

INFORMATION GUIDE

Indiana DECA State Career Development Conference

March 5-7, 2023

Indianapolis Marriott Downtown

350 West Maryland Street, Indianapolis, IN 46225

Registration Fee:

\$70.00 per member (students and advisors)

\$25.00 per chaperone

Hotel:

Indianapolis Marriott Downtown

350 West Maryland Street

Indianapolis, IN 46225

Hotel Fee:

\$217.68 per night/per room

\$435.36 for two (2) nights

(Includes taxes and fees)

Single (1 person) $\$217.68 \times 2 = \435.36

Double (2 people) $\$108.84 \text{ (per person)} \times 2 = \217.68

Triple (3 people) $\$72.56 \text{ (per person)} \times 2 = \145.12

Quad (4 people) $\$54.42 \text{ (per person)} \times 2 = \108.84

Send Check for Registration and Housing to:

Indiana DECA

12631 West Road

Zionsville, IN 46077

Registration Link:

<https://Indianadeca.logicsolut.net>

Don't Forget to Register:

* Voting Delegates (2 per chapter)

* Courtesy Corp (2 per chapter)

Written Events:

* Submit electronic copy

* Deadline: February 1, 2023

* 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: February 1, 2023

Cancellation Deadline: February 15, 2023

Payment Deadline: February 22, 2023



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 <https://Indianadeca.logicsolut.net> by **JANUARY 17, 2023**.
- Registration is online. 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, February 1, 2023.
- Cancellation deadline is Wednesday, February 15. 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 submitted and paid membership through DECA Inc. by February 15 and paid when they register. Any District membership and/or registration fees, even those who are attending state **ONLY** events, must also be paid.

REGISTRATION FEE:

- \$70.00 per member (students and advisors)
- \$25.00 per chaperone (chaperones paying \$25.00 will not receive a conference t-shirt or giveaways)

HOUSING COSTS:

- Rooms are \$217.68 per night/per room (or \$435.36 for two (2) nights. This includes applicable taxes.)
 - Single (1 person) $\$217.68 \times 2 = \435.36
 - Double (2 people) $\$108.84 \text{ (per person)} \times 2 \text{ nights} = \$217.68 \text{ per person}$
 - Triple (3 people) $\$72.56 \text{ (per person)} \times 2 \text{ nights} = \$145.12 \text{ per person}$
 - Quad (4 people) $\$54.42 \text{ (per person)} \times 2 \text{ nights} = \$108.84 \text{ per person}$

PAYMENT:

- All chapters need to include a copy of your SCDC invoice with payment. Payment must be received by February 22, 2023. 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
- State Officer Candidates
- Two (2) Courtesy Corps (preferably not seniors)
- Two (2) Voting Delegates (preferably not seniors)

All registrations should be ELECTRONICALLY SUBMITTED by Wednesday, February 1, 2023, by 12 midnight EST to receive the \$70.00 registration fee. AFTER February 1, members and advisors will pay \$80.00 and chaperones will pay the full \$70.00 registration fee.

SPECIAL ACCOMMODATIONS: If you have a student who needs a special accommodation for his/her exam or while attending the conference, please make sure you send this information to me as soon as possible after you register your students. We are unable to arrange accommodations at the last minute. All requests must be received no later than February 15, 2023.

Please Note: Testing is onsite this year. There will be **NO** makeup/late testing on Monday morning. All exams must be completed by 11:30 p.m. (curfew) on Sunday. Any request for makeup/late testing must be received no later than February 28, 2023.

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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 Tennessee 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 \$25.00 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: \$50.00 overnight
- Valet parking: \$55.00 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/chaperone for every ten (10) students rule. No exceptions please.

*****Because each advisor will have a conference assignment, it is highly recommended by your IN DECA Board to bring an extra chaperone and not count yourself in the 1:10 ratio.***

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WRITTEN PROJECT GUIDELINES:

It is crucial that all the following guidelines be followed without exception:

1. Written Event Pre-registration
 - Projects must be pre-registered by 12 midnight ET on January 25, 2023.
 - The direct link to pre-register your projects is <https://indianadeca.logicsolut.net/project.php>.
 - Instructions for the submission (upload) will be provided to the chapter advisor after the pre-registration deadline for all projects.
2. Electronic Submission of Written Events
 - The Project submission window will be open January 30 – February 1, 2023.
 - Projects must be submitted by 12 midnight ET on February 1, 2023.
 - The Written Statement of Assurances and Academic Integrity will be the first page of the submission followed by the project. Do not count as a page. (A copy of this document can be found on page 59 in the DECA Guide.)
 - Written Statement of Assurances **must** be signed by all participating students and the chapter advisor. Only physical signatures or digital signatures will be accepted this year. Typed names in a font will **not** be accepted as signatures.
3. Students will bring **TWO hard copies** of the project to SCDC. Both copies must be identical to what was submitted electronically.
 - The hard copies **DO NOT** need to be in the Official DECA Written Event folio. Students should simply staple the project in the upper left-hand corner.
 - The Written Statement of Assurances and Academic Integrity document **does not** need to be included as a part of the hard copy. Just the written component of the project.
 - Students will hand the hard copies directly to judges at the start of their oral presentation on Monday. The copies are for judges to use as a reference during the presentation.
 - Hard copies **will not be returned** to the student. Copies will be discarded after all judging is completed.
4. Common causes for penalty points:
 - Written Statement of Assurances is missing and/or chapter advisor's signature is missing.
 - Pages are not numbered correctly, or some pages do not have a page number.
 - Sections do not follow the correct sequence as stated in the Written Entry Guidelines or are missing.
 - Be sure to review the electronic version. The conversion process to a .pdf will sometimes change formatting and may affect page breaks, the size of the page, etc.
5. Please email questions to: IndianaDECA@gmail.com
 - Phone: 317-258-7739

*****Written Event Penalty Point Checklist:** We will be using the penalty point checklist that is specific for Indiana DECA.

*****WRITTEN EVENT ALLOCATION REMINDER:** As indicated in the fall newsletter, a chapter may submit a **maximum of 8 entries per written project event** with one exception: project management events are **ONE** per chapter per event. Please be sure to check your DECA Guide for the number of allowable participants for each event that has a written component.

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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 CAMPAIGN 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

PROJECT MANAGEMENT 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 Guidebook conference app 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.

SUNDAY, MARCH 5, 2023		
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	
5:00-9:15 p.m.	Dinner on Your Own	
5:30-7:00 p.m.	Written Tests & Orientation (Session 1)	
7:15-8:45 p.m.	Written Tests & Orientation (Session 2)	
8:00-8:30 p.m.	Courtesy Corp Orientation	
9:45-10:00 p.m.	Opening General Session Seating	Marriott Ballroom
10:00-11:00 p.m.	Opening General Session	Marriott Ballroom
11:30 p.m.	CURFEW	
MONDAY, MARCH 6, 2023		
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 7-9
8:00 a.m.-4:00 p.m.	Project Management Events	
8:00 a.m.-4:00 p.m.	Business Operations Research Events	
8:00 a.m.-4:00 p.m.	Entrepreneurship Events	
8:00 a.m.-4:00 p.m.	Individual Series Events	
8:00 a.m.-4:00 p.m.	Principles of Business Administration Events	
9:00 a.m.-12:00 p.m.	Team Decision Making Events Preliminaries	
9:00 a.m.-4:00 p.m.	Professional Selling and Consulting Events	

DRESS CODE:

Please take the time to review the Indiana DECA Dress Code with your students 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 for student delegates with you when traveling to conferences.

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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.

LEADERSHIP WORKSHOPS at SCDC

Each year at SCDC students have an opportunity to participate in various leadership workshops, and this year will be no different! Workshop presenters, topics and descriptions will be announced later.

EVENT CHAIRPERSONS & ADULT ASSISTANTS

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!

MONDAY, MARCH 6, 2023 (CONTINUED)		
9:00 a.m.-4:00 p.m.	Personal Financial Literacy Event	
9:00 a.m.-4:00 p.m.	Integrated Marketing Events	
9:30 a.m.-10:15 a.m.	Leadership Workshop #1 (A & B)	
10:30 a.m.-11:15 a.m.	Leadership Workshop #2 (A & B)	
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 p.m.-1:45 p.m.	Leadership Workshop #3 (A & B)	
1:00 p.m.-4:00 p.m.	Team Decision Making Events Finals	
2:00 p.m.-2:45 p.m.	Leadership Workshop #4 (A & B)	
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	
8:45-9:00 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 8, 2022		
6:30-8:00 a.m.	Breakfast on Your Own	
8:15-8:30 a.m.	Grand Awards & Recognition Session Seating	Marriott Ballroom
8:30-10:45 a.m.	Grand Awards & Recognition Session, 2023-2024 State Officer Installation, and 2022-2023 State Officer Farewell Video	Marriott Ballroom
10:45-11:15 a.m.	2023 International Career Development Conference Meeting	Marriott Ballroom

QUALIFIERS FOR THE 2023 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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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 6, 2023, from approximately 7:45 AM – 4:00 PM.

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 at <https://www.indianadeca.org/awards>.

RICHARD DAVENPORT 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 February 2, 2023.
- 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/international levels.

Guidelines:

- The IN DECA Chartered Association Advisor must receive nominations by February 2, 2023.
- 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/international 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 February 2, 2023.
- 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/international levels.
- Nominees should have been involved in these various activities for at least three (3) years.

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