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 sessions designed to help you excel as a DECA leader.
- Build your network by connecting with members from around the world.
- Embrace the synergy that emerges when great DECA minds come together in a focused, creative environment.
- Engage in quick learning around highly specialized topics with DECA After Dark bonus sessions.
- Experience D.C. during a DECA evening activity.
- Lunch and learn during the etiquette luncheon.

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
EDUCATIONAL PROGRAM

The DECA Emerging Leader Summit will engage organization leaders in an array of educational programs to empower them to steer their chapter or association in the upcoming year. There are plenty of opportunities to collaborate, network, achieve, excel and grow.

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<th>FRIDAY</th>
<th>JULY 10</th>
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<tr>
<td>11:00 AM - 1:30 PM</td>
<td>Registration</td>
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<td>2:00 PM - 3:00 PM</td>
<td>Opening Session</td>
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<td>3:15 PM - 6:00 PM</td>
<td>Emerging Leader Programs</td>
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<td>6:00 PM - 7:30 PM</td>
<td>Dinner <em>(On Your Own)</em></td>
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<tr>
<td>7:30 PM - 10:00 PM</td>
<td>Emerging Leader Programs</td>
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<td>10:00 PM - 11:00 PM</td>
<td>DECA After Dark Bonus Sessions</td>
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<th>SATURDAY</th>
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<tr>
<td>8:30 AM - 11:30 AM</td>
<td>Emerging Leader Programs</td>
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<td>11:30 AM - 1:00 PM</td>
<td>Etiquette Luncheon</td>
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<td>1:00 PM - 4:00 PM</td>
<td>Emerging Leader Programs</td>
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<tr>
<td>5:00 PM - 8:00 PM</td>
<td>DECA Edutainment: D.C. Evening Monument Tour</td>
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<td>Dinner <em>(On Your Own)</em></td>
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<th>SUNDAY</th>
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<tr>
<td>8:30 AM - 11:30 AM</td>
<td>Emerging Leader Programs</td>
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<td>11:30 AM - 12:00 PM</td>
<td>Closing Session</td>
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Visit decadirect.org for previews and highlights.

Schedule subject to change. Check deca.org/els for the latest schedule.
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!

- **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.

- **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.

- **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.

- **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.

- **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.
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!

- **ADVOCATE FOR DECA**
  DECA association officers provide high visibility to key decision makers within your association and communities. Learn how to craft the perfect I am DECA story and be empowered to explain the impact of DECA and Career and Technical Education through successful advocacy activities.

- **DIGITAL COMMUNICATIONS**
  Communicating with your association’s members and key stakeholders is extremely important. Learn how to develop meaningful content and leverage multiple forms of digital communications to keep your members updated on the latest in DECA. We’ll also discuss how to effectively conduct online meetings.

- **PROFESSIONALISM AND ETHICS**
  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 professionalism and ethics. We’ll even practice our etiquette during a special learning luncheon.

- **PROJECT MANAGEMENT**
  As an association officer, you’ll be managing a variety of projects, both big and small, throughout the year. Learn the fundamentals of project management and tools and techniques on how to effectively use project management in your leadership position.

- **STAGE PRESENCE AND PUBLIC SPEAKING**
  Throughout your term, you’ll likely be front and center on stage in front of DECA members, advisors and partners. Not only receive tips and tricks for stellar stage presence and public speaking, but practice so you’ll be ready when it’s go time – even on a moment’s notice.

- **WORKSHOP FACILITATION**
  Learn how to effectively facilitate a workshop, from utilizing icebreakers and energizers to connecting the dots. You’ll also be trained on how to facilitate already-created DECA workshops so you leave ready to deliver next level experiences to the DECA members you serve.
REGISTRATION INFORMATION

Monuments and memorials, eclectic neighborhoods, true local flavor – Washington, D.C. is a place unlike any other. It’s your home away from home with free museums and America’s front yard. Get ready to make monumental memories at the Emerging Leader Summit.

REGISTRATION

$150* per attendee
The conference registration fee applies to DECA members, advisors and chaperones, and includes the following:

- Conference workshops
- Conference materials
- Conference t-shirt
- Conference insurance
- Saturday luncheon
- Saturday evening D.C. monument tour

Deadline: June 9, 2020
*Registration fee is non-refundable

ACCOMMODATIONS

$149 per room night (single, double, triple, quad) plus tax – currently 14.95%

The Wink Hotel
1143 New Hampshire Avenue NW, Washington, DC 20037

The Wink Hotel will become Yours Truly DC this summer after undergoing a complete renovation.

Deadline: June 9, 2020
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

Ronald Reagan Washington National Airport (DCA)
Metro Blue Line
5 miles, 15 minute drive

Dulles International Airport (IAD)
27 miles, 40-60 minute drive

Baltimore/Washington International Thurgood Marshall Airport (BWI)
34 miles, 60-90 minute drive

TRAIN TRAVEL

Washington, D.C. - Union Station (Amtrak - WAS)
Metro Red Line (25 minutes)
2.5 miles, 20 minute drive

REGISTRATION QUESTIONS

CLAUDIA VELASCO
DECA INC.
claudia@deca.org

ACCOMMODATIONS QUESTIONS

CINDY KIM
THE WINK HOTEL
cindy.kim@thewinkhoteldc.com

CONFERENCE QUESTIONS

EMILY COLUCCI
DECA INC.
emily@deca.org
REGISTRATION PROCEDURES

REGISTER
membership.decaregistration.com/deca

Collect the following information from each attendee to complete the registration process:

- First name
- Last name
- T-shirt size
- Insurance beneficiary information
- Track (Elevate for Chapter Leaders or Empower for Association Officers)

CONFIRMATION:
If you have not received a registration confirmation email from DECA within one day after submitting your online registration, please email Claudia Velasco at claudia@deca.org.

CHANGES AND SUBSTITUTIONS:
Changes and substitutions will be accepted until June 9. All changes after June 9 must be submitted to DECA Inc. by emailing claudia@deca.org, and are subject to availability.

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 or credit card (MasterCard, VISA or American Express) are accepted. Purchase orders will be accepted in advance of the registration deadline as a guarantee of payment, but all funds must be received in full prior to event dates to gain entry to the Conference.

REFUND POLICY:
No refunds will be granted.*

HOTEL RESERVATION + PAYMENT

RESERVE
www.thewinkhoteldc.com

Make your hotel reservations directly with the conference hotel by June 9, 2020.

Conference participants must stay at the conference hotel for a minimum of two (2) nights. Due to hotel limitations, no more than four people are allowed in one room.

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
- Information for any guests with special needs

Visit the hotel reservations website at www.thewinkhoteldc.com to reserve up to six (6) guest rooms for your attendees.

Enter the Group Code DECA2020ELS to receive the discounted group rate.

A credit card is required to guarantee all reservations.

If you need to reserve more than six (6) rooms for your group, please email Claudia Velasco at claudia@deca.org.

SUPERSVISON RATIO

A minimum of one advisor for every ten student-delegates (1:10) 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.

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 submitted to DECA Inc., but should be kept available by the advisor for reference. You can find the general DECA dress code at www.deca.org/els.

NON-DISCRIMINATION POLICY:
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 socioeconomic 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.

COVID-19 INFORMATION

There is no higher priority than the health, safety and well-being of everyone involved in DECA’s Emerging Leader Summit. Given the uncertain length of the current pandemic, DECA Inc. will monitor the coronavirus (COVID-19) situation closely and make any updates regarding DECA’s Emerging Leader Summit on deca.org/els. In the event the conference must be canceled, DECA Inc. will refund the $150 registration fee. Hotel reservations must be cancelled 72 hours prior to arrival to avoid a penalty of one night room and tax. DECA Inc. advises attendees to check the policies of travel and transportation providers to determine their cancelation policies prior to making any arrangements.
THINGS TO DO IN WASHINGTON, D.C.

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 and sports and entertainment. Here are some suggested activities for your free time.

NATIONALS PARK TOUR & TICKETS
Tours: 202.640.7369 | Group Tickets 202.675.6287
or email ballparktours@nationals.com

LIBRARY OF CONGRESS
Free Admission
loc.gov

NATIONAL MUSEUM OF AMERICAN HISTORY
Free Admission
americanhistory.si.edu

BUREAU OF ENGRAVING AND PRINTING
Free Admission
moneyfactory.gov/washingtondctours.html

NATIONAL MUSEUM OF AFRICAN AMERICAN HISTORY & CULTURE
nmaahc.si.edu/visit/passes

MUSEUM OF NATURAL HISTORY
Free Admission
naturalhistory.si.edu/visit

INTERNATIONAL SPY MUSEUM
spymuseum.org

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