



State CDC

CONFERENCE INFORMATION

DATE

March 16-18, 2008

LODGING AND CONFERENCE SITES

The Lodge of Four Seasons

Lake Road HH
 Lake Ozark, MO 65048
 (573) 365-3000
www.4seasonsresort.com

Country Club Hotel and Spa

250 Racquet Club Drive
 Lake Ozark, MO 65049
 (573) 964-2200
www.countryclubhotel.com

Resort at Port Arrowhead

3080 Bagnell Dam Blvd.
 Lake Ozark, MO 65049
 (573) 365-2334
www.lakeoftheozarksgetaway.com

WHO CAN ATTEND

All delegates attending the Missouri DECA State CDC must qualify through participation in their respective event at the District CDC. Team members cannot be substituted. Students must also be on an official submitted DECA Roster. A student may participate in only one competitive event at the State CDC.

CHECK-IN

Room assignments and arrival times will be established after all districts' registration materials are received. You will receive your assignments in early March. **Please understand that ALL chapter advisors MUST be present prior to room keys being distributed.** Do not come earlier than your scheduled time as rooms will not be ready prior to 4:00 p.m.

REGISTRATION MATERIALS

Chapter advisors must submit their registration materials to the District Competitive Events Director. Materials required for registration are:

- **Chapter Registration Summary**
- **Chapter Registration and Rooming Form**
- **Check or Purchase Order** for amount due payable to Missouri DECA
- **Competitive Events Written Manuals** which must be registered prior to the conference
- **Statement of Assurance Form** (if not previously submitted to the State Office)
- **Agreement to Supervise Form** (if applicable)

When completing the Chapter Registration and Rooming Form, be sure to spell students' names correctly. Typed forms are preferred. If they must be handwritten, please ensure their legibility. Check the names against those on your chapter roster and be certain they are a 100% match. If the student is on a second semester additions roster, put an "A" after their roster number. Use the event abbreviations provided in this mailing.

★ All registration, changes, room assignments and other special needs must be handled through your District's Competitive Events Director.

60th Annual Missouri DECA State Career Development Conference

- > March 16-18, 2008
- > Refunds prior to March 7.
- > Substitutions until March 14.
- > ICDC Registration Meeting Tuesday, March 18, 2008 following the Awards Session.



0-60: POWER TO ACCELERATE

Missouri DECA

Mr. Christopher Young
 State Advisor

Mrs. Kathy Parrett
 State Treasurer
 (573) 751-4367

REGISTRATION INFORMATION

REGISTRATION COSTS

The following registration amounts **per person** include two nights lodging, four meals, conference materials, entertainment, awards, and facilities. Delegates will also receive a conference t-shirt, but size changes cannot be made to your order after you submit your registration. If no t-shirt is specified, a large will be ordered.

STUDENTS

- **State Supported — \$155**
- **Non-Supported — \$195**

ADVISORS

- **Single — \$335**
- **Double — \$245**
- **Triple — \$215**

STATE OFFICERS, STATE OFFICER ADVISORS, and LEADERSHIP ACADEMY DIRECTORS:

- **\$0**

Please list State Officers and State Officer Advisors in a separate room on the Chapter Registration and Rooming form.

REFUND POLICY

Full refunds will be granted for requests received in writing to your District Competitive Events Director prior to **March 7**.

District Competitive Events Directors may substitute competitors until **March 14**.

All registration, changes, room assignments and other special needs must be handled through your dis-

TRANSPORTATION

If your chapter is not assigned to stay at the Lodge of Four Seasons, transportation will operate on a continuous schedule. However, do not expect immediate service. If you want transportation at your convenience, you might consider asking your school transportation to remain onsite for the duration of the State CDC.

STATE SUPPORTED CHAPTERS

Chapters that have participated in a state approved fundraiser with

- Cherrydale Farms
- Entertainment Publications
- Kathryn Beich
- Tom Evans, Mr. Fundraising

and met the required quota of \$30 retail per student on the roster (initial and additions) will receive the students of state supported chapters rate. Chapters meeting the requirements for the Buy-Out will also be entitled to the state supported rate. If you did a sale and are not on the enclosed list, please contact the State Office immediately. The deadline for being on record as state supported for State CDC is **February 8**. The deadline for state support for ICDC is **March 8**.

QUOTAS

The number of delegates from District CDC to State CDC and from State CDC to International CDC is determined by a quota system. A list of eligible delegates according to these quotas is included with this registration packet.

ADVISOR AND ADULT ROOMING

Every effort will be made to honor your request for advisor rooming. In an effort to keep your district's delegation at one property, advisor singles may not be available. In that case, you will be paired with another advisor of the same gender in a double room and billed at the double rate.

CHAPERONES / BUS DRIVERS

School administrators and counselors are welcome to attend all or part of the DECA State CDC. Be sure to include them on the registration form. If you need lodging for a bus driver, please indicate that on your registration.

COMPREHENSIVE CONSENT FORMS

Advisors must have a signed "Comprehensive Consent Form" for each student attending the conference. Keep these forms in your possession and return your signed "Statement of Assurance" form with registration materials.

STUDENT TRAVEL/ATTENDANCE POLICY

Students are not allowed to drive to any state, regional, or international DECA event. All delegates to these conferences are expected to attend the entire conference and complete all conference activities.

ADA ACCOMODATION

In compliance with the Americans with Disabilities Act, Missouri DECA will make all reasonable efforts to accommodate persons with disabilities at its meetings. Please call (573) 751-4367 with your requests before March 1.

NON-DISCRIMINATION POLICY

The Department of Elementary and Secondary Education does not discriminate on the basis of race, color, national origin, sex, disability, or age in its programs or activities. Inquiries related to Department programs may be directed to Title IX Coordinator, Jefferson State Office Building, 5th Floor, 205 Jefferson Street, P.O. Box 480, Jefferson City, MO 65102-0480; telephone number 573-751-4581.

NON-SMOKING POLICY

No smoking is allowed at the Missouri DECA State Career Development Conference. Smoking is a violation of Item 8 on the Delegate Conduct Practices and Procedures.

SUPERVISION RATIO AND PROCEDURES

The supervision ratio for this conference is one advisor for every 10 students. If you wish to assign students to another advisor outside of your school district for supervision purposes, complete and return the "Agreement to Supervise" form. Otherwise, one person who is **employed by your school district** must accompany every 10 students. If you are in a multiple chapter school district and the quota is met district-wide, you do not need to submit the "Agreement to Supervise" form.



COMPETITIVE EVENTS INFORMATION

PHOTO ID REQUIREMENT

Students should bring photo identification with them to competition in order to verify they are the individual registered. This is a policy of DECA that will also be practiced at the ICDC. The student will need the photo identification during **all competitive events components**. If for any reason the student does not have photo identification, he or she must locate the chapter advisor and proceed to Terrace 2 where the chapter advisor will complete a verification form for the student to use during competition.

ADVISOR ASSIGNMENTS

All advisors will be assigned to a conference management task, most of which will involve serving as a competitive events facilitator. Please be prompt to your assigned tasks and treat all advisors and students with respect. Missouri DECA thanks you for your assistance in making this a rewarding and positive experience for all involved.

COMPREHENSIVE TESTS

40% - Business Administration Core

Business Law, Communication Skills, Customer Relations, Economics, Emotional Intelligence, Entrepreneurship, Financial Analysis, Human Resources Management, Information Management, Marketing, Operations, Professional Development, and Strategic Management.

40% - Marketing Core

Channel Management, Marketing-Information Management, Market Planning, Pricing, Product/Service Management, Promotion, and Selling.

20% - Pathways/Specialized Area

**Exceptions apply for BLMDM and FMDM exams.*

SPECIAL RECOGNITION

Missouri DECA will recognize

- ★ **Scholarship award recipients** at the opening session.
- ★ **Friends of DECA, Diamond Award Recipients, and Crystal Catalyst Recipient.**
- ★ The chapter that makes the largest contribution to the **Muscular Dystrophy Association** with the traveling trophy.

WRITTEN EVENT REGISTRATION

The following entries must be registered with Missouri DECA by your District Competitive Events Director. Please check with this individual for the deadline in your district. Submit only **one** copy of each event.

- **Marketing Research Events**
- **Chapter Team Events**
- **Entrepreneurship Written**
- **Internet Marketing Business Plan**
- **Entrepreneurship Written**
- **Chapter Awards Program**

Your District Competitive Events Director registers the following events during the registration meeting at the State CDC on **March 16**. Submit only one copy. Students should retain a copy for use during the presentation.

- **Entrepreneurship Participating**
- **Advertising Campaign**
- **Fashion Merchandising Promotion Plan**

All written events must be submitted in an **official DECA written folio** (WEF000—available through DECA Images). Be sure that the **Written Event Statement of Assurances** (page 74 in the DECA Guide) is completed and included with all events for which it is required. Check the “Checklist Standards” for each event to determine if it is required. Projects missing this form will be assessed a 15 point penalty. All written entries must have a **label** on the upper right corner of the folio with the school name, Missouri DECA District number, and event abbreviation.

School Name District Number Event Abbreviation
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DRESS CODE

Students, advisors, and chaperones shall adhere to the Dress Code requirements for the entirety of the conference. Delegates are required to wear professional attire to the Sunday dinner buffet, Opening Session, during competition, and at the Awards Session.

Chapter Advisors are responsible for communicating the dress code requirements to all conference attendees and for ensuring compliance with the rules established for proper dress. Advisors should adhere to the dress code as well.

Missouri DECA maintains a quality learning environment for conference participants. Dress should not distract from that learning environment, and participants should use good judgment when deciding what to wear.

Professional Business Attire:

Males

- Suit, sport coat or DECA blazer
- Tie
- Collared dress shirt
- Slacks
- Dress socks (no sport/athletic socks)
- Dress shoes (no athletic shoes)

Females

- Jacket or DECA blazer must be worn with professional dress, business suit (skirt or dress slacks), business skirt/pants and blouse
- Pantyhose/trouser stockings
- Dress shoes (no flip flops, athletic footwear, etc.)

Unacceptable Casual Attire:

- Tops with spaghetti straps, halter tops, tube tops
- Athletic gear including bike shorts, mesh shorts, and rippled-sleeve shirts
- Clothing items with inappropriate or unhealthy language or logos
- Clothing items that do not provide appropriate coverage of the midriff, back, and undergarments



INTERNATIONAL DECA CDC—April 25-30, 2008

REGISTRATION

Missouri DECA will travel as a state delegation to the International Career Development Conference in Atlanta, Georgia. Departure is Friday, April 25 and return is Wednesday, April 30, 2008. Neither students or advisors may attend only part of the conference or provide their own travel arrangements.

Please ask students to make a commitment prior to the State CDC whether or not they will attend the ICDC if they qualify.

Registration will occur at the **ICDC Registration Meeting** immediately following the State CDC Awards Session on **Tuesday, March 18**.

Chapter advisors with qualifying students **must** attend. Only students and their advisors who have qualified may attend the conference.

Approximate registration costs for the ICDC are:

- **Quad** — \$715.00
- **Triple** — \$785.00
- **Double** (2 people, 1 bed) — \$925.00
- **Single** — \$1355.00

This amount includes conference registration, air and ground transportation, five nights lodging, and state activities. State support for qualifying students will be deducted from the above amounts.

COMPREHENSIVE TESTS

35% - Business Administration Core
Business Law, Communication Skills, Customer Relations, Economics, Emotional Intelligence, Entrepreneurship, Financial Analysis, Human Resources Management, Information Management, Marketing, Operations, Professional Development, and Strategic Management.

35% - Marketing Core
Channel Management, Marketing-Information Management, Market Planning, Pricing, Product/Service Management, Promotion, and Selling.

30% - Pathways/Specialized Area

**Exceptions apply for BLMDM and FMDM exams.*

STATE TO ICDC QUOTAS

The following outlines the eligibility qualifications to represent Missouri at the ICDC in Atlanta.

- **Individual Series** (Top 6)
- **Management Team Decision Making** (Top 5)
- **Marketing Research** (Top 4)
- **Chapter Team Events** (Top 4)
- **Business Management and Entrepreneurship** (Top 4)
- **Marketing Representative** (Top 4)
- **Leadership Delegates** (24)
- **Chapter Awards Program** (Top 10)
- **State Officers** (All — serve as Voting Delegates if not competing)
- **Sunkist Challenge** (All identified National Winners— serve as Voting Delegates)
- **Virtual Business Challenge** (All identified National Winners)

★ **The top 8 finalists will be called to the stage at the State CDC Awards Session. If your student makes it to the stage during the Awards Session and receives a medallion, you should plan to attend the registration meeting in the event your student becomes eligible to attend the ICDC due to drops. Failure to attend this meeting results in the forfeit of your students' opportunity to register for the ICDC if they become eligible.**

MAKE ICDC REGISTRATION EASY

- Think about ICDC **before** State CDC.
- Discuss ICDC with your administrator to obtain approval **before** attending State CDC.
- Have your students (and their parents) decide if they will attend if they qualify **before** attending State CDC.
- Attend the ICDC Meeting if your students qualify—even if they drop.
- Listen attentively during the ICDC registration meeting.

STATE SUPPORT TO ICDC

Missouri DECA provides a stipend to the ICDC for qualifying students from those chapters who are on the state supported fundraising chapter list. The deadline for support for ICDC is **March 8**. The amount of the stipend will be announced in the next State CDC Update. The following information indicates the distribution of stipends by competitive event categories. Stipends are deducted from the registration amount.

- **Individual Series Events:** Each student
- **Management Team Decision Making Events:** Each student
- **Marketing Research Events:** One stipend per team
- **Chapter Team Events:** One stipend per team
- **Advertising Campaign:** One stipend per team
- **Fashion Merchandising Promotion Plan:** One stipend per team
- **Technical Sales Event:** Each student
- **Entrepreneurship Participating Event:** Each student
- **International Business Plan, Internet Marketing Business Plan, Entrepreneurship Written:** One stipend per team
- **Leadership Delegate agreeing to participate in all requirements:** Each student
- **State Action Team member meeting criteria:** Each student

Stipends are not provided for Chapter Awards Program, Virtual Business Challenge, or the Sunkist Challenge. If a Sunkist Challenge winner is also a State CDC winner in another event, they can receive a stipend if their chapter is state supported. If a State Officer is competing in a team written event (1-3), the State Officer will receive his/her stipend and the team will receive its stipend.



State CDC

CHAPTER REGISTRATION SUMMARY

SCHOOL: _____

DECA DISTRICT: _____

Submit the following forms to your **DECA District Competitive Events Director** by the deadline established by your district. No cash or student checks will be accepted.

CED Initial

- **Chapter Registration Summary** (this form) _____
- **Chapter Registration and Rooming Form** _____
- **Check or Purchase Order** with administrator signature payable to Missouri DECA _____
- **Competitive Events Written Manuals** for those that require pre-registration _____
- **Statement of Assurance Form** (if not previously submitted) _____
- **Agreement to Supervise Form** (if applicable) _____

Number	Delegate Type	Amount	Total
_____	State Officers, State Officer Advisors, Leadership Academy Directors	X \$0.00	= \$ _____
_____	Students, supported	X \$155.00	= \$ _____
_____	Students, non-supported	X \$195.00	= \$ _____
_____	Advisor, single	X \$335.00	= \$ _____
_____	Advisor, double	X \$245.00	= \$ _____
_____	Advisor, triple	X \$215.00	= \$ _____
_____	TOTAL ADVISORS AND STUDENTS		\$ _____

- Your district will not be able to check in at the State CDC until every chapter in your district is present and has completed all registration requirements with the District Competitive Events Director.
- All outstanding payments should be sent to Missouri DECA, PO Box 480, Jefferson City, MO 65102.
- **TRANSPORTATION:** If your district is projected to be offsite, will you provide your own transportation for the duration of the conference? Yes No