



**DECA GIVES YOU WINGS**

**Buffalo, New York** is the location of the **2009 North Atlantic Region Leadership Conference (NARCON)**!

We invite you to **LIVE** the DECA lifestyle, **LEARN** from the experience and **LEAD** a successful DECA chapter through a wealth of programs designed to enhance your leadership, business and competition skills. Benefit from networking opportunities that will expand your circle of DECA friends, and enjoy special events in one of America’s premier locations.

This packet has been assembled to assist you in preparing for DECA’s North Atlantic Region Leadership Conference. Please provide the requested information as accurately and completely as possible.

**PACKET CONTENTS**

Conference Highlights..... 2  
 Tentative Agenda..... 4  
 Registration Information..... 5  
 Hotel and Lodging Information..... 6  
 Special Accident Insurance..... 8



## CONFERENCE HIGHLIGHTS

### CONFERENCE PROGRAMMING

The agenda and program content for students and professionals are currently under development. Detailed agendas will be sent to state/provincial and local advisors and posted on the Web site throughout the fall. For planning purposes, the agenda timeframes may be helpful.

### FRIDAY, NOVEMBER 6

#### DECA SESSIONS



Diamond Series

On Friday, DECA members will participate in the Diamond Series showcasing the best of what DECA offers. Presented by state officers, alumni, innovators in leadership and business partners, these workshops will emphasize each point of the DECA Diamond—leadership development, social intelligence, civic consciousness and vocational understanding.

#### MARKETING AND CAREER FAIR EXHIBITS



DECA Shopping Network

Looking to expand your school store's product line? Would you like to discuss career opportunities with sales and marketing companies? Are you searching for the perfect institution to start your postsecondary studies? Visit the Marketing and Career Exhibits on Friday and Saturday.

### SATURDAY, NOVEMBER 7

#### COMPETITIVE EXCELLENCE EXPERIENCE

Want to be in the winner's circle at ICDC? Learn from the pros and then participate in an actual competitive events program designed to help you experience first-hand DECA's role-play events. Outstanding performers will be recognized!

#### DECA LEADS



DECA Leads

The third and final segment of the 2009 DECA LEADS program will be available to state/provincial officer teams. Officers will improve skills, review goals and learn to help local members **LIVELEARNLEAD**. This specialized program will be held Saturday.

#### ADVISOR PROFESSIONAL DEVELOPMENT





Advisor Academy

As part of DECA's continuous professional development, a series of workshops will feature helpful topics to advisors—such as chapter management skills, creating and maintaining enthusiasm within the chapter and the integration of DECA activities into the curriculum.

## DYNAMIC CAREER WORKSHOPS

On Saturday, participants can choose from one pathway within a variety of career clusters that relate to market-ing, management and entrepreneurship.



Entrepreneurship

**Entrepreneurship** (Business Management and Administration Cluster)

Are you self-driven, passionate and looking to be your own boss? Become an entrepreneur if you enjoy activities such as personal development, business situation analysis, product ideation, finance, and business operations. Share your great idea with the world while making a profit!



Marketing Communications

**Marketing Communications** (Marketing Cluster)

Temptation is at the heart of marketing communications. Learn how to provide an audience with the charm, fascination and appeal for the way they make buying decisions. Explore the most innovative ideas in advertising, public relations and digital marketing communications.



Marketing Management

**Marketing Management** (Marketing Cluster)

From the clothes you are wearing to the food you consume to your daily transportation, marketing is everywhere. Learn how you can become an expert in pricing, marketing-information management, product/service management, promotion and selling so you can soar as a chief marketing executive.



Sports &amp; Entertainment Marketing

**Sports and Entertainment Marketing** (Marketing Cluster)

From a sell-out crowd of loyal fans waiting for the opening kickoff to a high-profile entertainer eager to take the stage, sports and entertainment marketing pumps the audience's stamina to keep the action at its peak. Learn how sports and entertainment marketing professionals keep the fans coming back for more!





Travel &amp; Tourism

**Travel and Tourism (Hospitality Cluster)**

Experience the world, immerse yourself in new cultures and get away from it all! Explore the dynamic travel and tourism industry that seeks to generate revenue through leisure and business travelers as well as a local target market. Learn how to build an event that attracts attendees from the local city to a country thousands of miles away.



## NORTH ATLANTIC REGION LEADERSHIP CONFERENCE

### 2009 TENTATIVE CONFERENCE AGENDA

#### FRIDAY, NOVEMBER 6, 2009

8:00 a.m.-12:00 p.m.	New York State Fall Conference
11:00 a.m.-2:00 p.m.	Conference Registration Desk Open
12:00 p.m.-6:00 p.m.	Marketing and Career Exhibits
1:00 p.m.-6:00 p.m.	<b>Diamond Series Workshops</b>
4:00 p.m.-7:00 p.m.	Conference Registration Desk Open
6:00 p.m.	Dinner On Own
8:00 p.m.	Opening General Session
12:00 a.m.	Curfew

#### SATURDAY, NOVEMBER 7, 2009

8:00 a.m.-11:00 a.m.	Marketing and Career Exhibits
8:30 a.m.-5:00 p.m.	Competitive Excellence Experience
	DECA LEADS State/Provincial Officer Training
11:30 a.m.	Taste of Buffalo Luncheon (on your own)
	State/Provincial Officers' and State/Provincial Advisors' Luncheon
1:00 p.m.-5:00 p.m. per attendee)	<b>Career Skills Education</b> (select only one per attendee)
	<b>Entrepreneurship</b> Business Management and Administration
Cluster	
	<b>Marketing Communications</b> Marketing Cluster
	<b>Marketing Management</b> Marketing Cluster
	<b>Sports and Entertainment Marketing</b> Marketing Cluster
	<b>Travel and Tourism</b> Hospitality Cluster
12:00 a.m.	Curfew

#### SUNDAY, NOVEMBER 8, 2009

9:00 a.m.	Closing General Session
11:00 a.m.	Departure

Visit [www.deca.org/narlc\\_alt.html](http://www.deca.org/narlc_alt.html) for updates.



## REGISTRATION INFORMATION

### CONTACT INFORMATION

**For questions regarding hotel and conference programming, please contact:**

**Shirlee Kyle  
DECA Inc.**

Telephone (703) 860-5000, ext. 220  
[Shirlee\\_Kyle@deca.org](mailto:Shirlee_Kyle@deca.org)

**For questions regarding online registration housing for the conference, please contact:**

**Annie Farrell or Linda Clemons  
DECA Inc.**

Telephone (703) 860-5000  
[Anne\\_Farrell@deca.org](mailto:Anne_Farrell@deca.org)  
[Linda\\_Clemons@deca.org](mailto:Linda_Clemons@deca.org)

### DATES AND DEADLINES

Description	Received Deadline Date	Amount Due	Send To
Online Registration*	October 13, 2009		*
Conference Registration Payment	October 13, 2009	\$100/participant , \$30 of which is non-refundable	DECA Inc.
Late/On-site Registration Payment**	October 14, 2009	\$110/participant	DECA Inc.
Online Hotel Registration*	October 13, 2009		*
Hotel Deposit	October 13, 2009	\$119 S/D/T/Q per room	DECA Inc.

\*For online registration, go to [www.deca.org/narlc\\_alt.html](http://www.deca.org/narlc_alt.html).

\*\*Any payment not received at DECA Inc. by COB October 30 will result in the on-site rate of \$110. This includes balances owed or on-site registration.

### REGISTRATION FEE

**Registration Fee** **\$100.00** per person  
(Student, Advisor, Chaperone) payment received on or **before October 13** (\$30 non-refundable)

**Late/On-Site Registration Fee** **\$110.00** per person  
(Student, Advisor, Chaperone) payment received **after October 13**

**Spouse Registration Fee** **No Fee**  
*Spouse is defined as husband/wife of the advisor or parent of the student.*

Each local DECA advisor must register directly with DECA all student delegates and adult advisors in his/her chapter by completing the online registration. The Board of Directors of DECA Inc. has specified that there must be a MINIMUM OF ONE ADULT ADVISOR FOR EVERY EIGHT STUDENT DELEGATES. Adult advisors may be any paying adult named by the DECA advisor to serve the



chapter in this capacity. He/she must register for the conference, pay the registration fee, and be in attendance for the entire period of the conference. There are no restrictions on the number of adult advisors who may attend. In reference to the required minimum, all coordinators, parents, supervisors and teacher-educators are eligible.

#### ONLINE REGISTRATION INSTRUCTIONS

Collect the following information from each conference attendee:

name	insurance (yes or no) and beneficiary
information	
t-shirt size	rooming list (including arrival and departure dates)
track preference	

\*For online registration, go to [www.deca.org/narlc\\_alt.html](http://www.deca.org/narlc_alt.html).

All students attending the North Atlantic Region Conference must be dues-paid members of DECA. It is the local advisor's responsibility to verify that ALL delegates meet ALL eligibility requirements, including membership. Accuracy is extremely important, as this information is used for identification badges.

**Changes and Substitutions:** Make changes and substitutions using the online registration system until October 30. All changes after October 30 must be submitted in writing to DECA Inc. by emailing [linda\\_clemons@deca.org](mailto:linda_clemons@deca.org).

**Confirmation:** If you have not received a registration confirmation email from DECA (Linda Clemons) within two days after submitting your online registration and housing, please call to confirm receipt—Linda Clemons at (703) 860-5000 x 242.

#### PAYMENT

After completing online registration and housing, please mail a copy of all **registration and housing materials** with the **payment** to:

DECA Inc.  
NARCON  
1908 Association Drive  
Reston, VA 20191

**Methods of Payment:** Check, purchase order, or credit card (only MasterCard or VISA) is accepted. A 3% fee will be charged for any credit card amount that is \$500 or over. Please call Linda Clemons at (703) 860-5000 x 242. **Registration and housing payments should go directly to DECA Inc. Do NOT send housing files or payments to the hotel.**

#### Refund Policy:

No refunds will be granted for adjustment of a state's/provincial's registration after 7 p.m. on November 6. Refunds will not be paid during on-site registration; however, conference officials will verify the amount of



the refund. Refund checks will be sent within one month after the close of the conference.

#### ON-SITE REGISTRATION PROCEDURES

1. Bring duplicate copies of all registration forms and verification of payment.
2. Official conference badges will be provided at registration.
3. If the money is not received by COB October 30, the on-site registration fee will be assessed. The total amount should be paid with one check payable to DECA Inc.
4. Refunds will not be made during the conference; however, conference officials will verify the refund. Refund checks will be sent after the close of the conference.

#### HOTEL AND LODGING INFORMATION

All attendees must stay at the official DECA conference hotel:

**Adam's Mark Hotel**  
120 Church Street  
Buffalo, N.Y.  
(716) 845-5100

#### ONLINE HOUSING REGISTRATION

Housing payments should go directly to DECA Inc. Do NOT send housing payments or changes to the hotel. As DECA Inc. holds tax-exempt status and is providing the hotel reservation service to all conference registrants, there will be a fee of \$5 per reservation to be included in the hotel payment. In other words, if you are registering ten rooms, you will pay an additional \$50 while saving 13.75% tax.

Room	Rate
Single	\$119.00
Double	\$119.00
Triple	\$119.00
Quad	\$119.00

\*For online registration, go to [www.deca.org/narlc\\_alt.html](http://www.deca.org/narlc_alt.html).

#### CHECK-IN PROCEDURE

Each chapter/state/provincial association will be assigned rooms prior to arrival. Therefore, it is imperative that each chapter advisor indicates approximate arrival time. This way the hotel can schedule specific times rooms must be available for each chapter. Guest accommodations will be available at 3 p.m. on the day of arrival.

Upon arrival at the airport, the chapter advisor should notify the hotel of the delegation's arrival. Room assignments and keys will be assembled and ready for distribution to the chapter advisor.



Chapter advisors will be responsible for verifying personnel assigned to specific rooms.

#### CHECK-OUT PROCEDURE

The hotel has been advised to make **no** charges to student rooms. Therefore, it is assumed that no extra charges should be incurred except telephone calls, which are automatic and uncontrollable. Nevertheless, because of the large number of students involved, DECA chapter advisors are asked to assume the responsibility for all charges incurred by their students. If you wish to deviate from this practice, you must work it out with the hotel prior to the conference.

The DECA chapter advisor should plan to pay for hotel charges when checking out, with cash, traveler's checks, or credit cards. If you wish to make other arrangements, such as payment by check, you should contact the credit office prior to arrival. **Please note that an early departure fee equivalent to \$100 will be charged to all guests departing earlier than their confirmed departure date.**

Each chapter advisor or his/her designee should keep a copy of the rooming list that was submitted online to DECA Inc. at the time the accommodations were requested. On the day prior to checkout, the chapter advisor may request a printout of all incidental bills for the chapter. Hopefully, the majority will have no balances, but individuals in those rooms who owe additional monies can pay the *cashier* individually, or give the money to the local advisor who will settle with the hotel. Prior to leaving the hotel, the advisor should check with the *head cashier* to make sure all of the chapter's accounts have been settled.



## SPECIAL ACCIDENT INSURANCE

Arrangements have been made with MUTUAL OF OMAHA to provide special insurance for each state/provincial association's delegates and advisors registered for the North Atlantic Region Leadership Conference. Your delegates must be listed on the registration form. Policy No. T5MP-056074 has the following broad features:

\$25,000 Principal Sum for Accidental Death or Dismemberment  
 \$ 2,000 Medical Expense due to Accidents (the first \$25 of expense is deductible)

Each person subscribing voluntarily to this insurance will be covered by this policy up to three days before the conference (or whenever you leave home to travel to the conference, whichever is shorter), during the conference, and up to three days following the conference (or until you arrive home, whichever is shorter). Maximum GROUP coverage is \$750,000 for this conference. Some exclusions include: attempted suicide and war. Air travel coverage is limited to passengers. Coverage is subject to the full terms and conditions in the master policy. If your delegates desire this insurance coverage, the following information must be included in the online registration for a premium of \$1.50 per person:

Name of Beneficiary  
 Relationship to Attendee  
 Home Address of Beneficiary

### CLAIMS

If anyone has a claim against this policy, please contact DECA Inc. to receive a claim form-703.860.5000. Also, please make sure to

Make copies of all medical bills for your file.  
 Send completed form with medical bills to  
 Mutual of Omaha  
 Attn: Special Risk Services  
 P. O. Box 31156  
 Omaha, NE 68131  
 Retain a copy of ALL paperwork for your records.

