

**2012**  
**Georgia DECA**  
**State CDC Guide**



**State Career Development Conference**  
**Omni Hotel · Atlanta, GA**  
**February 23-25, 2012**

**Georgia DECA  
State Career Development Conference  
February 23-25, 2012  
Omni Hotel  
Atlanta, GA**

## Registration

Registration will be available online from **December 1, 2011-February 3, 2012** on the Georgia DECA website at [www.gadeca.org/events.htm](http://www.gadeca.org/events.htm).

Payment must be in the state office by **Tuesday, February 14, 2012**

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<b>Early Bird Registration (Entered by January 30, 2012)</b> <i>Students &amp; Advisors</i>	<b>\$65.00</b>
<b>Regular Registration (Entered from February 1-3,2012)</b> <i>Students &amp; Advisors</i>	<b>\$75.00</b>
<b>Chaperone Registration (Entered by February 3, 2012)</b>	<b>\$35.00</b>

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**Registration will include: admission to all sessions, Friday night dance, conference materials, 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	December 1-January 30
Regular Registration	February 1-3, 2012
Hotel Reservation (to Omni Hotel)	February 1, 2012
Outstanding Chapter/Member (in office)	February 6, 2012
Written Event Manuals (in office)	February 8, 2012
Foundation Theme Basket Sign Up Form (in office)	February 10, 2012
State Officer App., Scholarship Forms & Comm. Service (in office)	February 10, 2012
Community Service Award(in office)	February 10, 2012
Membership Eligibility Deadline	February 14, 2012

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

## Tentative Agenda

# Georgia DECA State Career Development Conference February 23-25, 2012

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### Thursday, February 23, 2012

AMA Scholarship Interviews	12:00pm-5:00pm
Registration (Advisors Only)	12:00pm-4:00pm
Village Activities	12:00pm-5:00pm
Testing Check In	12:30pm-1:20pm
<i>(All events with the Marketing Cluster Exam &amp; Business Admin Core)</i>	
Testing (Marketing Cluster & Business Admin Core)	1:30pm-3:00pm
Testing Check In	3:00pm-3:50pm
<i>(All events with the Finance, Hospitality &amp; Tourism, Business Management &amp; Admin Cluster Exams)</i>	
Testing (Finance/Hospitality/Business Mgmt. & Admin)	4:00pm-5:30pm
Written Manual Judging	1:00pm-6:00pm
State Officer Testing	3:00pm-3:30pm
State Officer Interviews	3:00pm-5:00pm
Opening Session	8:00pm-10:00pm
Finalists Posted	11:30pm
Curfew	11:45pm

### Friday, February 23, 2012

Testing Check In	8:00am-9:00am
<i>(Test Only Events-Specific Areas)</i>	
Testing (Test Only Specific Areas)	9:00am-10:30am
Leadership Workshops	9:00am-12:00pm
Memorial Scholarship Interviews	8:00am-12:00pm
Village Activities	9:00am-3:00pm
Campaign Booth Setup	9:00am-12:00pm
Role Play & Team Events	9:00am-4:00pm
Business Speech/Job Interview/Marketing Decision Making	9:00am-4:00pm
Foundation Expo	12:00pm-4:30pm
State Officer Campaigning	2:30pm-4:30pm
Tours	3:00pm-7:00pm
Business & Election Session	8:30pm
Dance & Foundation Baskets	10:00pm-11:30pm
Curfew	12:00am

### Saturday, February 25, 2012

Awards Ceremony	9:00am
Winners Meeting	11:30am
State Action Team Meeting	12:00pm

## **Conference Highlights**

### **Registration**

Registration will be open on Thursday from 12pm-4pm in the pre-function area of the ballrooms. Advisors may pick up registration materials & t-shirts at this time.

### **Village Activities**

While advisors are registering and checking in hotels, students can visit the Village Activities room and participate in several hands on activities and network with others from around the state.

### **Thursday Night Keynote Speaker**

Grant Baldwin is an engaging communicator and a leading expert at helping students prepare for life after high school. Grant is author of the book and curriculum “Reality Check” and is a popular youth motivational speaker. He has given hundreds of presentations and has spoken to over 250,000 people in 42 states through leadership conferences, conventions, school assemblies, and other student events.

### **Foundation Expo**

The Georgia DECA Foundation will host an Expo for Advisors and Students. The Expo will feature numerous exhibitors from business & industry, colleges & universities, fundraising programs, etc. The first 200 attendees that enter the Expo will receive a free gift!

### **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 Friday night after the Opening Session. Time will be allotted for students to change into casual clothes for the dance. 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. No shorts or skirts will be allowed.**

### **Leadership Workshops**

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.

### **Tours**

Several tour options will be available for advisors and students to participate in, these include but are not limited to: CNN Center, Aquarium, and World of Coke. Advisors will book tours based on your own schedule.

## **Things To Know**

### **Online Registration**

Registration for the State Career Development Conference will be online at <http://www.gadeca.org/StateCareerDevelopment.htm>. All attendees must be registered. 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 Information**

#### **Omni Hotel**

**100 CNN Center**

**Atlanta, GA 30303**

Hotel Reservations will take place online. Advisors will need to go to <http://omnihotels.com/FindAHotel/AtlantaCNNCenter/MeetingFacilities/GADECA3.aspx> to book rooms for your chapter. The hotel rate is \$139 plus taxes. In order to secure a room at the group rate you will need to book rooms by February 1, 2012.

### **Bus Parking**

The current rate is \$20.00 per day (payable to AAA Parking) and includes in/out privileges. The bus parking lot, called the Marshalling Yard, is located off of Marietta and Simpson streets and is available 24 hours.

### **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.

### **Cancellations**

No refunds will be given for any reason unless the State Advisor is notified by February 14, 2012 in the form of an email notice with the student's name and contest identified with a request for a refund. Registration cannot be canceled over the telephone. Each student canceled in writing prior to February 14<sup>th</sup> can receive a refund of \$50.

## **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 February 3rd.
- Hotel Room Reservations have been made by February 1, 2012.
- Foundation Theme Basket Event Form has been emailed to [georgiadeca@gmail.com](mailto:georgiadeca@gmail.com) no later than February 10th (if applicable)
- Payment has been paid in full & received by the State Office no later than February 14th.



### Bus and Over-sized Vehicle Parking

The Omni Hotel does not provide parking for buses or over-sized vehicles. For parking information and assistance, please contact the Georgia World Congress Center parking office at 404.223.4109. The current rate is \$20.00 per day (payable to AAA Parking) and includes in/out privileges. The bus parking lot, called the Marshalling Yard, is located off of Marietta and Simpson streets (see map above) and is available 24 hours. Be sure and inform the GWCC that your group is booked at the Omni Hotel.

# 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 for State CDC**

*Name Badges Must be Worn at All Times*

## **Testing**

- Casual slacks, blouse or shirt, socks and casual shoes
- Jeans, t-shirts and athletic shoes are NOT included in business casual attire.

## **At Competition Site Or When Appearing Before Judges**

### **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)
- Mini Skirts, short tops and short dresses are not appropriate
- DECA Blazer is strongly encouraged

### **Males**

- Business suit, Blazer or sport coat with dress slacks, collared dress shirt and necktie
- Dress shoes (no tennis shoes or flip-flop sandals) and dress socks
- DECA Blazer is strongly encouraged

## **General Sessions & Workshops**

### **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)
- Mini Skirts, short tops and short dresses are not appropriate
- DECA Blazer is strongly encouraged

### **Males**

- Business suit, Blazer or sport coat with dress slacks, collared dress shirt and necktie
- Dress shoes (no tennis shoes or flip-flop sandals) and dress socks
- DECA Blazer is strongly encouraged

## **Georgia DECA Dance (Friday Night)**

- Conference T-shirt
- Jeans and athletic shoes
- Shorts and skirts are not acceptable.

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

## **On Stage**

### **Females**

- Business suit or blazer with dress blouse and dress slacks (please no skirts or dresses)
- Dress shoes (no tennis shoes or flip-flop sandals)
- DECA Blazer is strongly encouraged

### **Males**

- Business suit, Blazer or sport coat with dress slacks, collared dress shirt and necktie
- Dress shoes (no tennis shoes or flip-flop sandals) and dress socks
- DECA Blazer is strongly encouraged

## **The Following Are Unacceptable at Any Georgia DECA Event**

- 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



# GEORGIA DECA FOUNDATION Theme Basket Event Sign Up

The Georgia DECA Foundation will host a “Theme Basket” Drawing Event during the Georgia DECA State Career 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 State Career 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 Friday night. Baskets may be picked up directly after the drawing.

## Ticket Prices:

\$1	2 Tickets
\$5	15 Tickets
\$10	35 Tickets
\$20	75 Tickets



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**Please email form by February 10, 2012:**

**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+**

# **State Lapel Pin Contest**

Shannon Aaron-Coordinator

770-630-3967-georgiadeca@gmail.com

Mail entries to the Georgia DECA State Office by **February 10, 2012.**

110 Maple Leaf Drive

Oxford, GA 30054

## **Purpose:**

To allow Georgia DECA members to develop an annual lapel pin that can be worn to local, regional, state and national meetings that will identify Georgia DECA members. The winning design will be chosen for its ability to catch the consumer's eye and depict Georgia DECA pride. First, Second, and Third place will be awarded at the State Career Development Conference. There will be no regional or national contest in this event.

## **GUIDELINES:**

1. Contestants will design a DECA pin that can be worn on blazers, jackets, shirts, sweaters, or blouses. The design should be able to transfer in style to be used on a t-shirt, conference program, certificates, a conference pin, as well as a trading pin at ICDC. Leadership and professionalism should be a consideration when designing the pin since it will be used at the state conferences.
2. The design must include the letters DECA. It must also include the shape and/or letters of the state of Georgia. Do not use the school year dates on the pin design.
3. The contestants name, school, and advisor should be placed on the back of the design using the form included with these guidelines.
4. The design may be square, rectangular, diamond or star shaped, circular, oval, octagon, hexagon, triangular, etc.
5. The design must be submitted on an 8 ½ x 11 sheet of paper. The colors should be decided by the contestant, but may contain no more than six colors, including the background color.
6. Designs may be computer generated or hand drawn by the STUDENT. Designs may not be done professionally by an outside source.
7. The actual pin size will range from ¾" to 2". The size and amount of letters in the design should be taken into consideration for a letter on a 10-inch piece of paper will be reduced to 1/10 of an inch on a 1" pin. Therefore, less letter and greater size is recommended for a more legible pin. The cost effectiveness of producing the pin and design is also a consideration.

## **GENERAL INFORMATION:**

- The design must be mailed to the Georgia DECA office by the preset deadline.
- Failure to follow these guidelines will result in points being deducted or possible disqualification.
- Georgia DECA reserves the right to make any changes to the design which may conflict with its production.
- All pin designs become the property of Georgia DECA. When a contestant enters a design, he or she relinquishes all rights for the sale and use of the design to Georgia DECA.

## **EVALUATION:**

1. Layout & Design (25 points)
2. Creativity & Originality (25 points)
3. Workmanship (25 points)
4. Suitability (15 points)
5. Overall Impression (10 points)

# State Lapel Pin Contest

**Attach this form to the back of the DECA Pin Entry**

Check One: Single Entry \_\_\_\_\_ Team Entry (max 3 members) \_\_\_\_\_

Member Name: \_\_\_\_\_

Member Name: \_\_\_\_\_

Member Name: \_\_\_\_\_

School Name: \_\_\_\_\_

School Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

DECA Advisor: \_\_\_\_\_ School Phone: \_\_\_\_\_

Advisor Email: \_\_\_\_\_

**I have read and completed all instructions to the best of my ability and verify that this is my original work.**

**Member Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Member Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Member Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Advisor Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Please Mail entries to:**

Georgia DECA  
110 Maple Leaf Drive  
Oxford, GA 30054

## 2012 State CDC Competitive Events Guide

<b>Principles of Business Admin. Events</b>	<b># of Participants</b>	<b>Written Exam</b>	<b>Entry Length</b>	<b>Test Date &amp; Time</b>	<b>Presentation Date &amp; Time</b>
Principles of Business Mgmt & Admin.	1	Yes-Business Admin Core Exam	N/A	Thursday 1:30-3:00	Friday 9:00am-4:00pm By schedule
Principles of Finance	1	Yes-Business Admin Core Exam	N/A	Thursday 1:30-3:00	Friday 9:00am-4:00pm By schedule
Principles of Hospitality & Tourism	1	Yes-Business Admin Core Exam	N/A	Thursday 1:30-3:00	Friday 9:00am-4:00pm By schedule
Principles of Marketing	1	Yes-Business Admin Core Exam	N/A	Thursday 1:30-3:00	Friday 9:00am-4:00pm By schedule
<b>Individual Series Events</b>	<b># of Participants</b>	<b>Written Exam</b>	<b>Entry Length</b>	<b>Test Date &amp; Time</b>	<b>Presentation Date &amp; Time</b>
Accounting Applications	1	Yes- Finance Cluster Exam	N/A	Thursday 4:00-5:30	Friday 9:00am-4:00pm By Schedule
Apparel & Accessories Marketing	1	Yes-Marketing Cluster Exam	N/A	Thursday 1:30-3:00	Friday 9:00am-4:00pm By Schedule
Automotive Services Marketing	1	Yes-Marketing Cluster Exam	N/A	Thursday 1:30-3:00	Friday 9:00am-4:00pm By Schedule
Business Finance	1	Yes- Finance Cluster Exam	N/A	Thursday 4:00-5:30	Friday 9:00am-4:00pm By Schedule
Business Services Marketing	1	Yes- Marketing Cluster Exam	N/A	Thursday 1:30-3:00	Friday 9:00am-4:00pm By Schedule
Food Marketing	1	Yes- Marketing Cluster Exam	N/A	Thursday 1:30-3:00	Friday 9:00am-4:00pm By Schedule
Hotel & Lodging Management	1	Yes- Hospitality & Tourism Cluster Exam	N/A	Thursday 4:00-5:30	Friday 9:00am-4:00pm By Schedule
Human Resources Management	1	Yes- Business Mgmt & Admin Cluster Exam	N/A	Thursday 4:00-5:30	Friday 9:00am-4:00pm By Schedule
Marketing Management	1	Yes-Marketing Cluster Exam	N/A	Thursday 1:30-3:00	Friday 9:00am-4:00pm By Schedule
Quick Serve Restaurant Management	1	Yes-Hospitality & Tourism Cluster Exam	N/A	Thursday 4:00-5:30	Friday 9:00am-4:00pm By Schedule
Restaurant & Food Service Management	1	Yes-Hospitality & Tourism Cluster Exam	N/A	Thursday 4:00-5:30	Friday 9:00am-4:00pm By Schedule

Retail Merchandising	1	Yes-Marketing Cluster Exam	N/A	Thursday 1:30-3:00	Friday 9:00am-4:00pm By Schedule
Sports & Entertainment Marketing	1	Yes-Marketing Cluster Exam	N/A	Thursday 1:30-3:00	Friday 9:00am-4:00pm By Schedule
<b>Team Decision Making Events</b>	<b># of Participants</b>	<b>Written Exam</b>	<b>Entry Length</b>	<b>Test Date &amp; Time</b>	<b>Presentation Date &amp; Time</b>
Business Law & Ethics	2	Yes- Business Management & Admin Cluster Exam	N/A	Thursday 4:00-5:30	Friday 9:00am-4:00pm By Schedule
Buying & Merchandising	2	Yes- Marketing Cluster Exam	N/A	Thursday 1:30-3:00	Friday 9:00am-4:00pm By Schedule
Financial Services	2	Yes-Finance Cluster Exam	N/A	Thursday 4:00-5:30.	Friday 9:00am-4:00pm By Schedule
Marketing Communications	2	Yes-Marketing Cluster Exam	N/A	Thursday 1:30-3:00	Friday 9:00am-4:00pm By Schedule
Hospitality Services	2	Yes- Hospitality & Tourism Cluster Exam	N/A	Thursday 4:00-5:30	Friday 9:00am-4:00pm By Schedule
Sports & Entertainment Marketing	2	Yes- Marketing Cluster Exam	N/A	Thursday 1:30-3:00	Friday 9:00am-4:00pm By Schedule
Travel & Tourism	2	Yes-Hospitality & Tourism Cluster Exam	N/A	Thursday 4:00-5:30	Friday 9:00am-4:00pm By Schedule
<b>Business Operations Research Events</b>	<b># of Participants</b>	<b>Written Exam</b>	<b>Entry Length</b>	<b>Test Date &amp; Time</b>	<b>Presentation Date &amp; Time</b>
Business Services	1 to 3	No	30 Pages	N/A	Thursday 1:00pm-6:00pm By Schedule
Buying & Merchandising	1 to 3	No	30 Pages	N/A	Thursday 1:00pm-6:00pm By Schedule
Finance	1 to 3	No	30 Pages	N/A	Thursday 1:00pm-6:00pm By Schedule
Hospitality & Tourism	1 to 3	No	30 Pages	N/A	Thursday 1:00pm-6:00pm By Schedule
Sports & Entertainment	1 to 3	No	30 Pages	N/A	Thursday 1:00pm-6:00pm By Schedule
<b>Written Chapter Team Events</b>	<b># of Participants</b>	<b>Written Exam</b>	<b>Entry Length</b>	<b>Test Date &amp; Time</b>	<b>Presentation Date &amp; Time</b>
Community Service Project	1 to 3	No	30 Pages	N/A	Thursday 1:00pm-6:00pm By Schedule

Creative Marketing Project	1 to 3	No	30 Pages	N/A	Thursday 1:00pm-6:00pm By Schedule
Entrepreneurship Promotion Project	1 to 3	No	30 Pages	N/A	Thursday 1:00pm-6:00pm By Schedule
Financial Literacy Promotion Project	1 to 3	No	30 Pages	N/A	Thursday 1:00pm-6:00pm By Schedule
Learn & Earn Project	1 to 3	No	30 Pages	N/A	Thursday 1:00pm-6:00pm By Schedule
Public Relations Project	1 to 3	No	30 Pages	N/A	Thursday 1:00pm-6:00pm By Schedule
<b>Marketing Representative Events</b>	<b># of Participants</b>	<b>Written Exam</b>	<b>Entry Length</b>	<b>Test Date &amp; Time</b>	<b>Presentation Date &amp; Time</b>
Advertising Campaign	1 to 3	Yes- Marketing Cluster Exam	11 pages	Thursday 1:30-3:00	Thursday 3:30pm-6:00pm By Schedule
Fashion Merchandising Promotion Plan	1 to 3	Yes- Marketing Cluster Exam	11 pages	Thursday 1:30-3:00	Thursday 3:30pm-6:00pm By Schedule.
Sports & Entertainment Promotion Plan	1 to 3	Yes- Marketing Cluster Exam	11 pages	Thursday 1:30-3:00	Thursday 3:30pm-6:00pm By Schedule
<b>Professional Selling Events</b>	<b># of Participants</b>	<b>Written Exam</b>	<b>Entry Length</b>	<b>Test Date &amp; Time</b>	<b>Presentation Date &amp; Time</b>
Hospitality & Tourism Professional Selling	1	Yes- Hospitality & Tourism Cluster Exam	N/A	Thursday 4:00-5:30	Friday 9:00am-4:00pm By Schedule
Professional Selling	1	Yes- Marketing Cluster Exam	N/A	Thursday 1:30-3:00	Friday 9:00am-4:00pm By Schedule
<b>Business Management &amp; Entrepreneurship</b>	<b># of Participants</b>	<b>Written Exam</b>	<b>Entry Length</b>	<b>Test Date &amp; Time</b>	<b>Presentation Date &amp; Time</b>
Entrepreneurship Written	1 to 3	No	30 pages	N/A	Thursday 1:00pm-6:00pm By Schedule
International Business Plan	1 to 3	No	30 pages	N/A	Thursday 1:00pm-6:00pm By Schedule
Entrepreneurship Participating-Independent	1	No	11 pages	N/A	Thursday 1:00pm-6:00pm By Schedule
Entrepreneurship Participating-Franchising	1	No	11 pages	N/A	Thursday 1:00pm-6:00pm By Schedule

<b>Testing Only Events</b>	<b># of participants</b>	<b>Written Exam</b>	<b>Entry Length</b>	<b>Test Date &amp; Time</b>	<b>Presentation Date &amp; Time</b>
Advertising Services	1	Yes-Area Specific Exam	N/A	Friday 9:00-10:30	N/A
Business Administration	1	Yes-Business Admin Core Exam	N/A	Thursday 1:30-3:00	N/A
Business Management & Administration	1	Yes- Business Management & Admin Cluster Exam	N/A	Thursday 4:00-5:30	N/A
Buying & Merchandising	1	Yes- Area Specific Exam	N/A	Friday 9:00-10:30	N/A
Entrepreneurship	1	Yes- Area Specific Exam	N/A	Friday 9:00-10:30	N/A
Finance	1	Yes-Finance Cluster Exam	N/A	Thursday 4:00-5:30	N/A
Free Enterprise Economics	1	Yes-Area Specific Exam	N/A	Friday 9:00-10:30	N/A
General Marketing	1	Yes-Marketing Cluster Exam	N/A	Thursday 1:30-3:00	N/A
Hospitality Services	1	Yes-Hospitality & Tourism Cluster Exam	N/A	Thursday 4:00-5:30	N/A
Marketing Math	1	Yes-Area Specific Exam	N/A	Friday 9:00-10:30	N/A
Selling	1	Yes-Area Specific Exam	N/A	Friday 9:00-10:30	N/A
Travel & Tourism	1	Yes-Hospitality & Tourism Cluster Exam	N/A	Thursday 4:00-5:30	N/A
<b>Role Play Only Events</b>	<b># of Participants</b>	<b>Written Exam</b>	<b>Entry Length</b>	<b>Test Date &amp; Time</b>	<b>Presentation Date &amp; Time</b>
Business Speech	1	N/A	N/A	N/A	Friday 9:00-4:00
Job Interview	1	N/A	N/A	N/A	Friday 9:00-4:00
Marketing Decision Making	1	N/A	N/A	N/A	Friday 9:00-4:00
<b>Other</b>	<b># of Participants</b>	<b>Written Exam</b>	<b>Entry Length</b>	<b>Test Date &amp; Time</b>	<b>Presentation Date &amp; Time</b>
Civic Consciousness	1 to 3	N/A	Scrapbook	N/A	Thursday 1:00-6:00

## **2012 Written Manual Events**

**Manuals for the following events need to be mailed to the State office by February 8, 2012**

### **Chapter Team Events**

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

### **Marketing Representative Events**

Advertising Campaign  
Fashion Merchandising Promotion Plan  
Sports & Entertainment Promotion Plan

### **Business Management & Entrepreneurship Events**

Entrepreneurship Written  
International Business Plan  
Entrepreneurship Participating-Independent Business  
Entrepreneurship Participating-Franchising Business

### **Business Operations Research Events**

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

**Mail to: Georgia DECA 110 Maple Leaf Drive, Oxford, GA 30054**

These manuals must be in the office not postmarked by February 8, 2012. Manuals not in the office by this date will receive 10 penalty points for each day past the due date (this includes the weekends). All manuals submitted to the state office by the deadline set forth will be initially screened for penalty points by the DECA sub-committee. If a written manual receives 20 or more penalty points, it will not be eligible to be sent to the second round of judging with business representatives. Please pay attention to the penalty checklist in the DECA Guide and also on the GA DECA website. Also, watch for grammar and spelling errors, which will result in a one point penalty per error. Please do not send in manuals that do not represent Quality.

Written manuals which pass the initial screening process will be sent on for judging by business representatives. Manuals must meet a preset standard set by judges in advance of judging in order to have representation at the state conference and to earn a trophy. Interviews will be conducted for all manuals at the state conference. Finalists will be announced at the awards ceremony and trophies will be awarded. Students will have the opportunity to revise manuals declared eligible for nationals after the State CDC. Student representatives of the manuals should attend the state conference and register as a participant in manual competition.

**Please Remember: The individual (s) who wrote the manual when it was submitted on the 8<sup>th</sup> (including chapter manuals) must also be the individual (s) who interview at the State Competition.**

Chapters failing to meet the above deadlines will forfeit their eligibility

Manuals will be judged on Wednesday, February 22<sup>nd</sup>. Presentations will take place on Thursday, February 23<sup>rd</sup>, and the Top 6 will be recognized on stage at the Awards Session.

*\*\*Civic Consciousness & Professional Selling Event Manuals should be brought to State CDC. Student representatives of these manuals should attend state conference and register as a participant in manual competition.*

## **2012 Competency Based Events**

**Participation in the following events depend on Region Eligibility. You must have placed at Region Competition in order to compete at State CDC.**

### **Individual Series Events**

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

### **Principles of Business Administration Events**

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

Eligibility depends on the region in which you are competing. Please refer to the Region lists for eligibility. Other members will not be eligible to participate at state, should a winner be unable to attend state. You cannot enter the above events at state unless you won on the Region Level.

**Preliminary Competition in the above Competency Based Competitive Events Does Occur at State.** The participants will first complete a 100 question objective test. The 20 participants who have the highest test scores will be identified and scheduled for one role-play activity during the state conference. Finalists will be posted by 11:30pm on Thursday evening. Testing will take place on Thursday, February 23<sup>rd</sup>. Role plays will take place on Friday, February 24<sup>th</sup>. The Top 7 will be recognized on stage at the Awards Session and eligible for Competition at ICDC.

## **2012 State Only Events**

**Participation in the following events depend on Region Eligibility. You must have placed at Region Competition in order to compete at State CDC. (excluding Civic Consciousness)**

### **Testing Only Events**

Advertising Services Testing  
Business Administration Testing  
Business Management & Administration Testing  
Buying & Merchandising Testing  
Entrepreneurship Testing  
Finance Testing  
Free Enterprise Testing  
General Marketing Testing  
Hospitality Services Testing  
Marketing Math Testing  
Selling Testing  
Travel & Tourism Testing

### **Role Play Only Events**

Business Speech  
Job Interview  
Marketing Decision Making

### **Other**

Civic Consciousness

Eligibility depends on the region in which you are competing (except Civic Consciousness). Please refer to the Region lists for eligibility. Other members will not be eligible to participate at state, should a winner be unable to attend state. You cannot enter the above events at state unless you won on the Region Level. The top 6 will be recognized on stage at the Awards Session. The top 3 will be eligible for Leadership Academies at ICDC.

## **2012 Team Decision Making Events**

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

### **Preliminary Competition in the above Team Decision Making Events Does Occur at State.**

The participants will first complete a 100 question objective test. The 10 teams who have the highest test scores will be identified and scheduled for one case study activity during the state conference. Finalists will be posted by 11:30pm on Thursday evening. Testing will take place on Thursday, February 23<sup>rd</sup>. Case studies will take place on Friday, February 24<sup>th</sup>. The Top 7 will be recognized on stage at the Awards Session and eligible for Competition at ICDC. Students may NOT be competing in any other event at the State CDC.

## **2012 Professional Selling Events**

Hospitality & Tourism Professional Selling  
Professional Selling

### **Preliminary Competition in the above Competency Based Competitive Events Does Occur at State.**

The participants will first complete a 100 question objective test. The 10 participants who have the highest test scores will be identified and scheduled for an oral presentation during the state conference. Finalists will be posted by 11:30pm on Thursday evening. Testing will take place on Thursday, February 23<sup>rd</sup>. Oral Presentations will take place on Friday, February 24<sup>th</sup>. The Top 6 will be recognized on stage at the Awards Session and eligible for Competition at ICDC.

## **Eligibility for Competitive Events**

- All affiliated chapters are eligible to have 1 participant per competition.
- Advisors that are GMEA members will receive 2 extra slots for region or state
- Chapters that donate at least \$25 to the Georgia DECA Foundation by February 1<sup>st</sup> will receive 1 extra slot for state
- For every 10 members, 1 extra slot will be awarded to chapters for region or state
- The advisor can select the additional competitors and enter them in any event with the exception of role play only events- Business Speech, Job Interview, and Marketing Decision Making.
- Keep in mind the 1 slot is for 1 individual. If a chapter chooses to use a slot in a team event, then it would require 2 extra slots to be utilized.
- Any extra competitors claimed for State CDC must be claimed by February 10<sup>th</sup>
- Chapters may not have more than 3 entries in an event.

## **Written Test**

All tests will be 90 minutes maximum time. Competitors will be notified of time left at 60 minutes, 30 minutes, 15, minutes, 5 minutes, and 1 minute. Each and every competitor should wear a watch for competition.

A Basic Calculator will be available for every student testing. Students do not need to bring their own calculator.

#2 Pencils will be provided for every student testing, students do not need to bring their own pencils.

Blank Paper will be provided for every student testing, students do not need to bring their own paper.

Cell Phones may NOT be visible while students are in competition.

Business Casual Dress is required during testing, please refer to the official Dress Code for State CDC.