



2015  
**CENTRAL  
REGION**  
LEADERSHIP CONFERENCE

NOVEMBER 20-22, 2015  
KANSAS CITY, MO

**CHAPTER ADVISOR  
REGISTRATION  
PACKET**

[WWW.DECA.ORG/CRLC](http://WWW.DECA.ORG/CRLC)  
#DECACRLC



# DECA

## 2015 CENTRAL REGION LEADERSHIP CONFERENCE



DECA's extensive spectrum of networking opportunities, leadership development activities, competitive excellence seminars, and classroom instructional programs will converge at the **2015 Central Region Leadership Conference on November 20-22, 2015** in the heart of America – **Kansas City, Missouri!**

Embark on an EPIC quest that will awaken your thirst for knowledge and put yourself in control as you customize your own itinerary of vibrant programming. Some of the highest profile conference opportunities attendees will be offered during this year's Central Region Leadership Conference include:



**LEARNING AND LEADERSHIP LABS** Learning and leadership labs will focus on one powerful component each hour. From college to career and chapter to compete, these learning and leadership labs will engage members.



**COMPETITIVE EXCELLENCE EXPERIENCE** Become the ultimate competitor in a DECA role-play. Members must pre-register for this activity. Top performers will be recognized at Sunday's closing session.



**COLLEGE, CAREER AND COMPANY EXHIBITS** Searching for the perfect institution to start your post-secondary studies? Want to discuss career opportunities? Looking to expand the product line for your school-based enterprise? See who is exhibiting at [www.deca.org/events/power](http://www.deca.org/events/power).



**GENERAL SESSIONS** Experience action-packed general sessions designed to motivate and "move" you.



**KANSAS CITY TOURS** Along every boulevard and around every corner, there's something to do that's unique to Kansas City. With a thriving creative arts scene, eclectic mix of entertainment and die-hard sports—it's safe to say there's something for everyone. Find your way in KC by doing it all or at least try!



**EDUCATOR PROFESSIONAL LEARNING SERIES** The Professional Learning Series powered by DECA will engage educators in professional development focused on curriculum and instructional content that supports preparing students for college and careers and connects the conference content to the classroom.

In addition to exhilarating general sessions and interactive leadership challenges, DECA EPIC entertainment will even feature dynamic educational opportunities. From eye-catching window displays at Crown Center and the Country Club Plaza to a total marketing project focused around the Power and Light District, Kansas City's economic sector is the ideal living example of marketing in motion.

Present your students the incomparable, forever EPIC experience the 2015 DECA CRLC has to offer! Be part of it.

## CLASSROOM CONNECTION

This conference will reinforce 21st Century Skills. Through participating in interactive sessions, DECA members will be able to:

### **Financial, Economic, Business + Entrepreneurial Literacy**

- Make appropriate personal economic choices
- Understand the role of the economy in society
- Use entrepreneurial skills to enhance workplace productivity and career options

### **Creativity + Innovations**

- Use a wide range of idea creation techniques
- Create new and worthwhile ideas

### **Critical Thinking + Problem Solving**

- Interpret information and draw conclusions based on the best analysis

### **Communication + Collaboration**

- Demonstrate ability to work effectively and respectfully with diverse teams

### **Leadership + Responsibility**

- Use interpersonal and problem-solving skills to influence and guide others toward a goal
- Demonstrate integrity and ethical behavior in using influence and power
- Act responsibly with the interests of the larger community in mind

*Partnership for 21st Century Skills*

## EDUCATIONAL PROGRAM (TENTATIVE )

DECA's Central Region has an exciting experience waiting for you with dynamic general sessions, a day of learning and leadership labs full of powerful presentations by professionals

### FRIDAY

9:00 am - 5:00 pm  
Registration  
(Determined by Chartered Associations)

9:00 am - 5:00 pm  
Industry Tours  
(Pre-registration Required)

5:00 pm - 7:00 pm  
Association Meetings *(Optional)*

5:00 pm - 7:00 pm  
Dinner On Your Own

7:00 pm - 8:15 pm  
EPIC ENERGY Opening Session  
*Featuring Eddie Slowikowski*

8:45 pm - 9:30 pm  
DECA-Related Workshops -

9:45 pm - 10:30 pm  
DECA-Related Workshops

11:00 pm - 11:30 pm  
Chapter Meetings

11:30 pm  
Curfew

### SATURDAY

8:00 am - 3:30 pm  
College, Company & Career Connection (C3) Exhibits

8:15 am - 9:00 am  
EPIC Rally Session  
*Featuring Special Guest*

9:30 am - 4:00 pm  
Competitive Excellence Experience

9:30 am - 4:00 pm  
Learning Labs

9:30 am - 4:00 pm  
Educator Professional Learning Series

11:30 am  
EPIC LEADERSHIP Chartered Association Officer Luncheon

11:30 am - 12:45 pm  
Lunch On Your Own

4:00 pm - 9:00 pm  
Discover FOREVER EPIC KC on your own

9:00 pm - 11:00 am  
EPIC ENTERTAINMENT

10:00 PM  
Advisor Reception

### SUNDAY

9:00 am - 10:30 am  
EPIC OPPORTUNITIES Closing Session (Wear Your Conference T-Shirt)  
*Featuring Laymon Hicks*

Join the conversations.



@decacrlc

#DECACRLC

Visit DECA  
for previews and highlights.



DECA.ORG/CRLC



### Enjoy energetic, educational sessions filled with dazzling lights, upbeat music and a powerful message

**Eddie Slowikowski** inspires thousands of people every year with his message of conceiving, believing, and achieving one's dreams in life. Eddie motivates and excites people from all walks of life. His multimedia presentations are filled with personal stories, emotion, empowerment skills and audience participation.

Eddie is a graduate of Loyola University with a B.A. in Communications. While he was at Loyola, he had quite an illustrious career in track and cross country. A three time All-American, Eddie holds many records including third fastest indoor mile for the United States (3:58) in Madison Square Garden New York in 1990. He also represented the U.S. at the 1987 Pan Am games, 1990 USA Track & Field team as well as the 1992 Olympic Trials..

@eddiespeaks



**Laymon** understands the struggles that come with being a teenager firsthand. He shares his own painful past – including drama, abandonment, peer pressure, expulsion **and** depression – and lays it all out on the table.

What he calls his “frustrations, flops and faults,” are hungrily devoured by his audience, and then digested. Laymon knows the real motivation comes from within and the road to redemption is possible by believing you can, “Get up! Get out! Go get it!” His own path, from troubled youth to graduating high school with a 4.0 grade point average, is the perfect ending his young audiences are waiting for. By teaching that “failure is not fatal,” Laymon will inspire every individual in his audience that they can achieve their dreams, no matter what setbacks they have experienced along the way.

@LaymonHicks

## GETTING TO THE CONFERENCE

### PLANES, TRAINS & AUTOMOBILES

Those flying into Kansas City International Airport (<http://www.flykci.com/>) may choose to use Super Shuttle, recommended by the Kansas City CVA, as the most economical and reliable. Visit <http://www.kctg.com/> for more information and to make reservations. For those who travel with [Amtrak](#), the train station ([Union Station](#)) is located directly across from the Westin Crown Center.

### PARKING AT THE WESTIN OR SHERATON

#### WESTIN CROWN CENTER

Overnight Self-Parking:  
\$17.00 per day with unlimited in/out privileges.

Overnight Valet Parking:  
\$24.00 per day with unlimited in/out privileges.

#### SHERATON CROWN CENTER

Overnight Self-Parking:  
\$17.00 per day with unlimited in/out privileges.

Overnight Valet Parking:  
\$24.00 per day with unlimited in/out privileges.

### BUS PARKING

Bus parking is available at Union Station Parking and can accommodate up to 100 busses. The Link provides a covered walkway to the Westin Crown Center and Sheraton Crown Center. Contact [INFO@MIDCONMGMT.COM](mailto:INFO@MIDCONMGMT.COM) for pricing and reservations. Bus parking is also available in the Hallmark Gold Crown Lot at 27<sup>th</sup> and Grand. There is no fee.

**DRESS CODE** Business representatives, press, hotel from the opening session until the end of the closing session, students, advisors and professionals shall adhere to the following Dress Code requirements. It is the Chapter Advisor's responsibility to see that their students, professionals and themselves comply with the rules established for proper dress code. Advisors should monitor their students' dress at all functions. Business representatives, press personnel, hotel staff and guests will be seeing DECA's finest members—show them a professional business image. Staff and guests will be seeing DECA's finest members—show them a professional business image.

### BUSINESS ATTIRE FOR OPENING SESSION, SATURDAY MORNING SESSION

#### Females

Business suit or blazer with dress blouse and dress skirt or dress slacks or business dress; dress shoes and hosiery/trouser socks. Shirts must have sleeves and no bare mid drift. Skirts must be at

#### Males

Business suit or sport coat with dress slacks, collared dress shirt and necktie; dress shoes and dress socks

The following items are NOT allowed: denim, athletic shoes, sweatshirts and t-shirts, shorts and hats.

### SATURDAY NIGHT ACTIVITY AND FREE TIME

Neat casual clothing is acceptable. Shoes must be worn when in public areas. Items not acceptable include hats, bathing suits (unless at the pool), and suggestive attire. Shirts must have sleeves and no bare mid drift. Skirts and shorts must be at least finger tip length.

### SUNDAY CLOSING SESSION

Participants may wear denim to the closing session if they are also wearing the conference t-shirt.

### UNACCEPTABLE ATTIRE

The following are unacceptable during any DECA activities: skin-tight or revealing clothing, athletic clothing, midriff-



## REGISTRATION INFORMATION

### REGISTRATION FEE

The registration fee for Central Region Leadership Conference is **\$125.00** per attendee. All students, advisors, chaperones **must be registered through a Chartered Association Advisor**. The registration fee includes all conference materials, speakers' fees, entertainment, and other costs associated with the conference. Each participant will receive a conference shirt which should be worn at closing session.

All **Registration Forms** are due **October 12, 2015**. No additions will be accepted after **October 20, 2015** although cancellations and substitutions will be accepted after this date in accordance to the Registration Fee Refund Policy. Please make sure to **compute** the total registration fees due

Please utilize the Excel file MISSOURIChapterAdvisorCRLC2015 and submit electronically to your Chartered Association Advisor [tammy.stains@dese.mo.gov](mailto:tammy.stains@dese.mo.gov)

### REGISTRATION FEE REFUND POLICY

All cancellations must be submitted on the **Official Cancellation Form** (attached) in order to receive a refund. Submit this form to [tammy.stains@dese.mo.gov](mailto:tammy.stains@dese.mo.gov). Please do not email or phone corrections, changes or cancellations.

- ◆ \$55.00 refund per person for registration cancellations received between October 12, 2015 and October 25, 2015. This applies to the CRLC registration fee only!
- ◆ For registration cancellations after October 25, 2015, no refund is available.
- ◆ Substitutions are allowed up to on-site registration on November 20, 2015.

**The Chartered Association Advisor is responsible for all cancellations and/or substitutions with the hotel as well as any changes to the original registration (names, gender, etc.)**

### SUPERVISION QUOTA

The required chaperone ratio is one registered adult per 10 students. Please ensure that your registration is in accordance with this policy. All advisors will be responsible for monitoring behavior in sessions and at the conference, conducting room checks at curfew and providing supervision in the hotel.

### FORMS AND PAYMENT

Please send the following forms electronically to [tammy.stains@dese.mo.gov](mailto:tammy.stains@dese.mo.gov)

Excel files which include:

Summary Form  
Registration Form  
Rooming Form

Please make check payable to: **Missouri DECA**  
CRLC Conference 2015 **and send registration payment to:**

**Kathy Parrett, Missouri DECA**  
Missouri Department of Elementary and Secondary Education  
PO Box 480  
Jefferson City, MO 65102





## HOTEL AND LODGING INFORMATION

### Westin Crown Center

1 East Pershing Road  
Kansas City, Missouri 64108  
Phone: (816) 474-4400  
<http://www.westincrowncenterkansascity.com>

### Sheraton Crown Center

2345 McGee Street  
Kansas City, Missouri 64108  
Phone: (816) 841-1000  
<http://www.sheratonkansascityhotel.com>

The Westin Crown Center will serve as the headquarters hotel and will house most conference attendees. Both properties and the Crown Center Exhibit Hall are connected via The Link, an indoor walking area.

All delegates must reside at the assigned hotel for the conference. Each State Association will be assigned a specific hotel property for their entire state by CRLC Management Staff.

The room rate at both properties is **\$143.00 per night, per room**. Sales tax has been waived with the exception of the hotel tax and a hotel fee. These rates are available Thursday, Friday, Saturday and Sunday.

**HOUSING REGISTRATION** Only the Association Advisor will be able to make and adjust room reservations. No individual reservations or individual school registrations will be accepted. Chartered Association Advisors will be notified of their assignment following the Chartered Association Registration Deadline and will contact their chapters.

If your chapter wishes to share rooms with other chapters, please make those arrangements among yourselves **prior to Registration due October 12, 2015**.

Student housing is based on four (4) to a room. If a chapter does not have multiples of four delegates of the same gender, **it will be the chapter's responsibility to fill a room by contacting other chapters**. Chapters must house the majority of their delegation in quad rooms so we can ensure that there will be adequate room for all delegates.

Advisors sharing a room should plan to be assigned to a double (two-person) room. Please indicate the name and school of the individual you want to room with so you will be properly matched. Remember to first check with your intended roommate. Also, remember to **register your spouse** if they will be staying with you during the conference.

### DEFINITION OF ROOM TYPES

- ◆ **Quad Room** will consist of two (2) queen beds
- ◆ **Triple Room** will consist of a king bed and a roll-a-way.
- ◆ **Double Advisor Room** will consist of two (2) queen beds (One advisor per bed)
- ◆ **Double Student Room** will consist of one (1) king bed.
- ◆ **Single or Advisor with Spouse** will be assigned a room with one king bed.

### INDICENTAL CHARGES

Incidental charges will be restricted to advisor rooms, and only if advisors leave credit card information at the front desk. All incidental charges (telephone, movie, room service) must be paid before checking out. Phone service will be unavailable after curfew.

### NON-SMOKING

Both the Westin and Sheraton are non-smoking properties. A \$200 service charge will be billed to the guest if they ignore the no-smoking regulation.

## CHECK-IN PROCEDURE

### WESTIN CROWN CENTER

Upon arrival, you and your students should unload on East Pershing Road and proceed to the **Washington Park Place** rooms for luggage storage. **Chapter advisors** can pick up room keys and conference registration materials from **Tammy Stains** in your state's assigned room (specific times TBD). Please do not attempt to check-in at the front desk.

**Hotel check-in begins at 3:00 p.m.** Please be advised that if you plan to arrive early, your chapter may not be able to obtain room keys until the specified time.

### SHERATON CROWN CENTER

Upon arrival, you and your students should unload on McGee Street and proceed to the recessed alcove on the Lobby Level for luggage storage. Look for signage. **Chapter advisors** can pick up room keys and conference registration materials from **Tammy Stains** in your state's assigned room (specific times TBD). Please do not attempt to check-in at the front desk.

**Hotel check-in begins at 3:00 p.m.** Please be advised that if you plan to arrive early, your chapter may not be able to obtain room keys until the specified time.

## CHECK-OUT PROCEDURE

Prior to departure, each chapter advisor must make certain that all incidental room charges for their rooms are paid. Check-out is **12:00 noon** at both properties.

## CONFERENCE UPDATES

Conference **Flash Reports** will be sent to Chartered Association Advisors for distribution to local chapter advisors. Updates will also be posted to [www.deca.org/crlc](http://www.deca.org/crlc)

## DELEGATION MEETINGS

State delegation meetings will be held at the Westin and Sheraton on Friday, November 20 between 3:00-7:00 p.m.

## STUDENT AND ADULT CODE OF ETHICS

CRLC 2015 is a professional conference, and all conference participants are expected to abide by the DECA Code of Conduct. Every participant must read and sign the DECA Code of Conduct. Chapter advisors are required to bring these forms to the conference and keep them in the event of a situation requiring their use.

## SECURITY

Security will be on duty throughout the conference. Security will strictly enforce the Code of Conduct and curfew. Security will **not** replace the responsibility of each advisor monitoring behavior and conducting room checks at curfew. Curfew is **12:00 a.m. to 6:00 a.m.**

## ACCOMODATIONS

In compliance with the Americans with Disabilities Act, the Central Region Leadership Conference will make all reasonable efforts to accommodate persons with disabilities at its meetings. Please call (573) 751-4367 with your requests before October 12.



## SERVICE FOR SPECIAL NEEDS STUDENTS

We want to make every opportunity available for our special needs members to participate in the CRLC. A form is enclosed to identify students that need special services. We will work with the school and/or chartered association to provide the appropriate services. It is critical that we receive the attached form by the due date in order to arrange the appropriate services.

## CONFERENCE EXPECTATIONS

DECA is a student-centered, national organization whose program of leadership and personal development is designed specifically for students enrolled in Marketing Education or who have a career goal in the fields of marketing, management and entrepreneurship. DECA is co-curricular, designed as an integral part of the classroom instructional program. The goals of DECA are:

- ◆ to develop leadership characteristics
- ◆ to develop self-confidence and self-acceptance
- ◆ to develop a greater understanding of our free, competitive enterprise system
- ◆ to further develop occupational competencies needed for careers in marketing, management and entrepreneurship
- ◆ to develop high ethical standards in personal and business relationships
- ◆ to develop effective international relationships
- ◆ to develop a greater awareness of career opportunities
- ◆ to develop greater proficiency in communication
- ◆ to develop greater appreciation of the responsibilities of citizenship
- ◆ to develop a healthy competitive spirit
- ◆ to develop social and business etiquette

DECA members have the opportunity for involvement at the local, state, regional, and international levels. Several conferences are held each year at the various levels, each addressing many of the goals of DECA. At the state and national levels these conferences are normally two- to five-day events, requiring students to stay overnight in the conference hotels.

To be eligible to attend the Central Region Leadership Conference, the student must have earned the right to attend by demonstrating desire to participate fully in all scheduled conference activities, and a commitment to live by the DECA Code of Conduct while attending. Permission from the local advisor, the school and the student's parent/guardian to attend is also required.

To assist in supervision of the conference, security will perform the following activities:

1. Walk the hotel floors to monitor behavior.
2. Monitor appropriate dress at sessions and breakout sessions.
3. Ensure that students are wearing nametags to conference activities.
4. Monitor curfew each night at 12:00 (Midnight).
5. Ensure that there are no food deliveries (both student and advisor) after curfew.

Responsibilities of the advisors for the Central Region Leadership Conference are as follows:

The advisor will be responsible for all aspects of the trip including travel arrangements, selection and discipline of students, emergency situations, and notification to parents of all aspects of the trip.

The advisor must provide all students with a written copy of all rules and trip procedures.

The advisor will be responsible for student supervision, room checks, curfew and bed checks, etc.

The advisor will be responsible for maintaining a file of all signed agreements from the students and/or parents.

# CODE OF CONDUCT – CRLC 2015

Name \_\_\_\_\_ Chapter \_\_\_\_\_ State \_\_\_\_\_

Attendance at any DECA sponsored conference or activity is a privilege. The following conduct policies will apply to all delegates: students, adults, and any other authorized persons attending the conference. This form must be signed by each student, and the student's parent or guardian, attending a DECA conference or activity (including, but not limited to, conferences, meetings, workshops, etc.) and brought to the conference by the chapter advisor.

Delegates shall abide by the rules and practices of DECA at all times, to and from the designated point of origin of the activity. Delegates shall respect and abide by the authority vested in DECA. Determination of penalties for violations will be at the discretion of your state association of DECA. Additional penalties may be imposed by the local school district.

- ◆ The term "delegate" shall mean any DECA member, including advisors, attending conferences (high school, collegiate, alumni, professional).
- ◆ There shall be no defacing of public property. Any damage to any property or furnishing in the hotel rooms or building must be paid for by the individual or chapter responsible.
- ◆ Delegates must wear identification badges and wristbands at all times.
- ◆ Delegates shall refrain from using inappropriate or profane language at all times.
- ◆ Delegates shall refrain from verbal, physical or sexual harassment, hazing or name-calling.
- ◆ Delegates shall respect the rights and safety of other hotel guests.
- ◆ Delegates shall not possess alcoholic beverages, narcotics or weapons in any form at any time under any circumstances.
- ◆ Delegates shall refrain from gambling—playing cards, dice or games of chance for money or other things of value.
- ◆ Use of tobacco products by delegates is prohibited at all DECA functions.
- ◆ Delegates must adhere to the dress code at all times.
- ◆ Delegates must not dress or behave in a manner than can be interpreted as sexually explicit.
- ◆ Students shall keep their adult advisors informed of their activities and whereabouts at all times.
- ◆ No delegate shall leave the hotel (except for authorized events) unless permission has been received from chapter and state/provincial advisors.
- ◆ Delegates should be prompt and prepared for all activities.
- ◆ Delegates should be financially prepared for all activities.
- ◆ Delegates are required to attend all sessions and activities assigned including workshops, competitive events, committee meetings, etc. for which they are registered unless engaged in some specific assignment scheduled at the same time.
- ◆ Delegates will spend nights at their assigned hotel and in their assigned room. No guests allowed during curfew hours. Delegates will be quiet at curfew.
- ◆ Curfew will be enforced. Curfew means the delegate will be in his/her assigned room.
- ◆ State/Provincial associations will be responsible for delegates' conduct.
- ◆ Delegates ignoring or violating any of the above rules will subject their entire delegation to being unseated and their candidates or competitive events participants to being disqualified. Individual delegates may be sent home immediately at their own expense.
- ◆ Tasteful casual wear will be accepted during specific social functions as designated during orientation.
- ◆ Delegates shall allow DECA and the Central Region Leadership Conference to use conference photographs and video footage for promotional purposes.

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Parent/Guardian's Signature \_\_\_\_\_ Date \_\_\_\_\_

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Delegate's Signature \_\_\_\_\_ Date \_\_\_\_\_

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Chapter Advisor's Signature \_\_\_\_\_ Date \_\_\_\_\_

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Principal's Signature \_\_\_\_\_ Date \_\_\_\_\_

## MEDICAL TREATMENT AUTHORIZATION

As parent/guardian, I have reviewed the Delegate Code of Conduct with our son/daughter, and he/she agrees to abide by the rules. The Chapter Advisors, Chartered Association Advisor and/or Central Region DECA has the right to send the delegate home from the activity, at my expense, provided that he/she has violated the Delegate Code of Conduct and I have been notified of the violation and transportation arrangements.

The delegate has my permission to attend the Central Region Leadership Conference. I understand the delegate will be supervised by the DECA Chapter Advisor. I, the parent/guardian, will not hold the school, the advisor, the Board of Education, our Chartered Association, Central Region DECA nor the conference staff responsible for any injuries while attending or while en-route to and from the DECA sponsored activity.

In the event of accident or illness requiring emergency medical treatment, occurring while in attendance at this DECA activity, the undersigned parent/guardian hereby authorizes the DECA Chapter Advisor to procure suitable medical treatment for the below signed delegate, and I will provide for the payment of those costs on behalf of the named delegate. I also expect the DECA Chapter Advisor to contact me by telephone, as soon as possible, if medical services are necessary.

### CENTRAL REGION LEADERSHIP CONFERENCE, NOVEMBER 20-22, 2015, KANSAS CITY, MISSOURI

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Name of School \_\_\_\_\_

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Name of Delegate \_\_\_\_\_ Date of Birth \_\_\_\_\_

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Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

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Daytime Phone \_\_\_\_\_ Evening Phone \_\_\_\_\_

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Emergency Contact: \_\_\_\_\_ Phone \_\_\_\_\_

Please list any medications or physical limitations \_\_\_\_\_

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Parent/Guardian's Signature \_\_\_\_\_ Date \_\_\_\_\_

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Delegate's Signature \_\_\_\_\_ Date \_\_\_\_\_

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Chapter Advisor's Signature \_\_\_\_\_ Date \_\_\_\_\_

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Principal's Signature \_\_\_\_\_ Date \_\_\_\_\_

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Insurance Company \_\_\_\_\_ Policy Number \_\_\_\_\_

*The Central Region Leadership Conference will not discriminate on the basis of race, color, creed, national origin, ancestry, age, gender, marital status, weight, sexual orientation, or disability. Any student requiring an accommodation as a result of a disability should contact the chapter advisor to arrange such accommodation.*



## SERVICE FOR SPECIAL NEED STUDENTS

Please fill in the information as completely as possible to help us provide a positive learning experience for all of our conference participants.

\_\_\_\_\_  
Name of Student

\_\_\_\_\_  
Chartered Association

Special Needs Condition \_\_\_\_\_  
\_\_\_\_\_

Services Requested \_\_\_\_\_  
\_\_\_\_\_

Contact Person for CRLC \_\_\_\_\_  
\_\_\_\_\_

Telephone Number \_\_\_\_\_

Email Address \_\_\_\_\_

Local DECA Advisor (if different than contact person for CRLC) \_\_\_\_\_

Telephone Number \_\_\_\_\_

Email Address \_\_\_\_\_

**Please forward this document with your registration materials to your chartered association advisor.**

Copy and distribute as needed.

## TOURS, ATTRACTIONS & TRANSPORTATION

The educational activities don't have to stop once the sessions are over. From magnificent window displays to a total marketing project focused on, Kansas City's economic sector is the perfect living example of marketing at its finest. Call it "field studies!" Links and updates are available at [www.deca.org/crlc](http://www.deca.org/crlc).

Tour and transportation tickets will be available ONLINE for advance purchase and will be made by each chapter advisor. The discounted rates **will only be honored with confirmed conference registration**, and no tickets will be available at the conference site. You can, however, purchase tickets at the standard rate at the venue. Availability is limited.

The MAX is an innovative form of transit providing faster, more convenient commutes than traditional bus service. Stylish MAX buses operate on existing streets. Vehicles use dedicated lanes during rush hour and have the ability to prolong green lights at intersections to remain on schedule. Click [Maps and Schedules](#) to view the Main Route closest to Crown Center. Most attractions are reachable using MAX Transportation, but some may require walking from the MAX stop.



### THE ROASTERIE

A specialty coffee-roasting company that services espresso bars, coffeehouses, fine restaurants, and coffee lovers in Kansas City and around the world.



### THE KANSAS CITY FED

Free economic & personal finance resources for educators. Learn about the economy through interactive exhibits, see the region's largest cash vault & leave with a bag of shredded currency



### KANSAS CITY ROYALS

Get a behind the scenes look at Kauffman Stadium. The "K" tour will include a unique Outfield Experience, the Interview Room, Press Room, Royals Hall of Fame, and Royals Dugout.



### H&R BLOCK

Working with schools and students to increase financial fitness through H&R Block Dollars & Sense.



### K C STARTUP VILLAGE

An entrepreneur-community helping to grow and support local entrepreneurs. Enjoy visiting the village to see and to meet entrepreneurs and startups who call it home



### COLLEGE BASKETBALL EXPERIENCE

Connected to Sprint Center, it is two floors and 41,500 square feet of basketball exu-



### HALLMARK VISITOR CENTER

Celebrate the Hallmark story through a display of exhibits that spark creativity involved in the creation of Hallmark products.



### NEGRO LEAGUES BASEBALL MUSEUM

The (NLBM) recreates the look, sounds and feel of the game's storied past. Video presentations and memorabilia in the 10,000 square-foot multimedia exhibit chronicle the history and heroes.



### THE AMERICAN JAZZ MUSEUM

The sights and sounds of a uniquely American art form come alive at the first museum in the country devoted exclusively to jazz. includes interactive exhibits and educational programs These museums are located next to each other and can be visited together or separately