



2010
North Dakota DECA
State Career Development
Conference

Registration Information

Conference Dates: March 14-16, 2010

Registration Deadline: 5:00 pm - Thursday, February 18, 2010

Registration Forms: Complete the on-line registration. Confirmation will be sent when your registration has been received.

Conference Site: Holiday Inn, 2200 Burdick Expressway East, Minot, North Dakota 58701.
Phone: 701-852-2504. Fax: 701-852-2630

Hotel Rates: Contact the HOLIDAY INN to confirm your rooms and billing process. You will need to make your own arrangements for direct bill accounts. Provide your tax-exempt number and billing information. Single: State Rate of \$63.00 per room. Double, Triple, Quad: \$75.00 per room per night. No more than four people per room.

The hotel will receive a copy of your housing list from your on-line registration.
Hotel Fax: 701-852-2630. Room block will be released on February 22, 2010.

Conference Registration Fee: The conference registration fee is \$40.00 per person, chaperones, advisors and students. Student teachers must be registered but there is no registration fee.

Conference Registration Refunds: Any cancellations on or before February 25, 2010 will receive a 50% conference refund or \$20.00. No refunds after February 25, 2010.

Conference Attire: Professional dress is always suggested.

Opening Session, Competition, Business Meeting, Awards Session: Professional attire is required. Refer to the National DECA Guide if you have questions concerning professional attire.

Entertainment, DECA Quiz Bowl: Casual attire accepted. Conference t-shirts are recommended for the entertainment on Monday evening.

Officer Candidates: The deadline for officer candidate nominations is February 12, 2010. Candidates will be provided regulations for campaigning. See application procedures. The application form is on line at www.nddeca.org.

Event Entries: A student may be in no more than three events plus quiz bowl. They may be in:

1. One Career Cluster Event: Principles, Series or Team Decision Making Event
2. One Prepared Event: (ad campaign, technical marketing, fashion merchandising business operations research, entrepreneurship business plan, or entrepreneurship participating event)
3. One chapter project event (chapter awards, community service, creative marketing, financial literacy promotion, learn and earn, entrepreneurship promotion, or public relations)
4. Students may also participate in a special activity such as quiz bowl, officer candidate, voting delegate or special activity

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: 3 votes are given to each chapter + one voting delegate for every 10 student members over 20. For example 29 student members gives you 3 voting delegates and 30 student members gives you 4 voting delegates. Chapters with 100% membership are allowed one additional voting delegate. The number of votes per chapter will be determined by chapter membership rosters.

100% Membership: Chapters who have PAID membership from all students in the marketing education classes are considered 100% membership chapters. Introduction courses are not considered part of the 100% membership requirement. Students in IT classes are eligible to be members of DECA. Students in a business course taught by a marketing teacher are eligible to be in DECA.

Event Sponsorship: Each chapter is required to secure sponsors for events as assigned or will be responsible for making a payment of \$100.00 for each event assigned. Contracts are due no later than February 1, 2010.

Written Event Prejudging: All manuals must be in Minot by Thursday, March 4, 2010. Manuals not received by Thursday, March 4, 2010 will **NOT BE JUDGED**. Please mail all manuals to: Michelle Hoff, Minot High School, 1100 11th Avenue SW, Minot, ND 58701. You may contact Michelle Hoff at or at michelle.boyeff@sendit.nodak.edu. This includes all written events.

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.

Marketing Education Honor Awards: North Dakota awards are due to the Bismarck office by February 13, 2009. The National Marketing Education Honor Award should be sent directly to National DECA.

The national Honor Award forms are due to National DECA by February 1, 2010.

Scholarship Applications: The deadline for each application is printed on the application. Most applications are due by February 12, 2010. These include:

- North Dakota DECA Scholarship (Qwest, Applebee's, Taking You Higher & Leonard Pokladnik)
- LRSC DECA Scholarship
- Minot State University DECA Scholarship
- UND Oswald M. Hager Leadership Scholarship

All other National DECA Scholarships are to be sent directly to National DECA (including the Harry A. Applegate 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 12, 2010.

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 12, 2010.

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 12, 2010.

Definition of 100% Membership: Your chapter is considered 100% membership if all students enrolled in your marketing education program are PAID members of DECA. This does not include students in an Introduction to Marketing or Business Course and does not include 9th grade students.

Who can be a member of DECA?

- ◆ Any student enrolled in a marketing education course in your school
- ◆ 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)

Conference Registration Forms: All registration forms are due February 18, 2010.

Registration received after February 18, 2010 is \$50.00 per participant.

DECA State Conference Deadlines to Remember

February 1	National Marketing Education Honor Award Applications Due (To national DECA)
February 1	Event Sponsorship Contracts Due
February 12	State Office Candidate Applications Due (online form only)
February 12	ND Scholarship Applications Due UND Scholarship Applications Due Minot State University DECA Scholarship Applications Due LRSC Scholarship Applications Due Outstanding New Member Nomination Honorary Life Membership Nomination OM Hager Award of Excellence Nomination
February 18	<u>On-line registration completed</u>
February 25	Officer Candidate Tests Returned
March 1	Officer Candidate Folio Due Officer Candidate Code of Conduct Due (in folio)
March 4	All Written Events need to be in Minot for judging
March 7-8-9	Penalty Point judging & Written Event Judging
March 8	State Officer Candidate Speech Due
March 13	State Officer Meeting
March 14-16	State Conference
March 22	ICDC Registration Due

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

2009 Event Entries Per Chapter

Chapters who have 100% membership are allowed additional participants in series and team events if space permits. You are to submit your requests with your registration and will be contacted within 48 hours after registration closes to confirm your request.

EVENT	# Entries for Chapters <u>without</u> 100% Membership	# Entries for Chapters <u>with</u> 100% Membership
1. Principles of Business Management 2. Principles of Finance 3. Principles of Hospitality 4. Principles of Marketing	ONE entry in each event per chapter.	ONE entry 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 Services Marketing Series – BSM 5. Food Marketing Series – FMS 6. Hotel and Lodging Management Series – HLM 7. Marketing Management Series – MMS 8. Quick Serve Restaurant Management – QSRM 9. Restaurant and Food Service Management – RFSM 10. Retail Merchandising Services – RMS 11. Sports and Entertainment Marketing Series – SEM	ONE entry in each event per chapter.	ONE entry in each event per chapter; a second entry may be requested but not guaranteed.
12. Business Law and Ethics Management Team – BLMDM 13. Buying and Merchandising Management Team – BMDM 14. Hospitality Services Management Team – HMDM 15. Sports & Entertainment Marketing Management Team – SMDM 16. Travel and Tourism Marketing Management – TMDM	ONE entry/team in each event per chapter.	TWO entries/teams in each event per chapter may be requested but not guaranteed.
17. DECA QUIZ BOWL TEAM	One Team of 4 Per chapter All Teams will take a test and the top 8 teams will be announced at the opening session and compete on Monday on stage.	
18. DECA Apprentice Challenge (may not be competing in the afternoon written events)	12 students per chapter	12 students per chapter
19. Officer Candidates	3 per chapter	3 per chapter
20. Business Services Operations Research – BOR 21. Buying and Merchandising Operations Research – BMOR 22. Finance Operations Research – FOR 23. Hospitality and Tourism Operations Research – HOR 24. Sports and Entertainment Marketing Operations Research - SEOR	3 entries per chapter	3 entries per chapter
25. Entrepreneurship Written Event – ENW	3 entries per chapter	3 entries per chapter
26. Entrepreneurship Participating Event – ENP 27. Advertising Campaign Event – ADC 28. Fashion Merchandising Promotion Plan Event – FMP 29. Technical Sales Event – TSE	2 entries per chapter	2 entries per chapter
30. Community Service Project – CSP 31. Creative Marketing Project – CMP 32. Entrepreneurship Promotion Project – EPP 33. Financial Literacy Promotion Project – FLPP 34. Learn and Earn Project – LEP 35. Public Relations Project – PRP	2 entries per chapter	2 entries per chapter
36. VOTING DELEGATES	3 per chapter 1 additional member for every 10 student members over 20. 29=3 and 30 = 4 (etc)	1 additional voting delegate

NORTH DAKOTA DECA ~ 2009-2010 COMPETITIVE EVENTS

Students may compete in One Career Cluster Event, One Prepared Event, and One Chapter Project + Represent the chapter on the Quiz Bowl Team. Students may also compete in the on-line events including the Stock Market Game and the Virtual Business Challenge.

CAREER CLUSTER EVENTS			
	<i>Exam at the North Dakota State Conference</i>		
	Business Administration Core Examination	Hospitality and Tourism Examination	Marketing Examination
PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS			
Principles of Business Administration	X		
Principles of Finance	X		
Principles of Hospitality and Tourism	X		
Principles of Marketing	X		
TEAM DECISION MAKING EVENTS			
Business Law and Ethics Team			X
Buying and Merchandising Team			X
Hospitality Services Team		X	
Sports and Entertainment Team			X
Travel and Tourism Team		X	
INDIVIDUAL SERIES EVENTS			
Accounting Applications Series			X
Apparel and Accessories Marketing			X
Automotive Services Marketing			X
Business Services Marketing			X
Food Marketing			X
Hotel And Lodging Management		X	
Marketing Management			X
Quick Serve Restaurant Management		X	
Restaurant and Food Service Management		X	
Retail Merchandising			X
Sports and Entertainment Marketing			X
PREPARED EVENTS			
Advertising Campaign Event (2)			X
Fashion Merchandising Promotion Plan (2)			X
Technical Sales (2)			X
Entrepreneurship Participating (2)			
Entrepreneurship Written (3)			
Business Services Operations Research Event (3)			
Buying and Merchandising Operations Research Event (3)			
Finance Operations Research Event (3)			
Hospitality and Tourism Operations Research Event (3)			
Sports and Entertainment Marketing Operations Research Event (3)			
CHAPTER PROJECT EVENTS			
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)			

Adopted by the North Dakota DECA Board of Directors, August 9, 2009