



November 8 to November 12, 2017 (leave Wednesday night at 10:00 pm)

Philadelphia Marriott Downtown, 1201 Market Street, Philadelphia, Pennsylvania 19107

September 2017

Dear Advisor,

Please read all materials carefully. It contains information that fully explains the [Philadelphia](#) trip and will answer many questions you or your students may have.

It should be noted that no meals are included. Students are therefore asked to take this into consideration when budgeting for this trip. As well, it is **strongly recommended** that you and your students purchase additional health/travel insurance. Getting hurt or sick in the U.S. can be a costly proposition!

Steps:

1. Email olga@deca.ca your **Housing for Power Conference** excel file; incomplete quads will be housed with students from other chapters. **EMAIL TO OLGA** Form 1

IGNORE any messages for payment from the Americans. We centrally organize and make arrangements for payment for everyone. You pay in Canadian funds and we take care of the rest using **Conference Direct**. **ONE CHEQUE (preferably a school cheque) made payable to Conference Direct for the FULL payment for Advisor(s) and Student(s) attending the conference.**

MAIL CHEQUE and Form 1 TO OLGA

2. Power Conference (Attendance Permission Forms) **BRING TO PHILADELPHIA** Form 2-5
Advisors, you should keep a copy of this Attendance Permission Form ON your person especially IF the customs officer wants proof that the 'minors' are legally in your care

Please read the following information carefully. For any further questions, please contact me via e-mail at olga@deca.ca

Cheque is to be mailed to:

DECA Ontario
100 Richmond Street West, Suite 341
Toronto, Ontario
M5H 3K6

Attention: Olga Plagianakos

deadline: [October 1, 2017](#)

I will email you a confirmation once I've received your package.

The organizers in [Philadelphia](#) have worked really hard to ensure that this truly will be a conference to remember! It promises to be an incredible conference and [Philadelphia, Pennsylvania](#) is a culturally rich and beautiful city for you and your students to see and experience! See you in [Philadelphia](#)!

Sincerely,



Olga Plagianakos
DECA Ontario Executive Director

2017 DECA Ontario Regional Conference Information

1. Advisors will be accommodated in either single or double occupancy. The costs for advisors are as follows: includes accommodation, ground transportation, T-Shirt, registration:

Single Occupancy:	\$ 1 000	(Canadian)
Double Occupancy:	\$ 600	(Canadian)
2. Students will be accommodated in quad occupancy. The costs for students are as follows: includes accommodation, ground transportation, T-Shirt, registration:

Quadruple Occupancy:	\$ 450	(Canadian)
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3. Please be advised that all students attending the conference **MUST** be assigned to an Advisor. Advisors are responsible for all their students and those that they personally agree to supervise from departure time from Toronto on [November 8, 2017, the entire stay in Philadelphia, until arrival back in Toronto on November 12, 2017](#). **NO STUDENT WILL BE ALLOWED TO ATTEND THE REGIONAL CONFERENCE UNLESS ACCOMPANIED BY AN ADVISOR. Students may accompany another teacher WITHIN THE SAME BOARD if the chapter advisor agrees to supervise that student.**
4. **THERE ARE NO REFUNDS.** DECA will not refund Registration fees to DECA Ontario, and thus we cannot refund them to you. Hotel rooms have been booked and other students or advisors sharing the room cannot be expected to pay the extra costs if you do not attend.

Hotel Information: [Philadelphia Marriott Downtown, 1201 Market Street, Philadelphia Pennsylvania 19107](#)

5. Students will be assigned to rooms, where possible, with students from their own school and of the same gender. Students who are dating are not allowed to be housed together. Incomplete blocks of 4 students cannot be guaranteed to stay together.
6. DECA Ontario council has established a nightly curfew of **11:30 pm**. The Advisors of International DECA and DECA Ontario will uphold the curfew. A non-compliance of DECA rules may mean the immediate removal of the student from the conference, at their own expense.
7. Students must be dressed in business attire for the Opening Ceremonies, attending workshops, conferences and Closing Ceremonies.
Suggestions: bring DVDs, laptops and a pillow for the bus ride.

If you have any questions, please feel free to contact me at via email at olga@deca.ca. The registration deadline imposed by International DECA puts severe pressure on our registration procedures.

Registration for the Conference will be accepted on a first-come-first served basis. A minimum of 50 participants is required to run the trip and a maximum of 55 will act as a cap per bus. If necessary, a waiting list will be established to determine if more buses will be needed. **Once a school has registered, I will be sending you a more comprehensive package of materials about Philadelphia.**



2017 DECA Power Conference

Student Costs: \$450 per student ~ quad occupancy

Arrival: Wednesday, November 8, 2017

Departure: Sunday, November 12, 2017

Student Actual Costs	Quad
Registration	\$ 131.40
Bus Cost	114.20
Accommodation	273.31
DECA Ontario event	21.00
Bus Driver Accommodation	10.84
	<hr/>
	\$ 550.75
	QUAD
Subsidized amount per student:	\$450

Advisor Costs: \$1 000 per advisor (single occupancy)
\$600 per advisor (double occupancy)

Hotel Information: [Philadelphia Marriott Downtown](#), 1201 Market Street, Philadelphia Pennsylvania 19107

**** pay TV, fitness exercise room and indoor pool (user fee and minimum age of 16)****

Transportation:

Coach Canada Bus Lines: (800) 461-7661
Business Registration Number: 5080 397
Insurance Carrier: St. Paul Fire and Marine Insurance Company
Policy Number: CPC 0047727



Tentative Itinerary

November 8 to November 12, 2017

Philadelphia, Pennsylvania

Programme:

The agenda and programme content for students and professionals still needs to be finalized. Detailed agendas will be sent as we approach the conference date. For planning purposes, the following themes and agenda timeframes may be helpful.

Student Program:

Personal Leadership Development – Each student will have the opportunity to participate in concentrated leadership development activities. These activities will be patterned after International DECA's Leadership Academies and will focus on presentation and image, planning and teamwork and goal setting.

Student led Workshops:

Each provincial and state association will organize and conduct at least one workshop for and by students. Not only will the workshops provide valuable information; they will provide a showcase for each association.

Special Interest Workshops:

Experts in competitive events, leadership development and chapter management will lead a series of workshops. Each will focus on 'how to'.

Professional Division Programme:

A series of workshops geared towards new and experienced advisors.

Regional Leadership Conferences are held each November to provide leadership and career focused experiences to the members of all four DECA regions. The purpose of this conference is to:

- Provide learning experiences in a variety of career/occupational areas (Sports and Entertainment Marketing, International Marketing, Fashion and Apparel, Food Services Industry, Entrepreneurship and Technology in Marketing)
- Provide leadership experience
- Provide provincial, state and local officer training
- Motivate local members for the upcoming year in DECA
- Provide assistance in developing provincial/state and local Programs of Work.

With strong support from business and industry, we are sure to accomplish these goals.

Conference participation varies each year based on location and programming; we are expecting over 2 500 to attend.

The agenda and program content for students and professionals are currently under development. A detailed agenda will be posted on the Web site throughout the fall. For planning purposes, the following agenda timeframes may be helpful. Possible career tracks include chapter management; entrepreneurship; finance; marketing, sales and service; and hospitality/sports and entertainment marketing. The career cluster tracks will include leadership activities and appropriate competitive event information. **In order to provide adequate space for each of the tracks, it will be necessary for you to indicate on the registration excel form a priority track for each of the conference attendees.** Staff will do our best to accommodate these requests.

Workshop Tracks

Hospitality & Sports and Entertainment

Finance

Marketing Sales and Services

Entrepreneurship

An entrepreneurship track will be incorporated in all workshops at the conference.

Leadership

Each student will have an opportunity to participate in leadership development activities. Leadership activities will be patterned after DECA's Leadership Academies and will focus on communication, image and teamwork. The third and final segment of the DECA LEADS program will be available to officer teams. Officers will improve their skills, review their goals and experience over-and-above leadership training that will allow you to "Experience the Difference" as you provide leadership to your local chapter officers.

Competitive Event Tips

Want to experience stage time at the DECA Ontario Provincials conference? Learn from the "Pros" how to achieve the winning edge in competition and lead your DECA team to victory. Attendees will learn the techniques that will help to make for competitive success.

Advisor Workshops

A series of advisor workshops will be conducted by competitive event and chapter management experts. These sessions will focus on "how to . . ." and will be an opportunity for sharing. A modified version of the ICPENNSYLVANIA Advisor Academy will provide a series of workshops featuring helpful topics to new advisors—topics such as chapter management skills, creating and maintaining enthusiasm within the chapter and the integration of DECA activities into the curriculum.

Special MDA Fundraiser

Advisors are encouraged to gather auction items for an MDA Fundraising Auction held during the conference. More details will follow.

Wednesday, November 8

10:00 p.m. Departure from Toronto and surrounding locations

Thursday, November 9

10:00 a.m. Drop off and check-in at hotel
 10:30 a.m. tour of Philadelphia
 1:00 p.m. Lunch and shopping at Mall (on your own)
 7:00 p.m. Ontario meeting and training
 11:30 p.m. Curfew

Friday, November 10

7:30 a.m. Breakfast (on your own)
 9:00 a.m. Ontario meeting and presentations
 2:00 p.m. Chapter Registration
 4:00 p.m. Dinner (on your own)
 5:15 p.m. Opening Session **Dress attire: conference T-shirt**
 7:00 pm DECA night at a sports event
 9:00 p.m. Connecting to Leadership, Careers and College, *presented by Focus Training*
 11:30 p.m. Curfew

Saturday, November 11

7:30 a.m. Breakfast (on your own)
 8:00 a.m. - 3:00 p.m. College, Career and Company Exhibits **Dress attire: full business attire**
 8:30 a.m. - 4:00 p.m. Learning Labs
 8:30 a.m. - 4:00 p.m. Competitive Excellence Experience Sponsored by Johnson and Wales University
 8:30 a.m. - 4:00 p.m. Educator Professional Learning Series
 5:30 p.m. Dinner (on your own, refer to the list of downtown restaurants)
 9:30 p.m. - 10:30 p.m. DECA After Dark Networking Event
 11:30 p.m. Curfew

Sunday, November 12

8:00 a.m. Breakfast (on your own) **Dress attire: full business attire**
 9:00 a.m. Closing Session
 11:00 a.m. Travel Home **Dress attire: jeans and t-shirt**

Note: All student delegates from Ontario will automatically be pre-registered to participate in the competitive events competition.



DECA's Learning Labs will engage DECA members and focus on important elements of preparing for college and careers. With this schedule, all DECA members will experience a learning lab related to preparing for college, choosing a career pathway, developing your DECA chapter and becoming a better competitor.

8:30 - 9:15 COLLEGE	Preparing for College	Choosing a College + Major	Financing College	College Success 101	Making the Most of College
9:30 - 10:15 CAREER	Marketing	Sports Marketing	Hospitality	Entrepreneurship	Entertainment Marketing
10:30 - 11:15 CAREER	Marketing	Sports Marketing	Hospitality	Entrepreneurship	Entertainment Marketing
11:30 - 12:45	LUNCH ON YOUR OWN				
1:00 - 1:45 CAREER	Marketing	Sports Marketing	Hospitality	Entrepreneurship	Entertainment Marketing
2:00 - 2:45 CHAPTER	DECA Diamond Fundraising Model	Content is King: Social Media for Your Chapter	I AM DECA: Telling Your DECA Story	Chapter Competition Success System	DECA Leadership Styles
3:00 - 3:45 COMPETE	Rockin' the Role-Play	From the Judge's Perspective	Making an Awesome Written Event	Tips and Tricks for Presentation Design	Dress for Success and Professionalism



Become a champion in the Competitive Excellence Experience and participate in one role-play event, which will take place during one learning lab block. Members must pre-register to participate.

United States Border Crossing Requirements

Students are required to have the necessary documents to enter the United States and to return to Canada.

The documentation you will require is based on your citizenship status.

1. If you are a CANADIAN CITIZEN, you will need the following: Canadian Passport
2. If you are a LANDED IMMIGRANT from the BRITISH COMMONWEALTH, and therefore a British subject, you will need: Your Passport (even if it is expired) AND Your Landing Papers
3. If you are a LANDED IMMIGRANT FROM ANY OTHER COUNTRY, you will need ALL of the following documents: your Passport, your Landing Papers and a U.S. Visitors VISA

Certain countries have 'special' relationships with U.S. and it changes by the month. **CALL** U.S. Immigration to find out what is exactly needed!

For the VISA you will need to contact either:

UNITED STATES CONSULATE GENERAL
380 University Avenue
Toronto, Ontario
(416) 595-1700

U.S. Immigration: Ft. Erie
U.S. Immigration: Toronto

(716) 885-3367
(905) 676-2563

Be sure to bring your documents with you and ON your person at ALL times!
Advisors, it might be a good idea to photocopy all documentation in case originals are lost or stolen.

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 DECA's Regional 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. The Delegate Conduct Practices and Procedures and Regional Dress Code may be found in this section. The board of directors for DECA, Inc., requires every student delegate to read and complete these forms as partial completion of Regional attendance requirements. Please make sufficient copies for your delegates to sign and return to you prior to the Regional Conference. The Provincial 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, merchandising or management. Individual conduct and appearance is a phase of this training. At DECA's Conference this phase of the education program becomes apparent. Since a good example is one method of teaching, and students participating in the conference are impressionable, a Code of Ethics (or guidelines) 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, as established, 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 State/Province 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 & PROCEDURES ~ HIGH SCHOOL DIVISION ~ Student and Advisor

The board for DECA, Inc., requires each delegate attending the Regional Conference to read and complete the Attendance Permission Form, and return to Provincial Advisor as partial completion of attendance requirements.

1. The term "delegate" shall mean any DECA member, including advisors attending the Conference.
2. 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.
3. Delegates shall keep their adult advisors informed of their activities and whereabouts at all times.
4. Delegates should be prompt and prepared for all activities.
5. Delegates should be financially prepared for all activities.
6. Out-of-town delegates will sleep overnight at their assigned hotel and in their assigned room. **THEY WILL BE QUIET AT CURFEW.**
7. Conference area delegates not staying at the hotel shall be off hotel grounds by curfew or immediately following the last scheduled event.
8. Dates shall be permitted to authorized activities only, and between delegates only.
9. Delegates shall possess no alcoholic beverages or narcotics in any form at any time, under any circumstances.
10. Use of tobacco products by delegates is prohibited at all DECA functions.
11. No delegate shall leave the hotel (except for authorized events) unless permission granted by Provincial advisor.
12. Delegates are required to attend all general sessions and activities assigned, including workshops, competitive events, committee meetings, etc., for which they are registered unless, engaged in some specific assignment taking place at the same time as ordered by any member of the DECA-Ontario Board of Directors.
13. Identification badges will be worn at all times. The dress code will be in effect at all times.
14. Provincial associations will be responsible for delegates' conduct.
15. Tasteful casual wear will be accepted during specific social functions as designated during orientation sessions.
16. Delegates violating or ignoring any of the conduct rules will subject their entire delegation to being unseated and their candidates or competitive event participants to being disqualified. Individual delegates may be sent home immediately at their own expense. Curfew will be enforced (curfew means delegates will be in assigned rooms).



Regional Power Leadership Conference

Attendance Permission and Dress Code Form

From the opening session until the end of the closing session, students, advisors, professionals and chaperones shall adhere to the following Dress Code requirements. It is the Chapter Advisor's responsibility to see that their students and chaperones comply with the rules established for proper dress code. Advisors should monitor their students' dress attire at all functions. Professional Business dress should be worn to all events where a judge or observer may be in attendance. Business representatives, press personnel, hotel staff, and guests will be seeing DECA's finest members – show them a professional business image.

Professional Business Attire:

Females:

Young women will be dressed in appropriate business-like attire suitable to each occasion
Blazer with skirt or dress slacks and a dress blouse or dress. Dress shoes (pumps, heels or flats) and stockings

Males:

Young men will be dressed in appropriate business-like attire suitable to each occasion
Blazer with dress slacks, collared dress shirt and necktie. Dress shoes and dress socks.

Any medical exceptions to this code must be documented at the conference prior to the beginning of the conference in headquarters. This is the responsibility of the Chapter Advisor to formally notify Olga Plagianakos, Provincial Advisor. Arrangements will be made on the student's behalf with International DECA.

ATTENDANCE:

This is to certify that _____ has my permission to attend the Power Conference in
(Print student's Name)

Philadelphia, Pennsylvania. I/We also do hereby, on behalf of _____ understand that by
choosing to (Print student's Name)

allow the student to participate in this activity, that I/We bear the responsibility of for any injury that might occur. The chance of an injury occurring can be reduced by students carefully following instructions at all times while engaged in the activity.

EMERGENCY:

I authorize the advisor to secure the services of a physician or hospital, and to incur the expenses for necessary services in the event of accident or illness, and I will provide for the payment of these costs if the insurance does not cover it.

We have read and agree to abide by the DECA Code of Conduct. We also agree that school officials, the DECA chapter advisors, the International/Provincial DECA staff, or the Conference Conduct Committee, have the right to send

_____ home from the activity at our expense, provided that he/she has violated the Code of
(Print student's Name) Conduct and/or his/her conduct have become a detriment.

Student Signature

Parent/Guardian Signature

Chapter Advisor Signature

Principal's Signature

Student Waiver and Information

Passport Number

Chapter

Email Address

Health and Safety Form (Student Form)

All information will be kept confidential.

Student's Name:

(Last Name)

(First Name)

Date of Birth:

(MM DD YY)

(Home Phone)

Family Doctor: Name: _____

Phone: _____

Ontario Health Card: Number: _____

Name on Card: _____

Do you have any special medical conditions, which must be taken into consideration to ensure your full participation in this trip? YES ___ NO ___ If yes, please provide details: _____

Do you have any allergies or sensitivities? YES ___ NO ___ If yes, please provide details: _____

Do you have any serum sensitivity? YES ___ NO ___ If yes, please provide details: _____

I hereby give the supervising teacher/advisor permission to use this information if I require medical attention.

Student's Signature

Date

Student Media Release

I, _____, hereby give consent to my child to be filmed, interviewed,

**Print name of parent/guardian if student is a minor, under 18 years of age;
name of student if an adult, 18 years of age or older.**

photographed or have audio or video recordings made of my child by the media (print, broadcast and on-line), and employees, agents or servants of the DECA Ontario for the **2017 – 2018** school year. I understand that the text or image(s) April appear in electronic form on the internet or in other publications outside of DECA Ontario's control. I agree that I will not hold the DECA Ontario responsible for any harm that April arise from such unauthorized reproduction.

Name of Student: _____

Home Telephone Number: _____

Name of Chapter: _____

Signature of parent/guardian if student is under 18 years of age;
signature of student if an adult, 18 years of age or older.

Date

Consent letter for children travelling abroad

To whom it May concern,
I / We,

am / are the lawful

of

- *custodial rights, guardianship rights, or parental authority (in Quebec only)*

Information about travelling child

Date and place of birth:

Number, date of issue and country of passport:

Information about accompanying person

The aforementioned child has my / our consent to travel with

Name:

Date and place of birth:

Number and date of issue of passport:

Issuing authority of passport:

Contact information during trip

I / We give our consent for the aforementioned child and accompanying person to visit

Location:

during the period of

to reside with

at the following address:

Telephone and fax numbers:

E-mail:

Information about person(s) giving consent

Any questions regarding this consent letter can be directed to the person(s) or organization giving consent at:

Name(s):

Address:

Telephone and fax numbers:

E-mail:

Signature(s) of person(s) giving consent

Signature of witness

Signature of accompanying person

Signature of witness

Health and Safety Form (Advisor Form)

All information will be kept confidential.

Advisor's Name: _____
(Last Name) (First Name)

Date of Birth: _____
(MM DD YY) (Spouse, if applicable)

Family Doctor: Name: _____ Phone: _____

Ontario Health Card: Number: _____ Name on Card: _____

Do you have any special medical conditions, which must be taken into consideration to ensure your full participation in this trip? YES ___ NO ___ If yes, please provide details: _____

Do you have any allergies or sensitivities? YES ___ NO ___ If yes, please provide details: _____

Do you have any serum sensitivity? YES ___ NO ___ If yes, please provide details: _____

I hereby give the supervising teacher/advisor permission to use this information if I require medical attention.

Advisor's Signature

Date

Consequences for Infractions of Code of Conduct

It has become more apparent that we have to be seriously concerned about the safety, welfare and behaviour of our students when they are on overnight school trips, especially out-of-country. We expect that our students will be on their very best behaviour and represent Ontario in a very positive manner when they are on such field trips. A curfew is set for your child's safety, and must be followed over the duration of the trip. It is also expected that there will be no drug or alcohol use on such school trips. Students found consuming alcohol and/or drugs at the Power Conference will be banned from ever participating at any future DECA event. It must be made clear that if drugs or alcohol are consumed or purchased on this trip that there will be appropriate consequences upon the student's return (i.e. suspensions). DECA Ontario will remove the student(s) from the conference and will send them immediately home at their own expense. If information regarding an alcohol and/or drug infraction is discovered after the end of the conference, the consequences will still apply.

Lesser offences will still result in the banning of the student(s) participation in DECA but any school consequences will be at the discretion of the principal.

A formal letter outlining the infractions will be mailed to the Principal and the Chapter Advisor within one week after the conclusion of the conference.

Dress Code Permission Form

I certify that a permission form that includes an explanation of the Dress Code and the Attendance Permission Form have been completed for each student attending the Power Leadership Conference.

School

Chapter Advisor Signature

Advisor's Cell number
(must bring phone to Power Conference)

Principal's Signature

Principal's Home/Cell number

** principal's number will be kept private and confidential; will be called ONLY IF the situation warrants it

Complete and submit as part of Power Conference Registration

Form 5