

**DECA**  
**LIVELEARNLEAD**  

---

**N O R T H   D A K O T A**  

---

**2010**

**State Career Development Conference**

**March 14-16  
Holiday Inn and Convention Center  
Minot**

## SUNDAY, MARCH 14, 2010

### MORNING

**8:30**

*Coliseum*

**State Officer Meeting and Conference Preparation**

### AFTERNOON

**12:00**

*Pavilion Restaurant*

**State Officer Luncheon**

*Sponsored by COLE PAPER COMPANY, FARGO*

**1:00**

*Coliseum*

**State Officer Rehearsal**

**3:30-4:25**

*Forum*

**On-site Registration (advisors and chapter president)**

**4:00-11:00**

*Mediterranean & Rhodes*

**Exhibits Open**

**4:00-5:30**

*Mediterranean*

**Officer Candidates' Campaign Booths constructed**

**4:30-5:00**

*Exhibition*

**Advisors Meeting**

Conference Updates, ICDC Information and Registration Materials

### EVENING

**5:15-6:30**

*Atrium Boardroom*

**Officer Candidate Reception**

*Sponsored by MINOT STATE UNIVERSITY, COLLEGE OF BUSINESS DEANS OFFICE*

**5:15-6:30**

*Boardroom 110*

**Officer Candidate Interviews**

**6:30-11:00**

*Mediterranean*

**Officer Candidate Booths Open**

**7:00-8:00**

*Exhibition Room*

*Rhodes Room*

**Event Testing: Session One (Professional Attire)**

**Marketing Examination**

Business Law and Ethics Team Decision Making Event  
Buying & Merchandising Team Decision Making Event  
Sports & Entertainment Marketing Team Decision Making Event

Accounting Applications  
Apparel and Accessories Marketing  
Automotive Services Marketing  
Business Services Marketing  
Food Marketing  
Marketing Management  
Retail Merchandising  
Sports & Entertainment Marketing (Individual)

Advertising Campaign  
Fashion Merchandising Promotion Plan  
Technical Sales

**8:30-9:45**  
Coliseum

**First General Session: Recognition Session**  
**PROFESSIONAL ATTIRE REQUIRED (see page 8)**

**Females:** Dress shoes (no sandals, flip flops or tennis shoes), blazer, or business suit with dress blouse or skirt and dress slacks with dress blouse or dress sweater or business dress.

**Males:** Dress shoes (no sandals or tennis shoes) and dress socks, and blazer or business suit with collared dress shirt and neck tie, dress pants or Dockers (no Cargo pants), or collared dress shirt and neck tie, dress pants or Dockers.

**Featuring the Magi Drum Line**

**Flag Presentation by the United States Air Force Junior ROTC**

**National Anthem sung by Kelsey Schmidt and Tony Potts, Fargo North**

Muscular Dystrophy Association Recognition  
Scholarships and Honor Awards  
Virtual Business Challenge  
Stock Market Game Awards  
DECA Serve Day Recognition  
Advisor Recognition  
Officer Candidate Speeches

**10:00-11:00**  
Exhibition Room

**Event Testing: Session Two (Professional Attire)**  
**Hospitality and Tourism Examination**

Hospitality Services Team Decision Making Event  
Travel and Tourism Team Decision Making Event

Hotel and Lodging Management  
Quick Serve Restaurant Management  
Restaurant and Food Service Management

Rhodes Room

**Business Administration Core Examination**

Principles of Business Administration  
Principles of Finance  
Principles of Hospitality and Tourism  
Principles of Marketing

**11:10**  
(see assigned rooms)

**Chapter Meetings**

Aegean—Red River  
Atrium Conference Room—Bismarck  
Coliseum—Mandan, Central Cass, West Fargo, LACTC Devils Lake  
Exhibition—Fargo South, Fargo North  
Ionian—NVCTC Grafton  
Rhodes Room—Grand Forks Central  
Poolside—Valley City  
Room 243—Minot

If your chapter is not listed, check with your advisor for meeting location.

**11:30**

**Conference Curfew**

## Conference Exhibitors

Business Challenge  
Clubs Choice Fund Raising  
DECA Store  
Jamestown College  
Lake Region State College

Minot State University  
ND Air National Guard  
ND Army National Guard  
Rasmussen College  
University of Mary

## MONDAY, MARCH 15, 2010

### MORNING

**7:15**

*Forum*

#### **Advisors Meeting**

All Chapter Advisors must attend the meeting for event preparation.

**7:30-8:30**

*Hotel Lobby*

#### **Continental Breakfast for DECA Members**

*Sponsored by HOLIDAY INN OF MINOT*

Breakfast is also available in the Pavilion Restaurant, on your own.

**7:45-8:00**

*Coliseum*

#### **Judges Check & Breakfast**

*Sponsored by BASIN ELECTRIC POWER COOPERATIVE*

**8:00-3:00**

*Mediterranean*

#### **Exhibits & Officer Candidate Booths Open**

**8:00-4:30**

#### **EVENT COMPETITION**

PROFESSIONAL ATTIRE REQUIRED (see page 8)

**Females:** Closed toe dress shoes (no sandals, flip flops or tennis shoes), and stocking or nylons, blazer or business suit with dress blouse or skirt and dress slacks with dress blouse or dress sweater or business dress. No jewelry in visible body piercing, other than ears.

**Males:** Dress shoes (no sandals or tennis shoes) belt and colored dress socks, and sport coat, blazer or business suit is recommended with collared dress shirt and neck tie, dress pants or Dockers (no Cargo pants), or collared dress shirt and neck tie, dress pants or Dockers. No jewelry in visible body piercing, other than ears.

**8:00-12:00**

*Preparation: Aegean*

*Presentation: Ionian*

#### **Team Decision Making Events**

REPORT AT ASSIGNED TIME

- Business Law & Ethics Management Decision Making
- Buying and Merchandising Management Decision Making
- Hospitality Services Management Decision Making
- Sports and Entertainment Marketing Management Decision Making
- Travel and Tourism Marketing Management Decision Making

**8:15-12:00**

*Preparation: Coliseum*

*Presentation: Exhibition*

#### **Individual Series Events**

REPORT AT ASSIGNED TIME

- Accounting Applications
- Apparel and Accessories Marketing
- Automotive Services Marketing
- Business Services Marketing
- Food Marketing
- Hotel and Lodging Management
- Marketing Management
- Quick Serve Restaurant Management
- Restaurant and Food Service Management
- Retail Merchandising
- Sports and Entertainment Marketing

**8:15-12:00**

*Preparation: Coliseum*

*Presentation: Exhibition*

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

REPORT AT ASSIGNED TIME

- Principles of Business Administration
- Principles of Finance
- Principles of Hospitality and Tourism
- Principles of Marketing

**8:30-12:00**

Room 110

**Technical Sales Event**

**9:45-10:00**

Rhodes Room

**Prepared Event Judges Check In**

Lunch sponsored by **AMERICAN BANK CENTER**

**10:00-10:45**

*Atrium Boardroom*

**Workshop: "In the Know with DECA Techno"**

*Presented by National Vice President Nick Gerken*

**11:00-11:45**

*Atrium Boardroom*

**Workshop: "In the Know with DECA Techno"**

*Presented by National Vice President Nick Gerken*

**11:45-12:45**

*Forum*

**Luncheon**

**Advisors and Event Coordinators**

*Sponsored by THE NORTH DAKOTA ARMY NATIONAL GUARD*

**AFTERNOON**

**1:15**

*Report to Rhodes Room*

*Presentations in Exhibition*

**Prepared Event Competition**

REPORT AT ASSIGNED TIME

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

- Entrepreneurship Written Event
- Entrepreneurship Participating Event

- 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

- Advertising Campaign Event
- Fashion Merchandising Promotion Plan

**1:30-4:30**

*Coliseum*

**Apprentice Challenge**

*Sponsored by the WAL-MART FOUNDATION*

**1:30-4:30**

*Ionian & Aegean*

**Accelerated Leadership Training**

*Presented by THE NORTH DAKOTA ARMY NATIONAL GUARD*

REPORT TO IONION ROOM AT 1:30 PM

**1:30-2:15**

*Atrium Boardroom*

**Workshop: "In the Know with DECA Techno"**

*Presented by National Vice President Nick Gerken*

## The DECA Store

The DECA Store is operated by the Alumni of DECA. The store has items needed for the conference including pencils, calculators and DECA folios.

**Hours of Operation: Sunday 3:30-11:00pm and Monday 8:00am-3:00pm**

## EVENING

DECA CASUAL ATTIRE REQUIRED (see page 8)

**All participants:** *Casual dress includes jeans, tennis shoes or sandals, DECA T-shirts, or business casual attire. No caps, shorts or sweats.*

**5:00-7:00**

**Dinner – organized by chapter**

**7:15**

Coliseum

**DECA Quiz Bowl Competition**

**8:15**

Coliseum

**General Session Two:  
Business Meeting & Final Apprentice Challenge Presentations**

Business Meeting – election of officers  
Final Presentations for Apprentice Challenge  
*Sponsored by the WAL-MART FOUNDATION*

**9:00**

Exhibition

**LIVE LEARN LEAD RECEPTION**  
*Sponsored by INVESTORS REAL ESTATE TRUST OF MINOT*  
*Hosted by 2009-2010 State Officers*

Come visit with your friends, have some chocolate and register to win prizes.

**9:15**

Ionian

**Conference Coordinators Meeting**  
*Sponsored by THE HOLIDAY INN OF MINOT*

**9:45-11:10**

**General Session Three: Bearded Men Improv**  
*Sponsored by SA MECHANICAL INC. FARGO*  
...Since its founding in 2006, Bearded Men Improv has been dedicated to the development of improv as both artform and entertainment. To our audiences and clients, we pledge to provide the utmost satisfaction, within our control, each and every performance. To ourselves, as improviser and performers we shall never end in our pursuit to express our individuality as well as to experience the magic that connects us all through live performance.

**11:15**

*(see assigned rooms)*

**Chapter Meetings**  
Aegean—Red River  
Atrium Conference Room—Bismarck  
Coliseum—Mandan, Central Cass, West Fargo, LACTC Devils Lake  
Exhibition—Fargo South, Fargo North  
Ionian—NVCTC Grafton  
Rhodes Room—Grand Forks Central  
Poolside—Valley City  
Room 243—Minot

If your chapter is not listed, check with your advisor for meeting location.

**11:30**

**Conference Curfew**  
All students must be in their rooms from 11:30 pm to 6:30 am to abide by conference curfew.

## TUESDAY, MARCH 16, 2010

### MORNING

**6:00**

Coliseum

#### **State Officer Meeting**

*Breakfast sponsored by MINOT STATE UNIVERSITY*

**9:00**

Coliseum

#### **Awards Session**

PROFESSIONAL ATTIRE REQUIRED (see page 5)

**Females:** Dress shoes (no sandals, flip flops or tennis shoes), blazer or business suit with dress blouse or skirt and dress slacks with dress blouse or dress sweater or business dress.

**Males:** Dress shoes (no sandals or tennis shoes) and dress socks, and blazer or business suit with collared dress shirt and neck tie, dress pants or Dockers (no Cargo pants), or collared dress shirt and neck tie, dress pants or Dockers.

Introduction of State Officers

National Anthem by Ivy Nadeau, Mandan High School

Brunch

Presentation of Awards

*Narrators: Perry Olson, KXMC Television and McKinzey Whitty, DECA Alumni Member*

Officer Farewell

Introduction of New Officers

**11:30**

Forum

#### **Advisors Meeting**

**11:30**

#### **Orientation Meeting for 2010-2011 State Officer Team**