

AGENDA

THURSDAY, MARCH 9

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

FRIDAY, MARCH 10

8:00 AM - 5:00 PM	Huntington Place Food Court Open
8:30 AM	Morning Judge Orientation 330 Huntington Place
8:30 AM - 1:00 PM	Competitive Events Hall D, Huntington Place Accounting Applications Business Law & Ethics TDM Buying & Merchandising TDM Financial Consulting Financial Services TDM Food Marketing Hospitality & Tourism Professional Selling Leadership & Teamwork Marketing Management TDM Personal Financial Literacy Principles of Business Management Principles of Finance Principles of Hospitality & Tourism Principles of Marketing Professional Selling Event Restaurant & Food Service Management Retail Merchandising School Based Enterprise
9:00 AM - 2:00 PM	Vendor & Career Exposition Hall C Foyer, Huntington Place
9:00 AM - 6:00 PM	Conference Headquarters 329 Huntington Place
9:30 AM - 2:30 PM	Economics Examination 430 Huntington Place Open to all delegates
9:30 AM - 2:30 PM	Math Examination 430 Huntington Place Open to all delegates
12:00 PM - 1:00 PM	Afternoon Judge Orientation 330 Huntington Place
12:30 PM - 5:00 PM	Competitive Events Hall D, Huntington Place Apparel & Accessories Marketing Automotive Services Marketing Business Services Marketing Business Finance Entrepreneurship Series Entrepreneurship TDM Ethics Team Event Hotel & Lodging Management Hospitality Services TDM Human Resources Management Marketing Communications Quick Serve Restaurant Management Sports & Entertainment Series Sports & Entertainment TDM Travel & Tourism TDM

AGENDA

FRIDAY, MARCH 10

5:30 PM

Alumni Meeting

332 Huntington Place

6:00 PM - 8:00 PM

Dinner

On your own, as your schedule permits

8:00 PM - 8:45 PM

Chapter Advisors' Meeting

330 Huntington Place

Michigan Marketing Educators Reception

9:00 PM - 10:30 PM

General Session

Hall D, Huntington Place

Chapter Awards

Merit Awards

School Board Enterprise

Including announcement of the

Marketing Math/Economics winners &

ICDC Academy Participants

10:30 PM

Written Event Return

Hall C Office, Huntington Place

Chapter Advisors ONLY

11:00 PM

Chapter Meetings

Your Advisor's Room

11:30 PM

Curfew

Delegates in own room & room check by advisors. No food deliveries are allowed after this time.

SATURDAY, MARCH 11

7:30 AM - 11:00 AM

Huntington Place Food Court Open

9:00 AM

Doors Open for Grand Awards Session

Hall D, Huntington Place

Business attire is required

9:30 AM - 1:00 PM

Grand Awards Session

Hall D, Huntington Place

MICHIGAN ALUMNI DECA PANEL

4

BUILDING DEMAND FOR YOURSELF: STRATEGIES FROM DECA ALUMNI

FRIDAY, MARCH 10

140 A Huntington Place

11:00 AM - 12:00 PM

Repeated at

1:00 PM - 2:00 PM

Are you a graduating high school junior or senior looking to build on your DECA foundations and set yourself apart from the competition? Join us for a panel discussion featuring a diverse group of DECA alumni and professionals who have successfully built demand for themselves in the professional world. Learn how to stand out in the job market, network effectively, and leverage your DECA experience to gain a competitive edge. Whether your next steps involve attending university or entering the workforce, this panel is designed specifically for you. Don't miss this opportunity to gain valuable insights and ask questions from those who have achieved success through strategic positioning and execution.

PANEL MEMBERS

Ramsey A'Ve

Cyber Security Operations / C-Suit Advisor

Chelsea Parr

Entrepreneur / Marketing & Brand Expert

Stephen Hershfield

Commercial Real Estate Executive

Kellie McCormick

Entrepreneur / Marketing & Brand Expert

M | MICHIGAN ROSS

Learn business by doing business.

The top-5 ranked Michigan Ross BBA Program provides unparalleled opportunities for you to start, advise, invest in, and lead real-world businesses.

michiganross.umich.edu/bba



COMPETITIVE EVENTS

WRITTEN EVENTS

BUSINESS GROWTH PLAN (EBG)
 BUSINESS SERVICES OPERATIONS RESEARCH (BOR)
 BUYING & MERCHANDISING OPERATION RESEARCH (BMOR)
 CHAPTER AWARDS PROGRAM (CAP)
 FINANCE OPERATIONS RESEARCH (FOR)
 FRANCHISE BUSINESS PLAN (EFB)
 GOLD MERIT AWARD PROGRAM (GMAP)
 HOSPITALITY & TOURISM OPERATIONS RESEARCH (HTOR)
 INDEPENDENT BUSINESS PLAN (EIB)

INNOVATION PLAN (EIP)
 INTEGRATED MARKETING CAMPAIGN EVENT, PRODUCT, SERVICE (IMCE, IMCP, IMCS)
 INTERNATIONAL BUSINESS PLAN (IBP)
 PROJECT MANAGEMENT
 BUSINESS SOLUTIONS, CAREER DEVELOPMENT, COMMUNITY AWARENESS, COMMUNITY GIVING, FINANCIAL LITERACY, SALES PROJECT (PMBS, PMCD, PMCA, PMCG, PMFL, PMSP)
 SPORTS & ENTERTAINMENT MARKETING OPERATIONS RESEARCH (SEOR)
 START-UP BUSINESS PLAN (ESB)

THURSDAY, MARCH 9

1:15 PM - 2:00 PM

Adult Assistants' Meeting
 330 Huntington Place

2:00 PM - 2:45 PM

Student Orientation Meeting
 Hall D, Huntington Place

3:00 PM - 7:00 PM

Presentations
 Report at Your Scheduled Time
 Hall D, Huntington Place

Accounting Applications ACT

THURSDAY, MARCH 9

3:00 PM - 3:30 PM

Adult Assistants' Meeting
 330 Huntington Place

4:00 PM - 4:45 PM

Student Orientation Meeting
 142 B Huntington Place

FRIDAY, MARCH 10

9:00 AM - 1:00 PM

Competition
 Report at Your Scheduled Time
 Hall D, Huntington Place

Apparel & Accessories Marketing AAM

THURSDAY, MARCH 9

3:00 PM - 3:30 PM

Adult Assistants' Meeting
 330 Huntington Place

4:00 PM - 4:45 PM

Student Orientation Meeting
 142 C Huntington Place

FRIDAY, MARCH 10

1:00 PM - 5:00 PM

Competition
 Report at Your Scheduled Time
 Hall D, Huntington Place

Automotive Services Marketing ASM

THURSDAY, MARCH 9

3:00 PM - 3:30 PM

Adult Assistants' Meeting
 330 Huntington Place

4:00 PM - 4:45 PM

Student Orientation Meeting
 140 A Huntington Place

FRIDAY, MARCH 10

1:00 PM - 5:00 PM

Competition
 Report at Your Scheduled Time
 Hall D, Huntington Place

COMPETITIVE EVENTS

Business Finance Series

THURSDAY, MARCH 9

3:00 PM - 3:30 PM

Adult Assistants' Meeting
330 Huntington Placer

4:00 PM - 4:45 PM

Student Orientation Meeting
140 B Huntington Place

FRIDAY, MARCH 10

1:00 PM - 5:00 PM

Competition
Report at Your Scheduled Time
Hall D, Huntington Place

Business Law & Ethics TDM BLTDM

THURSDAY, MARCH 9

5:00 PM - 5:30 PM

Adult Assistants' Meeting
330 Huntington Place

6:00 PM - 6:45 PM

Student Orientation Meeting
140 G Huntington Place

FRIDAY, MARCH 10

8:30 AM - 1:00 PM

Competition
Report at Your Scheduled Time
Hall D, Huntington Place

Business Services Marketing BSM

THURSDAY, MARCH 9

3:00 PM - 3:30 PM

Adult Assistants' Meeting
330 Huntington Place

4:00 PM - 4:45 PM

Student Orientation Meeting
140 C Huntington Place

FRIDAY, MARCH 10

1:00 PM - 5:00 PM

Competition
Report at Your Scheduled Time
Hall D, Huntington Place

Buying & Merchandising TDM BTDM

THURSDAY, MARCH 9

5:00 PM - 5:30 PM

Adult Assistants' Meeting
330 Huntington Place

6:00 PM - 6:45 PM

Student Orientation Meeting
140 A Huntington Place

FRIDAY, MARCH 10

8:30 AM - 1:00 PM

Competition
Report at Your Scheduled Time
Hall D, Huntington Place

Ethics Team Event ETH

THURSDAY, MARCH 9

4:00 PM - 4:30 PM

Adult Assistants' Meeting
330 Huntington Place

5:00 PM - 5:45 PM

Student Orientation Meeting
142 B Huntington Place

FRIDAY, MARCH 10

1:00 PM - 5:00 PM

Competition
Report at Your Scheduled Time
320 Huntington Place

Entrepreneurship Series ENT

THURSDAY, MARCH 9

3:00 PM - 3:30 PM

Adult Assistants' Meeting
330 Huntington Place

4:00 PM - 4:45 PM

Student Orientation Meeting
140 D Huntington Place

FRIDAY, MARCH 10

1:00 PM - 5:00 PM

Competition
Report at Your Scheduled Time
Hall D, Huntington Place

Entrepreneurship TDM ETDM

THURSDAY, MARCH 9

5:00 PM - 5:30 PM

Adult Assistants' Meeting
330 Huntington Place

6:00 PM - 6:45 PM

Student Orientation Meeting
140 B Huntington Place

FRIDAY, MARCH 10

12:30 PM - 5:00 PM

Competition
Report at Your Scheduled Time
Hall D, Huntington Place

Financial Consulting Event FCE

THURSDAY, MARCH 9

3:00 PM - 3:30 PM

Adult Assistants' Meeting
330 Huntington Place

4:00 PM - 4:45 PM

Student Orientation Meeting
141 Huntington Place

FRIDAY, MARCH 10

9:00 AM - 1:00 PM

Competition
Report at Your Scheduled Time
Hall D, Huntington Place

Financial Services TDM FTDM

THURSDAY, MARCH 9

5:00 PM - 5:30 PM

Adult Assistants' Meeting
330 Huntington Place

6:00 PM - 6:45 PM

Student Orientation Meeting
140 C Huntington Place

FRIDAY, MARCH 10

8:30 AM - 1:00 PM

Competition
Report at Your Scheduled Time
Hall D, Huntington Place

Food Marketing Series FMS

THURSDAY, MARCH 9

3:00 PM - 3:30 PM

Adult Assistants' Meeting
330 Huntington Place

4:00 PM - 4:45 PM

Student Orientation Meeting
140 E Huntington Place

FRIDAY, MARCH 10

9:00 AM - 1:00 PM

Competition
Report at Your Scheduled Time
Hall D, Huntington Place

COMPETITIVE EVENTS

Hospitality & Tourism Professional Selling HTPS

THURSDAY, MARCH 9

3:00 PM - 3:30 PM

Adult Assistants' Meeting
330 Huntington Place

4:00 PM - 4:45 PM

Student Orientation Meeting
141 Huntington Place

FRIDAY, MARCH 10

9:00 AM - 1:00 PM

Competition
Report at Your Scheduled Time
Hall D, Huntington Place

Hospitality Services TDM HTDM

THURSDAY, MARCH 9

5:00 PM - 5:30 PM

Adult Assistants' Meeting
330 Huntington Place

6:00 PM - 6:45 PM

Student Orientation Meeting
140 D Huntington Place

FRIDAY, MARCH 10

12:30 PM - 5:00 PM

Competition
Report at Your Scheduled Time
Hall D, Huntington Place

Hotel & Lodging Management HLM

THURSDAY, MARCH 9

3:00 PM - 3:30 PM

Adult Assistants' Meeting
330 Huntington Place

4:00 PM - 4:45 PM

Student Orientation Meeting
140 F Huntington Place

FRIDAY, MARCH 10

1:00 PM - 5:00 PM

Competition
Report at Your Scheduled Time
Hall D, Huntington Place

Human Resources Management HRM

THURSDAY, MARCH 9

3:00 PM - 3:30 PM

Adult Assistants' Meeting
330 Huntington Place

4:00 PM - 4:45 PM

Student Orientation Meeting
140 G Huntington Place

FRIDAY, MARCH 10

1:00 PM - 5:00 PM

Competition
Report at Your Scheduled Time
Hall D, Huntington Place

Leadership & Teamwork LTW

THURSDAY, MARCH 9

4:00 PM - 4:30 PM

Adult Assistants' Meeting
330 Huntington Place

5:00 PM - 5:45 PM

Student Orientation Meeting
141 Huntington Place

FRIDAY, MARCH 10

9:00 AM - 12:00 PM

Competition
Report at Your Scheduled Time
320 Huntington Place

Marketing Management TDM MTDM

THURSDAY, MARCH 9

5:00 PM - 5:30 PM

Adult Assistants' Meeting
330 Huntington Place

6:00 PM - 6:45 PM

Student Orientation Meeting
140 E Huntington Place

FRIDAY, MARCH 10

8:30 AM - 1:00 PM

Competition
Report at Your Scheduled Time
Hall D, Huntington Place

Marketing Communications MCS

THURSDAY, MARCH 9

4:00 PM - 4:30 PM

Adult Assistants' Meeting
330 Huntington Place

5:00 PM - 5:45 PM

Student Orientation Meeting
142 A Huntington Place

FRIDAY, MARCH 10

1:00 PM - 5:00 PM

Competition
Report at Your Scheduled Time
Hall D, Huntington Place

Personal Financial Literacy PFL

THURSDAY, MARCH 9

3:00 PM - 3:30 PM

Adult Assistants' Meeting
330 Huntington Place

4:00 PM - 4:45 PM

Student Orientation Meeting
142 A Huntington Place

FRIDAY, MARCH 10

9:00 AM - 1:00 PM

Report at Your Scheduled Time
Hall D, Huntington Place

Principles of Business Management PBM

THURSDAY, MARCH 9

4:00 PM - 4:30 PM

Adult Assistants' Meeting
330 Huntington Place

5:00 PM - 5:45 PM

Student Orientation Meeting
140 C Huntington Place

FRIDAY, MARCH 10

9:00 AM - 1:00 PM

Competition
Report at Your Scheduled Time
Hall D, Huntington Place

Principles of Finance PFN

THURSDAY, MARCH 9

4:00 PM - 4:30 PM

Adult Assistants' Meeting
330 Huntington Place

5:00 PM - 5:45 PM

Student Orientation Meeting
140 D Huntington Place

FRIDAY, MARCH 10

9:00 AM - 1:00 PM

Competition
Report at Your Scheduled Time
Hall D, Huntington Place

COMPETITIVE EVENTS

Principles of Hospitality & Tourism PHT

THURSDAY, MARCH 9

4:00 PM - 4:30 PM

Adult Assistants' Meeting
330 Huntington Place

5:00 PM - 5:45 PM

Student Orientation Meeting
140 E Huntington Place

FRIDAY, MARCH 10

9:00 AM - 1:00 PM

Competition
Report at Your Scheduled Time
Hall D Huntington Place

Principles of Marketing PMK

THURSDAY, MARCH 10

4:00 PM - 4:30 PM

Adult Assistants' Meeting
330 Huntington Place

5:00 PM - 5:45 PM

Student Orientation Meeting
140 F Huntington Place

FRIDAY, MARCH 11

9:00 AM - 1:00 PM

Competition
Report at Your Scheduled Time
Hall D, Huntington Place

Professional Selling Event PSE

THURSDAY, MARCH 9

3:00 PM - 3:30 PM

Adult Assistants' Meeting
330 Huntington Place

4:00 PM - 4:45 PM

Student Orientation Meeting
141 Huntington Place

FRIDAY, MARCH 10

9:00 AM - 1:00 PM

Competition
Report at Your Scheduled Time
Hall D, Huntington Place

Quick Serve Restaurant Management QSRM

THURSDAY, MARCH 9

4:00 PM - 4:30 PM

Adult Assistants' Meeting
330 Huntington Place

5:00 PM - 5:45 PM

Student Orientation Meeting
142 B Huntington Place

FRIDAY, MARCH 10

1:00 PM - 5:00 PM

Competition
Report at Your Scheduled Time
Hall D, Huntington Place

Restaurant & Food Service Management RFSM

THURSDAY, MARCH 9

4:00 PM - 4:30 PM

Adult Assistants' Meeting
330 Huntington Place

5:00 PM - 5:45 PM

Student Orientation Meeting
142 C Huntington Place

FRIDAY, MARCH 10

9:00 AM - 1:00 PM

Competition
Report at Your Scheduled Time
Hall D, Huntington Place

Retail Merchandising RMS

THURSDAY, MARCH 9

4:00 PM - 4:30 PM

Adult Assistants' Meeting
330 Huntington Place

5:00 PM - 5:45 PM

Student Orientation Meeting
140 A Huntington Place

FRIDAY, MARCH 10

9:00 AM - 1:00 PM

Competition
Report at Your Scheduled Time
Hall D, Huntington Place

School Based Enterprise SBE

THURSDAY, MARCH 9

3:00 PM - 3:30 PM

Adult Assistants' Meeting
330 Huntington Place

4:00 PM - 4:45 PM

Student Orientation Meeting
141 Huntington Place

FRIDAY, MARCH 10

9:00 AM - 1:00 PM

Competition
Report at Your Scheduled Time
Hall D, Huntington Place

Sports & Entertainment Marketing Series SEM

THURSDAY, MARCH 9

4:00 PM - 4:30 PM

Adult Assistants' Meeting
330 Huntington Place

5:00 PM - 5:45 PM

Student Orientation Meeting
140 B Huntington Place

FRIDAY, MARCH 10

1:00 PM - 5:00 PM

Competition
Report at Your Scheduled Time
Hall D, Huntington Place

Sports & Entertainment Marketing TDM STDM

THURSDAY, MARCH 9

5:00 PM - 5:30 PM

Adult Assistants' Meeting
330 Huntington Place

6:00 PM - 6:45 PM

Student Orientation Meeting
140 F Huntington Place

FRIDAY, MARCH 10

12:30 PM - 5:00 PM

Competition
Report at Your Scheduled Time
Hall D, Huntington Place

Travel & Tourism Marketing TDM TTDM

THURSDAY, MARCH 9

5:00 PM - 5:30 PM

Adult Assistants' Meeting
330 Huntington Place

6:00 PM - 6:45 PM

Student Orientation Meeting
141 Huntington Place

FRIDAY, MARCH 10

12:30 PM - 5:00 PM

Competition
Report at Your Scheduled Time
Hall D, Huntington Place