

DECA
LIVE IT!
2009

WESTERN REGION
LEADERSHIP CONFERENCE

DECA
LIVE IT!
2009

WESTERN REGION
LEADERSHIP CONFERENCE

DECA
LIVE IT!
2009

WESTERN REGION
LEADERSHIP CONFERENCE

WELCOME TO WRLC 2009!



DECA Members,

Greetings Western Region DECA and welcome to the Western Region Leadership Conference. Over the next three days we are going to test your leadership, knowledge, social ability, and determination to succeed. A lot of hard work has been put forth to ensure that your experience is beneficial and rewarding. I encourage you all to *Live It!* whenever possible, offer suggestions, and officially begin your national experience with a bang.

It is at this conference that you will gain the passion, courage of conviction, and strong sense of self to win a national title. I am humbled and honored to work alongside dedicated and enthusiastic members like you. The state of the region is strong and enduring. Membership is growing, social networking is revitalizing DECA, community service continues to be a leading principal of all DECA chapters, and student participation is at an all time high. Thank you for all of your hard work and the tremendous opportunity to represent you.

I look forward to networking with you all throughout the course of a successful Western Region Leadership Conference!

John Stiles
Western Region Vice President



Dear DECA Members, Advisors, and Friends,

The Nevada Department of Education, State Officer Team, Board of Trustees, and State Management Team welcome you to Tahoe-Reno and the Western Region Leadership Conference! We are honored to host such a great group of leaders and know you will love The Silver State, the Grand Sierra Resort, and WRLC 2009.

Your decision to attend this conference demonstrates you are a leader in the making. While you are here in Tahoe-Reno, we encourage you to *Live It!* to the fullest by developing your leadership through the many workshops and sessions, demonstrating your skills in competitive events, networking with other leaders, and interacting with the business and industry leaders in attendance.

Our best wishes for a successful and memorable Western Region Leadership Conference 2009! Are you ready to *Live It?*

Marcus Galimore
Nevada DECA State President

Table of Contents

6	Conference Information
8	Conference Agenda
13	WRLC Dress Code
14	Featured Speakers
18	Featured Events
20	WRLC Leadership Sessions
24	DECA University Majors
28	WRLC Exhibitors
31	WRLC Notes
32	My WRLC Schedule
34	Hotel Information
35	Grand Sierra Resort Map



DECA Diamond
Vocational Understanding
Civic Consciousness
Social Intelligence
Leadership Development

DECA Mission

To assist local Chapters in the growth and development of DECA.

To further develop a respect for education in marketing and management, which will contribute to occupational competence.

To promote an understanding and appreciation for the responsibilities of citizenship in our free, competitive enterprise system.

**DECA
LIVE IT!**

Western Region Executive Council

Kelly Ambrose (WA), President
Brycen Woodley (NV), Past President
Ev Vaughan (CO), President-Elect
Oleg Shvets (AZ), DECA Inc. Representative
Curtis Youngman (UT), DECA Inc. Representative
John Stiles (MT), DECA Western Region Vice President

WRLC 2009 Host Committee

Brycen Woodley, Past President, Western Region Executive Committee
Ryan Underwood, Executive Director, Nevada DECA
Becky Trimble, State Advisor, Nevada DECA
Melissa Scott, Business and Marketing Consultant, Nevada Department of Education
David Gass, Nevada DECA Inc. Board of Trustees Chair
Marcus Galimore, Nevada DECA State President
Chao Huang, Nevada DECA State Secretary
Alana Zhang, Northern Nevada DECA Vice President
Antares Vargas, Southern Nevada DECA Vice President
Joshua Sanchez, Nevada DECA Vice President of Membership
Saul Nevarez, Nevada DECA Vice President of Publicity
Western Region Executive Committee

WRLC 2009 Staff

Brycen Woodley, Conference Director
Ryan Underwood, Creative Director
Mike Oechsner, Conference Coordinator
Sean Robinson, Workshop Coordinator
Becky Trimble, Exhibitor Coordinator
Rhonda Bohall, Financial Coordinator
TRI Leadership Resources, LLC

Thank You To Our WRLC Sponsors



DECA
LIVE IT!

A WRLC Thank You

Dr. Ed Davis, DECA Inc. Executive Director
Grand Sierra Resort
Jackie Schiller, DECA Inc. Board of Directors President
John Stiles, DECA Western Region Vice President
Nevada Association of DECA
Nevada DECA Board of Trustees
Nevada DECA Board of Advisors
Nevada Department of Education, Office of Career, Technical, and Adult Education
Ryan Dyck, DECA National President
Shirlee Kyle, DECA Inc. Assistant Executive Director
TRI Leadership Resources, LLC
Western Region Executive Committee

*In addition, we thank the following businesses/organizations
who provided judges for this event.*

Clear Star Credit Union
Navy Air
Safeway
Sierra Nevada College
Walgreens
University of Nevada, Reno

Thank You To Our WRLC Sponsors



JOHNSON & WALES
UNIVERSITY

Sponsors of the 2009 DECA State Officer Luncheon

**DECA
LIVE IT!**

Conference Information

From the Office of the Surgeon General

Please note the emergency exit instructions, remember to turn off cell phones, and the Surgeon General recommends that you use good cough etiquette at all times by coughing and sneezing into your sleeve or a tissue, not into your hands. And be sure to wash your hands with soap and water often. If you feel sick, limit your contact with others and let your advisor know so the right medical help can be obtained.

Conference Headquarters

Conference Headquarters is located in N11. Stop by headquarters during conference hours for assistance.

Name Badges and Wrist Bands

Your conference name badge and wrist band are your pass to all meetings, general sessions, and special events. Both must be worn at all times during conference activities and in the conference hotel. Name badges should be removed while shopping outside the hotel; wrist bands should not be removed. Lost name badges and wrist bands can only be replaced by your local chapter advisor at Conference Headquarters for a fee of \$5.00. Name badges and wrist bands must be worn at the dance.

Valuables

Keep your valuables with you. The hotel is not responsible for valuables left in your room. Keep your door locked at all times. If a personal item is misplaced, please inquire with the hotel security/loss prevention representatives.

Medical Assistance/Emergencies

In an instance where medical attention is required, contact the front desk of the hotel and your chapter advisor(s), a chaperone, or conference staff member. Medical consent forms should be in the possession of each chapter advisor. In case of an emergency, dial 911. If evacuation is necessary, follow the procedures provided in your hotel room.

Hotel Etiquette

Rooms should be kept in an orderly fashion during the conference so hotel staff can provide service to all rooms. If you have excess trash such as pizza boxes, fast food items, etc., please ask for trash bags and keep the rooms neat and clean. Rooms left with damage will be reported to Conference Headquarters and your school will be billed. Please help us maintain the excellent reputation DECA has with the hotel. Quiet time on sleeping floors is 10:00 p.m. Students wishing to congregate and talk should meet in the social area near Starbuck's on the main level, but must be back in their rooms by the stated time for curfew.

Internet

Wireless internet is provided on the casino level near Starbuck's. Participants are welcome to bring their laptop computers and connect to the wireless internet.

Gratuity Guideline

When dining in the hotel or neighboring restaurants, please consider these guidelines for gratuities:

15% of bill for "good service"

20% of bill for "exceptional service"

Unauthorized Guests and Curfew

The hotel will have other guests in addition to DECA members. Please respect everyone's right to privacy and show common courtesy. No unauthorized guests are permitted to attend the conference. Individuals and chapters subject themselves to expulsion from the conference for permitting unauthorized guests. Curfew times listed in the conference program mean that all delegates staying at the hotel must be in their designated rooms by that time with the doors closed and noise kept to a minimum. Advisors may not override the conference curfew and allow students to be out beyond the nightly curfew listed in this program.

Workshop Etiquette

Students are expected to show courtesy and respect to all workshop presenters. All cell phones must be turned OFF and NO TEXTING is allowed. Please do not leave a session early because it disrupts the speaker and his or her presentation.

Non-Discrimination Policy

Western Region Leadership Conference 2009 does not knowingly discriminate against any person on the basis of race, color, creed, religion, national or ethnic origin, sex, age, or disability in admission to, or treatment or participation in its programs and activities.

Media Release

Participants attending Western Region Leadership Conference 2009 agree to authorize WRLC and Western Region DECA to use the student's name and likeness (including photographs, video footage, silhouettes, and audio clips) in conference and organization publications, productions and on our website for informational, promotional and other related purposes. Participants who do not authorize permission should not pose for pictures or video footage and should not provide audio clips.

Chapter Advisor Gifts

Advisor appreciation gifts will be handed out from 12:00 to 5:00 p.m. on Thursday and 1:00 to 5:00 p.m. on Friday at Conference Headquarters in N11. Advisors must sign for their gift.

Conference Agenda

Thursday, November 12

12:00 – 11:30 p.m.	Conference Headquarters Open	N11
1:00 – 3:00 p.m.	Western Region Executive Committee Meeting	N5
3:00 – 8:00 p.m.	General Session Rehearsals	Grand Theatre
4:00 – 5:00 p.m.	State Advisors Briefing	N5
12:00 – 6:00 p.m.	Conference and Lodging Check-In *Only advisors will be allowed to check in chapters.	Nevada Registration Desk
5:00 p.m.	Dinner on your own	
5:00 – 8:00 p.m.	State Meetings: *Check with your State Advisor for specific start and end times.	
	Alaska DECA	Sierra 1/2
	Arizona DECA	N8/9/10
	California DECA	S2/3
	Colorado DECA	Nevada Foyer
	Guam DECA	N12
	Hawaii DECA	Cascade 1/2
	Idaho DECA	Teton 1/2
	Montana DECA	Sierra 1
	Nevada DECA	N6/7
	New Mexico DECA	N3/4
	Oregon DECA	Ruby 1/2
	Utah DECA	McKinley
	Washington DECA	N1/2
	Wyoming DECA	Whitney
6:00 p.m.	State Officer Rehearsal for General Sessions	Grand Theatre
9:00 – 11:00 p.m.	Open It! General Session Doors Open: 8:15 p.m. Parade of States Host State Welcome Conference Highlights Keynote Speaker: Kelly Barnes Immediately Following: <i>DECA Name That Tune</i> Tournament	Grand Theatre
11:30 p.m.	Curfew	Your Room

DECA
LIVE IT!

Conference Agenda

Friday, November 13

6:30 – 9:00 a.m.	Complimentary Breakfast	Silver State Pavilion
8:00 a.m. – 12:00 a.m.	Conference Headquarters Open	N11
8:00 a.m. – 1:00 p.m.	General Session Rehearsals	Grand Theatre
8:45 a.m. – 1:00 p.m.	Explore It! Business Tours <i>All participants must attend their scheduled tour. For specific information on meeting times, tour locations, and other information please see the Explore It! Hot Sheet included in each chapter's registration packet and posted outside Conference Headquarters.</i>	Tahoe-Reno
12:00 – 1:30 p.m.	Lunch on your own	
1:00 – 5:00 p.m.	Meet It! Exhibit Area <i>Meet some of America's top businesses and industry leaders as well as DECA's leading partners in the Meet It! Exhibit Area. Participants with exhibitor bingo cards stamped by all exhibitors will be entered into a prize drawing.</i>	Nevada Room
1:30 – 5:00 p.m.	Experience It! Leadership Village <i>Experience DECA unleashed like never before at the Leadership Village! See page 18 for more details on the Leadership Village activities.</i>	Nevada Room
1:30 – 5:00 p.m.	DECA Knowledge Test	S2/3
1:30 – 5:00 p.m.	DECA Quiz Bowl Prelims	S1
2:00 – 2:45 p.m.	Lead It! Leadership Session I	
3:00 – 3:45 p.m.	Lead It! Leadership Session II	
4:00 – 4:45 p.m.	Lead It! Leadership Session III <i>It is a leadership adventure! Nearly 30 great sessions with nine workshops available each session! Go. Enjoy. Lead It! See page 20 in your conference program for descriptions and locations.</i>	
5:30 – 8:00 p.m.	Dinner on your own	
8:30 – 11:15 p.m.	Live It! General Session Doors Open: 8:00 p.m. Battle of the Bands Finals DECA's Top 100 Member Awards Quiz Bowl Finals Keynote Speaker: Patrick Grady, Hypnotist	Grand Theatre
12:00 a.m.	Curfew	Your Room

DECA
LIVE IT!

Conference Agenda

Saturday, November 14

6:30 – 9:00 a.m.

Complimentary Breakfast

Silver State Pavilion

8:00 a.m. – 12:00 a.m.

Conference Headquarters Open

N11

8:00 a.m. – 3:30 p.m.

Meet It! Exhibit Area

Nevada Room

Meet top businesses and industry leaders and leading DECA partners in the Meet It! Exhibit Area. Participants with exhibitor bingo cards stamped by all exhibitors will be entered into a drawing for cool prizes.

9:00 a.m. – 12:00 p.m.

Win it! DECA Competitive Events

Must sign up in advance to participate in DECA Competitive Events. Participants may sign up in Conference Headquarters N11.

9:00 – 9:30 a.m.

Competitor Briefing

N1/2/3/4/5

All participants wishing to compete need to attend this briefing.

9:30 – 10:30 a.m.

Competitive Event Testing
and Content Interviews

S2/3

9:30 a.m. – 12:00 p.m.

Competitive Event Role Play

Silver State Pavilion

9:00 a.m. – 12:30 p.m.

Learn It! DECA University

Welcome to DECA U! Concentrate your DECA experience in one of the DECA U majors. See page 24 for the DECA U majors descriptions. Chapter officers are invited to attend the Chapter Management Academy. DECA competitors should attend Leadership Central when they are not in performance.

DECA University Majors

Entrepreneurship

N8/9

Finance & Investing

Cascade 1/2

Leadership

N6/7

Marketing

Shasta 1/2

Sports & Entertainment

Teton 1/2

Technology

N12

Leadership Central

Nevada Foyer

Chapter Management Academy

Sierra 1/2

12:00 – 12:30 p.m.

Hear It! Competition Judge's Forum

N1/2/3/4/5

Meet the DECA competition judges and hear insights, recommendations, and feedback based on the performances from earlier in the day. Q&A time included.

12:30 – 1:30 p.m. DECA State Advisor and State Officer Luncheon Ruby 1/2
Luncheon hosted by Johnson & Wales University. Participants must have a ticket to attend.

12:30 – 1:30 p.m. Lunch on your own

1:30 – 3:00 p.m. Western Region DECA Board of Directors Meeting McKinley 1/2

1:30 – 4:30 p.m. **Learn It! DECA University**
Welcome to DECA U! Concentrate your DECA experience in one of the DECA U majors. See page 24 for the DECA U majors descriptions. Chapter officers are invited to attend the Chapter Management Academy. State officers should attend DECA LEADS III. DECA competitors should attend Leadership Central when they are not in performance.

DECA University Majors

Entrepreneurship	N8/9
Finance & Investing	Cascade 1/2
Leadership	N6/7
Marketing	Shasta 1/2
Sports & Entertainment	Teton 1/2
Technology	N12
Advisor Professional Development	Nevada Foyer
DECA LEADS Part III	N10
Chapter Management Academy	Sierra 1/2

2:30 – 7:30 p.m. General Session Rehearsals Grand Theatre

5:30 – 8:00 p.m. Dinner on your own

8:00 – 9:30 p.m. **Close It! General Session** Grand Theatre
 Doors Open: 7:30 p.m.
 WROTC 2009 in Review
 ICDC Promo
 WRLC Competitive Events Awards Presentation
 Keynote Speaker: Keith Hawkins
 Challenge It! Closing Message
 Conference in Review

9:30 – 11:30 p.m. **Move It! DECA Dance!** Nevada Room

12:00 a.m. Curfew Your Room

Evaluate It!

Did you love DECA WRLC? Wish something was different? Have an idea to make it even more awesome? Complete the online conference evaluation and share with us your thoughts about DECA Western Region Leadership Conference 2009.

To complete the evaluation, go to www.wrlc2009.org/evaluation

*Link will not be active until the conclusion of the conference

Connect It!

Get connected to the latest events, happenings and updates from Western Region DECA. Become a fan and follower of DECA and WRLC! Be part of the conversation and Connect It! with DECA members all across the world.

Western Region Leadership Conference
on Twitter:

www.twitter.com/wrlc2009

Western Region DECA on Facebook:

www.facebook.com/wrdeca

Western Region DECA on the web:

www.wrdeca.org

DECA is tweeting live from WRLC! Activate your mobile updates and be one of the first to know about the latest news during WRLC 2009!

Own It!

Don't miss out on your chance to get the official limited edition Western Region DECA T-shirt! A limited supply will be available for purchase in Conference Headquarters in N11. Cost is \$10 per shirt.



Wear It!

The following guidelines have been developed to clarify the dress code used at all Western Region DECA conferences (regardless of locations).

Casual Attire

Proper casual attire is **ACCEPTABLE** during travel to/from conferences, dances, and non-conference activities such as shopping, sightseeing, or going out for meals.

ACCEPTABLE casual attire for females consist of slacks, cords, skirts, blouses, sports shirts, walking shorts, denim shirts and DECA T-shirts and sweatshirts. All clothing must be in good repair and proper size.

ACCEPTABLE casual attire for males consist of slacks, cords, walking shorts, sports shirts, denim shirts, and DECA T-shirts and sweatshirts. All clothing must be in good repair and proper size.

Gang related clothing/accessories, Spandex/exercise apparel, shorts and sweatpants are **NOT ACCEPTABLE** forms of casual attire and should not be worn at any time.

Activities such as swimming, sunbathing, jogging, or tennis warrants appropriate recreational attire for that activity. However, at any time during the conference while on-site (including the hotel, common areas, and hallways), you must be in appropriate casual or business attire.

Business Attire

Proper business attire is expected during all opening, closing and general sessions, interview, tours, exhibits, workshops and DECA sponsored meals/banquets.

Proper business dress for females includes dresses (professional business), dress slacks, skirt, blazer, dress blouse or collared shirt, coordinated shirt/ blouse, city shorts, dress shoes (professional business). A dress suit or a DECA blazer is always appropriate. Nylons are recommended with all professional dress.

Proper business attire for males includes dress slacks, dress shirt, tie, dress shoes and socks, sweater and/or sport coats. A dress suit or DECA blazer is always appropriate. Shirts are to be tucked in and belted pants.

UNACCEPTABLE

Athletic shoes or flip-flop sandals are **UNACCEPTABLE** forms of business attire.

FEATURED SPEAKERS



Kelly Barnes

Open It! General Session Keynote Speaker

Our speaker's experience and message about potential, leadership, and success are so sweet he has earned the nickname "SUGAR" from audiences and fans from across the nation. People from all walks of life love hearing Kelly Barnes speak because he's the real deal. From the President of the United States to the high school class president, everyone who has had the chance to work with "SUGAR" knows he shares the right ingredients for achieving success and fulfillment.

Kelly knows both the sweet and sour of life. Through determination and grit combined with the opportunities that come from being an active member of a career technical student organization, he has risen above when he otherwise might have been left behind to become another negative youth statistic.

That's why he's dedicated his life to service and to helping youth and people from all corners of society discover their true potential and the happiness within. He uses his storytelling to make you laugh while you learn. He uses his experience to entertain while he educates and encourages.

In addition to being an amazing speaker, leadership coach, and author, Kelly is also a dynamic leader. While earning honors distinction in Oklahoma State University's agricultural leadership program he led more than 26,000 students and managed a \$2 million budget dedicated to youth services and programs.

He is the recipient of the National FFA's highest honor the "American FFA Degree" and received "Man of the Year" honors from the Alpha Gamma Rho organization. And, he achieved all of this while perfecting his skills as a rapper and expert on Playstation's "Dance Dance Revolution" and "Guitar Hero!"

Kelly Barnes is a Leadership Fellow at TRI Leadership Resources, LLC, Associate Speaker at YourNextSpeaker, LLC, and the CEO of YourChoiceEntertainment. Contact Kelly via email at kelly@teamtri.com or on Twitter @kellybarnes.

“Change we can believe in...”
President Barack Obama

Patrick Grady

Live It! General Session Keynote Speaker

Patrick T. Grady is a former middle school and high school educator who now travels full-time throughout our Nation inspiring and encouraging individuals to do their best in all they attempt. He is a graduate of the University of Florida. Patrick has more than two decades of experience speaking fulltime to associations, corporations, chambers of commerce, civic groups, educators and students.



Patrick is the author of the book, "Who Packs The Parachute?" and is co-author of "Teen Power Too" and "Teen Power & Beyond." He is also a producer of motivational tapes and videos. Patrick is dedicated to helping others to improve themselves through the use of each person's individual talents, skills, abilities and mental attitude.

Patrick is married to Rozanne Grady and they have three children, Brittani (13 years old) and twins Ashley & Brandon (11 years old) and hails from Wahoo, Florida. Patrick is the former Vice President of the Tomorrow's America Foundation, Inc. (TAF). TAF is an organization that develops and implements leadership workshops for adults and young leaders. During these week long programs, participants study the principals of motivation, goal setting, group dynamics, communication, free enterprise, belief in self, public speaking and creative leadership.

Patrick will provide individuals with numerous keys to successful living. Furthermore, his unique ability to make people laugh keeps audiences on the edge of their seats and wanting more. Thousands of individuals have been inspired and motivated by Patrick's lighthearted messages. He will revive memories of your childhood and prove that you did overcome and still have the ability to defeat the challenges of life.

Patrick is the CEO of Today n' Tomorrow Enterprise, Inc. Contact Patrick at (352) 603-4570 or email patrick@patricktgrady.com.

"We choose to go to the moon. We choose to go the moon in this decade and do the other things, not because they are easy, but because they are hard..."
President John F. Kennedy

Featured Speakers



Keith Hawkins

Close It! General Session Keynote Speaker

Keith Hawkins is one of America's top professional youth speakers. Keith has dedicated his life to the human race with his work. His mission is to help make this world a place where we understand and value all people by building meaningful relationships.

Keith's life story is one of triumph through hard work and determination. His presentations are real and straight from the heart which is why all who hear Keith speak are moved to make positive changes in their life, their school, and ultimately the world.

Keith has been a professional speaker for close to twenty years. Keith travels all around North America addressing over 500,000 students, educators, parents, colleges and businesses annually. He spoke at the United Nations Global Summit, as the voice for America's youth, was interviewed by *Time Magazine*, was featured in a national communication book, "Between One and Many," and co-authored two books... "Teen Power" and "GO M.A.D.— Make a Difference." Keith has his bachelors degree in Communications with an emphasis in Organization and a minor in Psychology from California State University of Chico.

Keith, his wife Lori and their three beautiful children call Northern California home. Keith and Lori have dedicated their lives to helping people. This is why they created Real Inspiration Inc., a speaker consultant company that assists schools and organizations by customizing programs that will provide real inspiration. Keith would love to hear from you! You can contact him at keith@keithhawkins.com.

"Yet today I consider myself the luckiest man on the face of the earth."

Lou Gerig

Ryan Dyck

DECA National President

Your National DECA President, Ryan Dyck, is from Dakota Ridge High School in Littleton, Colorado. Although the majority of his DECA experience was in Colorado, he was first introduced to DECA at Clinton Technical School in Clinton, Missouri. Through serving two different state associations of DECA, Ryan has been able to develop a sense of unity for all state/provincial associations of DECA. It has reassured him that he can proudly represent not only the great states of Missouri and Colorado, but every other state and province of DECA as well by serving as your National President.



During Ryan's sophomore year, he moved from Missouri to Colorado where he joined his new, much smaller chapter at Dakota Ridge. He was then elected as the Chapter President, where he assisted in doubling membership. The following year, he ran a successful State Officer campaign, earning himself a position on the 2008–2009 Colorado DECA State Officer Team. Throughout Ryan's term as Colorado DECA's State Secretary, he has also balanced two part time jobs and earned a spot on the varsity track team.

To make sure he can devote this coming year entirely to DECA, Ryan will defer a year of admission from Johnson & Wales University at Denver where he will pursue degrees in International Business and Marketing.

After serving as an officer to the local chapter and state level of DECA, Ryan is excited and eager to have the opportunity to serve and devote his leadership to the national level of DECA. Contact Ryan at decaryan@gmail.com.

“I have a dream.”
Martin Luther King, Jr.

“If you don't stand for something, you'll fall for anything.”

DECA
LIVE IT!

FEATURED EVENTS

Win It! *Competitive Events*

This is your opportunity to get ahead of the competition by participating in actual DECA competitions. Attend one of the special DECA competition training sessions on Friday afternoon so you can get the inside scoop on how to compete and win in DECA competitive events. On Saturday you will have the opportunity to take one of DECA's new exams and then choose from seven different DECA competitions and compete for your chance to be recognized on stage at the Close It! General Session.

Competitive Events Offered at WRLC

Exam:

- Marketing Cluster Exam

Role Play/Case Interview Events:

- Principles of Business Administration
- Sample One-on-One Event

Individual Series Events:

- Apparel and Accessories
- Accounting Applications
- Hotel and Lodging Management
- Business Services Marketing

Team Decision Making:

- Sports Marketing Team Decision Making
- Travel and Tourism Team Decision Making

The Competitor Briefing starts at 9:00 a.m. on Saturday in N1/2/3/4/5. Role plays and interviews are from 9:30 a.m. – 12:00 p.m. in the Silver State Pavilion. After their competition competitors should head to the Nevada Foyer room to participate in the Leadership Central activities.

Do not miss the Competition Judge's Forum where judges are available for a Q&A session to provide feedback and recommendations to all competitors. Award winners will be announced during the Close It! General Session Saturday night.

Enjoy It! *Leadership Village*

Bring your friends and don't miss the fun of the DECA Leadership Village! Get a team together and compete in the preliminaries of Battle of the Bands or Quiz Bowl. Test your wits in the Leadership Gauntlet and see if you can become a Top 100 DECA Member. Showcase your business skills in the DECA Monopoly Tournament. Take the DECA Knowledge Test and see where you rate in our Western States. There's something for everyone in the Village. Come meet our business partners, learn about opportunities from exhibitors, shop for DECA gear, get your free gift from The Men's Wearhouse, and Live It! in the Leadership Village!

Learn It! *DECA University*

Join the first class of DECA University! The newest DECA leadership training program offers members the opportunity to "major" in one of six leadership concentrations. At DECA U members will join with industry leaders from all across the nation for a special three-hour session. Major in Finance & Investing, Marketing, Sports & Entertainment, Entrepreneurship, Technology, and Leadership. Special majors are also designed for chapter officers and state officers including the third part of DECA LEADS (Leadership Education and Development Series) and the Chapter Management Academy. Advisors can major in Advisor Professional Development series.

Students will have the opportunity to double major at this year's WRLC. The same majors will be offered twice; once in the morning at 9:00 a.m. and again in the afternoon at 1:30 p.m. Students should pick two different majors for the day.

Members participating in the Competitive Events on Saturday morning can attend the Leadership Central room and participate in fun activities and leadership lessons after their competitions. Have a blast and Learn It! at DECA University!

Lead It! *Leadership Sessions*

WRLC is offering more leadership than ever before! With over twenty five different workshops being offered on Friday afternoon every student can find a session to help them Live It! Learn from some of DECA's greatest alumni, advisors, partners, and leadership trainers!

The Art of Hospitality

Lowell Doringo, Walt Disney World® Resort

The ability to delight, please, and serve your customers is an art. It's a powerful skill that distinguishes between the average and the extraordinary. During this session you'll practice every day techniques and learn key hospitality industry methods for adding the "wow" to your interaction with customers from an industry leader responsible for the training and development of service professionals at Disney.

Locate It!: 2:00 – 2:45 p.m. in N8/9/10

Best Kept Scholarship Secrets Revealed

Ryan Dyck, DECA National President

DECA's scholarship program consists of scholarships that are exclusively set aside for its members. Applying for scholarships can be a tedious process, but in this workshop you'll discover simple ways to search for these opportunities. Learn the secrets to a successful scholarship application and all about the various scholarships both in and outside of DECA!

Locate It!: 4:00 – 4:45 p.m. in Sierra 1/2

Careers in Hospitality

David Farahi, The Atlantis Casino Resort Spa

Are you interested in working in the hospitality industry, but not sure where to start? Are you curious about what opportunities are available in hospitality? Come to this session and hear from a leader in the local hospitality market about the industry, different career paths, and the difference between "back of the house" and "front of the house" careers.

Locate It!: 3:00 – 3:45 p.m. in N8/9/10

Competition Strategies

Curtis Haley, Former DECA National President

Just participating in DECA Competitive Events will give you a distinct career advantage. But, DECA doesn't produce participants—we produce leaders and winners. Join one of the most successful competition winners in DECA history and gain the inside knowledge it takes to prepare, practice, and perform at the highest levels.

Locate It!: 2:00 – 2:45, 3:00 – 3:45 and 4:00 – 4:45 p.m. in N1/2/3/4/5

Competition Preparation for Written Events

Kristen Torkelson, Bend High School (OR)

When it comes to winning and leadership you want to follow and learn from someone that has been there and knows the way to the top. This DECA Competition Preparation session on Written Events is led by one of DECA's top competition advisors who will help you understand how to prepare, present, and perform in the written events side of DECA competition.

Locate It!: 2:00 – 2:45, 3:00 – 3:45 and 4:00 – 4:45 p.m. in N6/7

Dress for Success

Mike Sins, The Men's Wearhouse

Whether it's for a class presentation, a job interview or your career development conference competition, dressing the part is crucial to your success. The Men's Wearhouse is proud to be a new DECA National Advisory Board (NAB) Partner and present this workshop that will help you understand the fundamentals of business attire and dressing for success!

Locate It!: 2:00 – 2:45 and 3:00 – 3:45 p.m. in Teton 1/2

Hospitality Internships

Lowell Doringo, Walt Disney World® Resort

To get to the top the best learn the business from the bottom up. This session is designed to help you understand the power of internships, how to find awesome internships in the hospitality industry, and how to turn a short-term experience into a long-term career advantage.

Locate It!: 3:00 – 3:45 p.m. in Cascade 1/2

LIFE, Inc.: The Ultimate Career Guide For Young People

Heather Axelrod, Children's Financial Network, Inc.

Attend this session about LIFE Inc.: The Ultimate Career Guide For Young People and learn about this fully funded program sponsored by the Deloitte Foundation. LIFE, Inc. fits perfectly into DECA's mission and currently serves over 35,000 DECA students. Note: this session is for advisors only.

Locate It!: 2:00 – 2:45 and 4:00 – 4:45 p.m. in N12

The Life of a Red Blouse... Understanding Our Business

Tom Cuellar and Denise DiMatteo, TJMaxx

Get a front row seat to better understand the journey that cute red blouse (or fantastic pair of shoes, or "must have" handbag, or trendy hoodie...) goes through BEFORE you're able to find it in our stores. From a consumer's perspective, you're able to walk into a TJ Maxx and Marshalls and shop. You see the great deals, fun and hip merchandise – but what you don't see are the steps we take as a company to get that merchandise to you. Listen, learn – and perhaps you'll see a career opportunity meant just for you!

Locate It!: 2:00 – 2:45 and 3:00 – 3:45 p.m. in Ruby 1/2

Marketing Your Chapter: Remember the Basics + Embrace the New

Trina Lee, Oregon DECA Executive Director

Effectively marketing is not only critical to the success and growth of your chapter and program, but is also important for job security. This workshop will provide advisors with tools for reviewing current strategies, along with exploring the potential for social media to reconnect with alumni, leverage resources and increase awareness with key decisions makers. **THIS SESSION IS FOR ADVISORS ONLY.**

Locate It!: 4:00 – 4:45 p.m. in Teton 1/2

MDA & Service

Muscular Dystrophy Association

DECA has raised millions of dollars to help support Jerry's Kids and our longtime partners at MDA. As one of the largest youth volunteer forces for MDA, DECA has helped them make significant breakthroughs in muscular dystrophy research, education, and programs and there's still much more work that needs to be done. If you're in charge of service at your chapter or want to understand key ways to make a difference then make sure you attend this important session on service.

Locate It!: 4:00 – 4:45 p.m. in Cascade 1/2

Media Internships

Bryan West, Former TODAY Show Intern

Today is your day to discover how to advance your career interests in the media and entertainment industry. During this interactive session you'll learn where to find and what it takes to get a top internship in the competitive world of media and entertainment and how you'll get a behind-the-scenes look at what a hot internship is all about.

Locate It!: 2:00 – 2:45 p.m. in Cascade 1/2

Professionalism & Pixie Dust

Lowell Doringo, Walt Disney World® Resort

In today's world of social media and dynamic leadership you are your own paparazzi. You walk the red carpet each day and how you represent yourself out in the world tells future employers whether you'll be an asset or a liability if they hire you [Hint: employers don't hire liabilities!]. Come discover the expectations and techniques of professionalism that will set you apart in your career pursuits.

Locate It!: 4:00 – 4:45 p.m. in N8/9/10

Professional & Effective Public Speaking

Ryan Dyck, DECA National President

Learn how to communicate professionally and effectively through speech, conversation and appearance by various self improvement methods. Statistics say that you have three seconds to make a great first impression and three minutes after that to reinforce it. In this workshop you will learn how to create and maintain that positive impression and attain tips and tricks to gain self confidence when talking with all types of crowds and people. Not only will you learn great presentation tips, but speech writing tricks as well!

Locate It!: 3:00 – 3:45 p.m. in Sierra 1/2

Running for Office 101

Ryan Dyck, DECA National President

Have you ever thought about running for an officer position in DECA? Whether it be your local chapter, state/province, or even national office there are many rewarding experiences that come along with being an officer. In this workshop you will have the opportunity to gain great insight from the National DECA President who has held all levels of leadership in DECA. Create a mock campaign and learn all about running for an office position and what being a DECA officer entails! Any and all members are welcome to attend, no current officer position necessary.

Locate It!: 2:00 – 2:45 p.m. in Sierra 1/2

SAT Preparation

Brian Hakason, Academy of Arts, Careers and Technology, Reno, NV

"I am just not good at taking tests!" Have you ever said those words? Lots of students have high hopes for a bright future and know a determining factor in which colleges accept you is your SAT score. Come to this session to learn how to prepare to perform on your SAT exam!

Locate It!: 3:00 – 3:45 p.m. in N12

State School, Private University, or Ivy League... Which is best for you?

Wesley Feist, Johnson & Wales University – Denver Campus

Choosing the right college or university is an overwhelming and sometimes confusing process. It is important to choose a place where students can be involved in activities or sports, excel in the classroom, and be an active part of the campus community. These qualities are what makes college the best time of a person's life. Through this interactive presentation, Wesley Feist will guide students through a checklist and conduct a dialogue of all the options available. The college selection process is much more than simply finding a school with a few key interests on campus, it is about building a strong foundation for career and personal success.

Locate It!: 3:00 – 3:45 and 4:00 – 4:45 p.m. in Shasta 1/2

Times-A-Wastin'

Ronda Miller, University of Phoenix

Times-A-Wastin' stresses time management during high school and even more important after high school. Whether moving onto a full-time job, college or both, high school graduates spend a lot of time surfing the Web, blogging and instant messaging. With this highly interactive and slightly competitive presentation, students learn to use their time wisely so that with good time management, they can have it all; college, career and friends and family!

Locate It!: 2:00 – 2:45 pm in Shasta 1/2 and 4:00 – 4:45 p.m. in Ruby 1/2

Entrepreneurship Major

Take an exciting adventure in business leadership! This major is designed to help you turn that great idea into a successful new enterprise. During this interactive session with successful entrepreneurs and former DECA members, teams of future business owners will learn how to Start It, Finance It, and Expand It!

Finance & Investing Major

From Wall Street to Main Street and Booms to Busts the Finance and Investing Major is full of financial awesomeness! Learn how money works and how to make it work for you. Discover careers in the finance sector from the industry's hottest young investing pros. Join for Stock It, Cred It, and Build It and gain the financial wisdom to make the economy and your bank account grow!

Leadership Major

There are big ships and small ships but the best ships are friend-ships and leader-ships! During the Leadership Major you'll explore your leadership style and how to work with diverse team members, learn how to navigate to the top, and how to realize your goals and dreams. Come experience Activate It, Maximize It, and Realize It!

Marketing Major

Marketing is the cornerstone of any successful enterprise and endeavor. The Marketing Major will teach the tools and techniques of the world's top companies including branding and sales techniques. Get ready to be enlightened and have a blast in the Brand It, Pitch It, and Sell It sessions of the Marketing Major.

Sports & Entertainment Major

Come walk the red carpet of success in the Sports & Entertainment Major that will cover a wide spectrum of industries including sports, hospitality, and entertainment. Great insights and practices are awaiting as you learn from a professional sports leader, veteran from one of the world's largest entertainment companies, and a Hollywood producer. Come enjoy Play It, Serve It, and Watch It! During one of the major sessions, you will meet new DECA partner, bataFILMS and learn about media, film, and DVD marketing and distribution.

Technology Major

Today's marketing and management world is more connected than any time in human history. In the Technology Major you'll learn the latest trends in technology, social and viral media, and how to enhance your communication and organization skills with the latest tech tools. Have a great time a great technology expert in Trend It, Connect It, and Manage It.

Advisor Professional Development

Awesome advisors are the key to delivering an awesome DECA experience for students. Advisor Professional Development is designed to give our busy educators some fast and easy to use teaching techniques to power up your program. Learn new facilitation techniques, methods to engage, inspiration tools from three leading youth speakers in our Facilitate It, Model It, and Inspire It sessions.

Chapter Management Academy (Chapter Officers)

F.U.E.L. UP your chapter in the DECA Chapter Management Academy. This major is designed for chapter officers and will include sessions on fund development, promotion techniques, and methods to lead and engage members. Get ready to have an awesome time in the Fund It, Promote It, and Lead It series of the Chapter Management Academy.

Leadership Central (DECA Competitors)

If you're enrolled in DECA competitions and have down time before or after your event then Leadership Central is your place to be! These specially designed Live It! sessions will feature rolling 20 minute leadership activities designed for competitors to be able to jump in and out of training based on their competition schedule.

DECA LEADS (Leadership Education and Development Series for State Officers)

DECA LEADS kicked off at ICDC with OfficerShip training. We followed up with Part II in Washington, DC and San Diego concentrating on management training. This third and final installment of DECA LEADS will center on critical leadership skills to finish this year with awesome success. State officers get ready to Live It! in the Share It, Present It, and Represent It series of sessions.

TRI It!



Western Region DECA is proud to partner with TRI Leadership Resources to design, organize, and present the new DECA University, competition training, and leadership sessions for advisors, members, chapter officers, and state officers.

TRI's team features passionate DECA alumni, former student organization state and national leaders, and professionals from industry dedicated to the success of DECA.

Keep In CONT@CT! ▶

Keep your WRLC experience going when you get home by accessing free resources from TeamTRI. Contact TeamTRI at info@teamtri.com, via web: www.teamtri.com, on Twitter at www.twitter.com/teamtri or via Facebook at www.facebook.com/trileadership. Get free leadership information and activities at www.personalleadershipinsight.org



DECA would like to welcome **University of Phoenix** as our NEW Corporate Partner.



Visit them on the Web at <http://www.phoenix.edu>

**Extra cash? Cool.
Free Tux? Even better.**

**Chance to show off your business skills?
Awesome.**

**Become a Men's Wearhouse Prom Representative
and earn a free tux rental and cash rewards.**

MEN'S WEARHOUSE®



For more details, visit menswearhouse.com/promrep

WRLC Exhibitors

Connect with business and industry leaders and see what your future might hold! Be sure to Meet It! at the Exhibit Area. The Exhibit Area is located in the Nevada Room and open Friday from 1:00 – 5:00 p.m. and Saturday from 8:00 a.m. – 3:30 p.m.

Be sure to get your exhibitor bingo card stamped by each exhibitor so you can be entered in the prize drawing!

Thank you to the following exhibitors:



JOHNSON & WALES
UNIVERSITY

The Art Institutes

bataFILMS

Chef Stack

DECA Images

FIDM

The Fisher Agency

International Student Tours

Johnson & Wales University

McGraw Hill/Glencoe

MV Sport



Otis Spunkmeyer

Safeway

School Store POS Systems

Sierra Nevada College

Southwest Markers

The Men's Wearhouse

TJMaxx/Marshalls

University of Nevada, Reno

University of Phoenix

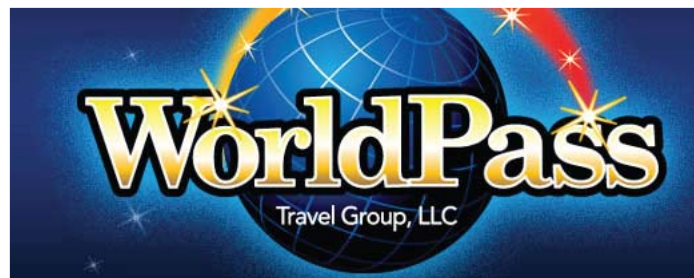
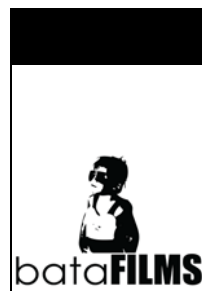
WorldPass Travel Group



SAFeway



**SIERRA
NEVADA
COLLEGE**



10 Behavioral Interview Questions

[Hint: Brush up on your answers! You'll need them for the Leadership Gauntlet!]

1. Give me a specific example of a time when you used good judgment and logic in solving a problem.
2. Give me an example of a time when you set a goal and were able to meet or achieve it.
3. Tell me about a time when you had to use your presentation skills to influence someone's opinion.
4. Please discuss an important written document you were required to complete.
5. Tell me about a time when you had to go above and beyond the call of duty in order to get a job done.
6. Tell me about a time when you had too many things to do and you were required to prioritize your tasks.
7. Give me an example of a time when you had to make a split second decision.
8. What is your typical way of dealing with conflict? Give me an example.
9. Tell me about a time you were able to successfully deal with another person even when that individual may not have personally liked you (or vice versa).
10. Tell me about a difficult decision you've made in the last year.

Attend it!

Make sure these future DECA conferences are on your calendar!

International Career Development Conference
2010: April 24-27, Louisville, KY

Western Region Officer Training Camp
2010: July, Denver, CO

Western Region Leadership Conference
2010: November 12-14, Washington, D.C.

[Open It!]
General Session Keynote

Close It!
General Session Keynote

Live It! Experiences at WRLC

Challenge It!
Closing Message by National Officers

Plan It!

Thursday

Friday

Saturday

Set It!

Goals are dreams with deadlines. You get what you set. What gets set, gets met. If you set nothing, you'll get nothing. DECA is all about helping our members achieve their dreams, set their goals, and gain the skills to live an awesome life that is of service to others.

Studies show that by simply writing down your goals and sharing them with others you become more accountable and more likely to achieve the goals you desire. As you go through WRLC 2009, make sure to take time to set at least 10 goals and dreams you want to reach one day.

[Hint: You'll need this Set It! page for the Leadership Gauntlet and Top 100 DECA Member competition.]

ABOUT THE PROJECT

bataFILMS and DECA are proud to announce the launch of our Entertainment Marketing Project! This project provides DECA advisors an exciting new partner for teaching entertainment marketing. It provides students actual entertainment products around which they can apply their classroom learning and compete! The Project also operates as a fundraiser for chapters - the more you learn; the more you sell; the more you earn!

For more information visit: www.batafilms.com

ABOUT THE FILM

The Entertainment Marketing Project revolves around bataFILMS' first full-length feature comedy, *The Strip*, to be released in select theaters on December 4th, 2009. *The Strip* is a PG-13, character-driven comedy dissecting the lives of five employees of a low-end electronics chain called Electri-City. The employees find creative ways to stave off boredom and their impending adulthood.

View our Trailer at:

www.thestriptomovie.com

PROJECT OVERVIEW AND TIMELINE

This project presents an entirely new vision for entertainment marketing and bataFILMS views project participants as our partners in this new vision! Participants will be official licensees of our products and direct contributors to the refinement of our business model. Participants and advisors will have access to proprietary research and analysis that will give you unique insight into this dynamic industry and help you to develop a winning plan.

Stage One: Submit Your Entertainment Marketing Plan Online by Oct. 30th

Stage Two: Execute Your Plan and Track Results Until March 30th

Stage Three: Evaluation and Recommendations due April 7th

FUNDRAISING OPPORTUNITIES

\$2.00 profit on every theatre ticket sold!

\$4.00 profit for every DVD sold!

Additional profit from other merchandise- TBA

BATAFILMS DIRECTOR'S CLUB PRIZE

Primary Advisors for the top three teams' - from both the Theatrical Release and DVD Only Markets - and the Association Advisors from the top 3 selling state/provincial associations will become a Charter Member in the bataFILMS Director's Club. Club Members (and their spouse/guest) will be bataFILMS' guests at the San Diego Comic-Con International Independent Film Festival, July 22-25, 2010.

MEMBER PRIZES

1st Place Teams \$3,000

2nd Place Teams \$2,000

3rd Place Teams \$1,000

(Release market & Non-release market)



bataFILMS

Hotel Information

Eat It!

The beautiful Grand Sierra Resort offers a wide range of dining options sure to tempt the taste buds of members and meet whatever budget or craving you have.

Dining Options Include:

- The Lodge (buffet)
- Café Sierra (American restaurant)
- 2nd Street Express (meals on-the-go)
- Johnny Rocket's (burgers)
- Port of Subs (sandwiches)
- Round Table Pizza
- Charlie Palmer Steak
- Briscola (Italian)
- Fin Fish (seafood)
- Starbuck's

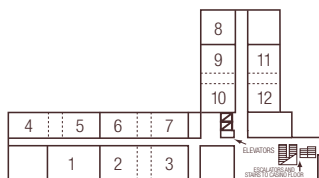
Play It!

Among the hotel amenities and features available to DECA members are:

- Grand Sierra Bowl: 50 lanes of bodacious bowling (bumper lanes available, if needed) for teams to compete and find out who can come closest to a perfect score!
- Grand Sierra Cinema: At only \$3 per movie Grand Sierra Cinema is the best deal in town!
- Fun Quest: Over 40,000 square feet of video games, virtual reality, and awesome activities, including: 6,000 square foot laser tag arena, nine-hole miniature golf, bumper car arena, frog hopper thrill ride, and 125 video games. Special WRLC Discount: 2 for 1 Laser Tag and \$3 worth of tokens!
- Ultimate Rush Park: This park combines some of the most exhilarating and scary activities that test a person's comfort with heights, sudden drops, and all around thrill! The Ultimate Rush Park includes: Ultimate Rush (combines sky diving and hang-gliding on the 180 foot Sky Coaster), sling shot (a reverse bungee jump) and an 18-hole miniature golf course. Special WRLC Discount: \$15.00 per person instead of \$25.00! Go carts only \$5.00 per ride per person!
- Sierra Bay Aqua Range: For those golfers who need some extra practice around water, check this range out! This aquatic driving range includes six island greens of varying distances and even rewards golfers for a hole-in-one!
- Grand Sierra Gym: Max out your muscles and stay trim and fit at the gym. You must be 21 or older to utilize this facility.

Grand Sierra Resort map

MEZZANINE LEVEL



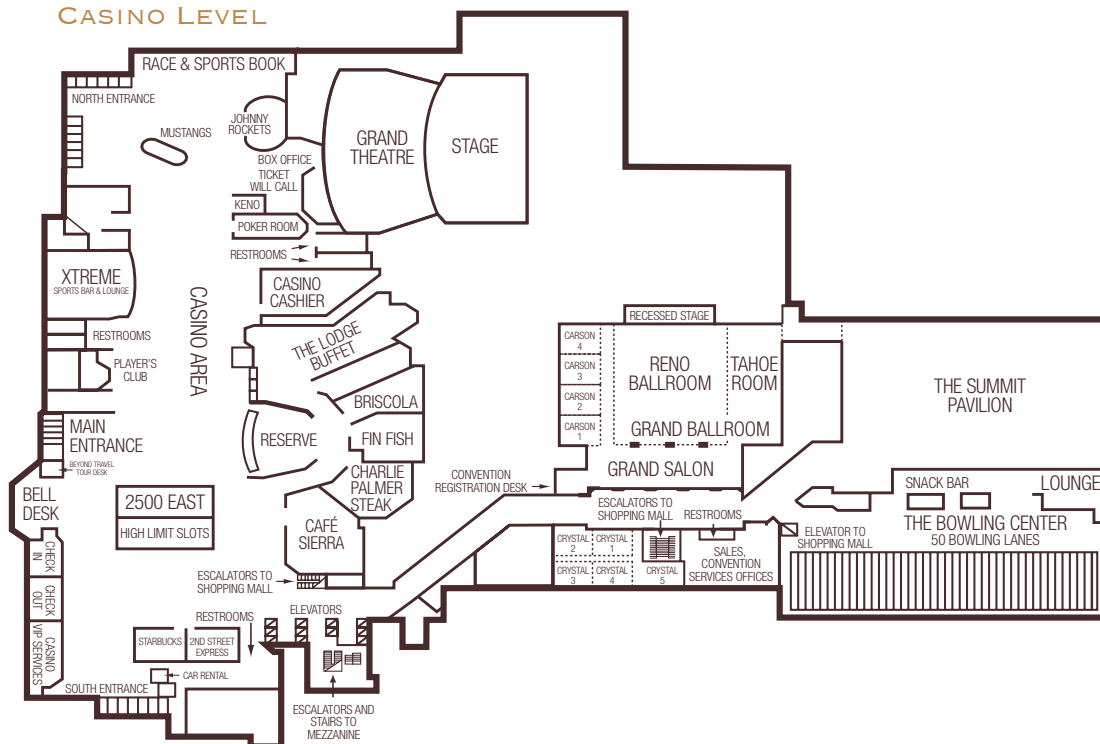
1. McKinley Room
2. Sierra 2
3. Sierra 1
4. Cascade 2
5. Cascade 1
6. Shasta 2
7. Shasta 1
8. Whitney Room
9. Ruby 2
10. Ruby
11. Teton 2
12. Teton 1



GRAND SIERRA
RESORT AND CASINO • RENO

(866) 473-6672
(775) 789-2031
Fax (775) 789-2131
grandsierraresort.com

CASINO LEVEL



ARCADE LEVEL



DECA
LIVE IT!



ChefStack
Perfect. Panless. Pancakes.



PANCAKES =
PROFITS
for
DECA

FLIP THE SWITCH AND THEY'LL BE SELLING LIKE...HOTCAKES.

Visit our exhibit in Reno,
or contact ChefStack anytime
for more information, or to
arrange a demonstration at
your school.

ChefStack

14900 Interurban Avenue South
Suite 291

Seattle, WA 98168

info@chefstack.com

www.chefstack.com

(877) 50PANCAKE TOLL FREE

