



STATE CAREER DEVELOPMENT CONFERENCE

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MARCH 2-4



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MARCH 3: SCDC COMPETITION

HILTON HOTEL

Personal Financial Literacy

PFL

Principles Events

PBM PFN PHT PMK

Senior Management Academy

Presented by **B|E|C|U**

MEYDENBAUER

Individual Series Events

AAM ACT ASM BFS
BSM ENT FMS HLM
HRM MCS QSRM RFSM
RMS SEM

Team Decision Making Events

BLTDM BTDM ETDM
FTDM HTDM MTDM
STDM TTDM

HYATT REGENCY

10 & 20-Page Written Events

BOR BMOR FOR HTOR SEOR
EFB EIB EBG IBP EIP ESB
IMCE IMCP IMCS
PMBS PMCD PMCA
PMCG PMFL PMSP

Professional Selling & Consulting Events

FCE HTPS PSE

School-Based Enterprise Academy & Competition

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International Career Development Conference
April 21-26, 2023
Orlando, FL



Mariners Pro Sports Career Day
May 10, 2023
T-Mobile Park, Seattle



Emerging Leaders Luncheon
May 11, 2023
Hyatt Regency, Bellevue



STATE PRESIDENT WELCOME

Greetings Washington DECA! On behalf of Team Launch, we welcome you to Bellevue. We are thrilled to kick off our 2023 State Career Development Conference and excited to see competitors from across Washington present projects and role-plays they've been practicing and polishing for the past several months. It's now your moment to shine!

Beyond competition, we will fundraise together, connect via Instagram, learn at the Senior Management and SBE Academies, and elect the 2023-2024 Washington DECA State President!

From Team Launch, we wish you the best of luck with your competitions. We can't wait to see who qualifies to represent Washington DECA in Orlando, Florida!



Washington DECA's record-breaking State Career Development Conference is now in session!

On March 3, visit our exhibitors on the Hyatt Regency 1st floor!

Livestream the Opening Session and
Grand Awards Session at
www.thinkcybis.com/wadeca-live
Invite your friends and family to tune in!



Throughout the conference, dine at one of our partner locations and Washington DECA will receive a donation for your purchase! Proceeds raised will support DECA conference scholarships. Scan the QR code to view hours of operation, locations, and fliers/codes to present at purchase, or visit our Instagram link in bio!



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Washington DECA
Executive Director
Ex-officio Member

AREA LEADERS

AREA 1: JD TWITCHELL

Mount Vernon High School

AREA 5: AMY HOBSON

Kentlake High School

AREA 8: BRUCE BREWER

River Ridge High School

AREA 2: DANIEL MILLS

Jackson High School

AREA 6: ADRIAN OCHOA

Richland High School

AREA 9: SUZIE DOWNS

Camas High School

AREA 3: LINDSAY HANEY

Woodinville High School

AREA 7: BETSI FEIDER

South Kitsap High School

AREA 10: SIERRA LARKIN

Wenatchee High School

AREA 4: TAMMI RIGGERS

Bellevue High School

AREA 7: TANYA TORRES-STEEN

Graham Kapowsin High School

AREA 11: ERIN RUEHL

Shadle Park High School



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Development Manager

NICOLE COWAN

Brand & Communications Project Manager
State Officer Leadership Coach

ANGELA KIM

Operations Manager

LINDA ANDERSEN

Competition Specialist

AIDAN PERALES

Digital Marketing Content Creator

KIM FRAHM

Chapter Support

MANAGEMENT TEAM

BRAD CHARVET

Grandview High School

MARC HILLESTAD

Cedarcrest High School

SENIOR MANAGEMENT ACADEMY

D'ANDRE VASQUEZ

Alumnus

SPECIAL THANKS: EVENT DIRECTORS

INDIVIDUAL SERIES & TEAM DECISION MAKING

Marc Hillestad

Cedarcrest High School

Andrew Shanafelt

Issaquah High School

Paul Glenovich

Woodinville High School

PRINCIPLES & PFL

Bryce Ancheta

Alumnus

20 & 10-PAGE WRITTEN EVENTS

Chris Gapinski

Liberty High School

Kim Frahm

Washington DECA

SCHOOL-BASED ENTERPRISE

Tiffany Bogle

Deer Park High School

Mackenzie Charvet

Grandview High School

TABULATIONS

Mike Jackson

*Kent-Meridian
High School*

Will Hill

*Marysville-Pilchuck
High School*

Betsi Feider

*South Kitsap
High School*

Randy Wilson

Lakes High School

Bruce Brewer

*River Ridge
High School*

Marni Ness

Alumnus

SPECIAL THANKS EVENT MANAGERS

INDIVIDUAL SERIES EVENTS

Apparel and Accessories

Chris Cloakey, Cashmere High School

Accounting Applications

Rachel Schwartz, Eastlake High School

Automotive Services Marketing

Aric Weiker, Interlake High School

Business Finance

Duane Barnhart, Central Valley High School

Business Services Marketing

Robin Barnhart, Central Valley High School

Entrepreneurship

Cheryl Gould, Ferris High School

Food Marketing

Janet Tarsi, Auburn High School

Hotel and Lodging Management

Erin Ruehl, Shadle Park High School

Human Resources Management

Eliza Webb, Alumnus

Marketing Communications

Hollie Penuel, Bonney Lake High School

Quick Serve Restaurant Management

Bryan Venema, Rogers High School, Spokane

Restaurant and Food Service Management

Taylor Beck, Mark Morris High School

Retail Merchandising

Jerry Borth, Newport High School

Sports and Entertainment Marketing

Bob Pressey, Retired Advisor

PERSONAL FINANCIAL LITERACY

Adrian Ochoa, Richland High School

PROJECT MANAGEMENT EVENTS

Joseph Hua, North Mason High School

ENTREPRENEURSHIP EVENTS

Bryan Long, Alumnus

Aaron Crotty, Alumnus

Leslie Bell, Chiawana High School

PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS

Principles of Business Management and Administration

Stephani Kinney, Highland High School

Principles of Finance

Tom Robinson, West Valley High School, Yakima

Principles of Hospitality and Tourism

Alyssa Wall & Amber Valenzuela, Alumnus

Principles of Marketing

Sierra Larkin, Wenatchee High School

TEAM DECISION MAKING EVENTS

Business Law and Ethics

Suzie Downs, Camas High School

Buying and Merchandising

Derek Enz, Auburn Mountainview High School

Entrepreneurship

Shannon Tapp, Mercer Island High School

Financial Services

Ray McCabe, Retired Advisor

Hospitality Services

Kasey Benjamin, Selah High School

Marketing Management

Cheryl Luttrell, Lindbergh High School

Sports and Entertainment Marketing

Grace Brady, Retired Advisor

Travel and Tourism

Greg McCormick, Retired Advisor

BUSINESS OPERATIONS RESEARCH EVENTS

Shawn Perez, Heritage High School

Brenda Grabski, Quincy High School

INTEGRATED MARKETING CAMPAIGN

Daniel Mills, Jackson High School

Drew Tocco, Roosevelt High School

Marian Morris, King's High School

PROFESSIONAL SELLING EVENTS

Patti Lane, Kamiak High School

Damon Oliveto, Shorewood High School

Emily Wray, Retired Advisor

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CONFERENCE SCHEDULE

**Conference
Headquarters:**
Meydenbauer Center
Room 407



THURSDAY, MARCH 2

Conference Check-In	10:00 a.m. – 5:00 p.m.	Meydenbauer Center 408
State President Candidate Interviews	2:00 p.m. – 3:30 p.m.	Meydenbauer Center 3rd Floor
State President Candidate Rehearsal	4:00 p.m. – 4:30 p.m.	Meydenbauer Center Hall
State President Candidate Poster Display	4:30 p.m.	Meydenbauer Center Hall
Opening Session Seating	5:30 p.m. – 6:00 p.m.	Meydenbauer Center Hall
Opening Session	6:00 p.m. – 7:15 p.m.	Meydenbauer CH & Livestream
Event Manager Binder Pick-Up	7:30 p.m. – 8:00 p.m.	Meydenbauer Center 408
Election Session #1 + Candidate Q&A	7:45 p.m. – 8:30 p.m.	Meydenbauer Theatre (assigned sessions) or WA DECA Instagram Hotels
Election Session #2 + Candidate Q&A	8:30 p.m. – 9:15 p.m.	
Chapter Meeting with Advisor	9:30 p.m.	
Curfew	10:30 p.m.	

FRIDAY, MARCH 3: COMPETITION DAY

Judge Check-In and Orientation	7:00 a.m.	Various Locations
Competition: Individual & Team Role-Plays	8:00 a.m. – 4:00 p.m.	Meydenbauer Center
Competition: Principles Events & PFL	8:00 a.m. – 4:00 p.m.	Hilton Hotel
Competition: Written Events (10/20-page)	8:00 a.m. – 4:00 p.m.	Hyatt Regency
Competition: Professional Selling Events	8:00 a.m. – 4:00 p.m.	Hyatt Regency
SBE Academy	9:00 a.m. – 10:45 a.m.	Hyatt Regency
SBE Competition	11:00 a.m. – 3:00 p.m.	Hyatt Regency
Senior Management Academy*	9:00 a.m. – 2:00 p.m.	Hilton Hotel
Online Voting for Candidates Open	5:00 p.m. – 9:00 p.m.	Virtual
Chapter Meeting with Advisor	9:30 p.m.	Hotels
Curfew	10:30 p.m.	

SATURDAY, MARCH 4

Awards Session Rehearsal for Candidates	7:00 a.m. – 8:00 a.m.	Meydenbauer Center Hall
Grand Awards Session Seating	8:30 a.m. – 9:00 a.m.	Meydenbauer Center Hall
Grand Awards Session	9:00 a.m. – 11:30 a.m.	MC Center Hall & Livestream
Score Sheets and Project Pick-Up (Post Awards Session)	11:30 a.m. – 12:00 p.m.	Meydenbauer Center 408

*Required Advanced Registration



ANIKA HALAPPANAVAR
Richland High School

STATE PRESIDENT
@WADECAPREZ

LUJAIN ABUSHHIWA
Marysville-Getchel High School

AREA 1 PRESIDENT
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@AREA9DECA

SOPHIE HENDERSON
Clarkston High School

AREA 11 PRESIDENT
@AREA11DECA

CANDIDATE ELECTIONS & VOTING

The State President, along with the Area Presidents, represent and serve Washington DECA throughout the year. Be a part of the process to select Washington DECA's next State President! If you are not a voting delegate, let your chapter's voting delegate(s) know who you think is the most qualified to lead Washington DECA next year. If you are a voting delegate, be familiar with the process so you can cast your vote.

HOW IS THE STATE PRESIDENT ELECTED?

Election winners are determined by application, interview, test score, and votes cast by voting delegates from each chapter. Each chapter is allotted a number of voting delegates based on chapter membership.

PROCESS FOR VOTING DELEGATES

All voting delegates must follow the voting process to cast their vote.

1. Meet the candidates - Please listen to the speeches during Opening Session.
2. Learn about the candidates - View the campaign posters on Thursday at the Meydenbauer Center and visit www.wadeca.org/elections to learn more about the candidates.
3. Attend the REQUIRED Election Session on March 2. All voting delegates MUST attend the Election Session to learn about the voting process and engage in the Candidate Q&A session. Election Sessions are assigned by chapter. Please visit the link in our Instagram bio or www.wadeca.org/elections to learn which Election Session your chapter is assigned to. If your chapter is not attending the conference on March 2, you can join on our Instagram Live at the beginning of each session.

E-VOTING

E-voting will be open on March 3 from 5:00 p.m. - 9:00 p.m. You must have your voting login credentials to vote. Login credentials will be provided in the chapter's registration packet and advisors should distribute these login credentials to their voting delegates. Delegates will need access to a device with internet to cast their vote. Serving as a voting delegate for your chapter is both a privilege and an obligation. It is essential that each chapter exercises their right to vote and that each voting delegate is informed.

RESULTS

Election results will be announced during the Grand Awards Session on March 4.



SHUTTLES

Shuttles will run every 20 minutes for your convenience. Please plan to catch your bus early. Delays occur at busy times, such as right before sessions start. Washington DECA is not responsible for late arrivals. On Friday after 6:00 p.m. the shuttles will no longer stop at the Meydenbauer Center. Route 1 will drop-off at the Hyatt as an access point to Bellevue Collection mall.

Map of Shuttle Routes



Shuttles managed by: **stewart**
TRANSPORTATION SOLUTIONS

SCHEDULE	March 2	4:00 p.m. – 9:00 p.m.
	March 3	7:00 a.m. – 6:00 p.m. 6:00 p.m. – 10:00 p.m. <i>No Meydenbauer stop beginning at 6:00 p.m.</i>
	March 4	8:00 a.m. – 12:00 p.m.

ROUTE 1	PICK-UP
Meydenbauer Center.....	NE 6th St.
Hyatt Regency.....	Evergreen Ballroom entrance

Hilton Garden Inn guests – Use Route 1

ROUTE 2	PICK-UP
Meydenbauer Center.....	NE 6th St.
Hilton Hotel.....	Lower level banquet entrance

ROUTE 3	PICK-UP
Meydenbauer Center.....	NE 6th St.
Westin/ AC Marriott.....	Front entrance

ROUTE 4	PICK-UP
Meydenbauer Center.....	NE 6th St.
Hampton Inn/116 Hotel...	Front entrance

Marriott Courtyard guests – Walk to Meydenbauer for transportation to other locations.

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CONFERENCE DETAILS

Name Badges -- Your name badge is your ticket to all general sessions, competition, academics, and special activities. You must have this on at ALL times during the conference. Lost name badges may only be replaced at the conference headquarters.

Valuables -- Keep your valuables with you. The Hotels, Meydenbauer Center and Washington DECA are not responsible for valuables lost or stolen.

Elevators -- It is very difficult to move hundreds of people from the upper floors of the hotels to the lobby area. Please do not delay the elevators. Use stairs where provided. Adhere to elevator capacities.

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 conference staff person. In case of an emergency, follow the procedures provided in your hotel room. Overlake Hospital is the nearest medical facility. 1035 116th Ave NE, Bellevue, WA 98004. **In an emergency, call 911.**

Hotel Etiquette -- Rooms should be kept in an orderly fashion during the conference so hotel staff can provide service to all rooms. If you have excess trash such as pizza boxes, etc. please ask for trash bags. Rooms left with damage will be reported to Washington DECA and your school will be billed. Please help us maintain the excellent reputation DECA has with the hotels. Tips for the housekeepers are also appreciated.

Gratuities -- Dining Out: Please help Washington DECA maintain long-standing relationships with restaurants. When dining in the hotel or neighboring restaurants, please consider these guidelines for gratuities: 20% of bill for "great" service // 15% of bill for "good" service. **Note that dine and dashing is a crime.**

Gratuities -- Hotel: It is standard to tip a minimum of \$1 per bag for luggage service. It is also appreciated to tip housekeeping roughly \$5 per day, especially if you leave a messy room for housekeeping to clean. Split the tip with your roommates.



DECA
**INTERNATIONAL CAREER
DEVELOPMENT CONFERENCE**

ORLANDO | APRIL 22-25, 2023

COMPETITIVE EVENTS AGENDA

AWARDS AT SCDC

Scan the QR code to view a breakdown of SCDC finalists and ICDC qualifiers.



DRESS CODE

Scan the QR code to view the dress code. Failure to adhere to the dress code may result in penalty points.



COMPETITION INSTRUCTIONS

- 1) If you are competing in more than one event and have a competition time conflict, report to your **Written Event** check-in table at the beginning of competition on March 3.
- 2) Backpacks, bags and cell phones are not allowed in competition or testing areas.
- 3) Cell phones must be turned off at all times in/around competition unless part of a presentation.
- 4) Arrive early for your competition time.
- 5) Make sure to dress for success by following the dress code.

INDIVIDUAL SERIES EVENTS

REPORT TO MEYDENBAUER CENTER

Accounting Applications (ACT).....	Room 401
Apparel and Accessories (AAM).....	Room 402
Automotive Services Marketing (ASM).....	Room 403
Business Finance (BFS).....	Room 404
Business Services Marketing (BSM).....	Room 404
Entrepreneurship (ENT).....	Room 405
Food Marketing (FMS).....	Room 406
Hotel and Lodging Management (HLM).....	Room 406
Human Resources Management (HRM).....	Center Hall
Marketing Communications (MCS).....	Center Hall
Quick Serve Restaurant Management (QSRM).....	Center Hall
Restaurant and Food Service Management (RFSM).....	Center Hall
Retail Merchandising (RMS).....	Center Hall
Sports and Entertainment Marketing (SEM).....	Center Hall

TEAM DECISION MAKING EVENTS

REPORT TO MEYDENBAUER CENTER

Business Law and Ethics (BLTDM).....	Center Hall
Buying and Merchandising (BTDM).....	Center Hall
Entrepreneurship (ETDM).....	Center Hall
Financial Services (FTDM).....	Center Hall
Hospitality Services (HTDM).....	Center Hall
Marketing Management (MTDM).....	Center Hall
Sports and Entertainment Marketing (STDm).....	Center Hall
Travel and Tourism (TTDM).....	Center Hall

PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS

REPORT TO HILTON HOTEL

Principles of Business Administration (PBM).....	Grand A
Principles of Finance (PFN).....	Grand A
Principles of Hospitality and Tourism (PHT).....	Grand A
Principles of Marketing (PMK).....	Grand A

PERSONAL FINANCIAL LITERACY

REPORT TO HILTON HOTEL

Personal Financial Literacy.....	Grand A
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COMPETITIVE EVENTS AGENDA

BUSINESS OPERATIONS RESEARCH EVENTS

REPORT TO HYATT REGENCY

Business Services Operations Research (BOR).....	Evergreen
Buying and Merchandising Operations Research (BMOR)...	Evergreen
Finance Operations Research (FOR).....	Evergreen
Hospitality and Tourism Operations Research (HTOR).....	Evergreen
Sports and Entertainment Operations Research (SEOR).....	Evergreen

ENTREPRENEURSHIP EVENTS

REPORT TO HYATT REGENCY

Innovation Plan (EIP).....	Regency
Start-Up Business Plan (ESB).....	Regency
Business Growth Plan (EBG).....	Evergreen
Franchise Business Plan (EFB).....	Evergreen
Independent Business Plan (EIB).....	Evergreen
International Business Plan (IBP).....	Evergreen

PROJECT MANAGEMENT EVENTS

REPORT TO HYATT REGENCY

Business Solutions Project (PMBS).....	Evergreen
Career Development Project (PMCD).....	Evergreen
Community Awareness Project (PMCA).....	Evergreen
Community Giving Project (PMCG).....	Evergreen
Financial Literacy Project (PMFL).....	Evergreen
Sales Project (PMSP).....	Evergreen

INTEGRATED MARKETING CAMPAIGNS

REPORT TO HYATT REGENCY

Integrated Marketing Campaign - Event (IMCE).....	Regency
Integrated Marketing Campaign - Product (IMCP).....	Regency
Integrated Marketing Campaign - Service (IMCS).....	Regency

PROFESSIONAL SELLING EVENTS

REPORT TO HYATT REGENCY

Financial Consulting (FCE).....	Cedar
Hospitality and Tourism Professional Selling (HTPS).....	Cedar
Professional Selling (PSE).....	Cedar

SCHOOL-BASED ENTERPRISE

REPORT TO HYATT REGENCY

SBE Academy.....9:00 a.m. - 10:45 a.m.....	Auditorium
SBE Competition.....11:00 p.m. - 3:00 p.m.....	Laurel/Larch

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SENIOR MANAGEMENT ACADEMY

REPORT TO HILTON HOTEL

9:00 a.m. - 2:00 p.m.....	Grand D
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- ★ Business Analytics
- ★ Digital Marketing
- ★ Economics
- ★ Entrepreneurship
- ★ Finance
- ★ General Business
- ★ Human Resource Management
- ★ Leadership and Management
- ★ Marketing Management
- ★ Personal Financial Planning
- ★ Sport Business
- ★ Supply Chain Management



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¹ 2019-20. Average GCU student loan debt is calculated by taking only undergraduate students with student loan debt (borrowed by graduates) who have graduated in the 2019-20 Award Year into consideration.

² 2019-20. Data retrieved from College Board, Trends in College Pricing and Student Aid 2021 in February 2022.

Grand Canyon University is accredited by the Higher Learning Commission (hlcommission.org), an institutional accreditation agency recognized by the U.S. Department of Education. Please note, not all GCU programs are available in all states and in all learning modalities. Program availability is contingent on student enrollment. Pre-licensure nursing students who begin or resume attendance in Fall 2020 and beyond will be ineligible to utilize most GCU institutional aid/scholarships for tuition and fees once accepted into the clinical portion of the program. Important policy information is available in the University Policy Handbook at gcu.edu/academics/academic-policies.php. The information printed in this material is accurate as of FEBRUARY 2023. For the most up-to-date information about admission requirements, tuition, scholarships and more, visit gcu.edu. Approved by the Vice Provost on Feb. 8, 2023. ©2023 Grand Canyon University 23GTR0139

♥ HEALTH AND SAFETY

Please remember to follow these guidelines for the safest State Career Development Conference experience!

- Do not shake hands with anyone including judges. Say hello with hand waves!
- In academy or competition meeting rooms, please do not move chairs and tables.
- Adhere to elevator capacity signage.
- Frequently wash your hands for at least 20 seconds and use hand sanitizer when available.
- Cover coughs and sneezes.
- Refrain from sharing pencils, pens, paper, programs, etc.
- When before a judge and during all conference activities, be mindful of others' levels of comfortability.
- If at any time during the conference you start to feel unwell, please notify your advisor immediately.

CODE OF CONDUCT



Delegates shall abide by the rules and practices of Hyatt Hotel, Meydenbauer Center, Hilton Hotel, Bellevue Police, Washington DECA, all other affiliated Bellevue Hotels and school district policies at all times to ensure safety. Ask your advisor about the safety plan included in registration packets. Additionally, view the Code of Conduct, which outlines violations and consequences. Failure to adhere to the Code of Conduct is a violation and delegates will be sent home.

WASHINGTON DECA THANKS OUR PARTNERS

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DAN WALL



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STEVEN ANTHONY RHONE JR. MEMORIAL FUND

Steven was 19 years old when he was killed on June 2, 2007 by a hit-and-run drunk driver while attempting to cross the street. His family and friends offer this scholarship as a way for his legacy to live on in way that envelopes his positive spirit and love of life. We hope to help other students towards productive futures as contributing members to our society.

Steven had the opportunity to compete at the State Career Development Conference during his high school career and truly valued his experienced. A \$500 Scholarship will be given to four chapters that can demonstrate the need for financial assistance to attend.

