

2025 BUSINESS & MARKETING PROFESSIONAL DEVELOPMENT CONFERENCE

Join Washington DECA for a powerful conference designed to deliver immediate value in the classroom and elevate your chapter. Advisors will gain AI-driven tools, competition-ready strategies, and classroom resources aligned with industry standards—plus ideas and practice to earn industry-recognized certification. This is more than a training—it's an investment in student success.

SUNDAY

DECA New Advisors
0 - 3 Years Experience

2:00 PM - 6:00 PM

Location: Embassy Suites Tukwila

Address: 15920 W Valley Hwy, Seattle, 98188

SEPTEMBER

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WASHINGTON DECA DAY FOR NEW ADVISORS

New to DECA? Join us for an onboarding session designed for advisors with 0–3 years of experience. You'll discover key resources, learn where to find support, and walk away confident in your role and ready for a successful year.

MONDAY

Hosted by
Washington DECA

9:00 AM - 4:30 PM

Location: Embassy Suites Tukwila

Address: 15920 W Valley Hwy, Seattle, 98188

Housing Option: On registration page

SEPTEMBER

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WASHINGTON DECA DAY FOR ADVISORS

DECA Day is your all-in-one launchpad for next-level teaching. Whether you're new or experienced, this powerful day of professional development will expand your knowledge, sharpen your skills, and elevate your impact in the classroom. Dive into AI integration, explore new IRCs, harness IBM SkillsBuild and Adobe tools, and supercharge your competition prep. Walk away with fresh strategies, practical resources, and renewed energy to engage students and improve learning outcomes.

TOPICS COVERED

- AI Integration in Class
- IBM SkillsBuild
- Adobe Express for Classrooms
- Personal Finance Resources
- Community Service
- DECA Competition Resources

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ADVISOR SCHOLARSHIPS

Contact info@wadecca.org
with questions

ADVISOR PROFESSIONAL DEVELOPMENT CONFERENCE SCHEDULE



Sunday, September 21, 2025 – NEW ADVISORS (0-3 Years Experience)

Location: Embassy Suites Tukwila, 15920 W Valley Hwy, Seattle, WA 98188

Time	Session	Session Location: Belmont Room
2:00 PM	Check-in	Room: Outside Belmont
2:30 PM	Workshop: <ul style="list-style-type: none"> New Advisor Onboarding with Background? HQ/Learn/Lead Leverage Chapter Officers 	Marian & Nicole
3:15 PM	Workshop: <ul style="list-style-type: none"> DECA Inc. Resources/Updates Navigating and Optimizing DECA+ Conference Schedule Calendar PD Opportunities 	Marian
4:30 PM	Workshop: <ul style="list-style-type: none"> Make DECA Manageable Yearlong Planning Guide Integrate DECA into Class / Campaigns / Challenges / Mentorships 	Marian
5:00 PM	Workshop: <ul style="list-style-type: none"> Traveling with Students Form B Meet with your Area Leader 	Marian & Lori
6:30 PM	Dinner – TBD	

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ADVISOR PROFESSIONAL DEVELOPMENT CONFERENCE SCHEDULE



Monday, September 22, 2025 – All Advisors

Location: Embassy Suites Tukwila, 15920 W Valley Hwy, Seattle, WA 98188

Clock Hours:

Time	Session	Speaker / Location
7:45 – 8:00 AM	Check-in	Room: Outside Longacres
8:00 – 8:30 AM	DECA Update	Speaker: Lori Hairston, WA DECA Room: Longacres
8:30 – 9:15 AM	Opening Keynote: Integrate AI and Chatbots into Your Classroom	Speaker: Professor Min Sun, UW College of Education Room: Longacres
9:30 – 10:15 AM	IBM SkillsBuild: Empowering Your Students with Digital Skills	Speaker: Whitney Milbourne, DECA Inc. Room: Longacres
10:30 – 11:15 AM	Realize the Dream: Community Service Through DECA	Speaker: TBD, Realize the Dream Room: Longacres
11:30 – 12:15 PM	Breakout Session A: IRCs – MOS, Entrepreneurship, Communication, AI, and more. Advisor Certification testing available from 12:15 pm – 4:00 pm.	Speaker: Kathy Schmit, CCI Learning Room: Longacres
11:30 – 12:15 PM	Breakout Session B: Personal Finance + Curriculum	Speaker: Tony Leahy, CENTS Room: Belmont
12:15 – 12:55 PM	Lunch & Vendor Tables	All Attendees Room: Atrium
1:00 – 1:45 PM	Breakout Session A: New Pitch Decks	Speaker: Linda Andersen, WA DECA Room: Longacres
1:00 – 1:45 PM	Breakout Session B: Financial Literacy & AI	Speaker: Joel Miller, FEE Room: Belmont
1:00 – 1:45 PM	Breakout Session C: Certification Testing	Room: Pimlico
2:00 – 2:45 PM	Breakout Session A: Raise Student Test Scores	Speaker: Linda Andersen, WA DECA Room: Belmont
2:00 – 2:45 PM	Breakout Session B: AI Coaching to Improve Presentations	Speaker: Jake White, Peak Mojo Room: Longacres
3:00 – 3:45 PM	Breakout Session A: Adobe Luminary – Create a Product	Speaker: Leslie Bell – Area 6 Advisor Room: Belmont
3:00 – 3:45 PM	Breakout Session B: Adobe Luminary - Storytelling	Speaker: Will Hill – Area 1 Leader Room: Longacres