

MAXIMIZE YOUR  
**MOMENTUM**



# State Leadership Conference

November 4 & 5, 2021

East Lansing, Michigan



Broad College of Business  
MICHIGAN STATE UNIVERSITY

# 2021-2022 Executive Council



From left to right:

## **Matthew Gagea**

State President, *Livonia Churchill High School*

## **Ethan Webster**

Vice President of Leadership Development, *Livonia Churchill High School*

## **Naisha Phadke**

Vice President of Career Development, *Troy High School*

## **Vivian Li**

Vice President of Community Service, *Ann Arbor Skyline High School*

## **Kerstin Heitzenrater**

State Secretary, *Lake Orion High School*

## **Hector Benitez**

Vice President of Business Partnerships, *Lakeland High School*

## **Evan Porter**

Vice President of Chapter Development, *Brighton High School*

## **Nikhil Sheth**

Vice President of Public Relations, *North Farmington High School*

## **Special Guests:**

### **O'Brian Martin**

President, *DECA*

### **Sriya Koganti**

Central Region Vice President, *DECA*

# Thursday, November 4, 2022

*All Thursday activities are held at the East Lansing Marriott*

4:00-5:30 p.m. **Conference Registration** Capitol Room

6:30-8:30 p.m. **Networking Dinner** University Ballroom

Keynote Speaker:  
**David McKean**, Executive Vice President,  
*Clarience Technologies*

9:00-10:15 p.m. **Operation Engage** University Ballroom

11:00 p.m.  
to  
7:00 a.m. **Curfew**  
*No chapter meetings or food deliveries during curfew*

Michigan DECA extends a special  
**THANK YOU** to the faculty and staff  
from the Michigan State University  
Broad College of Business  
for their support in planning and  
executing the conference.



Broad College of Business  
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# Friday, November 5, 2022

All Friday activities are held at the MSU Broad College of Business

8:30 a.m.	Continental Breakfast at MSU	N 130
8:30-2:00 p.m.	Visit the Vendors	N130 Lobby
9:00 a.m.	<b>Opening Session</b> DECA Officers and Keynote Speakers: Tamara Steffens, Managing Director, <i>Microsoft/M12</i> D'angelo Bragg, E-Commerce Specialist, <i>Carhartt</i>	N 130
10:00 a.m.	<b>Meeting for Advisors in Group A</b>	N130
10:50 a.m.	<b>Meeting for Advisors in Group B</b>	N130

**Please follow the customized schedule  
on the back of your nametag  
for the rest of the day.  
This is based on the sessions  
you selected on the SCHED website.**

# Friday, November 5, 2022

All Friday activities are held at the MSU Broad College of Business

## 10:00 a.m. Sessions Presented by Business Partners

- **Special Events and Exhibitions! Concepts, Design, Management and Execution**  
David DuBois, President & CEO, *International Association of Exhibitions & Events*
- **Detroit: Leading the Global Electrification and Mobility Movement**  
Glenn Stevens, Executive Director, *MICHauto*
- **Becoming who others want to follow: Lessons on Leadership**  
Isaac Gilliam, Director of Sales Development, *Ad Adapted*
- **I Understood the Assignment: Influencer Marketing 101**  
Myya Jones, Digital Strategy Lead, *Google*
- **Customer Experience (CX): Your Foundation to Customer Acquisition and Retention**  
Scott Watkins, Senior Director of Business Strategy, *Michigan Virtual*
- **Technology and the Digital Transformation of Business**  
Ross Hacker, Vice President of Information Technology, *Auto-Owner*
- **Understanding Personal Wealth and Finances**  
Ryan Hocker, Associate Vice President, *Morgan Stanley*  
Tanisha Farmer, Director of Business Strategy, *Morgan Stanley*  
Pam Wright, Financial Advisor, *Morgan Stanley*  
Anthony Barst, Investment Specialist, *Morgan Stanley*
- **Investment Banking, Mergers & Acquisitions. How and why are corporations bought and sold?**  
Dave Hawthorne, Director, *Financial Markets Institute at MSU and retired McDonalds franchise owner*
- **The World of Supply Chain: How GM is Building Autonomous Vehicles for the Future**  
Christian Flack, GPSC Risk Management Specialist, *General Motors*
- **Understanding Firm Strategy: The Role of Accounting**  
Dr. Kathy Petroni, Professor, *Michigan State University*

# Friday, November 5, 2022

All Friday activities are held at the MSU Broad College of Business

## 10:50 a.m. Sessions Presented by Business Partners

All 10:00 a.m. sessions will be repeated

## 11:40 a.m. Lunch for Group A N 130

## 11:40 a.m. Sessions Presented by MSU/Broad College for Group B

- Learn about applying to the Broad College of Business
- Learn how to apply to MSU, and get information on housing and financial aid
- What is the Residential Business Community at MSU?
- Diversity, Equity, and Inclusion at the Broad College of Business
- Education Abroad
- Identify Career Interests and Prepare for your Dream Job
- Making a Successful Transition from High School to College

## 12:30 p.m. Lunch for Group B N 130

## 12:30 p.m. Sessions Presented by MSU/Broad College for Group A

All 11:40 a.m. sessions will be repeated

## 1:20 p.m. Concurrent DECA Sessions

- **Galactic Goals** - Evan Porter & Kerstin Heitzenrater, *MiDECA State Officers*
- **The Power of Habit** - Hector Benitez & Nikhil Sheth, *MiDECA State Officers*
- **Next Level Critical Thinking** - Matthew Gagea & Vivian Li, *MiDECA State Officers*
- **Discover Your Style** - Ethan Webster & Naisha Phadke, *MiDECA State Officers*
- **Work like a Dream Team** - O'Brian Martin, President, *DECA*
- **Powerful Voices** - Sriya Koganti, Central Region Vice President, *DECA*
- **Preparing for a DECA Judged Event** - Scott Muffley, *Three Rivers High School*
- **DECA's School Based Enterprise Event** - Carrie Smith, *Lapeer County Education Tech Center*
- **DECA's Integrated Marketing Events** - Myra Bost, *Lakeview High School*
- **DECA's Written Events** - Joel Hunt, *Jenison High School*

## 2:00 p.m. Concurrent DECA Sessions

All 1:20 p.m. sessions will be repeated

## 2:30 p.m. Adjournment

Remember to turn in your Conference Evaluation

# Michigan DECA Staff

**Dave Wait**, *State Director*

**Ann Day**, *Office Manager*

**Michael Parr**, *State Officer Coordinator*

**Charles Kowalske**, *State Officer Assistant*

**Frank Boyd**, *Office Assistant*

**Collin Clem**, *Office Assistant*

**Andrew Richardson**, *Office Assistant*

**Cecilia Santos**, *Office Assistant*

**Astra Tabor**, *Office Assistant*

**Emily Tran**, *Office Assistant*



DECA is committed to creating and maintaining a healthy and respectful environment for all of our emerging leaders and entrepreneurs. Our philosophy is to ensure all members, regardless of race, color, religion, sex, national origin, age, disability, sexual orientation, or socio-economic status, are treated equally and respectfully. Any behavior in the form of discrimination, harassment or bullying will not be tolerated. It is the responsibility of all members to uphold and contribute to this climate.

Michigan DECA is supported by a grant from the Michigan Department of Education, to the College of Engineering & Technology at Eastern Michigan University.



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