

My Daily Schedule

(Record your Competitive
Events, Academies,
Workshops and
other activities)

Conference Agenda

All events will be held in the Orange County Convention Center (West Building) unless otherwise noted.

Friday, April 27

Noon–6:00 p.m.	Conference Registration (<i>Sponsored by Florida DECA</i>)	W A Lobby
Noon–6:00 p.m.	Conference Headquarters	W A Lobby
Noon–6:00 p.m.	Tour Booth	W A Lobby
Noon–6:00 p.m.	Tour Booth (<i>Disney Properties Only</i>)	Hilton Walt Disney World, John T's Lobby
3:00 p.m.–6:00 p.m.	Blazer Booth Open	W B1 Hall

Saturday, April 28

7:00 a.m.–3:00 p.m.	Tour Booth (<i>Disney Properties Only</i>)	Hilton Walt Disney World, John T's Lobby
7:00 a.m.–8:00 p.m.	Tour Booth	W A Lobby
8:00 a.m.–10:00 a.m.	Conference Registration (<i>Sponsored by Florida DECA</i>)	W A Lobby
8:00 a.m.–3:00 p.m.	Blazer Booth Open (open again at 4:00 p.m.)	W B1 Hall
8:00 a.m.–8:00 p.m.	Conference Headquarters	W A Lobby
8:30 a.m.–6:00 p.m.	DECA Day at Universal Orlando	See page 55.
9:00 a.m.–2:00 p.m.	Exhibit/Campaign Booth Setup	W B1 Hall
9:00 a.m.–4:30 p.m.	Building Wealth Investment Training	W 306
4:00 p.m.–5:00 p.m.	Career Exhibits Open (Advisors and Collegiate only)	W B1 Hall
4:00 p.m.–8:00 p.m.	Blazer Booth Open	W B1 Hall
5:00 p.m.	Virtual Business™ Challenge Briefing (required)	W 205
5:00 p.m.	Parade of State/Provincial Flags Rehearsal	W A1 Hall
5:00 p.m.–8:00 p.m.	Career Exhibits Open to All	W B1 Hall
5:00 p.m.–8:00 p.m.	Campaign Booths Open	W B1 Hall
5:00 p.m.–8:15 p.m.	State/Provincial Photos—Session 1 (by appointment)	W A Lobby
8:30 p.m.	Grand Opening Session	W A1-3 Hall
10:15 p.m.–11:45 p.m.	State/Provincial Photos—Session 2 (by appointment)	W A Lobby
12:30 a.m.	Curfew	

Sunday, April 29

8:00 a.m.–9:00 a.m.	Career Exhibits Open (Advisors and Collegiate only)	W B1 Hall
8:00 a.m.–3:00 p.m.	Tour Booth	W A Lobby
8:00 a.m.–4:00 p.m.	Conference Headquarters	W A Lobby
9:00 a.m.–11:00 a.m.	State Business Partnership Breakfast	W 308 B
9:00 a.m.–3:00 p.m.	Advisor Academy (New and Developing Advisors)	W 307
9:00 a.m.–4:00 p.m.	Blazer Booth Open	W B1 Hall
9:00 a.m.–4:00 p.m.	Campaign Booths Open	W B1 Hall
9:00 a.m.–4:00 p.m.	Career Exhibits Open to All	W B1 Hall
9:00 a.m.–4:30 p.m.	A*S*K Institute Testing (Last seating at 3:00 p.m.)	W 306
10:00 a.m.–Noon	Recognition Breakfast (Top MDA fund-raisers, invitation only) <i>Sponsored by the Muscular Dystrophy Association and Cadbury Schweppes Americas Beverages</i>	W 308 C
10:00 a.m.–1:00 p.m.	Executive Mentorship Program <i>Sponsored by J.C. Penney Company, Inc.</i>	W 304
Noon–2:00 p.m.	State/Provincial Officers Luncheon <i>Sponsored by Piper Jaffray & Co.</i>	W 311
Noon–8:00 p.m.	DECA Day at SeaWorld	See page 55.
8:00 p.m.–11:30 p.m.	Fashion Show and Super Dance <i>Fashion show sponsored by The Fashion Institute of Design & Merchandising</i>	W A1 Hall
9:00 p.m.–11:00 p.m.	State/Provincial and Local Advisors' Reception/Auction <i>Sponsored by Otis Spunkmeyer, Inc.</i>	W 311
12:30 a.m.	Curfew	

Monday, April 30

7:30 a.m.	Judges'/VIP's Reception	W 307 Lobby
7:30 a.m.–8:00 p.m.	Conference Headquarters	W A Lobby
7:30 a.m.–9:30 a.m.	Sears Breakfast (by invitation only) <i>Sponsored by Sears Holdings Corporation</i>	W 205 A
8:00 a.m.–9:00 a.m.	Career Exhibits Open (Advisors and Collegiate only)	W B1 Hall
8:00 a.m.–11:00 a.m.	Blazer Booth Open	W B1 Hall
8:00 a.m.–6:00 p.m.	Tour Booth	W A Lobby
8:30 a.m.–10:30 a.m.	Johnson & Wales Breakfast (by invitation only) <i>Sponsored by Johnson & Wales University</i>	W 202
9:00 a.m.–3:00 p.m.	Career Exhibits Open to All	W B1 Hall

My Daily Schedule

(Record your Competitive Events, Academies, Workshops and other activities)

9:00 a.m.–3:00 p.m.	Campaign Booths Open	W B1 Hall
9:00 a.m.–3:30 p.m.	Advisor Academy (New and Developing Advisors)	W 311
9:00 a.m.–5:00 p.m.	A*S*K Institute Testing (Last seating at 3:30 p.m.)	W 306
11:30 a.m.–2:00 p.m.	Judges'/VIP's Luncheon	W 307
Noon–2:00 p.m.	Administrators'/VIP's Day <i>Sponsored by Publix Super Markets, Inc.</i>	W 205 A
12:30 a.m.	Curfew	

Tuesday, May 1

Times shown for the Second General Session are approximate. The awards may run faster or slower than the schedule shows. Do not wait until the last minute to arrive at the Orange County Convention Center.

7:30 a.m.–11:00 a.m.	Judges'/VIP's Reception	W 307 Lobby
8:00 a.m.	Second General Session (no assigned seating)	W A1-3 Hall
	Business Law and Ethics Management Team Decision Making Event	
	Buying and Merchandising Management Team Decision Making Event	
	E-commerce Management Team Decision Making Event	
	Financial Analysis Management Team Decision Making Event	
	Hospitality Services Management Team Decision Making Event	
	Sports and Entertainment Marketing Management Team Decision Making Event	
	Travel and Tourism Marketing Management Team Decision Making Event	
8:30 a.m.	Accounting Applications Series	
	Apparel and Accessories Marketing Series	
	Automotive Services Marketing Series	
	Business Services Marketing Series	
	Food Marketing Series, Associate Level	
	Food Marketing Series, Management Level	
	Hotel and Lodging Management Series	
9:00 a.m.	Marketing Management Series	
	Quick Serve Restaurant Management Series	
	Restaurant and Food Service Management Series	
	Retail Merchandising Series	
	Sports and Entertainment Marketing Series	
9:30 a.m.	Advertising Campaign Event	
	Technical Sales Event	
	Fashion Merchandising Promotion Plan Event	
	Entrepreneurship Participating Event	
	Stock Market Game	
	DECA Quiz Bowl	
	E-commerce Business Plan Event	
	International Business Plan Event	
	Entrepreneurship Written Event	
10:00 a.m.	Community Service Project	
	Creative Marketing Project	
	Entrepreneurship Promotion Project	
	Learn and Earn Project	
	Public Relations Project	
10:30 a.m.	Business and Financial Services Marketing Research Event	
	General Marketing Research Event	
	Hospitality and Recreation Marketing Research Event	
	Retail Marketing Research Event	
8:00 a.m.–Noon	Tour Booth	W A Lobby
8:00 a.m.–Noon	DECA Images Yard Sale	Location TBA
8:00 a.m.–8:00 p.m.	Conference Headquarters	W A Lobby
9:00 a.m.–6:00 p.m.	Final Competition	W B3 Hall
9:30 a.m.–5:00 p.m.	Building Wealth Investment Training	W 306
10:30 a.m.–6:00 p.m.	DECA Day at Disney World	See page 55.
11:30 a.m.–1:30 p.m.	Judges'/VIP Luncheon	W 307
1:00 p.m.–2:30 p.m.	Leadership Luncheon (by invitation) <i>Sponsored by Foot Locker, Inc.</i>	W 202
3:00 p.m.–4:30 p.m.	Entrepreneurship Scholarship Winners' Briefing (by invitation) <i>Sponsored by the Ewing Marion Kauffman Foundation</i>	W 305 A
5:00 p.m.–8:00 p.m.	State/Provincial Photos—Session 3 (by appointment)	W A Lobby
6:30 p.m.–8:00 p.m.	Leadership/Scholarship Reception (State/Prov. Advisors, Scholarship Winners, NAB Members) <i>Sponsored by Berkeley College</i>	W 307
8:30 p.m.	Grand Awards Session	W A1-3 Hall
12:30 a.m.	Curfew	

Wednesday, May 2

8:00 a.m.–2:00 p.m.	New Officer Orientation	Rosen Plaza Hotel
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Accounting Applications Series

Saturday, April 28

Series Director's/Assistant Series Directors' Briefing
8:00 a.m. W 203 BC

Sunday, April 29

Series Director's/Adult Assistants' Briefing
Noon Rosen Centre Hotel, Grand Ballroom

Participants' Briefing/Testing
1:00 p.m. Rosen Centre Hotel, Grand Ballroom

Monday, April 30

Series Director's/Adult Assistants' Briefing
7:30 a.m. W A4 Hall

Competition Preliminaries
8:00 a.m.–1:00 p.m. W A4 Hall

Tuesday, May 1

Series Director's/Adult Assistants' Briefing
9:00 a.m. W B2 Hall

Competition Finals
9:30 a.m.–5:30 p.m. W B2 Hall



Apparel and Accessories Marketing Series

Saturday, April 28

Series Director's/Assistant Series Directors' Briefing
8:00 a.m. W 203 BC

Sunday, April 29

Series Director's/Adult Assistants' Briefing
8:00 a.m. Rosen Centre Hotel, Grand Ballroom

Participants' Briefing/Testing
9:00 a.m. Rosen Centre Hotel, Grand Ballroom

Monday, April 30

Series Director's/Adult Assistants' Briefing
1:00 p.m. W A4 Hall

Competition Preliminaries
1:30 p.m.–6:30 p.m. W A4 Hall

Tuesday, May 1

Series Director's/Adult Assistants' Briefing
9:00 a.m. W B2 Hall

Competition Finals
9:30 a.m.–5:30 p.m. W B2 Hall



Advertising Campaign Event

Saturday, April 28

Series Director's/Assistant Series Directors' Briefing
8:00 a.m. W 204 A

Sunday, April 29

Series Director's/Adult Assistants' Briefing
11:00 a.m. W 109

Participants' Briefing/Testing/Manual Registration
Noon W 109

Monday, April 30

Series Director's/Adult Assistants' Briefing
7:30 a.m. W B3 Hall

Competition Preliminaries
8:30 a.m.–6:00 p.m. W B3 Hall

Tuesday, May 1

Series Director's/Adult Assistants' Briefing
8:00 a.m. W B2 Hall

Competition Finals
9:30 a.m.–5:30 p.m. W B2 Hall

Report Return (state/provincial advisor or designee only)
1:00 p.m. W 205

Automotive Services Marketing Series

Saturday, April 28

Series Director's/Assistant Series Directors' Briefing
8:00 a.m. W 203 BC

Sunday, April 29

Series Director's/Adult Assistants' Briefing
8:00 a.m. Rosen Centre Hotel, Grand Ballroom

Participants' Briefing/Testing
9:00 a.m. Rosen Centre Hotel, Grand Ballroom

Monday, April 30

Series Director's/Adult Assistants' Briefing
1:00 p.m. W A4 Hall

Competition Preliminaries
1:30 p.m.–6:30 p.m. W A4 Hall

Tuesday, May 1

Series Director's/Adult Assistants' Briefing
9:00 a.m. W B2 Hall

Competition Finals
9:30 a.m.–5:30 p.m. W B2 Hall



Business Law and Ethics Management Team Decision Making Event

Saturday, April 28

Series Director's/Assistant Series Directors' Briefing
8:00 a.m. W 203 A

Sunday, April 29

Series Director's/Adult Assistants' Briefing
Noon W B2 Hall

Participants' Briefing/Testing
1:00 p.m. W B2 Hall

Monday, April 30

Series Director's/Adult Assistants' Briefing
7:30 a.m. W A4 Hall

Competition Preliminaries
8:00 a.m.–6:00 p.m. W A4 Hall

Tuesday, May 1

Series Director's/Adult Assistants' Briefing
9:00 a.m. W B2 Hall

Competition Finals
9:30 a.m.–5:30 p.m. W B2 Hall

Buying and Merchandising Management Team Decision Making Event

Saturday, April 28

Series Director's/Assistant Series Directors' Briefing
8:00 a.m. W 203 A

Sunday, April 29

Series Director's/Adult Assistants' Briefing
9:00 a.m. W B2 Hall

Participants' Briefing/Testing
10:00 a.m. W B2 Hall

Monday, April 30

Series Director's/Adult Assistants' Briefing
7:30 a.m. W A4 Hall

Competition Preliminaries
8:00 a.m.–6:00 p.m. W A4 Hall

Tuesday, May 1

Series Director's/Adult Assistants' Briefing
9:00 a.m. W B2 Hall

Competition Finals
9:30 a.m.–5:30 p.m. W B2 Hall



Business Services Marketing Series

Saturday, April 28

Series Director's/Assistant Series Directors' Briefing
8:00 a.m. W 203 BC

Sunday, April 29

Series Director's/Adult Assistants' Briefing
Noon Rosen Centre Hotel, Grand Ballroom

Participants' Briefing/Testing
1:00 p.m. Rosen Centre Hotel, Grand Ballroom

Monday, April 30

Series Director's/Adult Assistants' Briefing
7:30 a.m. W A4 Hall

Competition Preliminaries
8:00 a.m.–1:00 p.m. W A4 Hall

Tuesday, May 1

Series Director's/Adult Assistants' Briefing
9:00 a.m. W B2 Hall

Competition Finals
9:30 a.m.–5:30 p.m. W B2 Hall

Community Service Project

Saturday, April 28

Series Director's/Assistant Series Directors' Briefing
8:00 a.m. W 204 BC

Sunday, April 29

Series Director's/Adult Assistants' Briefing
8:00 a.m. W A1 Hall

Participants' Briefing/Manual Registration
9:30 a.m. W A1 Hall

Monday, April 30

Series Director's/Adult Assistants' Briefing
7:30 a.m. W B3 Hall

Competition Preliminaries
8:00 a.m.–6:00 p.m. W B3 Hall

Tuesday, May 1

Series Director's/Adult Assistants' Briefing
10:00 a.m. W B2 Hall

Competition Finals
11:00 a.m.–5:00 p.m. W B2 Hall

Report Return (state/provincial advisor or designee only)
1:00 p.m. W 205



Creative Marketing Project

Saturday, April 28

Series Director's/Assistant Series Directors' Briefing
8:00 a.m. W 204 BC

Sunday, April 29

Series Director's/Adult Assistants' Briefing
8:00 a.m. W A1 Hall

Participants' Briefing/Manual Registration
9:30 a.m. W A1 Hall

Monday, April 30

Series Director's/Adult Assistants' Briefing
7:30 a.m. W B3 Hall

Competition Preliminaries
8:00 a.m.–6:00 p.m. W B3 Hall

Tuesday, May 1

Series Director's/Adult Assistants' Briefing
10:00 a.m. W B2 Hall

Competition Finals
11:00 a.m.–5:00 p.m. W B2 Hall

Report Return (*state/provincial advisor or designee only*)
1:00 p.m. W 205



DECA Quiz Bowl

Saturday, April 28

Series Director's/Assistant Series Directors' Briefing
10:00 a.m. W 204 BC

Sunday, April 29

Series Director's/Adult Assistants' Briefing
Noon W 206

Participants' Briefing/Testing
1:00 p.m. W 206

Monday, April 30

Series Director's/Adult Assistants' Briefing
8:00 a.m. W 205 B

Holding Room
9:00 a.m.–4:00 p.m. W 205 B

Round I
9:00 a.m.–11:00 a.m. W 205 B

Round II, Round III, Round IV, Finals
1:00 p.m.–5:00 p.m. W 206



E-commerce Business Plan Event

Saturday, April 28

Series Director's/Assistant Series Directors' Briefing
8:00 a.m. W 204 A

Sunday, April 29

Series Director's/Adult Assistants' Briefing
8:00 a.m. W A3 Hall

Participants' Briefing/Manual Registration
9:30 a.m. W A3 Hall

Monday, April 30

Series Director's/Adult Assistants' Briefing
7:30 a.m. W B3 Hall

Competition Preliminaries
8:00 a.m.–6:00 p.m. W B3 Hall

Tuesday, May 1

Series Director's/Adult Assistants' Briefing
10:00 a.m. W B2 Hall

Competition Finals
11:00 a.m.–5:00 p.m. W B2 Hall

Report Return (*state/provincial advisor or designee only*)
1:00 p.m. W 205

E-commerce Management Team Decision Making Event

Saturday, April 28

Series Director's/Assistant Series Directors' Briefing
8:00 a.m. W 203 A

Sunday, April 29

Series Director's/Adult Assistants' Briefing
9:00 a.m. W B2 Hall

Participants' Briefing/Testing
10:00 a.m. W B2 Hall

Monday, April 30

Series Director's/Adult Assistants' Briefing
7:30 a.m. W A4 Hall

Competition Preliminaries
8:00 a.m.–6:00 p.m. W A4 Hall

Tuesday, May 1

Series Director's/Adult Assistants' Briefing
9:00 a.m. W B2 Hall

Competition Finals
9:30 a.m.–5:30 p.m. W B2 Hall

Entrepreneurship Participating Event

Saturday, April 28	
Series Director's/Assistant Series Directors' Briefing	
8:00 a.m.	W 204 A
Sunday, April 29	
Series Director's/Adult Assistants' Briefing	
9:00 a.m.	W 205
Participants' Briefing/Manual Registration	
10:00 a.m.	W 205
Monday, April 30	
Series Director's/Adult Assistants' Briefing	
7:30 a.m.	W B3 Hall
Competition Preliminaries	
8:00 a.m.–6:00 p.m.	W B3 Hall
Tuesday, May 1	
Series Director's/Adult Assistants' Briefing	
8:00 a.m.	W B2 Hall
Competition Finals	
9:30 a.m.–5:30 p.m.	W B2 Hall
Report Return (<i>state/provincial advisor or designee only</i>)	
1:00 p.m.	W 205

Ewing Marion
KAUFFMAN
Foundation



Entrepreneurship Promotion Project

Saturday, April 28	
Series Director's/Assistant Series Directors' Briefing	
8:00 a.m.	W 204 BC
Sunday, April 29	
Series Director's/Adult Assistants' Briefing	
8:00 a.m.	W A1 Hall
Participants' Briefing/Manual Registration	
9:30 a.m.	W A1 Hall
Monday, April 30	
Series Director's/Adult Assistants' Briefing	
7:30 a.m.	W B3 Hall
Competition Preliminaries	
8:00 a.m.–6:00 p.m.	W B3 Hall
Tuesday, May 1	
Series Director's/Adult Assistants' Briefing	
10:00 a.m.	W B2 Hall
Competition Finals	
11:00 a.m.–5:00 p.m.	W B2 Hall
Report Return (<i>state/provincial advisor or designee only</i>)	
1:00 p.m.	W 205



Entrepreneurship Written Event

Saturday, April 28	
Series Director's/Assistant Series Directors' Briefing	
8:00 a.m.	W 204 A
Sunday, April 29	
Series Director's/Adult Assistants' Briefing	
8:00 a.m.	W A3 Hall
Participants' Briefing/Manual Registration	
9:30 a.m.	W A3 Hall
Monday, April 30	
Series Director's/Adult Assistants' Briefing	
7:30 a.m.	W B3 Hall
Competition Preliminaries	
8:00 a.m.–6:00 p.m.	W B3 Hall
Tuesday, May 1	
Series Director's/Adult Assistants' Briefing	
10:00 a.m.	W B2 Hall
Competition Finals	
11:00 a.m.–5:00 p.m.	W B2 Hall
Report Return (<i>state/provincial advisor or designee only</i>)	
1:00 p.m.	W 205

Ewing Marion
KAUFFMAN
Foundation

Fashion Merchandising Promotion Plan Event

Saturday, April 28	
Series Director's/Assistant Series Directors' Briefing	
8:00 a.m.	W 204 A
Sunday, April 29	
Series Director's/Adult Assistants' Briefing	
9:00 a.m.	W 202
Participants' Briefing/Manual Registration	
10:00 a.m.	W 202
Monday, April 30	
Series Director's/Adult Assistants' Briefing	
7:30 a.m.	W B3 Hall
Competition Preliminaries	
8:00 a.m.–6:00 p.m.	W B3 Hall
Tuesday, May 1	
Series Director's/Adult Assistants' Briefing	
9:00 a.m.	W B2 Hall
Competition Finals	
9:30 a.m.–5:00 p.m.	W B2 Hall
Report Return (<i>state/provincial advisor or designee only</i>)	
1:00 p.m.	W 205



Financial Analysis Management Team Decision Making Event

Saturday, April 28

Series Director's/Assistant Series Directors' Briefing
8:00 a.m. W 203 A

Sunday, April 29

Series Director's/Adult Assistants' Briefing
9:00 a.m. W B2 Hall

Participants' Briefing/Testing
10:00 a.m. W B2 Hall

Monday, April 30

Series Director's/Adult Assistants' Briefing
7:30 a.m. W A4 Hall

Competition Preliminaries
8:00 a.m.–6:00 p.m. W A4 Hall

Tuesday, May 1

Series Director's/Adult Assistants' Briefing
9:00 a.m. W B2 Hall

Competition Finals
9:30 a.m.–5:30 p.m. W B2 Hall



Hospitality Services Management Team Decision Making Event

Saturday, April 28

Series Director's/Assistant Series Directors' Briefing
8:00 a.m. W 203 A

Sunday, April 29

Series Director's/Adult Assistants' Briefing
Noon W B2 Hall

Participants' Briefing/Testing
1:00 p.m. W B2 Hall

Monday, April 30

Series Director's/Adult Assistants' Briefing
7:30 a.m. W A4 Hall

Competition Preliminaries
8:00 a.m.–6:00 p.m. W A4 Hall

Tuesday, May 1

Series Director's/Adult Assistants' Briefing
9:00 a.m. W B2 Hall

Competition Finals
9:30 a.m.–5:30 p.m. W B2 Hall



People going placesSM

Food Marketing Series

Saturday, April 28

Series Director's/Assistant Series Directors' Briefing
8:00 a.m. W 203 BC

Sunday, April 29

Series Director's/Adult Assistants' Briefing
8:00 a.m. AL Rosen Centre Hotel, Grand Ballroom

8:00 a.m. ML Rosen Centre Hotel, Grand Ballroom

Participants' Briefing/Testing

9:00 a.m. AL Rosen Centre Hotel, Grand Ballroom

9:00 a.m. ML Rosen Centre Hotel, Grand Ballroom

Monday, April 30

Series Director's/Adult Assistants' Briefing
7:30 a.m. AL W B3 Hall

1:00 p.m. ML W B3 Hall

Competition Preliminaries

8:00 a.m.–1:00 p.m. AL W B3 Hall

1:30 p.m.–6:30 p.m. ML W B3 Hall

Tuesday, May 1

Series Director's/Adult Assistants' Briefing
9:00 a.m. AL/ML W B2 Hall

Competition Finals
9:30 a.m.–5:30 p.m. AL/ML W B2 Hall



Hotel and Lodging Management Series

Saturday, April 28

Series Director's/Assistant Series Directors' Briefing
8:00 a.m. W 203 BC

Sunday, April 29

Series Director's/Adult Assistants' Briefing
Noon Rosen Centre Hotel, Grand Ballroom

Participants' Briefing/Testing
1:00 p.m. Rosen Centre Hotel, Grand Ballroom

Monday, April 30

Series Director's/Adult Assistants' Briefing
7:30 a.m. W A4 Hall

Competition Preliminaries
8:00 a.m.–1:00 p.m. W A4 Hall

Tuesday, May 1

Series Director's/Adult Assistants' Briefing
9:00 a.m. W B2 Hall

Competition Finals
9:30 a.m.–5:30 p.m. W B2 Hall

All events will be held in the Orange County Convention Center (West Building) unless otherwise noted. All student events are listed in green.

International Business Plan Event

Saturday, April 28	
Series Director's/Assistant Series Directors' Briefing 8:00 a.m.	W 204 BC
Sunday, April 29	
Series Director's/Adult Assistants' Briefing 8:00 a.m.	W A1 Hall
Participants' Briefing/Manual Registration 9:30 a.m.	W A1 Hall
Monday, April 30	
Series Director's/Adult Assistants' Briefing 7:30 a.m.	W B3 Hall
Competition Preliminaries 8:00 a.m.–6:00 p.m.	W B3 Hall
Tuesday, May 1	
Series Director's/Adult Assistants' Briefing 10:00 a.m.	W B2 Hall
Competition Finals 11:00 a.m.–5:00 p.m.	W B2 Hall
Report Return (<i>state/provincial advisor or designee only</i>) 1:00 p.m.	W 205

Learn and Earn Project

Saturday, April 28	
Series Director's/Assistant Series Directors' Briefing 8:00 a.m.	W 204 BC
Sunday, April 29	
Series Director's/Adult Assistants' Briefing 8:00 a.m.	W A1 Hall
Participants' Briefing/Manual Registration 9:30 a.m.	W A1 Hall
Monday, April 30	
Series Director's/Adult Assistants' Briefing 7:30 a.m.	W B3 Hall
Competition Preliminaries 8:00 a.m.–6:00 p.m.	W B3 Hall
Tuesday, May 1	
Series Director's/Adult Assistants' Briefing 10:00 a.m.	W B2 Hall
Competition Finals 11:00 a.m.–5:00 p.m.	W B2 Hall
Report Return (<i>state/provincial advisor or designee only</i>) 1:00 p.m.	W 205



Marketing Research Events

Saturday, April 28	
Series Director's/Assistant Series Directors' Briefing 8:00 a.m.	W 204 BC
Sunday, April 29	
Series Director's/Adult Assistants' Briefing 8:00 a.m.	W A1 Hall
Business and Financial Services Marketing Research Event <i>Sponsored by the National Association of Mortgage Brokers</i>	W A1 Hall
General Marketing Research Event	W A1 Hall
Hospitality and Recreation Marketing Research Event <i>Sponsored by South-Western/Thomson</i>	W A1 Hall
Retail Marketing Research Event <i>Sponsored by Foot Locker, Inc.</i>	W A1 Hall
Participants' Briefing/Manual Registration 9:30 a.m.	W A1 Hall
Business and Financial Services Marketing Research Event <i>Sponsored by the National Association of Mortgage Brokers</i>	W A1 Hall
General Marketing Research Event	W A1 Hall
Hospitality and Recreation Marketing Research Event <i>Sponsored by South-Western/Thomson</i>	W A1 Hall
Retail Marketing Research Event <i>Sponsored by Foot Locker, Inc.</i>	W A1 Hall
Monday, April 30	
Series Director's/Adult Assistants' Briefing 7:30 a.m.	W B3 Hall
Competition Preliminaries 8:00 a.m.–6:00 p.m.	W B3 Hall
Tuesday, May 1	
Series Director's/Adult Assistants' Briefing 10:00 a.m.	W B2 Hall
Competition Finals 11:00 a.m.–5:00 p.m.	W B2 Hall
Report Return (<i>state/provincial advisor or designee only</i>) 1:00 p.m.	W 205



All events will be held in the Orange County Convention Center (West Building) unless otherwise noted. All student events are listed in green.

Marketing Management Series

Saturday, April 28

Series Director's/Assistant Series Directors' Briefing
8:00 a.m. W 203 BC

Sunday, April 29

Series Director's/Adult Assistants' Briefing
8:00 a.m. Rosen Centre Hotel, Grand Ballroom
Participants' Briefing/Testing
9:00 a.m. Rosen Centre Hotel, Grand Ballroom

Monday, April 30

Series Director's/Adult Assistants' Briefing
7:30 a.m. W A4 Hall
Competition Preliminaries
8:00 a.m.–1:00 p.m. W A4 Hall

Tuesday, May 1

Series Director's/Adult Assistants' Briefing
9:00 a.m. W B2 Hall
Competition Finals
9:30 a.m.–5:30 p.m. W B2 Hall

Public Relations Project

Saturday, April 28

Series Director's/Assistant Series Directors' Briefing
8:00 a.m. W 204 BC

Sunday, April 29

Series Director's/Adult Assistants' Briefing
8:00 a.m. W A1 Hall
Participants' Briefing/Manual Registration
9:30 a.m. W A1 Hall

Monday, April 30

Series Director's/Adult Assistants' Briefing
7:30 a.m. W B3 Hall
Competition Preliminaries
8:00 a.m.–6:00 p.m. W B3 Hall

Tuesday, May 1

Series Director's/Adult Assistants' Briefing
10:00 a.m. W B2 Hall
Competition Finals
11:00 a.m.–5:00 p.m. W B2 Hall
Report Return (*state/provincial advisor or designee only*)
1:00 p.m. W 205

Quick Serve Restaurant Management Series

Saturday, April 28

Series Director's/Assistant Series Directors' Briefing
8:00 a.m. W 203 BC

Sunday, April 29

Series Director's/Adult Assistants' Briefing
8:00 a.m. Rosen Centre Hotel, Grand Ballroom
Participants' Briefing/Testing
9:00 a.m. Rosen Centre Hotel, Grand Ballroom

Monday, April 30

Series Director's/Adult Assistants' Briefing
1:00 p.m. W A4 Hall
Competition Preliminaries
1:30 p.m.–6:30 p.m. W A4 Hall

Tuesday, May 1

Series Director's/Adult Assistants' Briefing
9:00 a.m. W B2 Hall
Competition Finals
9:30 a.m.–5:30 p.m. W B2 Hall

Restaurant and Food Service Management Series

Saturday, April 28

Series Director's/Assistant Series Directors' Briefing
8:00 a.m. W 203 BC

Sunday, April 29

Series Director's/Adult Assistants' Briefing
Noon Rosen Centre Hotel, Grand Ballroom
Participants' Briefing/Testing
1:00 p.m. Rosen Centre Hotel, Grand Ballroom

Monday, April 30

Series Director's/Adult Assistants' Briefing
7:30 a.m. W A4 Hall
Competition Preliminaries
8:00 a.m.–1:00 p.m. W A4 Hall

Tuesday, May 1

Series Director's/Adult Assistants' Briefing
9:00 a.m. W B2 Hall
Competition Finals
9:30 a.m.–5:30 p.m. W B2 Hall

A Word to Our Series Directors and Adult Assistants

The assistance of volunteers is critical to the successful operation of the competitive events program, the election of officers, the leadership academies and the other functions of DECA's International Career Development Conference. Briefings for series directors and adult assistants are scheduled throughout the conference and are critical for the success of the programs. Volunteers should check the program and report to the appropriate briefing session. DECA extends a special thank you to our volunteers for their continued support of and dedication to DECA and Marketing Education.

All events will be held in the Orange County Convention Center (West Building) unless otherwise noted. All student events are listed in green.

Retail Merchandising Series

Saturday, April 28

Series Director's/Assistant Series Directors' Briefing
8:00 a.m. W 203 BC

Sunday, April 29

Series Director's/Adult Assistants' Briefing
8:00 a.m. Rosen Centre Hotel, Grand Ballroom
Participants' Briefing/Testing
9:00 a.m. Rosen Centre Hotel, Grand Ballroom

Monday, April 30

Series Director's/Adult Assistants' Briefing
1:00 p.m. W A4 Hall
Competition Preliminaries
1:30 p.m.–6:30 p.m. W A4 Hall

Tuesday, May 1

Series Director's/Adult Assistants' Briefing
9:00 a.m. W B2 Hall
Competition Finals
9:30 a.m.–5:30 p.m. W B2 Hall



Sports and Entertainment Marketing Series

Saturday, April 28

Series Director's/Assistant Series Directors' Briefing
8:00 a.m. W 203 BC

Sunday, April 29

Series Director's/Adult Assistants' Briefing
Noon Rosen Centre Hotel, Grand Ballroom
Participants' Briefing/Testing
1:00 p.m. Rosen Centre Hotel, Grand Ballroom

Monday, April 30

Series Director's/Adult Assistants' Briefing
7:30 a.m. W A4 Hall
Competition Preliminaries
8:00 a.m.–1:00 p.m. W A4 Hall

Tuesday, May 1

Series Director's/Adult Assistants' Briefing
9:00 a.m. W B2 Hall
Competition Finals
9:30 a.m.–5:30 p.m. W B2 Hall

Sports and Entertainment Marketing Management Team Decision Making Event

Saturday, April 28

Series Director's/Assistant Series Directors' Briefing
8:00 a.m. W 203 A

Sunday, April 29

Series Director's/Adult Assistants' Briefing
Noon W B2 Hall
Participants' Briefing/Testing
1:00 p.m. W B2 Hall

Monday, April 30

Series Director's/Adult Assistants' Briefing
7:30 a.m. W A4 Hall
Competition Preliminaries
8:00 a.m.–6:00 p.m. W A4 Hall

Tuesday, May 1

Series Director's/Adult Assistants' Briefing
9:00 a.m. W B2 Hall
Competition Finals
9:30 a.m.–5:30 p.m. W B2 Hall



Stock Market Game

Saturday, April 28

Series Director's/Assistant Series Directors' Briefing
8:00 a.m. W 204 BC

Sunday, April 29

Series Director's/Adult Assistants' Briefing
8:00 a.m. W A1 Hall
Participants' Briefing/Manual Registration
9:30 a.m. W A1 Hall

Monday, April 30

Series Director's/Adult Assistants' Briefing
7:30 a.m. W B3 Hall
Competition Preliminaries
8:00 a.m.–5:00 p.m. W B3 Hall

Tuesday, May 1

Series Director's/Adult Assistants' Briefing
9:00 a.m. W B2 Hall
Competition Finals
9:30 a.m.–5:30 p.m. W B2 Hall
Report Return (state/provincial advisor or designee only)
1:00 p.m. W 205

Technical Sales Event

Saturday, April 28

Series Director's/Assistant Series Directors' Briefing
8:00 a.m. W 204 A

Sunday, April 29

Series Director's/Adult Assistants' Briefing
Noon W 205

Participants' Briefing/Testing
1:00 p.m. W 205

Monday, April 30

Series Director's/Adult Assistants' Briefing
7:30 a.m. W B3 Hall

Competition Preliminaries
8:00 a.m.–6:00 p.m. W B3 Hall

Tuesday, May 1

Series Director's/Adult Assistants' Briefing
9:00 a.m. W B2 Hall

Competition Finals
9:30 a.m.–5:30 p.m. W B2 Hall

Virtual Business™ Challenge

Saturday, April 28

Virtual Business™ Challenge Briefing (*required*)
5:00 p.m. W 205

Virtual Business™ Challenge—Sports
6:00 p.m.–7:00 p.m. (*Last session starts 6:30 p.m.*) W 205

Virtual Business™ Challenge—Retailing
7:00 p.m.–8:00 p.m. (*Last session starts 7:30 p.m.*) W 205

Sunday, April 29

Virtual Business™ Challenge—Retailing
10:30 a.m.–3:30 p.m. (*Last session starts 3:00 p.m.*)
W B1 Hall

Virtual Business™ Challenge—Sports
11:00 a.m.–4:00 p.m. (*Last session starts 3:30 p.m.*)
W B1 Hall

Monday, April 30

Virtual Business™ Challenge—Retailing
9:30 a.m.–2:30 p.m. (*Last session starts 2:00 p.m.*)
W B1 Hall



**Knowledge
Matters, Inc.**

Travel and Tourism Marketing Management Team Decision Making Event

Saturday, April 28

Series Director's/Assistant Series Directors' Briefing
8:00 a.m. W 203 A

Sunday, April 29

Series Director's/Adult Assistants' Briefing
Noon W B2 Hall

Participants' Briefing/Testing
1:00 p.m. W B2 Hall

Monday, April 30

Series Director's/Adult Assistants' Briefing
7:30 a.m. W A4 Hall

Competition Preliminaries
8:00 a.m.–6:00 p.m. W A4 Hall

Tuesday, May 1

Series Director's/Adult Assistants' Briefing
9:00 a.m. W B2 Hall

Competition Finals
9:30 a.m.–5:30 p.m. W B2 Hall

2007 Election Sessions

Saturday, April 28

Officer Candidate Orientation/Testing/Interviews
9:00 a.m. W 305 A

Nominating Committee Briefing
9:00 a.m. W 305 B

Sunday, April 29

Voting Delegates Briefing/Presidential Campaign Session
3:30 p.m. W 110

Regional Campaign Sessions
Central Region Campaign Session W 102

North Atlantic Region Campaign Session W 101

Southern Region Campaign Session W 110

Western Region Campaign Session W 105

Tuesday, May 1

Voting Delegates' Seating
11:00 a.m. W 110

Business and Election Session
11:30 a.m. W 110

Advisor Academy

Skill enhancement for new and developing advisors

Sunday, April 29

Orientation to the Academy/Chapter Organization	9:00 a.m.	W 307 AB
Program of Work, Chapter Activities, Promotion	10:45 a.m.	W 307 AB
Lunch (<i>on your own</i>)		
Conferences, Traveling, Competitive Events Basics	1:00 p.m.	W 307 AB
Fund-raising Approaches and Ideas	2:00 p.m.	W 307 AB

Monday, April 30 (*New and Developing Advisors*)

Participants registered in the New Advisor Academy may receive academy credit for attending Professional Development Workshops labeled as alternatives to the Monday academy sessions. See page 56 for details.

Curriculum Aids: MarkED LAPs, the National Standards and Performance Indicators	Dr. James Gleason, MarkED	9:00 a.m.	W 311 CD
Break—Sponsored by Target		10:15 a.m.	W 311 CD
Relations with the Business Community/ Advisory Board		10:45 a.m.	W 311 CD
Lunch (<i>on your own</i>)			
Preparing Members for Role-play Events		1:00 p.m.	W 311 CD
Teaching through Written Competitive Events		2:00 p.m.	W 311 CD
Certificate Presentation/Adjourn		3:00 p.m.	W 311 CD

Leadership Development Academy

Facilitated by FOCUS

Sunday, April 29

Adult Assistants' Briefing	8:00 a.m.	W 110
Participants' Registration	8:30 a.m.	W 110
Leadership Development Academy	9:00 a.m.	W 110

Monday, April 30

Adult Assistants' Briefing	8:00 a.m.	W 110
Leadership Development Academy	9:00 a.m.	W 110
Leadership Development Academy Graduation	4:00 p.m.	W 110



Chapter Management Academy

Facilitated by Rhett Laubach, *Your Next Speaker*

Sunday, April 29

Adult Assistants' Briefing	8:00 a.m.	W 208
Chapter Management Academy	9:00 a.m.	W 208

Monday, April 30

Adult Assistants' Briefing	8:00 a.m.	W 208
Chapter Management Academy	9:00 a.m.	W 208



DECA LEADS

Facilitated by TRI Leadership

Sunday, April 29

Adult Assistants' Briefing	8:00 a.m.	W 207
DECA LEADS	9:00 a.m.	W 207

Monday, April 30

Adult Assistants' Briefing	8:00 a.m.	W 207
DECA LEADS	9:00 a.m.	W 207



Senior Management Institute

Facilitated by Phil Boyte, *Learning for Living, Inc.* and Bill Cordes, *Cordes Keynotes & Seminars*

Sunday, April 29

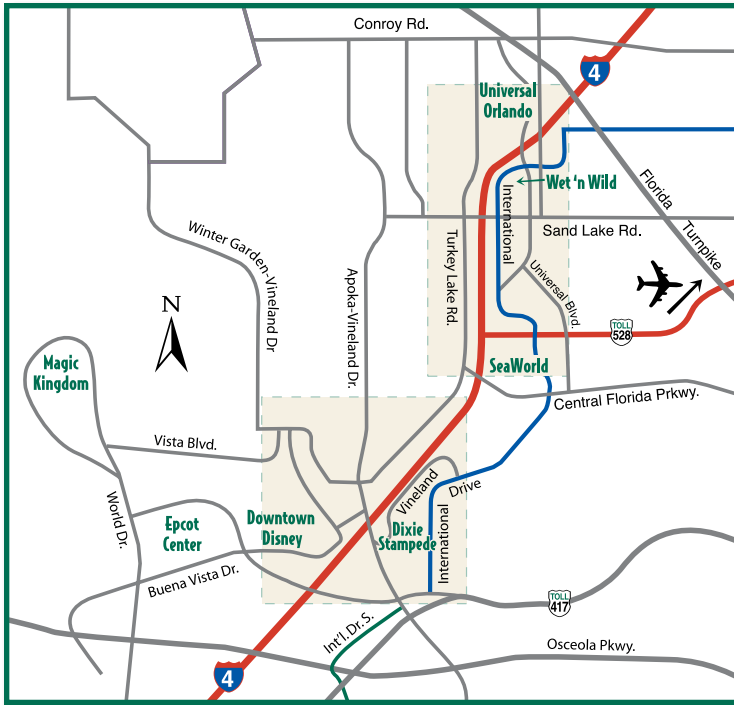
Adult Assistants' Briefing	8:00 a.m.	W 304
Senior Management Institute	8:30 a.m.	W 304
Executive Mentorship Program	10:00 a.m.	W 304

Monday, April 30

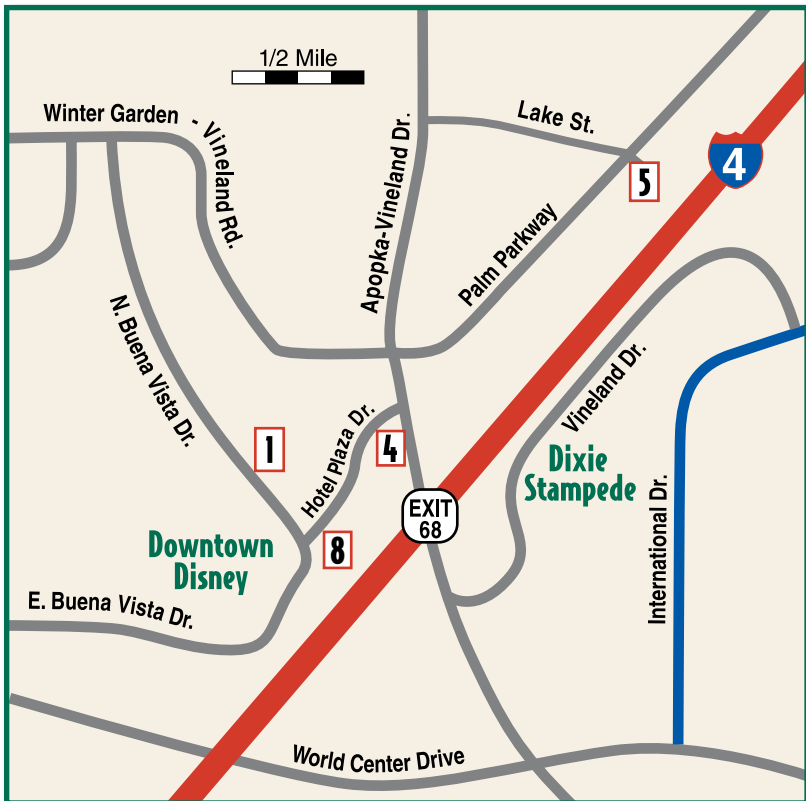
Adult Assistants' Briefing	8:00 a.m.	W 304
Senior Management Institute	8:30 a.m.	W 304



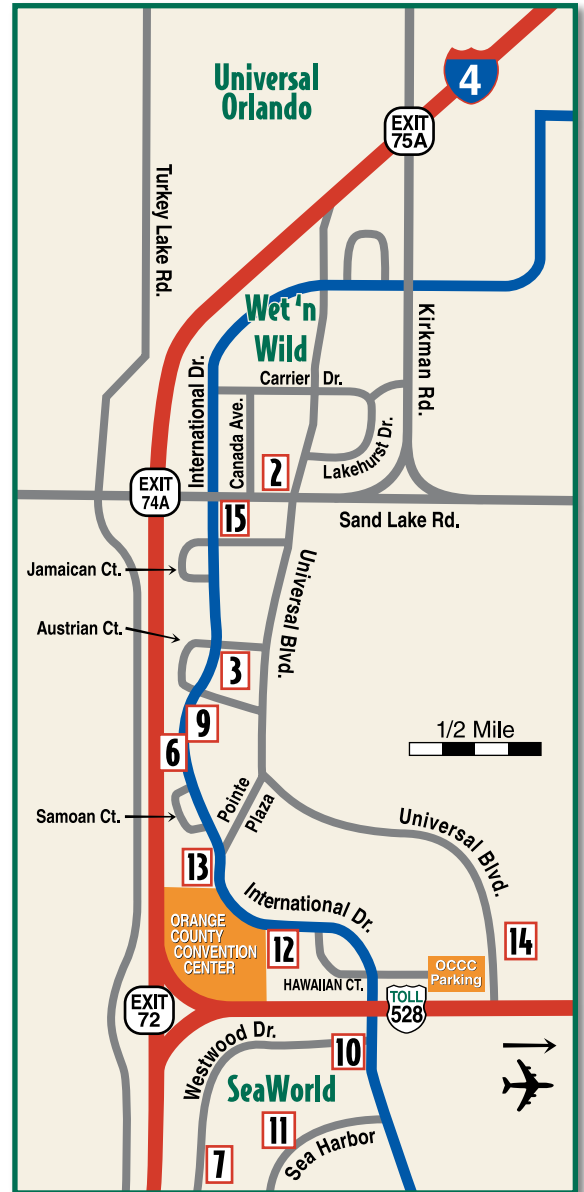
Orlando Area Maps



Downtown Disney Area



I-Drive Area



Index to Orlando Area Hotels

- | | |
|------------------------------|--|
| 1. Buena Vista Palace | 9. Homewood Suites |
| 2. Crowne Plaza Hotel | 10. International Plaza Resort and Spa |
| 3. Doubletree Castle Hotel | 11. Renaissance Orlando Resort |
| 4. Doubletree Guest Suites | 12. Rosen Centre Hotel |
| 5. Embassy Suites LBV Resort | 13. Rosen Plaza Hotel |
| 6. Embassy Suites I-Drive | 14. Rosen Shingle Creek Resort |
| 7. Hilton Garden Inn | 15. Wyndham Orlando Resort |
| 8. Hilton in the WDW Resort | |

Transportation During the Conference

DECA Shuttle/Tour Buses

★ *Hotel shuttle buses will have the name(s) of the hotel(s) in the window.*

★ *Tour buses will have the name of the tour in the window.*

Route 1 (Red): For participants staying at the Crown Plaza Universal and Wyndham Orlando.

Route 2 (Blue): For participants staying at the Doubletree Castle, Homewood Suites and Embassy Suites I-Drive.

Route 3 (Green): For participants staying at the Shingle Creek Resort.

Route 4 (Purple): For participants staying at the Hilton Garden Inn, International Plaza Resort, Renaissance Orlando.

Route 5 (Orange): For participants staying at the Buena Vista Palace.

Route 6 (Raspberry): For participants staying at the Hilton WDW Resort, Doubletree Guest Suites and Embassy Suites LBV.

Route 7 (Pink): *For tour buses only* for participants staying at the Rosen Centre and Rosen Plaza.

Daily Conference Shuttle Schedule

Saturday, April 28 4:00 p.m.–Midnight*

Sunday, April 29 7:00 a.m.–Midnight*

Monday, April 30 7:00 a.m.–9:00 p.m.*

Tuesday, May 1 6:30 a.m.–Midnight*

*Last departure from the Orange County Convention Center to return to the hotels.

Tour Bus Schedule

Saturday, April 28 DECA Day at Universal Orlando 8:30 a.m.–6:00 p.m.

Buses leave from each hotel. See tour bus schedule in hotel lobby. Between 12:30 p.m. and 2:00 p.m. the tour buses will return only to the Orange County Convention Center, not directly to the hotels. Participants can transfer at the convention center to the hotel conference shuttle. Last bus leaves Universal Orlando at 6:00 p.m. to return to the hotels.

Sunday, April 29 DECA Day at SeaWorld 11:30 a.m.–8:00 p.m.

Buses leave from each hotel. See tour bus schedule in hotel lobby. Between 2:30 p.m. and 4:00 p.m. the tour buses will return only to the Orange County Convention Center, not directly to the hotels. Participants can transfer at the convention center to the hotel conference shuttle. Last bus leaves SeaWorld at 8:00 p.m. to return to the hotels.

Tuesday, May 1 DECA Day at Disney World 10:30 a.m.–6:00 p.m.

Buses leave from each hotel. See tour bus schedule in hotel lobby. Last bus leaves Disney Transportation Center at 6:00 p.m. to return to the hotels.

Professional Development Workshops

Monday, April 30

All advisors are welcomed to attend these Professional Development workshops. Those registered in the New Advisor Academy may receive Academy credit for attending the workshops labeled as alternatives to the Monday Academy sessions (*Academy Alt*).

Positive Psychology: What We Know Makes People Happy (*Academy Alt*)

Presenter: Brian Buford, Ph.D., *Target*

9:00 a.m.–10:15 a.m.

Room W 311 B

This unit of actual training given to Target employees is based on new research into what makes people happy and fulfilled in life. The workshop will identify what contributes to overall life satisfaction with tips for improving one's quality of life.

10:15 a.m.–10:45 a.m.

Break—*Sponsored by Target*—for those attending the Target sessions and the New Advisor Academy.

Developing New Leaders (*Academy Alt*)

Presenter: Brian Buford, Ph.D., *Target*

10:45 a.m.–11:30 a.m.

Room W 311 B

Leaders are made, not born! This unit of actual training given to Target employees identifies principles of leadership development, how to identify leaders early, and what we can do to cultivate and enrich leadership potential.

Marketing Research Topic: 2007–2008

1:00 p.m.–1:45 p.m.

Rooms W 311ABEF

This workshop will unveil next year's topic for the Marketing Research Events. Get a head start on your event preparation by learning about the marketing research task for the coming year and how your colleagues will be approaching it.

School Store Swap (*Academy Alt*)

2:00 p.m.–2:45 p.m.

Rooms W 311 AB

In this workshop, a panel of advisors with gold-level certified school-based enterprises (SBEs) will present best practices and success stories. All attendees will be invited to share their ideas. Come to swap and share.

What's New in DECA Competitive Events?

3:00 p.m.–3:45 p.m.

Rooms W 311 AB

Each year DECA's Competitive Events Program becomes more comprehensive and current. Come to this session to learn about changes for next year and discuss your ideas with representatives of DECA's Competitive Events Task Force.

Business Partner Workshops

Monday, April 30



Curriculum Aids



Fund-raising Projects



School Store Products

9:00 a.m. Workshops



Bring Business to Life with GoVenture Educational Simulations and Games!

Presenter: Mathew Georghiou, *CEO and Lead Simulation Designer*; Patricia MacNeil, *Business Development, MediaSpark Inc.*

9:00 a.m.–9:45 a.m.

Room W 311 E

Energize your class! Make teaching and learning business and life skills easier and more fun than ever before! See the most realistic educational simulations and games ever available for Business, Entrepreneurship, Marketing, Accounting, Personal Finance, Investing and more. Designed specifically for education, GoVenture simulations, board games and card games have won numerous international awards and are used in schools, homes, and business and career centers throughout North America and internationally. Attend the presentation and visit our booth to WIN PRIZES, pickup a free TRIAL CD and learn about the many FREE RESOURCES available! Visit www.goventure.net for details.



SnapShot Frenzy (Frenzy-Free Fundraising)

Presenter: Dan Ledeboer, *President, SnapShot Frenzy, Inc.*

9:00 a.m.–9:45 a.m.

Room W 311 F

School fundraising with zero inventory, no direct selling, no overhead and no stress!



Expanding Educational Opportunities throughout the International Community

Presenter: Kelli Crooks, *Program Assistant, People to People Student Leader Programs*

9:00 a.m.–9:45 a.m.

Room W 311 G

People to People Student Leader Programs provides the opportunity to expand educational journeys throughout the international community. Learn how you, as an educator, can help your students gain an edge in the college admissions race. Join us for a brief presentation and video about the People to People Student Leader Programs, and how both you and your students can become involved in this life shaping opportunity.

10:00 a.m. Workshops



Better Merchandising + Better Networking = Better Sales!

Presenter: James W. McCollough II, *National Sales Director, J. America Sportswear*

10:00 a.m.–10:45 a.m.

Room W 311 E

This is an interactive workshop designed to increase sales in your school store through improved merchandising and networking. We will discuss proven merchandising techniques for your store, as well as how to network with the various clubs, sports teams, music department and special events staff to create sales opportunities for your store. You will learn how to coordinate a fundraiser in a few easy steps. Participants in this workshop will receive the gift of a J. America Sportswear T-shirt.



Take Your DECA Program to the Next Level with Thinking Economics

Presenter: Kathy Miles, *Teacher Support Specialist, Thinking Economics*

10:00 a.m.–10:45 a.m.

Room W 311 F

How do you make sure your students take the stage, especially when economics stands in the way? Discover a computer-based program that gives your students the economic knowledge they need to succeed in all the competitive events. You'll explore teaching strategies that make sure your students are competing at their peak potential.



The Seven Steps to a Sale

Presenter: Renee Heigel, *Midwest Region Campus Relations Manager, Vector Marketing/Cutco Cutlery*

10:00 a.m.–10:45 a.m.

Room W 311 G

There is a proven method to successfully selling a product or service. This workshop will detail the "Seven Steps to a Sale" that will dramatically help your students in their sales and marketing endeavors. Learn the importance of establishing rapport, identifying problems and presenting appropriate solutions, comparing with competitive products/services, offering clients real choices and creating an urgency to buy. This is a "must attend" for the sales minded—novice or expert.

11:00 a.m. Workshops



The You Can School Program

Presenter: Scott J. Farrell, *National Director of Educational Outreach, Army National Guard*

11:00 a.m.–11:45 a.m.

Room W 311 E

The award-winning You Can School Program has 30 cutting-edge multimedia and video presentations that introduce students to all kinds of life skills—everything from immediate-needs issues like leadership skills, communication skills, problem solving and conflict resolution to long-term goal-setting issues like college prep, budgeting and

civics. Come find out how these programs keep your students engaged while empowering them with skills they can use for a lifetime.



Fundraising 101: How to Make Magazine Fundraising Work for You

Presenter: Pete Bryden, *Associate Director, ESPN Coaches Fundraising Program*

11:00 a.m.–11:45 a.m.

Room W 311 F

During this interactive discussion you will discover the benefits of incorporating ESPN Fundraising into your teaching curriculum. In this informative workshop, you will learn why ESPN Fundraising has partnered with DECA and how we can help your chapter raise funds. Whether it is to differ travel costs associated with DECA competitive events or as a part of a local community service project, fundraising is a great tie-in to any sales or marketing lesson.



Great Spiritwear Promotions for High School Stores

Presenter: Jay Burton, *High School Specialist, MV Sport*

11:00 a.m.–11:45 a.m.

Room W 311 G

Jay Burton will discuss Great Spiritwear made for high school stores, including decorated hoodies, tees, headwear and outerwear. He will cover promotions, novel marketing ideas and key selling times.

1:00 p.m. Workshops



Raising Funds and Preparing for College with The Princeton Review

Presenter: Erin Stockdill, *Manager of High School Sales and Marketing, The Princeton Review*

1:00 p.m.–1:45 p.m.

Room W 311 G

The Princeton Review offers a discussion of the benefits of using its practice SAT or ACT fundraiser program, along with its College Admissions Resources. Among the benefits for students are experience and practice with the SAT and ACT, increased confidence and knowledge of these standardized tests and the college admissions process, improved college application quality and the opportunity to build DECA business skills with a fundraiser micro-enterprise. The benefit for the chapter is the ability to raise funds with a community conscious program.



Building Wealth—How to Become a Millionaire

Presenter: Bob O'Hara, *Senior Vice President of Development, BetterInvesting*

1:00 p.m.–1:45 p.m.

Room W 311 H

Learn about the Building Wealth curriculum developed by MarkED and the educational partnership between DECA and BetterInvesting. Our goal is to teach students and teachers how to start a lifetime program of successful, long-term investing with little money and no experience. The yearn to learn and a little discipline is all that you need.