

ICDC New Advisor Academy  
Anaheim, California, April 30–May 1, 2009

This academy is the perfect setting for beginning advisors (up to 3 years of experience) to learn the basics while also networking with presenters and other attendees.

Presenters are DECA master teachers chosen to share their practices because they have demonstrated expertise. These generous leaders are the backbone of the Academy. DECA staff design, support and manage the sessions.

Those who complete the Academy by registering and attending at least six sessions (including four from the first day) will receive a certificate as a certified DECA chapter advisor along with documentation of the sessions they attended to take back home with them. The Academy is a winner!

(More experienced advisors may attend these sessions, but they should understand that these sessions are on chapter basics and are geared to newer advisors.)

This year the Academy will run for the first two days of ICDC, Thursday, April 30, and Friday, May 1. The **first day (Thursday)** is of the most value, with five sessions on DECA/chapter basics.

- 9:00 a.m.        **Chapter Organization, Officer Team, Retreats, Meetings**
- 10:00 a.m.     **Program of Work, Chapter Activities, Community Service**
- 11:00 a.m.     **Recruitment, Chapter Publicity, Promoting the Chapter**
- 1:00 p.m.       **Motivation and Support through Business Community Relationships**  
(With a short segment from Southwest Airlines)
- 2:00 p.m.       **Fund-raising Approaches and Ideas**

These five modules represent the foundation for any chapter advisor.

On **day 2 (Friday)**, we offer three more Academy sessions:

- 9:00 a.m.       **Teaching through and Preparing Your Members for Role-play Events**  
(Includes significant new role-play event developments)
- 10:00 a.m.     **Teaching through Written Competitive Events**
- 11:00 a.m.     **Corporate Training in Onboarding from Southwest Airlines**  
How a major corporation orients its new hires. Learn how to onboard your new chapter members in a way that will strengthen their commitment and involvement.  
(Geared to all advisors attending ICDC)

To receive the certificate, attendees must register and attend a minimum of six sessions, including at least four of the Thursday sessions. Many attendees continue on after the required six to gain as much training as possible. We highly recommend that they attend all of the first day's workshops that they can.

**Workshops for all advisors attending ICDC**

You will enjoy the 11:00 session on onboarding. See above.

The following popular workshops are **not** Academy alternatives.

- 1:00 p.m.        Competitive Events Changes and their Relationship to Career Clusters  
(Geared to all advisors attending ICDC)
  
- 2:00 p.m.        The New 2009–2010 Marketing Research Topic  
(Geared to all advisors attending ICDC. This session does not count  
toward Academy certification.)