DECA
VIRTUAL INTERNATIONAL CAREER DEVELOPMENT CONFERENCE 2021
DECA’s Virtual International Career Development Conference (ICDC) is the culmination of the DECA year.

DECA members demonstrate their college and career ready knowledge and skills by participating in DECA’s industry-validated Competitive Events Program, aligned with Career Clusters, National Curriculum Standards and 21st Century Skills in the areas of marketing, finance, hospitality, management and entrepreneurship. These members have qualified to participate based on superior performance at the district and association level. More than 1,000 business professionals serve as expert judges to evaluate DECA members’ mastery of these concepts.

In addition, members may register to participate in DECA’s Emerging Leader Series, which helps them attain 21st Century Skills in the areas of collaboration and teamwork, communication, critical thinking and problem solving and creativity.

The National Association of Secondary School Principals has placed this program on the NASSP National Advisory List of Contests and Activities for 2020-2021.
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CONFERENCE OVERVIEW 2021
## INTERNATIONAL CAREER DEVELOPMENT CONFERENCE

**MONDAY** | **TUESDAY** | **WEDNESDAY** | **THURSDAY** | **FRIDAY** | **SATURDAY**
--- | --- | --- | --- | --- | ---
**APRIL 12** | **APRIL 13** | **APRIL 14** | **APRIL 15** | **APRIL 16** | **APRIL 17**
**WRITTEN ENTRY SUBMISSION**
Upload between 8 a.m. ET - 11:59 p.m.

**ONLINE TESTING**
Complete your exam anytime during 8 a.m. ET - 11:59 p.m. on the specific date below. Competitors will have 75 minutes to complete the exam once it is initiated.

**Business Operations Research**
BOR, BMOR, FOR, HTOR, SEOR

**Project Management**
PMBS, PMCD, PMCA, PMCG, PMFL, PMSP

**Entrepreneurship**
EIP, ESB, EIB, IBP, EBG, EFB

**Integrated Marketing Campaign**
IMCE, IMCP, IMCS

**Online Event**
SMG

**Personal Financial Literacy Exam**
PFL

**Marketing Exam**
AAM, ASM, BSM, BTDM, FMS, IMCE, IMCP, IMCS, MCB, MTDM, PSE, RMS, SEM, STDM

**Hospitality + Tourism Exam**
HTPS, HTDM, HLM, QSRM, RFSM, TTD

**Business Management Exam**
BLTD, HRM

**Finance Exam**
ACT, BFS, FCE, FTDM

**APRIL 19** | **APRIL 20** | **APRIL 21** | **APRIL 22** | **APRIL 23** | **APRIL 24**

**CORE ICDC WEEK**
Featuring College + Career Ready workshops available beginning Monday at 8 a.m. ET.

**On-Demand Emerging Leader Series**
Beginning at 8 a.m. ET

**Grand Opening Session**
8 p.m. ET / 5 p.m. PT

**Association Officer Leadership Retreat**
Sponsored by US Army
8 p.m. ET / 5 p.m. PT

**#OneDECA Member Networking Event**
4 p.m. ET / 1 p.m. PT

**Executive Officer Candidate Campaigning + Voting**

**PRELIMINARY COMPETITION**
Competitors will log in and record video submissions anytime between 8 a.m. ET - 11:59 p.m. on the specific date below.

**Principles of Business Administration**
PBM, PFN, PHT, PMK

**Personal Financial Literacy**
PFL

**School-based Enterprise**
SBEF, SBER

**Individual Series**
ACT, AAM, ASM, BFS, BSM, ENT, FMS, HLM, HRM, MCS, QSRM, RFSM, RMS, SEM

**Team Decision Making**
BLTD, BTDM, ETDM, FTD, HTDM, MTD, STDM, TTD

**Business Operations Research**
BOR, BMOR, FOR, HTOR, SEOR

**Integrated Marketing Campaign**
IMCE, IMCP, IMCS

**Professional Selling + Consulting**
FCE, HTPS, PSE

**Project Management**
PMBS, PMCD, PMCA, PMCG, PMFL, PMSP

**Entrepreneurship**
EIP, ESB, EIB, IBP, EBG, EFB

**Stock Market Game**
SMG

**APRIL 26** | **APRIL 27** | **APRIL 28** | **APRIL 29** | **APRIL 30** | **MAY 1**

**FINAL COMPETITION**
Specific appointment times starting at 10 a.m. ET will be provided for live competition with a judge on the respective date below.

**Principles of Business Administration**
PBM, PFN, PHT, PMK

**Personal Financial Literacy**
PFL

**School-based Enterprise**
SBEF, SBER

**Individual Series**
ACT, AAM, ASM, BFS, BSM, ENT, FMS, HLM, HRM, MCS, QSRM, RFSM, RMS, SEM

**Team Decision Making**
BLTD, BTDM, ETDM, FTD, HTDM, MTD, STDM, TTD

**Business Operations Research**
BOR, BMOR, FOR, HTOR, SEOR

**Integrated Marketing Campaign**
IMCE, IMCP, IMCS

**Professional Selling + Consulting**
FCE, HTPS, PSE

**Project Management**
PMBS, PMCD, PMCA, PMCG, PMFL, PMSP

**Entrepreneurship**
EIP, ESB, EIB, IBP, EBG, EFB

**Stock Market Game**
SMG

**MAY 3** | **MAY 4** | **MAY 5** | **MAY 6**

**Grand Awards Session**
8 p.m. ET / 5 p.m. PT

VIRTUAL DECA ICDC 2021 REGISTRATION GUIDE | 5
DECA

COMPETITIVE EVENTS

2021
1. All participants must be active members of DECA with the current year’s dues on file with DECA Inc. prior to March 1 of the current school year.

2. All participants and written entries must be approved and authorized for entering competition by their chartered association through official competitive events registration forms.

3. All participants and written entries must meet the specifications set forth for each activity.

4. All participants must have participated in chartered association, district and/or local competition, or qualified through online competition.

5. All entry forms and creative entries must be submitted by the chartered association advisor or designee according to announced deadlines.

6. A participant may enter only one of the competitive events with a participatory component during DECA’s international conference.

7. No additions or substitutions may be registered for competition after the deadline set forth by DECA Inc.

8. A written entry may not be entered in more than one international conference competitive event during a given year.

9. Once a written entry is entered in international conference competition, the identical content material may not be entered again in international conference competition.

10. Participants are required to follow the official DECA dress code.

11. All written entries must include a signed copy of DECA’s Written Event Statement of Assurances and Academic Integrity.

12. Students with Special Needs: We want to make every opportunity available for our special needs members to participate in ICDC. An online form is at deca.org/icdcspecialservices to identify students that need special services. We will work with the school and/or chartered association to provide the appropriate services. It is critical that we receive the form by March 27 in order to arrange appropriate services.

As an integral part of the classroom curriculum, DECA’s industry-validated competitive events are aligned with the National Curriculum Standards in the career clusters of marketing, business management and administration, finance, and hospitality and tourism. DECA’s flagship evaluation process involves students in both a written component such as an exam or report and an interactive component with an industry professional serving as a judge. DECA’s competitive events directly contribute to every student being college and career ready when they graduate from high school.

QUALIFICATIONS FOR ENTERING VIRTUAL INTERNATIONAL CONFERENCE COMPETITIVE EVENTS
Not all chartered associations offer all events. Please check with your chartered association advisor for events offered in your chartered association.

PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS
Principles of Business Management and Administration: PBM
Principles of Finance: PFN
Principles of Hospitality and Tourism: PHT
Principles of Marketing: PMK

TEAM DECISION MAKING EVENTS
Business Law and Ethics Team Decision Making: BLTDM
Buying and Merchandising Team Decision Making: BTDM
Entrepreneurship Team Decision Making: ETDM
Financial Services Team Decision Making: FTDM
Hospitality Services Team Decision Making: HTDM
Marketing Management Team Decision Making: MTDM
Sports and Entertainment Marketing Team Decision Making: STDM
Travel and Tourism Team Decision Making: TTDM

BUSINESS OPERATIONS RESEARCH EVENTS
Business Services Operations Research: BOR
Buying and Merchandising Operations Research: BMOR
Finance Operations Research: FOR
Hospitality and Tourism Operations Research: HTOR
Sports and Entertainment Marketing Operations Research: SEOR

PROJECT MANAGEMENT EVENTS
Business Solutions Project: PMBS
Career Development Project: PMCD
Community Awareness Project: PMCA
Community Giving Project: PMCG
Financial Literacy Project: PMFL
Sales Project: PMSP

ENTREPRENEURSHIP EVENTS
Innovation Plan: EIP
Start-Up Business Plan: ESB
Independent Business Plan: EIB
International Business Plan: EBP
Business Growth Plan: EBG
Franchise Business Plan: EFB

INTEGRATED MARKETING CAMPAIGN EVENTS
Integrated Marketing Campaign–Event: IMCE
Integrated Marketing Campaign–Product: IMCP
Integrated Marketing Campaign–Service: IMCS

PROFESSIONAL SELLING AND CONSULTING EVENTS
Financial Consulting: FCE
Hospitality and Tourism Professional Selling: HTPS
Professional Selling: PSE

PERSONAL FINANCIAL LITERACY EVENT
Personal Financial Literacy: PFL

ONLINE EVENTS
Stock Market Game: SMG
Virtual Business Challenge–Accounting: VBCAC
Virtual Business Challenge–Fashion: VBCFA
Virtual Business Challenge–Hotel Management: VBCHM
Virtual Business Challenge–Personal Finance: VBCPF
Virtual Business Challenge–Restaurant: VBCRS
Virtual Business Challenge–Retail: VBCRT
Virtual Business Challenge–Sports: VBCSP
RECOGNITION AND AWARDS

DECA’s competitive events provide recognition for competitors in a number of different areas. The following list describes the recognition provided at ICDC:

**CERTIFICATE OF ACHIEVEMENT:** All competitors will receive a digital Certificate of Achievement recognizing the achievement necessary to qualify to participate at the International Career Development Conference.

**CERTIFICATE OF EXCELLENCE:** Competitors scoring a combined total score of 70% or better on the competitive event components will earn a digital Certificate of Excellence.

**ACHIEVEMENT AWARDS:** For each event with an exam, the highest ten individual scores on the exam will receive a silver-ribbon medallion. For each Principles of Business Administration Event, Team Decision Making Event, Individual Series Event, Personal Financial Literacy Event, Integrated Marketing Campaign Event and Professional Selling and Consulting Event, participants with top scores in each section of the presentation component will each receive a silver-ribbon medallion. In all events, the top two overall scores in each section will be considered finalists and receive blue-ribbon medallions.

**GRAND AWARDS:** The top ten finalists will be featured during our virtual Grand Awards Session and receive red-white-blue ribboned medallions with first, second and third places receiving trophies.

**CASH AWARDS:** All competitive event first place winners will receive a minimum of $100. Several events provide larger awards based on company sponsorship.
SPONSORED EVENTS

DECA gratefully acknowledges the competitive events sponsorship of these generous organizations.

Unless otherwise noted, each sponsoring organization provides the following awards for international competitors:

1st Place - $1,000 per team
2nd Place - $500 per team
3rd Place - $250 per team
4th-10th Place - $100 each per team

ACCOUNTING APPLICATIONS SERVICES ACT

APPAREL AND ACCESSORIES MARKETING SERIES AAM

MEN’S WEARHOUSE*

AUTOMOTIVE SERVICES MARKETING SERIES ASM

BUSINESS SOLUTIONS PROJECT PMBS

intuit

BUYING AND MERCHANDISING OPERATIONS RESEARCH BMOR

PIPER | SANDLER

CAREER DEVELOPMENT PROJECT PMCD

intuit

COMMUNITY AWARENESS PROJECT PMCA

intuit

COMMUNITY GIVING PROJECT PMCG

LEAD & CHANGE LEADERSHIP PROGRAM

ENTREPRENEURSHIP SERIES ENT

McMaster University ENGINEERING

FINANCIAL CONSULTING FCE

intuit

FINANCIAL LITERACY PROJECT PMFL

intuit

HOSPITALITY & TOURISM OPERATIONS RESEARCH HTOR

PIPER | SANDLER

HOSPITALITY & TOURISM PROFESSIONAL SELLING HTTPS

HOSPITALITY SERVICES TEAM DECISION MAKING HTDM

Marriott International

INNOVATION PLAN EIP

intuit

INTEGRATED MARKETING CAMPAIGN - EVENT IMCE

FACEBOOK

INTEGRATED MARKETING CAMPAIGN - PRODUCT IMCP

FIDM

INTEGRATED MARKETING CAMPAIGN - SERVICE IMCS

FACEBOOK

MARKETING COMMUNICATION SERIES MCS

FACEBOOK

PRINCIPLES OF HOSPITALITY & TOURISM PHT

intuit

PRINCIPLES OF MARKETING PMK

NAA MANAGEMENT FOUNDATION

QUICK SERVE RESTAURANT MANAGEMENT SERIES QSRM

intuit

RESTAURANT & FOOD SERVICE MANAGEMENT SERIES RFSM

SALES PROJECT PMSP

intuit

SCHOOL-BASED ENTERPRISE FOOD OPERATIONS SBEF

intuit

SCHOOL-BASED ENTERPRISE RETAIL OPERATIONS SBEF

intuit

SPORTS AND ENTERTAINMENT MARKETING OPERATIONS RESEARCH SEOR

PIPER | SANDLER

TRAVEL & TOURISM TEAM DECISION MAKING EVENT TTDM

DECA HOTEL CHALLENGE VBCHM

AWARDS
1st Place $6,000 per team
2nd Place $3,000 per team
3rd Place $1,500 per team
4th Place $900 per team

VIRTUAL BUSINESS CHALLENGES

ACCOUNTING VBCAC

ENTREPRENEURSHIP VBCEN

FASHION VBCFA

PERSONAL FINANCE VBCPF

RESTAURANT VBCRS RETAIL VBCRT

SPORTS VBCSP

AWARDS
1st Place $1,000 per team
2nd Place $500 per team
3rd Place $250 per team
VIRTUAL BUSINESS CHALLENGE SCHEDULE

Competitors in the Virtual Business Challenge will compete in multiple rounds of their respective online simulation. All session times below are listed in EST.

ACCOUNTING VBCAC
Round 1 | Starts at 6:00 p.m. on 4/20/2021. Ends at 8:00 p.m. on 4/20/2021.
Round 2 | Starts at 6:00 p.m. on 4/21/2021. Ends at 8:00 p.m. on 4/21/2021.
Round 3 | Starts at 1:00 p.m. on 4/24/2021. Ends at 3:00 p.m. on 4/24/2021.

ENTREPRENEURSHIP VBCEN
Round 1 | Starts at 1:00 p.m. on 4/20/2021. Ends at 1:00 p.m. on 4/21/2021.
Round 2 | Starts at 11:00 a.m. on 4/24/2021. Ends at 7:00 p.m. on 4/24/2021.

FASHION VBCFA
Round 1 | Starts at 2:00 p.m. on 4/20/2021. Ends at 2:00 p.m. on 4/21/2021.
Round 2 | Starts at 12:00 p.m. on 4/24/2021. Ends at 8:00 p.m. on 4/24/2021.

DECA HOTEL CHALLENGE VBCHM
Round 1 | Starts at 1:40 p.m. on 4/20/2021. Ends at 1:40 p.m. on 4/21/2021.
Round 2 | Starts at 11:40 a.m. on 4/24/2021. Ends at 7:40 p.m. on 4/24/2021.

PERSONAL FINANCE VBCPF
Round 1 | Starts at 12:40 p.m. on 4/20/2021. Ends at 12:40 p.m. on 4/21/2021.
Round 2 | Starts at 10:40 a.m. on 4/24/2021. Ends at 6:40 p.m. on 4/24/2021.

RESTAURANT VBCRS
Round 1 | Starts at 12:20 p.m. on 4/20/2021. Ends at 12:20 p.m. on 4/21/2021.
Round 2 | Starts at 10:20 a.m. on 4/24/2021. Ends at 6:20 p.m. on 4/24/2021.

RETAIL VBCRT
Round 1 | Starts at 1:20 p.m. on 4/20/2021. Ends at 1:20 p.m. on 4/21/2021.
Round 2 | Starts at 11:20 a.m. on 4/24/2021. Ends at 7:20 p.m. on 4/24/2021.

SPORTS VBCSP
Round 1 | Starts at 12:00 p.m. on 4/20/2021. Ends at 12:00 p.m. on 4/21/2021.
Round 2 | Starts at 10:00 a.m. on 4/24/2021. Ends at 6:00 p.m. on 4/24/2021.
### COMPETITIVE EVENTS ALLOCATIONS

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## COMPETITIVE EVENTS ALLOCATIONS

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<td>Wyoming</td>
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<td><strong>TOTALS</strong></td>
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## COMPETITIVE EVENTS ALLOCATION FORMULA
Adjustments (gains or losses) will not be made until the end of the membership year and will be effective starting with the upcoming membership year.
TRANSCRIPTS

Supporting college and career readiness, DECA’s competitive events transcripts express each member’s performance rated against National Curriculum Standards identified as essential knowledge and skills and 21st Century Skills. DECA transcripts provide evidence of student learning and achievement as demonstrated by their participation in DECA’s Competitive Events Program at the International Career Development Conference.

DECA transcripts are an exceptional tool to provide feedback for both advisors and members in helping them assess areas for improvement in course instruction and student learning.

The transcripts provide ranking and performance measures for each instructional area on the career cluster exam and feedback for each performance indicator and/or evaluation criterion the judge evaluates.

Because of the structure of DECA’s competitive events program, all data is normalized and should be viewed as a snapshot of performance rather than a competition ranking.

DECA transcripts are yet another tool in demonstrating DECA’s commitment to integrating DECA into classroom instruction, applying learning, connecting to business and promoting competition. DECA members may wish to use their DECA transcripts as part of their portfolios when applying for scholarships, to college or for jobs.

EVIDENCE OF STUDENT LEARNING
EMERGING LEADER SERIES

This year, those registering for the LEADER PACKAGE during DECA’s Virtual International Career Development Conference will be able to sample on-demand sessions from DECA’s Emerging Leader Series. Each session will be 24-45 minutes depending on the content and available during the week of April 19-23 so DECA members can take advantage of sessions on their schedule.

LEADER PACKAGE
$35 PER STUDENT MEMBER

Perfect for DECA members wishing to enhance their leadership skills.

The package includes all Member Package benefits plus:
• Access to On-Demand Conference Workshops
• Access to On-Demand Emerging Leader Series (below)
• Access to Social Activities
• ICDC Swag Pack

FIND A MENTOR
Learn the value of mentoring and coaching skills in the corporate environment and why it’s necessary to find a mentor you can trust in both college and your career.

Presented by FOCUS Training

I AM DECA: CREATE YOUR STORY
Learn how to create a response to, “What is DECA?” that showcases your unique DECA experience and tells your personal DECA story. Learn the value of showing your chapter interests, DECA achievements and what makes DECA exciting for you.

Presented by Catherine Horton

DECA DASHBOARD AND PROGRAM OF LEADERSHIP
Designed for upcoming chapter leaders, this session will introduce these emerging leaders to the concept of the DECA Dashboard and provide a foundation for creating an awesome Program of Leadership.

Presented by TEAMTRI

THE POLISHED PROFESSIONAL
Learn the latest trends and guidelines for professional behavior, interactions and appearance as well as your digital brand.

Presented by FOCUS Training

ETHICAL LEADERSHIP
Everyone faces ethical challenges, and an effective ethical leader will stand up for what they believe is right even in the face of adversity. Learn about ethical principles such as integrity, trust, transparency, accountability and more, that aid in making wise choices and ethical decisions.

Presented by FOCUS Training
SCHOOL-BASED ENTERPRISE ACADEMY 2021
SBE ACADEMY + COMPETITION

Gold certified and gold re-certified School-based Enterprises (SBE) are eligible to have one to three student manager(s) participate in the SBE Academy at the International Career Development Conference (ICDC) with approval of their chartered association advisor. During the SBE Academy, students experience professional development sessions, network with other SBEs, and compete in front of judges with a prepared oral presentation based on one of the 10 instructional areas covered in the chapter certification project.

The academy and competition presentation will consist of two tracks: food operations (SBEF) and retail operations (SBER). The presentation must be entered in the category in which the written chapter certification project received certification – food operations or retail operations. Information about the academy and competition presentation topic are available at www.deca.org/sbe.

DECA SBE PROGRAMS SUPPORT 21ST CENTURY SKILLS AND EMPLOYABILITY DEVELOPMENT

Experience working within a DECA SBE provides students the opportunity to learn skills that aren’t necessarily learned in the classroom. DECA SBE provides students with the same valuable learning experience of any co-op or part-time job without requiring students to leave school. By working in a real business within the school, students are provided real-world experience vital to developing 21st Century Skills and preparing for future careers.

<table>
<thead>
<tr>
<th>Critical Thinking &amp; Problem Solving</th>
<th>Collaboration &amp; Teamwork</th>
<th>Communication</th>
<th>Creativity &amp; Innovation</th>
</tr>
</thead>
<tbody>
<tr>
<td>SBE ACADEMY</td>
<td>Identify and ask significant questions that clarify various points of view and lead to better solutions.</td>
<td>Demonstrate ability to work effectively and respectfully with diverse teams.</td>
<td>Listen effectively to decipher meaning, including knowledge, values, attitudes and intentions.</td>
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<tr>
<td>SBE COMPETITION</td>
<td>Use various types of reasoning (inductive, deductive, etc.) as appropriate to the situation.</td>
<td>Exercise flexibility and willingness to be helpful in making necessary compromises to accomplish a common goal.</td>
<td>Articulate thoughts and ideas effectively using oral, written and nonverbal communication skills in a variety of forms and contexts.</td>
</tr>
</tbody>
</table>
EXECUTIVE OFFICER CAMPAIGNS 2021
EXECUTIVE OFFICER CAMPAIGNS + ELECTIONS

Each association is expected to participate in the election of the executive officers for the upcoming year. The estimated number of voting delegates allocated to your association is provided below. Voting delegates should attend both the campaign session and election session. Each association not running a candidate may submit the name of a student member to serve on the nominating committee, however, space on this committee is limited. The form will be sent in March.

Executive officer candidates should download and review all materials at www.deca.org/hsofficers. Applications must be received at DECA Inc. on or before March 12, 2021. The DECA chartered association advisor is the only person authorized to initiate executive officer candidate nominations for the high school division.

VOTING DELEGATES
These are estimated voting delegate allocations based on 2019-2020 membership. According to the High School Division Bylaws, the apportionment will be made based on membership sixty (60) days prior to the annual meeting. DECA Inc. staff will send the official voting delegate allocation on February 19, 2021.
VIRTUAL ICDC REGISTRATION PACKAGES

Members and advisors can select from four different registration packages to customize your DECA Virtual International Career Development Conference experience.

Some chartered associations may charge an additional registration fee to cover administrative costs. Chapter advisors will register their chapter with their chartered association.

MEMBER PACKAGE
$0 PER STUDENT MEMBER
Perfect for DECA members who want to be part of the Virtual ICDC experience!

The package includes:
• Access to the General Sessions
• Access to Partner Opportunities

LEADER PACKAGE
$35 PER STUDENT MEMBER
Perfect for DECA members wishing to enhance their leadership skills.

The package includes all Member Package benefits plus:
• Access to On-Demand Conference Workshops
• Access to On-Demand Emerging Leader Series
• Access to Social Activities
• ICDC Swag Pack

COMPETITOR PACKAGE
$55 PER STUDENT MEMBER
Exclusively offered to DECA members who qualify to participate in ICDC level competitive events through their chartered association.

The package includes all Member and Leader Package benefits plus:
• Access to compete in the qualified competitive event and the opportunity to win DECA Glass
• Competitor Transcript

ADVISOR PACKAGE
$35 PER ADVISOR
Exclusively offered to DECA advisors. A minimum of one chapter advisor must register per chapter with Leader and Competitor participants.

The package includes all Member and Leader Package benefits plus:
• Advisor Appreciation Gift
• Access to post-event transcripts for Competitor participants from your chapter.

ICDC SWAG PACK
Available with Leader, Competitor, and Advisor Package registration, the Swag Pack includes:
• DECA stadium bag
• Exclusive conference t-shirt
• Commemorative lapel pin
• Conference laptop sticker
• DECA sunglasses
• DECA plastic stadium cup
ASSOCIATION REGISTRATION INFORMATION

Registration for DECA’s International Career Development Conference is submitted to DECA Inc. by the chartered association advisor who receives and verifies the information from chapter advisors.

PROCEDURE

Some associations may charge a different registration amount to cover their administrative costs or additional services. Each chartered association DECA advisor is required to register all student delegates and adult advisors in the delegation using the online registration system within the online membership system.

Please direct your questions regarding the online registration system for ICDC to Michael Mount (michael@deca.org or 703.860.5000).

All delegates, advisors and chaperones attending the conference are required to register for the conference, even those participating at the Member level. Conference registration must be received at DECA by March 19, 2021.

It is the chartered association advisor’s responsibility to verify that ALL delegates meet ALL eligibility requirements, including membership. Chartered association advisors must sign each registration form.

CHANGES AND SUBSTITUTIONS:

All changes to the original registration MUST be e-mailed to Michael Mount (michael@deca.org). No additions/substitutions for competitors will be accepted after Friday, April 2, 2021.

PAYMENT

One check or money order for the total number of persons registering payable to DECA Inc. is to be received at DECA Inc. by April 16, 2021. The total amount should be paid with one check payable to DECA Inc.

REFUND POLICY:

No refunds will be granted for adjustment of a chartered association’s registration after 4:30 p.m. ET on Friday, April 2, 2021. Refund checks will be sent within one month after the close of the conference.

REGISTRATION MATERIALS

Registration materials provided by DECA Inc. will be sent to the DECA chapter using the school address on file. No exceptions can be made.
The DECA Inc. Board of Directors has specified that there must be a minimum of one adult advisor for every chapter, and that advisor will be responsible for communications to their student members throughout the competition process. There are no restrictions on the number of adult advisors who may attend.

To be eligible to attend the International Career Development Conference, each high school division member must meet these basic criteria:

- Be an active member of a division of DECA. Membership must be recorded on an official DECA membership roster and be on file with DECA Inc.
- Have the approval of the chartered association DECA advisor.
- Have the approval of the chapter DECA advisor.
- Have the approval of the school administration.
- Have the approval of parent or guardian unless 21 years or older.

Any professional, alumni or collegiate division member meeting the above criteria is eligible to attend the International Career Development Conference.

In addition to the above criteria, high school division members must meet one (1) of the following criteria to participate beyond the Member Package level:

- Be a chartered association participant in one of the international competitive activities and registered for the Competitor Package. Dues must be paid by March 1.
- Be a DECA Inc. scholarship award recipient.
- Be a chartered association, area or regional officer.
- Be a voting delegate representing his/her chartered association for his/her division.
- Be registered for the Leader Package.
- Be a chartered association delegate by receiving special permission from his/her chartered association DECA advisor (limited to 1% of the chartered association’s DECA Inc. membership in the high school division).

Allocation for competitors and chartered association representatives are based on each chartered association’s membership in the high school division on June 30 of the previous calendar year. Please refer to the allocation schedules included for details.
PRESIDENTIAL GOVERNANCE COMMITTEE

A Governance Committee will be appointed for the High School Division. 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 and ICDC Dress Code may be found in this section. The delegate conduct practices and procedures and dress code apply to all participants while participating in live virtual or pre-recorded presentations and applies to all forms of visual, audio and written communications within the virtual platform(s). The Board of Directors of DECA Inc. requires every student delegate to read and complete these forms as partial completion of ICDC participation requirements. Please make sufficient copies for your delegates to sign and return to you prior to the International Career Development Conference. Chartered association advisors may wish to bring these forms with them to the conference for possible reference. PLEASE DO NOT MAIL TO DECA INC.

The chartered association 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

DECA offers training to those students who have a career objective in the field of marketing, finance, hospitality, management or entrepreneurship. Individual conduct and appearance is a phase of this training. This phase of the education program becomes apparent at DECA’s International Career Development Conference.

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. Violations of these practices and procedures will be referred to the president of the Board of Directors for DECA Inc.

- Advisors shall conduct daily meetings with participants for progress reports, time schedules and other activities.
- Advisors shall keep an agenda for each student so that they may be reached at any time during the conference.
- Each chartered association shall arrange to 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.

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 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.
The Board of Directors for DECA Inc. requires each delegate attending the International Career Development Conference to read and complete the Attendance Permission Form and return to the DECA chartered association 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 written, verbal, physical or electronic activities that may lead to harassment, hazing, bullying or damaging property.
- The use of any harassment against anyone on the basis of race, color, creed, national origin, ancestry, age, gender, sexual orientation, or disability is prohibited.
- 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 and electronic cigarettes 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 chartered association 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.
- Chartered 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 DRESS CODE

Professional appearance is an important aspect of the overall preparation of DECA members for the business world. To that end, DECA supports a dress code for its career-based functions that exemplifies the highest standards of professionalism while being non-discriminatory between genders.

DECA's board of directors has developed the following official dress standards for the International Career Development Conference. Students, advisors and chaperones must follow the dress code.

Competitors must wear an official DECA blazer during interaction with the judges (live or pre-recorded). Professional dress should also be worn to all live, virtual conference sessions.

For a more polished, professional appearance, it is recommended that attendees wear appropriate hosiery/socks.

All skirts and dresses must be at or below the knee.

AN OFFICIAL DECA BLAZER IS REQUIRED WHEN APPEARING BEFORE A JUDGE (INCLUDING LIVE AND PRE-RECORDED PRESENTATIONS).

If competitors are unable to access a DECA Blazer due to the COVID-19 pandemic, members may wear a blazer, sport coat or a professional jacket.

WHEN APPEARING BEFORE JUDGES (INCLUDING LIVE AND PRE-RECORDED PRESENTATIONS)

- Official DECA blazer
- Dress slacks or dress skirt or business dress
- Collared dress shirt and appropriate neckwear (necktie, ascot, scarf) or Dress blouse
- Dress shoes

VIRTUAL GRAND OPENING AND GRAND AWARDS SESSION.

- Business suit or sport coat or blazer (blazer optional)
- Dress slacks, dress skirt or business dress
- Collared dress shirt, dress blouse or dress sweater
- Blazer optional
- Dress shoes
- Necktie/scarf (optional)

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.

UNACCEPTABLE DURING DECA ACTIVITIES

- Skin-tight or revealing clothing
- Midriff-baring clothing
- Swimwear
- Athletic clothing
- Leggings or graphic designed hosiery/tights
- Clothing with printing that is suggestive, obscene or promotes illegal substances
- Unacceptable types of dress shoes include boat shoes, canvas or fabric shoes, flip flops or casual sandals, athletic shoes, industrial work shoes and hiking boots.

When judging adherence to the dress code, DECA asks that advisors, teachers and chaperones use observation as the tool for assessing compliance. DECA does not support or condone the touching of students or their clothing as a means of determining whether or not a student is following the dress code guidelines.

Any medical exceptions to this code must be documented with DECA Inc. prior to the beginning of the conference.

This is the responsibility of the local advisor.
ATTENDANCE
This is to certify that ____________________________ has my permission to attend the above named DECA activity. I also do hereby on behalf of him/her absolve and release the school officials, the DECA chapter advisors and the assigned chartered association 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
Any medical exceptions to this code must be documented in the conference headquarters prior to the beginning of the conference. This is the responsibility of the local advisor.

We have read and agree to abide by the delegate conduct practices and procedures and dress code. We also agree that the school officials, the DECA chapter advisors, the chartered association DECA staff, or the Conference Conduct Committee members have the right to send the student home from the activity at our expense, provided that he/she has violated the delegate conduct practices and procedures and/or his/her conduct has become a detriment.

________________________________________
Student Signature

________________________________________
Parent/Guardian Signature

________________________________________
Chapter Advisor Signature

________________________________________
School Official Signature

________________________________________
Insurance Company Name

________________________________________
Policy Number

________________________________________
Phone
I certify that a permission form that includes an explanation of the ICDC dress code has been completed for each student attending the International Career Development Conference.

Chartered Association DECA Advisor

State/Province
DELEGATE INFRACTION NOTICE

TO: __________________________________________  ____________________________
Name of Chartered Association Advisor or State Supervisor State/Province

It has been reported that _____________________________ of your state/province delegation violated the following delegate conduct practice and/or procedure:

_____ Dress code
_____ In unauthorized place

_____ Defaced public property
_____ Unauthorized date

_____ Possession of alcoholic beverages/narcotics
_____ Other (please specify)

_____ Use of alcoholic beverages/narcotics

_____ Smoking (including vaping) in a DECA blazer while officially representing state/province association of DECA

on _________________________________ at _________________________________

date time

For the benefit of the thousands of DECA members who will be privileged to attend the International Career Development Conference in future years, it is necessary for all current ICDC delegates to abide by established conference rules. The exemplary image of DECA must be upheld.

A word of caution to those who care should be sufficient.

Major infraction reports require appropriate action by the Conference Conduct Committee.

Please bring this notice to the immediate attention of all parties involved.

________________________________________  _________________________________
Date Chairperson

Presidential Governance Committee