

2024 Alabama DECA Career Development Conference

REGISTRATION GUIDE



CONFERENCE DETAILS

FEBRUARY 21-22, 2024



**Sheraton Hotel
2101 Richard Arrington Jr Blvd.
Birmingham, AL 35203**



50+ Competitive Events

800+ DECA Members Across Alabama

80+ DECA Advisors

100+ Judges and Volunteers

KEY DATES

Registration Opens:	November 1, 2023
<u>CHAMP CAMP:</u> <i>Get inside information on how to SUCCEED and "Get that Glass!"</i>	November 7, 2023 <i>Montgomery, AL</i>
Conference T-shirt and ICDC Pin Contest Submission Deadline:	December 8, 2023
State Action Project Submission Deadline:	December 15, 2023
Regular Registration Deadline:	January 16, 2024
Late Registration Deadline: (\$20 late fee per person registered)	January 24, 2024
Online Exams Testing:	February 5-9, 2024
Substitutions DEADLINE: (no exceptions/substitutions after this date)	February 3, 2024
State Association Officer Applications Deadline:	February 2, 2024
Hotel Registration Deadline (could reach capacity prior to this deadline)	February 5, 2024
Written Events Submission Deadline:	February 14, 2024
Payment for CDC Registration Deadline: Received in Office: PO Box 302101 50 North Ripley Street Montgomery, AL 36130	February 9, 2024
Alabama DECA Career Development Conference:	February 21-22, 2024
International Career Development Conference:	April 26-30, 2024

tentative

DECA STATE SCHEDULE

**2024 Alabama DECA Career Development
Conference**



<u>Wednesday, February 21</u>	<i>TENTATIVE</i>	
9:00 am – 10:30 am	Registration <i>*Registration will close promptly at 10:30 am</i>	Birmingham Sheraton
10:30 am – 4:00 pm	Exhibitor/Sponsor booths	
10:00 am – 10:45 am	Advisor Check-In Judges Check-In	
10:45 am – 11:15 am	Judge’s Briefing Advisor Briefing	
11:15 am – 11:45 am	Advisors/Judges/Volunteers Luncheon <i>*lunch/meal is not provided for the students</i>	
12:00 pm - 4:00 pm	Competitive Events Workshops	
1:00 pm – 2:00 pm	State Officer Candidate campaigning booths SETUP	
2:00 pm – 4:30 pm	State Officer Campaigns	
4:30 pm – 7:00 pm	Break	
7:00 pm – 9:00 pm 9:00 pm – 9:15 pm 11:30 pm	Opening General Session Delegate Assembly (voting delegates only) Curfew	
<u>Thursday, February 21</u>		
9:00 am – 11:30 am	Grand Awards Session	

COMPETITIVE EVENTS

With over 50 competitive events, there is something for everyone! Whether it is an impromptu Role-Play or a well-planned and researched Written Event, your students have the opportunity to showcase their talent and skills to our volunteer judges.

As an integral part of the classroom curriculum, DECA's industry-validated competitive events are aligned with the National Curriculum Standards in the career clusters of marketing, business management and administration, finance, and hospitality and tourism. DECA's flagship evaluation process involves students in both a written component such as an exam or report and an interactive component with an industry professional serving as a judge. DECA's competitive events directly contribute to every student being college and career ready when they graduate from high school.

GUIDELINES

- ❖ All participants must be active members of DECA with the current year's dues on file with DECA Inc. prior to January 11 of the current school year.
- ❖ A participant may enter only one competitive event.
- ❖ There is NO limit to the number of participants per chapter in each event.
- ❖ Participants must attend ALL sessions scheduled during CDC.
- ❖ Participants are required to follow the [Alabama DECA Dress Code](#).
- ❖ All written entries must include a signed copy of DECA's [Written Event Statement of Assurances and Academic Integrity](#).
- ❖ All participants in the PRINCIPLES events must be first-year DECA members.

THE COMPETITIVE EVENTS POSTER

- ❖ List of each competitive event
- ❖ Exam associated with each event
- ❖ Number of participants allowed to compete (single, two-person teams, or three-person teams)
- ❖ Requirements for each event
- ❖ Prep time and Interview time allowance for each event
- ❖ Link to online [Competitive Events Poster](#)



DECA COMPETITIVE EVENTS

PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS							
PRINCIPLES OF BUSINESS MANAGEMENT AND ADMINISTRATION	PBM						
PRINCIPLES OF FINANCE	PFN						
PRINCIPLES OF HOSPITALITY AND TOURISM	PHT	BUSINESS ADMINISTRATION CORE EXAM					
PRINCIPLES OF MARKETING	PMK						
TEAM DECISION MAKING EVENTS							
BUSINESS LAW AND ETHICS	BLTEK	BUSINESS MANAGEMENT AND ADMINISTRATION EXAM					
BUYING AND MERCHANDISING	BTM	MARKETING EXAM					
ENTREPRENEURSHIP	ETM	ENTREPRENEURSHIP EXAM					
FINANCIAL SERVICES	FTM	FINANCE EXAM					
HOSPITALITY SERVICES	HTM	HOSPITALITY AND TOURISM EXAM					
MARKETING MANAGEMENT	MTM	MARKETING EXAM					
SPORTS AND ENTERTAINMENT MARKETING	SETM	MARKETING EXAM					
TRAVEL AND TOURISM	TTM	HOSPITALITY AND TOURISM EXAM					
INDIVIDUAL SERIES EVENTS							
ACCOUNTING APPLICATIONS	ACT	FINANCE EXAM					
A FAREL AND ACCESSORIES MARKETING	AAM	MARKETING EXAM					
AUTOMOTIVE SERVICES MARKETING	ASM	MARKETING EXAM					
BUSINESS FINANCE	BFS	FINANCE EXAM					
BUSINESS SERVICES MARKETING	BSM	MARKETING EXAM					
ENTREPRENEURSHIP	ENT	ENTREPRENEURSHIP EXAM					
FOOD MARKETING	FMS	MARKETING EXAM					
HOTEL AND LODGING MANAGEMENT	HLM	HOSPITALITY AND TOURISM EXAM					
HUMAN RESOURCES MANAGEMENT	HSM	BUSINESS MANAGEMENT AND ADMINISTRATION EXAM					
MARKETING COMMUNICATIONS	MCS	MARKETING EXAM					
QUICK SERVE RESTAURANT MANAGEMENT	QSRM	HOSPITALITY AND TOURISM EXAM					
RESTAURANT AND FOOD SERVICE MANAGEMENT	RFSM	HOSPITALITY AND TOURISM EXAM					
RETAIL MERCHANDISING	RMS	MARKETING EXAM					
SPORTS AND ENTERTAINMENT MARKETING	SEM	MARKETING EXAM					
PERSONAL FINANCIAL LITERACY EVENT							
PERSONAL FINANCIAL LITERACY	PFL	PERSONAL FINANCIAL LITERACY EXAM					
BUSINESS OPERATIONS RESEARCH EVENTS							
BUSINESS SERVICES OPERATIONS	BSO						
BUYING AND MERCHANDISING OPERATIONS	BMOR						
FINANCE OPERATIONS	FO	NO EXAM					
HOSPITALITY AND TOURISM OPERATIONS	HTOR						
SPORTS AND ENTERTAINMENT MARKETING OPERATIONS	SEOR						
PROJECT MANAGEMENT EVENTS							
BUSINESS SOLUTIONS PROJECT	BSP						
CAREER DEVELOPMENT PROJECT	CDP						
COMMUNITY AWARENESS PROJECT	CPA						
COMMUNITY GIVING PROJECT	CGP						
FINANCIAL LITERACY PROJECT	FPL						
SALES PROJECT	SP						
ENTREPRENEURSHIP EVENTS							
INNOVATION PLAN	EIP						
START-UP BUSINESS PLAN	EB						
FRANCHISE BUSINESS PLAN	EFP						
INDEPENDENT BUSINESS PLAN	EIB						
BUSINESS GROWTH PLAN	EBG						
INTERNATIONAL BUSINESS PLAN	IBP						
INTEGRATED MARKETING CAMPAIGN EVENTS							
INTEGRATED MARKETING CAMPAIGN-EVENT	IMCE						
INTEGRATED MARKETING CAMPAIGN-PRODUCT	IMCP	MARKETING EXAM					
INTEGRATED MARKETING CAMPAIGN-SERVICE	IMCS						
PROFESSIONAL SELLING AND CONSULTING EVENTS							
FINANCIAL CONSULTING	FC	FINANCE EXAM					
HOSPITALITY AND TOURISM PROFESSIONAL SELLING	HTPS	HOSPITALITY AND TOURISM EXAM					
PROFESSIONAL SELLING	PSE	MARKETING EXAM					
ONLINE EVENTS							
STOCK MARKET GAME	SMG						
VIRTUAL BUSINESS CHALLENGE-ACCOUNTING	VBCAC						
VIRTUAL BUSINESS CHALLENGE-ENTREPRENEURSHIP	VBCEN						
VIRTUAL BUSINESS CHALLENGE-FASHION	VBCFA						
VIRTUAL BUSINESS CHALLENGE-HOTEL MANAGEMENT	VBCHM						
VIRTUAL BUSINESS CHALLENGE-PERSONAL FINANCE	VBCPF						
VIRTUAL BUSINESS CHALLENGE-RESTAURANT	VBCRS						
VIRTUAL BUSINESS CHALLENGE-RETAIL	VBCRY						
VIRTUAL BUSINESS CHALLENGE-SPORTS	VBCSP						

*Written entries must follow the specifications in the Penalty Point Checklist. Consult the DECA Guide for complete details.

LAST YEAR'S COMPETITIVE EVENTS – BY THE NUMBERS

Take a look at the event numbers from last year so that you can direct your students to the events that will offer the best chances of success.

Competitive Event Numbers from ALABAMA CDC			
Individual Series Events			
Abb.	Event	# Registered 2023	
AAM	Apparel & Accessories Marketing	20	
ACT	Accounting Applications	9	
ASM	Automotive Services Marketing	7	
BFS	Business Financial Services	9	
BSM	Business Services Marketing	7	
ENT	Entrepreneurship	14	
FMS	Food Marketing Services	19	
HLM	Hotel & Lodging Management	16	
HRM	Human Resources Management	14	
MCS	Marketing Communications	10	
PFL	Personal Financial Literacy	4	
QSRM	Quick Serve Restaurant Management	19	
RFSM	Restaurant & Food Service Management	7	
RMS	Retail Merchandising	11	
SEM	Sports & Entertainment Marketing	8	
Principles Events			
Abb.	Event	# Registered 2023	
PMK	Principles of Marketing	21	
PBM	Principles of Business Management & Administration	20	
PFN	Principles of Finance	11	
PHT	Principles of Hospitality & Tourism	36	
Team Decision Making Events			
Abb.	Event	# Registered 2023	# Teams 2023
BLTDM	Business Law & Ethics	18	9
BTDM	Buying & Merchandising	16	8
ETDM	Entrepreneurship	24	12
FTDM	Financial Services	10	5
HTDM	Hospitality Services	24	12
MTDM	Marketing Management	30	15
STD	Sports & Entertainment Marketing	22	11
TTDM	Travel & Tourism Marketing	16	8



LAST YEAR'S COMPETITIVE EVENTS – BY THE NUMBERS


Competitive Event Numbers from ALABAMA CDC			
Written Events			
Abb.	Event	# Registered 2023	# Teams 2023
BMOR	Buying and Merchandising Operations	6	2
BOR	Business Services Operations	5	2
EBG	Business Growth Plan	1	1
EFB	Franchise Business Plan	13	6
EIB	Independent Business Plan	15	7
EIP	Innovation Plan	16	10
ESB	Start-Up Business Plan	28	12
FOR	Finance Operations Research	3	1
HTOR	Hospitality & Tourism Operations	4	2
IBP	International Business Plan	10	5
IMCE	Integrated Marketing Campaign - Event	18	10
IMCP	Integrated Marketing Campaign - Product	4	3
IMCS	Integrated Marketing Campaign - Service	9	6
PMBS	Business Solutions Project	4	2
PMCA	Community Awareness Project	27	14
PMCD	Career Development Project	10	4
PMCG	Community Giving Project	20	9
PMFL	Financial Literacy Project	4	2
PMSP	Sales Project	5	2
SEOR	Sports & Entertainment Marketing Operations	4	2
Professional Selling Events			
Abb.	Event	# Registered 2023	
FCE	Financial Consulting Event	6	
HTPS	Hospitality and Tourism Professional Selling Event	10	
PSE	Professional Selling Event	7	






PERFORMANCE INDICATORS

The chart below shows the blueprint of items by instructional area. **At the State CDC level, 40% of the questions come from the Business Administration CORE indicators and 60% come from the career cluster specific to the competitive event.** At ICDC, 30% of the questions come from the Business Administration core content and 70% from specific career cluster by event.

EXAM BLUEPRINTS					 EXPERIENCE <i>the</i> DIFFERENCE
<p>DECA's exams are rigorous, industry-validated, multiple-choice, 100-item exams based on National Curriculum Standards. These charts show the blueprint of items by instructional area for the 2022-2023 exams used at the district level, chartered association level and at the International Career Development Conference.</p>					
 BUSINESS ADMINISTRATION CORE	DISTRICT	ASSOCIATION	ICDC	Performance Indicators	
Business Law	1	1	4	Business Administration Core Performance Indicators Competitive Events ALL Competitive Event Exams – 40% come from this section at State CDC 30% at ICDC PBM - Principles of Business Management & Administration PFN - Principles of Finance PHT Principles of Hospitality and Tourism PMK - Principles of Marketing	
Communications	15	15	11		
Customer Relations	5	5	4		
Economics	7	7	12		
Emotional Intelligence	22	22	19		
Entrepreneurship	0	0	1		
Financial Analysis	16	16	13		
Human Resources Management	1	1	1		
Information Management	10	10	11		
Marketing	1	1	1		
Operations	11	11	13		
Professional Development	11	11	9		
Strategic Management	0	0	1		
 BUSINESS MANAGEMENT + ADMINISTRATION	DISTRICT	ASSOCIATION	ICDC	Performance Indicators	
Business Law	5	5	5	Business Management and Administration Performance Indicators Competitive Events BLTM - Business Law & Ethics Team Decision Making HRM - Human Resources Management Series	
Communications	7	6	6		
Customer Relations	2	2	1		
Economics	6	5	4		
Emotional Intelligence	9	8	6		
Entrepreneurship	1	0	0		
Financial Analysis	7	6	5		
Human Resources Management	1	0	0		
Information Management	7	6	6		
Knowledge Management	6	7	9		
Marketing	1	1	1		
Operations	21	24	26		
Professional Development	6	5	4		
Project Management	6	7	8		
Quality Management	3	4	5		
Risk Management	3	5	5		
Strategic Management	8	9	10		

 ENTREPRENEURSHIP	DISTRICT	ASSOCIATION	ICDC	Performance Indicators	
Business Law	4	4	3	Entrepreneurship Career Cluster Performance Indicators	
Channel Management	3	3	3		
Communications	1	0	1		
Customer Relations	1	1	1		
Economics	3	3	2	Competitive Events	
Emotional Intelligence	6	6	4		
Entrepreneurship	14	13	14		
Financial Analysis	10	9	11		
Human Resources Management	5	4	4		
Information Management	4	3	2		
Market Planning	5	6	6		
Marketing	1	1	1		
Marketing-Information Management	2	3	2		
Operations	13	13	14		
Pricing	2	3	2		
Product/Service Management	4	4	4		
Professional Development	5	5	4		
Promotion	6	7	8		
Quality Management	1	1	1		
Risk Management	2	3	4		
Selling	1	1	1		
Strategic Management	7	7	8		
<p>ENT - Entrepreneurship Series ETDM - Entrepreneurship Team Decision Making</p>					
\$ FINANCE	DISTRICT	ASSOCIATION	ICDC		Performance Indicators
Business Law	7	8	7	Finance Career Cluster Performance Indicators	
Communications	5	4	3		
Customer Relations	5	5	4		
Economics	6	5	4		
Emotional Intelligence	9	8	6	Competitive Events	
Entrepreneurship	1	0	0		
Financial Analysis	24	28	30		
Financial-Information Management	9	10	12		
Human Resources Management	1	0	0		
Information Management	6	5	5		
Marketing	1	1	1		
Operations	6	5	4		
Professional Development	13	14	15		
Risk Management	6	7	9		
Strategic Management	1	0	0		
<p>ACT -Accounting Applications Series BFS -Business Finance Series FCE -Financial Consulting FTDM - Financial Services Team Decision Making</p>					

 HOSPITALITY + TOURISM	DISTRICT	ASSOCIATION	ICDC	Performance Indicators
Business Law	3	3	2	Hospitality and Tourism Career Cluster Performance Indicators
Communications	5	4	3	
Customer Relations	7	9	9	
Economics	6	6	5	
Emotional Intelligence	9	9	7	
Entrepreneurship	1	0	0	
Financial Analysis	8	7	7	
Human Resources Management	2	1	1	
Information Management	14	15	15	
Knowledge Management	0	1	1	
Market Planning	1	1	2	
Marketing	1	1	2	
Operations	13	13	13	
Pricing	1	1	1	
Product/Service Management	6	7	9	
Professional Development	8	7	6	
Promotion	2	3	3	
Quality Management	1	1	1	
Risk Management	1	1	2	
Selling	7	8	9	
Strategic Management	3	2	2	
				Competitive Events HTPS - Hospitality & Tourism Professional Selling HTDM - Hospitality Services Team Decision Making HLM - Hotel & Lodging Management Series QSRM - Quick Service Restaurant Management Series RFSM - Restaurant & Food Service Management Series TTDM - Travel & Tourism Team Decision Making
 MARKETING	DISTRICT	ASSOCIATION	ICDC	Performance Indicators
Business Law	2	2	1	Marketing Career Clusters Performance Indicators
Channel Management	5	6	7	
Communications	5	4	3	
Customer Relations	2	2	1	
Economics	6	5	4	
Emotional Intelligence	9	8	6	
Entrepreneurship	1	0	0	
Financial Analysis	6	5	4	
Human Resources Management	1	0	0	
Information Management	5	4	3	
Market Planning	4	4	5	
Marketing	1	1	1	
Marketing-Information Management	11	14	16	
Operations	6	5	4	
Pricing	3	4	4	
Product/Service Management	11	13	15	
Professional Development	6	5	5	
Promotion	9	11	13	
Selling	6	7	8	
Strategic Management	1	0	0	
				Competitive Events AAM - Apparel & Accessories Marketing Series ASM - Automotive Services Series BSM -Business Services Marketing Series BTDM - Buying & Merchandising Team Decision Making FMS - Food Marketing Series IMCE - Integrated Marketing Campaign--Event IMCP - Integrated Marketing Campaign--Product IMCS - Integrated Marketing Campaign--Service MCS - Marketing Communication Series MTDM - Marketing Management Team Decision Making PSE - Professional Selling RMS - Retail Merchandising Series SEM - Sports & Entertainment Marketing Series STD - Sports & Entertainment Marketing Team Decision Making
 PERSONAL FINANCIAL LITERACY	DISTRICT	ASSOCIATION	ICDC	Performance Indicators
Earning Income	25	20	16	Personal Financial Literacy Performance Indicators
Spending	14	14	14	
Saving	15	14	13	
Investing	15	19	21	
Managing Credit	16	19	21	
Managing Risk	15	14	15	
				Competitive Events PFL - Personal Financial Literacy

COMPETITION RESULTS

Beginning the day after competition, the results for each participant will be available to view and download online through the conference registration portal. **While NO written events are required to be turned in the day of competition (all will be uploaded online by the written events submission deadline), any materials provided to the judges will NOT be returned.**

AWARDS/TROPHIES

Chapter Awards as well as individual awards and trophies will be given out at the Opening Session Wednesday evening and at the Grand Awards Session on Thursday. It is your chapter's responsibility to attend these sessions to receive the awards. If a student is unable to receive their award onstage, please send a representative after the session to pick up the award/s. *Unless awards session is cancelled or changed due to inclement weather or factors affecting the entire conference, awards will not be shipped to chapters/individuals that do not attend the Awards Session.*

LEADERSHIP OPPORTUNITIES

While at CDC, you students will have the opportunity to attend 2 – 3 leadership workshops designed to ignite, elevate, and empower your chapter members. Participants will be expected.

STATE ASSOCIATION OFFICER LEADERSHIP TEAM ELECTIONS

Each chapter is expected to participate in the election of the Association Officer Leadership Team for the upcoming year. Each chapter will be allotted FOUR (4) voting delegates and will be invited to attend a voting delegate special assembly following the opening general session.

ASSOCIATION OFFICER LEADERSHIP TEAM CANDIDATES

Any Alabama DECA member interested in applying to campaign for a position on the Association Officer Leadership Team should complete and submit all [association officer application documents](#) by the deadline.

STATE ACTION PROJECT

Alabama's State Action Project is designed to guide chapters to have an active Career Technical Student Organization (CTSO). DECA chapters should strive for the **DIAMOND** level of the State Action Project, but other levels are designed to promote the goals and mission of DECA and motivate chapters to earn recognition for their chapter's activity. The [State Action Project](#) can be found on www.alabamadeca.com in the Resources section of the "Teacher" tab. The deadline to submit the State Action Project is **December 15, 2023**.

REGISTRATION

<https://www.decaregistration.com/al>

Student DECA Members

\$60 per attendee

*Competitors & Non-Competitors

Advisors & Chaperones

\$45 per attendee

Late Fee: \$20 per attendee

*after regular registration deadline

After the registration deadline, no attendee can be removed from the registration portal. Any substitutions can be made until the substitution deadline. No changes can be made after the substitution deadline.

PROCTOR

Each chapter is REQUIRED to register a proctor to administer the **Online Exams** at each chapter's base school. The proctor will receive all instructions, usernames, and passwords for students entered in competitive events that include an exam. The proctor will not attend CDC on site and includes FREE registration. **[THE PROCTOR CANNOT BE A DECA Advisor.](#)**

PAYMENT

Payment must be received by Alabama DECA by the payment deadline. Payment can be made by credit card using the link on the invoice statement, or a check can be mailed to:

Alabama DECA
PO Box 302101
50 North Ripley Street
Montgomery, AL 36130

*Students will NOT be allowed to compete until payment is received in full from the chapter.

STUDENT LUNCH OPTION FOR PURCHASE WITH CDC REGISTRATION

Chapters are not allowed to bring in outside food to the Sheraton Birmingham and BJCC complex. *If Alabama DECA is assessed a fee for outside food brought in from your chapter, the fee will be passed on and charged to your chapter for payment.

Students will find several lunch options within walking distance to the conference facilities. NEW this year, the Sheraton Birmingham will be offering concessions during CDC as well as an optional lunch available for pre-purchase during conference registration (no onsite purchase of this lunch option). *Once CDC registration has closed, no changes can be made to the number of lunch purchased and your chapter will be responsible for full payment.* Each chapter will receive lunch tickets in the conference registration materials for the number of lunches purchased during CDC online registration.

Lunch available for purchase online during CDC Registration. Cost: \$20 each.

Chicken Tenders with Macaroni & Cheese and Mixed Vegetables.

Sweet Tea and Water will be included.

COMPREHENSIVE CONSENT FORM

The [Comprehensive Consent Form](#) can be found on the deca.org and alabamadeca.com websites. These forms will not be turned in to Alabama DECA but kept on file with the advisor of each chapter.

CANCELLATION POLICY

Once registration has been submitted, full payment is expected by the conference deadline. No cancellations and/or refunds will be granted. Attendee substitutions are allowed until the substitution deadline.

CONFERENCE HOTEL

The **Sheraton Birmingham** will host our conference and has a conference block of rooms for Alabama DECA. Rooms will be on a “first-come-first-served” basis. The hotel block for Alabama DECA CDC is likely to reach capacity prior to the registration deadline. Once capacity is reached, Alabama DECA and the Sheraton Birmingham do not guarantee rooms. The conference rate is **\$135** per room, per night (single, double, triple, quad) plus applicable state and local taxes (currently 17.5%). Please use the [conference hotel reservation](#) form when making reservations. Send a copy of the hotel reservation form to julie.crockett@alsde.edu.

ADVISOR INFORMATION

Alabama DECA Advisors will be required to attend an informational session and CDC orientation. Advisors will sign in to this meeting and receive advisor materials not included in CDC chapter registration materials. At this meeting, information will be provided regarding the conference and competition updates. Advisors are required to attend and assist with competitive events and monitor students throughout the conference. A schedule as well as complete instructions will be provided the week prior to conference for each advisor assignment.

A conference app will be available this year and will be used to provide announcements/updates throughout the conference. The advisor [SLACK app](#) will also be used to disseminate conference information.

TSHIRT AND ICDC PIN CONTEST


Alabama DECA student members are invited to unleash their creativity and participate in this year's State CDC t-shirt & ICDC pin design competition. The winning design will be shown off at our State Career Development Conference and worn by members and advisors across the state. The winning entry will receive a \$50 cash prize* and recognition during the conference.

*Only one cash prize per member awarded.

Submit entries to this form: [AL DECA T-Shirt & Pin Contest \(wufoo.com\)](#)

DEADLINE to submit: December 8, 2023

DECA Inc. Branding Guidelines: [DECA-Branding-Guidlines.pdf](#)



2024 ALABAMA DECA CAREER DEVELOPMENT CONFERENCE

T-SHIRT & ICDC PIN

CONTEST




Do you have a great idea for a t-shirt design that you would like to see our chapter members from across Alabama wearing? Submit your design for a chance to win \$50 cash at CDC!

Alabama DECA student members are invited to unleash their creativity and participate in this year's State CDC t-shirt & ICDC pin design competition. The winning design will be shown off at our State Career Development Conference and worn by members and advisors across the state. The winning entry will receive a \$50 cash prize* and recognition during the conference. *Only one cash prize per member awarded.

ALABAMA DECA 2024 STATE CDC T-SHIRT & PIN DESIGN CONTEST OFFICIAL RULES

- Each chapter may submit one entry. (Suggested that a local competition determine a single winner—great DECA month activity.)
- Entry must be the work of a paid member of DECA.
- Entry must:
 - represent Alabama DECA with the Alabama DECA logo
 - use no more than three colors
 - follow the DECA branding guidelines: <https://www.deca.org/wp-content/uploads/2017/08/DECA-Branding-Guidlines.pdf>
 - not violate any copyright laws
 - be submitted as a JPEG or PNG file (minimum of 600 dpi)
- This year's theme: EXPERIENCE THE DIFFERENCE
- Online voting will determine winner.

**DEADLINE:
DECEMBER 8 2023**



ALABAMA DECA STATE CONFERENCE DRESS CODE

DECA's Board of Directors has developed the following official dress standards for the Career Development Conference. **Students, advisors, and chaperones must follow the dress code.**

Professional attire acceptable for official DECA activities include:

Males

Business suit with collar dress shirt, and necktie or
Sport coat, dress slacks, collared shirt, and necktie or
Dress slacks, collared shirt, and necktie
Banded collar shirt may be worn only if sport coat or business suit is worn.
Dress shoes and socks

Females

Business suit with blouse or
Business pantsuit with blouse or
Dress skirt or dress slacks with blouse or sweater or
Business dress
Dress shoes

- Nylons when wearing skirts and dress are recommended but not required
- Dress and skirt length **MUST** be knee-length



Inappropriate attire, for both men and women, includes:

- Jewelry in visible body piercing, other than ears
- Denim or chambray fabric clothing of any kind, overalls, shorts, skorts, stretch or stirrup pants, exercise, or bike shorts
- Backless, see-through, tight-fitting, spaghetti straps, strapless, extremely short, or low-cut blouses/tops/dresses/skirts
- T-shirts, Lycra™, spandex, midriff tops, tank tops, bathing suits
- Casual sandals, flip flops, athletic shoes, industrial work shoes, boat shoes, hiking boots, bare feet, or over-the-knee-boots
- Athletic wear, including sneakers
- Hats or flannel fabric clothing
- Bolo ties



Two (2) points for each dress code infraction will be deducted from participant's total score.

COMPREHENSIVE CONSENT FORM
Alabama DECA



School

Student Name

Advisor

Student: area code/phone number

Advisor: area code/phone number

Name of Emergency Contact

Emergency Contact: area code/phone number

Information: Complete all information for each DECA member prior to attending any region, state, or international DECA conference. This form must be on file with each local chapter advisor and with the local school system administration within two weeks of paying membership dues and be retained for one calendar year. Additionally, the DECA advisor **MUST** bring a complete form for each participant to **each region, state, and international conference**. Completion and signing of this document indicate that the student, parent or guardian, and school administrator have read this form and approve its contents. Completing and signing of this document provides consent for:

1. Student travel, to and from, and attendance at conferences specified below
2. Emergency medical treatment
3. Student abiding by the Conference Code of Conduct and Dress Code
4. Waiver of Liability

Philosophy: It is a privilege and honor for a student to attend local, region, state and international DECA conferences. As such, each student represents his/her school, community, and family as a young business professional. Students are expected to follow all Rules and Regulations stated herein. In cases of uncertainty, the student should confer with his/her advisor prior to acting, since ignorance of Alabama DECA rules is not an acceptable excuse. Advisors, chaperones, and state staff assume the responsibility of enforcing Rules and Regulations to ensure, to the greatest degree possible, the safety and wellbeing of the student.

Conferences: Consent and approvals, indicated by the signing parties, are applicable to the following activities:

1. Alabama Career and Technical Student Organization Joint Leadership Development Conference
2. National DECA Southern Region Leadership Development Conference (SRLC)
3. Ultimate DECA Power Trip / New York Experience / Sports & Entertainment Marketing Conference
4. Alabama DECA State Career Development Conference
5. International DECA Career Development Conference

Travel and Attendance: As indicated by my signature on the following page, I give my son/daughter permission to travel to/from and attend the conferences referenced on this form.

Conduct and Dress Code: As indicated by our signatures on the following page, we have read and will abide by the Conference Code of Conduct and the Dress Code.

Travel and Attendance: As indicated by my signature, I give my son/daughter permission to travel to/from and attend the conferences referenced on this form.

Conduct and Dress Code: As indicated by our signatures, we have read and will abide by the Conference Code of Conduct and the Dress Code.

Advisor

Student Name

As indicated by my signature below, I _____,
(Name of parent/guardian) (Relationship)

of _____,
(Student) (age)

of _____
(Complete home address)

hereby authorize in advance the advisor or State DECA Staff to secure the services of a physician or hospital and to render payment for the expenses connected to necessary services in the event of an accident or illness involving

Student Name

while traveling to and from and while attending all DECA activities.

Waiver of

Liability: As indicated by our signatures below, we hereby, on behalf of _____
Student Name

absolve and release the school officials, the DECA chapter advisor(s) and the assigned State DECA Staff from any claims for personal injuries or illness which might be sustained while my son/daughter is in route to and from or while attending the DECA conference.

Student Signature

Date

Parent/Guardian Signature

Date

Advisor

Date

Administrator

Date

Insurance Company Name

Policy Number

CONSENT AND RELEASE-MINOR

(Print Student's Name)

I hereby grant consent, authority, and permission to

ALABAMA DECA

and to those acting with the authority of that organization, to use, reuse, publish, republish, the name, statements or comments, likeness, picture, photographic image, or videotape or electronic image, or videotape or electronic image of the minor (under the age of 19 years) below, in whole or in part, or composite or distorted, without restriction as to changes or alterations, without prior approval, in conjunction with original or reproductions in color or otherwise, in printed or electronic form, made through any medium or media, for illustration, promotion, advertising, trade, or any other purpose whatsoever.

I understand and agree that I will not receive any compensation for the use consented to herein. I hereby release and discharge all persons acting under the consent granted above from all liability, cause of action or claim civil or criminal, by virtue of any distorted or use, intentional or otherwise, that may occur or produced in the taking or subsequent processing or publication of my name, statements, comments, or the images covered herein.

I hereby warrant that I am of legal age and have the right to contract, consent, or grant release for the minor in the above regard. I also warrant that I have read the above consent and release, prior to its execution, and that I am fully familiar with the contents thereof. This consent and release shall be binding upon me, my heirs, legal representatives, and assigns.

SIGNATURE OF WITNESS

PARENT/GUARDIAN/CUSTODIAN

DATE

SIGNATURE

DATE

MINOR

DATE

Overview of 2023-2024 Competitive Events

Principles of Business Administration Events

Principles of Business Administration Events are designed for **first-year** DECA members who are enrolled in introductory-level principles of marketing/business courses. Advanced students with multiple course credits in this area are better served in more advanced competitive events. Students who were previously members of DECA are not eligible for these events. This event has two major parts: a business administration core exam and a content interview with a business executive.

The maximum score for the evaluation is 100 points. The presentation will be weighed at twice (2 times) the value of the exam score. The exam score carries forward into the final round of competition.

Principles of Business Administration Events	# of Participants	Written Exam	Entry Length	Prep Time	Presentation Time
Principles of Business Management & Administration	1	Yes-Business Admin Core Exam	N/A	10 min.	10 min.
Principles of Finance	1	Yes-Business Admin Core Exam	N/A	10 min.	10 min.
Principles of Hospitality & Tourism	1	Yes-Business Admin Core Exam	N/A	10 min.	10 min.
Principles of Marketing	1	Yes-Business Admin Core Exam	N/A	10 min.	10 min.

Individual Series Events

An individual series event consists of two major parts: a written cluster exam and one role play scenario. The participant will be given a 100-question, multiple-choice, cluster exam. The participant will be given a written scenario to review.

The maximum score for the evaluation is 100 points. The presentation will be weighed at twice (2 times) the value of the exam score. The exam score carries forward into the final round of competition.

Individual Series Events	# of Participants	Written Exam	Entry Length	Prep Time	Presentation Time
Accounting Applications	1	Yes- Finance Cluster Exam	N/A	10 min.	10 min.
Apparel & Accessories Marketing	1	Yes-Marketing Cluster Exam	N/A	10 min.	10 min.
Automotive Services Marketing	1	Yes-Marketing Cluster Exam	N/A	10 min.	10 min.
Business Finance	1	Yes- Finance Cluster Exam	N/A	10 min.	10 min.

Individual Series Events (continued)

An individual series event consists of two major parts: a written cluster exam and one role play scenario. The participant will be given a 100-question, multiple-choice, cluster exam. The participant will be given a written scenario to review.

Individual Series Events	# of Participants	Written Exam	Entry Length	Prep Time	Presentation Time
Business Services Marketing	1	Yes- Marketing Cluster Exam	N/A	10 min.	10 min.
Entrepreneurship	1	Yes- Entrepreneurship Exam	N/A	10 min.	10 min.
Food Marketing	1	Yes- Marketing Cluster Exam	N/A	10 min.	10 min.
Hotel & Lodging Management	1	Yes- Hospitality & Tourism Cluster Exam	N/A	10 min.	10 min.
Human Resources Management	1	Yes- Business Management & Admin Cluster Exam	N/A	10 min.	10 min.
Marketing Communications	1	Yes-Marketing Cluster Exam	N/A	10 min.	10 min.
Quick Serve Restaurant Management	1	Yes-Hospitality & Tourism Cluster Exam	N/A	10 min.	10 min.
Restaurant & Food Service Management	1	Yes-Hospitality & Tourism Cluster Exam	N/A	10 min.	10 min.
Retail Merchandising	1	Yes-Marketing Cluster Exam	N/A	10 min.	10 min.
Sports & Entertainment Marketing	1	Yes-Marketing Cluster Exam	N/A	10 min.	10 min.

Team Decision Making Events

Each team must be composed of two members of the DECA chapter. Each team member will be given a 100-question, multiple-choice, cluster exam. The scores will be averaged to produce a single team score.

Team members will be given a decision-making case study situation involving a problem in a business in the occupational area.

The maximum score for the evaluation is 100 points. The presentation will be weighed at twice (2 times) the value of the exam score. The exam score carries forward into the final round of competition.

Team Decision Making Events	# of Participants	Written Exam	Entry Length	Prep Time	Presentation Time
Business Law & Ethics	2	Yes- Business Management & Admin Cluster Exam	N/A	30 min.	15 min.
Buying & Merchandising	2	Yes- Marketing Cluster Exam	N/A	30 min.	15 min.
Entrepreneurship	2	Yes-Entrepreneurship Exam	N/A	30 min.	15 min.
Financial Services	2	Yes-Finance Cluster Exam	N/A	30 min.	15 min.
Marketing Management	2	Yes-Marketing Cluster Exam	N/A	30 min.	15 min.
Hospitality Services	2	Yes- Hospitality & Tourism Cluster Exam	N/A	30 min.	15 min.
Sports & Entertainment Marketing	2	Yes- Marketing Cluster Exam	N/A	30 min.	15 min.
Travel & Tourism	2	Yes-Hospitality & Tourism Cluster Exam	N/A	30 min.	15 min.

Business Operations Research Events

The Business Operations Research Events consist of two major parts: the written document and the oral presentation by the participants. The written document will account for 60 points and the oral presentation will account for the remaining 40 of the total 100 points. The **Written Event Statement of Assurances** must be signed and submitted with the entry. Do not include it in the page numbering. The participants may bring all visual aids to the event briefing. *Refer to the DECA Guide for the topics of each career category.*

Business Operations Research Events	# of Participants	Written Exam	Entry Length	Prep Time	Presentation Time
Business Services	1 to 3	No	20 Pages	None	15 min.
Buying & Merchandising	1 to 3	No	20 Pages	None	15 min.
Finance	1 to 3	No	20 Pages	None	15 min.
Hospitality & Tourism	1 to 3	No	20 Pages	None	15 min.
Sports & Entertainment	1 to 3	No	20 Pages	None	15 min.

Project Management Events

The project consists of two major parts: the written document and the oral presentation by chapter representatives. This is a project for the entire DECA chapter. One to three chapter representatives may participate in the oral presentation. All chapter representatives must present the project to the judges. Each chapter representative must respond to questions. The **Written Event Statement of Assurances** must be signed and submitted with the entry. Do not include it in the page numbering. The participants may bring all visual aids to the event briefing.

Project Management Events	# of Participants	Written Exam	Entry Length	Prep Time	Presentation Time
Business Solutions Project	1 to 3	No	20 Pages	None	15 min.
Career Development Project	1 to 3	No	20 Pages	None	15 min.
Community Awareness Project	1 to 3	No	20 Pages	None	15 min.
Community Giving Project	1 to 3	No	20 Pages	None	15 min.
Financial Literacy Project	1 to 3	No	20 Pages	None	15 min.
Sales Project	1 to 3	No	20 Pages	None	15 min.

Integrated Marketing Campaign Events

This event consists of outlined fact sheets, the cluster exam and the oral presentation. Each event entry will be composed of one to three members of the DECA chapter. Each participant will be given a 100-question, multiple-choice, cluster exam testing knowledge of the Business Administration Core performance indicators and the Marketing Cluster performance indicators. The **Written Event Statement of Assurances** must be signed and submitted with the entry. Do not include it in the page numbering. The participants may bring all visual aids to the event briefing.

Integrated Marketing Campaign Events	# of Participants	Written Exam	Entry Length	Prep Time	Presentation Time
Integrated Marketing Campaign-Product	1 to 3	Yes- Marketing Cluster Exam	10 pages	None	15 min.
Integrated Marketing Campaign-Service	1 to 3	Yes- Marketing Cluster Exam	10 pages	None	15 min.
Integrated Marketing Campaign-Event	1 to 3	Yes- Marketing Cluster Exam	10 pages	None	15 min.

Professional Selling & Consulting Events

Professional Selling and Consulting Events consist of two major parts: the cluster exam and the oral presentation. Professional Selling Events are for individual participants only. The participant will be given a 100-question, multiple-choice cluster exam. *Refer to the DECA Guide for the topics of each career category.*

Professional Selling Events	# of Participants	Written Exam	Entry Length	Prep Time	Presentation Time
Financial Consulting	1	Yes- Finance Cluster Exam	N/A	None	15 min.
Hospitality & Tourism Professional Selling	1	Yes- Hospitality & Tourism Cluster Exam	N/A	None	15 min.
Professional Selling	1	Yes- Marketing Cluster Exam	N/A	None	15 min.

Entrepreneurship Events

The project consists of two major parts: the written document/prospectus and the oral presentation.

Entrepreneurship Events	# of Participants	Written Exam	Entry Length	Prep Time	Presentation Time
Business Growth Plan	1 to 3	No	20 pages	None	15 min.
Franchise Business Plan	1 to 3	No	20 pages	None	15 min.
Independent Business Plan	1 to 3	No	20 pages	None	15 min.
International Business Plan	1 to 3	No	20 pages	None	15 min.
Innovation Business Plan	1 to 3	No	10 pages	None	15 min.
Start Up Business Plan	1 to 3	No	10 pages	None	15 min.

Personal Financial Literacy Event

The Personal Financial Literacy Event consists of 2 major parts: a financial literacy exam and a role play scenario. The exam items and the content interview situations are selected from a list of performance indicators identified in the National Standards in K-12 Personal Finance Education which were created and are maintained by the Jump\$tart Coalition for Personal Financial Literacy.

New Events	# of Participants	Written Exam	Entry Length	Prep Time	Presentation Time
Personal Financial Literacy	1	Yes- Financial Literacy	N/A	10 min.	10 min.

Online Events

Competition Levels: International Online Testing: No

Online Events	# of Participants	Written Exam	Entry Length	Prep Time	Presentation Time
Stock Market Game	1 to 3	No			
Virtual Business Challenge- Fashion, Entrepreneurship, Hotel Management, Personal Finance, Restaurant, Retailing & Sports	1 to 3	No			

ICDC QUALIFIERS

The top winners in each event will earn a spot with Alabama DECA to compete at the INTERNATIONAL CAREER DEVELOPMENT CONFERENCE in Anaheim, CA April 26 - 30, 2024	
Event	# of qualifiers in each event eligible to compete at ICDC
Individual Series Events	4
Principles Events	4
Team Decision Making Events	4 Teams
Written Events	3 Teams
Professional Selling Events	3

ICDC

Anaheim, California

April 26 – 30, 2024

- Registration: \$185 + additional attractions and AL DECA Night (TBD)
*includes conference registration, conference materials, admission to all DECA ICDC events, Alabama DECA materials/conference items, STG Travel fees
- Hotel: *Hotel Lulu Anaheim Resort* –
1850 S Harbor Blvd, Anaheim, CA 92802. Rates: \$179 per night + applicable taxes and fees (\$214 total per room/per night) (single/double/triple/quad).
- Transportation may be made through Alabama DECA with STG Travel or chapter may secure own transportation.
- Registration and housing for ALL attendees/chaperones/advisors/etc. must be made through ALABAMA DECA