You Could Be Among The Next Generation of Financial Leaders in WA!

At the Department of Financial Institutions (DFI), we’re working with bank and credit union association partners to offer you a four-day leadership program **June 17-21, 2024 at Bellevue College**. (Must be 18 or older to apply)

**The workshop will:**
- Highlight how your education, interests and experience may fit into one of the many roles in a bank, credit union or at DFI as an industry regulator.
- Match you up 1-on-1 with a mentor, providing a direct connection into the industry as you determine your future career opportunities.
- Provide industry leaders’ insight on:
  - Their career path into banking, lending, finance, and investing.
  - Career growth opportunities.
  - How organizations hire talent.
  - Upcoming trends for the industry, including fintech and cybersecurity.
  - Why financial education & outreach is important in WA.

**Apply today!**

**Monday & Tuesday**
In person at Bellevue College

**Wednesday:** Juneteenth Observance

**Thursday:** Visit a financial institution

**Friday:** Virtual event

Join Us! Scan the QR code and apply to join the program today!

https://dfi.wa.gov/next-generation-financial-leaders
### THURSDAY

**COMPETITION AT HYATT REGENCY**

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<tr>
<th>20-Page Written Events</th>
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<td>EFB EIB EBG IBP</td>
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<td>PMBS PMCD PMCA PMCG PMFL PMSP</td>
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**FRIDAY**

**COMPETITION AT MEYDENBAUER CENTER**

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<td>HTDM MTDM STDM TTDM</td>
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<td>PBM PFN PHT PMK</td>
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<tr>
<th>10-Page Written Events</th>
<th>School-Based Enterprise Academy/Competition</th>
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<tr>
<th>Professional Selling &amp; Consulting Events</th>
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<td>FCE HTPS PSE</td>
<td>Idea to Impact Presentations</td>
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<td></td>
<td>Senior Management Academy</td>
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<td></td>
<td>MOS and PMR Testing</td>
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### STATE PRESIDENT WELCOME

**Greetings Washington DECA!** On behalf of Team Accelerate, welcome to Bellevue. We are thrilled to kick off the 2024 State Career Development Conference and excited to see competitors from across Washington. You have been practicing and polishing your projects and role-plays for the past several months. It’s now your moment to shine!

Beyond competition, we will compete together, network, learn at the Senior Management and SBE Academies, and elect the 2024-2025 State President!

Team Accelerate wishes you the best of luck with your competitions. We cannot wait to see who qualifies to represent Washington DECA in Anaheim, California for the International Career Development Conference!

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The Bellevue Collection is proud to be a premier sponsor of SCDC 2024.
Washington DECA's record-breaking State Career Development Conference is now in session!

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

This weekend, participate in DECA Discounts - a program designed by the State Officer team with a goal to make your SCDC experience more affordable! The establishments below will be offering DECA member discounts and freebies to individuals showing their conference name badge. Participating locations are located inside or near the Bellevue Collection and Lincoln Square.

On select days, 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!

The Washington DECA DEI team encourages you to support DEI-friendly and small, minority owned businesses during your stay in Bellevue. Check out @washingtondeca on Instagram to learn what makes a small business DEI-friendly!
SPECIAL THANKS: EVENT DIRECTORS

INDIVIDUAL SERIES & TEAM DECISION MAKING
Paul Glenovich, Woodinville HS  Marc Hillestad, Cedarcrest HS  Andrew Shanafelt, Issaquah HS

20 & 10-PAGE WRITTEN EVENTS
Linda Andersen & Marian Morris, Washington DECA

PRINCIPLES & PFL
Bryce Ancheta, Alumnus

SCHOOL-BASED ENTERPRISE
Shawn Perez, Heritage HS  Brad Charvet, Grandview HS

SPECIAL THANKS: EVENT MANAGERS

INDIVIDUAL SERIES EVENTS
Apparel and Accessories
Chris Cloakey, Cashmere High School

Accounting Applications
Jodi Jacobs, Alumnus

Automotive Services Marketing
Rachel Schwartz, Eastlake 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
Alyssa Wall & Amber Valenzuela, Alumni

Marketing Communications
Eliza Webb, Alumnus

Quick Serve Restaurant Management
Tom Robinson, Retired Advisor

Restaurant and Food Service Management
Jennifer Fabritius, Olympia High School

Retail Merchandising
Jerry Borth, Newport High School

Sports and Entertainment Marketing
Bob Pressey, Retired Advisor

ENTREPRENEURSHIP EVENTS
Karen Morton, Lake Stevens High School  Aaron Crotty, Alumnus  Leslie Bell, Chiawana High School

BUSINESS OPERATIONS RESEARCH EVENTS
Chris Gapinski, Liberty High School

PROJECT MANAGEMENT EVENTS
Joseph Hua, North Mason High School

SCHOOL-BASED ENTERPRISE
Mackenzie Charvet, Grandview High School  Tiffany Bogle, Deer Park High School

TABULATIONS
Mike Jackson, Kent-Meridian HS  Will Hill, Marysville-Pilchuck HS

Betsi Feider, South Kitsap HS  Marni Ness, Alumnus

Randy Wilson, Lakes HS  Bruce Brewer, Retired Advisor

PERSONAL FINANCIAL LITERACY
Paul Long & Aaron Crotty, Alumni

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
Doug Aubert, Retired Advisor

Travel and Tourism
Greg McCormick, Retired Advisor

INTEGRATED MARKETING CAMPAIGN
Daniel Mills, Jackson High School  Kandice Herndon, Alumnus  Margie Denton & Lynn Mason, Clarkston High School

PROFESSIONAL SELLING EVENTS
Nick Angelo, Mariner High School  Damon Oliveto, Shorewood High School  Emily Wray, Retired Advisor

IDEA TO IMPACT CHALLENGE
Renee Crow, Hazen High School
Executive Director: Lori Hairston
Operations Manager: Angela Kim
Brand & Communications Project Manager: Nicole Cowan
State Officer Leadership Coach: Chontelle Mackner
Competition Specialist: Linda Andersen
Development Manager: Chontelle Mackner
Digital Marketing Content Creator: Aidan Perales
Advisor & Chapter Support: Marian Morris
Brand & Communications Project Manager: Nicole Cowan
State Officer Leadership Coach: Chontelle Mackner

Area Leaders:

Area 1: Will Hill
Marysville–Pilchuck High School

Area 2: Daniel Mills
Jackson High School

Area 3: Lindsay Haney
Woodinville High School

Area 4: Tammi Riggers
Bellevue High School

Area 5: Derek Enz
Auburn Mountainview High School

Area 5: Mark Zender
Kentwood High School

Area 6: Leslie Bell
Chiawana High School

Area 7: Betsy Feider
South Kitsap High School

Area 8: Jen Fabritius
Olympia High School

Area 9: Suzie Downs
Camas High School

Area 10: Sierra Larkin
Wenatchee High School

Area 11: Erin Ruehl
Shadle Park High School

Management Team:

Executive Director: Lori Hairston
Digital Marketing Content Creator: Aidan Perales
Operations Manager: Angela Kim
Development Manager: Chontelle Mackner
Brand & Communications Project Manager: Nicole Cowan
State Officer Leadership Coach: Chontelle Mackner

Board of Directors:

Chair: Marc Hillestad
Vice-Chair: Bryan Long
Secretary: Sierra Larkin
Treasurer: Kevin Drazic
Governor: Bryan Venema

Board Members:

Lori Hairston
Cheryl Gould
Angela Kim
Nicole Cowan
Chontelle Mackner
Aidan Perales
Linda Andersen
Marian Morris

Thank you to all our supporters and partners!
YOUR FUTURE IN FASHION STARTS HERE

The Apparel, Textiles and Merchandising department at Central Washington University offers fields of study that prepare students to become leaders in the fashion industry.

Wildcats do the work that moves our world forward—and we want you to be part of it.

APPAREL, TEXTILES & MERCHANDISING MAJOR

Combine creative, technical, and business knowledge to become a fashion industry leader of tomorrow.

Job prospects: Buyer, Merchandiser, Fashion Trend Analyst, Assistant Designer, Product Developer, Entrepreneur and more.

FASHION MARKETING SPECIALIZATION

Prepare yourself for a career in the global field of fashion marketing; exploring strategies, branding, consumer behavior and more.


APPAREL DESIGN MINOR

Study the application of artistic and creative design elements, selection, and use of textiles, and the techniques for transforming design concepts into garments.

APPAREL, TEXTILES & MERCHANDISING MINOR

Learn the basics of the apparel industry to enhance your business or creative-related major, in 21 credits.

More Info: andrea.eklund@cwu.edu  @cwu_atm
## THURSDAY, FEB 29

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<tr>
<th>Event</th>
<th>Time</th>
<th>Location</th>
</tr>
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<tbody>
<tr>
<td>State President Check-in</td>
<td>10:00 a.m. – 5:00 p.m.</td>
<td>Meydenbauer 401</td>
</tr>
<tr>
<td>State President Interviews</td>
<td>12:00 p.m. – 1:00 p.m.</td>
<td>Meydenbauer 303</td>
</tr>
<tr>
<td>Judge Check-in</td>
<td>2:30 p.m.</td>
<td>Hyatt Regency</td>
</tr>
<tr>
<td>Written Project Presentations:</td>
<td>3:00 p.m. – 7:00 p.m.</td>
<td>Hyatt Evergreen Ballroom</td>
</tr>
<tr>
<td>All 20-page events &amp; EIP, ESB:</td>
<td></td>
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</tr>
<tr>
<td>Testing Center: SBE Testing only*</td>
<td>3:00 p.m. – 7:00 p.m.</td>
<td>Hyatt Auditorium</td>
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<tr>
<td>State President Rehearsals</td>
<td>3:30 p.m. – 4:00 p.m.</td>
<td>Meydenbauer 303</td>
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<tr>
<td>State President Poster Display</td>
<td>6:30 p.m.</td>
<td>Meydenbauer CH Lobby</td>
</tr>
<tr>
<td>Opening Session Seating</td>
<td>7:30 p.m. – 8:00 p.m.</td>
<td>Meydenbauer CH, Theater &amp; Livestream</td>
</tr>
<tr>
<td>Opening Session</td>
<td>8:00 p.m. – 9:15 p.m.</td>
<td>Assigned Hotel</td>
</tr>
<tr>
<td>Chapter Meeting with Advisor</td>
<td>10:00 p.m.</td>
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</tr>
<tr>
<td>Curfew</td>
<td>10:30 p.m.</td>
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## FRIDAY, MAR 1

<table>
<thead>
<tr>
<th>Event</th>
<th>Time</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Judge Check-in</td>
<td>7:15 am</td>
<td>Meydenbauer and Hyatt</td>
</tr>
<tr>
<td>State President Poster Display</td>
<td>8:00 a.m. – 3:00 p.m.</td>
<td>Meydenbauer 2nd Floor</td>
</tr>
<tr>
<td>Competition: Individual &amp; Team Role Plays</td>
<td>7:50 a.m. – 4:00 p.m.</td>
<td>Meydenbauer</td>
</tr>
<tr>
<td>Competition: Principles, PFL, Professional</td>
<td>8:00 a.m. – 4:00 p.m.</td>
<td>Hyatt Evergreen Ballroom</td>
</tr>
<tr>
<td>Selling, Integrated Marketing Campaign</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Testing Center: PMR and MOS Testing only*</td>
<td>9:00 a.m. – 4:00 p.m.</td>
<td>Hyatt Auditorium</td>
</tr>
<tr>
<td>SBE Academy*</td>
<td>9:00 a.m. – 10:30 a.m.</td>
<td>Hyatt Cedar Ballroom</td>
</tr>
<tr>
<td>SBE Competition</td>
<td>11:00 a.m. – 4:00 p.m.</td>
<td>Laurel/Larch</td>
</tr>
<tr>
<td>Idea to Impact Challenge*</td>
<td>9:30 a.m. – 3:30 p.m.</td>
<td>Hyatt Juniper</td>
</tr>
<tr>
<td>Workshops – Open to all students</td>
<td>10:00 a.m. – 4:00 p.m.</td>
<td>Hyatt Regency Ballroom</td>
</tr>
<tr>
<td>Senior Management Academy*</td>
<td>11:00 a.m. – 3:30 p.m.</td>
<td>Hyatt Cedar (includes lunch)</td>
</tr>
<tr>
<td>State President Voting</td>
<td>1:00 p.m. – 3:00 p.m.</td>
<td>Meydenbauer 2nd Floor</td>
</tr>
<tr>
<td>Senior T-Shirt Sales</td>
<td>1:00 p.m. – 3:00 p.m.</td>
<td>Meydenbauer 2nd Floor</td>
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<tr>
<td>Incoming State Officer Team Training</td>
<td>3:15 p.m. – 5:00 p.m.</td>
<td>Meydenbauer Theater</td>
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<tr>
<td>Chapter Meeting with Advisor</td>
<td>10:00 p.m.</td>
<td>Assigned Hotel</td>
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<tr>
<td>Curfew</td>
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## SATURDAY, MARCH 2

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<tr>
<th>Event</th>
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<tbody>
<tr>
<td>Grand Award Session Rehearsal for Candidates</td>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Meydenbauer Center Hall</td>
</tr>
<tr>
<td>Grand Award Session Seating</td>
<td>8:00 a.m. – 8:30 a.m.</td>
<td>Meydenbauer Center Hall</td>
</tr>
<tr>
<td>Grand Award Session 1: 20-Page Events, EIP, ESB, SBE, Idea to Impact</td>
<td>8:30 a.m. – 9:45 a.m.</td>
<td>Center Hall, Theater, Livestream</td>
</tr>
<tr>
<td>Grand Award Session 2: Role-Plays, Professional Selling, IMC Events</td>
<td>10:00 a.m. – 11:30 a.m.</td>
<td>Center Hall, Theater, Livestream</td>
</tr>
<tr>
<td>Materials Pick-up – Advisors Only</td>
<td>11:30 a.m. – 12:00 p.m.</td>
<td>Meydenbauer Center 401</td>
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*Required Advanced Registration

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Get certified for FREE!
Voting will be open on Friday, March 1 from 1:00 p.m. - 3:00 p.m. at the Meydenbauer Center on the 2nd Floor. One ballot is provided per present voting delegate. Serving as a voting delegate for your chapter is a privilege and an obligation. It is essential each chapter exercises their right to vote and that each voting delegate is informed.

VOTING

Election results will be announced during the Grand Awards Session.

TEAM ACCELERATE

WILLIAM CHANG
Bellevue High School
“You decide who you become.”
- Ralph Emerson
STATE PRESIDENT
@WADECAPREZ

MANYA PRADEEP NARAYAN
Eastlake High School
“When in doubt, SWOT it out.”
AREA 3 PRESIDENT
@AREA3DECA

AVI ANCA BA UER
Enumclaw High School
“Let your passion make a lasting impact.”
AREA 5 PRESIDENT
@AREA5DECA

JAY GORREPATI
Union High School
“Take risks - we only have one life to do it!”
AREA 7 PRESIDENT
@AREA7WADECA

KAYLA SUHERMAN
Glacier Peak High School
“Let all that you do be done in love.”
AREA 1 PRESIDENT
@AREA1DECA

SIDHYA GANESH
Interlake High School
“Keeping it glass-y.”
AREA 4 PRESIDENT
@AREA4DECA

FERRAH CAPAS
Central Kitsap High School
“The only pose I know is the DECA diamond.”
AREA 6 PRESIDENT
@AREA6DECA

CAITLIN PHAM
West Valley High School (Yakima)
“A day without laughter is a day wasted.” - Pooh
AREA 10 PRESIDENT
@AREA10DECA

DEVAN HARRISON
Roosevelt High School
“DECA DECA DECA DECA. It’s DECA time!”
AREA 2 PRESIDENT
@AREA2DECA

NAV AJ NUNE
Hanford High School
“Never forget there is light at the end of a tunnel.”
AREA 6 PRESIDENT
@AREA6DECA

ZACH SONG
Olympia High School
“The greatest gift you can get is the chance to give!”
AREA 8 PRESIDENT
@AREA8DECA

AUDREY TAN
Pullman High School
“Give your dreams everything you’ve got.”
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 and Friday at the Meydenbauer Center and scan to learn more about the candidates. You can also meet the candidates on March 1 from 10:00 a.m. – 3:00 p.m. on the Meydenbauer 2nd Floor.

VOTING

Voting will be open on Friday, March 1 from 1:00 p.m. - 3:00 p.m. at the Meydenbauer Center on the 2nd Floor. One ballot is provided per present voting delegate. Serving as a voting delegate for your chapter is a privilege and an obligation. It is essential 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.

“You decide who you become.”
- Ralph Emerson

“The greatest gift you can get is the chance to give!”

“Let your passion make a lasting impact.”

“Take risks - we only have one life to do it!”

“Let all that you do be done in love.”

“Keeping it glass-y.”

“The only pose I know is the DECA diamond.”

“A day without laughter is a day wasted.” - Pooh

“Give your dreams everything you’ve got.”

“Let all that you do be done in love.”

“Never forget there is light at the end of a tunnel.”

“A day without laughter is a day wasted.” - Pooh

“Give your dreams everything you’ve got.”

“Let all that you do be done in love.”

“Never forget there is light at the end of a tunnel.”

“A day without laughter is a day wasted.” - Pooh

“Give your dreams everything you’ve got.”

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“Give your dreams everything you’ve got.”

“Let all that you do be done in love.”

“Never forget there is light at the end of a tunnel.”

“A day without laughter is a day wasted.” - Pooh

“Give your dreams everything you’ve got.”

“Let all that you do be done in love.”

“Never forget there is light at the end of a tunnel.”

“A day without laughter is a day wasted.” - Pooh

“Give your dreams everything you’ve got.”
Shuttle buses will run throughout the conference. 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. Route 1 will drop-off at the Hyatt as an access point to Bellevue Collection mall.

**Schedule**

**ROUTE 1**
- Meydenbauer Center...... NE 6th St.
- Hyatt Regency............. NE 10th St. behind Hyatt

**Hilton Garden Inn guests** - Use Route 1.

**ROUTE 2**
- Meydenbauer Center...... 116, Hampton Inn........ 116th Ave NE
- Hilton Hotel............... Moved to ROUTE 4 (below)

**ROUTE 3**
- Meydenbauer Center...... NE 6th St.
- AC and Marriott......... NE 2nd St.

**ROUTE 4**
- Meydenbauer Center...... NE 6th St.
- Hilton Hotel............... Lower Level Banquet Entrance

**Marriott Courtyard guests** - Walk to Meydenbauer for transportation to other locations.

**Westin guests** - Walk to Hyatt Regency for transportation to other locations.

**February 29**
- 2:30 p.m. - 6:30 p.m. (Hotels to Hyatt)
- 6:30 p.m. - 10:00 p.m. (Hotels to MC)

**March 1**
- 7:30 a.m. - 4:30 p.m. (Hotels to MC)
- 4:30 p.m. - 9:30 p.m. (Hotels to Hyatt)
  - No Meydenbauer stop beginning at 4:30 p.m.

**March 2**
- 7:30 a.m. - 12:00 p.m. (Hotels to MC)

System Highlights:
- Easy to learn and use yet powerful
- Perpetual Inventory
- Scanning for speed and accuracy
- Credit Card Option
  - Tap-to-Pay/Apple Pay/Google Pay/etc.
- “On Account” functionality
- Used in over 400 stores plus CTE
- Provides job skills and experiences
- Audit and finance dept. compliant
- Optional web store (adds a use fee)
- Browser-Based!
- Contact us at 800-627-4767 (WA) or sales@intouchreceipting.com
**CONFERENCE DETAILS**

**Name Badges** -- Your name badge is your ticket to all general sessions, competition, academies, 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, 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, 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.
COMPETITION INSTRUCTIONS

1) If you are competing in more than one event and have a competition time conflict, check with your advisor.
2) Backpacks, bags, food 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.

AWARDS AT SCDC
Click the QR code to view a breakdown of SCDC finalists and ICDC qualifiers.

DRESS CODE
Click the QR code to view the dress code. Failure to adhere to the dress code may result in penalty points.

ENTREPRENEURSHIP EVENTS: 10-PAGE | THURSDAY, FEBRUARY 29

REPORT TO HYATT REGENCY

Innovation Plan (EIP)..................................................... Evergreen
Start-Up Business Plan (ESB)....................................... Evergreen

ENTREPRENEURSHIP EVENTS: 20-PAGE | THURSDAY, FEBRUARY 29

REPORT TO HYATT REGENCY

Business Growth Plan (EBG)......................................... Evergreen
Franchise Business Plan (EBF)....................................... Evergreen
Independent Business Plan (EIB)..................................... Evergreen
International Business Plan (IBP).................................... Evergreen

PROJECT MANAGEMENT EVENTS | THURSDAY, FEBRUARY 29

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

TESTING – School-Based Enterprise Certification (SBE)

THURSDAY, FEBRUARY 29

• Check your competition schedule (given to you by your advisor) for your assigned testing time.
• Bring your student ID.
• Check-in Location: Hyatt Auditorium. 2nd floor entrance ONLY.
• Arrive 10 minutes prior to your check-in time.
### INDIVIDUAL SERIES EVENTS | FRIDAY, MARCH 1

- Accounting Applications (ACT)................................. Room 409
- Apparel and Accessories (AAM).................................. Room 408
- Automotive Services Marketing (ASM).......................... Room 407
- Business Finance (BFS).......................................... Room 406
- Business Services Marketing (BSM).............................. Room 406
- Entrepreneurship (ENT)........................................... Room 405
- Food Marketing (FMS)............................................. Room 405
- Hotel and Lodging Management (HLM).......................... Room 404
- Human Resources Management (HRM).......................... Room 403
- 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 | FRIDAY, MARCH 1

- 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 ADMIN EVENTS | FRIDAY, MARCH 1

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

### PERSONAL FINANCIAL LITERACY | FRIDAY, MARCH 1

- Personal Financial Literacy....................................... Evergreen

### SCHOOL-BASED ENTERPRISE

**THURSDAY, FEBRUARY 29**
- SBE Testing..............3:00 p.m. - 7:00 p.m.................... Auditorium

**FRIDAY, MARCH 1**
- SBE Academy............9:00 a.m. - 10:30 a.m................ Cedar
- SBE Competition........11:00 a.m. - 4:00 p.m................ Laurel/Larch
COMPETITIVE EVENTS AGENDA

INTEGRATED MARKETING CAMPAIGNS | FRIDAY, MARCH 1

REPORT TO HYATT REGENCY
- Integrated Marketing Campaign – Event (IMCE) .............. Evergreen
- Integrated Marketing Campaign – Product (IMCP) ............... Evergreen
- Integrated Marketing Campaign – Service (IMCS) .......... Evergreen

IDEA TO IMPACT CHALLENGE
REQUIRED ADVANCED REGISTRATION

REPORT TO HYATT REGENCY JUNIPER
- Financial Consulting (FCE) .............................................. Evergreen
- Hospitality and Tourism Professional Selling (HTPS) .... Evergreen
- Professional Selling (PSE) .............................................. Evergreen

TESTING – Microsoft Office Specialist (MOS) Certification
TESTING – Project Management Ready (PMR Test) Certification

REPORT TO HYATT REGENCY AUDITORIUM
- FRIDAY, MARCH 1
  - Check your competition schedule (given to you by your advisor) for your assigned testing time.
  - Bring all presentation materials and your student ID.
  - Check-in Location: Hyatt Juniper Room. 3rd floor.
  - Arrive 10 minutes prior to your check-in time.
- MOS Test Only - In the testing center, students will choose the Word, Excel or PowerPoint certification exam.
- PMR Test Only - By taking the Project Management Exam, students will be one step closer to Project Management Institution certification through the Project Management Institute. This certification is highly recognized in the industry.

LEARN MORE AND VIEW TEST STUDY GUIDES

SENIOR MANAGEMENT ACADEMY – Required pre-registration

REPORT TO HYATT REGENCY CEDAR
- FRIDAY, MARCH 1
  - 11:00 a.m. – 3:30 p.m. ................................................ Cedar
  - Lunch included for all participants
Crack the Code: AI Magic in 3 Lines with AWS & AutoGluon!
Presented by AWS

Come to the Amazon Web Services workshop during SCDC on Friday morning featuring Artificial Intelligence! We'll show you how to solve real-world problems with just three lines of code and AutoGluon. You'll learn how to use a variety of models to build an automated Machine Learning pipeline without needing to understand all the technical details. Don't miss this opportunity! No registration required.

Nick Erickson, the main developer and creator of AutoGluon, an open source AutoML framework, is an expert in machine learning and big data. He takes charge of designing, implementing, and guiding extensive projects in AutoML, retail assortment optimization, and product record linkage. His goal is to enhance the scientific knowledge of AI and leverage the rapidly growing computational power to develop impactful and adaptable programs that contribute to the betterment of society.

Haoyang Fang works as an applied scientist at Amazon Web Services (AWS), focusing on data augmentation. He dedicates his efforts to enhancing the precision of machine learning models by developing cutting-edge techniques. Haoyang is enthusiastic about motivating young scientists and engineers, finding joy in mentoring high school students.

WASHINGTON BUSINESS WEEK
Presented by Dr. Gena Post

Get ready, because Washington Business Week is coming to SCDC! For almost five decades, WBW has been empowering more than 73,400 high school students, equipping them with the tools they need to excel in college, advance in their careers, and succeed in life. Join us and discover what thousands of young individuals have already learned about themselves - how to make a remarkable impact in the modern workplace. These sessions on entrepreneurship are not only thrilling and dynamic, but also incredibly engaging. They will provide you with invaluable skills you can take home, apply in the classroom, utilize in a job, and impress a DECA judge! Each session will build upon the skills taught in previous sessions, so whether you attend one, two, or all three, you're guaranteed to leave SCDC with an accelerated mindset! No registration required.

Gena Post, Ed.D., is an executive in the non-profit sector, combining her commitment to education and community service with a solid academic background. Holding a Doctor of Education from Seattle University and a Master of Public Health from Oregon Health & Science University, she has effectively led organizations towards mission-centric achievements.

Currently the Executive Director at Washington Business Week, Dr. Post has played a vital role in transforming curriculum and increasing program participation. In addition to her primary role, Dr. Post serves on the Board of Northwest University, contributing strategic insights that shape educational directions. Her involvement with the Kent School District as a Council Member reflects her commitment to district-level policy development and decision-making, furthering educational quality and community enrichment.
A FREE, interactive simulation of real-life money challenges.

Get financial life skills with Bite of Reality. A hands-on money management simulation that gives students a taste of real-world budgeting scenarios in a fun, interactive setting.

Request a Bite of Reality session for your school or group today!

All you’ll need is a group of students and a large classroom or cafeteria. Sound Credit Union will handle the rest!

Let’s Talk!
CommunityRelations@soudu.com

Learn More
soundcu.com/bite-of-reality

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.
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 the Hyatt Regency, Meydenbauer Center, 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.
Attention Class of 2024 Seniors!

We invite you to join the Washington DECA Alumni Association to continue your DECA experience after high school and gain access to:

- Exclusive Alumni Networking Events
- Career Development Speaker Channel
- Community Service Opportunities to Amplify Your Resume
- An Alumni Newsletter

Over 4,000 seniors graduate as a Washington DECA member each year, creating a rich community of individuals sharing the same passion of business, leadership and entrepreneurship.

Consider turning into the next page of your DECA journey, by joining for free today!
SEE YOU AT THE WESTERN REGION LEADERSHIP CONFERENCE IN NOVEMBER

Visit our table in November to find out why the Albers School of Business and Economics is right for you. Three of the many reasons: Small classes so you’re never just a number. Internships organized by a dedicated career center. Study abroad opportunities to expand your world. Learn more by snapping the QR code below.
**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 a 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.