

2011
Georgia DECA
Fall Conference Guide



Fall Leadership Development Conference
Crowne Plaza Ravinia • Atlanta, GA
October 27-28, 2011



**Georgia DECA
Fall Leadership Development Conference
October 27-28, 2011
Crowne Plaza Ravinia
Atlanta, GA**

Registration

Registration will be available online from **August 1-October 18, 2011** on the Georgia DECA website at www.gadeca.org/events.htm.

Payment must be in the state office by **Friday, October 21, 2011**

Early Bird Registration (Entered by October 10, 2011) <i>Students & Advisors</i>	\$50.00
Regular Registration (Entered from October 11-18, 2011) <i>Students & Advisors</i>	\$60.00
Chaperone Registration (Entered by October 18, 2011)	\$25.00

Registration will include: admission to all sessions, Thursday night dance w/ refreshments, conference materials, Friday breakfast, participation certificate & a conference t-shirt

According to the Georgia DECA Chaperone Policy, there must be 1 paid advisor/chaperone per 10 students present per chapter.

Deadlines

Early Bird Registration	August 1-October 10, 2011
Regular Registration	October 11-18, 2011
Hotel Room List & Chaperone Policy (to Crowne Plaza)	October 12, 2011
Membership Recruitment Entry Form (in office)	October 18, 2011
Foundation Theme Basket Sign Up Form (in office)	October 18, 2011
Payment DUE (in office)	October 21, 2011

**Send Payment to:
Georgia DECA
P O Box 189
Oxford,GA 30054**

Tentative Agenda

Georgia DECA Fall Leadership Development Conference October 27-28, 2011

Thursday, October 27, 2011

Pre-Conference Workshops	1:00pm-4:15pm
Registration (Advisors Only)	1:00pm-7:00pm
Membership Recruitment Event Setup	4:00pm-7:00pm
College Fair	4:00pm-7:00pm
Foundation Theme Baskets	4:00pm-11:30pm
Statesman Award Testing	2:00pm-7:00pm
Opening Session	8:00pm
Dance & Foundation Theme Basket Drawing	10:30pm-11:30pm
Curfew	11:45pm

Friday, October 28, 2011

Continental Breakfast	7:30am-8:30am
Leadership Sessions	8:30am-9:15am 9:20am-10:05 am 10:10am-10:55am 11:00am-11:45am
Advisor Session	9:30am-10:30am
Closing Session	12:00pm-1:15pm

Conference Highlights

Registration

Registration will be open on Thursday from 1pm-7pm in the pre-function area of the ballrooms. Advisors may pick up registration materials & t-shirts at this time.

Pre-Conference Workshops

Your 2011-2012 State Action Team will lead your students through leadership workshops that will motivate them to “Aspire Higher” and get involved with DECA!

Statesman Award Testing

The Statesman Award recognizes state officers, local officers, local members, and advisors who have a mastery of basic DECA information and facts. A study guide is provided in this packet and should be studied prior to the test. Students will take a multiple choice, scantron test over the information in the study guide. Students & Advisors who earn 90% or higher will earn their Statesman Award and will be awarded an official Statesman Award Lapel Pin and a Statesman Award Certificate during the Closing Session. To register for the Statesman Award, click the “Statesman Award” option under item on the online registration site for each participant. **There is no cost to participate in the Statesman Award Testing this year.** Registration is required prior to the conference. There will be no on-site registration for the Statesman Award. The time window for the testing is Thursday, 2-7pm. Students may take the test during this time. No participants will be admitted after 6:45pm.

Foundation Theme Baskets

Help support the Georgia DECA Foundation by donating a theme Basket. Baskets need to be brought to the Foundation Basket tables during Registration. To help anticipate the number of baskets we will receive please see the Foundation Theme Baskets Sign Up Form in this packet for more information and to submit a basket. Winning Baskets will be drawn during the dance and ready for pickup after the dance is over.

DECA Dance

A dance will take place on Thursday night after the Opening Session. Time will be allotted for students to change into casual clothes for the dance. Refreshments will be served. Security Officers will be on site. Advisors will be expected to monitor and chaperone students during the dance. **Dress Code: Conference t-shirt, jeans, tennis shoes, conference name badge**

Friday Breakfast

Breakfast will be served in the lobby area of the ballrooms. Breakfast will include muffins and pastries, coffee & juice. Students and Advisors may also purchase breakfast on their own prior to the first session.

Leadership Sessions

Students and Advisors will be given the opportunity to experience many different workshops that will focus on, but not limited to, membership, chapter activities, state and national projects, public relations, team building, advisor resources, etc.

Things To Know

Online Registration

Registration for the Fall Leadership Development Conference will be online at <http://www.gadeca.org/events.htm>. All attendees must be registered. To Register for the Statesman, click "item" next to each student/advisor that wants to participate. Invoices will be available on the online registration site and receipts will be emailed once payment is received. DO NOT include your hotel payment with your registration payment.

Hotel Reservation Forms & Information

The Hotel Reservation Form in this packet must be typed and faxed to 770-522-9257 by October 12, 2011. You will receive confirmation from the Hotel within two days. All conference attendees must be housed at the conference hotel. Georgia DECA has a special rate of \$115.00 plus tax. Check-in is at 4:00pm and check-out is 12:00pm. Please make sure you ONLY receive a QUAD room if you have 4 students in that room. The hotel has king rooms with pull out available.

Hotel Chaperone Policy Form

The Hotel Chaperone Policy Form in this packet must be completed and faxed in along with your Hotel Room Reservations.

Georgia DECA Permission/Professional Standards Form

Each person attending the Conference must read and sign the Permission Form and Professional Standards Form. Copies of these forms must be kept by the DECA Chapter Advisor during the conference.

ADVISOR CHECKLIST

- All students and advisors are paid, affiliated members of DECA & Georgia DECA
- All attendees have been entered and submitted on the Conference registration site no later than October 18th.
- All students and advisors participating in the Statesman Award Testing have been submitted (by clicking Statesman Award by each persons name under items on the registration site)
- Hotel Room Reservation Form and Chaperone Policy Form have been faxed no later than October 12th.
- Membership Recruitment Entry Form has been emailed to georgiadeca@gmail.com no later than October 18th (if applicable)
- Foundation Theme Basket Event Form has been emailed to georgiadeca@gmail.com no later than October 18th (if applicable)
- Payment has been paid in full and received by the State Office no later than October 21st.

GEORGIA DECA PROFESSIONAL STANDARDS

For each person attending any Georgia DECA sponsored conference, he/she must read and sign the code of conduct. A copy of the code of conduct must be turned in for each person attending the conference. Deviation from this Code of Conduct could result in the student/school being sent home from the DECA activity.

Georgia DECA wants every person to have an enjoyable experience with every attention paid to safety and comfort. All participants will be expected to conduct themselves in a manner best representing the nation=s greatest student organization.

Note that attendance is not mandatory. By voluntarily participating, you agree to follow the official conference rules and regulations or forfeit your personal rights to participate. We are proud of our students and know that by signing this Code of Conduct, you are simply reaffirming your dedication to be the best possible representative of Georgia DECA.

- 1. I will, at all times, respect all public and private property, including the hotel/motel in which I am housed.**
- 2. I will spend each night in the room of the hotel/motel to which I am assigned.**
- 3. I will strictly abide by the curfew established and shall respect the rights of others by being as quiet as possible after curfew.**
- 4. I will not visit in the sleeping room of the opposite sex.**
- 5. I will not use alcoholic beverages. I will not use drugs unless I have been ordered to take certain prescription medications by a licensed physician. If I am required to take medication, I will at all times, have the orders of the physician on my person.**
- 6. I will not leave the hotel/motel without the express permission of my advisor. Should I receive permission, I will leave a written notice of where I will be. My conduct shall be exemplary at all times.**
- 7. I will keep my advisor informed of my whereabouts at all times.**
- 8. I will, when required, wear my official identification badge.**
- 9. I will respect official DECA dress and not smoke while wearing it.**
- 10. I will attend & be on time for, all general sessions & activities that I am assigned to and registered for.**
- 11. I will adhere to the dress code at all required times.**
- 12. I will act respectfully at the dance or I understand that I will be ask to leave.**

Attending the DECA Dance is a privilege. All attendees must abide by the following guidelines:

- Sexually explicit dancing also known as “dirty dancing”, “freaking”, or “sandwich dancing” is not permitted. Any dance simulating sexual moves is not allowed.
- At the discretion of the DECA advisors, chaperones, or security, a student may be asked to leave the dance for inappropriate dancing or inappropriate behavior.
- School dress codes apply to the DECA dance. Jeans and a DECA t-shirt would be considered appropriate attire. Midriffs, spaghetti straps, muscle shirts, pajamas, and mini skirts ARE NOT considered appropriate. Students in dress code violation will be ask to leave the dance.

Code of Conduct Agreement

I agree that if, for any reason, I am in violation of any of the rules of the conference, I may be brought before the appropriate discipline committee for an analysis of the violation. I also agree to accept the penalty imposed on me. I understand that any penalty and reasons for it will be explained to me before it is carried out. I further realize that this conference is designed to be an educational function and all plans are made with that objective.

Student Attendee Signature

Advisor Signature

Copies of this form must be kept on hand by the DECA Chapter Advisor during the conference.

GEORGIA DECA CONFERENCE ATTENDANCE PERMISSION FORM

This is to certify that _____
(Print Student's Name)

has my permission to attend the DECA activity on _____
(Print Date)

I also do hereby, on behalf of _____
(Print School Name)

absolve and release the school officials, the DECA chapter advisors and the assigned state DECA staff from any claims for personal injuries which might be sustained while in route to and from or during the DECA sponsored activity. I understand that during the conference, Georgia DECA will be taking pictures of students and advisors to use in promotional material. It is also my understanding that the mode of transportation will be _____
(Print Mode of Transportation)

EMERGENCY

I 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.

We have read and agree to abide by the DECA Professional Standards. We also agree that the school officials, the DECA chapter advisors and/or the state DECA staff have the right to send the above name student home from the activity, provided that he/she has violated the DECA Professional Standards and/or his/her conduct has become a detriment to the success of the conference. We also understand he/she will not be allowed to attend another GA/National DECA Event.

Print Name of Student Attending

Student Signature

Insurance Company Name

Policy Number

If insurance information is not provided, all signatures below are made in acknowledgement of the fact.

Parent/Guardian Signature

Home Phone Number

Chapter Advisor

School Official Signature

Please note: Copies of this form must be kept on hand by the DECA Chapter Advisor during the conference.

DRESS CODE WILL BE ENFORCED

From the time students and advisors leave home, until their return, and throughout the conference, delegates shall adhere to the following dress code requirements.

Males

- 1. Young men will be dressed in appropriate business-like attire suitable to each occasion. No shorts, blue jeans, cutoffs, or T-shirts will be allowed during any session.**
- 2. Business attire dress slacks, collared shirt and tie, shoes (no tennis shoes or flip flop sandals) and socks will be expected at all times.**
- 3. A DECA blazer worn with neat slacks, shirt and tie will be considered appropriate attire for any occasion and is highly recommended.**

Females

- 1. Young women will be dressed in appropriate business-like attire suitable to each occasion. No shorts, blue jeans, cutoffs, or T-shirts will be allowed during any session.**
- 2. Business attire skirts and blouses, suits, dresses or professional pant suits/slacks and dress blouse with appropriate undergarments, shoes (pumps, heels or flats; no tennis shoes or flip flop sandals) and panty hose/stockings will be expected. Skirts/dresses should not be more than 2 inches above the knee**
- 3. A DECA blazer worn with neat business-like skirts and blouses will be considered appropriate for any occasion and is highly recommended.**

Dance Attire

Conference T-shirts, Jeans, Tennis Shoes, and conference name badge will be acceptable attire for Thursday Night's Dance. Students and Advisors will not be admitted into Opening Session with this attire on. There will be time allotted to change before the dance begins.

*****Students and Advisors that do not meet these dress code guidelines will be asked to leave and change into appropriate Dress Code Attire.***



We are pleased to have been selected as one of the hotels for this week's tournament/competition. Most athletes, coaches, chaperones, and parents understand the need for responsible behavior while staying in a hotel. Therefore, for the comfort and safety of all of our guest, we have instituted the following polices:

1. The guest signing for each room(s) will be the person responsible for that room actions.
2. Please conduct yourself as ladies and gentlemen. Proper dress is required in all common areas of the hotel.
3. Please refrain from congregating in the halls, lobby and walkways. Please remember we have other guests in the hotel that are not apart of your group.
4. When departing or returning to the hotel, please do so in a mannerly and quiet fashion.
5. Please keep your rooms as orderly as possible. If you order food to be delivered from outside of the hotel, please dispose of the leftovers properly.
6. An adult is required to be with minors in the hotel public areas at all times. Coaches, chaperones, and parents are responsible for the team member's actions.
7. While in your room, please keep the television and radio volume at a moderate level. Also, please remember that talking voices carry through walls-please keep conversations at a moderate level.
8. Pulling fire alarms is a felony offense and will not be permitted.
9. Loud, obscene or boisterous behavior will not be tolerated and will result in only one warning.
10. A curfew of 10:00pm is in affect-please reduce your sound levels (talking, televisions, radios, etc.) to a low level at that time for the remainder of the night.

We know that the vast majority of our guests realize that these rules are for everyone's benefit, including their own. However, in the event that any person(s) or registered guest found NOT in compliance with any of the above rules, they will be subject to immediate eviction from the hotel by management or security, without refund (and will be charged for the full length of the reservation).

In addition, we have been instructed by the host organization of this tournament/competition to report such eviction to them, as it may have consequences to that team's status in the tournament.

Chaperone's Printed Name

Signature

School Representing

GEORGIA DECA FALL CONFERENCE 2011
Group Room Reservation Form List
FAX TO: CROWNE PLAZA RAVINIA 770-522-9257

DECA Chapter:

Advisor:

School Address:

City:

Zip:

School Phone #:

Fax #:

Cell or Home #:

Email Address:

Payment Guaranteed By:

Card #:

EXP #

Arriving by:
(bus, van, etc.)

Estimated Time of Arrival:

Total # of Rooms Reserved:

NAMES MUST BE TYPED!!!! NO MORE THAN FOUR GUESTS TO A ROOM!!!!

S = Student A = Advisor SP = Spouse

	Name(s) Last Name First	S/A/SP	M/F	Arrive	Departure
Room					
No.					

	Name(s) Last Name First	S/A/SP	M/F	Arrive	Departure
Room					
No.					

	Name(s) Last Name First	S/A/SP	M/F	Arrive	Departure
Room					
No.					

DECA Chapter:

Advisor:

	Name(s) Last Name First	S/A/SP	M/F	Arrive	Departure
Room					
No.					

	Name(s) Last Name First	S/A/SP	M/F	Arrive	Departure
Room					
No.					

	Name(s) Last Name First	S/A/SP	M/F	Arrive	Departure
Room					
No.					

	Name(s) Last Name First	S/A/SP	M/F	Arrive	Departure
Room					
No.					

	Name(s) Last Name First	S/A/SP	M/F	Arrive	Departure
Room					
No.					

Additional copies of this form may be duplicated if needed.

MEMBERSHIP RECRUITMENT COMPETITION



Email entry forms to the Georgia DECA State Office by **October 18, 2011**.
georgiadeca@gmail.com

AWARDS:

- 1ST PLACE- Plaque & ICDC Leadership Academy Slot**
- 2ND PLACE- Plaque & ICDC Leadership Academy Slot**
- 3RD PLACE- Plaque & ICDC Leadership Academy Slot**

GUIDELINES:

1. Entries are limited to one entry total per chapter
2. Entries must be the original work of the local chapter
3. Entries should be based on membership recruitment techniques
4. Each exhibit must include a tabletop tri-fold display board. Display should not exceed a space of 30" deep x 48" wide x 48" high
5. Exhibits can include, brochures, DVD recordings, t-shirts, newsletters, photos or anything that would demonstrate your chapter's membership recruitment.
6. No electrical equipment will be provided. Electricity will be available upon request. Chapters are responsible for bringing extension cords and power strips.
7. Setup time will be from 4:00pm-7:00pm on Thursday in the pre-function area in front of the ballrooms. Judging will take place from 8:00pm-10:00pm. Chapters are responsible for placing and removing the exhibit. Removing exhibits can take place after 11:00pm.

EVALUATION:

1. Increase Awareness of Georgia DECA (40 points)
2. Effectiveness of Recruitment (20 points)
3. Appearance of Display (20 points)
4. Organization of Display & Uniqueness of Recruitment (20 points)

Entry Form

Name of Chapter: _____

School Address: _____

Advisor (s) Name (s): _____

Email: _____

Does your exhibit require electricity?

Yes

No



GEORGIA DECA FOUNDATION Theme Basket Event Sign Up

The Georgia DECA Foundation will host a "Theme Basket" Drawing Event during the Georgia DECA Fall Leadership Development Conference. DECA chapters may enter a gift basket with their choice of theme. All of the money raised will go directly into the Foundation Operating Account to help fund Competitors advancing to ICDC Competition.

Qualifications:

1. Gift basket must represent a theme of your choice (examples: relaxation, coffee, sports, picnic, chocolate, romantic, movie, snacks, holiday, etc)
2. Gift baskets must be filled and wrapped in clear cellophane. Please include chapter name on the bottom of your basket (sticky note or tape).
3. Gift baskets must include a summary of items (turn in with basket) so that everyone will know what the basket includes. Summary should be typed and separate from the basket (do not put summary inside of the wrapped basket). Summary sheets will be placed outside of the baskets.
4. Gift Baskets must be turned in at Fall Leadership Development Conference Registration.

The drawing will be held during the conference. Conference attendees may purchase tickets for the baskets and drop their tickets in marked bags in front of the basket (s) or their choice. Winners will be drawn during the Dance on Thursday night. Baskets may be picked up directly after the drawing.

Ticket Prices:

\$1	2 Tickets
\$5	15 Tickets
\$10	35 Tickets
\$20	60 Tickets



Please email form by October 18, 2011:

Shannon Aaron
georgiadeca@gmail.com

School Name _____

City _____ **Advisor(s) Name** _____

Basket Theme or Name _____

Basket Value (circle one) **\$15-\$25** **\$25-\$40** **\$40-\$60** **\$60-\$80** **\$80-\$100** **\$100+**

2011 Georgia DECA Statesman Award Study Guide

1. Who are the 2011-2012 Georgia DECA State Action Team and what offices do they represent?

Taylor Wingard- State President

KayLynn Samples- State Executive Vice President

Desteni Barnett- State Executive Secretary

Sabine Jean-Babtiste- Vice President of Civic Consciousness

Teara Mayfield- Vice President of Public Relations

Lauren Calvert- Vice President of Chapter Development

Hunter Gibbs- Vice President of Business Partnerships

Deborah Howard- Vice President of Competitive Events

Ellie Forrester- Vice President of Finance

Elizabeth Smith- State Officer Assistant

2. What is the DECA Mission?

DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management

3. What is the name of National DECA's newsletter?

Dimensions

4. What is DECA's 2011-2012 theme?

Aspire Higher

5. When was Georgia DECA organized? National DECA organized?

Georgia- 1944

National-1946

6. Where is the birthplace of National DECA?

Memphis, Tennessee in 1944

7. Where is the National DECA headquarters located?

Reston, Virginia

8. What are the 4 divisions of DECA membership?

High School, Collegiate, Alumni, Professional

9. What are 2 duties of the President?

- **Oversees all activities conducted by the State Action Team**
- **Ensures that all undertakings are successful**
- **Assumes the main leadership role at the Fall Conference & State Career Development Conference**
- **Acts as the primary public relations agent**
- **Uses leadership skills and vision to inspire all Georgia DECA members**
- **Conducts a state project based on the State Action Team's Program of Work**

10. Who is the National Executive Director?

Ed Davis

11. Who is the Georgia State Advisor?

Shannon Aaron

12. Who is the Georgia Marketing Program Specialist?

Linda Smith

13. Who is the President of the Georgia DECA Board of Directors?

Krystin Glover

14. Where is the location of 2012 ICDC?

Salt Lake City, Utah

15. Who is the National DECA President?

Claire Coker

16. Who is the National DECA Southern Region Vice President?

Kendra Wrightson

17. What is the official color of DECA?

Blue

18. What are the regions of National DECA?

North Atlantic, Southern, Western and Central

19. What region is Georgia in?

Southern

20. Who is the Georgia Foundation Board of Directors President?

Bob Armbruster

21. What is the Georgia DECA website address?

www.gadeca.org

22. What is the National DECA website address?

www.deca.org

23. What does CTSO stand for?

Career & Technical Student Organizations

24. What is the name of the National Contest Guide?

DECA Guide

25. Who can be a DECA member?

Any student enrolled in marketing, management, or entrepreneurship program course of study/career pathway/course

26. What is the Georgia DECA Fall Community Service Project?

Make A Wish Foundation

27. What does GMEA stand for?

Georgia Marketing Education Association

28. How many Regions does Georgia DECA have for Regional Competition?

12

29. What month is the State Career Development Conference held in?

February