

INFORMATION GUIDE

Indiana DECA State Career Development Conference February 28 – March 2, 2021 VIRTUAL

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)

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, 2021**.
- 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 27, 2021.
- 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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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
OC:	Officer Candidate
SO:	State Officer
VD:	Voting Delegate

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SUNDAY, FEBRUARY 28, 2021

8:00-9:00 p.m.	Opening General Session	
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MONDAY, MARCH 1, 2021

9:00 a.m.-3:00 p.m.	Workshops	
3:00-5:00 p.m.	Election Session	
7:30-9:00 p.m.	Special Recognition/Entertainment	

TUESDAY, MARCH 3, 2020

9:30-11:00 a.m.	Grand Awards & Recognition Session, New State Officer Installation, and State Officer Farewell Video	
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Tentative Conference Program of Activities

Below you will find the **tentative program** of activities at SCDC. Workshop titles, descriptions, and times will be provided as soon as they have been finalized.

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8:00-9:00 p.m.	Opening General Session	
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MONDAY, MARCH 1, 2021

9:00 a.m.-3:00 p.m.	Workshops	
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QUALIFIERS FOR THE 2021 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

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*Individual Series Events	*Entrepreneurship Events
*Personal Financial Literacy Event	*Integrated Marketing Campaign Events
	*Professional Selling & Consulting Events

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 29, 2021.
- 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 29, 2021.
- 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.

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- #### Guidelines:
- The IN DECA Chartered Association Advisor must receive the nominations by January 29, 2021.
 - 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.