

INFORMATION GUIDE

Indiana DECA
State Career Development Conference
March 4-6, 2018
Indianapolis Marriott Downtown
350 West Maryland Street, Indianapolis, IN 46225

Registration Fee:

\$60.00 per member (students and advisors)
\$15.00 per chaperone

Hotel:

Indianapolis Marriott Downtown
350 West Maryland Street
Indianapolis, IN 46225

Hotel Fee:

\$196.56 per night/per room
\$393.12 for two (2) nights
(Includes taxes and fees)
Single (1 person) $\$196.56 \times 2 = \393.12
Double (2 people) $\$98.28$ (per person) $\times 2 = \$196.56$
Triple (3 people) $\$65.52$ (per person) $\times 2 = \$131.04$
Quad (4 people) $\$49.14$ (per person) $\times 2 = \$98.28$

Send Check for Registration and Housing to:

Indiana DECA
12631 West Road
Zionsville, IN 46077

Registration Link:

www.logicsolut.net/indianadeca

Don't Forget to Register:

- * Voting Delegates (2 per chapter)
- * Courtesy Corp (2 per chapter)

Written Events:

- * Submit at State Officer Screening
- * January 27, 2018
- * Carmel High School
- * More information on page 4

Adult to Student Ratio:

Every chapter **MUST** have one (1) adult per ten (10) students. There are no exceptions to this requirement.

Due Dates:

Registration: January 31, 2018
Cancellation Deadline: February 14, 2018
Payment: February 23, 2018



LIMITLESS

If you have questions, please contact:
Janice Brown, Executive Director/Chartered Association Advisor
12631 West Road
Zionsville, IN 46077
317-258-7739
IndianaDECA@gmail.com

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CONFERENCE REGISTRATION:

- Registration will be available at www.logicsolut.net/indianadeca by **JANUARY 17, 2018**.
- Registration is online. You will NOT have to download software and send it via email. Please visit the site **EARLY** to familiarize yourself with the changes for this year. More information will be available on the registration website.
- Registration deadline is Wednesday, January 31, 2018.
- Cancellation deadline is Wednesday, February 14. More information on cancellation procedures can be found on the registration site.
- Read your registration confirmation carefully. Be sure rooms are listed correctly to facilitate the organization of floors by district.
- All students registering for SCDC MUST have paid membership through DECA Inc. and have paid District registration fees, even those who are attending state ONLY events.

REGISTRATION FEE:

- \$60.00 per member (students and advisors)
- \$15.00 per chaperone (chaperones paying \$15.00 will not receive a conference t-shirt or giveaways)

HOUSING COSTS:

- Rooms are \$196.56 per night/per room (or \$393.12 for two (2) nights. This includes tax.)
 - Single (1 person) \$196.56 x 2 = \$393.12
 - Double (2 people) \$98.28 (per person) x 2 nights = \$196.56 per person
 - Triple (3 people) \$65.52 (per person) x 2 nights = \$131.04 per person
 - Quad (4 people) \$49.14 (per person) x 2 nights = \$98.28 per person

PAYMENT:

- All chapters need to include an invoice with payment. Payment must be received by February 23, 2018. There will be no direct billing from the hotel. Marriott Rewards will not be applicable to your stay at SCDC.

WHO SHOULD REGISTER:

- District event winners
- Advisors and chaperones
- Written project entries
- Marketing Representative entries
- Two (2) Courtesy Corps (preferably not seniors)
- Two (2) Voting Delegates (preferably not seniors)

All registrations should be ELECTRONICALLY SUBMITTED by Wednesday, January 31, 2018 to receive the \$60.00 registration fee. AFTER January 31, members will pay \$70.00 and chaperones will pay the full \$60.00 registration fee.

JUDGES

We are always looking for judges! If you know of anyone in the Indianapolis area that would be a great candidate to judge, please provide Judy Commers (judycommers@gmail.com) with their contact information. We can never have too many judges!! Judging will take place on Monday, March 5, 2018 from approximately 7:45 AM—4:00 PM.

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HOTEL INFORMATION

Indianapolis Marriott Downtown

350 W. Maryland Street
Indianapolis, IN 46225
(317) 822-3500
www.IndyMarriott.com

ARRIVAL/DEPARTURE: MARRIOTT

- Do not plan to arrive before 2:30 p.m.
- Check-in will NOT be at the front desk.

CHECK-IN/CHECK-OUT:

- Check-in will take place in the Utah Room on the first floor of the hotel. This is around the corner (to the right) from the Missouri Street entrance of the hotel where your buses will drop you off. Again, do NOT check in at the front desk.
- Please be patient when waiting for your rooms. If your rooms are not ready once you arrive you can leave your cell phone number and the hotel will call or text you when your rooms are ready.
- Be prepared to provide a credit card upon arrival in order to cover incidental charges. All incidental charges remaining on your rooms after check-out will be charged a \$20.00 service fee on top of the room charges. Be sure to clear your chapter's rooms BEFORE you leave.
- At check-out students can leave their keys in their rooms. There is no need for you to check-out at the front desk. Simply call and verify that there are NO charges remaining from your school.

PARKING FOR THE MARRIOTT:

- On-site parking: \$40.00 overnight
- Valet parking: \$45.00 overnight
 - * Parking rates are subject to change
- Buses can unload west of the hotel in the bus-loading zone (next to the Government Center parking garage on Missouri Street).

GENERAL PARKING INFORMATION:

- Vans and buses may be parked at the White River State Park. This is located on West Washington Street at the Eiteljorg Museum just west of West Street. Please call (317) 234-0231 prior to find out current rates and reserve a space in advance (especially for buses). Additional parking options are available upon request. Please email me at indianadeca@gmail.com.

OVERFLOW HOTELS

The following overflow hotel properties will be used again this year. For the chapters staying at these hotels, more information will be coming that is specific for each location. If your chapter would like to stay at an overflow property, please let me know.

Courtyard Indianapolis Downtown

601 West Washington Street
Indianapolis, IN 46204
(317) 822-9029

<http://www.marriott.com/hotels/travel/indct-courtyard-indianapolis-downtown/>

Fairfield Inn & Suites Indianapolis Downtown

501 West Washington Street
Indianapolis, IN 46204
(317) 636-7678

<http://www.marriott.com/hotels/travel/indfd-fairfield-inn-and-suites-indianapolis-downtown/>

SpringHill Suites Indianapolis Downtown

601 West Washington Street
Indianapolis, IN 46204
(317) 972-7293

<http://www.marriott.com/hotels/travel/indsd-springhill-suites-indianapolis-downtown/>

HALL MONITORING:

- All local chapter advisors attending SCDC are required to sign up with his/her District Coordinator for a hotel floor monitoring shift after curfew.
- This is for the benefit and safety of our students and helps to maintain a good relationship with the hotel.
- We have Security Coordinators at the hotel, but each school must be responsible for their students.
- The hotels will NOT have additional security during the conference, so it is important that all schools honor the one (1) advisor for ten (10) students chaperone rule. No exceptions please.

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MANUALS & RESEARCH PROJECTS GUIDELINES:

It is crucial that all the following guidelines be followed without exception:

1. Deadline for written projects:
 - Hand carried to Carmel High School (State Officer Screening); 9:00 AM, January 27, 2018 or
 - Received **no later** than Friday, January 26, 2018. If you are mailing, please send to:
Janice Brown
Indiana DECA
12631 West Road
Zionsville, IN 46077
 - Any projects received after the deadlines above will not be qualified for competition since they will not have the opportunity to be reviewed by the Penalty Point Committee.
2. Please fill out and submit the Manual and Project Written Events Survey Sheet located on the Indiana DECA website by Friday, January 12.
3. Two identical projects should be submitted in the official written event folios and should have the following documents three hole punched in the front of the project in the following order:
 - 1. **Indiana DECA** Written Event Checklist (see attachment in email or find on www.indianadeca.org)
 - 2. Written Entry Evaluation Form (if required)
 - 3. Oral Presentation Evaluation Form
 - 4. Copy of Written Event Guidelines
 - 5. Written Event Statement of Assurances and Academic Integrity (pg. 53 – DECA Guide)
 - 6. Followed by written project as per event guidelines
 - Note: Innovation Plan Event, Start-Up Business Plan Event, Advertising Campaign Event, Fashion Merchandising Promotion Plan, and Sports & Entertainment Promotion Plan will NOT have a written entry evaluation form.
4. Place a label (a template was emailed to you earlier this month and can be found at www.indianadeca.org) in the upper right-hand corner of each folio stating: name of written event, contestant name(s), name of High School, and the District number. A label should also be placed on the following documents in each folio:
 - **Indiana DECA** Written Event Checklist
 - Written Entry Evaluation Form (if required)
 - Oral Presentation Evaluation Form
5. Common causes for penalty points which include both copies:
 - Written Event Statement of Assurance is missing and/or teacher's signature is missing.
 - Pages are not numbered correctly, or some pages do not have a page number.
 - Table of Contents does not include correct titles or correct page numbers for identified sections.
 - Sections do not follow the correct sequence or are missing.
6. Please email questions to: IndianaDECA@gmail.com
 - Phone: 317.258-7739

SPECIAL PERMISSION: If you have a student who needs special accommodations while taking his/her exam, please make sure you send this information to me after you register your students. We cannot make accommodations at the last minute. All requests must be received by February 21, 2018.

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SCDC CODES

The following codes will help you when registering your members for SCDC.

INDIVIDUAL SERIES EVENTS

- ACT: Accounting Applications
- AAM: Apparel & Accessories Marketing
- ASM: Automotive Services Marketing
- BFS: Business Finance
- BSM: Business Services Marketing
- ENT: Entrepreneurship
- FMS: Food Marketing
- HLM: Hotel & Lodging Management
- HRM: Human Resources Management
- MCS: Marketing Communications
- QSRM: Quick Serve Restaurant Management
- RFSM: Restaurant & Food Service Management
- RMS: Retail Merchandising
- SEM: Sports & Entertainment Marketing

TEAM DECISION MAKING EVENTS

- BLTDM: Business Law and Ethics
- BTDM: Buying and Merchandising
- FTDM: Financial Services
- HTDM: Hospitality Services
- MTDM: Marketing Management
- STDM: Sports/Entertainment Marketing
- TTDM: Travel & Tourism

BUSINESS OPERATIONS RESEARCH EVENTS

- BOR: Business Services Operations
- BMOR: Buying and Merchandising Operations
- FOR: Finance Operations
- HTOR: Hospitality and Tourism Operations
- SEOR: Sports and Entertainment Marketing Operations

PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS

- PBM: Principles of Business Management and Administration
- PMK: Principles of Marketing

PERSONAL FINANCIAL LITERACY EVENT

- PFL: Personal Financial Literacy

ENTREPRENEURSHIP EVENTS

- EIP: Innovation Plan
- ESB: Start-Up Business Plan
- EIB: Independent Business Plan
- IBP: International Business Plan
- EBG: Business Growth Plan
- EFB: Franchise Business Plan

MARKETING REPRESENTATIVE EVENTS

- ADC: Advertising Campaign
- FMP: Fashion Merchandising Promotion Plan
- SEPP: Sports & Entertainment Promotion Plan

PROFESSIONAL SELLING & CONSULTING EVENTS

- FCE: Financial Consulting
- HTPS: Hospitality & Tourism Professional Selling
- PSE: Professional Selling

CHAPTER TEAM EVENTS*

- CSP: Community Service Project
- CMP: Creative Marketing Project
- EPP: Entrepreneurship Promotion Project
- FLPP: Financial Literacy Promotion Project
- LEP: Learn & Earn Project
- PRP: Public Relations Project

*Note: To participate at ICDC one-half of the original team **MUST** compete at SCDC.

REGISTRATION FORM CODES:

- CA: Chapter Advisor
- AC: Adult Chaperone
- CC: Courtesy Corp
- OC: Officer Candidate
- SO: State Officer
- VD: Voting Delegate
- CM: Campaign Manager

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The list below is the **tentative** Event Chairperson list for SCDC 2018. Assistants will be decided after the registration deadline to better determine who will be attending. Thank you for your patience. Chairperson assignments are subject to change according to who has members attending SCDC. If you are unable to attend, we will need to re-assign your event. ALL advisors are to attend their assigned briefing session on Sunday, March 4. Again, this list is tentative, and if something changes you will be notified.

Conference Lieutenants and Assistants			
Registration	Joe and Deborah Fitzgerald	Competitive Events Coordinator	Janice Brown
Security	Charlie and Judy Heller	Tabulation	Dave Smith
General Sessions/Awards	Cathie Bryant, Jessica Spaulding	Awards	Jessica Spaulding
Written Projects	Char Bredemeyer, Troy Simpson	Judges Coordinator	Judy Commers
Facilities Coordinator	Richard Davenport	Elections	Becky Kuehl
Courtesy Corp	Michelle Chapman		

Competitive Event Chairpersons and Assistants		
Accounting Applications Series	Kari Richardson	
Apparel and Accessories Marketing Series	Brian McNeal	
Automotive Services Marketing Series	Ralph Hartnagel	
Business Finance Series	Becky Sondgeroth	
Business Services Marketing Series	Lots Pinnyei	
Entrepreneurship Series	Laura Cardamon	
Food Marketing Series	Eric Sherrill	
Hotel and Lodging Management Series	Troy Drosche	
Human Resources Management Series	Amanda Bishop	
Marketing Communications Series	Kevin Krizan	
Quick Serve Restaurant Marketing Series	Andy Dunn	
Restaurant & Food Service Management Marketing	Robin Perry	
Retail Merchandising Series	Julie Moore	
Sports & Entertainment Marketing Series	Kent Lewis	
Business Law & Ethics Team	Gen Craft	
Buying & Merchandising Team	Stuart Goble	
Financial Services Team	Megan Craft	
Hospitality Services Management Team	Amber Reed	
Marketing Management Team	Kari Roach	
Sports & Entertainment Marketing Team	Bill Turner	
Travel & Tourism Marketing Team	Chard Reid	
Advertising Campaign	Rachel Jones	
Fashion Merchandising Promotion Plan	John Schultheis	
Sports & Entertainment Promotion Plan	John Schultheis	
Hospitality & Tourism Professional Selling	Troy Davis	
Professional Selling	Troy Davis	
Financial Consulting	Matt Hankins	
Personal Financial Literacy	Matt Hankins	
Principles of Business Management & Administration	Michelle Goudy	
Principles of Marketing	Kristin Lidstrom	

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Tentative Program of Activities

Below you will find the *tentative program* of activities at SCDC. We are planning to use a conference app again this year, so there will not be a printed program. A final program will be emailed to you a week prior to SCDC if you would like to print a hard copy to bring with you. The app will be available to download a few days prior to SCDC.

DRESS CODE:

Please take the time to review the Indiana DECA Dress Code prior to SCDC. The Dress Code can be found at the Indiana DECA website. Each event/activity will have a specific category listed in the program. Category 1 & 2 are to be worn always unless otherwise noted. Be sure to review these requirements carefully with your students. Name badges **MUST** be worn always within the conference facility.

CODE OF CONDUCT:

Please review the Code of Conduct in its entirety with your chapter prior to arriving at SCDC. The Code of Conduct can be found at the Indiana DECA website. Failure to adhere to the Code of Conduct will result in demerits for your chapter. All local advisors, Indiana DECA Board members, Demerit Board members, and the State Advisor have the right and authority to issue demerits at any DECA function.

MEDICAL RELEASE FORM:

The Medical Release Form must be completed by each student and kept on file with the local advisor. The Medical Release Form can be found at the Indiana DECA website. It is **EXTREMELY** important that you bring your chapter's forms with you when traveling to conferences.

SUNDAY, MARCH 4, 2018		
1:00 p.m.	Tabulation Center Opens	Denver
1:00-3:00 p.m.	Conference Registration	Registration 2
1:00-9:00 p.m.	DECA Headquarters Open	Registration 2
3:45-4:15 p.m.	MANDATORY Advisor Meeting and Reception <i>sponsored by Wabash College</i>	Marriott Ballroom 1-4
4:15-4:45 p.m.	MANDATORY Event Chairpersons/Assistants Orientation	Marriott Ballroom 1-4
5:00-6:00 p.m.	Written Project Orientation	JW Marriott Grand Ballroom 9
5:00-9:15 p.m.	Dinner on Your Own	
5:30-7:00 p.m.	Written Tests (Session 1)	TBA
7:15-8:45 p.m.	Written Tests (Session 2)	TBA
8:00-8:30 p.m.	Courtesy Corp Orientation	TBA
9:00-9:30 p.m.	IMEA Meeting	Lincoln
9:45-10:00 p.m.	Opening General Session Seating	Marriott Ballroom
10:00-11:00 p.m.	BSU Miller College of Business Opening General Session	Marriott Ballroom
11:00 p.m.	DECA Alumni Reception	
11:30 p.m.	CURFEW	
MONDAY, MARCH 5, 2018		
6:30-8:30 a.m.	Breakfast on Your Own	
8:00 a.m.-7:30 p.m.	DECA Headquarters Open	Registration 2
8:00 a.m.-5:00 p.m.	Competitive Events Tabulation Center	Denver
8:00 a.m.-5:00 p.m.	Courtesy Corps Open	Registration 2
8:00-9:00 a.m.	Judges Orientation	Marriott Ballroom 7-8
8:00 a.m.-4:00 p.m.	Chapter Team Events	JW Grand Ballroom 9
8:00 a.m.-4:00 p.m.	Business Operations Research Events	JW Grand Ballroom 9
8:00 a.m.-5:00 p.m.	Entrepreneurship Events	JW Grand Ballroom 9
8:00 a.m.-4:00 p.m.	Individual Series Events	Indiana Ballroom
8:00 a.m.-4:00 p.m.	Principles of Business Administration Events	TBA

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MONDAY, MARCH 5, 2018 (CONTINUED)

9:00 a.m.-12:00 p.m.	Team Decision Making Events Preliminaries	Marriott Ballroom 1-4
9:00 a.m.-3:00 p.m.	Professional Selling and Consulting Events	TBA
9:00 a.m.-3:00 p.m.	Financial Literacy Consulting Event	TBA
9:00 a.m.-5:00 p.m.	Marketing Representative Events	TBA
11:00 a.m.-1:00 p.m.	Judges' Luncheon	Marriott Ballroom 7-8
11:30 a.m.-1:00 p.m.	Lunch on Your Own	
1:00-4:00 p.m.	Team Decision Making Events Finals	Marriott Ballroom 1-4
2:30-3:00 p.m.	Candidate/Voting Delegate Reception	Marriott Ballroom 7-8
3:00-5:00 p.m.	Election Session	Marriott Ballroom 7-8
5:00-7:30 p.m.	Dinner with Your Chapter	
7:45-8:00 p.m.	Recognition Session Seating	Marriott Ballroom
8:00-9:30 p.m.	Recognition and Awards Session, Keynote Speaker	Marriott Ballroom
10:00-11:30 p.m.	Entertainment	
11:45 p.m.	CURFEW	

**MIRACLE
MINUTE**

We will be holding a miracle minute during the opening session at SCDC. All money collected will be donated to Make-A-Wish to help grant wishes of children with life-threatening medical conditions. Please make sure your students know about this, so they can bring money with them.

**GENERAL
SESSIONS**

Reserved Seating

Seating will be assigned for all general sessions. Districts will sit together. A seating chart will be sent out prior to SCDC.

TUESDAY, MARCH 6, 2018

7:00-8:30 a.m.	Breakfast on Your Own	
8:45-9:00 a.m.	Grand Awards & Recognition Session Seating	Marriott Ballroom
9:00-11:15 a.m.	Grand Awards & Recognition Session, New State Officer Installation, State Officer Farewell Video	Marriott Ballroom
11:15-11:45 a.m.	International Career Development Conference Meeting	Marriott Ballroom
11:15 a.m.-12:00 p.m.	Manual and Written Project Pick-Up	Registration 2

QUALIFIERS FOR THE 2018 ICDC:

The following events will send the top four (4) finishers:	The following events will send the top three (3) finishers:
*Principles of Business & Administration Events	*Business Operations Research Events
*Team Decision Making Events	*Chapter Team Events
*Individual Series Events	*Entrepreneurship Events
*Personal Financial Literacy Event	*Marketing Representative Events
	*Professional Selling & Consulting Events

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DECA Special Awards

Each year Indiana DECA honors three (3) outstanding adult individuals at SCDC.

This is your opportunity to show appreciation to those persons who have given of their time and energies to provide the “something extra” that makes Indiana DECA and Marketing Education the valuable learning experience that it is today. Below is a brief description of each award. The appropriate nomination forms can be found on the Indiana DECA website.

OUTSTANDING ALUMNI AWARD

Purpose: To encourage the highest degree of individual alumni achievement in a marketing career, service to community, social recognition and outstanding leadership, while displaying to society the value of DECA and marketing programs.

Guidelines:

- Must be a graduate of an approved DECA chapter in Indiana (high school or postsecondary).
- The IN DECA Chartered Association Advisor must receive nominations by February 1, 2018.
- Alumni should have graduated at least four (4) years prior to nomination and be employed in a marketing or related field.
- Individuals may not win the award more than once in a ten (10) year period, but may be re-nominated at any time if the award has not been won previously.

OUTSTANDING DECA ADVISOR AWARD

Purpose: To encourage and honor DECA Advisors for leadership and service in promoting and participating in DECA activities at the local, district, state, and national levels.

Guidelines:

- The IN DECA Chartered Association Advisor must receive nominations by February 1, 2018.
- The advisor should have been a DECA Advisor for at least five (5) years.
- The advisor should be active in appropriate professional organizations and district, state, and national DECA conferences and activities.

OUTSTANDING BUSINESSPERSON AWARD

Purpose: To encourage and honor the leaders of the business community that provide the important link between marketing education, DECA and the business world.

Guidelines:

- The IN DECA Chartered Association Advisor must receive the nominations by February 1, 2018.
- Nominees should have provided such services as training sponsors, serving on state and local advisory committees, classroom resource speakers and judges on the local, district, state and national levels.
- Nominees should have been involved in these various activities for at least three (3) years.

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