

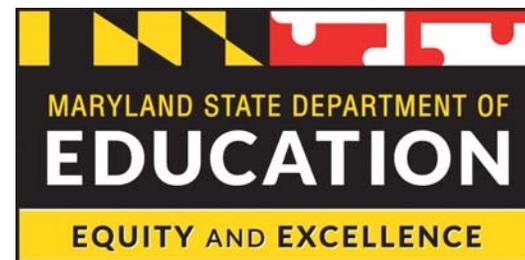
READY FOR IT

STATE CAREER DEVELOPMENT CONFERENCE



MARYLAND
DECA

**Baltimore Marriott Inner Harbor
at Camden Yards
Baltimore, Maryland
February 21-22, 2019**



Karen B. Salmon, Ph.D.
State Superintendent of Schools

Lynne M. Gilli, Ed.D.
Assistant State Superintendent
Division of Career and College Readiness

Nicassia Belton
Program Manager
Student and Assessment Services Branch
Division of Career and College Readiness

Jason C. Kahler
State Director, DECA & FBLA
Education Program Specialist—IT Cluster
Student and Assessment Services Branch
Career and College Readiness

STATEMENT OF NON-DISCRIMINATION

The Maryland State Department of Education does not discriminate on the basis of race, color, sex, age, national origin, religion, or disability in matters affecting employment or in providing access to programs. For inquiries related to Department policy, please contact:

Equity Assurance and Compliance Branch
Maryland State Department of Education
200 W Baltimore Street
Baltimore, Maryland 21201-2595

Voice: (410) 767-0433
Fax: (410) 767-0431
TTY/TDD: (410) 333-3045

For information or questions about the content of this publication or program please call, Jason Kahler, DECA State Director at (410) 767-0536.

GREETINGS FROM YOUR STATE PRESIDENT

Welcome to the 2019 State Career Development Conference for Maryland DECA! On behalf of Maryland DECA, we are so excited to have you here! These two days are going to be filled with experiences that are going to help you build your future. The only thing left to do is to make sure you take it all in. Are you ready for it? I am.

Warm regards,
David Molot
Maryland DECA State President



Pictured: David & Rachel at the 2018 DECA Power Trip

GREETINGS FROM YOUR NAR VICE PRESIDENT

On behalf of the Executive Officer Team, I am extremely excited and honored to welcome you to the 2019 Maryland DECA State Career Development Conference!

I am so grateful to have the opportunity and privilege to spend the next few days with you here at this conference. I have attended several of State Career Development Conferences as a competitor, and the time spent truly sparked my determination to better myself as an emerging leader.

I fully understand the amount of hard work and dedication needed to make it here today; however, a lot more work is in store for you to make it to the next level of competition, the International Career Development Conference in Orlando, Florida.

I challenge each of you to take advantage of all the vast opportunities available to you. From competing in a role-play, networking with industry professional, or connecting deeper with your chapter, utilize all this conference has to offer.

Hopefully at the conclusion of the 2019 Maryland DECA State Career Development Conference, you will be holding a medal in hand serving as your ticket to Orlando to spend another fabulous five days with me and the entire DECA Executive Officer Team. At ICDC, you will not only be representing your chapter, but your entire association on an international stage. Devote your enthusiasm and drive now to make it to the next level.

Best of luck as you embark on another stage of your DECA journey to be **READY FOR** the next stage of your life!

Best wishes,
Rachel Lynch
DECA North Atlantic Region Vice President

CONFERENCE INFORMATION

Welcome to the **2019 Maryland DECA State Career Development Conference!!!** Nearly 700 DECA members, advisors, alumni and corporate professionals will participate in this year's conference. The following will help ensure a quality experience.

NAME BADGES

Your name badge is your all-access pass to all conference events. Please wear it at all times during the conference. Lost badges may only be replaced by chapter advisors at conference headquarters.

DRESS CODE & CODE OF CONDUCT

All delegates should adhere to the dress code and code of conduct for the duration of the conference. Maryland DECA prides itself on the professional behavior and dress of its members.

PROFESSIONALISM

All delegates are expected to show courtesy and respect to all workshop speakers, presenters, exhibitors and conference staff. Please be prompt to arrive and stay for the duration of the workshops and general sessions. Please only use cell phones to engage in social media activities relevant to the workshop. If a workshop is full, please make another choice.

HOTEL ETIQUETTE

Please keep your room in an orderly fashion during the conference so hotel staff can service all rooms. It is appreciated to tip housekeeping \$5

per day. Split the tip with your roommates. If you have excess trash, please ask for additional trash bags from the front desk. Rooms left with damage will be reported to conference staff and the local school will be responsible for damages.

CURFEW

Curfew is 11:00 p.m. each night. All members must be in their designated rooms with the doors locked and noise kept to a minimum.

MEDICAL EMERGENCIES

In the event where medical attention is required, contact the front desk of the hotel as well as your chapter advisor, chaperone, or conference staff member. Medical consent forms should be in the possession of each chapter advisor. If it is an emergency, call 911.

VALUABLES

Please use caution when carrying cash or leaving personal items unattended. Maryland DECA is not liable for lost or stolen items.

CONFERENCE HEADQUARTERS

Ravens Room, First Floor

DRESS CODE

Business representatives, press personnel, hotel staff and guests will be seeing Maryland DECA's finest members—show them a professional business image.

BUSINESS ATTIRE FOR OPENING SESSION, COMPETITIONS, WORKSHOPS, COMMUNITY SERVICE PROJECT, CLOSING SESSION AND ALL MEALS

- ◆ Business suit or sport coat or blazer (blazer optional)
- ◆ Dress slacks, dress skirt or business dress
- ◆ Collared dress shirt, dress blouse or dress sweater
- ◆ Blazer optional
- ◆ Dress shoes
- ◆ Necktie/scarf (optional)

CASUAL ATTIRE – DURING MOVIE NIGHT

Neat casual clothing is acceptable. Shoes must be worn.

UNACCEPTABLE ATTIRE

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

NON-DISCRIMINATION POLICY

DECA Inc. 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.

DECA photographers and videographers will be taking photos and video throughout the meeting for use in any manner DECA deems appropriate, including, but not limited to, DECA publications, use on the DECA website, and in connection with competitive events. Names will not appear on photos or in videos. By attending the conference, you grant DECA the right, without approval, to photograph, record, use, and edit your photograph, video, image, likeness, appearance, performance, and any other indication of identity, in any format whatsoever, and to publish, disseminate, exhibit, publicly display, give, sell, and/or transfer the same in any and all forms of media or distribution now known or hereafter discovered or developed (including, but not limited to, print media, internet, web casting, video streaming, television, or radio), for the use of DECA, its affiliates, or any individual, organization, business, publication, network, or other third party, in perpetuity, without payment or any consideration.

AGENDA | THURSDAY, FEBRUARY 21

7:30 AM - 12:30 PM

REGISTRATION

- ◆ Pre-Function Foyer, First Floor

7:30 AM - 11:00 PM

CONFERENCE HEADQUARTERS

- ◆ Ravens

7:30 AM - 8:30 AM

JUDGES ORIENTATION

- ◆ Chesapeake
- ◆ Includes coffee & tea service

7:30 AM - 9:00 AM

LUGGAGE STORAGE

- ◆ Harbor 1 & 2

8:30 AM - 8:45 AM

ADVISOR ORIENTATION

- ◆ University 1 & 2
- ◆ Mandatory for Advisors & Chaperones

9:00 AM - 5:30 PM

COMPETITIONS

- ◆ Stadium Ballroom
- ◆ Camden
- ◆ Orioles
- ◆ Competitors check-in at table outside ballroom

9:00 AM - 5:30 PM

WORKSHOPS

- ◆ University 1 & 2
- ◆ University 3 & 4
- ◆ Chesapeake
- ◆ Promenade

9:00 AM - 5:30 PM

COMMUNITY SERVICE PROJECT

- ◆ B&O Railroad
- ◆ Limited to 50 members

9:00 AM - 5:30 PM

COLLEGE & COMPANY EXHIBITS

- ◆ Pre-Function Foyer, First Floor

12:00 AM - 1:00 PM

JUDGES ORIENTATION

- ◆ Chesapeake
- ◆ Includes lunch buffet

12:30 PM - 1:30 PM

LUNCH BUFFET

- ◆ Grand Ballroom
- ◆ University 1 & 2 (add'l seating)
- ◆ Tables will be selected by State Officers for buffet service line

6:00 PM - 7:00 PM

WELCOME & DINNER

- ◆ Grand Ballroom
- ◆ Welcome by Jason C. Kahler, DECA State Director
- ◆ Dinner service shortly after

7:00 PM - 9:30 PM

OPENING SESSION & KEYNOTE

- ◆ Grand Ballroom

9:00 PM - 9:30 PM

HOTEL KEY DISTRIBUTION

- ◆ University 1 & 2
- ◆ Members & advisors may change into casual attire

9:30 PM - 11:00 PM

MOVIE NIGHT

- ◆ Grand Ballroom
- ◆ University 1 & 2
- ◆ University 3 & 4

11:00 PM

CURFEW

AGENDA | FRIDAY, FEBRUARY 22

7:00 AM - 8:30 AM

BREAKFAST

- ◆ Grand Ballroom
- ◆ *Continental, self-service*

7:30 AM - 8:00 AM

JUDGES ORIENTATION

- ◆ Chesapeake

8:00 AM - 10:00 AM

COMPETITIONS

- ◆ Stadium Ballroom
- ◆ Orioles
- ◆ Camden
- ◆ B&O Railroad

8:30 AM - 10:00 AM

HOTEL CHECK-OUT

- ◆ Harbor 1 & 2

10:30 AM - 12:00 PM

OFFICER ELECTION SESSION

- ◆ University Ballroom
- ◆ *First 12 rows reserved for Voting Delegates*

10:30 AM - 11:30 AM

OFFICER LED WORKSHOP

- ◆ Chesapeake
- ◆ Promenade

11:00 AM - 12:15 PM

LUNCH - LITE FARE

- ◆ Grand Ballroom

12:30 PM - 2:30 PM

CLOSING & AWARDS SESSION

- ◆ Grand Ballroom

WORKSHOPS | 9:00 AM - 10:00 AM

UNIVERSITY 1 & 2

A Mosaic of Baltimore's Social Enterprises

Dr. Jeff Hillard

Social enterprises combine social purpose with traditional business profitability. Baltimore has recently become a hotbed of activity. Student case studies profiling Baltimore based social incubators, socially responsible stakeholder perspectives and social entrepreneurial ventures will be discussed.

UNIVERSITY 3 & 4

Multichannel Digital Campaign Creation

Kendall Tayman & Stephanie Tweel

What does it take to plan and execute a multichannel digital campaign for top brands you interact with, purchase and view on a daily basis? From social media, to banner advertisements and email marketing, all of the components must seamlessly integrate into one really awesome campaign that sets your brand apart from others. How do you do that? We will show you- and then you will show us what you can bring to the table for our mock client that MD knows and loves.

CHESAPEAKE

The Power of Entrepreneurship

Anne Alston

Students will learn how to develop a solid business foundation via lecture presentation about the difference between a Businessman (woman) and Entrepreneurship, its benefits, and business options. Students will also learn about Marketing, Branding and how to convert customers into paying customers to maintain a business.

PROMENADE

How to Run a Successful Chapter

Emmanuel Corporal & Thomas Fratantoni

Representing two of Maryland DECA's Region 1 Chapters, Richard Montgomery and Walt Whitman, Manny & Thomas outline what it takes to lead as Chapter Officers and Leaders. This workshop is recommended for members interested in representing the next batch of Chapter Officers and BEYOND! Learn tips and tricks, effective communication skills, and so much more, to help get your chapter on the ICDC stage and be recognized amongst the greats.

ANNOUNCEMENTS

All members **MUST** attend workshops or community service project until they are scheduled to compete.

Voting delegates may set up campaign materials in Pre-Function Foyer outside Promenade, Harbor 2, and Ravens.

Officer Election Session is OPEN to all members and are welcome to attend to hear about plans for Maryland DECA and meet those running for office.

Maryland DECA Staff will be spread out throughout the conference venue and are connected via two-way radios.

Conference Attendance Cards that have been completely stamped may be submitted to Conference Headquarters (Ravens) for a chance to **WIN a \$50 AMAZON GIFT CARD!**

Questions? Visit Conference HQ

WORKSHOPS | 10:10 AM - 11:10 AM

UNIVERSITY 1 & 2

A Mosaic of Baltimore's Social Enterprises

Dr. Jeff Hillard

Social enterprises combine social purpose with traditional business profitability. Baltimore has recently become a hotbed of activity. Student case studies profiling Baltimore based social incubators, socially responsible stakeholder perspectives and social entrepreneurial ventures will be discussed.

UNIVERSITY 3 & 4

Multichannel Digital Campaign Creation

Kendall Tayman & Stephanie Tweel

What does it take to plan and execute a multichannel digital campaign for top brands you interact with, purchase and view on a daily basis? From social media, to banner advertisements and email marketing, all of the components must seamlessly integrate into one really awesome campaign that sets your brand apart from others. How do you do that? We will show you- and then you will show us what you can bring to the table for our mock client that MD knows and loves.

CHESAPEAKE

Buyer Behavior – A Marketer's Guide

Michael Galante

Understanding the behaviors of consumers and B2B customers before they make purchase decisions is critical. We'll discuss areas that impact buyer decisions and the best practices for influencing buyers before, during and after the purchase. We'll outline steps of a typical decision process as well as factors including age and lifestyle, core values, economic status and personal priorities. Additionally, we'll consider various types of customers to understand the rate at which they adopt new products, services and technology.

PROMENADE

How to Achieve Academic and Business Success in 2019

Jordan Davis

In this engaging, informative and inspiring presentation, 19 year-old award-winning speaker and Dean's List college student Jordan Davis speaks about how his transformation as a student developed his entrepreneurial spirit. He also gives students the tangible strategies that they can use for both personal development and professional success.

WORKSHOPS | 11:20 AM - 12:20 PM

UNIVERSITY 1 & 2

Philanthropic Leadership

Leigh Anne Hilbert

Philanthropic Leadership is an effective way to empower students to care deeply about others while stepping up into leadership roles that challenge and reward them. This workshop encourages the trend toward powerful student-led movements that focus on teamwork, creativity and school spirit. Initiatives which also offer opportunities for students to receive hands-on experience in marketing, finance, social media, event planning, hospitality and project management. Students create a culture of helping others and giving back to their communities.

UNIVERSITY 3 & 4

Beyond Success - How I Went from Being a Free Lunch at School Kid to

Achieving the American Dream

Amit Garg

In the early 80s, my parents packed their bags and moved our family from India to the US in pursuit of the American dream. Like many immigrant families at the time, my parents struggled as they left their families to give their kids a better life and a better future. In this session, I will talk about my personal journey of struggles, frustrations, and setbacks, dreams and aspirations, the ups and downs of chasing success, how I got here, what I need to do keep me here, and where do I go from here.

CHESAPEAKE

Buyer Behavior – A Marketer's Guide

Michael Galante

Understanding the behaviors of consumers and B2B customers before they make purchase decisions is critical. We'll discuss areas that impact buyer decisions and the best practices for influencing buyers before, during and after the purchase. We'll outline steps of a typical decision process as well as factors including age and lifestyle, core values, economic status and personal priorities. Additionally, we'll consider various types of customers to understand the rate at which they adopt new products, services and technology.

PROMENADE

How to Achieve Academic and Business Success in 2019

Jordan Davis

In this engaging, informative and inspiring presentation, 19 year-old award-winning speaker and Dean's List college student Jordan Davis speaks about how his transformation as a student developed his entrepreneurial spirit. He also gives students the tangible strategies that they can use for both personal development and professional success.

WORKSHOPS | 2:00 PM - 3:00 PM

UNIVERSITY 1 & 2

How to Dress for Success

Paul Owens

Branding Yourself for a Job Interview: Men's Wearhouse is pleased to offer our seminar to help young men and women make a great first impression through preparation and execution of the interview process.

UNIVERSITY 3 & 4

Beyond Success - How I Went from Being a Free Lunch at School Kid to Achieving the American Dream

Amit Garg

In the early 80s, my parents packed their bags and moved our family from India to the US in pursuit of the American dream. Like many immigrant families at the time, my parents struggled as they left their families to give their kids a better life and a better future. In this session, I will talk about my personal journey of struggles, frustrations, and setbacks, dreams and aspirations, the ups and downs of chasing success, how I got here, what I need to do keep me here, and where do I go from here.

CHESAPEAKE

How to Work with Jerks

Eric Williamson

Who among us hasn't been in conflict with difficult people and wished we had better coping methods for dealing with it productively and with our sanity in-tact? Let's face it, conflict is unavoidable and without a clear strategy for managing it, we inevitably suffer and risk failure in school, on the job and in our careers. You've been wishing for it, and author and keynote speaker Eric L. Williamson will discuss the strategies for managing conflict and cultivating relationships in a diverse environment.

PROMENADE

Mentoring - Tips to Building and Maintaining Professional Relationship

Fred Jenkins

In today's society, mentoring is more important than ever. The right mentor can have tremendous impact on you personally and professionally. Learning how to approach a potential mentor can be difficult if its your first time. This workshop will provide tips and a step by step guide in order for you to make the best first impression in addition to building and maintaining the relationship.

WORKSHOPS | 3:10 PM - 4:10 PM

UNIVERSITY 1 & 2

The Law of Awareness

Jon Godwin

Inspired by John Maxwell, the world's leading authority on Leadership training. The Law of Awareness says, "You've got to know yourself to grow yourself." It seems simple, but you'll learn today how to set goals and dreams that you can achieve, and you'll learn the Greatest Story Ever Written.

UNIVERSITY 3 & 4

The Ultimate Guide to Build Your Personal Brand

Rachel Lynch

A personal brand adds a layer of differentiation to an applicant applying to college, entry-level jobs, and beyond. Identifying your core values, strengths and passions are key to developing your personal brand that will establish valid authenticity both in-person and online. This high-energy, engaging workshop helps you begin building your personal brand in an easy step-by-step process.

CHESAPEAKE

How to Work with Jerks

Eric Williamson

Who among us hasn't been in conflict with difficult people and wished we had better coping methods for dealing with it productively and with our sanity in-tact? Let's face it, conflict is unavoidable and without a clear strategy for managing it, we inevitably suffer and risk failure in school, on the job and in our careers. You've been wishing for it, and author and keynote speaker Eric L. Williamson will discuss the strategies for managing conflict and cultivating relationships in a diverse environment.

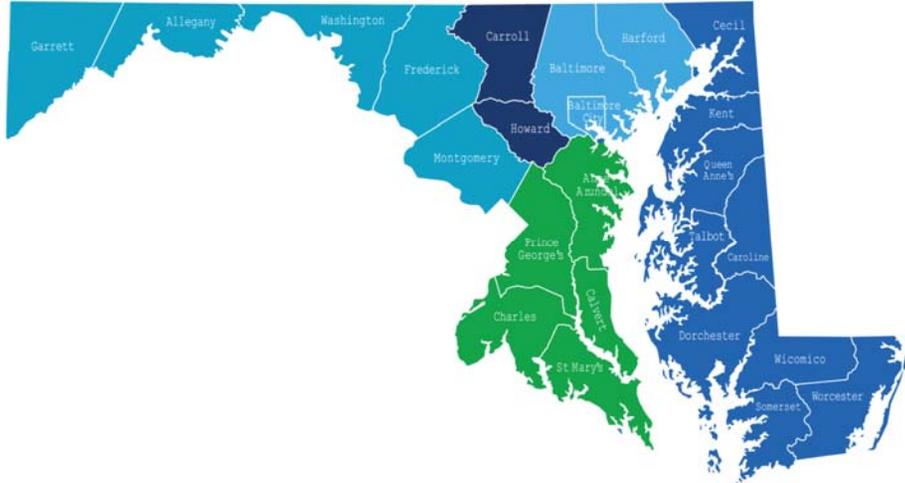
PROMENADE

Mentoring - Tips to Building and Maintaining Professional Relationship

Fred Jenkins

In today's society, mentoring is more important than ever. The right mentor can have tremendous impact on you personally and professionally. Learning how to approach a potential mentor can be difficult if its your first time. This workshop will provide tips and a step by step guide in order for you to make the best first impression in addition to building and maintaining the relationship.

MARYLAND DECA REGIONS



Region 1

- ◆ Garrett, Allegany, Washington, Frederick, Montgomery

Region 2

- ◆ Anne Arundel, Prince George's, Charles, Calvert, St. Mary's

Region 3

- ◆ Carroll, Howard

Region 4

- ◆ Baltimore, Baltimore City, Harford

Region 5

- ◆ Cecil, Kent, Queen Anne's, Talbot, Caroline, Dorchester, Wicomico, Somerset, Worcester

THE 100 CLUB

Maryland DECA would like to recognize the following chapters that have reached 100+ members in February 2019:

WALT WHITMAN HIGH SCHOOL
RICHARD MONTGOMERY HIGH SCHOOL
RIVER HILL HIGH SCHOOL
RESERVOIR HIGH SCHOOL

SPECIAL THANKS

Maryland DECA wants to thank the Judges, Workshop Presenters, Advisors, and Chaperones.

The support of these individuals has allowed this organization to thrive, prosper, and grow to over 1,500 members, advisors, alumni, and professionals.

CODE OF CONDUCT

- ◆ The term "delegate" shall mean any DECA member, including advisors, attending conferences (high school, collegiate, alumni, professional).
- ◆ There shall be no defacing of public property. Any damage to any property or furnishing in the hotel rooms or building must be paid for by the individual or chapter responsible.
- ◆ Delegates must wear identification badges and wristbands at all times.
- ◆ Delegates shall refrain from using inappropriate or profane language at all times.
- ◆ Delegates shall refrain from written, verbal, physical or electronic activities that may lead to harassment, hazing, bullying or damaging property.
- ◆ The use of any harassment against anyone on the basis of race, color, creed, national origin, ancestry, age, gender, sexual orientation, or disability is prohibited.
- ◆ Delegates shall respect the rights and safety of other hotel guests.
- ◆ Delegates shall not possess alcoholic beverages, narcotics or weapons in any form at any time under any circumstances.
- ◆ Delegates shall refrain from gambling—playing cards, dice or games of chance for money or other things of value.
- ◆ Use of tobacco products and electronic cigarettes by delegates is prohibited at all DECA functions.
- ◆ Delegates must adhere to the dress code at all times.
- ◆ Delegates must not dress or behave in a manner than can be interpreted as sexually explicit.
- ◆ Students shall keep their adult advisors informed of their activities and whereabouts at all times.
- ◆ No delegate shall leave the hotel (except for authorized events) unless permission has been received from chapter and chartered association advisors.
- ◆ Delegates should be prompt and prepared for all activities.
- ◆ Delegates should be financially prepared for all activities.
- ◆ Delegates are required to attend all sessions and activities assigned including workshops, competitive events, committee meetings, etc., for which they are registered unless engaged in some specific assignment scheduled at the same time.
- ◆ Delegates will spend nights at their assigned hotel and in their assigned room. No guests allowed during curfew hours. Delegates will be quiet at curfew.
- ◆ Curfew will be enforced. Curfew means the delegate will be in his/her assigned room.
- ◆ Chartered associations will be responsible for delegates' conduct.
- ◆ Delegates ignoring or violating any of the above rules will subject their entire delegation to being unseated and their candidates or competitive events participants to being disqualified. Individual delegates may be sent home immediately at their own expense.
- ◆ Tasteful casual wear will be accepted during specific social functions as designated during orientation.

COLLEGE & COMPANY EXHIBITS



JOHNSON & WALES
UNIVERSITY



VCU
School of Business



MEN'S WEARHOUSE®

2018 - 2019 STATE OFFICER TEAM



DAVID MOLOT
President
Richard Montgomery



DANIEL AGUILAR
Executive Vice President
Reservoir



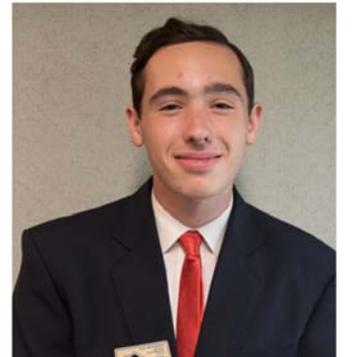
KATE HYDE
Vice President of Public Relations
Reservoir



BEN MERON
Vice President of Chapter Development
Walt Whitman



ALEX VELIKANOV
Region 1 Vice President
Winston Churchill



ALEC BRAVERMAN
Region 4 Vice President
Pikesville

BOARD OF DIRECTORS

Name	Board Position	Title Organization
Leo Garcia	President & Chairman	Senior Financial Analyst
Frederick Jenkins	Vice President	Resource Analyst CACI International
MiVida Parham	Secretary	CTE Supervisor Baltimore County
Kelly Jaderborg	Treasurer	Chapter Advisor Pikesville High
Michelle Alexander	Chapter Member	Chapter Advisor Richard Montgomery High
Brett Cutler	Chapter Member	Chapter Advisor Oakland Mills High
Keisha Maddox	Chapter Member State Officer Advisor	Chapter Advisor Chesapeake High
Demitra Marafatsos	Chapter Member	Chapter Advisor Walt Whitman High
Jon Godwin	Professional Member	District Manager Vector Marketing
Diana Hegmann	Professional Member	Director, ABE/GED Baltimore City CC
Steve Legacy	Professional Member	Director NFTE
Jason Kahler	Ex-Officio Member	State Director MSDE
David Molot	State Officer Member	State President Richard Montgomery High

COMPETITIVE EVENTS

PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS

Principles of Business Management and Administration **PBM**
Principles of Finance **PFN**
Principles of Hospitality and Tourism **PHT**
Principles of Marketing **PMK**

TEAM DECISION MAKING EVENTS

Business Law and Ethics Team Decision Making **BLTDM**
Buying and Merchandising Team Decision Making **BTDM**
Entrepreneurship Team Decision Making **ETDM**
Financial Services Team Decision Making **FTDM**
Hospitality Services Team Decision Making **HTDM**
Marketing Management Team Decision Making **MTDM**
Sports and Entertainment Marketing Team Decision Making **STDM**
Travel and Tourism Team Decision Making **TTDM**

INDIVIDUAL SERIES EVENTS

Accounting Applications Series **ACT**
Apparel and Accessories Marketing Series **AAM**
Automotive Services Marketing Series **ASM**
Business Finance Series **BFS**
Business Services Marketing Series **BSM**
Entrepreneurship Series **ENT**
Food Marketing Series **FMS**
Hotel and Lodging Management Series **HLM**
Human Resources Management Series **HRM**
Marketing Communications Series **MCS**
Quick Serve Restaurant Management Series **QSRM**
Restaurant and Food Service Management Series **RFSM**
Retail Merchandising Series **RMS**
Sports and Entertainment Marketing Series **SEM**

PERSONAL FINANCIAL LITERACY EVENT

Personal Financial Literacy **PFL**

BUSINESS OPERATIONS RESEARCH EVENTS

Business Services Operations Research **BOR**
Buying and Merchandising Operations Research **BMOR**
Finance Operations Research **FOR**
Hospitality and Tourism Operations Research **HTOR**
Sports and Entertainment Marketing Operations Research **SEOR**

CHAPTER TEAM EVENTS

Community Service Project **CSP**
Creative Marketing Project **CMP**
Entrepreneurship Promotion Project **EPP**
Financial Literacy Promotion Project **FLPP**
Learn and Earn Project **LEP**
Public Relations Project **PRP**

ENTREPRENEURSHIP EVENTS

Innovation Plan **EIP**
Start-Up Business Plan **ESB**
Independent Business Plan **EIB**
International Business Plan **IBP**
Business Growth Plan **EBG**
Franchise Business Plan **EFB**

INTEGRATED MARKETING CAMPAIGN EVENTS

Integrated Marketing Campaign-Event **IMCE**
Integrated Marketing Campaign-Product **IMCP**
Integrated Marketing Campaign-Service **IMCS**

PROFESSIONAL SELLING AND CONSULTING EVENTS

Financial Consulting **FCE**
Hospitality and Tourism Professional Selling **HTPS**
Professional Selling **PSE**

ONLINE EVENTS

Stock Market Game **SMG**
Virtual Business Challenge-Accounting **VBCAC**
Virtual Business Challenge-Fashion **VBCFA**
Virtual Business Challenge-Hotel Management **VBCMH**
Virtual Business Challenge-Personal Finance **VBCPF**
Virtual Business Challenge-Restaurant **VBCRS**
Virtual Business Challenge-Retail **VBCRT**
Virtual Business Challenge-Sports **VBCSP**

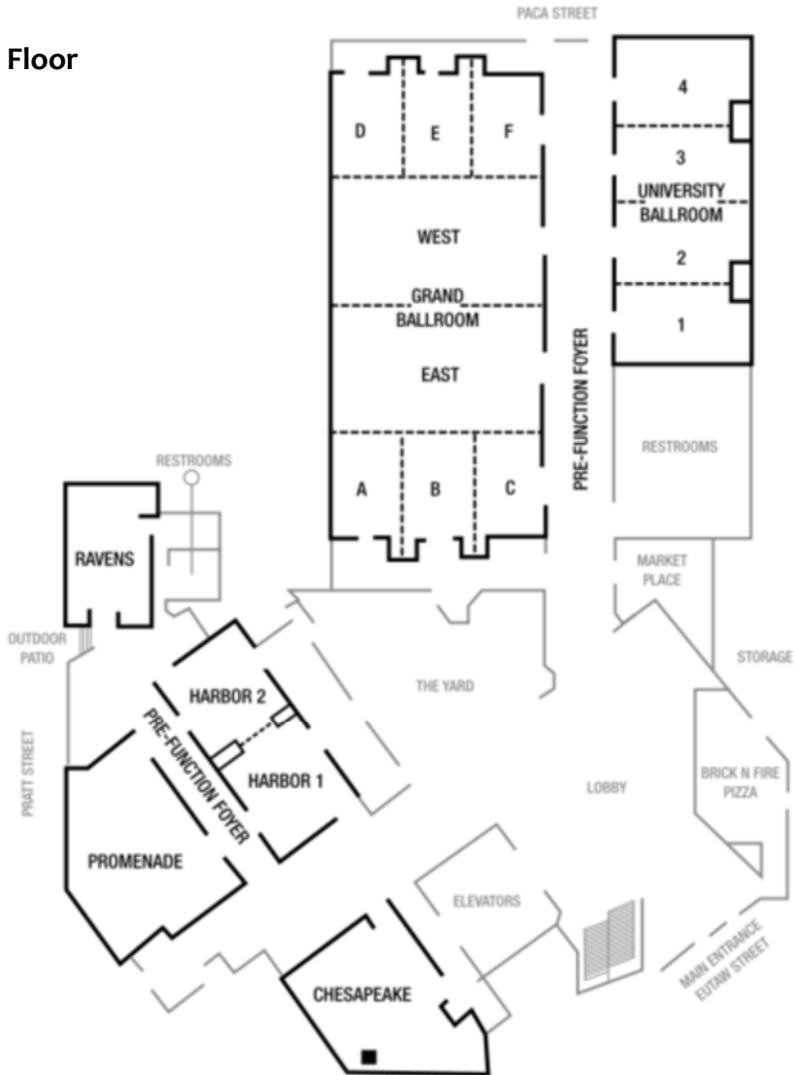
Not all chartered associations offer all events. Please check with your chartered association advisor for events offered in your chartered association.

ICDC QUALIFICATIONS

1. All participants must be active members of DECA with the current year's dues on file with DECA Inc. prior to March 1 of the current school year.
2. All participants and written entries must be approved and authorized for entering competition by their chartered association through official competitive events registration forms.
3. All participants and written entries must meet the specifications set forth for each activity.
4. All participants must have participated in chartered association, district and/or local competition, or qualified through online competition.
5. All entry forms and creative entries must be submitted by the chartered association advisor or designee according to announced deadlines.
6. A participant may enter only one of the competitive events with a participatory component during DECA's International Career Development Conference.
7. No additions or substitutions may be registered for competition after the deadline set forth by DECA Inc.
8. A written entry may not be entered in more than one ICDC competitive event during a given year.
9. Once a written entry is entered in ICDC competition, the identical content material may not be entered in ICDC competition again.
10. All participants must attend the briefing sessions scheduled for their competitive event during the ICDC.
11. Participants are required to follow the official DECA dress code outlined on this page.
12. All written entries must include a signed copy of DECA's Written Event Statement of Assurances and Academic Integrity (page 53).
13. Participants must bring a photo ID to all event briefings, testing sessions and presentations. If a photo ID is not available, an advisor must verify the participant's identity.

HOTEL MAP

First Floor



Second Floor

