

2017 Anaheim, California pre-ICDC Meeting Saturday, April 8, 2017

Toronto Sheraton Centre, 123 Queen Street West, Toronto, Ontario M5M 3K9 (416) 361-1000 9:30 am-4:00 pm

1. Welcome and O Canada - Greg Gregoriou

- 277 chapters registered in DECA Ontario with over 13 769 students; at the Provincials each of the competitors had, on average, a .5% chance of placing; congratulations to all who placed and who were chosen to take part in Leadership Academy
- raised \$10 000 for 'Dreams take Flight'; responsible for sending twenty kids to their dream destination
- raised over \$1 300 for Dreams take Flight' in their Minute Coin challenge for each Awards Session at Provincials

2. 2017 - 2018 interviews for DECA Ontario Student Executive – Greg Gregoriou

- applications due **Monday, May 8, 2017** to Mr. Gregoriou at Waterdown DHS - 8 positions available (1 President, 1 Communications/Public Relations, 1 Reporter, 1 Special Events, 1 Secretary, 3 Regional Representatives)
- interviews held **Saturday, May 13, 2017** at the offices of DECA Ontario – applications on the website under PROVINCIAL OFFICERS

3. Introduction of Advisors - Olga Plagianakos

- 112 Advisors, we are ALL your Advisors; 596 competitors, 87 Leadership Delegates: ~ 683 student delegates
- We have over 100 more competitors over last year!!
- roll call
- Make sure your parents have the hotel number; you WILL phone home Monday night!!

Hotel	Date	Phone Number
Wyndham Anaheim Garden Grove, 12021 Harbor Blvd, Garden Grove, CA 92840, United States	April 24 - May 1, 2017	+1 714-867-5555

- ✓ absolutely NO smoking allowed in the hotel even if you happen to be in a smoking room; only outside

4. Delegation meetings will be in the Santa Rosa Ballroom

- Will be using flip charts (located in lobby) to keep in touch with students and advisors on a daily basis
- Registration materials (pins, folios, programmes, badges, name tags will be distributed Tuesday night)
- Name badges and wrist band identification; MUST be worn at all times; enforced by DECA; denied access to DECA events

5. Absolutely NO drugs, NO alcohol - guilty by association

- Principal will be contacted immediately of any infractions; can seriously have major implications for students who are in semester schools or schools whose IB exams take place right after ICDC, especially if suspensions take place
- letter outlining infractions will be mailed to your school within one week upon our return
- students WILL be sent back home at their own expense and the very real possibility that criminal charges will be laid
- if we find out things AFTER we come back, you WILL be held responsible!
- **NO funding for your school as a result of this infraction ~ ZERO tolerance**

6. Absolutely NO cheating allowed (don't sit next to someone from Ontario)

- Will NOT be tolerated; you will be disqualified, sent home at your own expense and may face a suspension at your school.

7. Curfew for DECA Ontario delegation

- early curfew 11:30 pm EVERY night
- NO EXCEPTIONS (male/female advisor teams); Advisors must physically SEE student even if you have to wake them up; all advisors are expected, between 11:15 pm and 11:30 pm, to be checking up on their OWN students and making sure they're in their rooms
- NO ONE should be in rooms after 11:30 pm other than the designated students and that includes students from other states; security has been hired to monitor the floors; lack of 'co-operation' seven years ago and curfew set at 10:30 pm
- **NO EXCEPTIONS FOR BREAKING CURFEW EVEN IF ADVISORS ARE SUPERVISING STUDENTS**

Being out and about...

- Travel in groups of at least **THREE** Ontario students wherever you go
- ONLY exception is when you are going to the Convention Centre to compete or when you're ON hotel property

8. International DECA's Code of Conduct applies at all times

- The entire delegation may be sent back if behaviour is deemed 'unprofessional or unbecoming'; excessive abuse of curfew
- Statistics - Utah and Nevada
- may be sent back on order from International DECA; what if you're in a team event?!? forfeit your partner's opportunity to compete
- No smoking while you are wearing the DECA blazer

9. Conference Shuttle

ROUTE 1 RED Wyndham Garden Grove (curbside behind hotel)

April 26 5:00 pm – Midnight April 27 7:00 am – 7:00 pm April 28 6:30 am – 8:00 pm April 29 6:30 am – midnight

Questions??? Concerns??? Contact Olga Plagianakos at: olga@deca.ca or (647) 225-8009

10. Written Events Papers - in folios, students bring ONE good copy and advisor brings ONE copy

- Make sure AMERICAN 'Statement of Assurances' is there; original work; once it's been submitted at registration in Anaheim you are not allowed any more revisions (**page 53**)
- Written Events Check List - DECA Guide (**page 52**)
~ \$3 US per folio; school can purchase them
- never encouraged it before... but... spend some money to make your presentation 'sparkle'
- **SHARE IDEAS; DON'T PLAGIARIZE IN WRITTEN EVENTS**
- make sure your presentation materials DO NOT exceed the specifications; they DO bring out the measuring tape and will have you cut off an inch off your presentation board if it is too large or if you have too many poster boards
- all competitors must attend the briefing sessions and bring their visual aids in order for them to be approved
- Decorative artwork or desktop publishing techniques may be used throughout the manual. Photographs within the manual must be scanned and placed as digital files.
- not more than three (3) standard-sized posters not to exceed 22 ½ inches by 30 ½ inches each. Participants may use both sides of the posters, but all attachments must fit within the poster dimensions.
 - one (1) standard-sized presentation display board not to exceed 36 ½ inches by 48 ½ inches
 - one (1) desktop flip chart presentation easel 12 inches by 10 inches (dimensions of the page).
 - one (1) personal laptop computer; cell phones/smartphones, iPods/MP3 players, iPads/tablets or any type of a hand-held, information sharing device will be allowed in written events if applicable to the presentation.
 - sound, as long as the volume is kept at a conversational level.
- Only visual aids that can be easily carried to the presentation by the actual participants will be permitted, and the participants themselves must set up the visuals. No set-up time will be allowed. Participants must furnish their own materials and equipment. No electrical power or Internet connection will be supplied.
- Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- Approved visual aid materials may be re-evaluated by event staff during preliminary and final competition.

US RULES

11. DECA images

- Blazers (\$80 USD plus taxes); study materials; for larger chapters ~ 1 blazer for every three competitors
- Schools attending the conference as independents, please ask your Chapter Advisor for DECA Blazers

BLAZER ONSITE SALES **Room 207** and TOUR BOOTH SALES **Hall B foyer**

April 25 12:00 pm – 9:00 pm April 26 7:00 am – 10:00 pm April 27 7:00 am – 4:30 pm

12. Dress Code

- Business Attire – Students and Advisors must abide by the following dress code; Competitors must wear official DECA blazer when they are in front of judges; during Written Test Event can they wear 'normal, professional' business attire but ALL students are still expected to wear suit or a jacket blazer)

No casual attire during competitions 'but wha....' Clause not acceptable!!!!

Females: dress shoes, blazer/business suit with dress or skirt/slacks and blouse

Males: blazer/business suit with collared shirt and necktie, no sweat socks, no running shoes (even if they're black), dress shoes

DECA Business Casual

- Casual slacks, blouse or shirt, socks and casual shoes
- Jeans, t-shirts and athletic shoes are NOT included in business casual attire

The following are **unacceptable** during DECA activities:

- Skin-tight, revealing or midriff-baring clothing
- Clothing with printing that is suggestive, obscene or promotes illegal substances
- Athletic clothing, sleepwear

13. Awards

- Certificate of Excellence - over 70% for each event competing against all the other students **WITHIN** the Judge letter group
 - a) Mini Awards - gold ribbon medallions; highest score in each section letter oral, highest 10 individual test scores as well
 - b) Mini Awards - blue ribbon medallions; oral events/test are added and averaged; top 2 scores in section (will then be series finalists)
 - c) Grand Awards - weighted average of Test scores and Final Oral; top 10 get called and each receive up to \$100 and first, second and third place winners receive possible cash scholarships, and trophies (see DECA Guide for sponsored events)
- 568 medals and 33 Trophies! 10 Firsts, 15 Seconds, 7 Thirds Of the 254 finalists, 55% placed top 10 of which 23% reached trophy status!**

Questions??? Concerns??? Contact Olga Plagianakos at: olga@deca.ca or (647) 225-8009

14. Set aside personal study times

- Bring copies of materials to share with others in your category; we are a TEAM
 - Exams are cluster based for individual competitors and team competitors
 - Advisors/alumni will be prepping you on Friday, Saturday and Sunday while LDAs/CMAs/SMLs/LEADS are in session
- BRING CASES AND TESTS; SEARCH THE WEB ~ google anything that has entrepreneurship, marketing, business, finance**
All participants must have a photo ID at each of the competitive event sessions; must match the name on badge

Exam breakdown by Cluster (Look at NATIONAL standards)

Actual Videos of students competing at Internationals

<http://www.decadirect.org/September-2014/Sample-Video-Presentations-to-Help-Members-Prepare-for-Competition/>

- Materials handed to the judge must be created using the materials provided during the designated preparation period.

KNOW YOUR PERFORMANCE INDICATORS <http://www.deca.ca/documents/PI.pdf>

Ontario Performance Indicators http://www.deca.ca/documents/2017_PI_with_Core.pdf

Individual	Preliminaries ~ Oral 1, Oral 2, Test	All Oral (s) and test are added (equal weighting) ~ 300
Team	Preliminaries ~ Oral, Test 1, Test 2	Weighted Average of Tests (100) and Oral (weighted twice) ~ 300
Orals	Finals ~ Oral, Test 1, Test 2	Weighted Average of Tests and Final Oral
Principle	Preliminaries ~ Oral 1, Test	Averaged equally (100, 100) ~ 200
Orals	Finals	Final Oral and Test (100, 100) ~ 200
Writtens	Preliminaries	Penalty Points + Manual (60) + Presentation (40)
	Finals	Penalty Points are carried forward; paper/presentation are re-evaluated + Manual (60) + Presentation (40)

Test Competitive Events

- no use of cell phones; must be in the off position
- only a four-function calculator will be allowed; bring your DECA calculators
- **must have a photo ID at EACH competitive event session; must match the name on badge**
- bring your own pencil

15. Health Insurance **MUST bring Ontario Health Card with you**

- EVERYONE has extra insurance; take appropriate action and contact me at (647) 225-8009
[DECA ON 2017 Group Master Policy](#) [TSV0000489G](#) [\(800\) 387-2787](#) [Manulife Insurance Coverage](#)
- Medical emergencies 855 603-5572 USA/Canada collect +1 (905) 608-8250
- For assistance **prior to departure**, please call Manulife World Customer Service: 855-300-7934 or Indira: (416) 320-3095

Youth Student Plan (YSP): offers basic package insurance coverage for clients up to age 29. For more comprehensive coverage, consider offering the regular All-Inclusive Plan instead. This is a general summary only. For a full listing of benefits please read the policy as limitations and exclusions apply.

Benefit Summary

Emergency Medical	Up to \$5,000,000 CDN
Air Flight Accident	Up to \$100,000
Worldwide Accident	Up to \$50,000
Baggage and Personal Effects	Up to \$1,000
Delayed Luggage	Up to \$400
Delayed Sporting Equipment	Up to \$150
Trip Cancellation	Up to Sum Insured (max \$10 000)
Trip Interruption	Economy

- As an extra precautionary measure, photocopy/scan passports
- Please make sure students and advisors are there at least 3 hours prior to departure; take attendance; make sure everyone has their passports and picture ID ON their person and IN their hands
- Expect delays through customs for students who are not travelling with Canadian passports/VISAs **WEAR THE ICDC SHIRT!!**
- NO off-the-cuff remarks may be deemed 'inappropriate'; Customs are doing their jobs; be polite/respectful at all times
- NEVER leave ANYTHING of value behind; CLEARLY label your belongings
- Prescription medications, cold medicine, allergy medication, epi-pens and asthma inhalers, Immodium, Gravol, Aspirin, ASA, Advil..... make sure you bring them in their ORIGINAL bottles

MAKE SURE YOU DO NOT PACK PASSPORTS IN YOUR LUGGAGE AT ANY TIME!

Questions??? Concerns??? Contact Olga Plagianakos at: olga@deca.ca or (647) 225-8009

CHECKLIST

Toiletries	Clothing	Documentation	Miscellaneous
soap/detergent	Undergarments	PASSPORT! MONEY!	Playing cards
toothbrush/toothpaste	4 pairs of socks	driver's license	Walkman/ear phones
body soap	2 pairs of shorts	Backpack, Waist pouch	Safety pins
shampoo - 175 ml	1 dress pant / khaki pants	credit cards	Aspirin / Band-aids
Luffa	2 casual skirts/dress	Long distance cards	Ear plugs
Mousse – 100 mL	3 tops/dress shirts (one of which needs to be white)	Journal	Video camera (bring receipts), Camera/digital
Hairspray – 100 mL	DECA tie/scarf, hat		Watch
Brush/comb, Nail polish, Lipsticks, makeup, deodorant	Sandals, sneakers, business suits and dress shirts, dress shoes, dress skirt and blouses	photo ID	
	Prom outfit /semi-formal attire		

Study Materials (orals, written tests) & calculator ~ photo ID other than your passport

Business attire for 3 days of competition (mix and match)

- wear warmer clothing on the plane/bus, etc...
- buy food/water from supermarkets
- snacks from Canada - i.e. pretzels, jam, snack bars NO FRUITS! NO PEANUTS!
- bring Canadian/American paraphernalia
- money or travelers' cheques
- visit tourist office for information and free maps
- use business cards for people you meet and want to keep in touch with
- No portable stereos other than personal iPods; bring earphones
- earplugs
- football, Frisbee, soccer ball

TRIP HINTS

16. DECA Ontario arranged Meals

Breakfast Days	Breakfast Times	Ontario activity
Tuesday, April 25	7:30 am – 9:30 am	DECAlympics and Training
Wednesday, April 26	7:30 am – 9:30 am	All Day Training and Opening Ceremonies
Thursday, April 27	7:30 am – 9:30 am	Testing Day and Written Submissions
Friday, April 28	7:30 am – 9:30 am	Orals Day
Saturday, April 29	8:00 am – 9:00 am	Mini-Awards
Sunday, April 30	8:00 am – 9:00 am	Grab and Go breakfast
Monday, May 1	4:30 am onwards	Grab and Go breakfast

Scrambled Eggs, Breakfast Potatoes, Bacon or Sausage (alternate days), Pancakes, Waffles or French Toast (alternate days), Regular Coffee, Decaf Coffee, Tea & Orange Juice, Cereals, Milk, Whole fruit, Yoghurt

- Tuesday lunch noon BBQ Chicken Breast, Cole Slaw, Corn Bread, Mac N' Cheese, Cookies, Pitchers of pop, Water/Iced Tea
- Sunday DECA Ontario Prom 7:00 pm **Seating is FIRST-COME FIRST-SERVED in the Santa Rosa Ballroom**
Caesar Salad, Chicken Pasta Primavera, Seasonal Vegetables, Bread and Butter, Lemon Bars and Brownies, Pitchers of pop, coffee

17. DECA Ontario Trading

- bring your own large Ontario flags, banners, business cards

18. U.S. Reserve Fund

- \$25** per student should be kept for students by advisors; Budget about \$50 USD per day for food and another \$200 USD for the week; bring \$30 CDN for your time at the airport
- Other activities – Disney/concerts - tickets available through DECA Inc. only – days CANNOT go April 24-25 or during competition times
 - Gifts - tie/scarf for competitors and toys; do NOT trade until we take our group photo at Opening Ceremonies
 - Competitors are NOT allowed to trade scarves/ties until AFTER Final Awards Ceremonies on Saturday!
 - NO FOOD deliveries after 11:30 pm; NO hotel lobby pickups will be allowed (make sure food arrives BEFORE curfew)
 - PR Reminders - local newspapers/radio stations, phone numbers – you will be asked!
 - 3M Post-its - for students and advisors
 - Meet with your advisors on a daily basis; tell them where you are at ALL times!
 - You are losing 6 days of school; be proactive and find out what you're missing and make up for any missed tests or assignments

Questions??? Concerns??? Contact Olga Plagianakos at: olga@deca.ca or (647) 225-8009

Flight Times

	Airline	Departure and Return Times		
	AC#790	01 May	Los Angeles/06:00a	Toronto/13:40p
Direct	AC#791	24 Apr	Toronto/08:10a	Los Angeles/10:18a
	AC#794	01 May	Los Angeles/09:35a	Toronto/17:15p
Direct	AC#793	24Apr	Toronto/18:45p	Lax/21:02p
Connecting	AC#551	01May	LAX/06:30A	Vancouver/09:14a
	AC#114	01May	Vancouver/11:00a	Toronto/18:26p
Direct	AC#787	24 Apr	Toronto/20:45p	Los Angeles/23:05p
	AC#792	01 May	Los Angeles/11:45a	Toronto/19:13p
	AC			
Direct	799	24APR	Toronto/10:35a	Lax/12:55p
	AC 796	1MAY	Los Angeles/13:10p	Toronto/20:50p
Direct	AA#2671	24Apr	Toronto/18:30p	LAX 21:05P
	AA#2654	01May	LAX/08:45a	Toronto/16:45p
Direct	WS 1100	24Apr	Toronto/9:30a	LAX 11:51a
	WS 1101	01May	LAX/12:58p	Toronto/20:43p
Connecting	UA722	24th Apr	Toronto/08:45a	Chicago/09:34a
	UA463	24th Apr	Chicago/12:15p	Los Angeles/14:38p
	UA1450	01st May	Los Angeles/10:25a	Chicago/16:29p
	UA843	01st May	Chicago/17:31p	Toronto/20:09p
Connecting	UA547	24th Apr	Toronto/07:00a	Chicago/07:51a
	UA2001	24th Apr	Chicago/09:15a	LAX/11:37p
	UA506	01st May	LAX/06:00A	Chicago/12:07p
	UA228	01st May	Chicago/13:45p	Toronto/16:32p
Connecting	UA4526	24th Apr	Toronto/08:30a	Denver/10:15a
	UA420	24th Apr	Denver/11:20a	LAX/12:48P
	UA506	01st May	LAX/06:00A	Chicago/12:07p
	UA228	01st May	Chicago/13:45p	Toronto/16:32p
Connecting	UA6127	24th Apr	Toronto/06:00a	Washington/07:36a
	UA470	24th Apr	Washington/08:30a	LAX/10:54a
	UA502	01st May	LAX/06:00a	Newark/14:17p
	UA4435	01st May	Newark/15:54 p	Toronto/17:35p
Kingston CVI only (22 seats)	AC459	24th Apr	Ottawa/16:00p	Toronto/17:04p
	AC793	24th Apr	Toronto/18:45p	LAX/21:02p
	AC782	01st May	LAX/07:15a	Montreal/15:27p
	AC8985	01st May	Montreal/16:35p	Ottawa/17:16p
Kingston CVI only (2 seats)	AC459	24th Apr	Ottawa/16:00p	Toronto/17:04p
	AC793	24th Apr	Toronto/18:45p	LAX/21:02P
	AC782	30th Apr	LAX/07:50a	Montreal/16:02p
	AC477	30th Apr	Montreal/17:35p	Ottawa/18:15p
WestJet	WS 0653	24th Apr	Toronto/6:30a	Calgary/8:47a
IB Students	WS 1510	24th Apr	Calgary/10:30a	LAX/12:35p
	WS 1101	30th Apr	LAX/12:58p	Toronto/20:43p
Colonel By SS	AC8970	24th April	Ottawa 5:35a	Montreal 6:16a
	AC797	24th April	Montreal 7:45a	LAX 10:46a
	AC782	30th April	LAX 7:50a	Montreal 16:02p
	AC477	30th April	Montreal 17:35p	Ottawa 18:15p
Bell HS	AC8970	24th April	Ottawa 5:35a	Montreal 6:16a
Lisgar CI	AC797	24th April	Montreal 7:45a	LAX 10:46a
All Saints	AC782	1st May	LAX 7:15a	Montreal 15:27p
	AC8985	1st May	Montreal 16:35p	Ottawa 17:16p

Indira Roy
 Travel with Flaire
C :416 320 3095

 W :905-457-8956
 indira@travelwithflaire.com

Bus transfers for Arrival from LAX to the Wyndham/Sheraton

Airline		Departure Times			People		
Direct	AC#791	24 Apr	Toronto/08:10a	Los Angeles/10:18a	105	210	
Direct	AC#791	24 Apr	Toronto/08:10a	Los Angeles/10:18a	105		4 Coaches
Connecting	UA6127	24th Apr	Toronto/06:00a	Washington/07:36a			
	UA470	24th Apr	Washington/08:30a	LAX/10:54a	27		
Bell HS/Lisgar CI	AC8970	24th April	Ottawa 5:35a	Montreal 6:16a	9	41	
All Saints	AC797	24th April	Montreal 7:45a	LAX 10:46a			
Colonel By SS	AC8970	24th April	Ottawa 5:35a	Montreal 6:16a	5		
	AC797	24th April	Montreal 7:45a	LAX 10:46a			1 Coach
Direct	WS 1100	24Apr	Toronto/9:30a	LAX 11:51a	80		
Connecting	UA547	24th Apr	Toronto/07:00a	Chicago/07:51a		137	
	UA2001	24th Apr	Chicago/09:15a	LAX/11:37p	57		3 Coaches
Connecting	UA4526	24th Apr	Toronto/08:30a	Denver/10:15a			
	UA420	24th Apr	Denver/11:20a	LAX/12:48P	27		
WestJet	WS 0653	24th Apr	Toronto/6:30a	Calgary/8:47a	18	75	
IB Students	WS 1510	24th Apr	Calgary/10:30a	LAX/12:35p			
Direct	AC 799	24APR	Toronto/10:35a	Lax/12:55p	30		2 Coaches
Connecting	UA722	24th Apr	Toronto/08:45a	Chicago/09:34a		56	
	UA463	24th Apr	Chicago/12:15p	Los Angeles/14:38p	56		1 Coach
Kingston CVI only	AC459	24th Apr	Ottawa/16:00p	Toronto/17:04p			
	AC793	24th Apr	Toronto/18:45p	LAX/21:02p	22		
Kingston CVI only	AC459	24th Apr	Ottawa/16:00p	Toronto/17:04p		150	
	AC793	24th Apr	Toronto/18:45p	LAX/21:02P	2		
Direct	AA#2671	24Apr	Toronto/18:30p	LAX 21:05P	70		
Direct	AC#793	24Apr	Toronto/18:45p	Lax/21:02p	56		3 Coaches
Direct	AC#787	24 Apr	Toronto/20:45p	Los Angeles/23:05p	122	122	3 Coaches

Total Transportation Solutions

Melissa Stephenson

Work (407) 582-0330 Cell (321) 231-8124

Michael Cell (407) 496-6055

Greeter will meet you in baggage claim

Questions??? Concerns??? Contact Olga Plagianakos at: olga@deca.ca or (647) 225-8009

Bus transfers for Departure from Wyndham/Sheraton to LAX

Airline	Departure Times	People		
AC#790	01 May Los Angeles/06:00a Toronto/13:40p	105	161	
Connecting AC#551	01May LAX/06:30A Vancouver/09:14a	56		
Connecting UA506	01st May LAX/06:00A Chicago/12:07p	57	111	
Connecting UA506	01st May LAX/06:00A Chicago/12:07p	27		
Connecting UA502	01st May LAX/06:00a Newark/14:17p	27		2:00 AM 6 Coaches
Kingston CVI AC782	01st May LAX/07:15a Montreal/15:27p	22	31	
All Saints AC782	1st May LAX 7:15a Montreal 15:27p	9		
AA#2654	01May LAX/08:45a Toronto/16:45p	70	175	
AC#794	01 May Los Angeles/09:35a Toronto/17:15p	105		
Connecting UA1450	01st May Los Angeles/10:25a Chicago/16:29p	56	56	6:30 AM 1 Coach
AC#792	01 May Los Angeles/11:45a Toronto/19:13p	122	122	7:30 AM 3 Coaches
WS 1101	01May LAX/12:58p Toronto/20:43p	80	110	
AC 796	1MAY Los Angeles/13:10p Toronto/20:50p	30		

United Air: \$25 for 1st checked baggage; max 50 lbs. Carry on for free is up to 22 lbs p/person plus a laptop or purse
<http://www.united.com/web/en-US/content/travel/baggage/default.aspx>

Air Canada: \$26 for 1st checked baggage; max 50 lbs. Carry on for free is up to 22lbs p/person plus a laptop or purse
<http://www.aircanada.com/en/travelinfo/airport/baggage/>

Liquids, gels and/or aerosols are permitted through security checkpoints worldwide. Items must fit in one clear, re-sealable quart- or liter-sized plastic bag, in containers of 3 oz. (100 mL) or less. 3-1-1 for carry-ons = 3.4 ounce (100ml) bottle or less (by volume); 1 quart-sized, clear plastic, zip-top bag; 1 bag per passenger placed in screening bin. Come prepared; customs could actually confiscate and dump belongings at the airport.

- You will be asked to take off shoes.
- No meals on any of these flights. There will be a complimentary beverage, and snacks for purchase. Accept credit cards only. \$3-\$12 plane prices

Ignite Academy (formerly LDA)

This academy is open to members who are NOT participating in the competitive events program and is recommended for students in grades 9-11. Every student who attends this stimulating, interactive academy (LDA) will leave with not only the knowledge of leadership and chapter management skills, but with a new spirit and outlook for involvement in the DECA chapter, a spirit that will spill over to life outside of DECA and to any chosen career path as well. Participants will complete the LDA experience at a special graduation ceremony.

Aspire Academy (formerly SMI)

The Senior Management Institute (SMI) is available to all high school seniors who are NOT participating in the ICDC competitive events program. The purpose of the institute is to serve as a bridge to real-world careers. The 15-hour institute will prepare students with life skills needed in the business world or in college. Part of the time will be spent creating an action plan for life, along with a personal mission statement. High on the list of skills the institute develops are teamwork skills, group dynamics, decision making and conflict resolution. DECA members attending will connect with top corporate executives in tabletop discussions. Through this Executive Mentor Program the executives will share their experience and strategies for succeeding in life after high school. In previous years this experience has been a high point for both members and the corporate executives.

Empower Academy (formerly LEADS)

DECA LEADS has been developed for high school state/provincial officers and provides a unique opportunity to dive into advanced team and leadership building with the help of leadership professionals, members of DECA Inc. and members of the current National Officer Team. DECA LEADS emphasizes the essential plans, goals, action items and skills needed for each team to achieve success within their state or province.

Elevate Academy (formerly CMA)

Upcoming chapter officers/potential chapter officers are invited to participate in this dynamic academy that covers all of the essentials for a successful DECA year at the chapter level. Productive meetings, creating a program of work, group dynamics, committees, social activities and fundraising are just some of the topics that will be covered with an emphasis on community service. The academy will motivate your key members and teach them how to be a force in developing your DECA chapter. This academy is not connected to the Chapter Awards Program.

Attire for CMA, LDA, LEADS and SMI

Business attire is appropriate for both days of all Leadership Development Academies and School-based Enterprise Academy.

Advisor Academy

Thursday and Friday 9:00 am – 3:00pm Advisor Academy 204 B

Advisor Academy—AA

The useful Advisor Academy will provide two days of workshops featuring topics of interest to new and experienced advisors. The first day of workshops will provide valuable information about creating and maintaining enthusiasm during a chapter's vital second year. Many practical topics are planned. The second day of workshops will provide information about basic chapter management skills and the integration of DECA activities into the curriculum. In order to continue providing the most useful and up-to-date information to chapter advisors, the format of the advisor academy has been coordinated with the professional advisor workshop agenda. New advisors—three years or less experience—are encouraged to attend both days. Because DECA understands the advisor's busy schedule during the conference, they are invited to attend the entire program or those presentations that interest them most. Certificates will be issued to teachers who attend either day.

WEDNESDAY THURSDAY FRIDAY SATURDAY CONFERENCE ACTIVITIES AGENDA 21
 9:00 AM Hall D Event Director's + Event Assistants' Briefing
 10:30 AM Hall D Participants' Briefing + Manual Registration
 7:30 AM Hall A Event Director's + Event Assistants' Briefing
 11:40 AM Hall A Preliminary Competition
 7:30 AM Hall C Event Director's Briefing
 11:00 AM Hall C Event Assistants' Briefing
 11:40 AM Hall C Final Competition
 FRANCHISE BUSINESS PLAN EFB

	Wednesday	Thursday	Friday	Saturday
Entrepreneurship Franchise Event (EFB)	9:30 am Room 205 Event Director's + Assistant Event Directors' Briefing Vicki Moore and Kim Alexander only	9:00 am – 4:00 pm Hall D Adult Assistants' Briefing Ontario Advisors ICDC Duty	7:30 am – 4:00 pm Hall A Ontario Advisors ICDC Duty	11:00 am – 4:00 pm Hall C Ontario Advisors ICDC Duty

DECA Sessions: Professional Business Attire/When Appearing Before Judges

- Official DECA blazer with dress skirt or dress slacks and a dress blouse or official DECA blazer with a dress
- Dress shoes (no tennis shoes or flip-flop sandals)
- Official DECA blazer with dress slacks, collared dress shirt and necktie
- Dress shoes (no tennis shoes or flip-flop sandals) and dress socks

Female

Male

An official DECA blazer is required to receive recognition/an award on stage.

Event Briefing, Testing, Manual Registration, Leadership Academies and Institutes

- Dress blouse or dress sweater with dress skirt or dress slacks (blazer optional) or business dress
- Dress shoes (no tennis shoes or flip-flop sandals)
- Collared dress shirt and necktie with dress slacks (blazer optional)
- Dress shoes and dress socks

Female

Male

DECA Business Casual

- Casual slacks, blouse or shirt, socks and casual shoes
- Jeans, t-shirts and athletic shoes are NOT included in business casual attire.

The following are unacceptable during DECA activities:

- Skin-tight, Midriff-baring or revealing clothing
- Leggings or graphic designed hosiery/tights
- Clothing with printing that is suggestive, obscene or promotes illegal substances
- Athletic clothing or swimwear

Any medical exceptions to this code must be documented with conference headquarters prior to the beginning of the conference. This is the responsibility of the local advisor.

PRESIDENTIAL GOVERNANCE COMMITTEE

A Governance Committee will be appointed for the High School Division. The purpose of the committee will be to act upon all violations of the **Delegate Conduct Practices and Procedures** within the division. Collegiate and alumni members will be expected to follow the policies established for the High School Division since these divisions have chosen to meet during the High School Division Conference. The conduct guidelines were approved by the Board of Directors for DECA Inc. and apply to adult advisors as well as student delegates.

A copy of the **Delegate Conduct Practices and Procedures and ICDC Dress Code** may be found in this section. **The dress code applies to all participants while in the convention center and convention facilities.** The Board of Directors of DECA Inc. requires every student delegate to read and complete these forms as partial completion of ICDC attendance requirements. Please make sufficient copies for your delegates to sign and return to you prior to the International Career Development Conference. Chartered association advisors may wish to bring these forms with them to the conference for possible reference. PLEASE DO NOT MAIL TO DECA INC.

The Chartered association advisor will be notified (in writing) of all violations. Notices may require the committee to assemble and take such action as is outlined in the **Conference Conduct Practices and Procedures**.

CODE OF ETHICS FOR ADULT ADVISORS

Marketing education programs offer training to those students who have a career objective in the field of marketing, management or entrepreneurship. Individual conduct and appearance is a phase of this training. This phase of the education program becomes apparent at DECA's International Career Development Conference.

Since a good example is one method of teaching, and students participating in the conference are impressionable, a **Code of Ethics** is set for adult advisors.

It becomes the responsibility of each and every participant to see that proper conduct is adhered to at all times. Violations of these practices and procedures will be referred to the president of the Board of Directors for DECA Inc.

- Advisors shall conduct daily meetings with participants for progress reports, time schedules and other activities.
- Advisors shall keep an agenda for each student so that they may be reached at any time during the conference.
- Each chartered association shall arrange to have one advisor on call at all times.
- Each advisor shall be responsible for seeing that participants adhere to all conduct practices and procedures.
- The rules as stated in the **Delegate Conduct Practices and Procedures** and the **Dress Code** are called to your attention for review and should govern the behavior of **advisors** as well as students.

DELEGATE CONDUCT PRACTICES AND PROCEDURES

The Board of Directors for DECA Inc. requires each delegate attending the International Career Development Conference to read and complete the Attendance Permission Form and return to the state/provincial DECA advisor as partial completion of attendance requirements.

- The term "delegate" shall mean any DECA member, including advisors, attending conferences.
- 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 provincial advisor.
- 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.
- Chartered 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.

- American Airlines:** \$25 for 1st checked baggage; max 50 lbs. Carry on for free is up to 22 lbs p/person plus a laptop or purse:
<http://www.aa.com/i18n/travelInformation/baggage/baggageAllowance.jsp>
- United Air:** \$25 for 1st checked baggage; max 50 lbs. Carry on for free is up to 22 lbs p/person plus a laptop or purse
<http://www.united.com/web/en-US/content/travel/baggage/default.aspx>
- Air Canada:** \$26 for 1st checked baggage; max 50 lbs. Carry on for free is up to 22lbs p/person plus a laptop or purse
<http://www.aircanada.com/en/travelinfo/airport/baggage/>
- Jet Blue:** 1st checked baggage free; max 50 lbs. Carry on for free is up to 22 lbs p/person plus a laptop or purse
<http://www.jetblue.com/travel/baggage/>
- Spirit Air:** \$21 for 1st checked baggage online or \$45 at the airport; max 50 lbs. Carry on for free is up to 22lbs p/person plus a laptop/purse <http://www.aircanada.com/en/travelinfo/airport/baggage/>