DECA
EMERGING LEADER SUMMIT
JULY 9-11, 2017
TYSONS, VIRGINIA
Real DECA leaders don’t take the summer off. Part of the DECA Emerging Leader Series, the DECA Emerging Leader Summit brings together association officers, chapter officers and leaders, and officer hopefuls during a three-day intense leadership experience. Two tracks — EMPOWER for association officers and ELEVATE for chapter officers and leaders — will prepare leaders to effectively lead their chapters and associations.

Attend awesome modules designed specifically for each track.

Lunch and learn during the etiquette luncheon.

Experience DC during a DECA evening activity.

Special DECA After Dark Bonus Sessions for quick learning around highly specialized DECA topics.

Build your network for the upcoming year by connecting with members from all across DECA’s membership.

Polish your skills to excel as a DECA leader.

Embrace the synergy that emerges when great DECA minds come together in a focused, creative environment.

CLASSROOM CONNECTION
This conference will reinforce 21st Century Skills. Through participating in interactive sessions, DECA members will be able to:

Creativity + Innovations
- Use a wide range of idea creation techniques
- Create new and worthwhile ideas

Critical Thinking + Problem Solving
- Interpret information and draw conclusions based on the best analysis

Communication + Collaboration
- Demonstrate ability to work effectively and respectfully with diverse teams

Leadership + Responsibility
- Use interpersonal and problem-solving skills to influence and guide others toward a goal
- Demonstrate integrity and ethical behavior in using influence and power
- Act responsibly with the interests of the larger community in mind

Partnership for 21st Century Skills
The DECA Emerging Leader Summit will engage DECA leaders in an array of educational programs to empower them to lead in the upcoming year. There are plenty of opportunities to collaborate, network, achieve, excel and grow.

**Professional Dress**

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:30 AM – 11:30 AM</td>
<td>Emerging Leader Programs</td>
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<tr>
<td>11:30 AM – 1:00 PM</td>
<td>Etiquette Luncheon</td>
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<tr>
<td>1:00 PM – 4:00 PM</td>
<td>Emerging Leader Programs</td>
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<tr>
<td>4:45 PM – 5:45 PM</td>
<td>Dinner</td>
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**Team Polo**

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<tr>
<th>Time</th>
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<tbody>
<tr>
<td>11:00 AM – 2:00 PM</td>
<td>Registration</td>
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<tr>
<td>11:30 AM – 2:30 PM</td>
<td>Empower Pre-Conference Training</td>
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<tr>
<td>3:00 PM – 4:00 PM</td>
<td>Opening Session</td>
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<td>4:15 PM – 6:00 PM</td>
<td>Emerging Leader Programs</td>
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<tr>
<td>6:00 PM – 7:30 PM</td>
<td>Dinner (On Your Own)</td>
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<tr>
<td>7:30 PM – 10:00 PM</td>
<td>Emerging Leader Programs</td>
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<tr>
<td>10:00 PM – 11:00 PM</td>
<td>DECA After Dark Bonus Sessions</td>
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<tr>
<td>11:30 PM</td>
<td>Curfew</td>
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**Monday, July 10**

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**Proper Dress**

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<td>1:00 PM – 4:00 PM</td>
<td>Emerging Leader Programs</td>
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**Tuesday, July 11**

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**Business Casual with Conference T-Shirt**

<table>
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<th>Time</th>
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<tbody>
<tr>
<td>8:30 AM – 11:30 AM</td>
<td>Emerging Leader Programs</td>
</tr>
<tr>
<td>11:30 AM – 12:00 PM</td>
<td>Closing Session</td>
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*Schedule subject to change. Check deca.org/els for updates.*
BE THE ULTIMATE DECA CHAPTER LEADER

DECA’s ELEVATE track is designed for upcoming chapter leaders — whether they are a chapter president, committee member, project manager or someone who just wants to go above-and-beyond. Participants will work together in a facilitated classroom environment with collaborative assignments, discussions and presentations. Get ready for hands-on, interactive activities!

**DECA LEADERSHIP STYLES**

Take a quick inventory to learn your DECA leadership style and how to work with those of varying styles to maximize your role as an effective chapter leader.

**CHAPTER STRATEGY**

Learn the core elements of a successful DECA Chapter Strategy, including mission-based chapter officer positions, DECA goals and a chapter program of leadership.

**COMPETITIVE EVENTS SUPER SUCCESS SYSTEM**

Learn how to lay the groundwork to create a customized system to help your chapter members adequately prepare for DECA’s competitive events.

**DIAMOND FUNDRAISING MODEL**

Find out how to develop a diversified fundraising model to support your chapter’s annual activities, including forecasting expenses, identifying multiple revenue sources and diversifying access to financial resources.

**STRATEGIC COMMUNICATIONS**

Develop your chapter’s strategic communications plan by learning the foundation of effective communications and using tools such as a weekly content calendar and monthly social media plan.

**I AM DECA STORY**

Learn everything you need to know to be the DECA brand. You’ll also spend time developing your own elevator speech and practicing its delivery.

**REPRESENT THE BLAZER**

There’s no doubt that the DECA blazer is one of the most recognized symbols of our organization. As a leader, you’ll learn how you can represent the blazer appropriately through etiquette, professionalism and advocacy. We’ll even practice our etiquette during a special learning luncheon.
BE THE ULTIMATE DECA ASSOCIATION LEADER
DECA’s EMPOWER track is designed for association leaders. Association teams will work together in a facilitated classroom environment with team assignments, discussions and presentations. Association officer teams will engage with their association advisor and regional executive officers at various check-points throughout training. Get ready for hands-on, interactive activities!

EPIC PROJECT PLANNING
As an officer, you lead people and manage things. Great management takes processes and project management skills. Using DECA’s EPIC Project Planning model, your association team will develop a plan to implement your association’s program of leadership.
Program of Leadership and Project Management

WORKSHOP WORKSHOP
What does it take to make a workshop go from outstanding to amazing? From icebreakers, energizers and connecting the dots, learn all the necessary components to planning an engaging workshop. You’ll develop, enhance, beautify and refine a workshop ready for knock-out delivery.
Developing and Implementing a Workshop

REPRESENT THE BLAZER
There’s no doubt that the DECA blazer is one of the most recognized symbols of our organization. As a leader, you’ll learn how you can represent the blazer appropriately through etiquette, professionalism and advocacy. We’ll even practice our etiquette during a special learning luncheon.
Etiquette, Professionalism, Advocacy

STRATEGIC COMMUNICATIONS
Develop a strategic communications plan by learning how to create exciting, engaging content. You’ll create an entire year of perfectly personalized content of articles, tweets, photos and posts.
Using Social Media as an Association Tool

Pre-EMPOWER
This intense three-hours of DECA training will provide a foundation leading into the EMPOWER track. Topics include DECA Knowledge, DECA Leadership Styles, Mission Moments, I am DECA Story and DECA Goals. This is a repeat session that was delivered at ICDC. It will be offered on Sunday from 11:30 AM to 2:30 PM.
Just get here! Washington, D.C. is known for its historic brave leaders and is the fitting location for DECA to prepare its emerging leaders.

**REGISTRATION**

$165* per attendee

The conference registration fee applies to DECA members, advisors and chaperones and includes the following:
- conference workshops
- conference materials
- conference t-shirt
- Monday lucheon
- Monday dinner
- DC night tour

Deadline: June 5, 2017

*Registration fee is non-refundable

**ACCOMMODATIONS**

$104 per room night

(single, double, triple, quad) plus tax - currently 12%

**Sheraton Tysons**
8661 Leesburg Pike
Tysons, VA 22182
sheratontysons.com

Deadline: June 5, 2017

Rooms are subject to availability within our block. Once the room block is full, room rates may increase.

**PARKING/METRO**

Hotel Parking and Metro
sheratontysons.com/directions

DC Metro
wmata.com

**AIR TRAVEL**

- **Ronald Reagan Washington National Airport (DCA)**
  Arlington, VA
  18 miles from hotel

- **Baltimore/Washington International Airport (BWI)**
  Baltimore, MD
  46 miles from hotel

- **Washington Dulles International Airport (IAD)**
  Dulles, VA
  13 miles from hotel

**TRAIN TRAVEL**

Union Station (WAS)
18 miles from hotel

**REGISTRATION QUESTIONS**

**TALIA COBBINS**
DECA INC.
Talia_Cobbins@deca.org
(703) 860-5000 ext. 249

**HOTEL QUESTIONS**

**OLIVIA PETTY**
SHERATON TYSONS
olivia.petty@sheratontysons.com
(703) 610-8251

**PROGRAM QUESTIONS**

**CHRISTOPHER YOUNG**
DECA INC.
Christopher_Young@deca.org
(703) 860-5000 ext. 227
REGISTRATION INFORMATION

REGISTRATION PROCEDURES

Registration for this conference will take place online at www.deca.org/els. All student attendees must be on a submitted DECA roster to register. Make your hotel reservations directly with the hotel by June 5.

For the online registration process, collect the following information from each attendee:
- name
- t-shirt size
- beneficiary information
- track (chapter leader or association officer)

CONFIRMATION:
If you have not received a registration confirmation email from DECA within two days after submitting your online registration, please call Talia Cobbins at (703) 860-5000 x 249.

CHANGES AND SUBSTITUTIONS:
Make changes and substitutions using the online registration system until June 5. All changes after June 5 must be submitted in writing to DECA Inc. by e-mailing talia_cobbins@deca.org.

REGISTRATION PAYMENT

After completing online registration, please mail a copy of all registration materials and payment to:

DECA Inc.
Emerging Leader Summit
1908 Association Drive
Reston, VA 20191

METHODS OF PAYMENT:
Check, purchase order, or credit card (only MasterCard or VISA) are accepted. A 4% convenience fee will be assessed for any charged amount.

REFUND POLICY:
No refunds will be granted.

HOTEL RESERVATION PROCEDURES

Conference participants must stay at the conference hotel for a minimum of two nights. Make your hotel reservations directly with the conference hotel by June 5.

The following information is needed to process your housing:
- One main contact for the chapter
- Method of payment (credit card or check) for room/tax
- Names of all guests with arrival/ departure dates
- Designate chaperones
- Any guests with special needs

Use the designated Excel spreadsheet available at www.deca.org/els for the rooming list and email it to Olivia Petty at olivia.petty@sheratontysons.com and copy Christopher Young at christopher_young@deca.org.

Due to hotel limitations, no more than four people are allowed in one room.

HOTEL PAYMENT

If paying by check, mail payment no later than June 5 to:

Sheraton Tysons
Attn: Olivia Petty
8661 Leesburg Pike
Tysons, VA 22182

If paying by credit card, indicate this in the e-mail to Olivia Petty when submitting reservations and make arrangements to provide information. Do not include credit card information in the e-mail. The hotel will charge the credit card in advance for those authorized on the form for the entire stay’s room and tax for all nights.

Guests will not be able to check-in if a credit card is not on file or the stay is not fully prepaid. Purchase orders are not accepted.

CHAPERONES/SPUSES

A minimum of one advisor for every ten student-delegates or portion of ten student-delegates is required for registration. It is the advisor’s responsibility to see that your chapter adheres to this ratio. This ratio will be strictly enforced by DECA Inc. Chaperones and spouses must pay the registration fee and be listed on the registration form.

CONDUCT AND DRESS CODE

Advisors should bring signed copies of the Conference Delegate Practices and Procedures and Dress Code for each participant. These do not have to be turned in but should be kept available by the advisor for reference. You can find the general DECA dress code at www.deca.org/els.
Who says learning has to stop once the sessions are over? Washington, D.C., is home to numerous activities focused on entrepreneurship, marketing, finance, hospitality, government and public relations. Here are some suggested activities for your free time.

**NATIONALS PARK TOUR**
Call the Ballpark Tours line at 202.640.7369 or email ballparktours@nationals.com.

**NATIONAL MUSEUM OF AMERICAN HISTORY**
Free Admission
http://americanhistory.si.edu

**THE NEWSEUM**
For group rates and more information, contact the Group Sales Hotline at 202-292-6690 or email groupsales@newseum.org.

**INTERNATIONAL SPY MUSEUM**
www.spymuseum.org

**LIBRARY OF CONGRESS**
Free Admission
www.loc.gov

**BUREAU OF ENGRAVING AND PRINTING**
Free Admission
www.moneyfactory.gov/tours

**CUPCAKE & MACARON TOUR OF D.C.**

**WHITE HOUSE TOUR**
Free Admission
www.whitehouse.gov/about/tours-and-events