

State Leadership Conference

November 2 & 3, 2023 in East Lansing, Michigan

Early Registration Deadline is October 12, 2023

Late Registration Deadline is October 20, 2023

or when we reach our maximum of 225 participants on Thursday or 450 for both days

Each chapter is limited to 12 students on Thursday, and a maximum of 36 on Friday

If you wish to register additional students for Thursday, we will let you know on October 13 if we can allow additional participants (based on number registered).

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 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 8 students) in order to submit your registration. Please contact Ann at aday7@emich.edu if you have any questions on submitting your registration.

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

Michigan DECA is excited to partner with the Broad College of Business, Michigan State University to coordinate many of the conference sessions and workshops.

The first day of the leadership conference will provide a unique opportunity for members to interact with business professionals. The Thursday night banquet will begin with a presentation by an industry executive. During the dinner, the members from each chapter will be divided into groups of two or three people to have dinner with other members and a businessperson recruited by the Broad College of Business. Each table will have unique conversations based on the businessperson's experience, like the way the discussions take place during DECA's ASPIRE Academy at the International Conference. After the dinner, a fun, fast-paced networking session will be led by the State Officer team.

Optional campus tours will be available. More information about the tours will be included in the conference packet, posted to our website in late September.

Friday's activities will take place at the Broad College of Business. The morning will start with a second keynote session by a business executive, followed by two rounds of breakout sessions presented by the business community and representatives of MSU. After lunch we will have two rounds of DECA breakout sessions presented by the State Officers and Chapter Advisors.

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

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

State Leadership Conference Tentative Agenda

Thursday, November 2, 2023 at Marriott East Lansing Hotel

1:00 – 5:00 p.m.	Registration (<i>by Chapter Officers</i>)
1:00 p.m. – 4:00 p.m.	Optional Campus Tours
6:30 – 8:30 p.m.	Keynote, dinner, and roundtable discussions with business professionals
8:30-10:00 p.m.	Team building and networking
11:00 p.m. – 7:00 a.m.	Curfew

Friday, November 3, 2023 at Broad College of Business, Michigan State University

8:15 – 8:45 a.m.	Registration (<i>for chapters arriving on Friday</i>)
8:30 – 8:45 a.m.	Continental Breakfast
8:30 a.m. – 1:30 p.m.	Vendor and Career Expo
9:00 – 9:50 a.m.	Opening Session, keynote, team building, and networking
10:00 – 10:40 a.m.	Break Out Sessions on Marketing and Business Topics
10:50 – 11:30 a.m.	Break Out Sessions on Marketing and Business Topics
11:45 a.m. – 12:15 p.m.	Lunch
12:30 – 1:20 p.m.	Break Out Sessions on DECA Topics
1:30 – 2:20 p.m.	Break Out Sessions on DECA Topics
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 East Lansing Marriott.

East Lansing Marriott, 300 M.A.C. Avenue, East Lansing, Michigan 48823 517-337-4440

Parking

Chapters are responsible for their parking charges. We will have more information in the conference registration packet, which will be posted online by late September.

Hotel Rooms

Room reservations must be made through the online Conference Registration Portal. Payment is due by October 25, 2023.

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 states, "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.

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 your guest rooms to have either or both 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 use the Conference Registration Portal.

Registration

- The two-day registration fee includes dinner Thursday at the East Lansing Marriott, lunch on Friday at MSU, participation in all sessions and workshops, and conference registration materials.
- The one-day registration fee includes lunch on Friday at MSU, participation in all sessions and workshops, and conference registration materials.

Refunds are not available after the final conference registration deadline, which is October 25, 2023.

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

Chapters may register for optional campus tours. The interactive tours will be given so members can better understand what life on a large university campus might be like. Neat casual attire is acceptable. Tours will be held rain or shine, so be sure to check that day's weather and dress appropriately. An advisor must attend for every eight student members. We will have more information in the conference registration packet, which will be posted online by late September.

Membership Policy: All students registered for the conference must be submitted members of Michigan DECA before registering for the conference. ***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.***

Supervision: At least one (1) adult must **attend and pay** the registration fee for the limit of twelve (12) student delegates attending.

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' Meeting and Assistance: There will be special meetings for all advisors.

Advisors and chaperones will be assigned to a two-hour shift to monitor participation and behavior during the workshops.

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:

- Business attire is required on Thursday.
- Business casual attire is allowed on Friday so students can fully participate with the leadership activities. 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. Ties would be appreciated.
- **Denim, T-shirts, leggings, hats, and cargo pants are not allowed either day.**