

THURSDAY, DECEMBER 2

1pm

Board of Trade

Central Region Board of Governors Luncheon

3-9pm

Grand Ballroom
Registration Desk

**Registration at
Conference Headquarters**

4-11pm

Grand Ballroom Foyer

Exhibitor Set-Up

5-5:45pm

Columbus K-L
Columbus E/F
Columbus I/J
Grand Ballroom A
Regency Ballroom A/B
Columbus G

State Meetings:
Illinois
Indiana
Minnesota
Missouri
Nebraska
North Dakota

6-6:45pm

Columbus H
Columbus G

State Meetings:
Iowa
Michigan

7-7:45pm

Columbus A/B

DECA Workshops

**Promote Your Program: Leveraging DECA's
New Brand (Advisor Session)**

Jim Brock, President, Board of Directors
Ed Davis, Executive Director
Christopher Young, Assistant Director,
High School Division

Learn how you can leverage DECA's new brand to build your program, expand your membership and position DECA as an even more integral part of your curriculum.

Regency B

10 Lessons for Leadership

Kevin Hermann, Patrick Petersen
Learn 10 essential lessons for effective leadership and find out if you can take someone who isn't a natural leader and turn them into a leader.

Columbus K/L

Are You an Inventor or an Innovator?

Rick Yngve
Innovation has been called the defining issue of the next decade for business. Attend this workshop to learn how to lead innovation, to create an innovative culture, and to turn ideas into entrepreneurial business models.

THURSDAY, DECEMBER 2-CONTINUED

Atlanta

Getting the Edge When Interviewing

Frank Assorgi

This presentation will cover everything from picking the right job, to interview techniques and following up after the interview.

San Francisco

Inside Sales vs. Outside Sales

Robert Uribe

Learn the difference between outside sales and inside sales and how each can fit into your business plan. Emphasis will be placed on understanding outside sales and the factors that impact financial projections in this model.

Columbus E/F

Achieving Your Goals; From childhood**DREAMS to reaching the STARS**

Paige Dorman, Central Region VP

As little kids we dream of so many things, as we grow older those dreams don't always seem so practical. I want to help you turn your childhood dreams into lifelong goals, so that you may one day reach the stars! During this workshop we will be exploring the ways to set personal goals for yourself and ways that you can successfully achieve them.

Acapulco

Wow Your Judge

Kelly Fowler

Learn strategies and techniques to leave a lasting impression with your competition judge.

Hong Kong

Just Do It! How to increase your DECA membership

Michaela Wragge, Lynn Hill

Fun, exciting activities that you can do when you return home, to get students in your school as excited about DECA as you are! Bring your paper and pencil 'cause we have ideas for you!

Columbus I/J

Competition: Preparing for a Role Play

Kendra Lee, Denise Leatherman

Leave this workshop with ideas and strategies on how to prepare for your next role play.

Toronto

Careers in Business

William Coulson

Careers in Business presentation will help students begin to make decisions about their future careers.

Columbus H

How To Promote DECA in Your School

Karen Bear

What the HECKA is DECA? or the Top Fifty Ways to Promote DECA

Learn ways that you can make DECA the best known organization in your school and community. Leave with fun ideas to make DECA Week, and every week, productive, interesting and most of all, fun!

THURSDAY, DECEMBER 2-CONTINUED

Columbus G

The Keys to Winning Written Projects

Dave Shillinglaw

Not sure where to begin? Learn strategies and tips on preparing a winning written project.

New Orleans

Participating in the Market Research Events

John Rasmussen

Learn from this 27-year veteran advisor who will explain the step-by-step plan used by Sauk Rapids-Rice DECA members who place nationally in the Business Operations Research Events. Everything from getting started to the final presentation will be covered.

Columbus C/D

Entrepreneurship

David Nickoley

Learn how to generate ideas and transfer those ideas into an award winning entrepreneurship plan.

Regency A

FIDM Runway Challenge

Marlene Dunn, Sharon Ryan

Learn about FIDM's new Runway Challenge and how to create a runway worthy garment from previously used fabrics and/or garments and then create a marketing campaign focusing on sustainable fashion.

8-8:45pm

Columbus A/B

DECA Workshops**DECA Transcripts: Measuring Student Achievement (Advisor Session)**

Jim Brock, Board President

Ed Davis, Executive Director

This popular new program measures your members' achievement compared to other members in your state/province and across the entire DECA population at ICDC. Learn how this tool can provide feedback in the instructional process and provide evidence of learning for your program.

10 Lessons for Leadership**Are You an Inventor or an Innovator?****Getting the Edge When Interviewing****Inside Sales vs. Outside Sales****Running For National Office****The Hidden Benefits of Fundraising**

Dale Lasky

This session will enlighten you about all of the secrets and surprises about DECA fundraising.

Wow Your Judge**Membership Recruitment****Competition: Preparing for a Role Play****Careers in Business****How To Promote DECA in Your School**

Regency B

Columbus K/L

Atlanta

San Francisco

Columbus E/F

Columbus G

Acapulco

Hong Kong

Columbus I/J

Toronto

Columbus H

THURSDAY, DECEMBER 2-CONTINUED**8-8:45pm**

New Orleans
Columbus C/D
Regency A

DECA Workshops

Participating in the Market Research Events
Entrepreneurship
FIDM Runway Challenge

9:30-11pm

Grand Ballroom

Opening Session—"EnVISION" by Rhythm and Hue

Seats Assigned by State - See Diagram-Page 26

Midnight-6am

In your assigned room

FRIDAY, DECEMBER 3**7:30am**

Crystal Ballroom C

State Officer Breakfast

Sponsored by Johnson & Wales University
Ticket Required

8am-5pm

Grand Ballroom
Registration Desk

Conference Headquarters**8:30-3:30pm**

Riverside Center

"Tele-VISION" by Focus Training**9am-4pm**

Grand Ballroom Foyer

Exhibits Open

Help the VISION by turning in your glasses at Table 120.

9am-4pm

Columbus G-L
9am
10am
11am
2pm
3pm

VISIONary Leader Panels

Sports & Entertainment Marketing
Entrepreneurship
Finance
Retail Marketing
Hospitality Management & Tourism

9-9:45am

Grand Ballroom A
Grand Ballroom B
Regency Ballroom A
Regency Ballroom B

Six Concurrent Workshops

Mike Domitrz
Harriet Turk
Andrew McCrea
Rob Bell

FRIDAY, DECEMBER 3-CONTINUED**9-9:45am**Grand Ballroom C/D
NorthGrand Ballroom C/D
South**Six Concurrent Workshops**

Joel Hilchey

Corey Flournoy

9am-9:45am

Columbus C-F

"Lightbulb Learning"

Part 1 (Advisor Session)

Presented by David Mouser

10-10:45am**Six Concurrent Workshops
Repeated****10-10:45am**

Columbus C-F

**DECA's Comprehensive
Learning Program**

(Advisor Session)

Christopher Young, Assistant Director
High School DivisionDECA provides many extended learning activities
through its comprehensive learning program.These activities allow you to actively engage your
members in your classroom teaching. In addition
to an overview of DECA's Comprehensive
Learning Program, you'll receive information
DECA has prepared to demonstrate how DECA
activities support career clusters and
programs of study.**11-11:45am****Six Concurrent Workshops
Repeated****11-11:45am**

Columbus C-F

Open Forum with DECA Inc.

(Advisor Session)

Jim Brock, President, Board of Directors
Shirlee Kyle, Assistant Executive Director
Christopher Young, Assistant Director,
High School DivisionThis is your opportunity to visit with
DECA Inc. staff to discuss DECA's
programs and future.**2-2:45pm****Six Concurrent Workshops
Repeated**

FRIDAY, DECEMBER 3-CONTINUED**2-2:45pm**

Columbus C-F

"Lightbulb Learning"

Part 2 (Advisor Session)

Presented by David Mouser

3-3:45pm**Six Concurrent Workshops Repeated****BLUE MAN GROUP**

Briar Street Theatre

Please remember to wear your conference t-shirt.
Buses will be loading from Riverside Center.**3:15-5:30pm****3:15 Boarding/4pm Showtime**

Iowa, Kansas, Michigan, and Missouri

5:15-7:30pm**5:15 Boarding/6pm Showtime**

Indiana, Kentucky, Minnesota, and Ohio

7:15-9:30pm**7:15 Boarding/8pm Showtime**Illinois, Nebraska Chapters from Omaha Central,
Bellvue East, and Lincoln High School,
North Dakota, South Dakota, and Wisconsin**9:15-11:30pm****9:15 Boarding/10pm Showtime**

Remaining Nebraska Chapters

Midnight-6am**In your assigned hotel room****SATURDAY, DECEMBER 4****8am-Noon**

Grand Ballroom

Registration Desk

Conference Headquarters**8:30-11am**

Riverside Center

"Tele-VISION" by Focus Training**9-9:45am**

Grand Ballroom A

Grand Ballroom B

Regency Ballroom A

Regency Ballroom B

Grand Ballroom C/D

North

Grand Ballroom C/D

South

Seven Concurrent Workshops

Mike Domitrz

Harriet Turk

Andrew McCrea

Rob Bell

Joel Hilchey

Corey Flournoy

SATURDAY, DECEMBER 4-CONTINUED**9-9:45am**

Columbus G-L

Seven Concurrent Workshops

David Mouser

9-9:45am

Columbus C-F

DECA's Comprehensive Learning Program

(Advisor Session)

Christopher Young, Assistant Director,
High School Division

DECA provides many extended learning activities through its comprehensive learning program. These activities allow you to actively engage your members in your classroom teaching. In addition to an overview of DECA's Comprehensive Learning Program, you'll receive information DECA has prepared to demonstrate how DECA activities support career clusters and programs of study.

10-10:45am

Columbus C-F

DECA Competitive Events: Understanding the PIs

(Advisor Session)

Christopher Young, Assistant Director
High School Division

As DECA has aligned its competitive events program to career clusters, there are now five performance indicator lists. Learn how to navigate these lists, learn how competitive events are developed using performance indicators and learn how to use performance indicators in classroom instruction.

10-10:45am**Seven Concurrent Workshops Repeated****11:30am-1pm**

Grand Ballroom

Closing Session—"VISION" by Craig Karges

Seats Assigned by State - See Diagram - Page 26

1-5:30pm

Columbus A-B

Central Region Board of Governors Lunch/Meeting**Midnight-6am****In your assigned hotel room**