THE ULTIMATE DECA® POWER TRIP

REGISTRATION KIT

NOVEMBER 16-18, 2018
BALTIMORE, MD
This conference will reinforce 21st Century Skills. Through participating in interactive sessions, DECA members will be able to:

**Financial, Economic, Business + Entrepreneurial Literacy**
- Make appropriate personal economic choices
- Understand the role of the economy in society
- Use entrepreneurial skills to enhance workplace productivity and career options

**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

Embark on a quest that will awaken your thirst for knowledge, and put yourself in control as you customize your own itinerary of vibrant programming during The Ultimate DECA Power Trip.

**LEARNING AND LEADERSHIP LABS**
Learning and leadership labs will focus on one powerful component each hour. From college to career and chapter to compete, these learning and leadership labs will engage DECA members.

**COMPETITIVE EXCELLENCE EXPERIENCE**
Become the ultimate competitor in a DECA role-play. Members must pre-register for this activity. Top performers will be recognized at Sunday’s closing session courtesy of Johnson & Wales University.

**COLLEGE, CAREER AND COMPANY EXHIBITS**
Searching for the perfect institution to start your post-secondary studies? Want to discuss career opportunities? Looking to expand the product line for your school-based enterprise? See who is exhibiting at www.deca.org/power.

**GENERAL SESSIONS**
Experience action-packed general sessions designed to motivate and “move” you.

**EDUCATOR PROFESSIONAL LEARNING SERIES**
The Professional Learning Series powered by DECA will engage educators in professional development focused on curriculum and instructional content that supports preparing students for college and careers and connects the conference content to the classroom.

**DECA AFTER DARK**
Enjoy an evening of networking at one of Baltimore’s most popular attractions. There are more than 750 species to discover, including jellyfish, starfish and horseshoe crabs. End your experience with sounds from a DJ near the Jellies Invasion.
DECA has the ultimate power trip waiting for you with dynamic general sessions, a day of learning and leadership labs full of powerful presentations by professionals and all the favorites of a regional conference.

**FRIDAY NOVEMBER 16**

8:00 AM - 6:00 PM  
Explore Baltimore On Your Own

3:00 PM - 6:00 PM  
Registration

3:00 PM - 6:00 PM  
Association Meetings Optional

7:00 PM - 8:15 PM  
Opening Session

8:30 PM - 9:15 PM  
Connect Leadership Labs  
*by Association Officer Teams*

9:30 PM - 10:15 PM  
Connect Leadership Labs  
*by Association Officer Teams*

11:30 PM  
Curfew

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**SATURDAY NOVEMBER 17**

8:00 AM - 4:00 PM  
College, Career and Company Exhibits

8:30 AM - 4:00 PM  
Competitive Excellence Experience

8:30 AM - 4:00 PM  
Learning Labs

8:30 AM - 4:00 PM  
Educator Professional Learning Series

11:30 AM  
Chartered Association Officer and Advisor Luncheon, *by invitation*

11:30 AM  
Lunch on Your Own

7:00 PM - 10:30 PM  
DECA After Dark

11:30 PM  
Curfew

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**SUNDAY NOVEMBER 18**

9:00 AM - 10:30 AM  
Closing Session

10:30 AM  
Explore Baltimore On Your Own

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* Schedule subject to change. Check deca.org/power for updates.

#DECAPOWERTRIP

Visit decadirect.org for previews and highlights.
DECA’s Learning Labs will engage DECA members and focus on important elements of preparing for college and careers. With this schedule, all DECA members will experience a learning lab related to preparing for college, choosing a career pathway, developing your DECA chapter and becoming a better competitor.

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>8:30 - 9:15</td>
<td>Preparing for College, Choosing a College + Major, Financing College, College Success 101, Making the Most of College</td>
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<tr>
<td>9:30 - 10:15</td>
<td>Marketing, Sports Marketing, Hospitality, Entrepreneurship, Entertainment Marketing</td>
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<tr>
<td>10:30 - 11:15</td>
<td>Marketing, Sports Marketing, Hospitality, Entrepreneurship, Entertainment Marketing</td>
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<tr>
<td>11:30 - 12:45</td>
<td>LUNCH ON YOUR OWN</td>
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<tr>
<td>1:00 - 1:45</td>
<td>Marketing, Sports Marketing, Hospitality, Entrepreneurship, Entertainment Marketing</td>
</tr>
<tr>
<td>2:00 - 2:45</td>
<td>DECA Diamond Fundraising Model, Content is King: Social Media for Your Chapter, I AM DECA: Telling Your DECA Story, Chapter Competition Success System, DECA Leadership Styles</td>
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<tr>
<td>3:00 - 3:45</td>
<td>Rockin’ the Role-Play and Exam, From the Judge’s Perspective, Making an Awesome Written Event, Tips and Tricks for Presentation Design, Dress for Success and Professionalism</td>
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Become a champion in the Competitive Excellence Experience and participate in one role-play event, which will take place during one learning lab block. Members must pre-register to participate.

*Sessions may vary depending as speakers are confirmed.
Be more in Baltimore! There’s a buzz about Baltimore that makes people who visit fall in love with its vibe. With the world-famous Inner Harbor, renowned museums and attractions, award-winning restaurants, a locally loved music scene, and hip and historic neighborhoods, get ready to explore a truly authentic city.

**REGISTRATION**

$130* per attendee

The conference registration fee applies to DECA members, advisors and chaperones and includes the following:
• powerful general sessions
• conference workshops
• conference materials
• conference activities
• conference t-shirt
• conference insurance
• ticket to DECA After Dark activity

Deadline: October 19, 2018

*$75 is non-refundable

**ACCOMODATIONS**

$199 per room night
(single, double, triple, quad)
plus tax – currently 15.5%

Baltimore Marriott Waterfront
700 Aliceanna Street
Baltimore, MD 21202

Deadline: October 19, 2018

Rooms are subject to availability within our block. Once the room block is full, which may occur before the deadline, room rates may increase and/or housing may no longer be available. Please confirm your rooming reservation before booking travel.

**AIR TRAVEL**

Baltimore/Washington International Thurgood Airport (BWI)
13 miles

**TRAIN TRAVEL**

Baltimore Penn Station (BAL)
2.5 miles

**CONFERENCE QUESTIONS**

CLAUDIA VELASCO
DECA INC.
Claudia_Velasco@deca.org
(703) 860-5000 ext. 248

**HOTEL QUESTIONS**

DEMETRIA GIBBS
BALTIMORE MARRIOTT WATERFRONT
Demetria.Gibbs@marriott.com
Registration for this conference will take place online at membership.decaregistration.com/deca. All student attendees must be on a submitted DECA roster to register. Make your hotel reservations directly with the hotel by October 19.

For the online registration process, collect the following information from each attendee:
- name
- t-shirt size
- beneficiary information
- competitive event (yes or no)

CONFIRMATION:
If you have not received a registration confirmation email from DECA within two days after submitting your online registration, please call Claudia Velasco at (703) 860-5000 x 248.

CHANGES AND SUBSTITUTIONS:
Make changes and substitutions using the online registration system until October 19. All changes after October 19 must be submitted to DECA Inc. by e-mailing claudia_velasco@deca.org.

After completing online registration, please mail a copy of all registration materials and payment to:
DECA Inc.
Ultimate Power Trip
1908 Association Drive
Reston, VA 20191

METHODS OF PAYMENT:
Check, purchase order, or credit card (MasterCard, VISA or American Express) are accepted.

REFUND POLICY:
$75 of the registration fee is non-refundable. No refunds will be granted for adjustment of a chapter’s registration after 6 p.m. on November 16. Refund checks will be sent within one month after the close of the conference.

Conference participants must stay at the conference hotel for a minimum of two nights. Make your hotel reservations directly with the conference hotel by October 19.

Hotel reservations will be made using the hotel’s DECA website at https://book.passkey.com/go/DECAUPT2018. Follow the online instructions to make your reservations. Please put your school’s name in the “company” field.

You can book multiple guests in a room and up to nine rooms in the same transaction. If you are booking more than nine rooms, please e-mail claudia_velasco@deca.org for an alternative method for booking rooms.

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

A credit card is required to reserve the rooms. If you plan to pay by credit card, you must present the card with your name on it upon check in. If the card is not available upon check in, the hotel should receive a signed credit card authorization form with the details of the card you want to use, before your arrival. Download the form at www.deca.org/power/ and fax it to the number provided prior to the conference.

If you wish to pay by check, you may do so by mailing the check (include confirmation numbers) no later than October 26 to:
Baltimore Marriott Waterfront
Attn: Demetria Gibbs
700 Aliceanna Street
Baltimore, MD 21202

If a preliminary invoice is needed, email Demetria.Gibbs@marriott.com the following information with “Preliminary invoice needed – DECA” in the subject line:
- Guest(s) Name(s)
- Confirmation number(s)
- Arrival/Departure Dates
- Email address to forward preliminary invoice

A minimum of one advisor for every ten student-delegates or portion of ten student-delegates is required for registration. It is the chapter 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.

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/power.

DECA Inc. is committed to creating and maintaining a healthy and respectful environment for all of our emerging leaders and entrepreneurs. Our philosophy is to ensure all members, regardless of race, color, religion, sex, national origin, age, disability, sexual orientation, or socio-economic status are treated equally and respectfully. Any behavior in the form of discrimination, harassment, or bullying will not be tolerated. It is the responsibility of all members to uphold and contribute to this climate.
Who says learning has to stop once the sessions are over? Baltimore is home to numerous activities focused on entrepreneurship, marketing, finance, hospitality and sports and entertainment. Here are some suggested activities for your free time.

**TOP OF THE WORLD OBSERVATION LEVEL**  
$6 per person  
[www.viewbaltimore.org](http://www.viewbaltimore.org)

**ORIOLE PARK AT CAMDEN YARDS TOURS**  
$9 per person  
[www.mlb.com/orioles/ballpark/tours](http://www.mlb.com/orioles/ballpark/tours)

**LEXINGTON MARKET**  
Free Admission  
[lexingtonmarket.com](http://lexingtonmarket.com)

**AMERICAN VISIONARY ART MUSEUM**  
Adults $15.95, Students $9.95 (with ID)  
[avam.org](http://avam.org)

**BALTIMORE GHOST TOURS**  
$15 per person  
[baltimoreghosttours.com](http://baltimoreghosttours.com)

**THE BALTIMORE MUSEUM OF INDUSTRY**  
Adults $12, Students $7 (with ID)  
[www.thebmi.org](http://www.thebmi.org)

**BROMO SELTZER ARTS TOWER**  
Free Admission  
[www.bromoseltzertower.com](http://www.bromoseltzertower.com)

**HISTORIC SHIPS OF BALTIMORE**  
Adults $15, Students $13 (with ID)  
[www.historicships.org/index.html](http://www.historicships.org/index.html)