

**2018  
NORTH DAKOTA  
COLLEGIATE DECA  
CAREER DEVELOPMENT CONFERENCE**

**Collegiate DECA**

**February 11-12, 2018**

**Send Housing Payment (not room reservations) to:**

**Holiday Inn of Fargo  
3803 13<sup>th</sup> Avenue South  
Fargo, ND 58103  
Phone: 701-282-2700  
Fax: 701-281-9729**

**Send Registration Payment (not housing) to:**

**North Dakota DECA  
PO Box 6022  
Bismarck, ND 58506-6022**

**REGISTRATION DEADLINE: 12:00 NOON – JANUARY 29, 2018**

**HOUSING RESERVATIONS DEADLINE: 12:00 NOON – JANUARY 29, 2018**

**OFFICER CANDIDATE APPLICATIONS DUE: 12:00 NOON JANUARY 29, 2018**

**REGISTRATION TO BE COMPLETED ON LINE AT**

**[HTTP://DECAMANAGER.COM/NDCOL/](http://decamanager.com/ndcol/)**

## **CAREER DEVELOPMENT CONFERENCE DATES AND LOCATION**

The 2018 Career Development Conference will be held February 11-12, 2018.

The conference hotel is the:

Holiday Inn of Fargo  
3803 13<sup>th</sup> Avenue South  
Fargo, ND 58103  
Phone: 701-282-2700  
Fax: 701-281-9729

## **WHO MAY ATTEND**

Advisors and students who are **paid** active members of their respective chapters are eligible to participate in the 2018 State Career Development Conference.

Additional memberships are due to National DECA by January 29, 2018. There will be no exceptions to the deadline for state and national dues. Payment must be mailed to national DECA.

To be considered an active member, the student delegate must:

- a) belong to a chapter which has paid state and national dues
- b) have approval of the chapter advisor and/or school administration

## **REGISTRATION FEE**

Registration fee for the Career Development Conference is \$50.00 per person. The registration fee includes conference and competitive event materials, speakers fees, some participant meals, judges' meals, entertainment, awards and awards session, tax and gratuities of conference meals.

**REGISTRATION MATERIALS ARE DUE ON OR BEFORE 12:00 Noon January 29, 2018.**

**Registration is to be done on-line only. Only those registered may compete in the assigned events. Registration payment should be taken care of immediately. You are able to print an invoice from the registration site when you complete registration at:**  
<http://decamanager.com/ndcol/>

Registrations received after noon on January 29, 2018 will be assessed a \$10.00 per participant late fee. There will be NO exceptions to this policy.

**Due to the late registration date there will not be any refunds given.** Substitutions will be allowed.

# CONFERENCE FACILITY – HOUSING

## HOUSING COSTS

The lodging rates are as follows:

<u>HOLIDAY INN OF FARGO</u>	<u>PER ROOM/NIGHT</u>
Single Room:	\$83.70
Double, Triple or Quad Room:	\$103.70

**Rooms Released on January 30.  
Room reservations will be  
submitted to the hotel from your  
housing request on line.**

## HOTEL RESERVATION PROCEDURE

Once you have the students registered for the conference on the on-line registration site, you will place students and advisors in sleeping rooms. Print this copy of housing for your records. **DO NOT SEND HOUSING PAYMENT TO ND DECA; PAY THE HOTEL DIRECTLY.** You will be invoiced from the hotel, or pay when checking out.

Block Name: North Dakota DECA

Holiday Inn of Fargo  
3803 13<sup>th</sup> Avenue South  
Fargo, ND 58103  
Phone: 1-877-282-2700  
Fax: 701-281-9729

**Room Reservation Forms are due with registration on January 29, 2018.** Rooms will be held until January 30, 2018. A Direct Bill Account, credit card or advance deposit prior to arrival is needed to guarantee reservations. Reservations will automatically be billed for one night unless cancelled prior to 6 PM on the day of arrival. You do NOT need to call the hotel for housing; it will be submitted from your online registration.

## HOTEL CHECK-IN PROCEDURE

The check-in procedure will be as follows:

Upon arrival at the hotel, one advisor from each delegation should pick up the room keys for the entire delegation from the hotel registration desk on the main floor. (Rooms check in is not guaranteed before 3 PM) Please instruct your students that only advisors or the designated lead student will be allowed to register the delegation, unless you have made special arrangements with the hotel. **Conference registration materials will be distributed at the Hotel to the Chapter Advisor only, unless prior arrangements have been made.**

1. The rooms will be assigned by the hotel as the reservation forms are received. Early submission of forms is advised.
2. If there are cancellations after you have submitted the reservation and registration forms, it will be necessary to notify both the hotel and North Dakota DECA. This request is necessary to insure that your chapter is not charged for unused sleeping rooms.
3. The hotel requests that you notify them by phone of all cancellations and/or substitutions and additions to your rooming list. Do this in ALL cases, even if you must call the day you depart for the hotel. This will greatly simplify the registration process.

## HOTEL CHECK-OUT PROCEDURE

1. Checkout is 11:00 am. Please have all rooms checked out by that time.
2. Pay for the incidentals before departure.
3. Inform the front desk that the rooms have been vacated.

## STUDENT AND ADULT CODE OF CONDUCT, & DRESS CODE

All conference participants are to consider this a professional conference and are therefore expected to abide by the Association's Code of Conduct and the Dress Code, which is enclosed in this packet. Please review these guidelines with your students.

### CHAPERONE CRITERIA

All chaperones or advisors must pay the registration fee and assist in the running of competitive events as needed.

Please make every effort to secure adequate numbers of chaperones. Chapters without an advisor will need to name on student as the lead student who is responsible for the actions of the other members of the chapter.

Prior to the conference, the chaperone should meet with the students he/she will advise. Students without chaperones will be required to report to the State Advisor and their lead student.

Chaperones will be required to be at the conference site and responsible for the delegation throughout the day. Chaperones for students staying at the hotel are required to also stay at the hotel.

Chapter advisors have final responsibility for their entire delegation.

### OFFICER CANDIDATES AND VOTING DELEGATE ALLOCATIONS

Officer Candidate Applications are due January 29, 2018. Each chapter may submit no more than two applications for office. Only chapters that hold an official charter are allowed to have a candidate for state office. Each chartered chapter will be allowed 3 voting delegates.

### COMPETITIVE EVENTS

A student can compete in a maximum of three competitive events. Please do not exceed the following:

- One Individual Case Study
- One Team Case Event
- One Prepared Event

### SUBMITTING PREPARED EVENTS

Prepared events must be mailed one week prior to the conference. **Postmark date is February 2, 2018** with an arrival in Bismarck on Wednesday, February 7. Penalty Points will need to be completed prior to the conference. Be sure the Statement of Assurances and all requirements are met before sending in the project. This is for those prepared events with a report required: Advertising Campaign, Business Research, Entrepreneurship (new and growing).

### SUBSTITUTIONS

All substitutions must be emailed to [kreisena@nd.gov](mailto:kreisena@nd.gov) and submitted prior to the conference, no later than Tuesday, February 6, 2018. There is no refund on cancellations. Do not make changes on the registration site after 12:00 noon, January 29, 2018.

### CONFERENCE ATTIRE

Students are expected to dress in **business attire** for the Opening Session, Voting Delegates Sessions, Business Meeting, Awards Sessions and **all competitions**. **See Dress Code in Code of Conduct.**

# **NORTH DAKOTA COLLEGIATE DECA**

## **Code of Conduct**

Collegiate DECA members have an excellent reputation. Your conduct at every DECA function should make a positive contribution to extending that reputation. Listed here are rules of conduct for the all state and national activities. All members will be expected to:

1. Behave in a courteous and respectful manner, refraining from language and actions that might bring discredit upon themselves, their school, other delegates, advisors, or upon DECA.
2. Obey all local, state, and federal laws.
3. Avoid conduct not conducive to an educational conference. Such conduct includes, but is not limited to, actions disrupting the businesslike atmosphere, association with non-conference individuals, or activities that endanger self or others (running in the General Sessions, standing on chairs, using laser points during workshops, bodysurfing at dances, etc.)
4. Keep their advisors informed of their activities and whereabouts at all times. Accidents, injuries, and illnesses must be reported to the local or state advisors immediately.
5. Avoid alcoholic beverages and controlled or illegal substances of any form. These items must not be used or possessed at any time by anyone under the age of 21, or under any circumstances. Use or possession of such substances may subject the delegate to criminal prosecution.
6. Act as guests of the hotel and conference center. Delegates must obey the rules of these facilities. The facilities have the right to ask a delegate or delegates to leave. Do not throw anything out of windows or over balconies. Do not run down hallways. Noise should be kept at a reasonable volume, especially in the hotels. Remember there are other guests in the hotels that have rights as well. Trash (this includes pizza boxes, bottles, cans, etc.) must be placed in the proper receptacles and not left on guest room or meeting room floors. Individuals or chapters responsible for damages to any property or furnishings will be responsible for its repair or replacement. Local advisors are responsible for the supervision of delegate conduct.

## **Disregarding or Violating the Code of Conduct**

Delegates who disregard or violate this code will be subject to disciplinary action, including, but not limited to, forfeiture of privileges to attend further events, dismissal from the conference, and being sent home at your own expense. Parents and/or guardians of minors will be notified and North Dakota DECA reserves the right to notify law enforcement.

## **Dress Code for Advisors, Members and Guests**

*Approved September 2001*

Collegiate DECA members and advisors should develop an awareness of the image one's appearance projects. The purpose of the dress code is to uphold the professional image of the association and its members and to prepare students for the business world.

Appropriate attire is required for all attendees -- advisors, members, and guests -- at all general sessions, competitive events, invitational meetings, workshops, and other activities unless otherwise stated in the conference program. Conference name badges are part of this dress code and must be worn for all conference functions. For safety reasons, do not wear name badges when touring.

### **Professional attire acceptable for official activities include:**

#### *Males*

- Business suit with collar dress shirt, and necktie or
- Sport coat, dress slacks, collared shirt, and necktie or
- Dress slacks, collared shirt, and necktie.
- Banded collar shirt may be worn only if sport coat or business suit is worn.
- Dress shoes and dress socks.

#### *Females*

- Business suit with blouse or
- Business pantsuit with blouse or
- Skirt or dress slacks with blouse or sweater or
- Business dress.
- Dress shoes and hosiery.

### **Inappropriate attire, for both men and women, includes:**

- Jewelry in visible body piercing, other than ears
- Jeans
- Denim or chambray fabric clothing of any kind, overalls
- Backless, see-through, tight-fitting, spaghetti straps, strapless, extremely short, or low-cut blouses/tops/dresses/skirts
- T-shirts, Lycra™, spandex, midriff tops, tank tops, bathing suits
- Sandals, athletic shoes, industrial work shoes, hiking boots, bare feet, or over-the-knee-boots
- Athletic wear, including sneakers and exercise or bike shorts, shorts, stretch or stirrup pants
- Hats, caps or flannel fabric clothing
- Visible foundation garments

**2018**

**NORTH DAKOTA COLLEGIATE DECA EVENT ENTRIES**

**NUMBER OF ENTRIES AVAILABLE PER CHAPTER**

<b>EVENT</b>	<b># ENTRIES PER CHAPTER</b>
<b>INDIVIDUAL CASE STUDIES</b>	
ACCOUNTING	5
BANKING FINANCIAL SERVICES	5
CORPORATE FINANCE	5
FASHION MERCHANDISING AND MARKETING	5
HOTEL AND LODGING	5
HUMAN RESOURCE MANAGEMENT	5
MARKETING MANAGEMENT	5
RESTAURANT AND FOOD SERVICE MANAGEMENT	5
RETAIL MANAGEMENT	5
SALES MANAGEMENT MEETING	5
TRAVEL AND TOURISM	5
<b>TEAM CASE STUDIES – ALL ARE TEAMS OF 2</b>	
BUSINESS ETHICS (TEAM OF 2)	4
BUSINESS TO BUSINESS MARKETING (TEAM OF 2)	4
EVENT PLANNING (TEAM OF 2)	4
FINANCIAL STATEMENT ANALYSIS (TEAM OF 2)	4
INTERNATIONAL MARKETING (TEAM OF 2)	4
MARKETING COMMUNICATIONS (TEAM OF 2)	4
SPORTS AND ENTERTAINMENT MARKETING (TEAM OF 2)	4
<b>PREPARED BUSINESS PRESENTATIONS</b>	
ADVERTISING CAMPAIGN (1-3 PARTICIPANTS)	3
BUSINESS RESEARCH (1-3 PARTICIPANTS)	3
EMERGING TECHNOLOGY MARKETING STRATEGIES (1-2 PARTICIPANTS)	3
ENTREPRENEURSHIP GROWING YOUR BUSINESS (1-3 PARTICIPANTS)	3
ENTREPRENEURSHIP STARTING YOUR OWN BUSINESS (1-3 PARTICIPANTS)	3
PROFESSIONAL SALES (INDIVIDUAL)	3