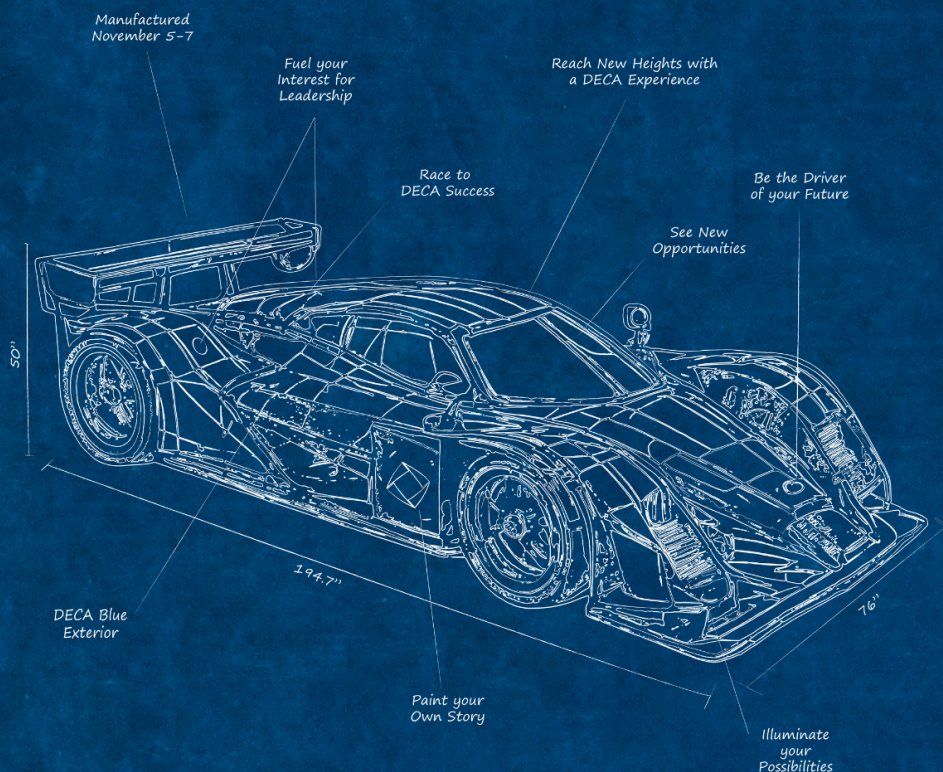


WASHINGTON DECA

FALL LEADERSHIP CONFERENCE



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STATE PRESIDENT WELCOME



Greetings Washington DECA! On behalf of the State Officer Team, it is my privilege to welcome you to the 2023 Fall Leadership Conference in my hometown of Bellevue. We hope this conference serves as a unique, memorable, and accelerating experience to start your year of DECA! With a plethora of workshops, booths, and events over the next few days, we hope FLC fuels your interest for an exciting year ahead. Among many opportunities, the DEI student run booth, sessions for new and returning competitors, and our state community service partnership await your involvement and energy. Thank you for being here and welcome again to the largest FLC in history!

WILLIAM CHANG (2023-2024)



WILLIAM CHANG
STATE PRESIDENT

Bellevue High School
@wadecapresj

KAYLA SUHERMAN
AREA 1 PRESIDENT

Glacier Peak High School
@area1deca

DEVAN HARRISON
AREA 2 PRESIDENT

Roosevelt High School
@area2deca

MANYA PRADEEP NARAYAN
AREA 3 PRESIDENT

Eastlake High School
@area3deca

SIDHYA GANESH
AREA 4 PRESIDENT

Interlake High School
@area4deca

AVIANCA BAUER
AREA 5 PRESIDENT

Enumclaw High School
@area5deca

NAVAJ NUNE
AREA 6 PRESIDENT

Hanford High School
@area6deca

FERRAH CAPAS
AREA 7 PRESIDENT

Central Kitsap High School
@area7deca

ZACH SONG
AREA 8 PRESIDENT

Olympia High School
@area8deca

JAY GORREPATI
AREA 9 PRESIDENT

Union High School
@area9wadeca

CAITLIN PHAM
AREA 10 PRESIDENT

West Valley High School (Yakima)
@area10deca

AUDREY TAN
AREA 11 PRESIDENT

Pullman High School
@area11deca

AREA STUDENT MEETINGS

Network with other members in your Area during your Area Meeting and participate in activities with your Area President! Each Area will meet in an assigned room on Monday. Locations:

AREA 1 **EVERGREEN A-C**

AREA 2 **EVERGREEN E-F**

AREA 3 **EVERGREEN E-F**

AREA 4 **REGENCY**

AREA 5 **REGENCY**

AREA 6 **REGENCY**

AREA 7 **EVERGREEN G-I**

AREA 8 **AUDITORIUM**

AREA 9 **JUNIPER**

AREA 10 **EVERGREEN A-C**

AREA 11 **EVERGREEN E-F**

TABLE OF CONTENTS

2 State Officer Welcome	6 Conference Schedule	19 Mock Competition & Clock Hours
3 Conference Details	8 Advisor Workshops	20 Dress Code & Code of Conduct
5 Safety Information	9 Breakout Sessions	20 Hotel Map
5 Thank You's	17 Where the Heart Lives	21 Exhibitor Fair Power Hour



Dine at one of our partner locations during FLC and WA DECA will receive a donation from your purchase! All proceeds will support DECA member conference scholarships. Click the QR code to view hours of operation, location, and fliers to present at purchase.



CONFERENCE DETAILS

Conference HQ: Evergreen Foyer "Coat Room" (1st floor)

Name Badges | Your name badge is your ticket to all seminars, general sessions, competition, and special activities. Due to the security at the Hotel, you must have these on at ALL times during the conference. Lost Name Badges may only be replaced at the conference headquarters.

Valuables | Keep your valuables with you. Conference hotels and Washington DECA are not responsible for valuables left, 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.

Telephone Calls | Each call from your room will cost \$\$\$. Only in-house phone calls may be made from student rooms. Phone calls to outside the hotel must be made by using a cell phone.

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. Medical consent forms should be in the possession of each chapter advisor. In case of an emergency, follow the procedures provided in your hotel room. Overlake Hospital is the nearest medical facility to the Hyatt Hotel. 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 and keep the room orderly. 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

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.



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Vikki Strand

Community Relations Officer

vstrand@soundcu.com

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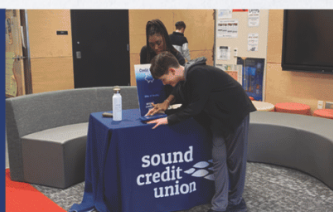
Learn More

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After experiencing the Bite of Reality program, students report a greater understanding of the importance of saving money, developing wise spending habits, living within their means, and planning for the future.



AREA LEADERS

AREA 1 WILL HILL
Marysville-Pilchuck High School

AREA 5 DEREK ENZ
Auburn Riverside High School

AREA 8 JEN FABRITIUS
Olympia High School

AREA 2 DANIEL MILLS
Jackson High School

AREA 5 MARK ZENDER
Kentwood High School

AREA 9 SHAWN PEREZ
Heritage High School

AREA 3 LINDSAY HANEY
Woodinville High School

AREA 6 LESLIE BELL
Chiawana High School

AREA 10 SIERRA LARKIN
Wenatchee High School

AREA 4 TAMMI RIGGERS
Bellevue High School

AREA 7 BETSI FEIDER
South Kitsap High School

AREA 11 ERIN RUEHL
Shadle Park High School

WASHINGTON DECA STAFF

LORI HAIRSTON
Executive Director

AIDAN PERALES
Digital Marketing Content Creator

ANGELA KIM
Operations Manager

CHONTELLE MACKNER
Development Manager

LINDA ANDERSEN
Competition Specialist

MARIAN MORRIS
Chapter & Advisor Support

NICOLE COWAN
Brand & Communications Project Manager, State Officer Coach

SAFETY INFORMATION

Washington DECA has contracted with the Regional Security Company to help keep students safe and in their rooms.

Police/Fire: In the case of an emergency, dial 9-1-1.

Bellevue Police Headquarters is also located at 450 110th Ave. NE Bellevue, WA 98004. Phone: (425) 452-6917

AREA MEDICAL RESOURCES

- Overlake Medical - 1135 116th Ave NE #300, Bellevue, WA 98004. Phone: (425) 688-5218
- Kaiser Permanente Bellevue Medical Center - 11511 NE 10th St, Bellevue, WA 98004. Phone: (425) 502-3000

Pedestrian Safety

- Always use crosswalks and look both ways before crossing. Traffic downtown is heavy, cars often go through lights after they turn red. Bellevue police will issue citations for pedestrian violations.
- Always travel with a buddy during daylight hours, after dark travel in groups of four with a chaperone.
- Be aware of your surroundings and trust your instincts. Use skybridges when available. Walk with purpose and project an assertive and business-like image. Criminals will be discouraged if you do not appear vulnerable or easily intimidated.
- Never use cell phones while maneuvering busy streets and especially while crossing the street.
- When asking for directions, first look for a police officer or another public employee (i.e., bus driver), or go into a nearby business.
- Do not carry large amounts of cash. Keep a record of credit card numbers, photocopy of passport and other valuable documents. If you must carry a large amount of cash, separate it from your purse or wallet and carry it inside clothing (i.e., in a hidden pocket or a money belt).
- Don't tempt a thief by leaving your purse or wallet unattended. It only takes a second to grab it.
- Aggressive panhandling is illegal in Bellevue. If someone obstructs or intimidates you, and aggressively begs for money, you do not have to give them money, and you should report this offense to the police.

Hotel Safety

- Please review safety information in each hotel when you check in. Have a safety meeting with your chapter. Plan the best way to evacuate the hotel in an emergency and plan in advance a meeting place. Make sure you have all delegates contact information and review the safety sheet with all attendees.
- You can call hotel security directly from the phone in your room or any house phone. Always be alert for suspicious persons and report to hotel security immediately.
- Use all locks on hotel door, particularly the double lock. Always lock the door when leaving.
- When returning to your room, make sure that you have your room key out and ready.
- Never open your door when a knock is heard. Know your visitor's identity prior to admittance. Use your peephole or talk through the locked door. If someone claims they are from maintenance, security or a hotel employee, phone the front desk to make sure the visitor is legitimate.
- Do not prop the door open with the safety lock bolt, even if you're just leaving your room for a moment.
- Students are prohibited from using hotel pool and/or hot tubs during FLC.
- Do not jump in, or overcrowd elevators, this will result in malfunctions, and you are liable for repair charges. Delegates must follow elevator capacity rules.

Event Center Safety | The most important message for all emergency situations is to stay calm and follow instructions. Please note, for safety reasons, students will not stand on chairs, gather in large groups in aisles or enter the stage unless receiving an award.

Hyatt Emergency Information | Identify locations on each floor for defibrillators, fire extinguishers and additional emergency information. Hyatt security - 425-460-5732.



CONFERENCE SCHEDULE

SUGGESTED ADVISOR SCHEDULE IS HIGHLIGHTED

SUNDAY, NOVEMBER 5

Washington DECA Check-In	3:30 p.m. - 5:30 p.m.	Evergreen A
Hotel Check-In	4:00 p.m.	Hyatt
Opening Session Seating (Please eat dinner prior to Opening Session)	6:00 p.m. - 6:30 p.m.	Grand Ballroom
Opening Session	6:30 p.m. - 7:30 p.m.	Grand Ballroom
Where the Heart Lives Musical Event	8:15 p.m. - 9:45 p.m.	Grand Ballroom

Featuring:



Chapter Meetings	10:00 p.m.	Hyatt
Curfew	10:30 p.m.	Hyatt

MONDAY, NOVEMBER 6

DECA Eats	7:00 a.m. - 9:00 p.m.	See page 3
Exhibitor Fair (Advisors/student store managers only)	9:00 a.m. - 10:00 a.m.	Evergreen A
Exhibitor Fair	10:00 a.m. - 2:00 p.m.	Evergreen A
Workshops and Breakout Sessions	9:00 a.m. - 4:00 p.m.	Various Locations
Chapter Leadership Academy* Presented by CWU CTE	10:00 a.m. - 12:00 p.m.	Cedar Ballroom



Advisor Track Workshops	10:00 a.m. - 4:00 p.m.	See page 8
Idea to Impact Challenge*	11:00 a.m. - 2:00 p.m.	Executive Boardroom Foyer
Project Management Mentor Sessions	2:00 p.m. - 4:00 p.m.	Laurel
Closing Session Seating	4:00 p.m. - 4:30 p.m.	Grand Ballroom
Closing Session	4:30 p.m. - 5:30 p.m.	Grand Ballroom
Area Meetings (students only)	8:30 p.m. - 9:30 p.m.	See page 2
Advisor Reception & DECA Inc. Meeting	8:30 p.m. - 9:30 p.m.	Cedar Ballroom

Presented by:



Chapter Meetings	10:00 p.m.	Hyatt
Curfew	10:30 p.m.	Hyatt

TUESDAY, NOVEMBER 7

Mock Competition* (times assigned)	8:15 a.m. - 11:30 a.m.	Grand Ballroom
Mock Interviews* (times assigned)	8:15 a.m. - 11:30 a.m.	Grand Ballroom
Running for State Office Workshop (1 session every hour)	9:00 a.m. - 11:00 a.m.	Evergreen I
Testing Tips Workshop	10:00 a.m. - 11:00 a.m.	Evergreen E-F

*required advanced registration



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About **Anderson Advisors**

- Anderson is a national business consulting, estate planning, and tax planning firm serving real estate investors, stock traders, solopreneurs, and business owners.
- Anderson's workforce spans across the country, with 60% of employees working remotely.
- Anderson produces hundreds of online and live educational events for investors and business owners to help grow their businesses, save on taxes, and legally protect their assets.
- "Voted a Top Places to Work" by Energage four years running.

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|  aba.link/twitter |  aba.link/linkedin |

Anderson's Core Values:

Integrity | Resilient | Driven | Innovative | Conscientious



ADVISOR WORKSHOPS

MONDAY

ROOM: LARCH

MARIAN MORRIS – HERE FOR NEW ADVISORS

9:00 AM – 10:00 AM

Learn basics of membership, learning zones, communication styles, competition deadlines, chapter campaigns + more.

EXHIBITOR FAIR – ADVISOR HOUR

9:00 AM – 10:00 AM

Advisors and student store managers can get the first look at this year's exhibitor fair located in Evergreen A-C! The Exhibitor Fair is open until 2:00 p.m. on Monday only.

SBE ROUND TABLE AND BEST PRACTICES

10:00 AM – 11:00 AM

JODI JACOBS AND MARIAN MORRIS

Come share your best practices with SBE, learn from others and leave inspired.

FUTURE PROOF YOUR COURSES WITH INDUSTRY CERTIFICATION

11:00 AM – 12:00 PM

SUNDAY-MORIO TODO AND KATHY SCHMIT

Join our dynamic workshop on "Future-Proofing Courses with Industry Certification" and discover the key to equipping your learners with the skills they need to excel in today's ever-changing job market. In this engaging session, we'll explore how integrating industry-leading certifications such as PMI Project Management Ready, Communications Skills for Business, Entrepreneurship and Small Business, and Microsoft Office Specialist can supercharge your educational programs. Learn how these certifications not only validate skills but also empower individuals to thrive in diverse professional environments. Also with attendance, get your free trial of XED, PMI Project Management online curriculum and exam vouchers for any of the discussed certifications.

MAKE SPACE FOR INNOVATION

1:00 PM – 2:00 PM

DR. JOHN LOMBARDI

Learn the why and how of innovating and sharing ideas with other DECA Advisors to improve student outcomes. You will learn techniques for best practices through collaboration.

BALANCING THE 3 C'S: COMMUNICATION, CONFLICT RESOLUTION AND COMMITMENT

2:00 PM – 3:00 PM

ALIXANDRIA MORRIS

Learn various aspects of organizational behavior. This session will help advisors and students recognize their personal behavioral styles, how they interact with others, and how their interactions can be improved. These skills have helped many leaders see better results from the educational environment to the most practical business instructions, especially for young leaders.

LEARN WITH EDILY – THE KHAN ACADEMY MEETS TIKTOK APP!

3:00 PM – 4:00 PM

JONATHAN HO

Jonathan Ho is a former Wharton grad and financial analyst turned high school physics/math/music teacher who is always looking for ways to reduce gatekeeping and to add efficient access to bureaucratic systems. As an education professional, he has actively participated in many systems that support student learning: industry-oriented curriculum design, program management for high-need students, school accreditation, and even summer school principalship. His experience as a trilingual, low-income, first-generation college student ground him and gives him the emotional resolve to continue helping students even when circumstances are challenging. It is serendipitous that his professional backgrounds in business and education are converging to help empower forward education creators to use technology so that students everywhere can have access to inspiring learning experiences.

BREAKOUT SESSIONS

MONDAY

9:00-9:45 AM

EXHIBITOR FAIR - ADVISOR HOUR

Student store managers (who are accompanied by their advisor) get private access to this year's Exhibitor Fair! Join vendors from 9:00-10:00 AM or visit us until 2:00 PM on Monday only.

EVERGREEN A-C

BUDGETING

RUTH KANEKO, BECU

Budgeting is the foundation of personal financial planning. It allows us to manage our money by tracking our income and expenses. Since every person is different, it is important to know how to create a budget that can be used for our own specific needs.

AUDITORIUM

BRANDING

JENNIFER MEHRER, NESTLÉ, SENIOR MANAGER

Finding the companies & brands you are passionate about is a smart career choice. Combine this with a strong sales foundation & you can differentiate your own brand in the competitive workplace.

EVERGREEN E-F

HOW TO MAKE YOUR PASSIONS PROFITABLE & START A BUSINESS

EMILY CLINE, THE CLINE COMPANY, LEAD INTERIOR DESIGNER

Do you wonder if you have what it takes to be a business owner? Join me as I share how I monetized my passion for design and scaling businesses. With a background in event planning, interior design, and angel investing, we will have a unique discussion about how to hone your passions and evaluate business opportunities.

EVERGREEN G-I

WAYS DECA PREPARED ME

SHANE MOSES

Get ready to be inspired by Shane Moses as he takes us on an exhilarating journey from his high school days to where he stands today. Picture this: Shane, a trailblazer, was among the very first members of Muckleshoot Tribal School DECA. As he delved into the world of DECA, his passion and talent flourished, setting the stage for an extraordinary future. Fast forward to the present, and Shane has seamlessly integrated the invaluable skills he acquired through DECA into his professional life, propelling his career to new heights.

REGENCY

MY FRIENDS ARE NOT FOR SALE - TRAFFICKING AWARENESS

ASHLYNN FREDENDALL, THE EPIK PROJECT/MY FRIENDS ARE NOT FOR SALE, PROJECT MANAGER

As a student, understand the power of your story and learn how to protect yourselves and friends from exploitation. My Friends Are Not For Sale shares the importance of knowing the indicators and dangers of grooming and exploitation. Unfortunately, kids and teens are the primary targets. When students gain and spread awareness, they can protect themselves, friends and community.

JUNIPER

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BREAKOUT SESSIONS

MONDAY

10:00-10:45 AM

WOMEN IN FINANCE

ALLISON LEEP, PEMCO AND OBSHTYR YULIYA, JP MORGAN CHASE

This workshop brings together accomplished women from various sectors within the finance industry to share their knowledge, experiences, and insights. Whether you're a student aspiring to enter the finance field, or someone curious about financial matters, this event is designed to provide valuable takeaways and foster meaningful connections.

AUDITORIUM

ARTIFICIAL INTELLIGENCE IN THE CLASSROOM

TERRON ISHIHARA, OSPI, COMPUTER SCIENCE PROGRAM SUPERVISOR

This session will explore topics in artificial intelligence (AI), namely in an educational setting and the ethical considerations that go along with the use of AI. Possible topics include what AI is, concerns surrounding AI, best practices for using AI, the setbacks of AI tools, computer science more broadly, and suggestions for student and educators in this space. State-level resources and recommendations will be shared along with a pointed discussion about AI in education.

EVERGREEN E-F

A CAREER IN CONSULTING

NICOLE YEE, PWC (PRICEWATERHOUSECOOPERS), CONSULTING SOLUTIONS SENIOR ASSOCIATE

This workshop would provide insight into the consulting industry (how I got my start, the industries that consultants work in, the clients that we work with). Students would learn about the diverse opportunities, problem-solving techniques, and client engagement strategies that make a career in consulting so exciting!

EVERGREEN G-I

ADVANCED CHAPTER LEADERSHIP ACADEMY - REQUIRED ADVANCED REGISTRATION

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Washington
University

FERRAH CAPAS (AREA 7 PRESIDENT)

CAITLIN PHAM (AREA 10 PRESIDENT)

AUDREY TAN (AREA 11 PRESIDENT)

CEDAR

Whether you're going for the Piston Cup or DECA glass, your state officers are here to help you succeed! In this workshop, learn necessary skills in being the best chapter officer you can be! Learn how to elevate your chapter's competition, get new ideas and network around the state, and brand your chapter on social media! Plus, enjoy a bonus theme featuring your favorite automobiles, like Lightning McQueen and Guido! Ka-chow!

IMPRESS JUDGES WITH 10 AND 20-PAGE WRITTEN EVENTS

LINDA ANDERSEN, WASHINGTON DECA

Creating a standout 10 or 20-page written event for evaluation involves careful planning, organization, and attention to detail. Here are some tips and tricks to help you impress those written event judges.

REGENCY

MAXIMIZE YOUR MARKETING

D'ANDRE VASQUEZ, DS MARKETING AND 2019-2020 DECA INC. HIGH SCHOOL DIVISION PRESIDENT

Whether you are looking to grow your chapter, increase your fundraising dollars or form community partnerships, marketing is key! Come learn how to maximize your marketing strategies!

JUNIPER

EXHIBITOR FAIR

From 10:00 a.m. - 2:00 p.m., meet with over 40 colleges, universities and vendors who will be showcasing spirit wear, student store products, community service opportunities, and more! Complete an Exhibitor Fair Passport and you could win one of several giveaways! Winners will be announced via Washington DECA's Instagram and prizes can be picked up during your Area Meeting on Monday only.

EVERGREEN A-C

BREAKOUT SESSIONS

MONDAY

11:00-11:45 AM

DEMYSTIFYING STUDENT LOANS AND STUDENT AID FOR COLLEGE

TONY LEAHY, CENTS, EXECUTIVE DIRECTOR

AUDITORIUM

Workshop attendees will understand how student loans work and important considerations when utilizing them. Sources for grants and scholarships will also be covered. Attendees will also be provided several empowering resources to help them on their journey.

CREATIVE, ETHICAL USES OF ARTIFICIAL INTELLIGENCE

JEFFREY SMITH – SEATTLE UNIVERSITY, ALBERS SCHOOL OF BUSINESS AND ECONOMICS

EVERGREEN E-F

Jeffery Smith is Seattle University's Frank Shrontz Chair in Professional Ethics and Professor of Management in the Albers School of Business and Economics where he teaches ethics in the management, finance and accounting programs. Professor Smith's research interests lie at the intersection of philosophy and business, currently focusing on ethical decision making in organizations and the philosophical foundations of corporate social responsibility. This workshop is valuable as you begin using AI in your written events and classroom assignments!

THE ENTREPRENEUR MINDSET

JENNIFER SHELTON, WA SMALL BUSINESS DEVELOPMENT CENTER, CERTIFIED BUSINESS ADVISOR

EVERGREEN G-I

This workshop will cover best practices to consider when developing your business. Learn top tips behind the seven functions of business, Management, Operations, Human Resources, Marketing, Bookkeeping, Finance, and Information Technology, that you can implement in your new venture.

ACCELERATE YOUR ROLE-PLAY SKILLS: ROLE-PLAYS 101

MANYA PRADEEP NARAYAN (AREA 3 PRESIDENT) AND SIDHYA GANESH (AREA 4 PRESIDENT)

REGENCY

Hoping to meet Mario at Super Nintendo World at Universal Studios or join a thrilling adventure on the Guardians of the Galaxy Mission Breakout ride? Your ticket to ICDC could be secured through participating in a role-play! Join your State Officers as they breakdown performance indicators, 21st century skills, and put your learning into practice, just in time for the mock competitions on Tuesday during FLC! Workshop recommended for those new to role-plays.

MAKING AN IMPACT WITH MAKE-A-WISH

JESSICA QUIJADA, MAKE-A-WISH ALASKA & WASHINGTON, SENIOR EVENTS COORDINATOR

JUNIPER

Learn how you can make an impact for youth in your community. Make-A-Wish Alaska & Washington provides an opportunity for students to participate in a student-led, customizable, mission focused and impactful program. You can gain experience in marketing, budgeting and goal setting, event planning and management, business outreach, leadership skills, and creativity. Also learn about marketing positions and the role of marketing in non-profit organizations.



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BREAKOUT SESSIONS

MONDAY

1:00-1:45 PM

COMPARING SCHOOLS AND COSTS

DUNCAN TAYLOR, COO WASHINGTON BANKERS ASSOCIATION

AUDITORIUM

Students research salary averages based on specific education and career aspirations; learn the total cost of their desired school(s); compare total post-secondary expenses vs. out of school annual salary; and determine return on investment.

SETTING AND REACHING YOUR GOALS

JULIE SHALLER

EVERGREEN E-F

If you're ready to build a new success story, this workshop is for you. Julie's mission is to inspire and empower leaders to realize their potential and create positive impact in their educational and post-secondary careers.

HOW TO DO GOOD BY DOING BUSINESS

LUNI LIBES, AFRICA EATS

EVERGREEN G-I

This session highlights the path from idea to startup, with an emphasis on how to use the techniques of startups and the power of Capitalism to solve the world's big thorny problems. Taught from the lessons of Fledge, a decade-old global network of business accelerators for mission-driven for-profit startup and from The Next Step, the book/podcast/video series that is the core curriculum for those programs.

THE FAST AND THE EXPERIENCED - ADVANCED ROLE-PLAY STRATEGIES

MARIAN MORRIS, WASHINGTON DECA

REGENCY

Get ready to become an expert at role-plays! We'll be covering the best ways to address performance indicators, top tips for wowing your judge and leaving a lasting impression, while covering a few test taking tips and visual aid ideas.

LEAD4CHANGE - HOW TO RUN A SUCCESSFUL PROJECT

TERRI KING AND KELLY HAWKINS

JUNIPER

The time is right for you to lead! Join us for a fun, interactive experience to introduce the leadership skills needed to create positive changes in your DECA chapter and community. Rally your DECA chapter with the opportunity to lead, create and implement team projects designed to meet a need in your school, local, or global community. Get a jump-start into the real world of leadership by learning to access these free, comprehensive lessons aligned to CTE standards.

ALL ABOUT PROJECT MANAGEMENT

PROJECT MANAGEMENT INSTITUTE OF PUGET SOUND

CEDAR

Whether you're looking to refine your expertise on project management, improve your PM Project, or be more effective in time management, this dynamic and interactive workshop is designed to provide you with the essential knowledge and practical tools to excel in managing projects effectively.

CENTRAL WASHINGTON UNIVERSITY



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BREAKOUT SESSIONS

MONDAY

2:00-2:45 PM

YOUR MONEY RELATIONSHIP

MINDA MICHELLE MATTOX, WSECU COMMUNITY RELATIONS COORDINATOR

AUDITORIUM

Also known as "Psychology of Spending," this is a discussion of how we grew up talking about and treating money. Come prepared to participate; this is an interactive conversation, with exercises that encourage us to be bold and honest with ourselves about our relationship money.

GET THE MOST OUT OF LINKEDIN

NICOLE BOWMAN WATSON, AMAZON AND TECHNICAL SOURCING RECRUITER

EVERGREEN E-F

I will cover how to get the most out of your LinkedIn Profile. What can you do to get more views, show up in searches, and make sure you are showcasing your skills? I will also cover what recruiters and potential employers are looking for.

BUILDING A SOCIAL ENTERPRISE ECOSYSTEM

LUNI LIBES, AFRICA EATS

EVERGREEN G-I

One startup can solve one small problem. Nine more and the solutions are still tiny and don't change the world. To make a dent in the universe you need a whole business "ecosystem", and surprisingly, that is best done by the same entrepreneurs who are starting those startups. This session will explain how that works, and how you can start your journey denting the universe yourself.

ALL ABOUT PROFESSIONAL SELLING EVENTS: SELLING IN THE FAST LANE

LINDA ANDERSEN, WASHINGTON DECA

CEDAR

Want to try a fun event that you can enter and qualify at your Area Conference? Professional Selling is the event! Topics for this year include selling a Glamping Experience, or convincing a retail boutique owner to use social media platforms, or selling a payment platform like Venmo or PayPal to a client.

BUILDING A BUSINESS PLAN

LORI HAIRSTON, WASHINGTON DECA

REGENCY

A well-structured business plan is the cornerstone of any successful business. Join this comprehensive workshop and learn how to create a solid business plan for the 10- and 20-page DECA events. From defining your business idea to asking for financing, this workshop will cover the basic elements.

TAKING DECA TO COLLEGE

CHAPTER CO-PRESIDENT, PLU DECA

FORMER DECA INC. HIGH SCHOOL DIVISION WESTERN REGION VICE PRESIDENT

JUNIPER

For many DECA members, college seems to be at the back of our minds at all times! Whether you plan on studying business, pre-medicine, music education, or aren't quite sure yet, the skills you're adopting now will benefit you for years to come. But how do we apply these skills to college life and what could DECA look like at the collegiate level if you don't want the fun to stop? In this workshop, no matter where you are in your DECA journey, we aim to help you utilize and apply your skills to your future college journey and give you a glimpse of Collegiate DECA in the process!

PROJECT MANAGEMENT MENTOR SESSIONS - REQUIRED ADVANCED REGISTRATION

LAUREL

PROVIDED BY



**Project
Management
Institute.
Puget Sound**

This session includes a advice from a Project Management expert and mentorship for student teams in DECA Project Management competitions. For those already registered by their advisor, bring your projects and show up to your assigned time!

BREAKOUT SESSIONS

MONDAY

3:00-3:45 PM

CREDIT 101: CREDIT HISTORY, WHY IT IS IMPORTANT?

AUDITORIUM

CINDY ST. MARY, CAPSTONE HOME LOANS, SR. LOAN ORIGINATOR

What is a credit score. What effects your credit score. How to build your credit and maintain good credit history. The cost of bad credit. Correcting errors and increase your credit score.

DRESS TO SUCCESS, IT'S ON THE RACK, SOMETIMES, ALWAYS, NEVER,

EVERGREEN E-F

MEAGAN HARGROW, STORE MANAGER/ PERSONAL STYLIST

I will be teaching the basic needs for a successful wardrobe, and how to dress the part. Even if you are going on a date, or for your own wedding. Even if you want to understand how retail works.

DIVERSITY, EQUITY AND INCLUSION PANEL

EVERGREEN G-I

WASHINGTON DECA DEI AMBASSADOR TEAM

Attend the DEI Workshop for an opportunity to hear from business leaders with extensive DEI experience and practice problem-solving skills for the business world. The Q&A session with the expert panel will give you the tools to implement DEI practices into your DECA chapter and grow your understanding on the importance of DEI. Participants will brainstorm solutions to real-world DEI, allowing you to connect what you just learned, into actionable steps!

COLLEGE ROUNDTABLES

CEDAR

VARIOUS COLLEGES

Take the opportunity to meet with a representative from a handful of colleges/universities, face to face, one recruiter at a time. Whether you are a freshman, sophomore, junior or even a senior who thinks they know where they are going next year, this workshop is the perfect opportunity to expand your college horizons.

ROAD TO ICDC - CHAPTER CAMPAIGNS

REGENCY

MARIAN MORRIS, WASHINGTON DECA

EARN THRIVE and attend the THRIVE ACADEMY at ICDC in Anaheim, CA! Guide your membership efforts by meeting specific goals.

PROJECT MANAGEMENT MENTOR SESSIONS - REQUIRED ADVANCED REGISTRATION

LAUREL

PROVIDED BY



This session includes a advice from a Project Management expert and mentorship for student teams in DECA Project Management competitions. For those already registered by their advisor, bring your projects and show up to your assigned time!

STATE CAREER DEVELOPMENT CONFERENCE

FEB 29 – MAR 2, 2024
BELLEVUE, WA

INTERNATIONAL CAREER DEVELOPMENT CONFERENCE

APR 26 – MAY 1, 2024
ANAHEIM, CA

Helping Build A Stronger Financial Future Together

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WHERE THE HEART LIVES

The Residency



Bloodworks Northwest

WASHINGTON
DECA

LIVE PERFORMANCE

SUNDAY, NOVEMBER 5

8:00 PM - 9:30 PM

GRAND BALLROOM



In partnership with The Residency and Bloodworks Northwest, Where the Heart Lives will feature a talent of performances and spoken word by young, diverse artists, while inspiring conversation around mental and emotional health, and wellness within yourself and your communities.

The Residency's mission is to build a powerful community of young hip-hop artists equipped with the artistic and leadership skills, business acumen, and mentorship necessary to become professional artists and cultural change makers.

As a DECA member, serving the community is in our blood. We hope the evening's program will inspire your DECA chapter to participate in our 2023-2024 statewide community service campaign, aimed to help fight low blood supplies across Washington!

Click the QR code to learn how you can participate in the challenge, view prizes, and more!



INVEST IN YOUR FUTURE

at the University of Washington
Tacoma's **Milgard School of Business**.

Earn your UW business degree
while engaging directly with the
South Sound community.

#1

BEST VALUE
IN WASHINGTON 2024

Wall Street Journal
Sept. 2023

FOR MORE INFO, CONTACT

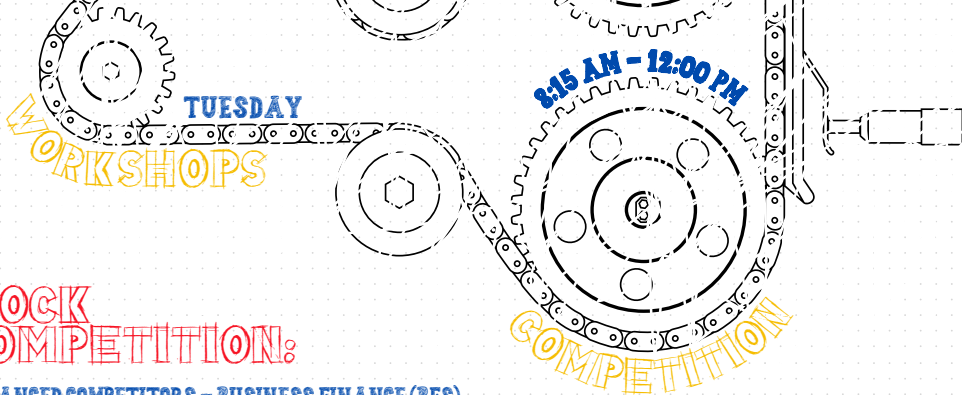
Raihab Baig
Undergraduate Recruiter
& Pre-Admissions Advisor
253-692-5988
rbaig@uw.edu



AACSB Accredited

MILGARD
SCHOOL OF BUSINESS
UNIVERSITY of WASHINGTON | TACOMA





MOCK COMPETITION!

ADVANCED COMPETITORS – BUSINESS FINANCE (BFS)

NEW COMPETITORS – PRINCIPLES OF BUSINESS ADMINISTRATION (PBM)

GRAND BALLROOM

Students will participate in a mock competition role-play. Over 200 volunteer judges are recruited to evaluate student performances and provide feedback. The Mock Competition allows DECA members to experience competition in a low-stress environment and to hone their competition skills. Student competition times were provided in the chapter's check-in packet. If you didn't receive a time, advisors can pick up times from the WA DECA Headquarters.

MOCK JOB INTERVIEW

GRAND BALLROOM

Washington DECA is committed to preparing emerging leaders to be college and career ready! Registered members are invited to showcase their job interview skills in a mock interview with a volunteer mock employer. Participants will be evaluated on their ability to cover key performance indicators which mimic a real job interview, while receiving immediate feedback.

COMPETITION TIME CONFLICTS

If a student has a schedule conflict, prioritize BFS or PBM and check-in at the Mock Job Interview table on Tuesday immediately following your role-play.

MAKE AN IMPACT – RUN FOR STATE OFFICE WORKSHOP

ATTENDANCE REQUIRED IF RUNNING FOR STATE OFFICE

EVERGREEN I

9:00 AM AND 10:00 AM

Have you ever considered running for a Washington DECA State Officer position? Wonder what the Officer Team experiences during their year of service? Learn about what it means to be a State Officer, discover the opportunities to you as a student leader, and learn about the campaign process. 1-hour sessions running at 9:00 AM and 10:00 AM.

TEST SCORES IN OVERDRIVE!

TESTING TIPS FOR COMPETITION

EVERGREEN I-F

ONGOING FROM 10:00 AM – 11:00 AM

State Officers will cover testing tips through Kahoots to help you rev up your competition scores!

ADVISOR CLOCK HOURS

Calling all DECA teachers! Get ready to earn **7 clock hours** by participating in an exciting lineup of activities. Here's what you need to do:

Step 1 - Register for clock hours on PD Enroller by clicking QR code A.

Step 2 - Make sure you attend both the Opening Session and the Closing Session. These sessions are packed with valuable information and insights that you won't want to miss. Complete the attendance form by clicking QR code B.

Step 3 - Attend a minimum of 5 of the exciting Advisor Sessions. With a wide range of topics to choose from, you're bound to find sessions that align with your interests and professional goals. You're sure to take back valuable resources for your classroom. REMEMBER! Complete the attendance form by clicking QR code B after each session.

Step 4 - Don't forget to swing by the Exhibitor Fair. Not only will you have the chance to explore exciting resources and products, but you can also complete the Advisor Passport by clicking QR code C.

Step 5 - To ensure you receive your clock hours, it's crucial that you complete the survey on the pdEnroller site. We want to make sure you get the credit you deserve!

Step 6 - Note that the clock hour portal will close on November 14, 2023 at 5:00 p.m. and will not be re-opened. Make sure you complete all the necessary steps before the deadline.



QR CODE A
PD ENROLLER
REGISTRATION



QR CODE B
ATTENDANCE
FORM



QR CODE C
EXHIBITOR
FAIR

CODE OF CONDUCT

Delegates shall abide by the rules and practices of Hyatt Regency Bellevue, conference hotels, Bellevue Police, Washington DECA, 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.

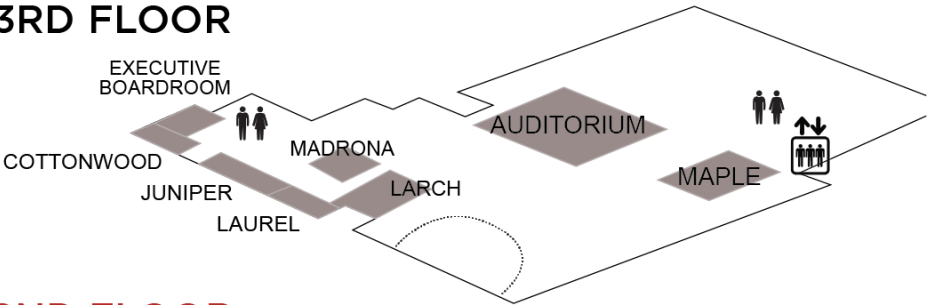


DRESS CODE

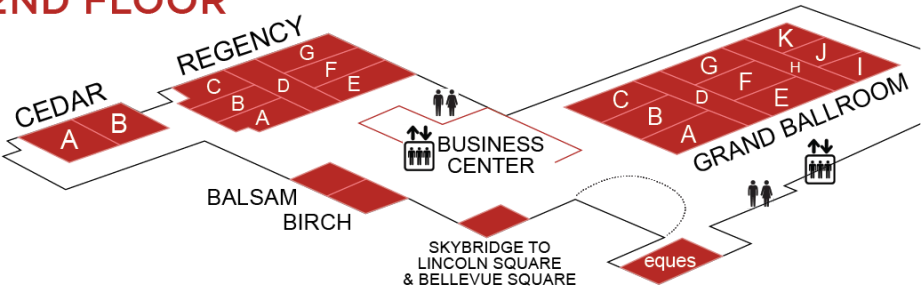
The conference dress code can be found by clicking the QR code. Failure to adhere to the Code of Conduct or dress code throughout the conference is a violation and delegates will be sent home.



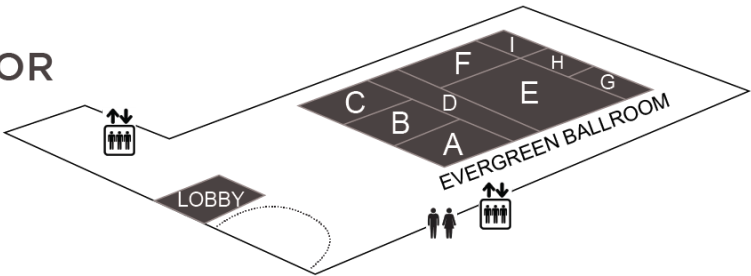
3RD FLOOR



2ND FLOOR



1ST FLOOR



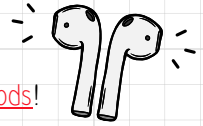


EXHIBITOR FAIR POWER HOUR

12:00 PM - 1:00 PM | MONDAY, NOVEMBER 6 | EVERGREEN A

Cruise through the Exhibitor Fair on Monday and network with over 35 vendors, colleges and universities!

Students visiting the fair during the POWER HOUR from 12:00 p.m.-1:00 p.m., have a chance to win Apple AirPods!



To be eligible, you must use the Exhibitor Fair passport to receive a stamp from at least 20 vendors AND you must receive an exclusive stamp upon exiting the fair. The exclusive stamp is only available from 12:25 p.m. to 1:00 p.m. on November 6. Passports due by 3:30 p.m. on November 6 to the Evergreen Coat Room (1st floor).

One winner will be randomly selected and announced on the Washington DECA Instagram at 9:00 p.m. and the prize will only be available for pick-up during your Area Meeting on November 6.

GAIN LEADERSHIP SKILLS AT

WASHINGTON BUSINESS WEEK

- ✓ Earn 2 College Credits
- ✓ Virtual and In-Person Programs
- ✓ Scholarships and Tuition Assistance
- ✓ Collaborate with Leading Industry Professionals
- ✓ Pathways Aligned for Market Demands



**The 2024 Program Schedule
will be announced soon!**



253-237-3545



www.wbw.org



info@wbw.org



THANK YOU EXHIBITOR FAIR PARTNERS



LITTLE BIPSY



WASHINGTON STATE UNIVERSITY
School of Apparel, Merchandising,
Design and Textiles



WASHINGTON STATE UNIVERSITY
School of Economic Sciences

