



**Marriott Crystal Gateway
Arlington, VA**

November 3 – 5, 2006

INTRODUCTION

This packet has been assembled to assist you in preparing for DECA's SoNAR Leadership Development Conference. Please provide the requested information as accurately and completely as possible. Conference t-shirts will be the attire for the dance so PLEASE provide the appropriate size for each conference attendee on the excel 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	AMOUNT DUE
Early-bird Registration Excel Sheet	September 22, 2006	emailed
Early-bird registration full payment	September 22, 2006	\$90/participant
Official DECA Housing Request	October 3, 2006	
Hotel Reservations and One Night's Deposit Payable to the Marriott Crystal Gateway Hotel	October 3, 2006	\$139/SD \$159/T/Q + 10.25% tax
Registration Excel Sheet	October 18, 2006	emailed
Registration and Insurance Summary	October 18, 2006	
Registration Payment	October 18, 2006	\$100/participant
Late/On-Site Registration – Registration received after 10/18 are not guaranteed the night tour and tee shirt.	After October 18, 2006	\$100/participant
Permission Form Submit During Conference Registration	November 3, 2006	

MAIL OR E-MAIL THE HOUSING REQUEST AND HOTEL RESERVATIONS DEPOSIT TO:
gail.sharpe@marriott.com OR larry.shearin@marriott.com

MARRIOTT CRYSTAL CITY
ATTN. Larry Shearin
1700 Jefferson Davis Highway
Arlington, VA 22202

E-MAIL THE REGISTRATION EXCEL SHEET INFORMATION TO:
Anne_Farrell@deca.org

ONCE REGISTRATION IS RECEIVED AND CONFIRMED PLEASE DIRECT QUESTIONS/CHANGES TO:

Linda_Clemons@deca.org

MAIL A COPY OF ALL REGISTRATION MATERIALS, PAYMENT AND A COPY OF THE HOUSING REQUEST TO:

DECA's SoNAR Leadership Conference
1908 ASSOCIATION DRIVE
RESTON, VA 20191

SUBMIT PERMISSION FORMS DURING CONFERENCE REGISTRATION, NOVEMBER 2/3.

PROGRAM

The agenda and program content for students and professionals are currently under development. Detailed agendas will be sent to state advisors and posted on the Web site throughout the fall. For planning purposes, the following agenda timeframes may be helpful. Possible career tracks include chapter management; entrepreneurship; finance; marketing, sales and service; government relations (Friday only); and hospitality/sports and entertainment marketing. 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 excel form a priority track for each of the conference attendees. Staff will do our best to accommodate these requests.

Government Relations (Friday only; pre-registration required)

Developing a working knowledge of our system of government is critical to your career success. In our democracy, it's also central to the development of your social and civic consciousness.

The Government Leadership Track offers participants the opportunity to learn from top policy-makers, media insiders and opinion leaders:

- * How laws are made and how we can influence that process.
- * What laws impact DECA and what their status is in Congress.
- * What impact the upcoming national elections could have and why it's so important to be involved in the election process.

With the United States Capitol Building and White House as backdrops for these workshops, this is an opportunity you definitely don't want to miss!

Sports and Entertainment Marketing (Friday only with the Washington Capitals)

DECA will team up with the Washington Capitals on Friday afternoon. Join us as key staff people present workshops at the Verizon Center. The entertainment continues as the Washington Capitals take on the Atlanta Thrashers. The opening session of the SoNAR Conference will be held at the Verizon Center following the hockey game. You won't want to miss this experience!

Leadership

Each student will have an opportunity to participate in leadership development activities. The leadership activities will be patterned after DECA's Leadership Academies and will focus on communication, image and teamwork.

The third and final segment of the 2006 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 *Let the Adventure Begin* as you provide leadership to your local chapter officers.

Competitive Event Tips

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.

Advisor Workshops

A series of advisor workshops will be conducted by competitive event and chapter management experts. These sessions will focus on “how to . . .” and will be an opportunity for sharing.

A modified version of the ICDC Advisor Academy will provide a series of workshops featuring helpful topics to new advisors—topics such as chapter management skills, creating and maintaining enthusiasm within the chapter and the integration of DECA activities into the curriculum.

Special MDA Fundraiser

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

TENTATIVE AGENDA

Thursday, November 2

9:00 a.m. – 5:00 p.m. Self-Guided Monument Tours, Washington, DC
Evening River Boat Dinner Cruises (Optional)
7:00 p.m. – 9:00 p.m. Conference Registration Arlington Ballroom
Registration Desk

Friday, November 3

8:00 a.m. – 10:00 a.m. Conference Registration Arlington Ballroom
Registration Desk
9:00 a.m. – 5:00 p.m. Pre-Conference Seminars and Workshops
Government Relations
Workshops on Capitol Hill and at the White House
Tours
White House
U.S. Capitol
Library of Congress
Supreme Court
Self-Guided Monument Tours, Washington, DC
1:00 p.m. – 5:00 p.m. Sports and Entertainment Marketing
DECA Teams Up with the Washington Capitals
1:00 p.m.–6:00 p.m. Conference Registration Arlington Ballroom
Registration Desk
2:00 p.m. – 4:00 p.m. Advisor Workshops
4:00 p.m. – 6:00 p.m. Exhibits Arlington Ballroom
7:00 p.m. Washington Capitals vs Atlanta Thrashers Verizon Center
followed by DECA's Opening Session Verizon Center
12:00 a.m. Curfew

Saturday, November 4

8:00 a.m. – 4:00 p.m. Exhibits Arlington Ballroom
8:30 a.m. – 11:45 a.m. Workshops
Workshop Tracks
Chapter Management, Entrepreneurship, Finance,
Hospitality and Sports and Entertainment Marketing,
Marketing, Sales and Service
12:00 p.m. – 1:30 p.m. Lunch (on own)
12:00 p.m.–1:30 p.m. Largest Chapter Advisor Luncheon By Invitation
State/Provincial Officer's and
State/Provincial Advisor's Luncheon Salons V & VI
1:30 p.m. – 3:45 p.m. Workshops
7:00 p.m. Washington, DC Night Tour (included in on-time registration)
12:00 a.m. Curfew

Sunday, November 5

9:00 a.m. – 10:30 a.m. Closing General Session Arlington Ballroom

REGISTRATION PROCEDURE

Each DECA advisor must register all student delegates and adult advisors in his/her chapter by completing the online excel sheet. 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 SoNAR Leadership Development Conference, each member must meet the following basic criteria:

- Be an active member of a division of DECA Inc. Membership must be recorded on an official DECA Membership Roster and be on file with DECA Headquarters.
- 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.

All delegates, advisors and chaperones attending the conference are required to register for the conference. If the spouse/family category plans to attend the Washington, D.C. Night Tour, they must pay a \$20 registration fee.

Please mail/e-mail the completed excel sheet and printout to DECA by the appropriate received deadline. Duplicate copies will be needed when registering your delegation on site. Accuracy is extremely important, as this information is used for identification badges.

REGISTRATION FEES:

..... Early-bird Registration Fee, must be received by September 22, 2006 (Student and Adult)	\$90.00 per person
..... Registration Fee received after September 22 but on/before October 18	\$100.00 per person
..... **Spouse/Family Registration Fee (with Washington, DC Night Tour but no t-shirt; must be received by October 18)	\$20
..... **Spouse/Family Registration Fee (no Washington, DC Night Tour and no t-shirt)	NO CHARGE
..... **On-Site Spouse/Family Registration (no Washington, DC Night Tour and no t-shirt)	NO CHARGE

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

CHANGES/SUBSTITUTIONS:

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

ON-SITE REGISTRATION CONFIRMATION PROCEDURES:

1. Bring duplicate copies of all registration forms and verification of payment. Verification of registration information will be made at this time.
2. Official conference badges, delegate ribbons and meal tickets will be provided at registration.
3. All registration fees not previously paid must be paid at registration and will be charged at the \$100 rate. 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 within thirty days after the close of the conference.

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 New York Experience. 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.

HOTEL INFORMATION

DECA's SoNAR Leadership Conference will be held at the
Marriott Crystal Gateway Hotel
1700 Jefferson Davis Highway
Arlington, VA
(P) 703 920-3230

Room	Rate
Single	*\$139.00
Double	*\$139.00
Triple	*\$159.00
Quad	*\$159.00

*This rate does not include the **10.25%** tax rate.

Five hundred rooms are reserved at the Crystal Gateway Marriott. That means the first 500 room reservations will be at the conference hotel. The 501 room reservations will then be at an overflow property.

The rooming list accompanied by the first night's deposit must be received at the hotel by October 3, 2006. The housing form can be found online at the following URL: <http://www.deca.org/doc/sonarhousingform.xls>. Reservations made after October 3 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 2, 2006. 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

Chapter advisors must adhere to the following suggestions when completing the Housing Request Registration Form. This will facilitate smooth and efficient hotel check-in and will assist the hotel in expediting your reservations.

1. Provide names, LAST NAMES MUST BE PRINTED FIRST.
2. Following the name, indicate male (M) or female (F) for each.
3. Indicate the desired room accommodations to match the number of names.
4. Prepare two (2) copies, a hotel copy and a DECA copy.
5. If arrival information (i.e., airline, flight number, etc.) is not available at the time the rooming list is sent to the hotel, please forward this information at a later date preferably at least 10 days prior to the date of arrival.
6. Send updated information to the hotel if substitutions take place after the original rooming list is submitted. The local advisor must notify the hotel in writing of the individual change or changes. DO NOT SEND A REVISED ROOMING LIST!
Example: Delta High School, Delta, CO; Delete Joyce Brown and replace with Linda Black

7. Instruct all persons attending the conference that all baggage should be tagged, listing last name first, state association and hotel.
8. Should a room reservation be canceled, the deposit is refundable only if notice is received a minimum of seventy-two (72) hours prior to arrival and a cancellation number is obtained.

NOTE: The housing Request Registration Form must be sent to the Marriott Crystal Gateway.

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. 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.

The hotel is on a computer billing system and it is imperative that the data be correct. Therefore, please notify the hotel of any changes prior to arrival. Do not send fictitious names on your housing forms since EACH name is put in the computer.

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, travelers checks, or credit cards. If you wish to make other arrangements, such as payment by check or after departure billing, you should contact the 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.**

Each chapter advisor should keep a copy of the rooming list that was mailed to the hotel at the time the accommodations were requested. On the day prior to check-out, the advisor should give the list, with the current room numbers to the *front office head cashier*, who in turn will pull out all incidental bills for the group. Hopefully, the majority will have no balances, but those rooms that owe additional monies can pay the *cashier* individually, or give the money to the chapter advisor

who will settle with the hotel. Prior to leaving the hotel, the chapter advisor should check with the *head cashier* to make sure all of the delegation's accounts have been settled.

**DECA'S OFFICIAL HOUSING REQUEST FORM
2006 SoNAR**

MAIL TO:

DUE OCTOBER 3

Larry Shearin
Marriott Crystal Gateway Hotel
1700 Jefferson Davis Highway
Arlington, VA 22202
(P) 703-920-3230

Arrival Date: _____ Arrival Time: _____

Departure Date: _____ Departure Time: _____

Airline and Flight No. _____

Estimated Arrival Time: _____

Other (i.e., bus, car, etc.): _____

PLEASE READ CAREFULLY

- Please type to assure accuracy.
- Complete each part in detail for correct and rapid processing.
- Should more rooms be needed, a supplemental room list must be attached using the same format.
- All confirmations will be sent to individual listed below.
- All reservations must be on this Official DECA Housing Request Form.
- All attendees must stay in the official DECA property in order to participate in the conference.

First Name Last Name Middle Initial

Name of Local Chapter

Street Address or P.O. Box Number

City State Zip Code

(_____) _____
Area Code Phone Number E-Mail

NOTE: Check-In is 3:00 p.m. and check-out is 12:00 Noon.
Hotel requires first night's deposit.

**DECA's Housing Form can be found online at the following URL:
<http://www.deca.org/doc/sonarhousingform.xls>**

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 DECA's SoNAR 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 SoNAR Leadership Development Conference must read and complete the **Attendance Permission Form** and return to the **state/provincial DECA** advisor as partial completion of attendance requirements.

- 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.

DECA's Dress Code

When Appearing before Judges

Females

Official DECA blazer with dress skirt or dress slacks and a dress blouse or official blazer with a dress; dress shoes and hosiery/trouser socks

Males

Official DECA blazer with dress slacks, collared dress shirt and necktie; dress shoes and dress socks

DECA General Sessions, Meal Functions

Females

Business suit or blazer with dress blouse and dress skirt or dress slacks or business dress; dress shoes and hosiery/trouser socks

Males

Business suit or sport coat with dress slacks, collared dress shirt and necktie; dress shoes and dress socks

An official DECA blazer is required to receive recognition/an award on stage.

Event Briefing, Manual Registration and Testing

Females

Dress blouse or dress sweater with dress skirt or dress slacks (blazer optional) or business dress; dress shoes, hosiery/trouser socks

Males

Collared dress shirt and necktie with dress slacks (blazer optional); dress shoes and dress socks

DECA Business Casual

Casual slacks (e.g., Dockers), blouse or shirt, socks and casual shoes
Jeans, t-shirts and athletic shoes are **not** included in business casual attire.

Dance Attire

Casual slacks or jeans with blouse, shirt or t-shirt. Shoes are required.

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



An Association of Marketing Students®

DECA'S SoNAR
LEADERSHIP DEVELOPMENT
CONFERENCE
Attendance Permission Form

State Association _____

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

Phone

DECA'S SoNAR 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

SoNAR
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 SoNAR Leadership Development Conference.

State DECA Advisor

State

This form should be submitted at conference registration on November 3, 2006.