



Career Development Conference

2025

Conference Registration Guide



Renaissance Montgomery Hotel
and Spa at the Convention Center

February 24-25, 2025

KEY DATES

Registration Opens: November 15, 2024

CHAMP CAMP:

*Get inside information on how to
SUCCEED and "Get that Glass!"*

September 24, 2024

Troy University, AL

Conference T-shirt and ICDC Pin Contest
Submission Deadline:

December 6, 2024

State Action Project Submission Deadline:

December 6, 2024

Regular Registration Deadline:

January 21, 2025

Late Registration Deadline:
(\$25 late fee per person registered)

January 24, 2025

Hotel Registration Deadline (could reach capacity prior to this deadline) January 24, 2025

State Association Officer Applications Deadline:

January 31, 2025

Substitutions DEADLINE:
(no exceptions/substitutions after this date)

February 7, 2025

Written Events Submission Deadline:

February 7, 2025

Payment for SCDC Registration Deadline:

February 7, 2025

Received in Office:

PO Box 302101

50 North Ripley Street

Montgomery, AL 36130

Online Exams Testing:

February 10-14, 2025

Alabama DECA Career Development Conference:

February 24-25, 2025

International Career Development Conference:

April 25-29, 2025

(Tentative)

DECA STATE SCHEDULE

2025 Alabama DECA Career Development
Conference



<u>Monday, February 24</u>		TENTATIVE
8:30 am – 9:30 am	Registration <i>*Registration will close promptly at 9:30 am</i>	Montgomery Renaissance
9:30 am – 4:00 pm	Exhibitor/Sponsor booths	
10:00 am – 10:45 am 10:45 am – 11:30 am	Student Orientation Student Lunch (on your own) – *Food Trucks will be available as well as several local food establishments	
10:00 am – 11:15 am	Advisor Orientation & Briefing	
10:00 am – 10:30 am 10:30 am – 11:15 am	Judges Check-In Judge’s 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) DECA After Dark Curfew	
<u>Tuesday, February 25</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 SCDC.
- ❖ 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			1 PARTICIPANT	1 ROLE-PLAY 2 ND ROLE-PLAY FOR FINALS	10 MINUTES PREPARATION TIME	10 MINUTES INTERVIEW TIME
PRINCIPLES OF ENTREPRENEURSHIP	PEM	BUSINESS ADMINISTRATION CORE EXAM					
PRINCIPLES OF FINANCE	PFM						
PRINCIPLES OF HOSPITALITY AND TOURISM	PHT						
PRINCIPLES OF MARKETING	PMK						
TEAM DECISION MAKING EVENTS							
BUSINESS LAW AND ETHICS	BLTDM	BUSINESS MANAGEMENT AND ADMINISTRATION EXAM		2 PARTICIPANTS	1 CASE STUDY 2 ND CASE STUDY FOR FINALS	10 MINUTES PREPARATION TIME	10 MINUTES INTERVIEW TIME
BUYING AND MERCHANDISING	BTDM	MARKETING EXAM					
ENTREPRENEURSHIP	ETDM	ENTREPRENEURSHIP EXAM					
FINANCIAL SERVICES	FTDM	FINANCE EXAM					
HOSPITALITY SERVICES	HTDM	HOSPITALITY AND TOURISM EXAM					
MARKETING MANAGEMENT	MTDM	MARKETING EXAM					
SPORTS AND ENTERTAINMENT MARKETING	STDM	MARKETING EXAM					
TRAVEL AND TOURISM	TTDM	HOSPITALITY AND TOURISM EXAM					
INDIVIDUAL SERIES EVENTS							
ACCOUNTING APPLICATIONS	ACT	FINANCE EXAM		1 PARTICIPANT	2 ROLE-PLAYS 2 ND ROLE-PLAY FOR FINALS	10 MINUTES PREPARATION TIME	10 MINUTES INTERVIEW TIME
APPAREL AND ACCESSORIES MARKETING	AAM	MARKETING EXAM					
AUTOMOTIVE SERVICES MARKETING	ASM	MARKETING EXAM					
BUSINESS FINANCE	BPF	FINANCE EXAM					
BUSINESS SERVICES MARKETING	BSM	MARKETING EXAM					
ENTREPRENEURSHIP	ENT	ENTREPRENEURSHIP EXAM					
FOOD MARKETING	FMD	MARKETING EXAM					
HOTEL AND LODGING MANAGEMENT	HLM	HOSPITALITY AND TOURISM EXAM					
HUMAN RESOURCES MANAGEMENT	HMR	BUSINESS MANAGEMENT AND ADMINISTRATION EXAM					
MARKETING COMMUNICATIONS	MCS	MARKETING EXAM					
QUICK SERVICE RESTAURANT MANAGEMENT	QSRM	HOSPITALITY AND TOURISM EXAM					
RESTAURANT AND FOOD SERVICE MANAGEMENT	RFSM	HOSPITALITY AND TOURISM EXAM					
RETAIL MERCHANDISING	RMK	MARKETING EXAM					
SPORTS AND ENTERTAINMENT MARKETING	SEM	MARKETING EXAM					
PERSONAL FINANCIAL LITERACY EVENT							
PERSONAL FINANCIAL LITERACY	PFL	PERSONAL FINANCIAL LITERACY EXAM		1 PARTICIPANT	1 ROLE-PLAY 2 ND ROLE-PLAY FOR FINALS	10 MINUTES PREPARATION TIME	10 MINUTES INTERVIEW TIME
BUSINESS OPERATIONS RESEARCH EVENTS							
BUSINESS SERVICES OPERATIONS	BSOR			10 PARTICIPANTS	PRESENT RESEARCH AND STRATEGIC PLAN	10 PAGES ALLOWED	10 MINUTES INTERVIEW TIME
BUYING AND MERCHANDISING OPERATIONS	BMOR						
FINANCE OPERATIONS	FOR	NO EXAM					
HOSPITALITY AND TOURISM OPERATIONS	HTOR						
SPORTS AND ENTERTAINMENT MARKETING OPERATIONS	SEOR						
PROJECT MANAGEMENT EVENTS							
BUSINESS SOLUTIONS PROJECT	BPMS			10 PARTICIPANTS	PRESENT PROJECT	10 PAGES ALLOWED	10 MINUTES INTERVIEW TIME
CAREER DEVELOPMENT PROJECT	CPDC						
COMMUNITY AWARENESS PROJECT	CPAC	NO EXAM					
COMMUNITY GIVING PROJECT	CPGC						
FINANCIAL LITERACY PROJECT	FPFL						
SALES PROJECT	SPSD						
ENTREPRENEURSHIP EVENTS							
INNOVATION PLAN	EIP			10 PARTICIPANTS	PRESENT PLAN	10 PAGES ALLOWED	10 MINUTES INTERVIEW TIME
START-UP BUSINESS PLAN	ESB						
FRANCHISE BUSINESS PLAN	EFP	NO EXAM					
INDEPENDENT BUSINESS PLAN	EIB						
BUSINESS GROWTH PLAN	ESG						
INTERNATIONAL BUSINESS PLAN	ESIP						
INTEGRATED MARKETING CAMPAIGN EVENTS							
INTEGRATED MARKETING CAMPAIGN-EVENT	IMCE			10 PARTICIPANTS	PRESENT CAMPAIGN	10 PAGES ALLOWED	10 MINUTES INTERVIEW TIME
INTEGRATED MARKETING CAMPAIGN-PRODUCT	IMCP	MARKETING EXAM					
INTEGRATED MARKETING CAMPAIGN-SERVICE	IMCS						
PROFESSIONAL SELLING AND CONSULTING EVENTS							
FINANCIAL CONSULTING	FCB	FINANCE EXAM		1 PARTICIPANT	CONSULTATION OR SALES PRESENTATION	N/A	10 MINUTES INTERVIEW TIME
HOSPITALITY AND TOURISM PROFESSIONAL SELLING	HTPS	HOSPITALITY AND TOURISM EXAM					
PROFESSIONAL SELLING	PSB	MARKETING EXAM					
ONLINE EVENTS							
STOCK MARKET GAME	SMG			10 PARTICIPANTS	PRESENT FOLDER	10 PAGES ALLOWED	10 MINUTES INTERVIEW TIME
VIRTUAL BUSINESS CHALLENGE-ACCOUNTING	VBCAC						
VIRTUAL BUSINESS CHALLENGE-ENTREPRENEURSHIP	VBCEN						
VIRTUAL BUSINESS CHALLENGE-FASHION	VBCFB	NO EXAM					
VIRTUAL BUSINESS CHALLENGE-HOTEL MANAGEMENT	VBCHM						
VIRTUAL BUSINESS CHALLENGE-PERSONAL FINANCE	VBCPF						
VIRTUAL BUSINESS CHALLENGE-RESTAURANT	VBCRA						
VIRTUAL BUSINESS CHALLENGE-RETAIL	VBCRT						
VIRTUAL BUSINESS CHALLENGE-SPORTS	VBCSP						

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 SCDC			
Individual Series Events			
Abb.	Event	# Registered 2024	
AAM	Apparel & Accessories Marketing	24	
ACT	Accounting Applications	4	
ASM	Automotive Services Marketing	9	
BFS	Business Financial Services	14	
BSM	Business Services Marketing	11	
ENT	Entrepreneurship	13	
FMS	Food Marketing Services	19	
HLM	Hotel & Lodging Management	19	
HRM	Human Resources Management	14	
MCS	Marketing Communications	11	
PFL	Personal Financial Literacy	22	
QSRM	Quick Serve Restaurant Management	7	
RFSM	Restaurant & Food Service Management	18	
RMS	Retail Merchandising	11	
SEM	Sports & Entertainment Marketing	24	
Principles Events			
Abb.	Event	# Registered 2024	
PBM	Principles of Business Management & Administration	20	
PEN	Principles of Entrepreneurship	NEW for 2025	
PFN	Principles of Finance	21	
PHT	Principles of Hospitality & Tourism	14	
PMK	Principles of Marketing	17	
Team Decision Making Events			
Abb.	Event	# Registered 2024	# Teams 2024
BLTDM	Business Law & Ethics	18	9
BTDM	Buying & Merchandising	18	9
ETDM	Entrepreneurship	36	18
FTDM	Financial Services	16	8
HTDM	Hospitality Services	38	19
MTDM	Marketing Management	28	14
STDM	Sports & Entertainment Marketing	52	26
TTDM	Travel & Tourism Marketing	36	18

LAST YEAR'S COMPETITIVE EVENTS – BY THE NUMBERS

Competitive Event Numbers from ALABAMA SCDC			
Written Events			
Abb.	Event	# Registered 2024	# Teams 2024
BMOR	Buying and Merchandising Operations	4	2
BOR	Business Services Operations	7	5
EBG	Business Growth Plan	6	4
EFB	Franchise Business Plan	10	5
EIB	Independent Business Plan	10	7
EIP	Innovation Plan	19	8
ESB	Start-Up Business Plan	38	16
FOR	Finance Operations Research	4	2
HTOR	Hospitality & Tourism Operations	11	7
IBP	International Business Plan	9	4
IMCE	Integrated Marketing Campaign - Event	12	5
IMCP	Integrated Marketing Campaign - Product	13	6
IMCS	Integrated Marketing Campaign - Service	15	9
PMBS	Business Solutions Project	7	4
PMCA	Community Awareness Project	28	11
PMCD	Career Development Project	8	4
PMCG	Community Giving Project	19	9
PMFL	Financial Literacy Project	9	4
PMSP	Sales Project	10	4
SEOR	Sports & Entertainment Marketing Operations	5	3
Professional Selling Events			
Abb.	Event	# Registered 2024	
FCE	Financial Consulting Event	3	
HTPS	Hospitality and Tourism Professional Selling Event	9	
PSE	Professional Selling Event	6	



PERFORMANCE INDICATORS


The chart below shows the blueprint of items by instructional area. **At the State SCDC 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

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 exams used at the district level, chartered association level and at the International Career Development Conference.



 BUSINESS ADMINISTRATION CORE	DISTRICT	ASSOCIATION	ISDC	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 SCDC 30% at ISDC PBM - Principles of Business Management & Administration PEN – Principles of Entrepreneurship 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	ISDC	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	ISDC	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	ENT - Entrepreneurship Series ETDM - Entrepreneurship Team Decision Making
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	
\$ FINANCE	DISTRICT	ASSOCIATION	ISDC	
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	ACT -Accounting Applications Series BFS -Business Finance Series FCE -Financial Consulting FTDM - Financial Services Team Decision Making
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	

 HOSPITALITY + TOURISM	DISTRICT	ASSOCIATION	ISDC	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	ISDC	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	ISDC	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 Monday evening and at the Grand Awards Session on Tuesday. 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 SCDC, 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 to attend workshops and attendance will be recorded.

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 6, 2024**.

REGISTRATION

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

Student DECA Members

\$65 per attendee

*Competitors & Non-Competitors

Advisors & Chaperones

\$45 per attendee

Late Fee: \$25 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 SCDC 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 MEALS

Meals are not provided for students. Chapters are not allowed to bring in outside food to the Renaissance Montgomery Hotel and Spa at the Convention Center. *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. Food trucks will be local and available for purchase as well. A detailed list of vendors will be provided in February.

Advisors will be provided a lunch and snacks when assisting with competitive events.

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.

CANCELATION 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 **Renaissance Hotel and Spa at the Convention Center** 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 SCDC is likely to reach capacity prior to the registration deadline. Once capacity is reached, Alabama DECA and the Renaissance Montgomery do not guarantee rooms. The conference rate is **\$195** per room, per night (single, double, triple, quad) plus applicable state and local taxes (currently 17.5%). Please use the [conference hotel reservation link](#) when making reservations.

ADVISOR INFORMATION

Alabama DECA Advisors will be required to attend an informational session and SCDC orientation. Advisors will sign in to this meeting and receive advisor materials not included in SCDC chapter registration materials. At this meeting, information will be provided regarding the conference and competition updates. Advisors are required 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. Advisors will receive a special gift in addition to lunch and snacks on Monday during the competitive events. A special thank-you gift will also be given to advisors assisting the conference.

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.

T-SHIRT AND ICDC PIN CONTEST

Alabama DECA student members are invited to unleash their creativity and participate in this year's State SCDC T-shirt & ISCDC 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 6, 2024

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

2025 ALABAMA DECA T-SHIRT & ICDC PIN Contest

Integrate DECA in the Classroom Activity!

Winning entry will 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.

ALABAMA DECA 2025 STATE CDC T-SHIRT & PIN DESIGN CONTEST OFFICIAL RULES

- Each chapter may submit up to three entries.
 - (Use this as a classroom activity for all students, then have a contest within each class for a winner to submit.)
- Submitted 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: www.deca.org/brand
 - not violate any copyright laws
 - be submitted as a JPEG or PNG file (minimum of 600 dpi)
- This year's theme: BE THE ONE
- Online voting will determine winner.
 - *Only one cash prize per member awarded.

DEADLINE:
DECEMBER 6, 2024



Scan or click on QR to Submit

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

DECA COMPETITIVE EVENTS PROGRAM

PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS

- 1 participant
- 10 minutes preparation time
- 1 role-play
2nd role-play for finals
- 10 minutes interview time

Principles of Business Management and Administration PBM

Business Administration Core Exam

Principles of Entrepreneurship PEN

Business Administration Core Exam

Principles of Finance PFN

Business Administration Core Exam

Principles of Hospitality and Tourism PHT

Business Administration Core Exam

Principles of Marketing PMK

Business Administration Core Exam

TEAM DECISION MAKING EVENTS

- 2 participants
- 30 minutes preparation time
- 1 case study
2nd case study for finals
- 15 minutes interview time

Business Law and Ethics BLTDM

Business Management and Administration Exam

Buying and Merchandising BTDM

Marketing Exam

Entrepreneurship ETDM

Entrepreneurship Exam

Financial Services FTDM

Finance Exam

Hospitality Services HTDM

Hospitality and Tourism Exam

Marketing Management MTDM

Marketing Exam

Sports and Entertainment Marketing STDM

Marketing Exam

Travel and Tourism TTDM

Hospitality and Tourism Exam

INDIVIDUAL SERIES EVENTS

- 1 participant
- 10 minutes preparation time
- 2 role-plays
3rd role-play for finals
- 10 minutes interview time

Accounting Applications ACT

Finance Exam

Apparel 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 HRM

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

- 1 participant
- 10 minutes preparation time
- 1 role-play
2nd role-play for finals
- 10 minutes interview time

Personal Financial Literacy PFL

Personal Financial Literacy Exam

deca.org/compete

Visit the website for complete guidelines. Not all chartered associations offer all competitive events. Check with your chartered association advisor for competitive events offered in your chartered association.

BUSINESS OPERATIONS RESEARCH EVENTS

- 1-3 participants
- Present research and strategic plan
- 20 pages allowed
- 15 minutes interview time

- Business Services Operations** BOR
- Buying and Merchandising Operations** BMOR
- Finance Operations** FOR
- Hospitality and Tourism Operations** HTOR
- Sports and Entertainment Marketing Operations** SEOR

PROJECT MANAGEMENT EVENTS

- 1-3 participants
- Present project
- 20 pages allowed
- 15 minutes interview time

- Business Solutions Project** PMBS
- Career Development Project** PMCD
- Community Awareness Project** PMCA
- Community Giving Project** PMCG
- Financial Literacy Project** PMFL
- Sales Project** PMSP

ENTREPRENEURSHIP EVENTS

- 1-3 participants
- Present project
- 10 pages allowed
- 15 minutes interview time

- Innovation Plan** EIP
- Start-Up Business Plan** ESB
- 20 pages allowed
- Franchise Business Plan** EFB
- Independent Business Plan** EIB
- Business Growth Plan** EBG
- International Business Plan** IBP

INTEGRATED MARKETING CAMPAIGN EVENTS

- 1-3 participants
- Present campaign
- 10 pages allowed
- 15 minutes interview time

- Integrated Marketing Campaign-Event** IMCE
Marketing Exam
- Integrated Marketing Campaign-Product** IMCP
Marketing Exam
- Integrated Marketing Campaign-Service** IMCS
Marketing Exam

PROFESSIONAL SELLING AND CONSULTING EVENTS

- 1 participant
- Consultation or Sales presentation
- 15 minutes interview time

- Financial Consulting** FCE
Finance Exam
- Hospitality and Tourism Professional Selling** HTPS
Hospitality and Tourism Exam
- Professional Selling** PSE
Marketing Exam

ONLINE EVENTS

- 1-3 participants
- Present portfolio
- 10 pages allowed
- 15 minutes interview time

- Stock Market Game** SMG
- 1-3 participants
- Online simulation
- 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** VBCRT
- Virtual Business Challenge-Sports** VBCSP

ICDC QUALIFIERS

The top winners in each event will earn a spot with Alabama DECA to compete at the
INTERNATIONAL CAREER DEVELOPMENT CONFERENCE in

Orlando, Florida

April 25 – 29, 2025

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

Orlando, Florida

April 25 – 29, 2025

- 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: *Hilton Orlando Lake Buena Vista – Disney Springs*
1751 Hotel Plaza Boulevard, Lake Buena Vista, FL 32830
 - Rates: \$253 per room/per night. (single/double/triple/quad)
 - Maximum of 4 per room
- 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. There are no exceptions – this is a National DECA policy!

Shipping and Receiving Procedures to the Hilton Orlando Lake Buena Vista. Should you like to ship packages to the hotel prior to arrival, please follow these [instructions](#).