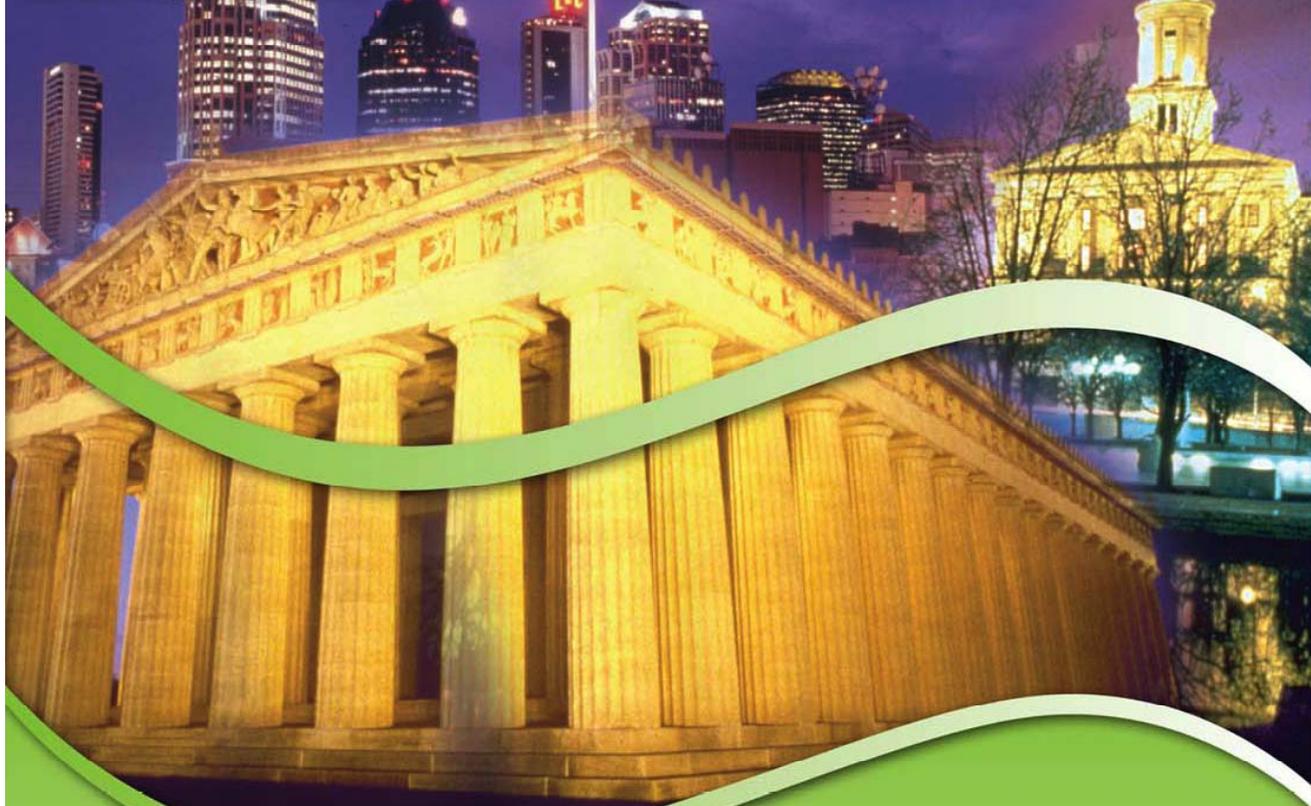


Southern and North Atlantic Region Leadership Conference

Nashville, Tennessee



November 7—9, 2008
Sheraton Music City Hotel

INTRODUCTION

This packet has been assembled to assist you in preparing for DECA's Southern and North Atlantic Leadership Conference. Please provide the requested information as accurately and completely as possible. Conference t-shirts are provided as part of the registration fee so PLEASE provide the appropriate size for each conference attendee on the registration form.

*PLEASE DIRECT YOUR QUESTIONS REGARDING HOTEL AND CONFERENCE
SCHEDULING AND CONTENT TO:*

Shirlee Kyle
Telephone (703) 860-5000 x 220; Shirlee_Kyle@deca.org

DEADLINES CHECKLIST REMINDER

DESCRIPTION	RECEIVED DEADLINE DATE	
Early-bird Online Registration	October 15, 2008	http://www.registermychapter.com/SRLC-NARCON/Main.asp
Early-bird Online Registration full payment.	October 15, 2008*	\$100/participant
Hotel Reservations and One Night's Deposit Payable to the Sheraton Music City Hotel	October 15, 2008	\$162/S \$172/D/T/T/Q + 14.25% tax
Online Registration and Insurance Summary	October 15, 2008	
Late/On-Site Registration – received after 10/15 are not guaranteed a t-shirt.	After October 15, 2008	\$110/participant
Registration Payment	After October 15, 2008	\$110/participant
Permission Form Present During Conference Registration	November 6/7, 2008	

*** After October 15, \$75 of the registration fee will be non-refundable for each registered participant who decides not to attend the conference.**

E-MAIL/MAIL THE HOUSING REQUEST AND HOTEL RESERVATIONS DEPOSIT TO:
tpotter@sheratonmusiccity.com

E-MAIL/MAIL A COPY OF THE HOUSING REQUEST AND SEND REGISTRATION PAYMENT TO: Anne_Farrell@deca.org

ONCE REGISTRATION IS RECEIVED AND CONFIRMED PLEASE DIRECT QUESTIONS/ CHANGES TO: Linda_Clemons@deca.org

PRESENT PERMISSION FORMS DURING CONFERENCE REGISTRATION.

PROGRAM
At the 2008 Southern & North Atlantic Region Leadership Conference
November 7 – 9, 2008
Nashville, Tennessee

Below are descriptions of some of the exciting programs that will be available for conference attendees. Possible career tracks include chapter management, entrepreneurship and hospitality. The career cluster tracks will include leadership activities and appropriate competitive event information. In order to provide adequate space for each of the tracks, it will be necessary for you to indicate on the registration form a priority track for each of the conference attendees. Staff will do the best to accommodate these requests.

Important Networking Opportunities

This regional conference is large enough to attract members and advisors from Canada to Texas, with an array of diverse experiences to share; and small enough to allow you to find opportunities to meet and share these experiences. Three national officers (president, SRVP & NARVP) will be there to answer questions and set the example for members from both regions. Many knowledgeable speakers (such as Bill Cordes, Chuck Blood, Focus Training, TRI Leadership Resources, and many more) will be available for information and training purposes.

Leadership Development Activities

Each student will have an opportunity to participate in leadership development activities patterned after DECA's Leadership Academies. Productive meetings, group dynamics/committees, community service, social activities and fundraising are just some of the topics that will be covered. Attendees will be motivated to be a force in creating a successful year for your DECA Chapter.

The third and final segment of the 2008 DECA LEADS program will be available to state/provincial officer teams. Officers will improve their skills, review their goals and experience over-and-above leadership training that will allow you to *Make Your Mark* as you provide leadership to your local chapter officers.

Competitive Excellence Seminars

Want to experience stage time at your state career development conference? Learn from the "Pros" how to achieve the winning edge in competition and lead your DECA team to victory. Attendees will learn the techniques that will help to make for competitive success.

Classroom Instructional Programs

The advisor workshops at the conference will explore the academic connections, motivational power, and DECA resources for several key areas of chapter activity: fund-raising, community service, recruitment and promotion, and vital business connections. Help with competitive events will also be featured.

Most workshops will feature outstanding chapter advisors.

Hospitality Marketing

There are few places as unique in the area of Hospitality Marketing as Nashville, Tennessee. In order to attract visitors to “Music City, USA” Nashville provides special venues in the area of Hospitality. DECA is partnering with Grand Ole Opry staff and other area professionals to provide insight into this career field.

Special MDA Fundraiser

Advisors are encouraged to gather auction items for an MDA Fundraising Auction held during the conference.

Exciting Tours and Sightseeing Opportunities

Don't miss the one of a kind sights offered by the unique setting of Music City, USA. Please see the “Nashville Attractions” link on http://www.deca.org/src_alt.html for information on fun things to do in Nashville.

TENTATIVE AGENDA

Thursday, November 6

6:00 p.m. General Jackson Riverboat Dinner and Cruise: \$75 (not included in registration)

Friday, November 7

9:00 a.m. – 1:00 p.m. Nashville Tours
10:00 a.m. Southern Region and North Atlantic Region Council Meetings
12:00 p.m. – 6:00 p.m. Conference Registration
1:00 p.m. – 4:00 p.m. Marketing and Career Fair Exhibits
1:30 p.m. – 4:00 p.m. Chapter Management Academy and DECA LEADS
Competitive Events Tips for Advisors
Curriculum Workshops
4:30 p.m. – 5:30 p.m. State Meetings (by request only)
6:30 p.m. – 7:30 p.m. State Meetings (by request only)
9:30 p.m. Opening General Session: Grand Ole Opry Event at the Ryman Auditorium

Saturday, November 8

8:00 a.m. – 4:30 p.m. Marketing and Career Fair Exhibits
8:30 a.m. – 12:00 p.m. Chapter Management Academy and DECA LEADS
Leadership, Competitive Event and Curriculum Workshops
12:00 p.m. – 1:30 p.m. State Officers' and Advisors' Luncheon sponsored by Berkeley College
1:30 p.m. – 4:00 p.m. Leadership, Competitive Event and Curriculum Workshops
8:00 p.m. Dance/Entertainment
Advisor Reception sponsored by Northwood

Sunday, November 9

9:00 a.m. Closing General Session



REGISTRATION PROCEDURE

REGISTRATION FEES:

..... Early-bird Online Registration Fee, must be received by by October 15, 2008 (Student, Adult and Chaperone)	\$100.00 per person
..... Online Registration Fee received after October 15 or onsite registration	\$110.00 per person
..... **Spouse/Family Registration Fee (with special activity but no t-shirt; must be received by October 15)	\$50
..... **Spouse/Family Registration Fee (no special activity and no t-shirt)	NO CHARGE
..... **On-Site Spouse/Family Registration (no special activity and no t-shirt)	NO CHARGE

****Spouse/Family** is defined as husband/wife of the advisor or parent of the student.

Each DECA advisor must register all at <http://www.registermychapter.com/SRLC-NARCON/Main.asp> student delegates, adult advisors and chaperones in his/her chapter by completing the online registration. If the spouse/family category plans to attend the special activity, they must pay a \$50 registration fee. 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 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.

It is the chapter advisor's responsibility to verify that ALL delegates meet ALL eligibility requirements, including membership. To be eligible to attend DECA's Southern and North Atlantic Region Leadership Conference, each member must meet the following basic criteria:

- Be an active member of a division of DECA Inc. Membership must be on file with DECA Inc.
- Have the approval of the local DECA advisor.
- Have the approval of the school administration.
- Have the approval of parent or guardian unless 21 years or older.

Please complete the online registration by the appropriate received deadline. Accuracy is extremely important, as this information is used for identification badges.

CHANGES/SUBSTITUTIONS:

All changes to the original registration must be submitted in *writing* to DECA Inc.

ON-SITE REGISTRATION CONFIRMATION PROCEDURES:

1. All registration fees not previously paid must be paid at registration and will be charged at the \$110 rate. The total amount should be paid with one check payable to DECA Inc.
2. Refunds will not be made during the conference; however, conference officials will verify the refund. Refund checks will be sent within thirty days after the close of the conference.

HOTEL INFORMATION

DECA's Southern and North Atlantic Leadership Conference will be held at the
Sheraton Music City Hotel
777 McGavock Pike
Phone: 615-231-1240
and the
Marriott Airport Hotel
2508 Elm Hill Pike
Phone: 615-889-9300

Room	Rate
Single	*\$162.00
Double/Twin	*\$172.00
Triple	*\$172.00
Quad	*\$172.00

*This rate does not include the **14.25%** tax rate.

Three hundred fifty rooms are reserved at the Sheraton Music City Hotel. That means the first 350 room reservations will be at the conference hotel. The remainder of the room reservations will then be at the Marriott Airport Hotel. Shuttle transportation will be provided between the two properties.

The rooming list accompanied by the first night's deposit must be received at the hotel by October 15, 2008. The housing form can be found online at the following URL: http://www.deca.org/srlc_alt.html. Reservations made after October 15 will be based on space and rate availability. A copy of the rooming list must also be received at DECA. Full payment for rooms is due to the hotel upon check-in.

A limited number of rooms are available on Thursday, November 6, 2008. They are available on a first come, first served basis. Don't delay if your delegation plans to arrive at the conference on Thursday.

Hotel Registration Procedures

Each local DECA advisor is asked to register all student delegates, adult advisors/chaperones and spouses by completing the housing form at http://www.deca.org/srlc_alt.html. Instructions for completing the form will be included with the file. When complete, send a copy to the hotel and to DECA Inc.

All attendees must stay in the official DECA property assigned to the chapter in order to participate in the Southern and North Atlantic Regional Conference.

Hotel Check In:

All reservations require a credit card guarantee or a deposit of the first night's room and tax. This deposit is non-refundable, if the reservation is canceled within 72 hours of the arrival date. Each chapter will be assigned rooms prior to arrival. Therefore, it is imperative that each advisor indicates approximate arrival time at the hotel. This way the hotel can schedule specific times rooms must be assigned for each chapter.

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. This procedure will be explained by a hotel representative, who will be available to assist in the efficient operation of this procedure.

Hotel Check Out

The hotels have 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, chapter advisors are asked to assume the responsibility for all charges incurred by their chapter delegation. If you wish to deviate from this practice, you must work it out with the hotel prior to the conference.

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

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 this conference. Your delegates must be listed on the registration form. The Policy No. T5MP-056278 has the following broad features:

\$25,000 Principal Sum for Accidental Death or Dismemberment

\$ 2,500 Medical Expense due to Accidents (the first \$25 of expense is deductible)

Each person 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). 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.

Claims. If anyone has a claim against this policy, the link for the insurance form is <http://www.deca.org/pdf/ICDC-Claim-Form.pdf>. Also, please make sure to do the following:

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.

CONDUCT PRACTICES AND PROCEDURES

PRESIDENTIAL GOVERNANCE COMMITTEE

A Governance Committee will be appointed for the conference. The purpose of the committee will be to act upon all violations of the Delegate Conduct Practices and Procedures within the division. The conduct guidelines were approved by the Board of Directors for DECA, Inc., and apply to adult advisors as well as student delegates.

A copy of the Delegate Conduct Practices and Procedures may be found in this section. The Board of Directors for DECA Inc. requires every student delegate to read and complete the Permission Form as partial completion of attendance requirements. Please make sufficient copies for your delegates to sign and return to you prior to the conference. A copy of the form must be submitted during conference registration. The original copy should be maintained by the local advisor. PLEASE DO NOT MAIL!

The chapter advisor will be notified (in writing) of all violations. Notices may require the committee to assemble and take such action as is outlined in the Conference Conduct Practices and Procedures.

CODE OF ETHICS FOR ADULT ADVISORS

Marketing Education programs offer training to those students who have a career objective in the field of marketing, management, or entrepreneurship. Individual conduct and appearance is a phase of this training. At the Southern and North Atlantic Leadership Development Conference this phase of the education program becomes apparent.

Since a good example is one method of teaching, and students participating in the conference are impressionable, a Code of Ethics is set for adult advisors. It becomes the responsibility of each and every participant to see that proper conduct is adhered to at all times.

- Advisors shall conduct daily meetings with participants for progress reports, time schedules and other activities.
- Advisors shall keep an agenda for each student in order that they may be reached at any time during the conference.
- Each chapter should have one advisor on call at all times.
- Each advisor shall be responsible for seeing that participants adhere to all conduct practices and procedures.

The rules as stated in the Delegate Conduct Practices and Procedures and the Dress Code are called to your attention for review and should govern the behavior of advisors as well as students.

DELEGATE (STUDENT & ADULT) ***CONDUCT PRACTICES AND PROCEDURES***

Each delegate attending the Southern and North Atlantic Leadership Conference must read and complete the **Attendance Permission Form** and submit during conference registration.

- The term “delegate” shall mean any DECA member, including advisors, attending conferences (high school, collegiate, alumni, professional).
- There shall be no defacing of public property. Any damage to any property or furnishing in the hotel rooms or building must be paid for by the individual or chapter responsible.
- Delegates must wear identification badges and wristbands at all times.
- Delegates shall refrain from using inappropriate or profane language at all times.
- Delegates shall refrain from verbal, physical or sexual harassment, hazing or name-calling.
- Delegates shall respect the rights and safety of other hotel guests.
- Delegates shall not possess alcoholic beverages, narcotics or weapons in any form at any time under any circumstances.
- Delegates shall refrain from gambling—playing cards, dice or games of chance for money or other things of value.
- Use of tobacco products by delegates is prohibited at all DECA functions.
- Delegates must adhere to the dress code at all times.
- Delegates must not dress or behave in a manner than can be interpreted as sexually explicit.
- Students shall keep their adult advisors informed of their activities and whereabouts at all times.
- No delegate shall leave the hotel (except for authorized events) unless permission has been received from chapter and state/provincial advisors.
- Delegates should be prompt and prepared for all activities.
- Delegates should be financially prepared for all activities.
- Delegates are required to attend all sessions and activities assigned including workshops, competitive events, committee meetings, etc. for which they are registered unless engaged in some specific assignment scheduled at the same time.
- Delegates will spend nights at their assigned hotel and in their assigned room. No guests allowed during curfew hours. Delegates will be quiet at curfew.
- Curfew will be enforced. Curfew means the delegate will be in his/her assigned room.
- State/Provincial associations will be responsible for delegates’ conduct.
- Delegates ignoring or violating any of the above rules will subject their entire delegation to being unseated and their candidates or competitive events participants to being disqualified. Individual delegates may be sent home immediately at their own expense.

Tasteful casual wear will be accepted during specific social functions as designated during orientation.

DRESS CODE

From the opening session until the end of the closing session, students, advisors and professionals shall adhere to the following Dress Code requirements. It is the Chapter Advisor's responsibility to see that their students, professionals and themselves comply with the rules established for proper dress code. Advisors should monitor their students' dress at all functions.

Opening General Session and Workshops

Females

Dress blouse or dress sweater with dress skirt or dress slacks (blazer optional) or business dress

Dress shoes (no tennis shoes or flip-flop sandals) and hosiery/trouser socks

Males

Collared dress shirt and necktie with dress slacks (blazer optional)

Dress shoes and dress socks

Second General Session

Casual slacks, blouse or shirt, socks and casual shoes

Jeans, t-shirts and athletic shoes are **NOT** included in business casual attire.

Closing General Session

Casual slacks or jeans with blouse, shirt or t-shirt and shoes

The following are **unacceptable** during DECA activities:

Skin-tight or revealing clothing

Midriff-baring clothing

Clothing with printing that is suggestive, obscene or promotes illegal substances

Athletic clothing

Swimwear



DECA'S Southern and North Atlantic
Regional Leadership Conference

Attendance Permission Form

Chapter _____

ATTENDANCE:

This is to certify that

has my permission to attend the above named DECA activity. I also do hereby, on behalf of

absolve and release the school officials, the DECA chapter advisors and the assigned state DECA staff from any claims for personal injuries or illness which might be sustained while he/she is *en route* to and from or during the DECA-sponsored activity.

EMERGENCY:

I authorize the advisor to secure the services of a physician or hospital, and to incur the expenses for necessary services in the event of accident or illness, and I will provide for the payment of these costs.

We have read and agree to abide by the DECA Code of Conduct. We also agree that the school Officials, the DECA chapter advisors, the state DECA staff, or the Conference Conduct Committee,

have the right to send _____

home from the activity at our expense, provided that he/she has violated the Code of Conduct and/or his/her conduct has become a detriment.

Student Signature

Parent/Guardian Signature

Phone

Chapter Advisor Signature

School Official Signature

Insurance Company Name

Phon

DECA'S SOUTHERN AND NORTH ATLANTIC REGION LEADERSHIP CONFERENCE

DELEGATE INFRACTION NOTICE

To: _____
Name of State Advisor or State Supervisor

State

It has been reported that _____
of your state delegation violated the following delegate conduct practice and/or procedure:

- | | |
|----------------------------------------------------------------------|-------------------------------------|
| ___ Dress code | ___ No identification badge |
| ___ Defaced public property | ___ In unauthorized place |
| ___ Possession of alcoholic beverages/narcotics | ___ Curfew regulations |
| ___ Use of alcoholic beverages/narcotics | ___ Unauthorized date |
| ___ Smoking while officially representing state associations of DECA | ___ Unauthorized transportation |
| | ___ Other (please specify)
_____ |

on _____ at _____
(date) (time)

For the benefit of the thousands of DECA members who will be privileged to attend DECA's SoNAR Leadership Conferences in future years, it is necessary for all current CDC delegates to abide by established conference rules. The exemplary image of ME and DECA as "Developing Future Leaders for Marketing and Management" must be upheld.

A word of caution to those who care should be sufficient.

Major infraction reports require appropriate action by the committee responsible for conference conduct.

Please bring this notice to the **immediate attention** of all parties involved.

Date

Chairman,
Presidential Governance Committee



DECA's
Southern and North Atlantic Region
Leadership Development Conference

PERMISSION FORM/CONFERENCE DRESS CODE

I certify that a Permission Form that includes an explanation of the conference Dress Code has been completed for each student attending DECA's Southern and North Atlantic Region Leadership Development Conference.

Local DECA Advisor

State

This form should be submitted at conference registration on November 6/7, 2008.