

# **SAM CONFERENCE UPDATE**

**To: State Association Management Conference Participants**

**From: Ed Davis**

**Date: July 23, 2008**

We are excited about your participation in the upcoming SAM Conference in Anaheim August 21<sup>st</sup>- 23<sup>rd</sup>. The enclosed tentative agenda offers you an overview of the conference content. As you can see from the agenda we have worked to create a balance of content around association management, feedback sessions and exploration of Anaheim as the site for the 2009 ICDCs. We also want to highlight a few changes in this year's conference so you can take full advantage of the opportunity.

## **1. Your Conference Gift**

We will provide a gift from DECA Images to each SAM conference registrant. But it will be handled a little differently this year.

You will be able to select and customize your gift from our new on-line custom service. This year, you will have the opportunity to choose your gift AND customize it with your state / provincial name.

Orders MUST be placed by Monday July 28 for pick-up at the SAM conference.

To receive your gift, Go to [www.fieldhouse.com/deca](http://www.fieldhouse.com/deca), once there, click on the image for the State Association Management conference to select your FREE gift. Enter the promotion code DECACON at check-out. Only one gift per person.

## **2. Bring Stuff**

Sharing great ideas is one way we can help each other. A major session on Friday called "shopping for your state conference" will involve a number of DECA Inc vendors talking about what they can do for state/provincial associations. It is also a great time for you to bring samples of your conference programs, promotional material, chapter projects etc. Please bring ten copies of each item you want to share and we will display them at the session.

## **3. Hotel Tours**

Hotel tours will be held Thursday morning between 9 a.m. and 11 a.m. If you are going on hotel tours and staying at the Disneyland Hotel, meet in the lobby at 9 a.m. sharp. We will catch the ART (Anaheim Resort Transportation), travel to the Anaheim Hilton and Towers where we will meet those going on hotel tours and staying at the

Hilton AND Marriott. We will then travel to the Crowne Plaza in Garden Grove. We will see the Crowne Plaza (260 room block), Marriott Suites (200 room block), Hyatt Regency (350 room block) and Embassy Suites (300 room block) before returning to Paradise Pier and the Disneyland Hotel. Those of you staying in Garden Grove, should plan to meet us at 9:20 a.m. at the Crowne Plaza.

For planning purposes, please send an email to [shirlee\\_kyle@deca.org](mailto:shirlee_kyle@deca.org) if you plan to do hotel tours.

#### **4. DECA Inc. Meeting**

The DECA Inc. meeting and closing session for the SAM conference are combined this year at 11:00 am on Saturday morning. Please note that to be eligible for conference reimbursement you must participate in the DECA Inc meeting.

#### **5. Regional Council meetings**

Space has been set aside for regional council meeting on Saturday afternoon. Some councils may meet at another location for lunch or may choose not to meet. Please check with your regional council chairs to determine the plans for your regional council.

**More information will be provided over the next few weeks. Let us know if you need additional information or assistance.**

**DECA Inc.**  
**2008 State Association Management Conference**  
**Anaheim California**  
**Draft**

The State Association Management (SAM) Conference is a professional development experience for state/provincial advisors and key leaders for all divisions of DECA. The objectives include:

- A. To update association leaders on DECA Inc. programs.
- B. To update association leaders on association management issues.
- C. To allow association leaders an opportunity to provide input into DECA Inc. programs and activities.

**Wednesday, August 20**

3:00 p.m. – 5:00 p.m.

**Marriott Hotel**

Los Angeles/LaJolla

NAR Council Meeting

**Thursday, August 21**

9:00 a.m. – 11:00 a.m.

**Disneyland Hotel**

Tour of hotel properties (excluding the Disneyland, Hilton and Marriott which will be toured as part of the SAM agenda).

11:00 a.m. – 12:00 p.m.

*Magic Kingdom Ballroom 1*

New State Advisor's Orientation

- a. Connecting to DECA Inc.
- b. Connecting to Curriculum

11:00 a.m. – 12:00 p.m.

Welcome Anaheim Teachers

*Adventure A/B*

12:00 p.m. – 1:00 p.m.

*Neverland Lawn*

Luncheon

Sponsored by Disneyland Hotel

1:00 p.m. – 2:00 p.m.

Opening Session

(Introductions, Highlights of year, plans for next)

*Magic Kingdom Ballroom 2*



Leadership Training	Todd Gehrman FOCUS Training
Leadership Training	Phil Boyte Learning for Living
Hotel Contracts	Owen Hamilton ConferenceDirect
Online Registration	Don Goolsby & Jesse Castleberry DLG Enterprises
Gifts/Custom Designs	Julie Kandik Images
Awards/Trophies	Larry Loomis Awards Unlimited
Production Company	Mike Brown M & M Productions USA
Production Company	Patrick Boylan PDC Productions
Incentives	Pete Bryden ESPN

9:45 a.m. – 10:00 a.m.

BREAK

10:00 a.m. – 11:00 a.m.

*Pacific Ballroom A*

**Research You Can Use**

Review the research findings from data collected at the ICDC and discuss ways to use the findings and ways to collect additional research data at from your state association.

10:00 a.m. – 11:00 a.m.

*San Simeon AB*

**Delta Epsilon Chi Branding and Identity...the Next Step**

Developing well-rounded chapters (it's more than competition)

11:00 a.m. – 11:45 noon

*Pacific Ballroom A*

**Global Entrepreneurship Week**

*Avila AB*

**On-line Testing**

12:00 noon – 1:30 p.m.

*Anaheim Convention Center 303 AB*

Lunch

Sponsored by the Anaheim Convention  
and Visitors Bureau and the Anaheim  
Hospitality Community

1:30 p.m. – 2:30 p.m.

*Pacific Ballroom A*  
**Sharpening DECA's Message . . . Who are  
we and what do we do?**

2:30 p.m. – 2:45 p.m.

BREAK

2:45 p.m. – 4:00 p.m.

*Pacific Ballroom A*  
**Competitive Events as a tool to improve  
curriculum**

*Avila AB*  
**Using the on-line membership system**

*El Capitan AB*  
**School-based Enterprise Development**

*San Simeon AB*  
**Delta Epsilon Chi Competitive Events  
Program**

4:30 p.m.

Travel to Universal Studios for Tour and  
Reception  
Park closes at 8 p.m.

**SATURDAY, AUGUST 23**

8:00 a.m.

**Marriott Hotel**  
**Breakfast**  
*Grand Ballroom*

8:30 a.m. – 10:45 a.m.

*Grand Ballroom E*  
**High School Competitive Events  
Framework**  
Explore the long range revision of the high  
School competitive events program  
envisioned in a Task Force report.

*Grand Ballroom AB*  
**Delta Epsilon Chi General Session**  
Membership Development Strategies  
Online Students, Programs and Schools  
(Challenges and Opportunities)

Using the on-line membership system  
From High School DECA to Delta Epsilon  
Chi (DECA College Connection and high  
school partnerships)

10:45 a.m. – 11:00 a.m.

BREAK

11:00 a.m.

*Grand Ballroom F*  
**DECA Inc. Meeting & Closing Session**

Afternoon

Regional council meetings and time to  
explore Anaheim

*Central Region*

*Grand AB*

*North Atlantic Region*

*Grand CD*

*Southern Region*

*Grand GH*

*Western Region*

*Grand E*

2:00 p.m. – 5:00 p.m.

*Grand CD*

**New State Advisor's Orientation**