

**2018 ARIZONA DECA
CAREER DEVELOPMENT CONFERENCE
March 2-4, 2018
Arizona Grand, Phoenix, Arizona**

Overview

Over 2,000 Arizona DECA students, advisors and volunteers are expected to participate in the 2018 State CDC. The CDC will be held at the Arizona Grand Resort and Spa.

ARIZONA GRAND RESORT & SPA
8000 Arizona Grand Pkwy.
Phoenix, AZ 85044

Costs

DUE FEBRUARY 1, 2018

\$100 – Conference Registration for all students/advisors/chaperones **NOT** staying at the hotel – **INCLUDE lunch both days and Advisor breakfast Saturday**

\$80 – Conference Registration for students/adults/chaperones **STAYING** at the hotel – **INCLUDES lunch both days and Advisor breakfast Saturday**

Housing 2-night stay

\$107/person - Quad Room Housing cost (2 nights inclusive of tax) 3/2/18 – 3/4/18

\$142/person- Triple Room Housing cost (2 nights inclusive of tax) 3/2/18 - 3/4/18

\$213/person- Double Room Housing cost (2 nights inclusive of tax) 3/2/18 - 3/4/18

\$426/person- Single Room Housing cost (2 nights inclusive of tax) 3/2/18 - 3/4/18

Housing 1-night stay

\$53.25/person – Quad Room Housing cost (1 night inclusive of tax) 3/3/18 - 3/4/18

\$71/person – Triple Room Housing cost (1 night inclusive of tax) 3/3/18 - 3/4/18

\$106.50/person – Double Room Housing cost (1 night inclusive of tax) 3/3/18 - 3/4/18

\$213/person – Single Room Housing cost (1 night inclusive of tax) 3/3/18 - 3/4/18

Hotel Reservations – Room Assignment TEMPLATE DUE JANUARY 25, 2018

The Arizona Grand will serve as the only official hotel for the State DECA Conference.

Registration for the Arizona Grand will only be done through a template provided by Arizona DECA. The completed template must be [uploaded](#) by January 25th.

THE TEMPLATE AND ALL INSTRUCTIONS CAN BE FOUND AT:

http://www.cognitofrms.com/ArizonaDECA/_2018StateHotelReservations

**ALL PAYMENTS FOR BOTH REGISTRATION & HOUSING
SHOULD BE MADE PAYABLE TO ARIZONA DECA, 30-days from receipt of INVOICE**

What you need to know before registering your students:

- All participating students must be officially registered DECA Members as of 2/1/18
- Students may only be registered in one event*
- Students in team events (any event ending in the code “tdm” **must** have **one** partner)
- Students who have a partner who **doesn’t** show in a “tdm” event will be allowed participate by themselves, however will be **disqualified for ICDC eligibility in that event**
 - ***Exceptional students (Those students that earned at Districts and/or prior conferences a DECA test score of 70 and higher, have demonstrated above average role-play scores, and possess advanced writing abilities) may sign up for two events upon advisor’s approval. 1-Role play and one 30-pg written solo OR 1-tdm and one 30-pg written completed with their tdm partner (no 3rd-partner on 30-pg).**

Due Dates

All Elite Member, Chapter Award, & Scholarship Applications	January 15, 2018
State Conference ALL Written Events (DIGITAL UPLOAD)	January 30, 2018
<u>State Conference Registration Deadline</u>	<u>February 1, 2018</u>
Written Event HARD Copy due	February 16, 2018
On-line testing	February 12-March 1, 2018

MAXIMUM COMPETITORS ELIGIBLE PER CHAPTER

The maximum number of members eligible to compete in competitive events is based on total chapter membership.

<u>Membership</u>	<u>Maximum Number allowed to compete per event (students or teams)</u>
0-25	2
25-50	4
51-100	6
101-150	8
151-200	10
201-250	12
251-300	14
over 300	16

On-Line Testing

All testing will be done on-line at your local school February 12-March 1, 2018.

Test instructions will be available on the “Competitive Events” page of the Arizona DECA website. All students will take one of four different state tests depending on which competition they are registered for...review the “competitive events list” excel sheet on the State CDC page of the Arizona DECA Website for more information.

The Exam is weighted at 34% in determining competitor ranking for individual events and 50% in determining competitor ranking for team events. The remaining score will be derived from the role-playing scores.

Since some of the questions may involve calculations and computations involving marketing situations, students are encouraged to use a basic calculator (**SCIENTIFIC CALCULATORS and CELL PHONES ARE NOT ALLOWED**)

Any student who has a special need that prohibits them from taking the on-line test may request permission to take the test at the Arizona Grand Resort while attending the conference. Request must be done prior to the conference during the on-line testing window.

Principles Events

Arizona DECA offers 4 competitions specifically designed for first-year freshmen and sophomore DECA Members. Any freshmen and sophomores listed on a 2016-17 DECA Roster is **not allowed** to compete in these competitions whether or not they have attended a DECA Conference in the past.

Preliminary and Finals Competition

All students that participate in either a Role-play or 11-page event or Sales Presentation will go through preliminary competition on Saturday, March 3, 2018. The top winners in each section (combined role play & test score) will qualify for the final round of competition on Sunday, March 4, 2018. The top 5 winners (Individual and Team) and top 4 winners (Written Events) in each category from Sunday’s competition, will qualify for the International Career Development Conference. Finalists will be POSTED in the Ballroom Foyer Sunday Morning & at AZDECA.org.

Non-Competitive Awards:

Chapter Activity Award – Annual award given to chapters that complete a well-rounded program of work, participate in State Activities and donate to the Arizona DECA Diamond Club – Bronze, Diamond, Platinum

Elite Member Award – Annual award given to a local chapter member for their outstanding contribution and commitment to their local community, local chapter and their participation in State DECA Activities. Manager, Director, Executive Levels awarded.

Century Club – Annual award given to chapters who achieve 100 or more members as reported to DECA Inc.

Diamond Club – Arizona Scholarship Program in which chapters may donate money in exchange for the opportunity to apply for Arizona DECA Scholarships – THIS DONATION IS MADE WITHIN THE CONFERENCE REGISTRATION PROCESS.

Levels:

Bronze - \$50
Diamond - \$150
Platinum - \$250

Adult Awards:

Outstanding Teacher/Advisor of the Year – Annual award given to a local Chapter Advisor who has consistently helped build membership throughout a specific local school district or area and has actively participated in the growth and development of all Arizona DECA Students and Teachers. (no nomination form is available as the recipient is chosen by the Arizona Marketing Educators and Arizona DECA Executive Board)

New Teacher/Advisor (Rising Star) of the Year – These awards are given to newer Chapter Advisors (3-5 years of experience) who have shown potential for great leadership at the local and Area levels by actively participating in local, state and regional activities and volunteering to serve on boards and committees to better Arizona DECA as a whole. (no nomination form is available as the recipient is chosen by the Arizona Marketing Educators and Arizona DECA Executive Board)

Honorary Life Award – Award given to a retiring local Chapter or State Advisor who has served Arizona DECA at either the local or state level diligently throughout their career. This award is typically meant for educators directly tied into Arizona DECA. (no nomination form is available as the recipient is chosen by the Arizona Marketing Educators and Arizona DECA Executive Board)

Distinguished Service Award – Award given to a business partner or community support member who has served Arizona DECA at either the local or state level diligently for an extended period of time. (no nomination form is available as the recipient is chosen by the Arizona Marketing Educators and Arizona DECA Executive Board)

Community Service Award – Award given to recognize significant accomplishments in outstanding leadership programs and activities that promotes community service. (no nomination form is available as the recipient is chosen by the Arizona Marketing Educators and Arizona DECA Executive Board)

Additions and Substitution Policy:

Substitutions

Substitutions are only allowed in the same event for the same school (ie...if a student cannot attend, they may be replaced by another student from the same school in that same event **only up to one week prior to the state conference**)

Additions

Additions will be allowed in every event that is not deemed “full” up to one week prior to the state conference.

Event Changes – NOT ALLOWED

No student will be allowed to change events after their registration is submitted

Drops

Any student who cannot attend the conference for any reason after registration has closed will not receive any refund

2018 State Conference updates/changes:

- Due to our membership reported last year, we are now eligible to take the top **5** qualifiers in all role-play and top **4** written events to ICDC
- There will be a series of workshops at this year’s conference to complement our competitive events
- All State Competitors will be seeded this year at their State Competition based on their District Competition scores
- Finalists will not be announced until Sunday morning of CDC; finalist names only will be posted on our azdeca.org home page and in the Foyer of the Sonoran Sky Ballroom.
- Saturday morning will include the Opening Session
- Saturday evening will include a General Session and the following awards will be given: Chapter, Elite Members, Advisor, and Scholarship Awards, as well as the Testing and top in each section medals will be recognized.

2018 CDC Agenda

Friday, March 2, 2018

		<u>Location</u>
2:00 PM – 7:00 PM	Conference Registration Pick-Up*	HQ - Ocotillo
4:00 PM – 6:00 PM	AZ GRAND Pool Party	Oasis Pool
7:00 PM – 8:00 PM	Chapter Presidents Reception-invitation only	Palm A/B Patio
8:00 PM – 10:00 PM	Collegiate DECA Comp Training & Scavenger Hunt	
10:00 PM – 11:00 PM	Dance Party	Palm A/B & Patio
11:00 PM	Curfew - ALL student in their rooms from 11:00PM-6:30AM	

***ADVISORS OF DAY TRIP ATTENDEES: You are welcome to stop by to pick up your registration.**

Saturday, March 3, 2018**Location**

7:00 AM – 8:30 AM	Registration	HQ – Ocotillo B
8:30 AM – 9:30 AM	Judges Breakfast & Briefing	Sonoran Sky Ballroom 4/5
8:30 AM – 9:30 PM	Advisor Breakfast & Briefing**	South Mt. Ballroom
9:30 AM – 10:00 AM	OPENING CEREMONY	Oasis Event Center Tent
10:15 AM – 5:00 PM	Individual Event Competitions	Sonoran Sky Ballrooms
10:15 AM – 5:00 PM	Team Event Competitions	South Mountain Ballroom
10:15 AM – 5:00 PM	Written Events	Palm A/B/C/D & Patio
10:15 AM – 5:00 PM	Workshops & Leadership Village	Sonoran Sky Ballroom 1-3, 6-8
10:15 AM – 5:00 PM	Campaign Booth	Paseo West & Camelback Patio
12:30 PM – 1:30 PM	LUNCH Break (included)	Fountain Circle
5:00 PM – 7:00 PM	Dinner – On your Own	
7:30 PM – 9:30 PM	General Awards Session	Oasis Event Center
9:30 PM – 10:30 PM	State Officer Speech/Elections***	Oasis Event Center
10:30 PM – 11:00 PM	Chapter Meetings	Advisor Location
11:00 PM	Curfew – ALL student in their rooms from 11:00PM-6:30AM	

****Mandatory meeting for ADVISORS ONLY**

*****Required for ALL voting delegates; optional for POLITE & QUIET delegates**

Sunday, March 4, 2018**Location**

6:30 AM – 8:30 AM	FINALIST List Posted	Sonoran Sky Ballrooms
8:30 AM – 9:30 AM	Judges Briefing	Sonoran Sky Ballroom
8:30 AM – 9:30 AM	Written Event Display	Paseo West & Camelback Patio
9:30 AM – 12:30 PM	FINALS Competition	Sonoran Sky Ballroom
9:30 AM – 12:30 PM	Resort Workshops-Ticket required	TBD-Throughout resort
9:30 AM – 12:30 PM	Chapter Activities -Advisor Directed	
12:00 PM	Official Hotel Room Check out	
12:00 PM – 1:30 PM	LUNCH (Included)	Fountain Circle
2:00 PM – 4:00 PM	Grand Awards SESSION	Oasis Event Center

Saturday Morning Opening Session Awards

- Welcome
- State Officer Candidate Introductions

Saturday Evening General Session Awards

- Chapter Awards, Elite Member Awards, Advisor Awards, Scholarship Awards
- On-line Event ICDC Qualifiers

- Test and Section Winners
- ICDC Pin & T-shirt Idea Winners

Closing Session

- Written, Team, and Individual Event Winners/ ICDC Qualifiers
- State Officer Farewell
- New State Officers

Workshops. Leadership Village, & Exhibit Highlights

- Saturday Leadership Village is new this year. It will offer hands-on marketing challenges
- Saturday Workshops on: Financing Adulthood, Speed Interviewing with the Marriott, Music Industry Careers, Toastmasters and Elevator Pitches
- Saturday Exhibits will consist of those students running for a State Officer position
- Sunday Workshops: “The Business of...” Workshop series – These will be by ticket only and will be conducted by the various departments found at the Arizona Grand – Golf Course Management, Fitness Management, Conference Coordination, Resort Retailing, and so much more.
- Sunday Exhibits will consist of industries that support AZ DECA

Optional RESORT ACTIVITIES

- Swimming/Lazy River & Slide (Lifeguard on duty at all times) **Complimentary 4-wristbands / room**
 - CrossFit and full gym access – Complimentary to all guests of the Grand
 - Golf*
 - Spa Treatments*
- *At your own expense**