

Awards



INTERNATIONAL CAREER
DEVELOPMENT CONFERENCE
ATLANTA, GEORGIA
APRIL 26-29, 2008

QUALIFICATIONS FOR ENTERING INTERNATIONAL COMPETITIVE EVENTS

Rules and Regulations

- All participants must be active members of DECA with the current year's dues on file with DECA Inc. prior to March 1 of the current school year.
- All participants must be housed at the assigned official conference hotel.
- All participants and written entries must be approved and authorized for entering competition by their state/provincial association through official competitive events registration forms.
- All participants and written entries must meet the specifications set forth for each activity.
- All participants must have participated in state/province, district and/or local competition.
- All entry forms and written entries must be submitted according to announced deadlines by the state/provincial advisor or designee.
- A participant may enter only one of the competitive events with a participatory component during the International DECA Conference. The only exception is the Sunkist Challenge.
- No additions or substitutions may be registered for competition after the deadline set forth by DECA Inc.
- A written entry may not be entered in more than one international conference competitive event during a given year.
- Once a written entry is entered in international conference competition, the identical content material may not be entered in international conference competition again.
- All participants must attend the briefing sessions scheduled for their competitive event during the international conference.
- Participants are required to follow the official DECA dress code, which requires that they wear an official DECA blazer during all phases of competition during which they come in contact with a judge or judges. This includes Virtual Business Challenge. *Example:* A DECA blazer is not required for testing but is required for all role-play and presentation situations. Professional dress is required during briefing and testing, DECA Quiz Bowl and the Sunkist Challenge.
- All written entries must include a signed copy of DECA's Written Entry Statement of Assurances.

COMPETITIVE EVENTS AWARDS

DECA's competitive events provide recognition for competitors in a number of different areas. The following list describes the recognition provided for each competitive event.

INDIVIDUAL SERIES EVENTS

ACT	Accounting Applications Series
AAM	Apparel and Accessories Marketing Series
ASM	Automotive Services Marketing Series
BSM	Business Services Marketing Series
FMS	Food Marketing Series
HLM	Hotel and Lodging Management Series
MMS	Marketing Management Series
QSRM	Quick Serve Restaurant Management Series
RFSM	Restaurant and Food Service Management Series
RMS	Retail Merchandising Series
SEM	Sports and Entertainment Marketing Series

CERTIFICATE OF ACHIEVEMENT . . . All competitors will receive a Certificate of Achievement recognizing the achievement necessary to qualify to participate in the International Career Development Conference.

CERTIFICATE OF EXCELLENCE . . . Competitors scoring a combined total score of 70 or better on the comprehensive exam and two preliminary event scores will earn a Certificate of Excellence.

MINI-AWARDS . . . The competitor with the highest score in each section of the two preliminary events will receive a **yellow** ribboned medallion. The highest **ten** individual scores on the comprehensive exam will also receive a yellow ribboned medallion.

MINI-AWARDS . . . The competitor's scores for the comprehensive exam and the two preliminary events will be added together. The top **two** scores in each section will be considered series finalists and receive the **blue** ribboned medallion.

GRAND AWARDS . . . The series finalists will compete in one final event. This score will be combined with the comprehensive exam and the total scores will be ranked. The top **ten** will be called to the stage with 1st, 2nd and 3rd places receiving trophies and all **ten receiving red-white-blue** ribboned medallions.

CASH AWARDS . . . Please consult the DECA GUIDE for cash awards and scholarship information.

Accounting Applications	Food Marketing
Apparel and Accessories Marketing	Retail Merchandising
Automotive Services Marketing	

MANAGEMENT TEAM DECISION MAKING EVENTS

BLMDM	Business Law and Ethics Management Team Decision Making Event
BMDM	Buying and Merchandising Management Team Decision Making Event
FMDM	Financial Analysis Management Team Decision Making Event
HMDM	Hospitality Services Management Team Decision Making Event
IMDM	Internet Marketing Management Team Decision Making Event
SMDM	Sports and Entertainment Marketing Management Team Decision Making Event
TMDM	Travel and Tourism Marketing Management Team Decision Making Event

CERTIFICATE OF ACHIEVEMENT . . . All competitors will receive a Certificate of Achievement recognizing the achievement necessary to qualify to participate in the International Career Development Conference.

CERTIFICATE OF EXCELLENCE . . . All competitors on each team scoring a combined total score of 70 on the comprehensive exam and interview scores will earn a Certificate of Excellence.

MINI-AWARDS . . . The highest **ten** individual scores on the comprehensive exam will receive a **yellow** ribboned medallion. The top team scores in each section of the interview component of the event will each receive a yellow ribboned medallion.

MINI-AWARDS: The competition team scores for the comprehensive exam and the interview component will be added together. The top **two** team scores in each section will be considered series finalists and receive the **blue** ribboned medallion.

GRAND AWARDS . . . The series finalists will compete in one final event. This score will be added to the comprehensive exam score and the total scores ranked. The top **ten** teams will be called to the stage with 1st, 2nd and 3rd places receiving trophies and all **ten** receiving **red-white-blue** ribboned medallions.

CASH AWARDS . . . Please consult the DECA GUIDE for more information on scholarships, cash awards and sponsorships.

Buying and Merchandising Management Team Decision Making Event
Financial Analysis Management Team Decision Making Event
Hospitality Services Management Team Decision Making Event
Sports and Entertainment Marketing Management Team Decision Making Event

MARKETING RESEARCH EVENTS
CHAPTER TEAM EVENTS
BUSINESS MANAGEMENT AND ENTREPRENEURSHIP EVENTS

BFR	Business and Financial Services Marketing Research Event
GMR	General Marketing Research Event
HRR	Hospitality and Recreation Marketing Research Event
RMR	Retail Marketing Research Event
CSP	Community Service Project
CMP	Creative Marketing Project
EPP	Entrepreneurship Promotion Project
LEP	Learn and Earn Project
PRP	Public Relations Project
ENP	Entrepreneurship Participating Event Organizing an Independent or Franchising Business
ENW	Entrepreneurship Written Event
IBP	International Business Plan
IMBP	Internet Marketing Business Plan Event

CERTIFICATE OF ACHIEVEMENT . . . All competitors will receive a Certificate of Achievement recognizing the achievement necessary to qualify to participate in the International Career Development Conference.

CERTIFICATE OF EXCELLENCE . . . All individual and team competitors scoring a combined total score of 70 on the presentation and written (where applicable) project scores will earn a Certificate of Excellence.

MINI-AWARDS . . . The top **two** scores in each section will be considered series finalists and receive the **blue** ribboned medallion.

GRAND AWARDS . . . The series finalists will compete in both the written (where applicable) and presentation components. The top **ten** will be called to the stage with 1st, 2nd and 3rd places receiving trophies and all **ten** receiving **red-white-blue** ribboned medallions.

CASH AWARDS . . . Please consult the DECA GUIDE for more information on scholarships, cash awards and sponsorships.

Business and Financial Services Marketing Research Event
Hospitality and Recreation Marketing Research Event
Retail Marketing Research Event
Community Service Project
Entrepreneurship Promotion Project
Learn and Earn Project
Entrepreneurship Participating Event (Organizing a Franchising Business)
Entrepreneurship Participating Event (Organizing an Independent Business)
Entrepreneurship Written Event

Selected winners will receive an honorarium should the project be published by **DECA IMAGES**.

MARKETING REPRESENTATIVE EVENTS

ADC	Advertising Campaign Event
FMP	Fashion Merchandising Promotion Plan
TSE	Technical Sales Event

CERTIFICATE OF ACHIEVEMENT . . . All competitors will receive a Certificate of Achievement recognizing the achievement necessary to qualify to participate in the International Career Development Conference.

CERTIFICATE OF EXCELLENCE . . . Competitors scoring a combined total score of 70 on the written (where applicable) and presentation scores will earn a Certificate of Excellence.

MINI-AWARDS . . . The highest **ten** individual scores on the comprehensive exam will receive a **yellow** ribboned medallion. The top team (ADC/FMP)/individual (TSE) score in each section of the presentation component of the event will each receive a **yellow** ribboned medallion.

MINI-AWARDS . . . The competition team (ADCFMP)/individual (TSE) scores for the comprehensive exam and the presentation component will be combined. The top **two** team (ADC/FMP)/individual (TSE) scores in each section will be considered series finalists and receive the **blue** ribboned medallion.

GRAND AWARDS . . . The series finalists will compete in one final event. This score (where applicable) will be added to the comprehensive exam score and the total scores ranked. The top **ten** will be called to the stage with 1st, 2nd and 3rd places receiving trophies and all **ten** receiving **red-white-blue** ribboned medallions.

CASH AWARDS . . . Please consult the DECA GUIDE for more information on scholarships, cash awards and sponsorships.

Fashion Merchandising Promotion Plan

Selected winners will receive an honorarium should their project be published by **DECA IMAGES**.

AWARDS

Recruiting Salutes Award

The United States Air Force will present the Recruiting Salutes Award at the 2008 High School International Career Development Conference. The competition for this award is open to state officers (one per state) to recognize their involvement in citizenship projects or those with patriotic overtones with impact on the perpetuation of the American way of life. The deadline for entries in this event is **March 24, 2008**.

DECA's Scholarships

DECA's scholarship program provides over \$250,000 in scholarships at the International Career Development Conference each year. Many corporations provide scholarships through the DECA Scholarship Program. DECA Inc. administers the program based on guidelines set by the donor. DECA scholarships are strictly merit based. Scholarships will be awarded during the closing general session. Company representative and student pictures will be taken immediately following the on-stage presentation. All student applications for corporate scholarships must be postmarked on or before **February 15, 2008**. Students must contact the state/provincial advisor for the deadline for the Applegate scholarships. Applications are on the DECA web site at www.deca.org/schol.html.

The Professional Development scholarship program is for DECA advisors wishing to further their education for careers in marketing, management or marketing education. Some scholarships can be used to reimburse fees of attendance at an annual conference that provides continuing education credits in their field such as Conclave or ACTE. Corporate advisor application deadlines are **March 3, 2008**. These applications can be found at www.deca.org/advisorscholarships.html.