

March 13-15, 2012



STATE CAREER DEVELOPMENT CONFERENCE
PACKET 2012

Your Guide to SCDC | Holly Gregory



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*“You get what you give.
The more time you give to
your passion, the more
you will get out of it.”
Jennifer Lopez*



Wisconsin DECA!


March 13th will be here before we know it. Much time and energy is spent on preparation for SCDC every year. Students dedicate hours of time outside of the classroom to create projects and perfect their presentation skills, advisors devote themselves to preparing students for success and your WI DECA staff is determined to provide all WI DECA SCDC attendees an experience they will always remember. We need your help getting important information in order to provide the level of service you expect at SCDC. We encourage you to find a quiet spot and *read this entire packet before you leave for your holiday break*. This packet contains important updates, instructions, and documentation that you will need to thoroughly understand before registering your chapter for SCDC in January. You will also receive an email within the next week containing a narrated power point presentation that is designed to be an additional resource for updates for SCDC 2012. We encourage you to schedule the time to view the Powerpoint!

Thank you!

Holly Gregory



WI DECA SCDC Contact List



<p>Timothy Fandek WI DECA State Advisor timothy.fandek@dpi.wi.gov 608.267.9253 FAX 608.267.9275</p> <p>Department of Public Instruction PO Box 7841 Madison, WI 53707</p>	<p>Holly Gregory WI DECA Executive Director widecacenterdirector@gmail.com 262.490.1238 FAX 262.354.0406</p> <p>1080 Lowell Drive Oconomowoc, WI 53066</p>
<p>If you need to mail packages to Timothy Fandek, use the following address:</p> <p>DPI-WIDECA 125 South Webster Madison, WI 53707</p>	<p>Written Project Portfolios</p> <ul style="list-style-type: none">◆ One photocopy or the original typed document must be submitted in an official DECA written event folio. Folios are available from DECA IMAGES (FOLIO).◆ The current DECA logo or former DECA logo are both acceptable.◆ No markings, tape or other material should be attached to the folio.◆ Two additional copies (not in folios) should also be submitted. <i>(WI DECA provides judges with portfolios before arriving to SCDC.)</i> <p>Mail Projects (Postmarked by 2.01.12) Linda Plourde 130 Quarterdeck Drive Madison, WI 53705</p>
<p>Gold Chapter & Gold Student</p> <p>Mail to: John Zimmerman Janesville Parker High School 3125 Mineral Point Road Janesville, WI 53545</p>	




Due Date Check List

The following information represents an overview of the information necessary for WI DECA to collect. Much of our registration and housing is done online. However, there are a few forms that need to be sent in via hard copy to the responsible party.

	Due Date	Documentation or Information	Links to Documentation Who to submit to
	1.09.12	State Officer Candidate Application 	www.dpi.wi.gov/deca Available in the State Officer Candidate Packet Mail: Holly Gregory 1080 Lowell Drive Oconomowoc, WI 53066 Questions? 262.490.1238 Email: widecacenterdirector@gmail.com FAX: 262.354.0406
	1.16.12	SCDC Service Associate Application	www.dpi.wi.gov/deca Available in the SCDC Packet (Pages 23-24) Contact: Michelle Kutz Email: mkutz@browndeerschools.com FAX: 414.371.7001
	1.20.12	WI DECA Scholarship and/or all DECA Scholarships	http://www.decaregistration.com/scholarship/ This application process is completed online. DECA, Inc. and WI DECA use this form to select scholarship recipients.
	1.21.12	WI DECA Membership & Quota Report Form Until Membership & Quota Report Forms are received, your quota will be set at the amount based solely on the 15:1 membership ratio in the Online Registration System.	www.dpi.wi.gov/deca Form available in the SCDC Packet (Page 25) Email or FAX Contact: Holly Gregory Email: widecacenterdirector@gmail.com FAX: 262.354.0406
	1.23.12	Online Registration Opens You will be able to make changes online to your registration until 2.07.12!	https://www.decaregistration.com/wi/Main.asp Contact: Holly Gregory Email: widecacenterdirector@gmail.com Phone: 262.490.1238

	Due Date	Documentation or Information	Links to Documentation Who to submit to
	2.01.12	DECA Membership Final Roster Submissions 	http://www.decaregistration.com/hs/Login.aspx Register online by this date! Mail invoice and payment to: DECA, Inc 1908 Association Drive Reston, VA 20191
	2.01.12	SCDC Project Portfolios & Entries (Postmarked by this date)	Mail Projects (Postmarked by 2.01.12) Linda Plourde 130 Quarterdeck Drive Madison, WI 53705
	2.01.12	Gold Chapter & Gold Student	Mail Projects (Postmarked by 2.01.12) John Zimmerman Janesville Parker High School 3125 Mineral Point Road Janesville, WI 53545
	2.07.12	Online Registration Closes!! This is the last day that you can make online changes to your registration. After this date, you must submit a CHANGE FORM to Holly Gregory. NO EMAIL messages will be considered or accepted as an official change! NO refunds after this date. Substitutions will be accepted for the same event/same gender/DECA members.	Contact: Holly Gregory Email: widecacenterdirector@gmail.com Phone: 262.490.1238 Change Form available in the SCDC Packet (Page 36) Only changes submitted on an official Change Form will be considered or accepted as an official change!
	2.07.12	Advisor Code of Conduct Original forms should be in your possession at SCDC!	www.dpi.wi.gov/deca Form available in the SCDC Packet (Page 31) Send to: Holly Gregory Email(Preferred method): widecacenterdirector@gmail.com FAX: 262.354.0406
	2.07.12	Student Delegate Code of Conduct Original forms should be in your possession at SCDC!	www.dpi.wi.gov/deca Form available in the SCDC Packet (Page 28) Send to: Holly Gregory Email(Preferred method): widecacenterdirector@gmail.com FAX: 262.354.0406

	Due Date	Documentation or Information	Links to Documentation Who to submit to
	2.07.12	Special Needs	<ul style="list-style-type: none"> ◆ Please utilize the online registration system to denote special needs. ◆ No form is available. ◆ Any special needs that must be added after 2.07.12 must be submitted on a Change Form to Holly Gregory.
	2.07.12	Voting Delegate Form Student Late Arrival Form	<p>www.dpi.wi.gov/deca Forms in the SCDC Packet (Pages 32-35)</p> <p>Send to: Holly Gregory Email: widecacenterdirector@gmail.com FAX: 262.354.0406</p>
	2.10.12	100 Hours Application	<p>Form available online: http://dpi.wi.gov/deca/decaguide.html</p> <p>Send to: Christine O'Neil Grafton High School DECA N 5025 HWY I Saukville, WI 53080 Email: christine.oneil46@gmail.com</p>
	2.10.12	General Contributions to Charity Application	<p>Form available online: http://dpi.wi.gov/deca/decaguide.html</p> <p>Send to: Christine O'Neil Grafton High School DECA N 5025 HWY I Saukville, WI 53080 Email: christine.oneil46@gmail.com</p>
	2.15.12	Alumni Excellence, Red Apple Award, and School Official/Friend of DECA Award Applications	<p>Forms available online: http://dpi.wi.gov/deca/decaguide.html</p> <p>Send to: Timothy Fandek Email: timothy.fandek@dpi.wi.gov FAX 608.267.9275</p>
	2.15.12	College Internship Scholarship	<p>www.dpi.wi.gov/deca Form available in the SCDC Packet (Pages 37-38)</p> <p>Send to: Timothy Fandek Email: timothy.fandek@dpi.wi.gov FAX 608.267.9275</p>

	Due Date	Documentation or Information	Links to Documentation Who to submit to
	2.15.12	Marketing Educator Professional Development Scholarship Application	www.dpi.wi.gov/deca Information in the SCDC Packet (Page 39) Send to: Timothy Fandek Email: timothy.fandek@dpi.wi.gov FAX 608.267.9275
	2.23.12	MDA Contribution Form	Forms available online: http://dpi.wi.gov/deca/decaguide.html Also in SCDC Packet (Pages 40-41) Send to: Heather Micoley MDA Green Bay 2670 S. Ashland Ave. #203 Green Bay, WI 54304
	3.12.12	Early Arrival to SCDC for chapters with projects, voting delegates, and state officer candidates	Registration will be open from 8pm-11pm for chapters arriving on Monday. Hotel check in time is 3:30pm. Do not plan your arrival before 3:30pm. Contact: Holly Gregory Phone: 262.490.1238
	3.13.12	Tuesday Arrival to SCDC for remaining chapters	Registration will be open from 9am-11am for Tuesday arrivals. Hotel check in time is 3:30pm <ul style="list-style-type: none"> ◇ Sleeping rooms may not be ready until after 3:30pm. ◇ Have a plan to store your luggage upon arrival until your sleeping rooms are ready. ◇ Students who are competing or testing on Tuesday should travel in professional dress!!!!
	3.15.12	SCDC 2012 Closing Session and ICDC Meeting	Please plan to remain after the final awards session on Thursday morning in case you have ICDC Qualifiers. The ICDC Meeting will begin immediately after the close of the final awards session and lasts about 1 hour.



Grand Geneva Resort Housing Information

7036 Grand Geneva Way Lake Geneva, WI 53147 262.248.8811

Housing Costs

Room rates are calculated per room/per night. The invoice that is generated after you submit “Finished Registering” online, will calculate the actual per person cost. Some chapters will be re-invoiced after housing closes because of combining rooms with other chapters. This process takes place approximately one week before SCDC. Please plan to pay the original invoice amount upon receipt of the original invoice. Invoices are emailed to the primary chapter adviser immediately upon submitting registration online. You may also log into the conference registration site at ANY TIME to print your invoice. If there are credits to be issued or additional monies due, those will be settled within 30 days of the end of SCDC 2012.

Single (Request Only)	Advisor Double	Advisor Triple	Student Room
\$95	\$115	\$129	\$135

Hotel Check-in and Check-out Times

Monday Arrival: Hotel Check-In Time is **3:30pm**. Please do not arrive at the hotel before **3:30pm!** Conference registration will NOT be available until **8pm**.

Tuesday Arrival: Please plan your arrival time for 9am or later.

- ◆ **Sleeping rooms may not ready until 3:30pm or later. Please have a plan to store your luggage until rooms are ready.**
- ◆ **Students who are competing or testing on Tuesday should travel in professional dress.**

Thursday Departure: Hotel Check-Out Time is **Noon**.

- ◆ Final session is scheduled to end by 11:30am. However, if you have ICDC Qualifiers, you are required to attend the meeting immediately following the closing session which traditionally takes a little over an hour.
- ◆ Please plan to be out of your rooms before the last general session. You do NOT need to check out through the front desk. Please place your room keys and check out form in the box at the front desk.



Conference Registration Costs

The WI DECA Board voted to keep registration cost the same for 2012 as it has been for many years. Please plan for this rate to increase for 2013 and beyond. The plan to shorten the duration of our conference really has little impact on registration cost. Many of the expenses that are paid through registration will still be incurred even with a shorter duration conference. Chapter expenses in future years will be reduced because of room cost savings.

Accommodations at our conference hotel limit the number of people who can attend our formal dinner banquet on Wednesday evening. Chapters will again have the option to split up the chapter to attend both banquets. Chapters will register for the banquets during the online registration process.

Students who are not competing in projects will be able to attend the Social Networking Dinner. This event will be a structured and supervised social activity with a buffet style dinner. Students will be able to attend wearing casual clothes that meet DECA Dress Code Guidelines. This event will not require an advisor to be in attendance. However, if you have a chaperon or an advisor that would like to attend we encourage you to do so. Service Associates will be required to attend this dinner.

Please note that all attendees to the Social Networking Dinner are required to stay for the entire session!

The formal banquet will be for the following students, advisors, and guests ONLY:

- ◇ Students competing in categories 3, 4, and 5
- ◇ Advisor of students competing in categories 3, 4, and 5 (Required)
- ◇ Student or Adult Scholarship Recipients
- ◇ Advisor receiving Red Apple Award
- ◇ Friends of DECA
- ◇ School Officials
- ◇ Guests receiving Alumni Excellence
- ◇ Special Guests (*Please remember to register special guests online to purchase extra banquet tickets*).

Please note that all attendees to the formal banquet are required to stay for the entire session!

Chapters will need to register each member for the correct banquet during the registration process. When registering online, be sure to select this in two (2) locations.

1. Select the correct registration “status” based on which banquet each person will be attending.
2. Select the correct banquet “event” code when adding/editing events to each person.

Both steps must be followed to correctly register for the banquets.

Our online system will also allow you to register guests for the banquets.

Student	Advisor	Chaperone	Late (After 2.07.12)		Formal Dinner Guest	Social Networking Dinner Guest
\$95	\$95	\$95	\$125		\$50	\$30



SCDC Online Registration Guidelines & Instructions

Online Registration @ <https://www.decaregistration.com/wi> will open January 23, 2012. Please register no later than **February 7, 2012!** *You will not be able to register online after February 7, 2012 AND you will be charged the late fee registration price of \$125 per person.*

- ◇ The SCDC Registration Site is linked to DECA membership. Please make sure everyone you are going to enter into a competitive event, sign up for service associate and/or voting delegate or serve as a state officer candidate are registered and paid members with DECA by **February 1, 2012!** **DECA, Inc will not allow unpaid chapters/members to attend ICDC!**
- ◇ If you have not registered on this site before, you will need to contact Holly Gregory before you are ready to enter all your information. Holly will provide you with your username and password. This system has received some updates since last year and we believe is even more user friendly! We welcome your questions, comments and feedback!

Please send those to Holly Gregory/ Email: widecacenterdirector@gmail.com or phone: 262.490.1238

- ◇ An invoice is generated after you submit "Finished Registering" online. Some chapters will be re-invoiced after housing closes because of combining rooms with other chapters. This process takes place approximately one week before SCDC. Please plan to pay the original invoice amount upon receipt of the original invoice. Invoices are emailed to the primary chapter adviser immediately upon submitting registration online. You may also log into the conference registration site at ANY TIME to print your invoice. If there are credits to be issued or additional monies due, those will be settled within 30 days of the end of SCDC 2012.
- ◇ **Send hard copy of invoice and payment to DPI-WI DECA.** Payment should be mailed at time of registration.
- ◇ There must be one adult chaperone for every 12 students. The system will stop you from registering when you max out your ratio.
- ◇ Please take time to select the correct participant type during registration! It is very important for meal counts and scheduling. All participants should be registered to at least one event as well! Many participants will be registered to more than one event and SHOULD be registered online to ALL events that they will be participating in.
- ◇ All housing will be done based on room configurations. Any special requests for roommates can be made in the "special needs" area during the online registration process. **DO NOT EMAIL** Holly Gregory any special needs! You MUST enter these online!!!
- ◇ At SCDC/Grand Geneva we do not guaranty single rooms. Single rooms are offered at a higher room rate per WI DECA Board Policy. **Advisors, please plan to be in double rooms.** If you would like to request a roommate, we will try to honor your request. Please do so in the individual "special needs" area on the registration site.

- ◇ You may REQUEST to be housed with another school (under special needs). However, there is no guarantee. We do our best to accommodate these requests.
- ◇ Your final registration will be referenced to our new quota form (Due January 21, 2012). Please adhere to the number of attendees that you were approved for.
- ◇ If you are an advisor of a **current state officer**, you will need to register your state officer with the rest of your chapter. Please select all the appropriate events that he/she will participate in. Please “house” them in their own room. DO NOT assign them to rooms with any other students! ***This will have no impact on your invoice!!!***
- ◇ Please register “special guests” for dinner in the online system. *You can bypass the housing feature online for special guests that will be joining us for dinner on Wednesday!*
- ◇ **The Wednesday Leadership Workshops will be open for pre-registration ONLY!** You must register any students that would like to attend for either the 2:30 Session (RAD1) or the 3:45 Session (RAD2) during the online registration process. Please select the appropriate event selection when registering your students. Students will be given a ticket in your registration envelope for the session you sign them up for. We have to monitor attendance for room capacity purposes. Registration will be cut off when capacity is reached.
- ◇ SBE Presentations will be conducted on Tuesday afternoon. If you are going to be Gold Certified, please be sure to register a team for this event. There will be recognition at Opening Session on Tuesday evening for this event.
- ◇ Monona Grove will be organizing a T- Shirt Design Contest to benefit MDA. Please register for your T-Shirts online under “Items.” More information is available on Page 42 in this packet.
- ◇ There will be a fundraiser at SCDC to build the fund for travel scholarships. Chapters can pre-purchase tickets using the online registration system. More information on Page 46 in this packet.

Online Registration Quick Reference Chart

Event	Location on Registration Site
Competitive Events	While in Edit & Select Events
Dinner Reservations	Status Code and While in Edit & Select Events
Special Needs	While in Edit & Select Events
Leadership Workshops	While in Edit & Select Events
Conference T- Shirt Fundraiser for MDA	Located in “Items”
Travel Scholarship Tickets (<i>See SCDC Packet Page 46 for more information</i>)	Located in “Items”



Wisconsin DECA SCDC Events

Principles of Business Administration Events

Principles of Business Management & Administration
Principles of Finance
Principles of Hospitality & Tourism
Principles of Marketing

Team Decision Making Events

Business Law & Ethics
Buying & Merchandising
Financial Services
Hospitality Services
Marketing Communications
Sports & Entertainment Marketing
Travel & Tourism

Individual Series Events

Accounting Applications
Apparel & Accessories Marketing
Automotive Services Marketing
Business Finance **NEW**
Business Services Marketing
Food Marketing
Hotel and Lodging Marketing
Human Resources Management **NEW**
Marketing Management
Quick Serve Restaurant Management
Restaurant & Food Service Management
Retail Merchandising
Sports & Entertainment Marketing

Business Operations Research Events

Business Services
Buying & Merchandising
Finance Operations
Hospitality & Tourism
Sports & Entertainment Marketing

Marketing Representative Events

Advertising Campaign
Fashion Merchandising Promotion Plan
Sports & Entertainment Promotion Plan **NEW**
◇ Marketing Cluster Exam is required for these events

Business Management & Entrepreneurship Events

Entrepreneurship Written
International Business Plan
Entrepreneurship Participating (Creating and Independent Business –ENPI or Franchise-ENPF)

Chapter Team Events

Community Service Project
Creative Marketing Project
Entrepreneurship Promotion Project
Financial Literacy Promotion Project
Learn and Earn Project
Public Relations Project

Professional Selling Events

Hospitality and Tourism Professional Selling **NEW**
◇ Hospitality & Tourism Cluster Exam is required for this event
Professional Selling
◇ Marketing Cluster Exam is required for this event

Wisconsin Only Special Events

Gold Chapter
Gold Student
Public Speaking
SBE Gold Certified Presentations

Special Activities

Leadership Workshops
Service Associate
Voting Delegate



Comprehensive Exam Matrix

EXAMINATION	INDIVIDUAL EVENTS	TEAM EVENTS
Business Management and Administration Cluster	Human Resources Management	Business Law and Ethics
Finance Cluster	Accounting Business Finance	Finance Financial Services
Hospitality Cluster	Hotel and Lodging Management Quick Serve Restaurant Restaurant and Food Service Mgmt	Hospitality Services Travel and Tourism
Marketing Cluster	Apparel and Accessories Automotive Services Business Services Food Marketing Marketing Management Retail Merchandising Sports and Entertainment Marketing	Buying and Merchandising Sports and Entertainment Marketing Advertising Campaign Fashion Merchandising Promotion Sports & Entertainment Promotion Professional Selling (formerly Technical Sales) Marketing Communications
Business Administration Core	Principles of Business Admin. Principles of Finance Principles of Hospitality Principles of Marketing	

Students who are competing in an Individual Series, PBA, or TDM Event AND a project that require the same Cluster Exam for each event need only take the test **ONE TIME!!!! Please instruct your students to inform test proctors that they have already completed the test during their project test time.**



Banquet and Food Options

Wednesday Night Session and Banquet Options

As explained earlier in Conference Registration Costs, we are giving chapters the option to split up in order to attend both Wednesday Night Dinner Events. We anticipate an increase in the number of people that will be attending the formal banquet because of the quota system incentives.

Please be sure to register for the correct dinner function during the online registration process!

Chapters will need to register each member for the correct banquet during the registration process. When registering online, be sure to select this in two (2) locations.

1. Select the correct registration “status” based on which banquet each person will be attending.
2. Select the correct banquet “event” code when adding/editing events to each person.

Both steps must be followed to correctly register for the banquets.

Carry-In Food/Coolers

No food preparation is allowed in sleeping rooms. *(This includes pizza, popcorn, hot dogs, etc.)* Per Grand Geneva Policy, there are no outside appliances allowed into the hotel, and no food that is to be cooked on-site allowed into the hotel.

Coolers are allowed for snacks, soft drinks, fruit juices and water only. *(Please try and keep it to 1 cooler per room.)* **Most rooms at the Grand Geneva do have refrigerators.**

Fast Food

The Grand Geneva will again offer fast food options throughout the conference. The fast food area will be open for breakfast on Wednesday and Thursday, Lunch on Tuesday and Wednesday, and for late night snacks on Tuesday and Wednesday. Prices will range from \$1.50-\$5.00. Items will vary but will include both healthy and snack type options for food and beverage.

Schools will receive flyers and possibly coupons from area restaurants in their registration packets at the conference to assist with ordering food from outside the hotel.



Special Sessions Update

Based on feedback from the 2011 Post SCDC survey, the WI DECA Board voted to bring back the, “keynote speaker” for opening session and leadership workshops for Wednesday afternoon. We are very excited to introduce Radley “Rad” Watkins. Rad is an energetic public speaker, author, and personal-leadership coach. He spent many years working as a wildlife ecologist for government agencies across the northern part of the US and serving as a corporate manager in the environmental field. Rad has worked with grizzly bears, bald eagles, endangered seabirds, and much more. He is prepared to work with DECA!

As a child Rad was labeled learning disabled and faced challenges that greatly shaped his life. He learned to work through these challenges by finding the right tools and focusing on what he loved most—nature! Rad’s journey although including many obstacles, ascended him through graduate school studying environmental science, and even publishing in scientific journals. The resources that helped Rad get through his early challenges included teachers, friends, coaches, personal development audios, and books.

Rad says, “I was lucky that some good-hearted people really helped me out when I was young, and because of their influence and the kind influence of my parents, I realized the importance of putting myself around good-hearted people. This had a snowball effect and I learned from others who were doing good things. I learned to do what I could to better myself and where to go for help and I gave back where I could. I just love the way it feels to help others.”

After an 18-year career in the environmental field, Rad now focuses on helping others face their challenges and aspire to live their dreams. Rad still serves on boards and committees of environmental conservation organizations in Northwoods of Wisconsin, a place he calls home, but he spends most of his time speaking and teaching people. Through Animal Leadership Rad teaches people how to take control of their lives, live their dreams, and be the kind of leader that can bring the best out of others.

Rad shares his stories of working with animals as a way of teaching lessons on how to become the leader of your own life as well as lead others to achieve their dreams. He calls his personal development system Animal Leadership.



“Nature brought out my best” Rad says. “It gave me a place to connect with powers greater than myself and it gave me a place to have relationships with all sorts of living creatures. Wanting to know how the natural world works gave me a reason to keep pushing through school when I wanted to give up.”

Learn more about Rad Watkins and Animal Leadership at:

www.animalleadership.com



Tentative Conference Agenda Tuesday, March 13th, 2012

9:00 am	Candidate Orientation
9:00 am	Voting Delegate Orientation
9:00 am	Election Committee Orientation
9:00 am	Conference Registration
10:00 am	Candidate Presentation & Elections
10:30 am	Project Director & Project Adult Assistant Orientation
11:00 am	Testing Ad Campaign Fashion Promotion Sports & Entertainment Promotion Hospitality & Tourism Professional Selling Professional Selling
11:30 am	Judge's Luncheon & Orientation
12:00 pm	Series Director Orientation
12:30 pm	Public Speaking (Preliminaries & Finals)
12:30 pm	Project Presentations Advertising Campaign Fashion Merchandising Promotion Plan Sports & Entertainment Promotion Plan
12:30 pm	Project Presentations Business Services Operations Research Buying & Merchandising Operations Research Finance Operations Research Hospitality & Tourism Operations Research Sports & Entertainment Operations Research Hospitality & Tourism Professional Selling Professional Selling
12:30 pm	Project Presentations Community Service Project Creative Marketing Project Entrepreneurship Participating Entrepreneurship Promotion Entrepreneurship Written Financial Literacy Promotion Project International Business Plan Learn and Earn Public Relations Project Gold Student Interviews SBE Presentations
1:00 pm	Service Associate Briefing
1:30-2:30 pm	MDA Meeting
1:30 pm	Expect Excellence

1:45 pm	Advisor & Chaperone Meeting
3:00 pm	Adult Assistant Briefing For all Individual Series, Team Decision Making and Principles of Business Administration Events
3:00 pm	Tabulation Orientation
3:45 pm	Student Orientation and Core Exam For all Individual Series, Team Decision Making and Principles of Business Administration Events
5:30-7:00 pm	Dinner on your own
5:30 pm	Series Make-up Exam
7:15 pm	Forum Doors Open for Opening Session Delegates are seated by District
7:30 pm	"Aspire Higher" Opening Session Welcome from DECA Animal Leadership Keynote Red Apple Awards MDA Coins for Campers Presentation Gold Student Honorees Vice Presidential Candidate Introductions Presidential Candidate Introductions Scholarship Honorees School Based Enterprise Credential Announcements
9:30-11:15 pm	Chapter Meeting & Competition Prep
11:30 pm to 6:00 am	CURFEW <i>Quiet in One's Own Room!!!!</i>





Tentative Conference Agenda

Wednesday, March 14th, 2012

Thursday, March 15th, 2012

7:45-8:15 am	Judge's Breakfast and Orientation
8:00 am	Economics/Math Individual Series Exam For all Individual Series Events
9:15-11:30 am	Competitive Event Student Preparation & Role Plays For all Individual Series, Team Decision Making and Principles of Business Administration Events
11:30am-1:30pm	Judges Luncheon
12:30 pm	Competitive Event Debriefing
1:45 pm	Series Makeup Exams
2:30 pm	Leadership Workshop
3:45pm-5:00 pm	Wisconsin DECA Annual Meeting
3:45 pm	Leadership Workshop
6:00 pm	Social Networking Dinner
6:00 pm	"Aspire Higher" Recognition Session State Officer Farewell State Officer Parent & Advisor Appreciation Friends of DECA & Alumni Excellence Foundation for WI DECA Grand Awards Part 1 <i>Advertising Campaign</i> <i>Business Services Operations Research</i> <i>Buying & Merchandising Operations</i> <i>Creative Marketing</i> <i>Community Service</i> <i>Entrepreneurship Participating</i> <i>Entrepreneurship Promotion Project</i> <i>Entrepreneurship Written</i> <i>Fashion Merchandising Promotion Plan</i> <i>Finance Operations Research</i> <i>Financial Literacy Promotion Project</i> <i>Hospitality & Tourism Operations Research</i> <i>Hospitality & Tourism Professional Selling</i> <i>International Business Plan</i> <i>Learn and Earn Project</i> <i>Professional Selling</i> <i>Public Relations Project</i> <i>Sports & Entertainment Marketing Research</i> <i>Sports & Entertainment Promotion Plan</i>
9:15-11:45 pm	DECA Dance
10:00-11:00 pm	Advisor Fireside Networking
12:00am-6:00am	CURFEW

8:30 am	"Aspire Higher" Recognition Session Part 2 Conference Leadership Team Appreciation Officer Introductions and Farewells Announcement and Installation of 2012-2013 State Officer Team Grand Awards Part 2 Accounting Applications Series Apparel & Accessories Marketing Series Automotive Services Marketing Series Business Finance Services Series Business Law & Ethics Management TDM Business Services Marketing TDM Buying & Merchandising Management TDM Financial Services TDM Food Marketing Series Hospitality Services Management TDM Hotel & Lodging Management Series Human Resource Management Series Marketing Communications TDM Marketing Management Series Principles of Business Administration Events Quick Serve Restaurant Management Series Restaurant & Food Service Management Retail Merchandising Series Sports & Entertainment Management TDM Sports & Entertainment Marketing Series Travel & Tourism Management TDM Outstanding Gold Chapter Awards Closing Remarks and Adjournment
11:00 am	International Conference Orientation Travel and Tour Information New State Officer Meeting





Visit us online at www.wideca.org

March 13 & 14, 2012

Grand Geneva Resort Lake Geneva, WI

We Need YOU!

YOUR DAY AS A JUDGE

Plan to arrive early so that you may have time to enjoy a continental breakfast before your event. It's also a good time to network with other professionals in the same event.

- ◆ Report to Judge Registration at Grand Geneva Resort
- ◆ Receive your event materials, name badge, judge's gift and special goodies from our sponsors
- ◆ A series director will greet you and ensure you are in the correct location
- ◆ The series director will prepare you for judging your event and answer any questions you may have
- ◆ You will then begin interaction with students
- ◆ Turn in all materials to the series director at the end of judging
- ◆ Provide a debriefing for all students in your event
- ◆ Join other judges for a **complimentary** networking lunch provided by WI DECA

What is DECA All About?

DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management. Effective marketing education gives young people the tools and aptitudes they need to live, learn and lead. DECA strives to provide its members with opportunities to develop those skills through its competitive events program that comes to life with you as a judge. Being a judge allows you to see the skills our students demonstrate in a competitive situation.

We would like you to judge one or both days of the conference. Just click here to register to judge: <http://www.decaregistration.com/judges/wi/>

WI DECA is supported in part by the Foundation for WI DECA whose goal is to provide every first place state champion a scholarship to attend and compete at the International Career Development Conference in Salt Lake City, Utah, April 28-May 1, 2012!

ADVANTAGES TO THE BUSINESS COMMUNITY

- ◆ **Students** are aware of their obligations to their employer and company expectations
- ◆ **Provides** a source of trained, career-oriented, motivated, young people as potential employees
- ◆ **Creates** an entrepreneurial spirit and ability to achieve in a competitive environment



Judge Registration

Online Registration Update!

- ◇ All interested judges need to register for SCDC using our new Judges Registration Site: <http://www.decaregistration.com/judges/wi>
- ◇ **Judges will need to register themselves!** As an advisor, please **DO NOT** attempt to register your judges yourself using our online registration system. Judges will need to create a username and password. It is vital that we receive complete and correct information as we redevelop our judge database.

The Need

- ◇ As you know quality judges play a key role in the success of our conference. Schools within a 50 mile radius should provide 10 judges. All other schools should provide a minimum of two judges. The need is great. The quality of the conference is dependent upon the quality and number of judges. Your students will be the true recipient of the effort you put in to recruit quality judges!
- ◇ Please utilize the previous page in this packet as a promotional resource for recruiting judges.

Judge Qualifications

- ◇ Graduates of Marketing Education programs that judge should be out of school for at least two complete years. **Their third year out of high school is the first year they can judge.**
- ◇ Alumni of Marketing Education programs that are only 1 or 2 years out of school may not serve as judges. If you know of any outstanding Alumni that would like assisting at the SCDC, please refer to our new **College Internship Scholarship Program**. Have them complete this information and WI DECA SCDC Staff will be able to make decisions on these Alumni.
- ◇ In order to generate the most impactful role plays, it is recommended that managers have two years of full-time experience and less than management level should have four years of full-time experience.
- ◇ **Flexibility is ESSENTIAL!** Please do not promise potential judges that they will be judging a specific event! WI DECA SCDC Staff does try to honor requests. However, flexibility may be needed on the day of the event for many reasons.

Housing for Judges

An option for Judge and Special Guest Housing in Lake Geneva is provided below. The cost is \$110 per night, plus tax. Reservations should be made by February 7, 2012. After that date, our room block is released and reservations will not be guaranteed at our conference rate. Everyone making a reservation needs to mention "Wisconsin DECA Rate" to secure the price. There are other hotel properties in the Lake Geneva area. However, WI DECA does NOT have any negotiated rates with the other area hotels.

Timber Ridge Lodge at the Grand Geneva

Phone: 262.248.8811 (**Ask for Timber Ridge Reservations**)
7020 Grand Geneva Way (Highway 50 East and Highway 12)
Lake Geneva, WI 53147

Important Documents



Due January 9th, 2012



State Officer Application

Application Location	www.dpi.wi.gov/deca
Portfolio Due	Send to: Holly Gregory 1080 Lowell Drive Oconomowoc, WI 53066 Email: widecacenterdirector@gmail.com
State Officer Screening	February 11 th , 2012 Madison, Wisconsin

Due January 16, 2012



Service Associate Information

Applications and Advisor Recommendations must be done no later than January 16, 2012.

Qualifications

1. Must be a sophomore, junior or senior who is currently a DECA member.
2. Must be familiar with and agree to follow all rules and regulations of the conference.
3. The DECA advisor must complete the **ENTIRE** an evaluation form for each student.
4. The application and evaluation should be emailed or faxed to Michelle Kutz no later than **January 16, 2012**. (email: mkutz@browndeerschools.com or fax: 414.371.7001)

Service Associates' Responsibilities

1. You are directly responsible to the Service Associate Director and the Wisconsin DECA SCDC staff.
2. While on duty you will wear Service Associate identification at all times.
3. A job chart will be made for all associates to follow, which will be posted in near Conference Headquarters. If you are in a situation you cannot handle alone:
 - a. Contact any coordinator for assistance.
 - b. Call the Service Associate headquarters or conference headquarters.
 - c. Ask other Service Associates for help.
4. There will be judges and guests in attendance at all times. It is part of your job to be courteous and helpful to these people as well as the entire DECA membership.
 - a. You will be familiar with the layout of the hotel so you may assist and give directions.
 - b. You will have a schedule of events and meetings with you at all times so that you know when, where, and what activity is going on so that you may assist others.
5. Specific Responsibilities
 - a. Act as host for the entire conference.
 - b. Set up for the dance and special sessions.
 - c. Escort judges to competitive event areas.
 - d. Assist at the general sessions.
 - e. Assist voting delegates.
 - f. Assist with evaluation committee and conference support staff.
 - g. Assist with banquet.
6. **Service Associates are required to wear professional business attire since you will often be working with business people.**
Tact, courtesy, diplomacy, and professionalism are the key words.
Service associates are professional DECA members setting high standards!



Service Associate Application

Due Date: January 16, 2012

Contact: Michelle Kutz

Email:

mkutz@browndeerschools.com

FAX: 414.371.7001

Name:	School:
Email Address:	
Advisor Name:	Advisor Email Address:
Year in School <input type="checkbox"/> Sophomore <input type="checkbox"/> Junior <input type="checkbox"/> Senior	
Are you familiar with the rules and regulations that govern the State Career Development Conference? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Do you promise to abide by and help to enforce the State Career Development Conference rules and regulations? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Do you agree to be "on call" for important Service Associate activities during the conference? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Do you promise to wear professional business attire while serving as a Service Associate? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Applicant Signature	Date

Please explain the student's participation with DECA during the current school year:

Advisor Recommendation for Service Associate

Please check the following items and add any comments that you feel would be helpful to others in better understanding this student. Thank you for your assistance in helping to insure quality Service Associates.

Qualities To Be Rated	Fair	Good	Very Good
Dependability Prompt, sincere, consistent, able to work without supervision, truthful.			
Cultural Retirement Courteous, considerate, respectful, mannerly, appreciative.			
Industriousness Persistence, habits of work, makes wise use of his/her time.			
Personal Appearance & Grooming Clean, inoffensive, neat appearance, orderly, poise.			
Ability To Get Along With Others Adaptable, friendly, tactful, has a respect for others, has as sense of humor.			

Can this student favorably represent your school and Wisconsin DECA if selected for the SCDC Service Associate? Yes No

Advisor's Signature	Date
Advisor's Cell Phone:	Student Cell Phone:

Due January 21, 2012



Membership and Quota Report Form

FAX (262.354.0406) or e-mail (widecacenterdirector@gmail.com) **NO LATER** than **January 21, 2012**.

Chapter Name:		Advisor Name:		
Day Phone:		Cell Phone:		
				Totals
Current Membership		Quota Ratio Allowance 15:1		Actual Usage
Our chapter will submit <u>one</u> project allotment of: (Up to two students)				
Our chapter will be submitting		more members by February 1, 2011 (This total should reflect additional members in accordance with the 15:1 ratio. Round up for .5+)		
District Qualifiers (Awarded 1 st or 2 nd Place at District Competition)				
Our chapter is running a state officer candidate(s) for the 2012-2013 school year. (All candidates who will attend screening on February 11, 2012 qualify. No more than 3 per chapter.)				
Our chapter qualified for the Membership Campaign Reward (1 student)				
Our chapter qualified for the Membership Campaign Social Media Bonus (1 student)				
Our chapter is "Brand New" or "Re-activated" (1 student)				
Our chapter won the WI DECA Facebook Photo Contest (1 student)				
Approved Service Associates (Application is available in SCDC Packet/Due by January 16, 2012)				
Our chapter has an advisor(s) on the Leadership Team for SCDC (Up to 2 students per chapter) (Series or Project Director Role and/or Serve on the SCDC Planning Committee)				
Our chapter has an advisor(s) who serves on a DECA Board (Up to 2 students per chapter) (WI DECA, Center, or Foundation Boards)				
				Final Total

The final total should represent the actual number of students your chapter will bring to SCDC based on the above qualifications. Quota will be verified by Holly Gregory and you will be notified that your quota has been approved for SCDC. You will, then, be able to register your chapter before the registration deadline of February 7th, 2012.

Due February 7, 2012



STUDENT DELEGATE CONDUCT PRACTICES AND PROCEDURES

Due: *February 7, 2012*

Wisconsin DECA requires EACH delegate attending the conference to read and sign a copy of this form. It is recommended that each local advisor review this form with chapter members, chaperones, and parents so that there is no misunderstanding of the rules, regulations, and responsibilities of the conference participants. **Keep originals for your files and bring with you to conference. Please email or fax copies of advisor and student delegate codes of conduct to Holly Gregory at widecacenterdirector@gmail.com or fax to: 262.354.0406.**

1. The term "delegate" shall mean any DECA member attending the conference. Identification badges will be worn at all times.
2. There shall be no defacing of public property. Any damages to any property or furnishings in the hotel rooms or buildings or in the conference center must be paid by the individual or chapter responsible. Local chapters will be billed directly by the hotel or conference center for any damages.
3. Delegates shall keep their advisors informed of their activities and whereabouts AT ALL TIMES. **Each local advisor should establish a policy with his/her students prior to the conference in order to meet this regulation.**
4. Delegates should be prompt and prepared for all activities. Delegates should be financially prepared for all possibilities.
5. Boom boxes and other large music machines are not allowed at the conference. Delegates may use walkmans and other small music machines with individual earphones.
6. Delegates shall stay in designated housing, not with friends or relatives.
7. Only registered delegates and official conference guests are to be at the conference and hotel.
8. Room doors must be kept open wide at all times when members of the opposite sex are visiting.
9. No alcoholic beverages or controlled substances, narcotics, etc., in any form shall be possessed or consumed by delegates at any time, under any circumstances.

10. No use of tobacco will be permitted at the general sessions, banquet, special events, tours, special interest sectionals, or in public facilities. No smoking is allowed when wearing a DECA Blazer.
11. Delegates shall not use their own cars or ride in cars belonging to others unless accompanied by an adult advisor. No delegate shall leave the hotel grounds unless accompanied by their chapter advisor.
12. Delegates are required to attend all general sessions, assigned events or meetings, and conference activities.
13. **DECA Dress Code for Professional Business Attire/When Appearing Before Judges, General Sessions, Workshops, and Meal Functions** will be in effect at all times.

Females

- Business suit or blazer with dress blouse and dress skirt or dress slacks or business dress
- Dress shoes (no tennis shoes or flip-flop sandals)

Males

- Business suit or sport coat with dress slacks, collared dress shirt and necktie
- Dress shoes and socks (no tennis shoes)

The following are unacceptable during DECA activities:

- Skin-tight or revealing clothing
 - Midriff baring clothing
 - Leggings or graphic designed hosiery/tights
 - Clothing with printing that is suggestive, obscene or promotes illegal substances
 - Athletic clothing
 - Swimwear
14. Chapter advisors will be responsible for the supervision of their student delegates
 15. All delegates must honor conference curfew as published in the program. Curfew is defined as being quiet in your own room.
 16. Delegates agree to conduct themselves in a professional and ethical manner at all times and follow the directives of official conference staff, other adult supervisors and hotel staff.
 17. The student delegate will also be responsible for following all local school rules of conduct.
 18. Delegates violating or ignoring any of the conduct rules may be sent home immediately at their own expense. Parents, school officials, and state advisor will be notified. Delegates violating or ignoring any of the conduct rules will subject their entire delegation to being unseated and their candidates or competitive events participants being disqualified. The chapter could also face being placed on probation per WDECA Board of Directors policies.
 19. Delegates agree to a luggage search by their advisor and administrator prior to departing for the conference.



Student delegate agrees to:

I have read and fully understand the Wisconsin DECA Student Delegate Conduct Practices and Procedures and agree to comply with these guidelines. I understand the necessity of these rules for the success of the workshop. Furthermore, I am aware of the consequences that will result from violations of any of these regulations.

(If over 18), I grant WI DECA the right to use, reproduce, assign and/or distribute photographs, videotapes, and sound recordings of me in the materials they or their agents may create.

Delegate Name (Print)	Chapter Name (Print)
Delegate Signature	Advisor Signature
Principal's Name (Print)	Principal's Signature

Parent/Guardian agrees to:

I have read and agree to abide by the DECA Conduct Practices and Procedures. We also agree that the school officials, the chapter advisors, and the state DECA staff have the right to send my son/daughter home from the activity at my expense if he/she has violated the Code of Conduct and/or his/her conduct has become a detriment.

I also authorize the advisor to secure the services of a physician or hospital and to incur the expenses for necessary services in the event of accident or illness, and I will provide for the payment of these costs.

Insurance Company Name	Policy Number
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Parent/Guardian agrees to:

I HEREBY CONSENT to release the Department of Public Instruction from liability in the event of injury to the above named student. This consent is valid with the exception of deliberate violation of the student's constitutional rights or damage committed or injury incurred as a direct result of DPI employees not acting within the scope of their employment.

I HEREBY GRANT PERMISSION to WI DECA the right to use, reproduce, and assign and/or distribute photographs, videotapes, and sound recordings of the above named student in the materials they or their agents may create.

Parent Name (Print)	Parent Signature
Street Address	City Zip code
Home Email	Cell Phone Area/No Day Phone Area/No Evening Phone Area/No



ADVISOR & CHAPERONE Procedures and Responsibilities

Due: February 7, 2012

Wisconsin DECA requires EACH local advisor and chaperone attending the conference to read and sign a copy of this form. **Keep originals for your files and bring with you to conference. Email or fax copies of advisor and student delegate codes of conduct to Holly Gregory at widecacenterdirector@gmail.com or fax to: 262.354.0406**

1. Local advisors are responsible for discussing the Student Delegate Conduct Practices and Procedures form with chapter members, chaperones, and parents so that there is no misunderstanding of the rules, regulations, and responsibilities of the conference participants. Each local advisor should establish a policy with his/her students prior to the conference in order to meet this regulation.
2. Advisors must have with them at the conference a list of their students, as well as home telephone numbers and parent's or guardian's names.
3. Curfew will be enforced. Local advisors are responsible for room checks to ensure their students are in their assigned rooms.
4. No use of tobacco will be permitted at the general sessions, competitive events, or special interest sectionals.
5. Identification badges will be worn at all times.
6. Chapter advisors are responsible for supervision of their delegates' conduct and shall be available to their students at all times. Advisors are to sit with their students during general sessions
7. All advisors and chaperones shall refrain from the consumption of alcoholic beverages during the conference.
8. Advisors should know the where-about of their students at all times. If advisors have all their students with them, at an activity or facility that is not considered an official conference activity or facility, they do not have to sign-out. If the advisor **does not**

have any or all of their students with them at an activity or facility that is not considered an official conference activity, they need to sign-out with Wisconsin DECA State Advisor and they must also have assigned another advisor to their remaining students. This message must be left with the state advisor.

9. Advisors shall refrain from participating in activities that may put chapter members in jeopardy, i.e. drinking, going out with other teachers to establishments not considered part of the official conference activities and facilities, leaving students unsupervised, etc...
10. The local principal and/or designated administrator will be contacted in emergency situations if the local advisor cannot be located within a reasonable amount of time or is unable to give proper amount of supervision. Student emergencies include: accidents, possession of drugs or alcohol, breaking conference rules, family emergencies, and any other situation designated as an emergency.
11. Advisor has covered the conference dress code with attending students and all my students will follow that code.
12. All advisors, along with school administrative personnel, agree to conduct luggage searches (if applicable) prior to departing and are required to sign and submit verification of search.
13. **The Chaperone Ratio is 1-12.** Advisors will make sure there is 1 advisor/chaperone for every 12 students.



"I have read and fully understand Wisconsin DECA Local Advisor and Chaperone Procedures and Responsibilities and agree to comply with these guidelines."

Chapter Name	
Chapter Advisor Name (Print)	Chapter Advisor Cell Phone Area/No
Chapter Advisor Signature	

In case of emergency, the following local administrators should be contacted:

First Contact Name	Title
School Phone Area/No	Home or Cell Phone Area/No

Second Contact Name	Title
School Phone Area/No	Home or Cell Phone Area/No

Keep originals for your files and bring with you to conference. Email copies of advisor and student delegate codes of conduct to Holly Gregory at widecacenterdirector@gmail.com or FAX to: 262.354.0406

Due February 7, 2012



Voting Delegate Information

As part of WI DECA State Officer Elections, Current DECA members that are registered for SCDC, college students, business partners, and former state officers serve as voting delegates in the final portion of the State Officer Candidate Process. Student input is a vital part of the election process! Serving in the role of a voting delegate is of great importance for the future of WI DECA. WI DECA will select approximately 12 student voting delegates to take part in State Officer Elections. The students will join the rest of the voting delegate committee to comprise a delegation of 25 to 30 people.

Qualifications for Current Members

- ◇ Must be a junior or senior who is currently a DECA member
- ◇ Must be familiar with and agree to follow all rules and regulations of the conference
- ◇ Must complete all necessary information
- ◇ The application and evaluation form must be postmarked no later than **February 7, 2012**

Send application and evaluation forms to:

Holly Gregory

1080 Lowell Drive

Oconomowoc, WI 53066

Email: widecacenterdirector@gmail.com

FAX: 262.354.0406

- ◇ Should not be from a chapter that has a current officer candidate
- ◇ One voting delegate per chapter **(If we receive enough applications.)**
- ◇ Voting delegates should represent each WI DECA District.
- ◇ **Voting Delegates must compete in Category One or Two. Screening should be completed on-time for all competitive event orientation sessions.**
- ◇ **Voting Delegates may not compete with a project that has an interview on the first day of the conference so that they are available all day on Tuesday of SCDC.**
- ◇ Must participate in all candidate interviews and presentations at the conference.

Qualifications for Other Voting Delegates

Advisors: If you know of any WI DECA Alumni or business partners that would enjoy this experience, please have them contact Holly Gregory before February 7, 2012.

- ◇ Must be out of high school for at least one year
- ◇ Must be familiar with and agree to follow all rules and regulations of the conference
- ◇ Must participate in all candidate interviews and presentations at the conference
- ◇ Must not have a close association with any current candidate, i.e. help prepare a candidate for screening
- ◇ or for the state conference, be related to a candidate, etc

Voting Delegate Responsibilities

- ◇ You are directly responsible to the Elections Director and the WI DECA State Career Development Conference staff during all voting delegate and election activities.
- ◇ You are to participate as a voting delegate with an open and fair mind, making your decisions after hearing all candidates.
- ◇ You must attend all voting delegate activities, which will take most of the first day of the conference. You should not schedule yourself for any other activities with a chapter during the elections.
- ◇ You are to make your voting decisions independent of all other voting delegates based on who you feel is the best candidate to represent the members of Wisconsin DECA in a given position.
- ◇ You are not to meet independently with any candidate or members of the candidate's chapter for discussing anything related to the election procedures or process prior to casting your vote.
- ◇ You are not to discuss how you will vote with any candidate or members of the candidate's chapter, or to speak with anyone who approaches you on behalf of any candidate prior to casting your vote. This includes prior to the start of the conference and during the conference.



Application for Voting Delegate

Due Date for Application: February 7, 2012

Send to:

Holly Gregory

1080 Lowell Drive

Oconomowoc, WI 53066

Email: widecacenterdirector@gmail.com

FAX: 262.354.0406

Phone: 262.490.1238

Name	School
Address	School Address
City	Zip
E--mail	School Phone
DECA Advisor's Name	
Year in School <input type="checkbox"/> Junior <input type="checkbox"/> Senior	
Have you attended a WI DECA State Conference? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Are you familiar with the rules and regulations that govern the State Career Development Conference? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Do you promise to abide by all the qualifications and responsibilities of a voting delegate? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Do you agree to be present at all voting delegate activities at the conference? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Applicant Signature	Date

Advisor Recommendation for Voting Delegate

Qualities To Be Rated	Good	Very Good
Dependability Prompt, sincere, consistent, able to work without supervision, truthful, practices ethical behavior.		
Good Listener Alert, listens attentively, listens to all the facts before making decisions, able to follow directions.		
Good Judge of People and Situations Fair and open minded, deliberate thinker, considers all information presented, able to see the good in people, able to make fair decisions.		
Ability To Get Along With Others Adaptable, friendly, tactful, has a respect for others, able to work in a group.		

Can this student favorably represent your school and WI DECA if selected to serve as a voting delegate at the 2011 State Career Development Conference? Yes No

Advisor Signature	Date
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Guidelines and Form for Students Arriving Late

1. Indicate students who will be arriving late the below form. This form will be shared with competitive event directors.
2. Advise Holly Gregory if this information should change.
3. Form is to be received by no later than February 7, 2012. If you do not know all of this information by February 7, 2012, send in the form indicating the possibility of late arrival.
4. *Note: If a student arrives late they must be transported to the conference by a person approved by your school district.*

Students Arriving Late Form Due Date: February 7, 2012

Mail To: Holly Gregory
 1080 Lowell Drive
 Oconomowoc, WI 53066

Email: widecacenterdirector@gmail.com

FAX: 262.354.0406 Phone: 262.490.1238

Name of School: _____

Advisor Name & Signature: _____

School Administration Name & Signature: _____

Please complete the form information below. Your school must be notified and must approve of the transportation provided by other adults with a valid driver's license to and from the conference.

Students may not drive themselves.

Name and Reason for Lateness	Arrival Time and Date	List All Competitive Events



Change Form for SCDC Registration/Housing

Please Email or Fax this form to Holly Gregory as soon as possible. No refunds will be granted on registration or housing after February 7, 2012. Email: widecacenterdirector@gmail.com or Fax: 262.354.0406

Substitutions that require an event change or housing change are only a request. Please contact Holly Gregory after submitting this form to work out the details. Substitutions must be registered DECA members.

Chapter _____ Chapter Advisor _____

Names (student and adult) and Changes in Competitive Events

Name of Delegate(s) Canceling	Student was entered in the following Competitive Event(s)
1	
2	
3	

Name of Student(s) Adding (must be DECA member)	Competitive Event(s) Note students can enter different competitive events than cancelled student(s)
1	
2	
3	

Housing Changes

Indicate how the cancels and substitutions affect your room configurations. **Be specific especially if more than one delegate cancels.**

Additional Special Needs

Indicate any special needs that could not be included in original online registration **OR** that pertain to the students added to this sheet. **Be Specific!**



**Application Due Date: Postmarked by
February 15, 2012.**

Notification will be done by February 28.

Timothy Fandek

DPI-WDECA

PO Box 7841

Madison, WI 53707

College Internship Scholarship Program

State Career Development Conference Competitive Event Director Assistant

Overview

Wisconsin DECA has established a college internship program to serve as a Series Director Assistant at the State Career Development Conference. The purpose of the program is to provide a leadership learning experience for future marketing educators. Selection will be based on the established criteria and the applicant's availability for two days during the operation of competitive events. Ten applicants will be awarded a scholarship of \$100 and free conference registration. The scholarship is intended to cover meals, lodging, and transportation. You will be assigned to work with a Director who will provide you with specific duties and responsibilities.

*Note that there are many other non-scholarship positions available at the conference as a judge or adult assistant.

Selection Criteria

1. Enrolled at the University of Wisconsin Stout or Whitewater in the Marketing Education preparation program. Cannot be currently serving as a student teacher.
2. Attended a minimum of one State Level High School Career Development Conference as a college student, and served either as an assistant or judge.
3. Will be present for all competitive event activities that include:
 - Tuesday, March 13 from 11:30 am through approximately 7:00 pm
 - Wednesday, March 14, 7:30 am approximately 3:00 pm
4. Submit a complete application by the indicated due date.
5. Content and completeness of application along with neatness will be used in the selection.
6. **NO** ADDITIONAL MATERIALS ARE TO BE SUBMITTED.
7. Marketing Education College professor will be contacted for reference.



College Internship Scholarship Program Application

Wisconsin DECA Career Development Conference Assistant to Competitive Events Director

Name:

Address:

Street

city

zip

Phone Number (cell):

E-mail Address:

I guarantee to be present during ALL times stated on the information sheet.

Signature

Year(s) participated in a State Level High School Career Development Conference:

Describe your role at the above conference in previous years.

Write a short essay that describes your DECA, Marketing Education and business experiences as they relate to why you should be a Series Director Assistant at Wisconsin DECA's Career Development Conference. Examples to include (but not limited to) leadership positions, organizational skills, human relation skills, etc.

Due February 15, 2012

Marketing Educator Professional Development Scholarship

Application Process

1. Indicate your name, address, school phone number, and number of years teaching.
2. List your accomplishments as a marketing educator. Include experiences in all aspects of your program and experiences as a professional educator. Limit your description to 5 typewritten pages. Each activity/experience should indicate your role and responsibility.

Examples: You could include your classroom instruction, on-the-job training, projects, DECA activities, program development and improvement, professional development, special committees, educational responsibilities beyond regular contract time, local, district, state, or national level involvement, advisory committee activities, alumni development, professional organization involvement, promotional activities, etc.

3. Write an essay that describes your educational philosophy and professional goals. The essay is not to exceed two typewritten pages.
4. Include the following letters of recommendation/endorsement with your application:

- 3 letters from current or former students
- 1 letter from a school administrator
- 1 letter from a teaching colleague

You can include additional letters from business people, students, alumni, colleagues, parents, etc. Total letters are not to exceed 10.

5. Indicate how you would use the \$500 cash award to advance your professional career in marketing education. **Examples:** university credits, workshops, Conclave participation, ACTE, other national conferences related to marketing, management and entrepreneurship, etc.
6. Applications are due on the designated date to:

Timothy Fandek
Department of Public Instruction-WI DECA

125 S. Webster
P.O. Box 7841
Madison, WI 53707



MDA Contribution Form 2011-2012 MDA Campaign

What Money Goes Toward

- \$25 pays for a flu shot
- \$64 funds one minute of research
- \$75 pays for a physical therapy evaluation
- \$100 covers an MDA support group session
- \$500 repairs a wheelchair or a set of leg braces
- \$600 sends one kid to MDA summer camp
- \$750 pays for a muscle biopsy and interpretation
- \$2,000 can assist with the purchase of a wheelchair
- \$3,000 sends 5 kids to MDA summer camp
- \$3,720 buys 1 hour of Muscular Dystrophy research
- \$9,000 sends 15 kids to MDA summer camp



MDA sends more than 76 percent of its income on program services. *Money Magazine* has also consistently ranked MDA among its Top 25 Best Managed Charities.

Procedure for Contributing Funds to MDA

To receive recognition at the state conference, send a check made out to MDA Green Bay by February 23, 2012 along with the MDA Contribution Sheet to Heather Micoley, regional coordinator.

Heather Micoley will record chapter contributions and mail notices to Christine O'Neil, VP of Community Service so that she may complete WI DECA documentation.

Christine O'Neil will then chronicle the date, amount, and type of fundraising event or activity and send out confirmation/thank you e-mails to those deserving chapters. Top Chapters will be recognized at SCDC.

ALL CONTRIBUTIONS FOR MDA MUST FOLLOW THIS PROCEDURE IN ORDER FOR THE CONTRIBUTIONS TO COUNT TOWARDS THE STATE AND NATIONAL TOTALS.



Wisconsin Department of Public Instruction
MDA CONTRIBUTION FORM
 PI-DECA-6 (Rev. 10-10)



INSTRUCTIONS: Complete form and mail with check, no later than **FEBRUARY 23, 2012**, to:

HEATHER MICOLEY
MDA GREEN BAY
2670 S. ASHLAND AVE. #203
GREEN BAY, WI 54304
1.920.490.0478
hmicoley@mdausa.org

Deadline for all contributions is February 23, 2012.
Money must be received by this date in order to be applied to this year's giving.

GENERAL INFORMATION

Name of Chapter	
-----------------	--

Name of Chapter Advisor(s)	Name of Chapter President
----------------------------	---------------------------

ACTIVITIES / CONTRIBUTIONS

Name of Activity	Amount Raised
Total Amount Raised for MDA	0.00

SIGNATURES

Advisor Signature ➤	Date Signed
Chapter President Signature ➤	Date Signed



WI DECA T-Shirt Design Contest to Support MDA

Sponsored by Monona Grove DECA

Want To Design The Shirt?

Submit entries to

josh.fassl@mgschools.net

Due: January 15, 2012

Your design should incorporate this year's theme of

"Aspire Higher"

If your design is selected, your school will win

5 FREE shirts for the 2012 SCDC!!!



You design...MDA WINS!

You may order the MDA Fundraiser T-Shirt during the online registration process by selecting your size in the Items Menu. \$10.00 per shirt will be invoiced to your chapter by Monona Grove DECA.

The official, winning design will be shown in the SCDC Flash Report that will be published in March right before SCDC! T-Shirts will be delivered at SCDC with your registration information.

Due Upon Arrival to SCDC



Luggage Search Policy and Form

- ◇ The WI DECA Board of Directors has policy requiring the search of luggage of all student carry-ons that are brought to the conference including luggage, backpacks, coolers, totes, cosmetic bags, bags, etc. If it is brought to the conference it must be searched.
- ◇ **This search should be taking place as you are preparing to board your transportation, and should be signed at that time.**
- ◇ The Code of Conduct for Advisors includes a statement that assures the chapter advisor, and/or school administrators have conducted the search. The Student Code of Conduct (which is signed by parents and guardians) gives permission for the luggage search. The form below is to be turned during the registration process that asks for the signatures of those that have completed the search prior to leaving for the state conference.

Wisconsin DECA Luggage Search Verification

Directions: Submit form with all signatures on-site at SCDC registration.

Chapter Name: _____

Advisor Name: _____ # of Students: _____

This is to verify that all luggage, carry-ons, totes, backpacks, coolers, etc., of all student delegates have been searched to ensure that no illegal substances are knowingly being brought to the state conference.

Advisor Signature _____ Date _____

School Official Signature _____ Date _____

Title of School Official _____



WI DECA Calculator Policy

APPROVED



NOT ALLOWED



Wisconsin DECA will allow **basic calculators** to be used for written tests and events at SCDC.

No scientific calculators, adding machines and/or cell phones will be permitted.

Series directors will have the right to hold calculators that are not approved until the student has completed



Leadership Academy/Senior Management Institute

Please Check:

- Leadership Development Academy Application /LDA** (for sophomores and juniors only)
 Senior Management Institute Application/SMI (for seniors only)

Hand in at the close of the SCDC 2012 to Holly Gregory. Notification will be provided by Friday afternoon following the conference. *Please note that LDA/SMI applicants will be serving as Voting Delegates in addition to attending required workshops.*

Name of Applicant _____ Chapter _____
Advisor Name _____ Day Phone _____

Current class 10th 11th 12th

Number of Chapter Members Competing at Nationals _____

Student Answers:

1. List activities student participated in at the state conference. Indicate if awards were won.
2. List activities student participated in at the local level this past year. Indicate role and responsibility.
3. Why you should be one of Wisconsin's representatives at this DECA ICDC Academy.
4. **Advisor Recommendation:** Why should this student participate in this DECA ICDC Academy? Indicate any special circumstances to be considered.

Wisconsin DECA



Travel Scholarship Fund Raiser

Wisconsin DECA and The Foundation for Wisconsin DECA listened to feedback from last year's SCDC fundraiser and developed a new and improved fund raising opportunity. The biggest point we heard was, "Let more people get involved!" Taking that into account, the fundraiser will include a drawing for fantastic prizes that everyone can get tickets for! In fact, we will include the opportunity for chapters to pre-purchase tickets during the registration process (and offer incentive for those that do)!

Let's talk prizes! What are they going to be? The sky is the limit! We are asking chapters to donate prizes for the drawing. There will be incentives for donating!

- ◇ All chapters that donate will be entered into a drawing for an extra non-competitor spot to ICDC in Salt Lake City! **5 spots available!!!**
- ◇ The chapter that donates the prize that brings in the most money will receive one non-competitor spot to ICDC with registration paid for that spot!

How is the drawing going to work? Official tickets can be purchased online during registration (they will be put into your chapter registration envelope) and will also be available to purchase at SCDC. Tickets will cost \$1.00 each.

- ◇ Tickets must be filled out and dropped in the appropriate prize bins at SCDC.
- ◇ Drawing will be held at SCDC and winners will be announced during the conference.
- ◇ Prizes will be sent to Holly Gregory no later than **February 7, 2012.**
1080 Lowell Drive
Oconomowoc, WI 53066
- ◇ A list of prizes will be made available prior to SCDC in case you want to sell tickets to family members.

Pre-purchase Incentive! Our keynote speaker, Rad Watkins is excited about this fund raiser and wanted to help promote the opportunity to travel! He has given WI DECA a supply of his books that retail for \$14.97 each! **We will offer chapters that pre-purchase \$50 worth of tickets, 5 Animal Leadership books!** This offer is while supplies last.

Diviaggiare è vivere

~ To travel is to live