

CALIFORNIA DECA 2012
61st State Career Development Conference

February 23-26, 2012
Irvine Marriott



Monta Vista DECA
Information Packet

REGISTRATION INFORMATION

Due Date:	<p>All materials (forms and payments) <i>must be completed</i> and turned in to Mr. Schmidt in Portable 6 or any MVDECA officer by Wednesday, January 25th. Late forms, forms without payment, and erroneous forms will not be accepted under any circumstances.</p> <p style="color: red;"><i>Checks will be deposited February 1, 2012.</i></p>
Eligibility:	<p>Only DECA members in good standing are eligible to participate. Members in good standing will have paid the Monta Vista High School DECA membership fee and turned in a registration form.</p>
Registration Fee:	<p>The registration fee for this conference is \$410.00 per member. Please make checks payable to Monta Vista DECA.</p>
Refunds:	<p>Unfortunately, there are no refunds available once members are registered to attend. However, substitutions may be made until February 15, 2012.</p>
Substitutions:	<p>Substitutions are accepted and encouraged if you cannot attend. Substitutes must be of the same gender. It is the member's responsibility to find an acceptable substitute and inform the officer team.</p>
Conference & Housing:	<ul style="list-style-type: none"> • <i>Competitors are strictly forbidden from entering a room of the opposite gender. No open doors, no excuses. Violators will be sent home at their own expense.</i> • We will be staying at the Irvine Marriott: 1800 Von Karman Avenue, Irvine, CA - 92612. • There is a 15:1 student to advisor ratio at all DECA conferences. • Competitors will be placed in rooms of four (4). Rooming requests may be made online.
Transportation	<p>Transportation fees to and from Irvine, CA by bus along with transportation for any small trips during the conference are included in the price of registration. If students find it absolutely necessary to fly to/from the location of the conference, they must receive written authorization from Monta Vista administration.</p>
Written Plan Turn-In	<p>The CADECA office must receive all written plans on February 10, 2012 to be eligible for the state competition. MVDECA will be collecting written plans beforehand and will mail them in as a chapter. You may send your written plan in independently, but MVDECA cannot guarantee that it will be received and processed in time.</p>
Contact Information	<p>All questions can be sent to mvdeca@gmail.com or our chapter advisor carl_schmidt@fuhdsd.org.</p>

2012 STATE CDC CODE OF CONDUCT

Attendance at any California DECA sponsored conference or activity is a privilege. The following conduct policies will apply to all delegates: students, alumni, advisors, and any other authorized persons attending the activity. This form must be signed by each student and alumni (under 21) attending a CALIFORNIA DECA activity and submitted to the chapter advisor prior to the respective registration deadline. The chapter advisor must have a completed copy of the permission/medical release form for each student attending in their possession for the duration of the event, including travel to and from the event. This Forms must be kept on file in the local school district after conference.

Delegates shall abide by the rules and practices of *CALIFORNIA DECA and school district policies* at all times to, during, and from the designated point of origin of the activity. Delegates shall respect and abide by the authority vested in the CALIFORNIA DECA organization. The standards outlined in this document constitute the California DECA Code of Conduct.

The following shall be regarded as severe violations of the CALIFORNIA DECA Code of Conduct:

Should a conduct code violation occur for item 1 through 7 below, regardless of when exposed, the violating student(s) will be sent home and will not be eligible to attend any other state, regional, or national conference during that school year. If the violation warrants it, law enforcement may also be notified. Determination of penalties for violations will be at the discretion of the State Management Team or the Board of Directors/Trustees.

1. **Alcohol, Drugs and Tobacco:** a student shall not possess, use, transmit, be under the influence of, or show evidence of having used an alcoholic beverage, other drugs, substances or tobacco products capable of or intended, purported, or presumed to be capable of altering a student's mood, perception, behavior or judgment; other than properly used, over-the-counter pain relievers and medications prescribed by a physician for an individual student and must be on record with the advisor. Nor shall the student possess, use, sell or transmit paraphernalia associated with drugs, alcohol, or chemical substance in any form (including tobacco), at any time, or under any circumstances, on public or private properties.
2. **Curfew:** Committing serious violations of curfew regulations as outlined in item 9 below.
3. **Willful Companionship:** Being in the willful companionship of someone who violates any portion of the conduct code, or failing to report any direct knowledge (other than hearsay) of the conduct code violations.
4. **Personal Conduct:** Cheating, dishonesty, or taking unfair advantage of others; participating in social activities other than those with conference participants; conducting acts and/or possession of weapons capable of causing bodily harm or fear of life, defacing or stealing any public or private property (for which financial responsibility will rest solely with offending individuals or their chapter); breaking the law; other serious violations of personal conduct regulations.
5. **Serious Violations** of the student conduct code of the school district or school that the student represents.
6. **Private Transportation:** Driving or riding in a private automobile during a conference, unless accompanied by an authorized advisor. (Delegates are to be housed at the conference site) Occasionally a chapter advisor, under special circumstances, may allow a student to drive or ride in a private automobile to a conference. These students are required to complete a "Permission to use Private Transportation" form to the chapter advisor prior to the conference. Permission to drive/ride applies to transportation of the student named on the form and only to and from the conference site. Once a driving/riding delegate has arrived at the conference site, he/she shall not be in a private automobile again until leaving the site at the end of the conference.
7. **Abusive Behavior and Lewd Conduct:** A student shall not engage in any lewd, indecent, sexual, or obscene act or expression or possess such materials. A student shall not engage in verbal, physical or sexual harassment, hazing, or

name-calling. The use of slurs against any person on the basis of race, color, creed, national origin, ancestry, age, sex, sexual orientation, or disability is prohibited.

The following shall be other violations of the CALIFORNIA DECA Code of Conduct:

Should a conduct code violation occur for items 8-12 below, regardless of when exposed, the violating student(s) may be sent home and may not be eligible to attend any other state, regional or national conference during that school year. Determination of penalties for violations will be at the discretion of the State Management Team or the Board of Directors/Trustees or local Advisor.

8. **Conference Conduct:** Failing to wear the supplied conference ID badge and wristband (when provided) at all times from arrival at the conference until departure at the end of the conference; leaving sessions prior to their conclusion (except in the case of emergency); failing to attend all general sessions and assigned activities (including workshops, competitive events, committee meetings, etc.) for which a delegate is registered (unless engaged in a specific assignment taking place at the same time); not abiding by the rules and regulations of DECA or school/district policies from the time he/she leaves his/her home or school for any activity and the time he/she returns to the same home or school following the activity.
9. **Curfew:** Failing to be in your assigned hotel room from the curfew time designated in the conference program until 6 a.m.; causing any noise or other disturbance audible by anyone in the hallway after designated curfew time; ordering any food after the designated curfew time; causing any other unnecessary disturbance or participating in any other inappropriate activity after the designated curfew time.
10. **Dress:** Failing to abide by the dress regulations established for the conference, as outlined in the Dress Code.
11. **Personal Conduct:** Failing to report accidents, injuries or illnesses immediately to the local DECA Advisor; failing to keep adult advisors informed of activities and whereabouts at all times; failure to comply with established grievance process for disputes about competitive event results/processes (including personally confronting judges or event administrators); using tobacco products outside of local school district policies and state law; having a member of the opposite sex in a room if no adult chaperone is present and the room door is not visibly open (e.g., the door may be propped wide open); having a delegate or advisor of the opposite sex in a room without a third person present and the door visibly open.
12. **Hotel Conduct:** Failing to meet the professional standards of housing facilities; accruing incidental room charges (i.e. phone calls, room service, pay-per-view movies, etc.) without settling the account prior to check-out; throwing objects out the window or into the hallway; moving hotel furniture from rooms (e.g., onto the balcony); failing to follow hotel rules and regulations.

Individual School District Policies may supersede the code of conduct.

DRESS CODE FOR DELEGATES ATTENDING CALIFORNIA DECA SPONSORED ACTIVITIES

The following guidelines have been developed to clarify the dress code used at all DECA conferences (regardless of locations).

ACCEPTABLE CASUAL ATTIRE

(Travel to/from conferences, dances, and non-conference activities such as shopping, sightseeing, or going out for meals, denim in good taste is allowed at CA DECA conferences only, not allowed at Western Region or National DECA)

Males: Slacks, cords, knee length walking shorts, sports shirts, and DECA t-shirts and sweatshirts. **NO** gang related clothing or accessories allowed. All clothing must be in good repair and proper size. Undergarments may not show outside of over garments.

Females: Slacks, cords, skirts, blouses, sports shirts, knee-length walking shorts, and DECA T-shirts and sweatshirts. No gang related clothing or accessories allowed. All clothing must be in good repair and proper size Undergarments may not show outside of over garments.

ACCEPTABLE BUSINESS ATTIRE

(Opening/ Closing Sessions, event competition, scholarship interviews, state/national officer interviews, workshops, or banquets)

Males: Dress slacks, dress shirt, tie, dress shoes and socks, (no tennis shoes or flip-flop sandals), sweater and/or sport coats. A dress suit or DECA blazer is always appropriate. Shirts are to be tucked in. Belted pants.

Females: Dress (professional business), dress slacks, skirt (not to exceed 3 inches above knees), blazer, dress blouse or collared shirt, coordinated shirt/ blouse, city shorts, dress shoes, (professional business) (no tennis shoes or flip-flop sandals). A dress suit or a DECA blazer is always appropriate. Nylons are recommended with all professional dress.

Activities such as swimming, sunbathing, jogging, or tennis warrant appropriate recreational attire for that activity.

At any time during the conference while on-site (including hotels), you must be in casual or business attire.

SERIES EVENTS – PRINCIPLES OF BUSINESS ADMINISTRATION

These events include a 100 question multiple choice exam, and one content interview. These are individual events. ***Students may participate in 1 (one) series event at the district or state conference.***

Event	Code
Principles of Business Management and Administration	PBM
Principles of Finance	PFN
Principles of Hospitality and Tourism	PHT
Principles of Marketing	PMK

SERIES EVENTS - INDIVIDUAL

These events include a 100 question multiple choice exam, and two role plays. These are individual events. ***Students may participate in 1 (one) series event at the district or state conference.***

Event	Code
Accounting Applications	ACT
Apparel & Accessories Marketing	AAM
Automotive Services Marketing	ASM
Business Finance	BFS
Business Services Marketing	BSM
Food Marketing	FMS
Hotel & Lodging Management	HLM
Human Resources Management	HRM
Marketing Management	MMS
Quick Serve Restaurant Management	QSRM
Restaurant & Food Service Management	RFSM
Retail Merchandising	RMS
Sports and Entertainment Marketing	SEM

SERIES EVENTS - TEAM DECISION MAKING

This event is for 2 people. There is a 100 multiple question exam, and one 30 minute presentation. For the district and state conference these events are considered to be series events. ***Students may participate in 1 (one) series event at the district or state conference.***

Event	Code
Business Law & Ethics	BLTDM
Buying & Merchandising	BTDM
Financial Analysis	FTDM
Hospitality Services	HTDM
Marketing Communications	MTDM
Sports & Entertainment Marketing	STDm
Travel & Tourism	TTDM

WRITTEN PROJECTS - MARKETING REPRESENTATIVE EVENTS

These events are team events (1-3 members), include a 100 multiple questions exam, written entry and a presentation. Check the guidelines for the presentation materials required for each event. This event is considered a written event at the district and state conference. ***Students are allowed to participate in 1 (one) Marketing Representative Event at the district or state conference and it may be paired with a Series Event (e.g. students may only do a total of two events)***

Event	Code
Advertising Campaign	ADC
Fashion Merchandising Promotion	FMP
Sports and Entertainment Promotion	SEPP

WRITTEN PROJECTS - PROFESSIONAL SELLING EVENTS

These events are individual events (1student), include a 100 multiple questions exam and a presentation. Check the guidelines for the presentation materials required for each event. This event is considered a written event at the district and state conference. ***Students are allowed to participate in 1 (one) Professional Selling Event at the district or state conference and it may be paired with a Series Event (e.g. students may only do a total of two events)***

Event	Code
Hospitality and Tourism Professional Selling	HTPS
Professional Selling	PSE

WRITTEN PROJECTS - BUSINESS MANAGEMENT & ENTREPRENEURSHIP EVENTS

These events include a business plan. They are considered written projects at both the district and state conference. Check the guidelines for the project requirements. ***Students may participate in 1 (one) Written Project at the district or state conference and it may be paired with a Series Event (e.g. students may only do a total of two events)***

Event	Code
Entrepreneurship Written (1-3 members)	ENW
International Business Plan (1-3 members)	IBP
Entrepreneurship Participating (Individual) (Independent or Franchise)	ENP

WRITTEN PROJECTS - BUSINESS OPERATIONS RESEARCH EVENTS

These events include a written report. They are considered written projects at both the district and state conference. Check the guidelines for the project requirements. ***Students may participate in 1 (one) Written Project at the district or state conference and it may be paired with a Series Event (e.g. students may only do a total of two events)***

Event	Code
Business Services (Team 1-3 members)	BOR
Buying and Merchandising (Team 1-3 members)	BMOR
Finance (Team 1-3 members)	FOR
Hospitality and Tourism (Team 1-3 members)	HTOR
Sports and Entertainment (Team 1-3 members)	SEOR

WRITTEN PROJECTS - CHAPTER TEAM EVENTS

These events include a written report. They are considered written projects at both the district and state conference. Check the guidelines for the project requirements. ***Students may participate in 1 (one) Written Project at the district or state conference and it may be paired with a Series Event (e.g. students may only do a total of two events)***

Event	Code
Community Service Project (1-3 students)	CSP
Creative Marketing Project (1-3 students)	CMP
Entrepreneurship Promotion Project (1-3 students)	EPP
Financial Literacy Promotion Project (1-3 students)	FLPP
Learn & Earn Project (1-3 students)	LEP
Public Relations Project (1-3 students)	PRP

State CDC TENTATIVE Agenda – February 23-26, 2012

Time	Activity	Location
THURSDAY		
2:00 – 4:30 pm	Registration	Registration Area
4:30 – 6:30 pm	Testing Session I	Grand Ballroom
5:30 – 6:30 pm	Workshop I	Tuscany Ballroom
6:30 – 7:30 pm	Workshop II	Tuscany Ballroom
6:30 – 8:30 pm	Testing Session II	Grand Ballroom
8:30 – 10:30 pm	Testing Session III	Grand Ballroom
8:30 – 9:30 pm	Workshop III	Tuscany Ballroom
9:30 – 10:30 pm	Workshop IV	Tuscany Ballroom
11:15 pm	Curfew	All Rooms
FRIDAY		
8:00 – 11:00 am	Registration	Berkley
9:00 – 10:00 am	Workshop I	Rancho Las Palmas/Santa Barbara/Santa Clara
9:00 – 3:00 pm	Leadership Village/Candidate Booths	Tuscany Ballroom
9:00 – 3:00 pm	Exhibit Area Open	Grand Ballroom Foyer
9:00 – 5:00 pm	DECA Protégé Events	Grand Ballroom – FGH
9:00 am	Quiz Bowl Orientation/Preliminary Rounds	Newport Beach/Marina Del Rey
9:00 am	Voting Delegates Meeting	Los Angeles/Irvine
9:30 – 10:00 am	State Officer Candidate Briefing	Los Angeles/Irvine
10:00 – 12:30 pm	State Officer Candidate Interviews	Los Angeles/Irvine
10:00 – 11:00 am	Workshop II	Rancho Las Palmas/Santa Barbara/Santa Clara
11:00 – 12:00 pm	Workshop III	Rancho Las Palmas/Santa Barbara/Santa Clara
12:00 – 3:30 pm	Marketing Representative/Professional Selling Event Competitions -ADC, FMP, SEPP, HTPS, PSE	Grand Ballroom
12:00 – 3:30 pm	Written Project Presentations	Grand Ballroom
1:00 – 2:00 pm	Workshop IV	Rancho Las Palmas/Santa Barbara/Santa Clara
2:00 – 3:00 pm	Workshop V	Rancho Las Palmas/Santa Barbara/Santa Clara
3:00 – 5:00 pm	Quiz Bowl Final Rounds	Newport Beach/Marina Del Rey
4:00 – 11:30 pm	California DECA Night at Disney	Downtown Disney
Midnight	Curfew	All Rooms

SATURDAY		
8:00 am	Chapter Presidents and Most Valuable Member Breakfast	Los Angeles/Irvine
8:30 – 3:00 pm	Leadership Village/Candidate Booths	Tuscany Ballroom
9:00 – 12:00 pm	Series Events Role Play 1 & 2 - Specific Events TBA (based on reg #'s)	Grand Ballroom
8:45 – 12:00 pm	Management Team Decision Making Events -BLTDM, BTDM, FTDM, HTDM, MTDM, STDM, TTDM	Grand Ballroom/Newport Beach/Marina Del Rey
9:00 – 3:00 pm	Chapter Award Project Interviewing	Catalina
10:00 – 11:00 am	Workshop I	Rancho Las Palmas/Santa Barbara/Santa Clara
11:00 – 12:00 pm	Workshop II	Rancho Las Palmas/Santa Barbara/Santa Clara
1:00 – 3:00 pm	Series Events Role Play 1 & 2 - Specific Events TBA (based on reg #'s)	Grand Ballroom
1:00 – 3:00 pm	Principles Events - PBM, PFN, PHT, PMK	Grand Ballroom/Newport Beach/Marina Del Rey
1:00 – 2:00 pm	Workshop III	Rancho Las Palmas/Santa Barbara/Santa Clara
2:00 – 3:00 pm	Workshop IV	Rancho Las Palmas/Santa Barbara/Santa Clara
3:30 – 4:30 pm	Election Session	Rancho Las Palmas/Santa Barbara/Santa Clara
5:00 – 7:00 pm	Chapter Dinners	Off Site
7:00 – 8:30 pm	Formal Recognition Session	Grand Ballroom
9:00 – 11:15 pm	Formal Dance	Grand Ballroom
9:00 – 11:15 pm	Photo Room	Newport Beach/Marina Del Rey
SUNDAY		
8:30 – 12:00 pm	Grand Awards Session	Grand Ballroom
12:00 pm	Winners Meeting	Grand Ballroom
12:00 pm	Newly Elected State Officer Meeting	Grand Ballroom