

# *Preparing for ICDC*



*Welcome Parents, Advisors, and Students*

# Before we begin....

---

Want to make sure every delegate signed in and provided picture ID during your earlier training session. At the end of this meeting, there will be another sign-in as you exit the room.

# We're Bigger. We're Better.

- DECA Ontario 2016-2017:

- 273 Chapters → 13,270 Members

**IMPACT:** \$26,000 for Muscular Dystrophy

- DECA Ontario @ ICDC 2017:

- 624 Competitors
- 97 Leadership Delegates
- 112 Advisors/Chaperones

**CONGRATULATIONS!**

# DECA Pride

Surpass last year's achievement of:

502 Medals

36 Trophies

$13 \times 1^{\text{st}} + 14 \times 2^{\text{nd}} + 9 \times 3^{\text{rd}}$



Hardware or not – Return Stronger Than Before

# Calendar of Events

Mon. Apr. 24

- Arrive in Anaheim
- Delegation Meeting
  
- Baseball Game

Tues. Apr. 25

- DECAlympics
- Training
- Delegation Meeting
- Disney Twilight Excursion (Optional)

Wed. Apr. 26

- DECA Dash
- Training + Ontario LDA
- BBQ Lunch
- Opening Ceremonies + Photo
- Delegation Meeting

Thurs. Apr. 27

- Testing
- Manual Submissions for Written Events
- LDA/CMA/SMI/LEADS
- Delegation Meeting

Fri. Apr. 28

- Competition Preliminaries
- LDA/CMA/SMI/LEADS
- Delegation Meeting

Sat. Apr. 29

- Mini Awards
- Competition Finals
- Grand Awards & Closing Ceremonies
- Delegation Meeting + Celebrations

Sun. Apr. 30

- DECA Ontario Day - excursions
- DECA Ontario Prom

Mon. May 1

- Depart for Toronto

# Path for Success



# Getting There

- Advisors have tickets → read times carefully
  - 5+ hr flight
  - All flight details are also found on the [deca.ca](http://deca.ca) website
    - [DECA.ca](http://DECA.ca) → Competitions → ICDC → Transportation
- Arrive **3 hours** before departure
- Wear DECA t-shirt - **MANDATORY for ALL**
- Label your possessions (i.e. luggage tags)

# Getting There

- Put passport + picture ID in carry-on
- Carry-on: 22lbs per person + a laptop/purse
- Checked Baggage: 50lbs per person
  - AA & UA: \$25
  - AC: \$26
  - WS: \$25-\$29.50

**SECURITY CONTROL**

**Allowed**



Max 20cm  
Max 20cm

- ✔ Liquids up to a maximum size of 100ml each
- ✔ Pack liquids in a transparent re-sealable bag
- ✔ Bag size no larger than 20cm x 20cm
- ✔ One bag per person
- ✔ Sealed bag must be presented separately at security check

**Exceptions**

- ✔ Essential medicines, baby food/milk must also be presented separately

**Not Allowed**

- ✘ Liquids, Gels, Pastes and Lotions over 100mls
- ✘ Containers over 100mls even if partially full
- ✘ Overpacked 'open bags'
- ✘ Sharp items



# Getting There

- ❑ No meals – pack nut-free snacks
- ❑ Airport conversation must be airport-appropriate
- ❑ Travel Documents (vs. Canadian Passport) – expect delays
- ❑ Music/entertainment through headphones only
- ❑ LAX to Hotel via Total Transportation Solutions
- ❑ Advisors collect passports on bus/hotel and store in safe

**TIP:** Advisors photocopy student passports before traveling

# Being Safe

## □ Hotel Information:

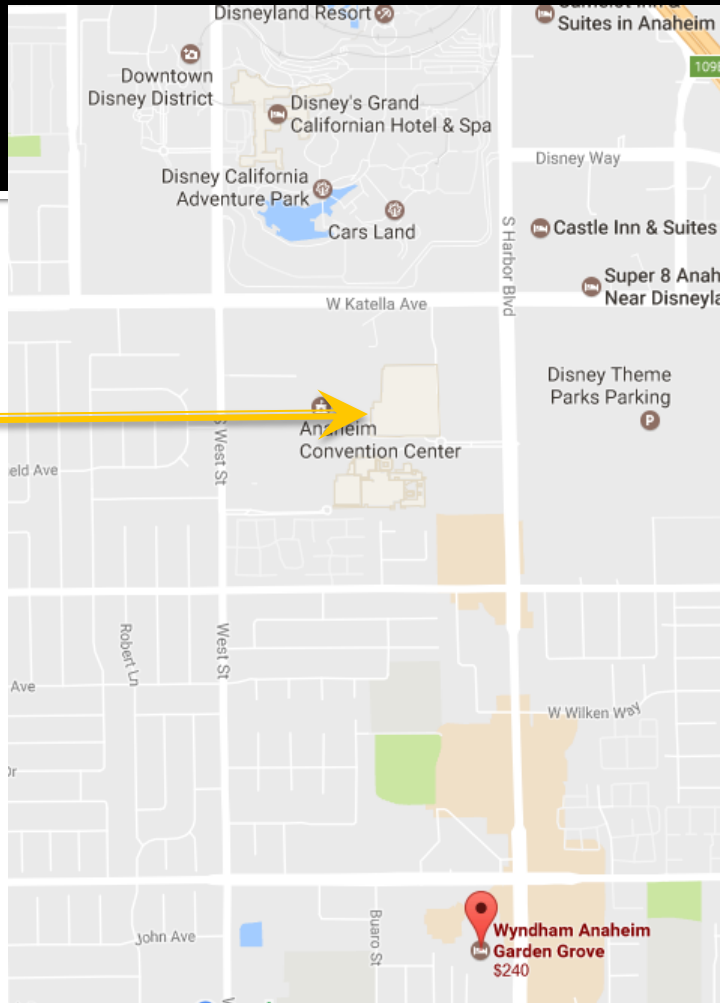
Wyndham Anaheim Garden Grove  
12021 Harbor Blvd  
Garden Grove, CA 92840  
(714) 867-5555

## □ Manulife Health Insurance:

DECA ON 2017 Group Master Policy - TSV0000489G 1 (855) 603 5572  
Collect 1 905 608 8250

**MUST PRESENT ONTARIO HEALTH CARD**

Anaheim  
Convention  
Centre



Wyndham  
Hotel

# Being Safe

- Rule of 3
  - Except on hotel or Anaheim Convention Centre property
- Member-Advisor Communication
  - Text or sticky note system
  - Must indicate who, what, where, when
- Conference Shuttle Route 1 – Red
  - Wednesday to Saturday

# Being Safe

- 11:30 p.m. Curfew
  - 11:15 p.m. chapter advisor                      11:30 p.m. curfew team
  - Must show face
  - No other guests in your room
  - No food deliveries/pick-ups after 11:30 p.m.
- Hotel Security + DECA Inc. Enforcement
  - No smoking (even in smoking rooms; never in a DECA blazer)
  - no boys and girls in the same sleeping room
  - No drugs and no alcohol
  - Guilty by association

# Protocol & Consequences

- **Hotel or DECA Inc. authorities contact DECA Board members + Police (if local laws are broken)**
- **Chapter advisor notified**
  - Chapter consequences applied immediately
- **Principal notified**
  - School consequences applied upon return
- **Parents notified**
  - May be required to arrange for return flight home at your expense

# Staying on Track

- Delegation Meetings – Santa Rosa Ballroom
  - Check DECA Ontario flip chart in main lobby for changes
  - Tuesday night: receive competition information
- Name Badge + Wristband + Photo ID
  - Worn at all times at the Anaheim Convention Centre
  - Otherwise, will be denied access to events

# Staying on Track - Attire

## WHEN IN DOUBT



### DECA Uniform

#### Males:

- White collared button down; full sleeves
- Khaki coloured pants
- Black dress shoes
- DECA tie and hat

#### Females:

- White blouse
- Khaki coloured pants
- Black dress shoes
- DECA scarf and hat

### Casual

- Denim
- Sneakers
- T-shirts or Hoodies
- Avoid:
  - Skin-tight, revealing clothes
  - Inappropriate printing/designs
  - Sleepwear
  - Swimwear

### Business Casual

- Casual pants (no denim)
- Blouse, button down, golf shirt
- Casual shoes (no sneakers)

### Business Formal

- Suits including blazer
- DECA blazer when competing
- Dress shoes

DECA Blazers

**\$80++ USD**

- DECA Images Room  
207 Hall B  
Convention Centre

**Competitors DO NOT trade tie/scarf until after Closing Ceremonies**



# Staying on Track – Leadership Academies

- Ignite (LDA) + Empower (LEADS) + Elevate (CMA) + Aspire (SMI)
  - Attendance and punctuality is monitored at all events
  - Be respectful of members in training
  - Soak up training and competition tips for next year
  - Collect and bring ideas back to DECA Ontario and your chapter
  - Document your time – take pictures!
  - Attend all awards ceremonies to support our competitors

# Staying on Track – Written Events

Statement of Assurances (DECA guide page 52)

Competitive Event Checklist (DECA guide page 53)

- Attend briefing session/manual registration for submissions and approval of visuals
  - Changes to written manual can be made up until submission is made (on Thursday in Anaheim: various times & locations)
  - Ensure presentation materials do not exceed specifications for the event
  - Ensure everything is initialed by the DECA Inc. authority
  - Submit 1 copy; keep 1 copy
  - Submit in DECA Folio (\$3++ USD; buy at ICDC)
  - Share ideas, don't plagiarize, originality matters

**Make the US connection!**

# Staying on Track – Written Events

## □ Presentations:

- Please re-read Presentation Guidelines **TO WHAT EXTENT DID THEY UTILIZE PROJECT MANAGEMENT SKILLS TO:** ..initiate, manage, execute, evaluate...
- Materials appropriate to the situation may be left with judges
  - Flyers, Brochures, Pamphlets, Business cards
- No of monetary value may be left with judges
- No food or drinks
- Presentation materials may be spot-checked and re-evaluated by event staff during preliminary and final competition

# Staying on Track – Competitive Events Testing

## □ Competitive Event Participants

- Testing:
  - Do not sit next to anyone from Ontario
  - Bring picture ID with the name you used to register with DECA
  - Exams are cluster based
  - Use 4-function calculator only
  - Turn off cell phone
  - Bring pencil + eraser
  - Business formal attire (no DECA blazer)

# Exam Cluster Performance Indicators

## Business Administration Core (40)

(BA core included in all cluster exams)

Business Law (BL): 2

Communications (CO): 5

Customer Relations (CR): 2

Economics (EC): 6

Emotional Intelligence (EI): 6

Financial Analysis (FI): 4

Information Management (NF): 5

Marketing (MK): 1

Operations (OP): 5

Professional Development (PD): 4

## Finance Cluster Core (60)

Business Law (BL): 5

Customer Relations (CR): 3

Financial Analysis (FI): 24

Financial-Information Management (FM): 10

Information Management (NF): 1

Professional Development (PD): 10

Risk Management (RM): 7

## Hospitality and Tourism Cluster Core (60)

Business Law (BL): 1 Channel Management (CM): 2

Communications (CO): 1 Customer Relations (CR): 1

Distribution (DS): 1 Economics (EC): 1

Emotional Intelligence (EI): 1

Financial Analysis (FI): 1

Information Management (NF): 1 Marketing (MK): 1

Marketing-Information Management (IM): 11

Market Planning (MP): 2 Operations (OP): 2

Pricing (PI): 2 Product/Service Management (PM): 8

Professional Development (PD): 2

Promotion (PR): 16 Selling (SE): 6

## Marketing Cluster Core (60)

Channel Management (CM): 6

Marketing-Information Management (IM): 13

Market Planning (MP): 4

Pricing (PI): 4

Professional Development (PD): 1

Product/Service Management (PM): 13

Promotion (PR): 11

Selling (SE): 8

## Business Management & Administration Cluster Core (60)

Business Law (BL): 3 Communications (CO): 2

Financial Analysis (FI): 1

Information Management (NF): 2

Knowledge Management (KM): 7

Operations (OP): 21

Professional Development (PD): 1

Project Management (PJ): 7

Quality Management (QM): 3

Risk Management (RM): 4

Strategic Management (SM): 9

## Business Administration Core (100)

### Principles Oral Events

Business Law (BL): 4 Communications (CO): 12

Customer Relations (CR): 5 Economics (EC): 14

Emotional Intelligence (EI): 15

Entrepreneurship (EN): 1 Financial Analysis (FI): 11

Human Resources Management (HR): 1

Information Management (NF): 12 Marketing (MK): 2

Operations (OP): 12

Professional Development (PD): 10

Strategic Management (SM): 1

# Exam Cluster Core Performance Indicators

□ PQ = Prerequisite level

CS = Career Sustaining level

SP = Specialist level (primarily ICDC)

	BA	BMA	HT	F	M	Performance indicator
					M	Accept checks from customers (CS)
		BMA				Access information in the database system (SP)
			HT			Access relevant websites.
					M	Acquire knowledge of client's products/brands (CS)
			HT			Acquire product information for use in selling (CS)
					M	Acquire product information for use in selling (CS)
					M	Act as a liaison (e.g., between agency and others, between creative department/agency) (SP)
	BA	BMA	HT	F	M	Adapt communication to the cultural and social differences among clients (CS)

# Staying on Track

## □ Evaluations

- Judges A – J: you are competing against all the other students **WITHIN** the same Judge letter group
- Mini Awards:
  - Gold ribbon medallions: highest presentation score in each section and highest 10 individual test scores (if applicable)
  - Blue ribbon medallions: presentation and test are added and weighted; top 2 scores in section will then be series finalists
- Grand Awards: top 10 overall 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)

# Celebrating Your Achievement

- DECA Ontario Day
  - Excursions - Hollywood Blvd, The Grove, Santa Monica Pier
  
- DECA Prom
  - Seating is first-come, first-serve
  - Dinner buffet
  - Food accommodations have been made for those who indicated through the ICDC registration process



# Packing Like A Winner

## Carry-On

- **Passport** and Health Card
- Additional photo ID
- CDN \$30 + USD \$200
- Computer
- Camera, Entertainment
- Nut-free snacks
- Note on Liquid/Gel carry-on :
  - Less than 100ml per container
  - Place in clear, re-sealable plastic bag
- Note on Medication:
  - in original bottles with prescription label
  - Over-the-counter medication should also be kept in original bottles

## Checked Baggage

- DECA Uniform + SWAG
- Canada SWAG
- Watch
- Competitors:
  - 3 Business Formal
  - 1 Business Casual
- LDA/LEADS/CMA/SMI/THRIVE/ :
  - 2 Business Formal
  - 1 Business Casual
- Prom Outfit
- 4 Casual Outfits
- Undergarments
- Toiletries (including sunscreen!)

# Managing Your Money

- Budget up to \$50 US per day
  - DECA covers: 7 breakfasts, 1 lunch, 1 dinner
  - You cover: 5 lunches, 5 dinners, snacks, shopping, Disney, baseball game, etc.
- Keep \$25 US emergency reserve with advisor
- Rooms have safes
- Valuables/Passports are to be given to your advisor for safe keeping

# Managing Your Time

- Missing 6 days of school – Be Proactive
- Schedule time to train independently
  - Come prepared with training material
- Schedule time to complete homework
  - Use DECA as a **reason to exceed** expectations, **not an excuse** to fall short of expectations

# Managing Your Time

- Other excursions
  - Disney World
  - Baseball game
    - Not centrally organized – get advisor help and approval
    - Be aware of DECA events before and after your trip – factor in time to change attire if applicable

# Leading the Pack:

## Ontario Provincial Student Executives

- 2017-2018 DECA Ontario Student Executives
  - 8 Positions
  - Applications Due: Monday, May 8<sup>th</sup>, 2017 to Waterdown DHS
  - Interviews: Saturday, May 13<sup>th</sup>, 2017 @ Toronto Sheraton Centre
  - Complete details online:  
DECA.ca → About → Provincial Executive Officers

# Leading the Pack: Entrepreneurship and Leadership

- GRIT Summer Summit Conference
  - Limited to 150 spots
  - Friday, June 2 to Sunday, June 4, 2017 @  
University of Waterloo
  - \$60 for DECA members; \$150 for non-DECA  
members
  - Details to follow and will be posted online:  
DECA.ca → Events → Summer Leadership Conference

Questions?

