



STATE CAREER DEVELOPMENT CONFERENCE

PRESENTED BY



THE BELLEVUE
COLLECTION™

BELLEVUE

FEBRUARY 29 - MARCH 2

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)



Samuel Johnson,
DFI, Financial
Examination
Supervisor



Amy Hunter,
DFI, Director
Division of
Credit Unions



Roberta Hollinshead,
DFI, Director
Division of
Banks

Apply today!

Monday

&

Tuesday

Wednesday: Juneteenth Observance

Thursday: Visit a financial institution

Friday: Virtual event

In person at

Bellevue College

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.

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

<https://dfi.wa.gov/next-generation-financial-leaders>



SCDC COMPETITION BY LOCATION

THURSDAY

COMPETITION AT HYATT REGENCY

20-Page Written Events

BOR BMOR FOR HTOR SEOR
EFB EIB EBG IBP
PMBS PMCD PMCA PMCG PMFL PMSP

10-Page Written Events

EIP ESB

Special Events

SBE Testing

FRIDAY

COMPETITION AT MEYDENBAUER CENTER

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

Principles Events

PBM PFN PHT PMK

Personal Financial Literacy

PFL

COMPETITION AT HYATT REGENCY

10-Page Written Events

IMCE IMCP IMCS

School-Based Enterprise Academy/Competition

SBEF SBER

Professional Selling & Consulting Events

FCE HTPS PSE

Special Events

Idea to Impact Presentations
Senior Management Academy
MOS and PMR Testing

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!



TABLE OF CONTENTS

| | | | |
|-------------|----------------------------|------------|---------------------------------------|
| Page 4..... | DECA Discounts & DECA Eats | 11..... | Conference Details |
| 5-6..... | Special Thanks | 12-14..... | Competitive & Special Event Locations |
| 8..... | Conference Schedule | 15..... | Workshops |
| 9..... | State President Elections | 17..... | Health & Safety, Code of Conduct |
| 10..... | Shuttles | 18..... | Class of 2024 |



The Bellevue Collection is proud to
be a premier sponsor of SCDC 2024.



THE BELLEVUE COLLECTION™

BELLEVUE SQUARE LINCOLN SQUARE BELLEVUE PLACE

bellevuecollection.com

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.



Click to view discounts!



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

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

SENIOR MANAGEMENT ACADEMY

D'Andre Vasquez, Alumnus

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*

PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS

Principles of Business Management and Administration
Sierra Larkin, *Wenatchee High School*

Principles of Finance
Bryan Long, *Alumnus*

Principles of Hospitality and Tourism
Brandon Butler, *Mead High School*
Dave Whitehead, *Northwest Christian High School*

Principles of Marketing
Stephani Kinney, *Highland High School*

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*

SPECIAL THANKS BOARD OF DIRECTORS

MARC HILLESTAD

Cedarcrest High School
Board Chair

BRYAN LONG

Wells Fargo
Board Vice-Chair

SIERRA LARKIN

Wenatchee High School
Board Secretary

KEVIN DRAZIC

Microsoft
Board Treasurer

BRYCE ANCHETA

Better Homes and Gardens
Realtor

RYAN FLORES

US Bank

CHERYL GOULD

Ferris High School
WE-BAM Representative

LORI HAIRSTON

Washington DECA
Executive Director

HOLLI KALEH

OSPI
Business & Mktg. Pathway Super.

DANIEL MILLS

Jackson High School
Area Leader Representative

CHRIS NGUYEN

Scripps News

JULIE SCHALLER

Career Growth Coaching

CHRIS SILVA

Business Professional

CHASE SIMONDS

Freelance Live Show &
Broadcast Producer

JAMIE STEFANI

Case Works

MATTHEW STERLING

Foster School of Business
UW Board Fellow

LISA TALLQUIST

Bank of America

BRYAN VENEMA

John R. Rogers High School,
Spokane
Teacher/DECA Advisor

ASHLEY WILSON

Microsoft
Corporate Counsel

RANDY WILSON

Lakes High School
Teacher/DECA Advisor



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: BETSI 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

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

Advisor & Chapter Support

NICOLE COWAN

Brand & Communications Project Manager
State Officer Leadership Coach

MANAGEMENT TEAM

BRAD CHARVET

Grandview High School

MARC HILLESTAD

Cedarcrest High School



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.



**Best Value
College**



**Award Winning
Professors**



**Small Class
Sizes**

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.

Job prospects: Fashion Marketing and Promotions, Styling, Social Media Management, Editorial Communications, and Fashion Journalism.



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.



Central
Washington
University

Apparel, Textiles and Merchandising

More Info: andrea.eklund@cwu.edu @cwu_atm



CONFERENCE SCHEDULE

*Required Advanced Registration



THURSDAY FEB 29

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

FRIDAY MAR 1

| | | |
|--|---|------------------------------|
| Judge Check-in | 7:15 am | Meydenbauer and Hyatt |
| State President Poster Display | 8:00 am – 3:00 pm | Meydenbauer 2nd Floor |
| Competition: Individual & Team Role Plays | 7:50 am – 4:00 pm | Meydenbauer |
| Competition: Principles, PFL, Professional Selling, Integrated Marketing Campaign | 8:00 am – 4:00 pm | Hyatt Evergreen Ballroom |
| Testing Center: PMR and MOS Testing only | 9:00 a.m. – 4:00 p.m. | Hyatt Auditorium |
| ★ Walk-ins welcome from 1:00 p.m. – 4:00 p.m. Learn more on page 14. Get certified for FREE! | | |
| SBE Academy* | 9:00 a.m. – 10:30 a.m. | Hyatt Cedar Ballroom |
| SBE Competition | 11:00 a.m. – 4:00 p.m. | Laurel/Larch |
| Idea to Impact Challenge* | 9:30 a.m. – 3:30 p.m. | Hyatt Juniper |
| Workshops – Open to all students | 10:00 a.m. – 4:00 p.m. (See page 15) | Hyatt Regency Ballroom |
| Senior Management Academy* | 11:00 a.m. – 3:30 p.m. | Hyatt Cedar (includes lunch) |
| State President Voting | 1:00 p.m. – 3:00 p.m. | Meydenbauer 2nd Floor |
| Senior T-Shirt Sales | 1:00 p.m. – 3:00 p.m. | Meydenbauer 2nd Floor |
| Incoming State Officer Team Training | 3:15 p.m. – 5:00 p.m. | Meydenbauer Theater |
| Chapter Meeting with Advisor | 10:00 p.m. | Assigned Hotel |
| Curfew | 10:30 p.m. | |

SATURDAY MARCH 2

| | | |
|--|-------------------------|----------------------------------|
| Grand Award Session Rehearsal for Candidates | 7:00 a.m. – 8:00 a.m. | Meydenbauer Center Hall |
| Grand Award Session Seating | 8:00 a.m. – 8:30 a.m. | Meydenbauer Center Hall |
| Grand Award Session 1: | 8:30 a.m. – 9:45 a.m. | Center Hall, Theater, Livestream |
| 20-Page Events, EIP, ESB, SBE, Idea to Impact | | |
| Grand Award Session 2: | 10:00 a.m. – 11:30 a.m. | Center Hall, Theater, Livestream |
| Role-Plays, Professional Selling, IMC Events | | |
| Materials Pick-up – Advisors Only (Post Awards Session) | 11:30 a.m. – 12:00 p.m. | Meydenbauer Center 401 |



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

AVIANCA BAUER
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 9 PRESIDENT
@AREA9WADECA

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 poss I know is the
DECA diamond."

AREA 7 PRESIDENT
@AREA7DECA

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

NAVAJ 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.

SHUTTLES

Shuttles managed by: 

Map of
Shuttle
Routes



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

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

Mar 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.

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



Meydenbauer Center.....
116, Hampton Inn.....
Hilton Hotel.....

PICK-UP

NE 6th St.
116th Ave NE
Moved to ROUTE 4
(below)



Meydenbauer Center..... NE 6th St.
AC and Marriott..... NE 2nd St.

PICK-UP



Meydenbauer Center..... NE 6th St.
Hyatt Regency..... NE 10th St.
behind Hyatt

PICK-UP

Hilton Garden Inn guests - Use Route 1.



Meydenbauer Center..... NE 6th St.
Hilton Hotel..... Lower Level Banquet
Entrance

PICK-UP

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

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



InTouch
RECEIPTING SUITE

Student Store POS



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.



DECA

INTERNATIONAL CAREER DEVELOPMENT CONFERENCE

ANAHEIM | APRIL 27-30, 2024

www.deca.org/icdc

EXPERIENCE
the **DIFFERENCE**



THIRD PL

INTERNAT
CAREER
DEVELOP
CONFERE

COMPETITIVE EVENTS AGENDA

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.



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.

BUSINESS OPERATIONS RESEARCH EVENTS | THURSDAY, FEBRUARY 29

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: 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 |
|---------------------------------|-----------|

Presented by 

| | |
|--|-----------|
| Franchise Business Plan (EFB)..... | 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)

REPORT TO HYATT REGENCY AUDITORIUM

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.

COMPETITIVE EVENTS AGENDA

INDIVIDUAL SERIES EVENTS | FRIDAY, MARCH 1

**REPORT TO
MEYDENBAUER
CENTER**

| | |
|--|-------------|
| 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

**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 |

Presented by  evergreen
HOME TOURS

| | |
|--|-------------|
| 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

**REPORT TO
HYATT REGENCY**

| | |
|--|-----------|
| 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

**REPORT TO
HYATT REGENCY**

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

Presented by  sound
credit
union
Invested in We®

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 |

Presented by  InTouch
Marketing Corporation

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 |

PROFESSIONAL SELLING EVENTS | FRIDAY, MARCH 1

REPORT TO HYATT REGENCY

| | |
|--|-----------|
| Financial Consulting (FCE)..... | Evergreen |
| Hospitality and Tourism Professional Selling (HTPS)..... | Evergreen |
| Professional Selling (PSE)..... | Evergreen |

IDEA TO IMPACT CHALLENGE

REQUIRED ADVANCED REGISTRATION

REPORT TO HYATT REGENCY JUNIPER

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.

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.
- **Walk-ins are now being accepted from 1:00–4:00 p.m. only!**
- Bring your student ID.
- **Check-in Location: Hyatt Auditorium. 2nd floor entrance ONLY.**
- 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 | |

WORKSHOPS

NO REGISTRATION REQUIRED

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.

Friday, March 1

Hyatt - Regency Ballroom

Workshops will be hosted during the following times. Each workshop will build off the previous one.

10:00 a.m. - 10:45 a.m.

11:00 a.m. - 11:45 a.m.



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.**

Friday, March 1

Hyatt - Regency Ballroom

Workshops will be hosted during the following times. Each workshop will build off the previous one.

1:30 p.m. - 2:15 p.m.

2:30 p.m. - 3:15 p.m.

3:30 p.m. - 4:15 p.m.



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.

Sound Credit Union dares you to take a...

Bite of Reality

Budgeting Simulation Workshop

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@soundcu.com



Learn More
soundcu.com/bite-of-reality

**sound
credit
union**
Invested in We



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.





UW COLLEGE OF BUSINESS AT A GLANCE

State of the art
Student Success Center
offering support across:

- Enrollment Management
- Academic Advising
- Career Services



22:1


Student to
faculty ratio


1 of only 5% of business
schools worldwide to be
AACSB accredited



Learn more at:

uwyo.edu/business

(307) 766-UBIZ (8249) | 

success@uwyo.edu | 

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.



WASHINGTON DECA ALUMNI

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:

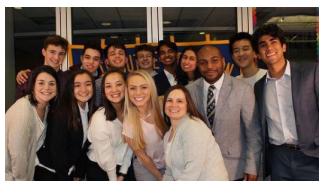
- **Exclusive Alumni Networking Events**
- **Career Development Speaker Channel**
- **Community Service Opportunities to Amplify Your Resume**
- **An Alumni Newsletter**

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!



Tap or
Scan to
Join!



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.

SEATTLEU.
ALBERS SCHOOL OF
BUSINESS AND ECONOMICS



WASHINGTON DECA THANKS OUR PARTNERS

CHAMPION LEVEL  **\$10,000+**

PACCAR

**THE BARRETT FAMILY
FOUNDATION**

**THE NORCLIFFE
FOUNDATION**

LEADER LEVEL  **\$5,000-\$9,999**



NISQUALLY INDIAN TRIBE



THE BELLEVUE
COLLECTION

RENTON REGIONAL
COMMUNITY
Foundation



UMPQUA
BANK

THE *Glaser* FOUNDATION

ENTREPRENEUR LEVEL  **\$2,500-\$4,999**

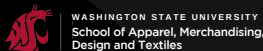


INVESTOR LEVEL  **\$1,000-\$2,499**

INNOVATOR LEVEL  **\$100-\$999**



3 RIVERS
COMMUNITY FOUNDATION



FLORENCE B KILWORTH FOUNDATION



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.

