



# VISION

DECA'S CENTRAL REGION LEADERSHIP CONFERENCE  
CHICAGO • DECEMBER 2-4 2010



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## Hello Central Region DECA!

Welcome to **VISION**2010, and the Central Region Leadership Conference! I challenge you, to go through this amazing conference and keep asking yourself, "What am I doing to Expand my Network?" Also, think about the **VISION** that you have for yourself. How will you reach your goals? By attending this Central Region Leadership Conference, remember you aren't just looking to the future. You are creating a **VISION** for it!

Sincerely,

Kurtis Conkel  
2010-2011 International DECA President

## Are you all ready to experience the VISION2010?



I know that I am! As your 2010-2011 Central Region Vice President, I want to welcome you to this year's Central Region Leadership Conference in beautiful, Chicago, Illinois. With DECA Expanding its Network this year and implementing a new brand, this conference really captures what DECA has to offer. We are fortunate in the Central Region, since we are the only region that has the opportunity to experience a conference that is dedicated exclusively to our region. I encourage you to take this great opportunity and network with as many fellow DECA members as possible. I hope that you will take the new ideas and strategies that you will learn at this conference and implement them into your own chapter in preparation for your state conference. If you have any questions or comments during this conference, please see me so I may help you. I look forward to meeting you. I hope you all enjoy this year's Central Region Leadership Conference!

Sincerely,

Paige Dorman  
2010-2011 Central Region Vice President

## WINNER'S CIRCLE, INC. MANAGEMENT TEAM

**PATRICK M. BOYLAN**, pboylan@wciconferences.org

**JANE ANDERSON**, janderson@wciconferences.org

**PATTY HENDRICKSON**, phendrickson@wciconferences.org

**ROBIN MICKEL**, rmickel@wciconferences.org



## STATE ACTION TEAM

**DON VARANAUSKI**, Co-State Advisor

**JIM WEBER**, Co-State Advisor

**VINCE VIRGILIO**, State President

**NICK IORIATTI**, State Vice-President

**JINAL SHAH**, State Vice-President

**ANDERSON TIEN**, State Vice-President

**BASIA WILCZEK**, State Vice-President



**JIM BROCK**, President, Board of Directors

**ED DAVIS**, Executive Director

**SHIRLEE KYLE**, Assistant Executive Director

**CHRIS YOUNG**, Assistant Director, High School Division



## **BOARD OF GOVERNORS**

**EMILY SANDERS-JONES**, President, Kansas

**NICOLE COFFEY**, Secretary, Nebraska

**DON VARANAUSKI**, Treasurer, Illinois

**JIM WEBER**, Illinois

**EMILY EATON**, Indiana

**BARBARA BEADLE**, Indiana

**CHRIS BOHNET**, Iowa

**GARY COLVIN**, Kentucky

**DAVE WAIT**, Michigan

**JACKIE SCHILLER**, Minnesota

**GAYLA WESTERGAARD**, Missouri

**LESLIE KERNS**, Missouri

**KEVIN REISENAUER**, North Dakota

**JIM PRICE**, Ohio

**ALEX HOFKAMP**, South Dakota

**HOLLY GREGORY**, Wisconsin

**SARA BAIRD**, Wisconsin

## CONFERENCE HEADQUARTERS

Conference Headquarters for **VISION2010** is located at the Grand Ballroom Registration Desk in the Hyatt Regency Chicago. All seminars and general sessions are scheduled in the Hyatt Regency Chicago. Please plan your daily schedule to ensure that you arrive at your designated location before the start of each activity. Questions concerning conference activities can be directed to conference headquarters.

## NAME BADGES

Your conference name badge is your ticket to all conference activities. It must be worn at all times during these functions and in the hotel. Name badges should be removed while sightseeing, shopping, and dining. Only your local chapter advisor may obtain replacement badges at conference headquarters for a \$2 fee. Remember to have the bar code scanned as you exit each conference activity that counts toward the **VISION**ACUITY program.

## ELEVATORS

It is time consuming to move several hundred people from the upper floors of the hotel to the lobby areas. Please do not delay the elevators. Allow people leaving elevators to exit before you board. Be respectful of other hotel guests using the elevators. Taking this into consideration, allow extra travel time to scheduled conference activities.



## INCIDENTAL CHARGES

The Hyatt Regency Chicago requires a form of payment (cash deposit/credit card) from all of their guests. No matter the number of occupants in a room, whoever presents a form of payment becomes responsible for all charges incurred by all the occupants in the room. Hence, we recommend requesting the hotel to not allow incidental charges to your room, including telephone calls and movies. Finally, any charges for damage to the hotel property will be the responsibility of the occupants of the room and the chapter they represent.

## MEDICAL ASSISTANCE/EMERGENCIES

In an instance where medical attention is required, contact the front desk of the hotel and your chapter advisor, a chaperone, or your state advisor. Medical consent forms should be in the possession of each chapter advisor. In the case of an evacuation emergency, follow the procedures provided in your hotel room.

## VALUABLES

Keep valuables with you at all times. The hotel is not responsible for valuables left in your room. Keep your door locked at all times. The Hyatt Regency Chicago does have an in-house safe. You may inquire at the front desk of the hotel.

## RELIGIOUS SERVICES

Attendees may inquire at the front desk of the Hyatt Regency Chicago for a listing of religious services available in the Chicago area.

## GRATUITIES

When dining in the hotel or neighboring restaurants, please consider these guidelines for gratuities:

**15% of bill for “good” service**  
**20% of bill for “excellent” service**

On group checks and room service bills, be sure to inquire whether the gratuity is already included.

## WORKSHOP MANNERS

Students are expected to show courtesy and respect to all seminar speakers. Please do not leave a session early because it disrupts the speaker and his or her presentation. Please turn off all cell phones and refrain from texting during all workshops and general sessions.

## BLUE MAN GROUP

Each registered participant at CRLC2010 will receive a ticket to one of the four performances of Blue Man Group. Show times have been assigned to each chapter. Please refer to the conference schedule for your assigned performance. Buses will be loading at Riverside Center. Please remember to wear your conference t-shirt.

## LUGGAGE STORAGE

If you're planning to leave for home immediately after the Closing Session, you may check your luggage with the bellman on the Skybridge. This will allow you to check out of your hotel room on time.

## STATE OFFICER BREAKFAST



JOHNSON & WALES  
UNIVERSITY

Johnson & Wales University invites State Officers and the Central Region Board of Governors to the State Officer Breakfast on Friday morning. Tickets are required. A special thank you to Johnson & Wales University, a member of DECA's National Advisory Board, for sponsoring this event.

## CONFERENCE EVALUATIONS

So that we may continue to better the conference, visit <https://register.wciconferences.org/esurvey/vision2010> to complete an electronic evaluation.

## QR-CODES



QR Codes are in this program. You can download an app at [reader.kaywa.com](http://reader.kaywa.com) that allows most camera-ready smartphones to photograph the image and reveal its contents.



## HELP THE **VISION**

In just about any dresser drawer, you can find a pair of eyeglasses that are no longer being used. That same pair of eyeglasses can change another person's life.

Bring your used eyeglasses to Booth 120 in the exhibit area to be donated to the local Lions Club. Lions accepts prescription and reading glasses, sunglasses, and plastic and metal frames. Children's glasses are especially needed.

The recycled glasses will be cleaned, sorted by prescription and packaged. Most of the recycled glasses will be distributed to people in developing countries where they will have the greatest impact.

When you donate, your name will be entered into a drawing for great prizes provided by Finish Line, Inc., a member of DECA's National Advisory Board

***Finish Line***





## **RHYTHM & HUE - "EnVISION"**

Opening Session

### **RHYTHM AND HUE IS...**

a performance art show where artist David Garibaldi creates 6 foot portraits of pop icons in minutes to music. Garibaldi has been featured with celebrities like Carlos Santana; utilized by Fortune 500 companies like AT&T, raised hundreds of thousands of dollars for various charities, and used as a platform to motivate students and employees of various organizations.

Garibaldi's Rhythm and Hue is much more than a performance art, and paint flailing presentation; it is an inspirational experience as well. David tells the story of how he was living the life of a graffiti rebel until a high school teacher challenged him to make his art more purposeful. He shares his personal struggles and triumphs that helped to shape him into a world-renowned painter and performer in the studio and on the stage.

The foundation of David's message is simple: Live your life as a platform, and live with passion and purpose.



## BLUE MAN GROUP

Friday Evening Entertainment  
Briar Street Theatre

**Blue Man Group** is a creative organization founded by Phil Stanton, Chris Wink, and Matt Goldman. The organization produces theatrical shows and concerts featuring music, comedy and multimedia; recorded music and scores for film and television; television appearances for shows such as *The Tonight Show*, *Las Vegas*, *Scrubs*, *FETCH! with Ruff Ruffman*, and *Arrested Development*. All of the organization's appearances star a trio of performers called Blue Men, who appear to have blue skin and no voice, hair, or ears.

Blue Man Group is best known for its widely popular theatrical shows and concerts that combine music, comedy and multimedia theatrics to produce a totally unique form of entertainment. The blissful party atmosphere created at the live events has become the trademark of a Blue Man Group experience.



## **CRAIG KARGES - "VISION"**

Closing Session

Craig Karges is truly extraordinary! The "extraordinist" is an award-winning entertainer, a nationally-recognized speaker and an author. Craig has made over four thousand appearances in seventeen countries on four continents and in all fifty states.

Craig Karges combines the art of magic with the science of psychology and the power of intuition to create the impression that nothing is impossible. Tables float, minds are read, metal bends and your imagination is challenged because you won't believe your eyes! Dennis Miller, comedian and media personality, put it this way after seeing Karges perform, "This weirds me out!"

Audiences may be mystified when it comes to understanding how Craig Karges accomplishes what he does on stage, but his popularity is no mystery at all.



On your conference name badge, you will see a bar code similar to the one above. Have your code scanned at the conclusion of each of the Friday and Saturday Concurrent Workshops, Tele-**VISION**, and the **VISION**ary Leader Panels qualify for credits in the **VISIONACUITY** program.

With 8 opportunities to get scanned, earning 6 is satisfactory to earn a **VISIONACUITY** certificate, and 7 is outstanding. Those collecting fewer than 6 scans will not earn certificates.

Remember, it is your responsibility to make sure that your name badge has been scanned following each workshop.

A link to download **VISIONACUITY** Certificates will be provided with an achievement report to each Chapter Advisor.



## 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  
North

Grand 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 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.

**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 Division

This 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**

## ROB BELL

**FOCUS (FUNDAMENTALS OF CONSISTENT  
UNSURPASSED SERVICE)**

**WWW.ROBSPEAKS.COM**



Rob Bell began teaching his customer service and communication techniques early in his tenure as Personnel Development and Education & Training Director for Dick's Supermarkets, Inc.

Drawing on 25+ years of experience in leadership roles, customer service, and training, Rob makes it simple, clear and FUN to improve customer service and gain leadership skills.

## MIKE DOMITRZ

**SEE THE IMPORTANCE OF ASKING  
WWW.DATESAFEPROJECT.ORG**



For over 15 years, Mike Domitrz has been inspiring students across 4 continents with his hilarious sense of humor and his truly unique approach to discussing dating and intimacy. While he presents one of the "cleanest" shows, Mike holds nothing back. Males and females from all cultures, backgrounds, sexual orientations, and diverse populations appreciate his sincerity and honesty. As a critically-acclaimed author and the Executive Director of "The Date Safe Project" ([www.DoYouAsk.com](http://www.DoYouAsk.com)), Mike works closely with students and schools around the world to produce national initiatives resulting in revolutionary change in America's approach to dating, respect, & intimacy. Join Mike in his funny, interactive, and thought-provoking workshop. Find out what everyone is talking about!



## COREY FLOURNOY

**BE THE FIRST! ENVISION YOUR  
PIECE OF HISTORY**

**WWW.COREYFLOURNOY.COM**



Corey D. Flournoy is an energetic, creative and engaging presenter/speaker and is the co-founder of Creative Outreach Consulting. Corey helps audiences and organizations of diverse backgrounds develop their personal and professional goals in the areas of leadership development and diversity initiatives. During his 21 years of experience in agricultural education, he served as the first African American and Urban national president of the 500,000-plus membership of the National FFA Organization. In April of 1999, the Chicago Sun-Times recognized Corey as one of the top "30 under 30" business leaders in the Chicago area. Additionally, the Chicago Sun-Times also recognized Creative Outreach as a successful youth-run and operated business. Colin Hall and Ron Lieber featured Corey's story in the New York Times Bestseller Second Edition of *Taking Time Off*.

## JOEL HILCHEY

**FOCUS TO INTERACT**

**WWW.JOELHILCHEY.COM**



Joel Hilchey is a speaker and writer who presents at schools and events across North America, inspiring character and creativity by juggling, storytelling, and playing with mousetraps. Joel is also the founder of The Beanstalk Project, a national network of community leaders, business innovators, and inspired students, all united to create positive social change. At "un-conference" events across the country, participants are "WOW-ed" as they unearth thousands of ideas and opportunities through the unique creative process. Visit [www.thebeanstalkproject.org](http://www.thebeanstalkproject.org) to discover your hidden abilities to change the world!

## ANDREW MCCREA

**ENVISION MAKING A DIFFERENCE:**

**THE POWER OF VISION, INITIATIVE, & INTEGRITY**

**WWW.ANDREWMCCEA.COM**

Oscar-winning broadcaster, TV personality, leadership speaker and farmer...a unique resume for a CRLC speaker! Andrew McCrea is host of the American Countryside, an award-winning daily syndicated broadcast that has taken him to all fifty states and four continents. He's interviewed Emmy and Grammy winners, sports stars and even been body slammed by professional wrestlers. Andrew's fun and insightful workshops have been enjoyed by audiences nationally. In his "spare" time, he still lives on the family farm and ranch where he runs a combine and rides a horse to gather cattle.



## DAVID MOUSER

**FOCUS ON IMPACT: MAXIMIZING YOUR  
TALENTS TO BENEFIT OTHERS**

**WWW.DAVIDMOUSER.COM**

David Mouser is a product of the agricultural industry and career and technical education. He has a long history in leadership that began with serving as the Illinois State FFA president in 1993-94. As an award winning educator, his agriculture/science program grew exponentially in only a few years. As a school administrator, he worked with teachers to earn a National Blue Ribbon High School designation. His presentations focus on making a positive IMPACT in the lives of others as a means to success.





# HARRIET TURK

**DEVELOPING YOUR VISION**

**WWW.HARRIETTURK.COM**

For the past 20 years, Harriet Turk has spoken to students from all 50 states, parts of Africa and Canada. Using her experience and knowledge as a former probation officer, youth programs coordinator and national traffic safety program consultant, she delivers a program that challenges participants to live a character driven, authentic life. While her background is in Criminal Justice, Harriet knows how to combine her southern charm with a hard hitting message that leaves audiences asking for more.

## VISIONARY LEADER PANELS

**9am-4pm**

9am

10am

11am

2pm

3pm

**Columbus G-L**

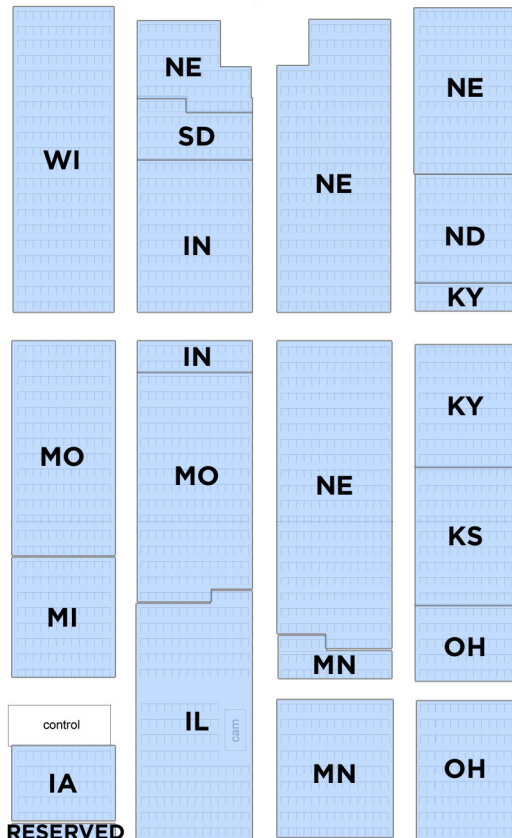
Sports & Entertainment Marketing

Entrepreneurship

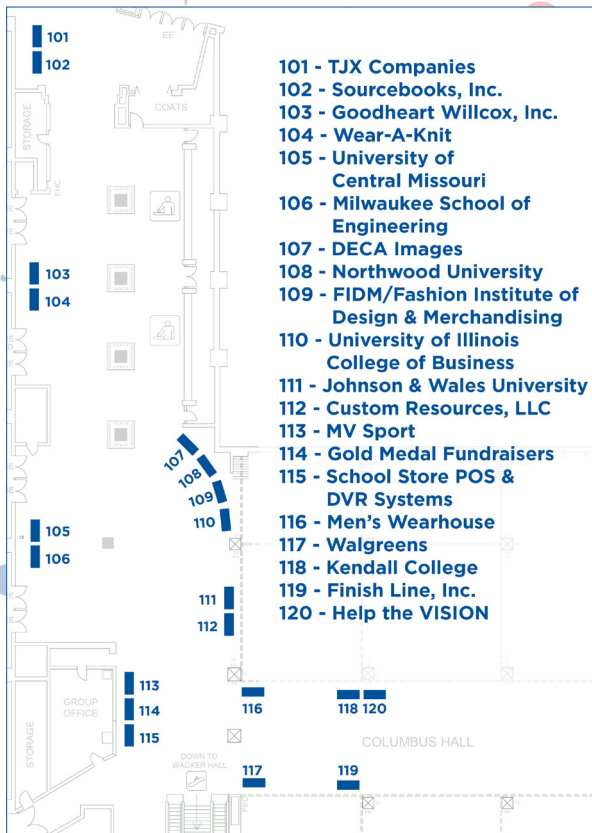
Finance

Retail Marketing

Hospitality Management & Tourism



**STAGE**



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**Milwaukee School of Engineering - 106**[www.msoe.edu](http://www.msoe.edu)**TJX Companies - 101**[www.tjx.com](http://www.tjx.com)**University of Central Missouri - 105**[www.ucmo.edu](http://www.ucmo.edu)**MV Sport - 113**[www.mvsport.com](http://www.mvsport.com)**Northwood University 108**[www.northwood.edu](http://www.northwood.edu)**University of Illinois College of Business - 110**[business.illinois.edu](http://business.illinois.edu)**School Store POS & DVR Systems - 115**[www.schoolpos.com](http://www.schoolpos.com)**Walgreens - 117**[www.walgreens.com](http://www.walgreens.com)**Sourcebooks, Inc. - 102**[www.sourcebooks.com](http://www.sourcebooks.com)**Wear-a-Knit - 104**[www.wearaknit.com](http://www.wearaknit.com)

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Belmont University  
College of Business  
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Berkeley College

BetterInvesting

Boston University  
School of Hospitality  
Administration

College Pro Painters

Custom Resources

DeVry University

Embry-Riddle  
Aeronautical University

ESPN Fundraising

Ewing Marion Kauffman  
Foundation

FIDM/Fashion Institute of  
Design & Merchandising

Finish Line, Inc.  
Foot Locker, Inc.

Herff Jones, Inc.

Hilton Worldwide

International Franchise  
Association Educational  
Foundation, Inc.

J.C. Penney Company,  
Inc.

Johnson & Wales  
University

Jostens

Knowledge Matters

Lynn University

M&M Productions USA

Marriott International, Inc.

McGraw-Hill School  
Education Group

McPherson College

The Men's Wearhouse



Muscular Dystrophy  
Association

National Apartment  
Association Education  
Institute

National Automotive  
Parts Association

National Retail Federation

NBA Properties, Inc.

NFIB Young Entrepreneur  
Foundation

Niagara University  
(College of Hospitality &  
Tourism Management)

Northwood University

Ohio Northern University

Otis Spunkmeyer, Inc.

PDC Productions

PiperJaffray & Co.

Publix Super Markets, Inc.

Safeway, Inc.

Sales & Marketing  
Executives International

Sears Holdings  
Corporation

The SIFMA Foundation  
for Investor Education

SimpleTuition, Inc.

Southwest Airlines Co.

Stein Mart, Inc.

T.J.Maxx/Marshalls

Tropicana Products, Inc.

Universal Studios

Vector Marketing  
Corporation

Walgreen Co.

Attendance at any DECA sponsored conference or activity is a privilege. The following conduct policies will apply to all delegates: students, adults, and any other authorized persons attending the conference. This form must be signed by each student, and the student's parent or guardian, attending a DECA conference or activity (including, but not limited to, conferences, meetings, workshops, etc.) and brought to the conference by the chapter advisor.

Delegates shall abide by the rules and practices of DECA at all times, to and from the designated point of origin of the activity. Delegates shall respect and abide by the authority vested in DECA. Determination of penalties for violations will be at the discretion of your state association of DECA. Additional penalties may be imposed by the local school district.

- The term "delegate" shall mean any DECA member, including advisors, attending conferences (high school, collegiate, alumni, professional).
- 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 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 state/provincial advisors.

- 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.
- State/Provincial 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.
- Delegates shall allow DECA and the Central Region Leadership Conference to use conference photographs and video footage for promotional purposes.

The DECA Chapter Advisor must bring this signed form for each delegate to each conference. It is recommended that this form be notarized for out-of-state travel.



**DECA**<sup>TM</sup>

## THURSDAY, DECEMBER 2

		ACTIVITY	ROOM
9am			
10am			
11am			
12pm			
1pm			
2pm			
3pm			
4pm			
5pm	State Meetings		
6pm			
7pm	DECA Workshops		
8pm			
9pm		Doors Open	Grand Ballroom
10pm		Opening General Session	

# FRIDAY, DECEMBER 3

VISION

## PERSONAL SCHEDULE

		ACTIVITY	ROOM
9am	TELE-VISION by Focus Training VISIONary Leader Panels		
10am			
11am			
12pm			
1pm			
2pm			
3pm			
4pm		<b>BLUE MAN GROUP</b> Please remember to wear your conference t-shirt. Buses will be loading from Riverside Center. <b>3:15 Boarding/4pm Showtime:</b> Iowa, Kansas, Michigan, & Missouri <b>5:15 Boarding/6pm Showtime</b> Indiana, Kentucky, Minnesota, & Ohio <b>7:15 Boarding/8pm Showtime</b> Illinois, Nebraska Chapters from Omaha Central, Bellevue East, & Lincoln High School, North Dakota, South Dakota, & Wisconsin <b>9:15 Boarding/10pm Showtime</b> Remaining Nebraska Chapters	Briar Street Theatre
5pm			
6pm			
7pm			
8pm			
9pm			
10pm			

## SATURDAY, DECEMBER 4

		ACTIVITY	ROOM
	TELE-VISION by Focus Training		
9am			
10am			
11am			
12pm		Closing General Session	Grand Ballroom
1pm			
2pm			
3pm			
4pm			
5pm			
6pm			
7pm			
8pm			
9pm			
10pm			





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