

INFORMATION GUIDE

Indiana DECA State Career Development Conference

March 1-3, 2020

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:

\$203.64 per night/per room

\$407.28 for two (2) nights

(Includes taxes and fees)

Single (1 person) $\$203.64 \times 2 = \407.28

Double (2 people) $\$101.82 \text{ (per person)} \times 2 = \203.64

Triple (3 people) $\$67.88 \text{ (per person)} \times 2 = \135.76

Quad (4 people) $\$50.91 \text{ (per person)} \times 2 = \101.82

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 25, 2020

* 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 Deadline: January 29, 2020

Cancellation Deadline: February 12, 2020

Payment Deadline: February 19, 2020



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 15, 2019**.
- 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 29, 2020.
- Cancellation deadline is Wednesday, February 12. 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 \$203.64 per night/per room (or \$407.28 for two (2) nights. This includes tax.)
 - Single (1 person) $\$203.64 \times 2 = \407.28
 - Double (2 people) $\$101.82 \text{ (per person)} \times 2 \text{ nights} = \$203.64 \text{ per person}$
 - Triple (3 people) $\$67.88 \text{ (per person)} \times 2 \text{ nights} = \$135.76 \text{ per person}$
 - Quad (4 people) $\$50.91 \text{ (per person)} \times 2 \text{ nights} = \$101.82 \text{ per person}$

PAYMENT:

- All chapters need to include an invoice with payment. Payment must be received by February 19, 2020. There will be no direct billing from the hotel. Marriott Rewards will not be applicable to your stay at SCDC.

WHO IS ELIGIBLE TO REGISTER:

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

All registrations should be ELECTRONICALLY SUBMITTED by Wednesday, January 29, 2020 to receive the \$60.00 registration fee. AFTER January 29, 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 have them visit the Indiana DECA website and submit their contact information and judging preference. The link to sign up online is <https://www.indianadeca.org/volunteer>. We can never have too many judges!! Judging will take place on Monday, March 2, 2020 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: \$47.00 overnight
- Valet parking: \$52.00 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:

- Parking is available 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.
- For the safety and welfare of our student delegates it is important that all schools honor the one (1) advisor for ten (10) students chaperone rule. No exceptions please.

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WRITTEN PROJECT 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 25, 2020 **or**
 - Received **no later** than Friday, January 24, 2020. 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 Research Event Survey sheet located on the Indiana DECA website by Wednesday, January 15.
3. On the SCDC registration website, please login to register each written project being submitted. This should be done by Wednesday, January 22.
4. 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 previous email or find on www.indianadeca.org under documents and forms)
 - 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 the written project as per event guidelines
 - Note: Innovation Plan, Start-Up Business Plan, Integrated Marketing Campaign—Event, Integrated Marketing Campaign—Product, and Integrated Marketing Campaign—Service will **NOT** have a separate written entry evaluation form.
5. 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
6. 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.
7. 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 19, 2020.

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

TEAM DECISION MAKING EVENTS

BLTDM:	Business Law and Ethics
BTDM:	Buying and Merchandising
ETDM:	Entrepreneurship
FTDM:	Financial Services
HTDM:	Hospitality Services
MTDM:	Marketing Management
STDM:	Sports and Entertainment Marketing
TTDM:	Travel and 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
PHT	Principles of Hospitality and Tourism
PMK:	Principles of Marketing

PERSONAL FINANCIAL LITERACY EVENT

PFL:	Personal Financial Literacy
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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

INTEGRATED MARKETING EVENTS

IMCE:	Integrated Marketing Campaign--Event
IMCP:	Integrated Marketing Campaign--Product
IMCS	Integrated Marketing Campaign--Service

PROFESSIONAL SELLING AND CONSULTING EVENTS

FCE:	Financial Consulting
HTPS:	Hospitality and Tourism Professional Selling
PSE:	Professional Selling

CHAPTER TEAM EVENTS*

PMBS:	Business Solutions Project
PMCD:	Career Development Project
PMCA:	Community Awareness Project
PMCG:	Community Giving Project
PMFL:	Financial Literacy Project
PMSP:	Sales 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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Tentative Program of Activities

Below you will find the **tentative program** of activities at SCDC. We will be using the same 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.

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.

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** always be worn 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 Chartered Association 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 2, 2020		
1:00 p.m.	Tabulation Center Opens	Santa Fe
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	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	TBA
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
9:30-10:00 p.m.	Opening General Session Seating	Marriott Ballroom
10:00-11:00 p.m.	Opening General Session	Marriott Ballroom
11:00 p.m.	DECA Alumni Reception	TBA
11:30 p.m.	CURFEW	
MONDAY, MARCH 2, 2020		
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	Santa Fe
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	TBA
8:00 a.m.-4:00 p.m.	Business Operations Research Events	TBA
8:00 a.m.-5:00 p.m.	Entrepreneurship Events	TBA
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
9:00 a.m.-12:00 p.m.	Team Decision Making Events Preliminaries	Marriott Ballroom 1-4

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MONDAY, MARCH 2, 2020 (CONTINUED)

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.	Integrated Marketing Events	TBA
11:00 a.m.-1:00 p.m.	Judges' Luncheon	Marriott Ballroom 7-9
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
5:00-8:00 p.m.	Dinner with Your Chapter	
8:00-8:30 p.m.	IMEA Meeting	Lincoln
8:30-9:00 p.m.	Recognition Session Seating	Marriott Ballroom
9:00-11:00 p.m.	Keynote/Entertainment, Recognition and Awards Session	Marriott Ballroom
11:30 p.m.	CURFEW	

TUESDAY, MARCH 3, 2020

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

MIRACLE MOMENT

We will be holding a miracle moment during the Sunday evening opening session and the Monday evening recognition and awards session at SCDC. All money collected will be donated to the Muscular Dystrophy Association to help spread awareness and provide assistance for those who live with muscular dystrophy. Please let your students know about this opportunity to help those afflicted with MD so they can bring money with them.

Event Chairpersons & Assistants Assignments

Each chapter advisor with students registered for the conference will be assigned a conference responsibility for the competitive events. Event chairpersons and assistants will be decided after the registration deadline to better determine who will be attending and the number of participants in each event. This opportunity for students would not be possible without your assistance in the event operations. Thank you in advance for helping to make this happen!

QUALIFIERS FOR THE 2020 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	*Project Management Events
*Individual Series Events	*Entrepreneurship Events
*Personal Financial Literacy Event	*Integrated Marketing Campaign 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 individuals 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 January 31, 2020.
- 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 January 31, 2020.
- 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 leaders of the business community who provide the important link between marketing education, DECA and the business world.

Guidelines:

- The IN DECA Chartered Association Advisor must receive the nominations by January 31, 2020.
- 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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