

# 2017 North Dakota DECA State Career Development Conference

## Registration Information

**Conference Dates:** March 12-14, 2017

**Registration Deadline:** 12:00 pm - Monday, February 13, 2017

**Registration Forms:** Complete the on-line registration.

**Conference Site:** Ramkota Hotel, 800 South 3<sup>rd</sup> Street, Bismarck, ND 58501.  
Phone: 701.258.7700

**Hotel Rates:** Single: State Rate of \$81.90 per room. Double, Triple, Quad: \$105 per room per night. No more than four people per room.

Remember to reserve a room for your **chaperone and bus driver** when making reservations.

The hotel will receive a copy of your housing list from your on-line registration.  
Room block will be released on February 15, 2017.

If you have changes to the hotel list after it is provided you will need to contact the hotel directly for any changes. 701.258.7700

**Hotel Chaperone Policy:** One adult/advisor/chaperone per 30 students attending the conference. If 30-60 students are attending a minimum of 2 adults/advisors/chaperones are required. If 61-75 students are attending a minimum of 3 adults/advisors/chaperones are required. Check with Kevin Reisenauer for any exceptions.

**Conference Registration Fee:** The conference registration fee is \$45.00 per person, chaperones, advisors and students. Student teachers must be registered but there is no registration fee.

**Conference Registration Refunds:** There is a no refund policy on registration.

**Event Exams:** Students in the following events will take the exam on line prior to the conference. The deadline for the exam will be March 3 at 12:00 noon. No exams will be able to be taken after that time.

Principles, Individual Series, or Team Events, Ad Campaign, Fashion Merchandising, Sports and Entertainment Marketing Promotion Plan, Hospitality and Tourism Professional Selling Financial Consulting Sales and Professional Selling will take the exam on-line prior to the conference. Information and directions will be provided to the advisor.

**Conference Sponsorships:** If you know of a company or individual interested in supporting DECA and sponsoring an activity at the conference, please refer them to Kevin Reisenauer, State DECA Advisor or a state officer.

**Conference Attire:** Professional dress is always suggested. The following Dress Code has been adopted by the Board of Directors. Please provide this information to your students and adhere to the dress code.

**Professional Dress (General Session, Briefing Sessions, Awards Session & Competition):**

**FEMALES:** Dress skirt, dress slacks, business suit and a dress blouse (DECA blazer optional) and dress shoes.

**MALES:** Dress slacks, collared dress shirt and necktie, dress shoes and dress socks (Business Suit or DECA blazer optional).

**DECA Business Casual (Business Meeting, Special Entertainment and Exhibit Area):**

Casual slacks (e.g. Dockers) with DECA T-shirt, blouse, polo or dress shirt; socks and casual shoes. Jeans, non-DECA t-shirts, and athletic shoes are not included in DECA business casual.

**Unacceptable During DECA Activities:**

Skin-tight or revealing clothing; midriff-baring clothing; swimwear; leggings or graphic designed hosiery/tights; athletic clothing; caps or headgear; clothing with printing that is suggestive, obscene or promotes illegal substances. Jeans are not acceptable at DECA Conference activities.

**Officer Candidates:** The deadline for officer candidate nominations is February 13, 2017. Candidates will be provided regulations for campaigning. See application procedures. The application form is on line at [www.nddeca.org](http://www.nddeca.org).

**Event Entries:** A student may be in no more than three events. They may be in:

1. One Career Cluster Event: Principles, Series or Team Decision Making Event
2. Two Prepared Events: No more than one in each category (Business Operations Research, Chapter Team Event, Entrepreneurship Event, Marketing Representative Event, or Professional Selling and Consulting Events)
  - a. For example a student may be in a business services operations research event, and the financial consulting event, but they are not able to be in the financial consulting event and the professional selling event. A member could be in the International Business Plan event and a Chapter project, but they are not allowed to be in two different Entrepreneurship Events.
  - b. If you need clarification prior to registration please contact the state advisor.
3. Students may also participate in a special activity such as officer candidate, voting delegate or special activity. Students in prepared events are not allowed to be in the Amazing Race or the Leadership Track.

**Written Event Prejudging:** All manuals must be in Bismarck by Wednesday, March 1, 2017. Manuals not received by March 1, 2017 will **NOT BE JUDGED**. Please mail all manuals to: Kevin Reisenauer, State DECA Advisor, 600 East Boulevard Avenue, Dept. 270, Bismarck, North Dakota, 58505-0610. This includes all written events and officer candidate folios.

**Statement of Assurances:** Please make sure all written event manuals are submitted with the Statement of Assurances. This is found in the DECA Guide. Manuals will not be judged without the Statement of Assurances with all required signatures.

**DECA Amazing Race:** You are allowed to put up to 5 people in the Amazing Race. This will be held on Monday afternoon. Students not in prepared events are eligible.

**Full Throttle: Leadership:** You are allowed up to 20 people in Full Throttle. This is held on Monday afternoon. Students non in prepared events are eligible.

**Voting Delegates:** Chapter advisors should carefully select voting delegates to represent their chapter. The responsibility of voting delegates is important to the future of our organization. Voting delegate numbers are determined by chapter membership at all levels.

Number of Members	Number of Voting Delegates	Number of Members	Number of Voting Delegates
1-24	2	85-104	6
25-44	3	105-124	7
45-64	4	125-144	8
65-84	5	145-174	9
		175-+	10

**ND Emerging Leaders Honor Awards:** North Dakota awards are due to the Bismarck office by February 13, 2017.

**North Dakota Scholarship Applications: Due February 13, 2017.**

The deadline for each application is printed on the application.

North Dakota DECA Scholarships (Applebee's, Taking You Higher & Leonard Pokladnik)

LRSC DECA Scholarship

Minot State University DECA Scholarship

UND Oswald M. Hager Leadership Scholarship

North Dakota State College of Science Scholarship

**Outstanding New Member Nomination:** This award is presented to a local member who has shown an interest in DECA and chapter membership and shows a dedication to the DECA organization. The Outstanding New Member should show interest in a Marketing related occupation and involvement on the local level. Each chapter may nominate one member. This must be **FIRST YEAR MEMBER OF DECA**. Provide no more than one typed page on rationale for the nomination. The Outstanding New Member Awards will be presented at the State DECA Career Development Conference. Submit a one-page letter of nomination. Nomination deadline: February 13, 2017.

**Honorary Life Membership Award:** This award is presented to an individual who has demonstrated a high level of energy, excitement, and enthusiasm for members of North Dakota DECA. The recipient of this award should demonstrate a willingness to help members statewide. This award is presented to someone outside the classroom setting. Provide no more than one typed page on rationale for the nomination. The Honorary Life Membership Award is presented at the State DECA Conference each spring. Submit a one-page letter of nomination. Nomination deadline: February 13, 2017.

**OM Hager Award of Excellence:** This award is presented to a DECA Advisor who had demonstrated a high level of energy, excitement and enthusiasm for members of North Dakota DECA. The nomination must be completed by a DECA advisor. Provide no more than one typed page on rationale for the nomination. The OM Hager Award of Excellence is presented at the State DECA Career Development Conference each spring. Submit a one-page letter of nomination. Nomination deadline: February 13, 2017.

**Definition of 100% Membership:**

All students in grades 10, 11 and 12, enrolled in Principles of Marketing, Marketing I and Marketing II and Management or Advanced Sports Marketing are to be considered marketing students. Students in 9th

grade are eligible and encouraged to participate in DECA but are not required for 100% membership consideration.

Who can be a member of DECA?

- ◆ Any student enrolled in a marketing education course in your school
- ◆ Any student at the middle school level who embraces an interest in DECA
- ◆ Any student taking a business education course from a certified marketing education instructor in your school; example if the Accounting class is offered by a marketing education instructor that student is eligible to be a member of DECA
- ◆ Any student who has taken the sequence of courses offered in your school and has no other marketing courses to take in your school but is still a full-time student (if you have a two year program and a student is a senior but has taken both years of your program, they are eligible to be a member of DECA)

### **Event Allocations for State Conference**

Chapters without 100% membership will have the following event entry allocations:

- 1 entry in all principal, series, team and personal financial literacy event
- 2 entries in all prepared events including Business Operations Research, Chapter, Business Management and Entrepreneurship, Marketing Representative and Professional Selling and Consulting events

Chapters with 100% membership will have the following event entry allocations:

- 2 entries in all principal, series, team and personal financial literacy events
- 3 entries in all prepared events including Business Operations Research, Chapter, Business Management and Entrepreneurship, Marketing Representative and Professional Selling and Consulting events

### **Membership Incentives for North Dakota DECA**

#### **Completion of DECA's Campaigns**

- Complete 1 of National DECA's Campaigns: 1 event entry of your choice based on availability
- Complete 2 of National DECA's Campaigns: 2 event entries of your choice based on availability
- Complete 3 of National DECA's Campaigns: 3 event entries of your choice based on availability + 1 additional voting delegate

#### **Professional and Alumni Members**

- 10 professional or alumni members: 1 event entry of your choice based on availability or \$25.00 Gift Card for DECA Images +one extra voting delegate
- 20 professional or alumni members: 2 event entries of your choice based on availability or \$50.00 Gift Card for DECA Images +two extra voting delegates
- 30 professional or alumni members: 3 event entries of your choice based on availability or \$75.00 Gift Card for DECA Images +three extra voting delegates
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#### **Membership Increase by Percentage over previous year: (total membership; students, professional, alumni)**

- 10% Increase 1 event entry of your choice based on availability + \$25.00 Gift Card from DECA Images
- 20% Increase 2 event entries of your choice based on availability + \$50.00 Gift Card from DECA Images
- 30% Increase 3 event entries of your choice based on availability + \$75.00 Gift Card from DECA Images

**Conference Registration Forms:** All registration forms are due February 13, 2017 at 12:00 noon.

# Registration received after February 13, 2017 is \$55.00 per participant.

## DECA State Conference Deadlines to Remember

January 13	National DECA Scholarship Applications Due
January 30	National Emerging Leaders Honor Award Applications Due (To national DECA)
February 13	State Officer Candidate Applications Due (online form only)
February 13	ND Emerging Leadership Applications Due ND Scholarship Applications Due UND Scholarship Applications Due Minot State University DECA Scholarship Applications Due LRSC Scholarship Applications Due NDSCS Scholarship Applications Due
February 13	Outstanding New Member Nomination Honorary Life Membership Nomination OM Hager Award of Excellence Nomination
February 13	<u>On-line registration completed: 12:00 pm (noon)</u>
February 25	Officer Candidate Tests Returned
March 1	Officer Candidate Folio Due Officer Candidate Code of Conduct Due (in folio)
March 1	All Written Events need to be in Bismarck for judging
March 3/4	Penalty Point Judging
March 6	State Officer Candidate Speech Due
March 11	State Officer Meeting
March 12-14	State Conference
March 20	ICDC Registration Due: end of day

For more information contact Kevin Reisenauer, State Advisor, at 701-328-3182 or [kreisena@nd.gov](mailto:kreisena@nd.gov) or Addie Lea, Administrative Assistant at 701-328-2288 or [alea@nd.gov](mailto:alea@nd.gov).  
Fax Number is 701-328-1255.

## 2017 Event Entries Per Chapter

Chapters who are allowed additional participants in series and team events if space permits due to chapter campaigns are to submit your requests with your registration and will be contacted after registration closes to confirm your request.

EVENT	# Entries for Chapters without 100% Membership	# Entries for Chapters with 100% Membership
1. Principles of Business Management 2. Principles of Finance 3. Principles of Hospitality 4. Principles of Marketing 5. Personal Financial Literacy	ONE entry in each event per chapter.	TWO entries in each event per chapter.
1. Accounting Applications Series – ACT 2. Apparel and Accessories Marketing Series – AAM 3. Automotive Services Marketing Series – ASM 4. Business Finance – BFS 5. Business Services Marketing Series – BSM 6. Food Marketing Series – FMS 7. Hotel and Lodging Management Series – HLM 8. Human Resource Management - HRM 9. Marketing Communications Series – MCS 10. Quick Serve Restaurant Management – QSRRM 11. Restaurant and Food Service Management – RFSM 12. Retail Merchandising Services – RMS 13. Sports and Entertainment Marketing Series – SEM	ONE entry in each event per chapter.	TWO entries in each event per chapter.
14. Business Law and Ethics Team – BLMDM 15. Buying and Merchandising Team – BMDM 16. Financial Services Team – FSDM 17. Hospitality Services Team – HMDM 18. Marketing Management Team – MMDM 19. Sports & Entertainment Marketing Team – SMDM 20. Travel and Tourism Marketing Team – TMDM	ONE entry/team in each event per chapter.	TWO entries in each event per chapter.
21. DECA Amazing Race	5	5
22. FULL THROTTLE: Leadership Track	20 students per chapter	20 students per chapter
23. Officer Candidates	3 per chapter	3 per chapter
24. Business Services Operations Research – BOR 25. Buying and Merchandising Operations Research – BMOR 26. Finance Operations Research – FOR 27. Hospitality and Tourism Operations Research – HTOR 28. Sports and Entertainment Marketing Operations Research - SEOR	2 entries per chapter	3 entries per chapter
29. Entrepreneurship Independent Business Plan 30. Entrepreneurship Franchise Business Plan 31. International Business Plan Event – IBP 32. Entrepreneurship – Growth Plan = EBG	2 entries per chapter	3 entries per chapter
33. Entrepreneurship – Innovation Plan 34. Entrepreneurship Start Up Business Plan Event 35. Advertising Campaign Event – ADC 36. Fashion Merchandising Promotion Plan Event – FMP 37. Sports and Entertainment Marketing Promotion Plan - SEPP 38. Hospitality and Tourism Professional Selling – HTPS 39. Financial Consulting - FC 40. Professional Selling Event – PSE	2 entries per chapter	3 entries per chapter
41. Community Service Project – CSP 42. Creative Marketing Project – CMP 43. Entrepreneurship Promotion Project – EPP 44. Financial Literacy Promotion Project – FLPP 45. Learn and Earn Project – LEP 46. Public Relations Project – PRP	2 entries per chapter	2 entries per chapter

## NORTH DAKOTA DECA ~ 2016-2017 COMPETITIVE EVENTS

CAREER CLUSTER EVENTS					
Exam at the North Dakota State Conference					
	Business Administration Core Examination	Business Management & Administration Examination	Finance Examination	Hospitality Examination	Marketing Examination
<b>PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS</b>					
Principles of Business Administration	X				
Principles of Finance	X				
Principles of Hospitality and Tourism	X				
Principles of Marketing	X				
Personal Financial Literacy	Financial Literacy Exam				
<b>TEAM DECISION MAKING EVENTS</b>					
Business Law and Ethics Team		X			
Buying and Merchandising Team					X
Financial Services Team			X		
Hospitality Services Team				X	
Marketing Management Team					X
Sports and Entertainment Marketing Team					X
Travel and Tourism Team				X	
<b>INDIVIDUAL SERIES EVENTS</b>					
Accounting Applications Series			X		
Apparel and Accessories Marketing					X
Automotive Services Marketing					X
Business Finance			X		
Business Services Marketing					X
Food Marketing					X
Hotel And Lodging Management				X	
Human Resources Management		X			
Marketing Communications					X
Quick Serve Restaurant Management				X	
Restaurant and Food Service Management				X	
Retail Merchandising					X
Sports and Entertainment Marketing					X
<b>PREPARED EVENTS</b>					
Advertising Campaign Event	On-Line Exam Prior to Conference				X
Fashion Merchandising Promotion Plan					X
Sports and Entertainment Promotion Plan					X
Hospitality & Tourism Professional Selling, Financial Consulting or Professional Sales					X
Entrepreneurship – Innovation Plan					
Entrepreneurship Growing Your Business					
Entrepreneurship Participating					
Entrepreneurship Written					
International Marketing Written					
Business Services Operations Research Event					
Buying and Merchandising Operations Research Event					
Finance Operations Research Event					
Hospitality and Tourism Operations Research Event					
Sports and Entertainment Marketing Operations Research Event					
<b>CHAPTER PROJECT EVENTS</b>					
Community Service Project (2)		Creative Marketing Project (2)			
Entrepreneurship Promotion Project (2)		Financial Literacy Promotion Project (2)			
Learn and Earn Project (2)		Public Relations Project (2)			

( ) = Number of Entries allowed per chapter in the Prepared and Chapter Project Events

Adopted by the North Dakota DECA Board of Directors.