in personal and business relationships
- to develop effective international relationships
- to develop a greater awareness of career opportunities
- to develop greater proficiency in communication
- to develop greater appreciation of the responsibilities of citizenship
- to develop a healthy competitive spirit
- to develop social and business etiquette

DECA members have the opportunity for involvement at the local, state, regional, and international levels. Several conferences are held each year at the various levels, each addressing many of the goals of DECA. At the state and national levels these conferences are normally two- to five-day events, requiring students to stay overnight in the conference hotels.

To be eligible to attend the Central Region Leadership Conference, the student must have earned the right to attend by demonstrating desire to participate fully in all scheduled conference activities, and a commitment to live by the DECA Code of Conduct while attending. Permission from the local advisor, the school and the student's parent/guardian to attend is also required.

To assist in supervision of the conference, security will perform the following activities:

1. Walk the hotel floors to monitor behavior.
2. Monitor appropriate dress at sessions and breakout sessions.
3. Ensure that students are wearing nametags to conference activities.
4. Monitor curfew each night at 12:00 (Midnight).
5. Ensure that there are no food deliveries (both student and advisor) after curfew.

Responsibilities of the advisors for the Central Region Leadership Conference are as follows:

1. The advisor will be responsible for all aspects of the trip including travel arrangements, selection and discipline of students, emergency situations, and notification to parents of all aspects of the trip.
2. The advisor must provide all students with a written copy of all rules and trip procedures.
3. The advisor will be responsible for student supervision, room checks, curfew and bed checks, etc.
4. The advisor will be responsible for maintaining a file of all signed agreements from the students and/or parents.

District Career Development Conferences

The following general registration information is for all District Conferences. Your specific district conference information memo will be sent separately as soon as it is finalized by your district conference coordinator.

Number of Competitors per Chapter:

Chapters will be able to bring the number of delegates listed below, based on your chapter membership:	Maximum Number in Each Event		
	Individual	TDM	Selling events
Chapters with 35 or less members	2	1	1
Chapters with 36-65 members	3	2	1
Chapters with 66-114 members	4	2	2
Chapters with 115 or more members	5	3	3
Chapters with 100% Membership or receiving the “Gimmie 5” Award:			
with 35 or less members	3	2	2
with 36-65 members	4	3	2
with 66-114 members	5	3	3
with 115 or more members	6	4	4

**New chapters may have one additional competitor or team in each event.*

Competition will take place at the District Conference for *Individual Series Events, Team Decision Making events, Principles events, Financial Consulting Event, Hospitality & Tourism Professional Selling Event, and the Professional Selling Event.*

Seniors may not enter the four (4) Principles Events.

Competition will **NOT** be held at the District level for any written events. These events will start competition at the State Conference.

Number of finalists attending the State Conference: This number will be set according to the paid memberships for each district, received by November 30. This number will be communicated to you with your conference confirmation.

Chapters are required to have proper supervision.

Number of Registered Students	Minimum Number of Registered Advisors/Assistants
1-20 students	1

All advisors and assistants will be assigned to help administer the competitive events. If a chapter wishes to have an adult available to chaperone students, they will need to bring additional individuals above the minimum number set above. These individuals must be noted on the registration form as chaperones, so they will not be assigned to assist with an event. Chaperones will need to pay the registration fee, according to each District’s policy.

Chaperones and Event Assistants are in addition to any judges required by the conference.

District Career Development Conferences

Judges are an integral part of the conference. Each District Conference sets a minimum number of judges that each chapter must secure in order to offer a quality experience for every student. This minimum number is communicated on the conference information memo that is sent for your district. **If a chapter does not fulfill their minimum number of judges at the conference two (2) weeks prior to the conference date, the chapter will be charged \$50 for each judge they are short.** This fee includes judges that are no-shows at the conference. It is the chapter's responsibility that your recruited judges attend and assist at the conference. *Former students must have been out of high school for at least three (3) years before being allowed to serve as a judge.*

Registration Deadline: Registration must be received on or before November 21, 2019. Registrations submitted after November 21 will have an automatic \$5 per person late fee added.

Registration Additions/Cancellations: Changes and Additions with a \$5 late fee are permitted until registration closes on December 2. There are no refunds after November 21.

Payment Deadline: **Payments must be received on or before December 9, 2019.** A late fee of \$10.00 per person (up to a maximum of \$100.00) will apply for payments received after this date.

Registration Fees: Each district sets its own registration fees. Refer to the separate conference information memo that is sent from your Conference Chairperson for the costs.

Event Changes: Once a student has taken the Comprehensive (online) Examination, and they need to change events, they can only change to an event that takes the same exam that they have taken.

Membership Policy: All conference participants must be paid members of Michigan DECA. *If an individual registered for a conference does not attend or drops out of the marketing education program prior to the conference for which they are registered, they are still required to pay the membership fee, and if necessary, a \$5.00 late payment penalty per member.*

Substitution Policy: Please be aware of Michigan DECA's Substitution Policy before entering students into team events. You should fully explain to students that *both students will not be able to compete* if one of them is unable for any reason to attend the next level of competition (if qualified). Please see page 66 for the full substitution policy.

Conduct: Review the Delegate Code of Conduct with your students. **These completed forms must be brought with the advisor to the conference.**

Attire: Business attire is expected of all delegates. Delegates with improper attire (denim, T-shirts, sweats, cargo pants, no tie, athletic shoes, etc.) will be **penalized twenty points** on the judged event. Refer to the Dress Code for more information.

Awards: Medallions will be presented to the top finalists in each event. Bronze medallions with red, white, and blue ribbons will be presented to the top overall finalists in each event. These individuals will be eligible to represent your district at the State Career Development Conference. Bronze Merit Award Participants will be recognized and receive a Bronze Merit Award Program certificate.

Supplies: Each participant is expected to have a pen or pencil and a calculator for each event. Other items (workbooks, notebooks, handouts, etc.) are not allowed. **Cell phones, smartphones, smartwatches, iPads, iPods, PDAs, programmable calculators and graphing calculators may not be used** during competition, which includes during prep-time, waiting for judges, and during competition in role-play events.

District Career Development Conferences

Transportation: Busses will be given directions on where to park when they arrive. Students are **not allowed to use their cars** for any reason once they arrive at the conference. A map will be sent with specific conference directions.

Added Incentive for Gimmie 5! Award Recipients: Michigan DECA will provide chapters that increase BOTH their membership and district conference participation by 5 or more members, a \$500 credit off from your District Conference Registration fees. The process to receive this credit is simple. All a chapter needs to do is to achieve BOTH steps 1 and 2 below:

1. Sign-up and submit five or more members this year than your chapter had last year by November 30. *Chapters with 100% membership can still be eligible if they return their 100% membership form and also sign up five professional or alumni members in addition to the chapter advisor(s).*
2. Register five or more students than you had last year before November 30 to compete at your district conference.

Enter the credit on the appropriate line on your district conference registration invoice page.

Michigan DECA has posted each chapter's previous year's membership and district conference numbers at <http://mideca.org/teachers/incentivefordistrictregistrationcredit/>, so that you will have a goal for your chapter to receive your \$500 credit.

Payment Option for District Conference Online Testing

Michigan DECA provides the Comprehensive Cluster Examination as a way for school districts to assess the progress of their marketing education students. Michigan DECA's online testing could be used as an allowable expense for Perkins, Added-cost, CTE millages, etc., based on your local policies and budgets. Advisors should talk to with their CTE Administrator to discuss how to include the examination into the appropriate budget.

Major Components of the Comprehensive Cluster Examinations:

- The Cluster Examination is a national test developed by the MBA Research Center. It tests the curriculum and performance indicators that business and industry has selected for each of the cluster areas: Marketing, Management, Finance, Hospitality and the Principles of Business Administration Core.
- **The examinations are open to any marketing education student.** Only students registered for a District Conference who are members of DECA will receive awards for their achievements. The cost of the awards is included in the full district conference registration fees, not from the testing fees.
- The following reports will be provided by February 2020:
 1. Personalized report for each student showing their overall score and their average by each instructional area.
 2. A School Report showing how all students did by instructional area.
 3. A school to Michigan DECA District to State comparison report.
- The testing fee for Comprehensive Cluster Online Examination will be \$9.00 for each student. There are no refunds for students that register but do not take the test.
- Chapters can arrange to have the comprehensive cluster examination fee invoiced separately from their District or State Conference fees. This can be done by emailing Ann the invoice from the Registration Portal, with a request to breakout the testing fees.
- Students that register for just the examination are encouraged to, but do not have to be DECA members.

Online Testing Information

Overview of Online Testing:

1. Read all guidelines, policies, and procedures for Online Testing.
2. Designate the two days that you will test your students during the testing window.
3. Schedule the computer lab(s) with your school.
4. Determine who will be the Chapter Testing Coordinator (usually the DECA Advisor) and identify the Proctor (someone other than the teacher) for your testing location. Proctors for Michigan DECA Online Testing must meet all of the following criteria:
 - a. An employee of the school district.
 - b. Not a current student in the school building.
 - c. Not a teacher or teacher's aide within the Marketing Department. Teachers in the Marketing Department may assist during the examination, as long as they remember that the decision of the Proctor is final.
 - d. Physically capable of observing activities throughout the testing site.
 - e. **Able to be present during the entire testing period and willing to actively supervise the exam process throughout the entire time for all students.**
 - f. Willing to enforce all policies and procedures for testing.
 - g. Willing to document his/her role as a Proctor by submitting the Exam Certification Form after the last student has concluded the online testing.
5. Register the Proctor with Michigan DECA by the deadline.
6. The Chapter Testing Coordinator and/or Proctor must run a demo test on each computer that the students will use at least two school days before your test date. This is to ensure that your school's Internet security will allow the use of the testing web site and to work out any bugs prior to your actual testing dates. Please call Ann at Michigan DECA (734-487-3322) with any problems you have with your system and the demo test.
7. Send the completed Exam Certification Form and the Roster of Examinees to Michigan DECA at 734-487-4329 or scan to Ann Day at aday7@emich.edu when the last student has completed the online testing. **Please do not send these forms until all your students have all completed the online testing on your last test day, so we know that your chapter has concluded testing.**
9. Have your students attend the conference to participate in their judged event.

A few points of note:

- All students must be registered for the conference prior to the registration deadline in order to meet requirements to participate.
- Students will also participate in their role-play or case study at their respective conference.
- Each Test will consist of 100 questions.
- You may conduct as many sittings/periods for the online test as you need on your chosen testing dates, as long as the Proctor can attend all testing periods.
- As long as the Proctor remains in the room during testing, the Chapter Advisor can assist the Proctor with checking-in and activating the students, and also to assist with any technical difficulties. At the end of all testing, the Proctor will need to certify that the chapter advisor did not assist students with any questions on the test. The Proctor is also to monitor that students did not cheat during the test.
- The chapter advisor needs to proof the roster that will be sent to you to ensure accuracy:
 - First and Last Name is spelled correctly
 - The correct Competitive Event is listed
 - The correct Comprehensive Exam is listed
 - If any of these are incorrect, contact Ann Day at Michigan DECA aday7@emich.edu to correct at least one day prior to your first testing day.

Online Testing

Online testing will be utilized for all District Conferences and State Conference Comprehensive Exams.

Please read and follow the procedures very carefully.

Cluster exam scores will be added to the judged event score at the conference. Testing will be administered online during the online testing window. Only the judged portion of competition will be administered at the Conference.

Important Dates and Deadlines for District Conferences

- October 31, 2019 – Memberships must be submitted to National DECA.
- November 12, 2019 – The Proctor Registration Form is due on or before this date.
- November 21, 2019 – Submit your district conference registration via the online portal.
- Select two days for your students to test between December 2-11, 2019 for the District Conference. *Note: Chapters in District 6 must compete testing by December 6, 2019.*
- **No testing can take place after December 11, 2019.**

Important Dates and Deadlines for the State Conference

- February 1, 2020 – The Proctor Registration Form is due on or before this date.
- February 5, 2020 – Submit your state conference registration via the online portal.
- Select two days for your students to test between February 19-26, 2020 for the State Conference.
- **No testing can take place after February 26, 2020.**

State Conference Deadline Summary

- January 10, 2020
 - School Based Enterprise Gold Certification & Gold Re-Certification due to DECA, Inc.
- January 15, 2020
 - State Conference Registration and Housing Portal Opens
- January 17, 2020
 - Scholarship Applications due online to DECA, Inc.
- January 24, 2020
 - Officer Candidate Screening Registration Due
- February 1, 2020
 - ICDC Academy Applications due to Michigan DECA. Faxed copies will not be accepted
 - Bronze, Silver & Gold Merit Award Project names due to Michigan DECA for Certificates
- February 1, 2020
 - Officer Candidate Screening, Interview & Testing - Lansing, Michigan
- February 5, 2020
 - Last Day to Submit State Conference Registration
 - Last Day to Submit State Conference Housing
 - State Conference T-shirt Pre-orders due
 - Second Semester Memberships due to National DECA
- February 5, 2020
 - Last Day to Upload State Conference Written Events
 - All written events, (except for Chapter Awards Projects) must be uploaded to the Chapter Registration Portal by the chapter advisor.
- February 5, 2020
 - Last Day to Submit Hard Copies of State Conference Written Events
 - The written events listed on page 69-70 will also need a hard copy mailed to the Michigan DECA office by this date.
- February 21, 2020
 - State Conference Payment Deadline
- February 19-26, 2020
 - Online Testing Window
- February 28, 2020
 - MDA Verification Form and funds due to MDA for recognition at the State Conference
- March 2, 2020
 - Last day to make housing changes with your assigned hotel

All dates are when items are received, not postmarked

State Conference Judge Needs

February 11-24, 2020

Online Event Evaluations

70 Judges Needed

Thursday, March 5, 2020 at TCF Center

Written Events - 1:00 p.m. - 7:00 p.m.

90 Judges Needed

- Business Operations Research Events
- Community Service Project
- Chapter and Merit Awards
- Creative Marketing Project
- Entrepreneurship Written Events
- Financial Literacy
- International Business Plan
- Learn and Earn Project
- Promotion Events
- Public Relations Project

Friday, March 6, 2020 at TCF Center

Individuals will be matched to judge Saturday's Individual and Team Events based on job function/activity; instead of occupational area. This is done so judges can use their expertise; to evaluate students based on the performance indicators of the event and not the occupational area. Potential judges should indicate the functional areas that they have the most expertise and/or interest.

Morning Events - 8:30 a.m. - 2:00 p.m.

310 Judges Needed

- Business & Management
- Customer Service
- Economics
- Financial Analysis
- Marketing
- Marketing Information Management
- Pricing
- Product/Service Management
- Professional Development
- Promotion
- Selling

Afternoon Events - 12:00 noon - 6:00 p.m. 260 Judges Needed

- Business Law and Ethics
- Business and Management
- Marketing Information Management
- Product/Service Management
- Promotion

Total Judges Needed: 730

State Conference Hotel Information

Student housing is based on four (4) to a room. If a chapter does not have multiples of four (4) delegates of the same sex, the chapter may fill a room by contacting other chapters, or absorb the additional cost (per person) for occupancy less than four (4). Chapters need to house the majority of their delegation in quad rooms so Michigan DECA can ensure that there will be adequate room for all delegates. Students will not be permitted to be in a single room.

Advisors will have to contact other schools to obtain permission to fill rooms. Please note that the hotel cannot guarantee that the shared room will be near both schools' hotel rooms. Each school should rank their hotel selections in the same order.

After you have made arrangements to share hotel rooms with another chapter: After both chapters have started (but not finalized) their conference and housing registrations on the online Conference Registration Portal, one of the chapters will click on the link that says "Add From Another Chapter", select the chapter, then the attendees name, and add them to one of your hotel rooms. The system will split the cost of the room between each chapter, and the charges will appear on each chapter's housing invoice.

Also, remember to **register all family members** that will be staying with you during the conference.

In the event a delegate cancels and you are unable to re-assign your delegates or arrange for a delegate(s) from another chapter, you are responsible for full payment of that portion of the assigned room. In the event a delegate does not show up for a reserved room, the same condition applies.

There will be no state tax charged on the room, if a copy of your school's Tax Exempt Certificate is included with your housing payment is in the form of a school issued check or school credit card. The 9% local tax has already been included in the room rate.

Chapters are responsible for their parking charges. Self parking rates range from \$15-25 per day.

Definition of Room Types

- A **King Room** will consist of one king bed. Up to two individuals can stay in this room with only one bed.
- A **Triple Room** will consist of a king bed and a roll-a-way/sofa sleeper, or at the hotel's choosing, two double beds. Three individuals can stay in this room with the two beds.
- A **Double/Double Room** will consist of two double beds. Four students or two adults can use this room type. If two adults want to have separate beds, they must request this type of accommodations. *Due to a limited number of rooms, two students cannot use this room type.*

Important Points to Remember:

- **Michigan DECA Policy requires that all competitors stay at one of the official conference hotels. Conference Registration will not be accepted from schools that are not staying at one of our official hotels.**
- Special requests are based upon the availability according to the housing order.
- The hotel will accept housing changes until 5:00 p.m. on Monday, March 2, 2020. After that time, there will be a \$25.00 fee per change (name or room) and there will be no refunds for cancellations.
- **Please note that check-in time is 3:00 p.m., all sleeping rooms may not be available if arriving prior to 3:00 p.m. Delegates should dress accordingly if they are competing Friday afternoon.**

Incidental Charges: All incidental charges, (i.e. telephone, room service, parking and movies) must be paid before checking out.

State Conference Hotel Information

Michigan DECA has established these procedures to allow for the same opportunity of conference hotels regardless of when each district conference was held. This will also reduce the number of changes that are submitted to the hotel once the initial housing list has been submitted to the hotel. By reducing the number of changes made, the hotel will be able to block rooms to maximize the use of the hotel's available double/double rooms.

1. **Room reservations will be made through the online Conference Registration Portal, which will open on January 15, 2020 and close on February 5, 2020.** You may edit the housing registration until the close date of February 5, 2020.
 - A. Schools that have submitted their housing by the deadline will be placed in a rotational order based on the district that they are located. For the 2020 State Conference, hotels will be assigned to chapters in the following district order: 8, 7, 2, 1, 4, 3, 6, 5.

The rotational order will change each year. The last two districts in the order from the previous year will move up to the front of the rotation. For example, for the 2021 State Conference, hotels will be assigned to chapters in the following district order: 6, 5, 8, 7, 2, 1, 4, 3.
 - B. Once all chapters that have submitted their housing list by the deadline have been assigned, the remaining schools will be assigned based on when the housing list has been received.
2. Michigan DECA will assign schools to a hotel based on the housing order and the school's hotel preferences, until the inventory for a particular hotel has been exhausted. They will then be assigned to the next hotel that meets their needs. Once a school has been assigned, the hotel's housing manager will send a hotel confirmation and invoice that indicates the schools placement for the conference. **Payment is due to your assigned hotel in full by March 2, 2020.**

State Conference Hotels

Advisors should review the rates and hotel facilities to rank, in order, your preferred hotel selections. We will post a chart on our website with information on each hotel's amenities to help you choose your hotel preferences. In the Chapter Registration Portal, you will select the hotels for your first, second and third choices.

Your assigned hotel will email an invoice for your housing charges.

- Detroit Marriott, 100 Renaissance Center Drive, Detroit, MI 48243 313-568-8000
- Courtyard Detroit Downtown, 333 East Jefferson Avenue, Detroit, MI 48226 313-222-7700
- Crown Plaza Detroit Downtown Riverfront, 2 Washington Blvd., Detroit, MI 48226 313-965-0200
- Westin Book Cadillac Detroit, 1114 Washington Blvd., Detroit, MI 48226 313-442-1600
- Holiday Inn Express & Suites, 1020 Washington Blvd., Detroit, MI 48226 313-887-7000
- DoubleTree Suites by Hilton, 525 W. Lafayette Blvd., Detroit, MI 48226 313-963-5600

State Conference Registration Information

Michigan DECA will be using an online portal to process registration for the State Conference, found at <https://www.decaregistration.com/mi>. The portal interacts with the national DECA membership portal, so all students must be paid DECA Members prior to entering them to attend the State Conference. The registration portal will also require you to register the required number of adults attending (1 adult per 10 students) in order to be able to submit your registration. Please contact aday7@emich.edu if you have any questions on submitting your registration. Please note: Registration for this conference will open on Wednesday, January 15, 2020.

Registration Fee: The fee will cover one meal voucher for the TCF Center (*formerly Cobo Center*) food court, registration materials, entertainment on Saturday evening (to be announced) and conference administrative expenses.

Supervision: As per the Advisor Code of Ethics, each chapter is to have proper supervision:

<i>Number of Registered Students</i>	<i>Minimum Number of Registered Advisors/Assistants</i>
1-10 students	1

All adults will be assigned to assist with the conference. **Please see page 52 for more information on the adult assistance policy.**

Competitor Eligibility: Only students that are competing at the State Conference may attend the conference. Delegates may not enter more than one event. *The only exceptions are the Gold Merit Award Program and School Based Enterprise, as long as competition days and times do not conflict.*

Refunds: Refunds will be given only if Michigan DECA receives the Refund Request Form to receive your chapter's refund.

If Notified:	Amount of Refund
Before February 5	Full Refund
Before February 19	50% Refund
Before February 26	25% Refund
After February 26	No Refund

Substitution Policy: Members of the Michigan DECA Advisor's Council have volunteered to double check each State Conference registration to be sure that chapters are following the Cancellation and Substitution policy on page 66, and that the correct qualifiers from the District Conferences are advancing on to the State Conference. You should fully explain to students that they will not be able to compete if one member of the team is unable for any reason to attend the next level of competition.

Parents and Family Members: Parents and family members are welcome to stay with your chapter in your assigned hotel and attend the conference, but they are then considered part of the Michigan delegation, so they must also register for the conference and pay the registration fee. They will need to be included on the same registration form as the chapter, and adhere to the same deadlines and Code of Conduct for students and adults, even if they are paying their portion on their own. All fees should be paid to the chapter, who in turn pays Michigan DECA and the assigned hotel.

For parents and family members that wish to only attend the award session, please see the Conference Security section on page 48 for the procedures.

Advisor Reception & Recognition: The Michigan Marketing Educators (MME) and Michigan DECA will host a reception and recognition session for all advisors on Friday evening.

State Conference Highlights

On-site conference registration will start at 11:00 a.m. Thursday, with the first student activity at 2:00 pm. A tentative program will be included in the February issue of *Spotlight on DECA* and will be posted on <http://mideca.org>. Delegates are responsible to read the conference program to know their event times.

The following is a list of activities that will take place at the State Career Development Conference:

Meals: One meal voucher will be provided for the TCF Center (*formerly Cobo Center*) food court. Other meals will be the responsibility of each delegate/chapter.

Dress During the Conference: Business attire is required for all scheduled sessions and activities. During free time, shirts must have no bare shoulders, arms or midriff. Skirts and shorts must be at least fingertip length. **No cargo pants, jeans (denim material), T-shirts, sweatshirts, leggings, flip-flop sandals, or athletic shoes of any form will be allowed during the competition or at sessions!** Delegates wearing any of these items will be sent to change, before being allowed to compete or attend any conference sessions. Delegates' clothing must be neat and in good repair in order to compete, attend the sessions, or be allowed on stage. Please review the Michigan DECA Dress Code.

Seating at General Sessions: Seating will be assigned by district. One seat will be allocated for each paid delegate. Schools that achieve two of the three goals of DECA's membership campaign will have reserved seating at the State Conference. Refer to the membership campaign guidelines on page 5 for more information.

- **Opening Session:** There will be one Opening Session on Thursday evening.
- **Friday Entertainment Session:** A special session will be held at TCF Center (*formerly Cobo Center*) from 9:00 to 10:30 p.m. It will include the following: Alumni Division recognition, Collegiate Division information, the top 10 scores in the Economics and Marketing Math tests, Announcement of the International Conference Academies participants and a dynamic keynote speaker.
- **Saturday Award Session:** A list of the order that the events will be awarded and approximate times will be included in your registration materials.

Conference Security: Because of global security concerns, the following new security procedures will be implemented at the State Conference:

- All students and adults must be wearing a name badge and wrist band to enter conference activities, such as competition and general sessions. Security personnel will be at the doors to monitor access to competition and the general sessions at TCF Center (*formerly Cobo Center*).
- **Guests will not be allowed to enter without proper credentials.** In conjunction with the Advisors' Council, Michigan DECA has developed procedures for guests to attend the awards session. They must be escorted to the visitor check-in desk by an advisor or chaperone that has their nametag and wrist band. We will provide the guests with a session pass. The cost will be \$5.00 person or \$10.00 for a family up to six people. These guests will be required to sit in the reserved parents section. A seating diagram will be posted near the entrance to the session.

Name Badges & Wrist Bands: All delegates (adult and student) must wear their name badges and wrist bands at all times. No one will be admitted to conference activities without a name badge and wrist band. If a delegate loses their wrist band or name badge, a replacement may be obtained in the conference headquarters for \$5.00 each. Delegates will be required to show identification for a replacement name badge, or must have their Advisor with them.

State Conference Competition Information

Competitors in the *Individual Series events, Team Decision Making events, Principles events, Financial Consulting event, Hospitality & Tourism Professional Selling event, and Professional Selling Event* will qualify at the District Conference level in order to compete at the State Conference.

The Individual Series Events, Principles Events, Team Decision Making Events, Selling Events, School Based Enterprise, Leadership and Teamwork, and the Ethics Team Event will compete Friday. Individual Series Events, Principles Events, Team Decision Making Events will have two (2) judged activities.

Applied Certification Tests: Delegates are required to take one of the following tests on Friday. (*Students have the option to take both if desired.*) A certificate will be awarded to those who achieve minimum proficiency on each test. The top ten participants on each test will receive special recognition.

- Applied Economics Certification
- Applied Marketing Mathematics Certification

REVISED FOR 2020: Leadership & Teamwork Event: Each chapter can enter only one team in the Leadership & Teamwork Event. These competitors will not be able to compete in any other event. Teams will consist of three (3) participants, who are non-Seniors. All participants in the Leadership & Teamwork Event will take the Principals of Business Cluster exam online as part of their competition. The top teams in the Leadership & Teamwork event will qualify to attend the IGNITE Academy at the International Conference. Event information can be found on page 86 of the Michigan DECA Guide.

REVISED FOR 2020: Ethics Team Event (ETH) Teams will consist of two (2) participants, and only open to Seniors. All participants in the Ethics Team Event will take the Business Management & Administration Cluster exam online as part of their competition. The top teams in the Ethics Team Event will qualify to attend the ASPIRE Academy at the International Conference. Event information can be found on page 87 of the Michigan DECA Guide.

Participants in the *Stock Market Game* and the *Virtual Business Challenge Events* will not compete at the State Conference. ICDC Qualifiers in these events will proceed directly to the International Conference, through the process established by DECA Inc. These students will not attend the State Conference unless they are competing in another event.

REVISED FOR 2020: School Based Enterprise: Schools participating in this activity must submit their project to DECA Inc., to be received before January 10, 2020, according to the DECA Inc. guidelines. Chapters that receive the Gold Certification or Gold Re-Certification have the **option** to bring **1 or 2** student manager(s) to present their work at the State Conference, if they are not in an event that is competing Friday morning. This practice competition will follow the international guidelines. The top five teams will receive recognition at the Saturday Awards Session. Teams that receive the Gold Certification or Re-Certification do not have to attend the State Conference; they can advance directly to the International Conference.

Award of Excellence: Michigan DECA will issue Award of Excellence to all competitors that score above 70 on each aspect of competition. The certificates will be mailed to chapter advisors after the conference.

Each participant is expected to have a pen or pencil and a calculator for competition. Other items (workbooks, notebooks, handouts, etc.) are not allowed. **Cell phones, smartphones, smartwatches, iPods, iPads, tablets, programmable calculators and other electronic devices may not be used during competition. This includes during prep-time, waiting for judges, and during competition in role-play events.**

State Conference Written Event Information

All Written Events will compete on Thursday from 3:00 p.m. to 7:00 p.m. Written Event participants will have their orientation at 2:00 p.m. on Thursday. There will be one interview with one or two judges. All written event participants are required to take either the math or economics evaluation.

All written events (except the Chapter Awards Program) will need to be uploaded to the Chapter Registration Portal by February 5, 2020. Complete instructions on how to upload projects will be provided in January.

Some written events will also need to have hard copies delivered to the Michigan DECA office by February 5, 2020. See the Written Event Submission Procedures on pages 68-70 for complete information and instructions. Hard copies of events will not be accepted after February 5, 2020. You may drop off written events to our office (open weekdays until 4:30pm), or ship them. If shipped, we strongly recommend it to arrive on later than Monday, February 3, and sent with tracking numbers. **Late events will NOT be accepted, no matter the reason.**

All written events must follow the Michigan DECA Written Event Guidelines in addition to the national guidelines. The first page of each event must be the signed Statement of Assurances Form or fifteen (15) penalty points will be assessed. **This form should be typed or word processed. An electronic form is available on the Michigan DECA web site.**

All content must be original work of the DECA members member(s) listed on the Statement of Assurances. No part of the written project can be previously entered into competition or submitted in another DECA competitive event.

Any student that is disqualified due to the plagiarism review will be dropped from the conference without refund.

Merit Awards Program: Please refer to the MAP guidelines on pages 75-77.

- All Merit Award Program participants must have their names submitted by using the online form before February 1, 2020, to the Michigan DECA Office. Names submitted will receive a participant certificate for the level (Bronze, Silver, Gold) achieved. Certificates will be mailed after the conference.
- The Gold Merit Award Projects must be digitally uploaded to the Chapter Registration Portal by February 5, 2020. Complete instructions on how to upload projects will be provided in January.
- Hard copies of the Gold Merit Award Projects are due to the Michigan DECA office by February 5, 2020. Projects may be dropped off at our office or shipped. If shipped, we strongly recommend it to arrive on later than Monday, February 3, and sent with tracking numbers. **Late events will NOT be accepted, no matter the reason.**
- All Gold MAP Participants not competing in another event are required to take the Economic and/ or Math Evaluation. All Gold Merit Award Participants will be scheduled for an interview on Thursday.
- Silver and Bronze MAP Participants will not be allowed to compete or attend the conference unless they are competing in a different event.

Chapter Awards Program: See the specific CAP guidelines on pages 78-84.

- Hard copies of the Chapter Award Program are due to the Michigan DECA office by February 5, 2020. Projects may be dropped off at our office or shipped. If shipped, we strongly recommend it to arrive on later than Monday, February 3, and sent with tracking numbers. **Late events will NOT be accepted, no matter the reason.**

State Conference Election Information

State Officer Candidate Screening: The screening is scheduled for Saturday, February 1, 2020 and registrations for the screening must be received by January 24, 2020. Complete information on the candidate nominating and election process is available online at <http://mideca.org/members/running/>

State Officer Candidates at the Conference:

- Candidates will have a briefing meeting on Thursday at the State Conference. A sample of each item that will be handed out at the campaign table and the Campaign Materials Form will need to be turned in at the candidates' meeting.
- Candidates will have time to set up their campaign table immediately following the candidates' meeting. Tables are to be staffed only on Thursday from 7:00 p.m. to 8:50 p.m.
- Candidates will give a 90 second campaign speech at the Thursday Opening Session.
- No campaigning can take place after 10:00 p.m. on Thursday.
- Elected Candidates will be announced on Saturday, and sworn-in on stage.

Voting Delegates: The role of a voting delegate is an important one. Voting delegates are required to attend the candidate speeches and are encouraged to meet each candidate prior to the election session.

Notice: All Voting Delegates must attend the conference as a competitor.

Voting: Voting will take place on Thursday, immediately following the opening session. Please ensure that your chapter's voting delegates vote during the time allotted.

Number of Voting Delegates per Chapter Membership: According to the Constitution, each chapter is allowed one voting delegate per 40 members or a major fraction thereof. See the table below for the number of voting delegates based on chapter size. The appropriate number of voting delegate ribbons will be included in your chapter's registration materials. The advisor will distribute the ribbons to the voting delegates for their chapter. **Voting Delegates must wear their ribbon to vote.** Replacement ribbons will not be provided once a chapter has picked up their registration materials at the conference.

1 voting delegate for 1 to 61 members	2 voting delegates for 62 to 101 members
3 voting delegates for 102 to 141 members	4 voting delegates for 142 to 181 members
5 voting delegates for 182 to 221 members	6 voting delegates for 222 to 261 members
7 voting delegates for 262 to 301 members	8 voting delegates for 302 to 341 members

State Conference T-Shirts

Michigan Alumni DECA is selling State Conference T-shirts again this year. The shirts will be designed around the conference theme, and will be heavyweight, 100% cotton T-shirts.

T-shirts are to be pre-ordered with the conference registration via the Conference Registration Portal for \$10.00 each.

If we have any extra shirts available to sell, they will sell for \$12.00 each at the Alumni booth on Friday. **Please pre-order your shirts when you register for the conference, as the limited number we have to sell are usually sold out early!**

This fund raiser is designed help Alumni Division so they can sponsor a competitive event to provide more travel scholarships for qualifiers to attend the International Career Development Conference.

State Conference Supervision and Assistance

Supervision: As per the Advisor Code of Ethics, at least 1 adult must **attend and pay** the registration fee for every 10 student delegates attending.

Conference Assistance: To have a successful conference, **adults will need to assist with the conference.** Advisors will be pre-assigned by members of the Advisor's Council to work a competitive event. All individuals are required to assist during their assigned time. Because this assistance is important, advisors who do not assist during their entire assigned time, **will have letters stressing the importance of their assistance and their absence sent to their school principal.**

Chaperone Assistance Option: For chapters with three or more adults attending the conference, the chapter advisor will have the option to assign every third chaperone to remain at the hotel so they have an on-site contact and supervision of the students. This person is to remain available for the chapter's students while the other adults are assisting at the convention center. **Please note that the first, second, fourth, fifth adults, etc., that are registered will be required to assist with competitive events at the conference.**

Chaperones: All chaperones attending the conference are responsible to assist with the conference and supervision. Please select your preference for the area you would like each of your chaperones to assist with on the registration. All chaperones are required to pay the conference registration fee, even if you bring more than the number required.

Advisors/chaperones must attend and be seated with their students during all general and award sessions, to assure proper dress and conduct (behavior) during the sessions.

Judges: If a judge will also be serving as a chaperone for the chapter's proper adult-to-student ratio as described above, **then chapter must pay for the judge's conference registration fee.** There is no charge for judges if your chapter has reached the proper adult-to-student ratio, as described above. *Registration materials and meal tickets will only be provided to Judges and Chaperones that pay the conference registration fee. Parking reimbursement is not available for chaperones or alumni.*

Hotel Monitoring: All advisors/chaperones are required to conduct room checks at curfew and patrol the floors of the hotel after curfew on Thursday and Friday evenings. Trying to manage a large number of students is a difficult task, therefore we need every advisor's support and assistance.

Curfew: All students must be in their own room at curfew. **No chapter activities (meetings, practice sessions, etc.) may be conducted after curfew, even if it takes place in their Advisor's room.** No food may be delivered to any room after curfew.

Code of Conduct & Medical Treatment Authorization Forms: Each delegate, student and adult, must sign the Code of Conduct & Medical Treatment Forms. These forms must be hand-carried to the conference. Do not send them to the Michigan DECA office.

No alcoholic beverages or drugs may be possessed by any delegate at the conference. This is a school function. Delegates may **not** enter the lounges at the hotels. Students suspected of being under the influence of alcohol will be required to take a breath alcohol test as specified by state law. Hired security will be on site during the evening hours of the conference.

Private Autos at the Conference: The use of private automobiles (either driving or riding as a passenger) will not be permitted after arrival at the conference. Car doors shall be locked upon arrival, and the keys turned over to the chapter advisor.

DECA's International Conference Academies

Students for the ASPIRE, ELEVATE and IGNITE Academies at the International Conference are selected by an application process. Applications can be obtained on the Michigan DECA website at <http://www.mideca.org> **All completed applications are due by mail to Michigan DECA by February 1, 2020. Applications may NOT be faxed or emailed.**

The students selected for the ASPIRE, ELEVATE and IGNITE Academies will be announced at the State Conference during Friday's General Session.

ASPIRE *(formerly the Senior Management Institute)*

Be the ultimate DECA graduate! As soon as you graduate, the sky is the limit for your aspirations. Do you know what to expect in college or how to be successful in your career? Learn how to leverage your DECA experience to your advantage in college, interviews and internships. ASPIRE to get on the fast track to college and career success.

Member participation is based on an application or competition.

The ASPIRE Academy is open to seniors only. Chapters may submit applications for up to two (2) students to attend this academy. Spaces for the ASPIRE Academy will first be allocated to applicants with a score above eighty from chapters that have received a membership award.

NEW FOR 2020: The top competitors in the Ethics Team Event will qualify for a spot in the ASPIRE Academy.

Chapters may submit applications for up to two (2) non-seniors to attend either the ELEVATE or IGNITE Academies. Michigan DECA will decide based on the application, which academy best suits the student.

ELEVATE *(formerly the Chapter Management Academy)*

Be the ultimate DECA chapter leader! Discover your personal leadership style and how you can use that to take your chapter to the next level. Now is your time to ELEVATE your DECA status from member to chapter leader. The ELEVATE academy is also ideal for students that will be chairing the chapter's entry next year in the Chapter Awards Program.

Member participation is based on an application.

The ELEVATE Academy is only open to non-seniors.

IGNITE *(formerly the Leadership Development Academy)*

Be the ultimate DECA member! IGNITE your spark for DECA! As an emerging leader, you have great potential to take advantage of all that DECA offers. Now's your time to gain an edge as you learn how you can take your personal DECA experience to the next level and IGNITE your passion for DECA.

Member participation is based on an application or competition.

The IGNITE Academy is only open to non-seniors.

NEW FOR 2020: The top competitors in the Leadership & Teamwork Event will qualify for a spot in the IGNITE Academy.

THRIVE

Be the ultimate DECA Chapter! Now it's time to THRIVE with other high performing chapters and continue to develop your toolbox of collaboration, communications, critical thinking and creativity skills.

Member participation is based on chapter status.

REVISED FOR 2020: Chapters that earn recognition in at least two (2) of DECA's chapter campaigns or DECA's membership campaigns can send up to **two (2) students** to the THRIVE Academy. Students do not have to apply for the academy in order to represent their chapter.

Students selected to represent Michigan in any Academy must attend the entire opening and closing sessions at the International Career Development Conference.

International Conference Registration Information

Deadlines:

March 17 - Travel Forms Due to Landmark Travel

March 17 - Housing and Registration Due through the Conference Registration Portal

April 10 - Final Payment Deadline

Nashville is a great location for DECA's International Career Development Conference! Participants are in for an action-packed and exciting time as they compete with the best marketing students in the world.

Michigan DECA will be using an online portal to process registration for the International Conference found at <https://www.decaregistration.com/mi-icdc>. The portal interacts with the national DECA membership portal, so all students must be paid DECA Members prior to entering them to attend the International Conference. The registration portal will also require you to register the required number of adults attending (1 adult per 5 students) in order to be able to submit your registration. Please contact aday7@emich.edu if you have any questions on submitting your registration. Please note: Registration for this conference will open on Monday, March 9, 2020 and close on Tuesday, March 17, 2020.



The National Association of Secondary School Principals has placed DECA's International Career Development Conference on the NASSP National Advisory List of Contests and Activities for 2016-2020.

Deadlines and Late Fees

A \$15.00 per delegate late fee will be added for all registrations and payments that do not meet the above deadlines. Michigan DECA has a commitment to those registering on time to register them with DECA Inc. without paying late charges. Chapters that register late may also run the risk of staying at a different hotel than with the Michigan delegation.

Michigan DECA accepts payments in the form of check, money order, and credit cards (American Express, Visa, MasterCard, and Discover). **Payments made by students/parents should be turned over to the school and have a school check issued to Michigan DECA. We are only able to accept personal checks from chapter advisors.**

International Conference Registration Fee

The registration fee will include: lodging, conference registration, security, staff and state officer travel, and state spirit items such as (shirt, pins, and glow items) and state tours/activities. Specific information will be posted online by March 4, 2020 and also discussed at the advisor meeting at the State Conference.

Cancellations

Registration refunds will only be given if the request is submitted on the official State Refund Request Form. A registration cancellation fee will apply, based on the refund schedule, which is found in the information packet (distributed at the SCDC Advisor Meeting and posted online). The sooner the written request is received, the larger the refund. Housing refunds may not be possible if other roommates are still occupying the hotel room.

Any refunds will be processed to the school's account, and not a specific individual.

Please be aware that airline tickets and Motorcoach registrations are not refundable.

Travel Information

Michigan has reserved flights with Landmark Travel to coordinate our travel needs for the conference, and reserved Motorcoaches as a travel option. This is done so we ensure a fair price for all Michigan delegates. Because we have advanced over \$30,000 to reserve the space, individuals or schools that use Landmark Travel will receive a \$40.00 credit per person attending.

Eligibility

Only Michigan DECA members who qualified at the State Conference, attending a Leadership Academy, or incoming and outgoing state officers are eligible to attend at the International Career Development Conference.

International Conference Hotel Information

All hotel reservations must be made through Michigan DECA. The Michigan DECA delegation will be staying at two hotels:

Nashville Airport Marriott, 600 Marriott Drive, Nashville, Tennessee 37214 615-889-9300

The Inn at Opryland, 2401 Music Valley Drive, Nashville, Tennessee 37214 615-889-0800

Student Housing

Student housing is based on four (4) delegates to a room. If delegates from your chapter do **not** complete a room of four, Michigan DECA will try to assign them to a room with other Michigan delegates. **Michigan DECA will invoice schools if we are not able to fill a room. The additional cost for a triple room will be approximately \$75.00 per room per night. If chapters request to room with a specific school, and that school is arriving at a later date, the first school will be invoiced for the additional share of the early arrivals lodging.**

DECA allocates Michigan a set number of rooms at our assigned hotels. Because of this, we cannot guarantee that we can accommodate all requests for single, double and triple rooms. If we run out of rooms, we will combine singles to doubles, as well as doubles and triples to quad rooms.

Advisor/Adult Housing

Advisors will be assigned to double rooms. Please indicate the name and school of the individual you wish to share a room with. **If Michigan DECA cannot place a roommate, the school will be invoiced the difference for each night.** There is a possibility that we will not have enough advisors available to match everyone that requests a roommate to have a roommate. **Michigan DECA will request two beds for advisors sharing a room, but there is no guarantee that we will receive them from National DECA and the hotel.** Advisors interested in a single room should indicate this on the registration form. Single rooms will be assigned according to space availability.

Incidental Charges

Room service, phone calls, movies, etc., should not be charged to any room. Phone calls from the guest rooms should be avoided; calls are less expensive from personal cell phones.

Supervision and Family Members

Supervision: As per the Advisor Code of Ethics, the following ratio applies:

<i>Number of Registered Students</i>	<i>Minimum Number of Registered Advisors/Chaperones</i>
1-5 students	1

All advisors are required to assist with a competitive event. Additionally, the attending adults **must** assist with supervision of the delegates by conducting room checks at and after curfew.

Parents and Family Members

Parents and family members are welcome to stay with your chapter in Michigan's assigned hotel, but they are then considered part of the Michigan delegation, so they must also register for the conference and pay the registration fee. They will need to be included on the same registration form as the chapter, and adhere to the same deadlines and Code of Conduct for students and adults, even if they are paying their portion on their own. All fees should be paid to the chapter, who in turn pays Michigan DECA. We are not able to accept personal checks. **Any refunds will be processed to the school's account, and not a specific individual.**

International Conference Information

International Conference Academies

Because of the demand for delegates to attend DECA's International Conference Academies, Michigan DECA has developed an application process for selecting delegates to represent Michigan DECA at the Academies. The application deadline is February 1, 2020. Individuals selected to represent Michigan DECA will be announced at the State Conference. The application form for the Academies can be found on Michigan DECA's website. Each school may only submit two applications per academy.

Code of Conduct & Medical Treatment Authorization Forms

Each delegate, both student and adult, must sign the Code of Conduct & Medical Treatment Authorization Forms. **These forms are to be brought to the International Conference.** Do not send them to the Michigan DECA office. Each advisor must sign a release stating that they have a completed form for each delegate and will bring the forms to the conference. It is recommended that these forms be notarized for out-of-state travel.

Required Activities

As stated in the delegate code of conduct, all students and advisors are required to attend conference sessions. Chapters that do not attend or leave the opening session early will risk being placed on probation and not being allowed to attend the next years International Conference.

Advisor Meetings

An advisor meeting might be held during the conference. All chapter advisors will be required to attend the meeting.

Reserved Seating at General Sessions

All Michigan Delegates (students and advisors) are required to attend the Opening and Closing Sessions. Our delegation will be assigned seats for the Opening Session. Seating charts will be available when you receive your registration materials.

Conference Assistance

To have a successful conference, National DECA needs each advisor to assist at least one day, while at the conference. Michigan DECA advisors have the option to assist with the following activities:

<u>Activity</u>	<u>Day</u>	<u># of People Needed</u>
Competitive Event Assistance	Thursday, Friday, or Saturday	65
New Advisor Academy	Thursday & Friday	10
Merit Award Program	Thursday & Friday	11
Chapter Awards Program	Thursday & Friday	5

If you have a particular activity that you would like to assist with, note it on the email with your registration form. Otherwise, you will be assigned at random.

Chaperone Assistance

All Chaperones (including parents) are required to assist with the management of the conference. Chaperones may request any of the above activities or request to serve as a competitive event judge. Please indicate their preference on your registration form.

International Conference Information

Materials Distribution

Conference materials (programs, folios, pens, etc.) will be available at the State Meeting.

Weather

You can expect sunny days with temperatures in the 70's and nights in the low 60's during our stay in Nashville.

Rental Cars

DECA provides shuttles from our hotels to the convention center. While not required, chapters might want to consider renting a car this year since our hotels are a distance from the convention center and because our hotel offers free parking.

DECA Blazers Are Required

DECA Blazers will be required for competition and anyone going on the stage (scholarship recipients, MDA award recipients, competition winners, etc.) at the International Conference. Please plan on purchasing a blazer from Shop DECA if you need one. Usually blazer pre-orders are due by April 1st; after that date, no pre-orders will be taken and blazers must be purchased at the conference. If you do need to purchase a blazer at the conference, plan on going to the Shop DECA booth when you arrive at the conference to ensure they have your size in stock.

Proper business attire is required at all sessions. DECA's Dress Code can be found on pages 15-16 in the *Michigan DECA Guide*, in the (national) *DECA Guide* or online at <http://deca.org>

Calculators

Each competitor must bring their own calculator for international competition. **Cell phones, smartphones, smartwatches, iPads, iPods, PDAs, programmable calculators and graphing calculators cannot be used during competition. This includes during prep-time, waiting for judges, and during competition in role-play events.**

Judges

If any business person(s), parents or family members will be traveling to the conference with your chapter, please let Michigan DECA know if they are available to judge at the conference. A registration credit will be given for each judge that assists with the International competitive events.

State Recognition Session

Michigan DECA will hold a special Michigan recognition session for students participating in the State only competitive events (Chapter Awards Program and Merit Awards Program).

Michigan DECA Tours and Activities

This information will be posted in March on our website.

International Conference New Advisor Academy

DECA will continue an informative program for new advisors at the International Career Development Conference. A New Advisor Academy has been planned to present the most useful and successful practices of chapter advisors across the country. All new advisors are invited to attend this academy to learn more about National DECA and strategies for building your marketing education program.

Objectives:

1. Learn to integrate DECA chapter activities and competitive events into your curriculum.
2. Discover how master teachers from across the nation motivate students during the school year.
3. Find out how to maximize learning from the program-of-work and competitive events.
4. Observe an actual national level role-play.
5. Get answers to your questions about the trends and developments in DECA from DECA, Inc. and National Advisory Board members.

General topics include:

Getting Your Year Started - DECA as a teaching, motivational, recruitment, and public relations tool, how to integrate DECA into the curriculum, officer elections, duties, installation, chapter management, committee structure, and National Advisory Board involvement.

Chapter Program-of-Leadership - Community/school service, sales projects, recreational/social activities, DECA week, professional development activities, employer appreciation functions, and membership recruitment activities.

DECA's Competitive Events Program

International Conference Tentative Agenda

Tuesday, April 28, 2020

	Chapters Arrive	
11:00 p.m.	Curfew	Assigned Hotel

Wednesday, April 29, 2020

6:30 p.m. - 7:30 p.m.	State Meeting	TBA
8:30 p.m. - 10:00 p.m.	Opening Session	Convention Center
10:30 p.m. - 11:00 p.m.	Advisor Meeting	TBA
11:00 p.m.	Curfew	Assigned Hotel

Thursday, April 30, 2020

	Leadership Academies	Convention Center
9:00 a.m. - 12:00 p.m.	State Competitive Events	TBA
	International Competitive Events	Convention Center
	DECA Concert	Grand Ole Opry
11:00 p.m.	Curfew	Assigned Hotel

Friday, May 1, 2020

	Career and Sales Exhibits	Convention Center
	Leadership Academies	Convention Center
9:00 a.m. - 1:00 p.m.	State Competitive Events	TBA
	International Competitive Events	Convention Center
10:30 p.m.	State Recognition Session	Our Hotel
11:30 p.m.	Curfew	Assigned Hotel

Saturday, May 2, 2020

8:00 a.m. - 10:30 a.m.	Second General Session	Convention Center
9:30 a.m. - 6:00 p.m.	Competitive Event Finals	Convention Center
6:30 p.m. - 8:00 p.m.	Scholarship Reception	Convention Center
8:30 p.m. - 10:30 p.m.	Grand Awards Session	Convention Center
11:30 p.m.	Curfew	Assigned Hotel

Sunday, May 3, 2020

Chapters Return Home