



GET DECCA!

WESTERN REGION LEADERSHIP CONFERENCE

CONFERENCE REGISTRATION PACKET

San Diego, California

November 10-12, 2011

www.wrlc2011.org



CONFERENCE REGISTRATION PACKET

WESTERN REGION LEADERSHIP CONFERENCE

WRLC CONFERENCE STAFF

Conference Coordinator – Main Contact

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WRLC 2011 Contact Information – For all Questions/Forms/Checks/Registration

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WRLC 2011 HQ
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WESTERN REGION BOARD OF DIRECTORS EXECUTIVE COMMITTEE

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CONFERENCE HOTEL

Town & Country Resort and Conference Center
500 Hotel Circle North
San Diego, CA 92108

Rooming lists and housing reservations will all be handled through the WRLC 2011 Organizing Committee. Rooming lists will be submitted directly to the WRLC 2011 Organizing Committee along with conference registration and the committee will work directly with hotel. Participants should NOT contact the hotel directly to make reservations, payments, changes, rooming requests, etc.





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WESTERN REGION DECA LEADERSHIP CONFERENCE

PURPOSES - The basic purpose of a Regional Leadership Conference is to provide an opportunity for personal and leadership development of DECA members of all divisions. The conference should include workshops and/or activities in all of the following areas:

1. Student Purposes
 - a. Leadership development
 - b. DECA organization and management on the local, state, and/or national level
 - c. DECA activities and competitive events on the local, state, and national level
 - d. Career exploration and/or career development activities
 - e. Communications skill development and/or improvement
 - f. No official competitive events will be conducted as a part of the WRLC

2. Professional Purposes
 - a. Curriculum information and innovation
 - b. Professional associations (ACTE, MEA, DECA, etc.)
 - c. Program idea and development exchange for Marketing and DECA
 - d. DECA chapter operation and management
 - e. DECA chapter advisor roles and responsibilities
 - f. Planning, organizing and operating a conference
 - g. Suggestions and methods for helping students with DECA competitive events, activities and preparation

ATTENDANCE - FOR ALL DIVISIONS

1. Each state association will provide at least one chaperone for each ten (10) students attending WRLC. No student will be allowed to attend the conference without an assigned advisor.

2. To be eligible to attend the WRLC, students must meet these basic criteria:
 - a. Be an active member of DECA
 - b. Have the approval of their chapter advisor and state advisor
 - c. Have the approval of their school or college administration
 - d. Have the approval of their parents or guardians if under the age of eighteen

3. Each state association to be represented at the conference will determine its own participants, register, and submit housing forms, including both students and advisors, and will assume all responsibility for the conduct of their participants while attending the conference.

4. All conference attendees must stay in designated conference housing during the conference.





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Get DECA!

2011 WESTERN REGION LEADERSHIP CONFERENCE

November 10-12, 2011

When it comes to WRLC 2011 participants will Get Motivated, Get Prepared, Get Excited and most importantly: Get DECA! DECA members and advisors will Get DECA! in San Diego, California as they attend the most exciting leadership conference of 2011 in America's finest city.

Join DECA members from all around the Western Region for a leadership experience that you won't soon forget! While in San Diego you'll experience incredible speakers, powerful workshops, cutting edge exhibits, DECA competitive events training, DECA competitions, and one of the most entertaining host cities in the World. You'll be impressed with the caliber of leadership speakers, industry presenters, and workshop facilitators who will come to WRLC 2011 with one goal in mind: to ensure that you get the most out of your trip to San Diego and Get DECA! Combine an amazing leadership and career preparation experience with these exciting experiences in San Diego.

WRLC HIGHLIGHTS

- Two exciting and powerful general sessions with nationally recognized speakers
 - Opening Session Keynote by Bill Cordes
 - Closing Session Keynote by Phil Boyte
- Specialized DECA competition training
- DECA Competitions (actual DECA competitions for students to compete and awards session for top finishers)
- Leadership Village featuring Battle of the Bands, DECA's Top 100: the Get In or Get Out Leadership Gauntlet, Exhibits, and more!
- Exciting and informative business presenters and speakers
- Exciting workshop presenters
- NEW! DECA panels with key insights on business & industry
- Chapter Management Academy for chapter leaders
- Leadership Education and Development Series for state officers
- DECA University with majors in:
 - Finance and Investing
 - Marketing
 - Sports Marketing
 - Entrepreneurship
 - Leadership
 - Technology
- Time to explore and experience beautiful San Diego, California
- And much more!

Visit www.wrlc2011.org for up to date information and latest announcements!





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WRLC REGISTRATION FEE

The WRLC registration fee covers the following expenses:

- General Sessions for all delegates!
- WRLC opening session and keynote
- WRLC closing session and keynote
- Business & Industry panelists and speakers
- General session multimedia production
- Workshops including DECA University, competition training, DECA Leadership Education and Development Series for state officers, DECA Chapter Management Academy for chapter officers.
- DECA competitive events and awards
- Communication and promotion (postage and telephone)
- Printing (WRLC registration packet, name badges, ribbons, workshop materials, conference program, etc.)
- Contractual services (security, decorating services, audio-visual, secretarial, management)
- Speakers and workshop presenters (honorariums, travel, lodging, and meal expense)
- Media presentations and equipment rental
- Shipping expenses/transportation
- WRLC staff travel, lodging, and meals (national officers, staff, special guests, and WRLC management team)
- Social and recreational expenses
- Training of workshop presenters
- Meeting space rental/site visitations and planning meetings
- \$10 rebate to each state association

ADDITIONAL COSTS TO CONSIDER (NOT INCLUDED IN REGISTRATION FEE)

- Breakfast – available for \$10 per person (Breakfast Package includes breakfast on both Friday and Saturday)
- Round trip transportation to San Diego, California
- Ground transportation in San Diego, California
- Cost of food **and** a 15-20% gratuity
- Touring and shopping expenses
- Room charges, (i.e. local telephone calls)





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DECA COMPETITIONS

During WRLC 2011 students can compete in actual DECA competitions. Students can participate in a DECA Exam (50 Question sample DECA Exam), Role Plays for both Individual and Team Decision Making Events, and Content Interviews for Principles events. Signups will take place during conference registration. The list of events offered will be presented at that time, but there will be events representing each type of DECA competition listed above. Top finishers in each event will be recognized and receive awards during the conference.

STATE OFFICER/BOARD OF DIRECTOR'S LUNCHEON

For the state officers of DECA, there will be a special lunch in their honor. It will be held Saturday at 12:00 p.m. The location of the lunch will be listed in the conference program. The president of each state should come prepared with a two to three minute presentation on their state's key accomplishments over the last year and plans for the coming year. If the president is unavailable another member of the State Officer Team should be appointed to make the presentation. Each team is encouraged to bring handouts highlighting their accomplishments and plans for the year. Please have 50 copies.

AGENDA

A tentative agenda and invited workshop presenters are enclosed.

GENERAL SESSION SEATING

There will be designated seating by state association. Please sit in your assigned area and be courteous of other conference participants by not reserving large sections and ensuring that all gaps are filled in each row.

EXHIBITS

The exhibits will be open on Friday from 9:30 a.m. until 3:00 p.m. They will be open Saturday from 9:00 a.m. until 3:00 p.m.

NAME BADGES/WRIST BANDS

Name badges and wrist bands will be provided and must be worn at all times for security and identification for ALL conference functions. You **must** have your name badge and wrist band to be admitted to all sessions. Replacement name badges are available for a \$5 fee and replacement wrist bands are available for a \$3 fee in Conference Headquarters and your advisor must accompany you to pick up a replacement badge.





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HOTEL PARKING & CHARTER BUS PARKING

Parking at the Town & Country is currently \$14.00 per day for hotel guests. If you are traveling by charter bus or school bus and need to have the bus stay overnight please contact info@wrlc2011.org to make arrangements prior to arrival.

DECA L.E.A.D.S.

Part III of the DECA L.E.A.D.S. (Leadership Education and Development Series) for state officers will be provided by the DECA L.E.A.D.S. training team from TRI Leadership Resources. This session is specifically designed for state officers. However, the training will be organized and presented in such a way that students who have not participated in one or both of these previous experiences will be right up to speed and gain valuable information from the training while those who have participated in previous trainings will experience all new content and information.

DECA Chapter Management Academy

The official DECA Chapter Management Academy for Chapter Officers will be provided by the DECA CMA training team from TRI Leadership Resources, LLC. This session is specifically designed for Chapter Officers and will build upon the information and training received at ICDC and Western Region Officer Training Camp/DECA Summer Institute in DC. However, the training will be organized and presented in such a way that students who have not participated in one or both of these previous experiences will be right up to speed and gain valuable information from the training while those who have participated in previous trainings will experience all new content and information.

CONDUCT

The very nature of the WRLC demands that all delegates conduct themselves as "business leaders." The Western Region, as individual states, has established guidelines that contribute to the learning experience of the delegates. The Western Region would like to ensure that these guidelines are followed. Please make sure that all delegates understand the conduct code prior to signing it. Infractions will not be tolerated.

SUPERVISION

You must provide one registered adult for each ten (10) students you register. Please be sure that every adult you are bringing to assist you with the supervision of your delegates understands that they must be in the sessions, at the dances, checking rooms periodically during the day, checking all rooms at curfew, walking the halls for a period after curfew, and are subject to the same conduct code and dress as are the teachers and students.





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DECA INC. BOARD OF DIRECTORS

The Board of Directors of Western Region DECA Inc. will meet on Saturday at 1:30PM to discuss items of interest to the Western Region, to plan future conferences and to conduct normal business. All interested Professional Division members are invited to attend. Only officially designated DECA Inc. representatives are entitled to vote. Please contact a member of the Western Region Executive Committee, if you have questions about eligibility or to officially change the designated representative.

States, cities or localities interested in hosting future Western Region Leadership Conferences should contact a member of the Western Region Executive Committee for procedures to submit a bid.

CONVENIENT LOCATION FOR ALL DELEGATES

The entirety of the Western Region Leadership Conference, with the exception of business tours, will be held in the Town & Country Hotel and Convention Center. This resort is a substantial complex with plenty to offer including:

Located in the Heart of San Diego. America's Finest City, the Town and Country Resort Hotel encompasses the "Best of All Worlds." Just minutes from the vibrant Downtown San Diego, the oasis of beautiful Mission Valley, and the thrill of San Diego's beaches and attractions sits a resort renowned for its legendary service and country feel. The Hotel is a short walk from the Fashion Valley Mall and the Metropolitan Transit System Trolley with access to many of San Diego's exciting venues.

As a family-owned resort with a heritage of hospitality spanning more than five decades, the Town and Country Resort Hotel enjoys an award-winning reputation for putting smiles on the faces of vacation guests and conference attendees alike.

A resort is not a resort unless there are more dining options than there are days in your stay. With five exceptional restaurants, shops, and a bakery the Town and Country Resort Hotel does not disappoint.

TROLLY PASSES & OPTIONAL TOURS/ENTERTAINMENT IN SAN DIEGO

On Friday evening all chapters will have the chance to explore San Diego. Each chapter advisor is responsible for planning and coordinating their chapter's activities for the evening. As part of WRLC 2011 several optional tour/entertainment packages will be offered for purchase. These will be distributed separately from this packet. Chapters can purchase a day pass for the transit system that will allow unlimited trips on MTS trolleys and most busses. Chapters are not required to purchase one of the optional packages. They can make their own plans for Friday evening and enjoy San Diego.

HOTEL CHECK-IN

Hotel check in time is 3:00 pm. Rooms will not be available before that time, so chapters should plan their arrival with this in mind. For those who arrive early, storage space will be available for luggage, but this space may not be secure.





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HOTEL CHECK-OUT

Hotel check-out time is 11:00AM. All participants must check-out prior to this time on the day of their departure. The hotel has been advised to make no charges to a room unless a credit card is provided by an adult 21 years of age or older. While the majority of students will likely have cell phones please remind those that do not that using phones in hotel rooms to call outside lines are very expensive. Room service for students will be on a cash basis. **All** incidental charges must be paid prior to departure. No incidentals will be allowed to the master bill. Advisors are required to inspect all guest rooms prior to checking out with the hotel. Chapters will be liable for any damage done to rooms or excessive cleaning charges from the hotel for rooms left in an out of the ordinary condition.

OPTIONAL LA EXPERIENCE PACKAGE (ADDITIONAL FEE APPLIES)

The L.A. Experience is being held in conjunction with the Western Region Leadership Conference. This optional add-on event will take place on Thursday, November 10 in the entertainment center of Los Angeles; L.A. LIVE. After the L.A. Experience concludes Thursday night participants will join the rest of the Western Region Leadership Conference attendees in San Diego for the final two days of WRLC 2011. Tentative features include:

Welcome Session at REGAL CINEMAS

Often the site of premieres and screenings of Hollywood's latest releases, Regal Cinemas will host the L.A. Experience Welcome Session and will feature speakers from one of the world's largest sports and entertainment companies, AEG.

The GRAMMY Museum Presentation and Tour

Explore and celebrate the enduring legacies of all forms of music; the creative process, the art and technology of the recording process; and the history of the GRAMMY Awards. After a presentation in the Clive Davis Theatre, enjoy four floors of cutting edge exhibits, interactive experiences and films as you celebrate music at its' best!

L.A. LIVE Tour

L.A. LIVE is a 4 million square foot sports, entertainment, and residential district. In the heart of the city synonymous with entertainment, L.A. LIVE offers world-class sports, music, film, dining, special events and accommodations.

L.A. Kings Hockey Game

The drop of the puck. The sound of metal scrapping on ice. The chill that fills the air. Experience the fast and exciting action of the National Hockey League as one of the NHL's best teams take the ice against the Vancouver Canucks in one of the most exciting arenas – the STAPLES Center! Round-trip transportation to and from the WRLC venue to L.A. LIVE will be provided.

LA Experience package pricing to be announced.





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2011 Western Region Leadership Conference - *Tentative Schedule*

Thursday, November 10

| | |
|-------------------------|---|
| 12:00 noon – 11:30 p.m. | Conference Headquarters Open |
| 12:00 noon – 6:00 p.m. | Conference and Lodging Registration/Check-In <ul style="list-style-type: none">• <i>Only advisors will be allowed to check-in chapters.</i> |
| 1:00 p.m. – 3:00 p.m. | Western Region Executive Committee Meeting |
| 4:00 p.m. – 5:00 p.m. | State Advisors Briefing |
| 4:00 p.m. | State Officer Rehearsal for General Sessions |
| 5:00 p.m. | Dinner on your own |
| 5:30 p.m. – 6:30p.m. | State Meetings |
| 7:30 p.m. – 9:00 p.m. | Opening General Session |
| 9:00 p.m. – 11:00 p.m. | Western Region Hosts the World <ul style="list-style-type: none">• <i>Evening social activity</i> |
| 11:30 p.m. | Curfew |

Friday, November 11

| | |
|-------------------------|--|
| 6:30 a.m. – 8:30 a.m. | Breakfast |
| 8:00 a.m. – 5:00 p.m. | Conference Headquarters Open |
| 9:00 – 9:20 a.m. | Opening Mini Session <ul style="list-style-type: none">• WRVP Greetings• Overview of the Day• Opening Activity |
| 9:30 a.m. – 3:00 p.m. | Exhibit Area |
| 9:30 a.m. – 3:00 p.m. | Leadership Village |
| 9:30 a.m. – 10:10 a.m. | Breakout Sessions |
| 9:30 a.m. – 10:30 a.m. | DECA Panel #1 |
| 10:20 a.m. – 11:00 a.m. | Breakout Sessions |





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| | |
|------------------------------|---|
| 10:45 a.m. – 11:45 a.m. | DECA Panel #2 |
| 11:20 a.m. – 12:00noon | Breakout Sessions |
| 12:00 noon – 1:30 p.m. | Lunch on your own <ul style="list-style-type: none">• <i>Exhibit Hall and Leadership Village are still open!</i> |
| 1:30 p.m. – 2:10 p.m. | Breakout Session 4 |
| 1:45 p.m. – 2:45 p.m. | DECA Panel #3 – Advisor Professional Development |
| 2:20 p.m. – 3:00 p.m. | Breakout Sessions |
| 3:00 p.m. | Explore San Diego <ul style="list-style-type: none">• Optional Signature Tours• <i>Specific tours to be announced!</i>• <i>Additional fees apply for signature tours.</i> |
| 12:00 midnight | Curfew |
| Saturday, November 12 | |
| 6:30 a.m. – 8:30 a.m. | Breakfast |
| 8:00 a.m. – 5 p.m. | Conference Headquarters Open |
| 9:00 a.m. – 12:00 noon | Exhibit Area |
| 9:00 a.m. – 12:00 noon | DECA Competitive Events Program |
| 9:00 a.m. – 9:30 a.m. | Competitor Briefing <ul style="list-style-type: none">• <i>All participants signed up to compete need to attend this briefing.</i> |
| 9:30 a.m. – 10:30 a.m. | Competitive Event Testing |
| 9:30 a.m. – 12:00 p.m. | Competitive Event Role Play and Content Interviews |
| 12:45 p.m. – 1:30 p.m. | Competition Judges' Forum <ul style="list-style-type: none">• Meet the DECA competition judges and hear insights, recommendations, and feedback based on the performances from earlier in the day. Question and Answer time included. |





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9:00 a.m. – 12:30 p.m.

DECA University & Leadership Sessions

Chapter officers are invited to attend the Chapter Management Academy.

With Majors in:

- Finance and Investing
- Marketing
- Sports Marketing
- Entrepreneurship
- Leadership
- Technology

Note: not all majors may be offered in the morning and the afternoon sessions.

12:00 noon – 1:30 p.m.

DECA State Advisor and State Officer Luncheon

12:00 noon– 1:30 p.m.

Lunch on your own

1:30 p.m. – 4:00 p.m.

Board of Directors Meeting

1:30 p.m. – 4:30 p.m.

DECA University & Leadership Sessions

State/Provincial officers are invited to DECA LEADS Part III.

With Majors in:

- Finance and Investing
- Marketing
- Sports Marketing
- Entrepreneurship
- Leadership
- Technology

Note: not all majors may be offered in the morning and the afternoon sessions.

5:30 p.m. – 8:00 p.m.

Dinner on your own

8:30 p.m. – 10:30 p.m.

Closing General Session

11:30 p.m.

Curfew





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CODE OF ETHICS FOR ADULT ADVISORS

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 conduct nightly curfew checks to ensure that their students are in by curfew and remain in their rooms through the night.
- Advisors shall keep an agenda for each student so that they may be reached at any time during the conference.
- Each advisor shall be responsible for seeing that participants adhere to all conduct practices and procedures.
- The rules as stated in the **Student Conduct (next page)** and the **Dress Code** are called to your attention for review and should govern the behavior of **advisors** as well as students.





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CODE OF CONDUCT

Attendance at any Western Region DECA sponsored conference or activity is a privilege. The following conduct policies will apply to all delegates: students, alumni, advisors, and any other authorized persons attending the activity. This form must be signed by each student and alumni (under 21) attending a WESTERN REGION DECA activity and submitted to the chapter advisor prior to the respective registration deadline. The chapter advisor must have a completed copy of the permission/medical release form for each student attending in their possession for the duration of the event, including travel to and from the event. This Forms must be kept on file in the local school district after conference.

Delegates shall abide by the rules and practices of *WESTERN REGION DECA and school district policies* at all time, to and from the designated point of origin of the activity. Delegates shall respect and abide by the authority vested in the WESTERN REGION DECA organization. The standards outlined in this document constitute the Western Region DECA Code of Conduct.

The following shall be regarded as severe violations of the WESTERN REGION DECA Code of Conduct:

Should a conduct code violation occur for item 1 through 7 below, regardless of when exposed, the violating student (s) will be sent home and will not be eligible to attend any other state, regional, or national conference during that school year. If the violation warrants it, law enforcement may also be called. Determination of penalties for violations will be at the discretion of the State Management Team or the Conduct Committee.

1. **Alcohol, Drugs and Tobacco:** a student shall not possess, use, transmit, be under the influence of, or show evidence of having used an alcoholic beverage, other drugs, substances or tobacco products capable of or intended, purported, or presumed to be capable of altering a student's mood, perception, behavior or judgment; other than properly used, over-the-counter pain relievers and medications prescribed by a physician for an individual student and must be on record with the advisor. Nor shall the student possess, use, sell or transmit paraphernalia associated with drugs, alcohol, or chemical substance in any form (including tobacco), at any time, or under any circumstances, on public or private properties.
2. **Curfew:** Committing serious violations of curfew regulations as outlined in item 9 below.
3. **Willful Companionship:** Being in the willful companionship of someone who violates any portion of the conduct code, or failing to report any direct knowledge (other than hearsay) of the conduct code violations.
4. **Personal Conduct:** Cheating, dishonesty, or taking unfair advantage of others; participating in social activities other than those with conference participants; conducting acts and / or possession of weapons capable of causing bodily harm or fear of life, defacing or stealing any public or private property (for which financial responsibility will rest solely with offending individuals or their chapter); breaking the law; other serious violations of personal conduct regulations.
5. **Serious Violations** of the student conduct code of the school district or school that the student represents.
6. **Private Transportation:** Driving or riding in a private automobile during a conference, unless accompanied by an authorized advisor. (Delegates are to be housed at the conference site) Occasionally a chapter advisor, under special circumstances, may allow a student to drive or ride in a private automobile to a conference. These students are required to complete a "Permission to use Private Transportation" form to the chapter advisor prior to the conference. Permission to drive / ride applies to transportation of the student named on the form and only to and from the conference site. Once a driving / riding delegate has arrived at the conference site, s/he shall not be in a private automobile again until leaving the site at the end of the conference.
7. **Abusive Behavior and Lewd Conduct:** A student shall not engage in any lewd, indecent, sexual, or obscene act or expression or possess such materials. A student shall not engage in verbal, physical or sexual harassment, hazing, or name-calling. The use of slurs against any person on the basis of race, color, creed, national origin, ancestry, age, sex, sexual orientation, or disability is prohibited.





The following shall be other violations of the WESTERN REGION DECA Code of Conduct:

Should a conduct code violation occur for items 8-12 below, regardless of when exposed, the violating student (s) may be sent home and may not be eligible to attend any other state, regional or national conference during that school year. Determination of penalties for violations will be at the discretion of the State Management Team, the conduct Committee, or the local DECA Advisor.

8. **Conference Conduct:** Failing to wear the supplied conference ID badge and wristband (when provided) at all times from arrival at the conference until departure at the end of the conference; leaving sessions prior to their conclusion (except in the case of emergency); failing to attend all general sessions and assigned activities (including workshops, competitive events, committee meetings, etc.) for which a delegate is registered (unless engaged in a specific assignment taking place at the same time); not abiding by the rules and regulations of DECA or school/district policies from the time he/she leaves his/her home or school for any activity and the time he/she returns to the same home or school following the activity.
9. **Curfew:** Failing to be in your assigned hotel room from the curfew time designated in the conference program until 6 a.m.; causing any noise or other disturbance audible by anyone in the hallway after designated curfew time; ordering any food after the designated curfew time; causing any other unnecessary disturbance or participating in any other inappropriate activity after the designated curfew time.
10. **Dress:** Failing to abide by the dress regulations established for the conference, as outlined in the Dress Code.
11. **Personal Conduct:** Failing to report accidents, injuries or illnesses immediately to the local DECA Advisor; failing to keep adult advisors informed of activities and whereabouts at all times; failure to comply with established grievance process for disputes about competitive event results/processes (including personally confronting judges or event administrators); using tobacco products outside of local school district policies and state law; having a member of the opposite sex in a room if no adult chaperone is present and the room door is not visibly open (e.g., a garbage can may be used to adequately prop open a door); having a delegate or advisor of the opposite sex in a room without a third person present and the door visibly open.
12. **Hotel Conduct:** Failing to meet the professional standards of housing facilities; accruing incidental room charges (i.e., phone calls, room service, pay-per-view movies, etc.) without settling the account prior to check-out; throwing objects out the window or into the hallway; moving hotel furniture from rooms (e.g., onto the balcony); failing to follow hotel rules and regulations.

Individual School District Policies may take precedence.



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DRESS CODE FOR DELEGATES ATTENDING WESTERN REGION DECA SPONSORED ACTIVITIES

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

ACCEPTABLE CASUAL ATTIRE

(Travel to / from conferences, dances, and non-conference activities such as shopping, sightseeing, or going out for meals, denim in good taste is allowed at CA DECA conferences only, not allowed at Western Region or National DECA)

Males: Slacks, cords, knee length walking shorts, sports shirts, and DECA t-shirts and sweatshirts. NO gang related clothing or accessories allowed. All clothing must be in good repair and proper size. Undergarments may not show outside of over garments.

Females: Slacks, cords, skirts, blouses, sports shirts, knee-length walking shorts, and DECA T-shirts and sweatshirts. No gang related clothing or accessories allowed. All clothing must be in good repair and proper size Undergarments may not show outside of over garments.

ACCEPTABLE BUSINESS ATTIRE

(Opening/ Closing Sessions, event competition, scholarship interviews, state/national officer interviews, workshops, or banquets)

Males: Dress slacks, dress shirt, tie, dress shoes and socks, (no tennis shoes or flip-flop sandals), sweater and / or sport coats. A dress suit or DECA blazer is always appropriate. Shirts are to be tucked in. Belted pants.

Females: Dress (professional business), dress slacks, skirt (not to exceed 3 inches above knees), blazer, dress blouse or collared shirt, coordinated shirt/ blouse, city shorts, dress shoes, (professional business) (no tennis shoes or flip-flop sandals). A dress suit or a DECA blazer is always appropriate. Nylons are recommended with all professional dress.

Activities such as swimming, sunbathing, jogging, or tennis warrant appropriate recreational attire for that activity.
At any time during the conference while on-site (including hotels), you must be in casual or business attire.





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REGISTRATION INFORMATION

Registration Deadline

Registration forms and deposits for WRLC must be received by October 14, 2011. Registrations received after this date will be assessed a late fee and are subject to availability of space. Please note the exact amount of the conference fees. Failure to submit materials by the specified deadlines may result in not being able to participate in WRLC 2011.

All payments for each chapter/state/province should be paid with one check. Individual checks from student participants will not be accepted. PO's are NOT allowed for WRLC 2011.

Breakfast Packages

The DECA WRLC is pleased to offer a discounted breakfast package for Friday and Saturday mornings. Breakfast is \$10 per person (includes both days) and includes eggs, juice, meat, and fruit (Friday) or muffins (Saturday).

DECA University

All WRLC Attendees will need to pre-register for their DECA University Major. Please select your Major on the registration form.

Late Fees

All registrations are due October 14, 2011. Any registration received after this date will incur a \$20.00 per participant late fee.

Changes/Substitutions

All changes to original registration must be made in writing via email. There is a \$10.00 change fee. No changes will be accepted after November 5, 2011. Drops are not allowed. Once a student is registered their registration fees are due and owing and are non-refundable.

Registration Fee

The registration fee for WRLC 2011 is as listed below. There is one method of registration for the conference and includes lodging, registration and state assessments. Please do not make any payments directly to the conference hotel for housing. The registration fee includes three nights hotel stay (checking in November 10, 2011 and out on November 13, 2011) and all participants must pay the full registration fee listed below regardless of whether they stay all three nights at the hotel.

The registration fee includes: hotel room for three nights (\$155 per night per room plus tax which is approximately 12.5%), conference elements listed on page 4 of this packet (\$125 per participant), and mandatory State Association fees (\$10 per participant). ***The rates below are PER PERSON, NOT PER ROOM. If you have four in a room, each pays \$266.00.***





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| Registration Type | Cost |
|---|----------------------------|
| Quad Registration Fee Per Person (Four Individuals to a Room) | \$266.00 |
| Triple Registration Fee Per Person (Three Individuals to a Room) | \$310.00 |
| Double Registration Fee Per Person (Two Individuals to a Room) | \$397.00 |
| Single Registration Fee Per Person (One Individual to a Room) | \$660.00 |
| Breakfast Package (\$5 per person per day, Friday & Saturday mornings) | \$10.00 |
| Late Fee: Registration Submitted after October 14, 2011 (per participant) | \$20.00 |
| Extra Room Night. <i>If you plan to arrive earlier than November 10, 2011 or leave later than November 13, 2011 please be aware that you will be responsible for the additional hotel nights.</i> | \$155 plus tax (~12.5%) |

To make arrangements to pay via credit card please send an email to registration@wrlc2011.org to request instructions.

Hotel Reservations

Please do not contact the hotel directly to make reservations, make changes, or to make payment. Hotel registration and conference registration will be submitted together to the WRLC 2011 Organizing Committee and the committee will make hotel arrangements directly with the hotel.

Chapters are responsible for filling their own rooms (up to a quad) and responsible for the corresponding rate. For example, if a chapter submits a registration with two students in a room the registration fee for each student will be the double rate listed above because there are only two students in the room. If a chapter only has two students of the same gender, but desires a quad rate they are responsible for identifying another chapter to share the room with. If you wish to share rooms with another school, put the attendee's name and school in the note box for that room. Both schools must show the same shared arrangements and both schools must be arriving and departing on the same days. The invoice generated in the spreadsheet will not calculate shared room rates. It is up to the advisors to determine which school will show full payment for the shared room on their invoice.

Please complete your arrival and departure dates and times in the notes section of the housing tab in the spreadsheet. If the exact times are unknown, put approximate times. This helps the hotel determine staffing needs.





Registration Process

To register for WRLC 2011 the following must be completed:

| DESCRIPTION | DEADLINE | DONE (✓) |
|--|------------------|----------|
| *Complete ALL TABS of the "WRLC 2011 Excel Registration File" and email to registration@wrlc2011.org | October 14, 2011 | |
| Make registration check payable to "DECA WRLC" and mail to P.O. Box 912, Jacksonville, OR 97530. Only one check per chapter/state association registering for the conference | October 14, 2011 | |
| WR DECA Student Member Release Code (Do not send this form in. Advisor must retain a completed copy of this form with all signatures for each student attending WRLC and bring a copy of each with them to the conference) | October 14, 2011 | |
| Complete the Western Region DECA Statement of Assurance and mail along with copy of registration and check to P.O. Box 912, Jacksonville, OR 97530 | October 14, 2011 | |

*The "WRLC 2011 Excel Registration File" is a separate file that must be completed and email to registration@wrlc2011.org. There are four separate tabs included in the spreadsheet. Please be sure to review and, where necessary, complete the requested information on each tab. The fourth tab is an invoice that will automatically populate with the necessary information as you complete each tab of the worksheet and is formatted so that it can be printed and presented to your school banker when you request your check for payment. Please do not make any changes to the formatting, orientation, or size (including adding or deleting rows, cells, or columns) of the spreadsheet as this will impact the functionality of the sheet.



WESTERN REGION DECA DELEGATE PERMISSION/MEDICAL RELEASE FORM
(Students and Alumni are collectively referred to as "Delegates" in this document)

**Conduct Code Endorsement, Permissions to Attend Western Region DECA Sponsored Activities, and
Authorization to use pictures or student name in publications.**

Release of Claim for Damages, Emergency Medical Treatment Authorization:

| | |
|-----------------------------|----------------------|
| Name of Delegate _____ | Date: _____ |
| Home Address _____ | Phone: _____ |
| _____ | Date of Birth: _____ |
| Name of High School _____ | Phone: _____ |
| Advisor (s) in Charge _____ | |

This is to certify that *the above named delegate* has my permission to attend all Western Region DECA sponsored activities for the 2011-2012 School Year. I also do hereby, on the behalf of *the above named delegate* absolve and release Western Region DECA, the school officials, the DECA chapter advisors, conference staff, and Western Region DECA staff from any claims for personal injuries/damages which might be sustained while he/she is en route to and from or during the DECA sponsored activity.

I authorize the above named advisor or the Western Region DECA staff to secure the services of a doctor or hospital for *the above named delegate*. I will incur the expenses for necessary services in the event of accident or illness and provide for the payment of these costs.

I grant permission to Western Region DECA and its staff/contractors, State Department of Education, and sponsors/supporters to use the above delegate's name and likeness (including photographs, video footage, silhouettes, and audio clips) in publications, productions, promotions and on websites for informational, promotional and other related purposes without further consideration, and acknowledge the right of Western Region DECA to crop, treat, edit, or otherwise modify the photographs, video footage, silhouettes, and audio clips at their discretion.

I also understand that the chapter advisor determines the criteria at the local site, for individual students and alumni to attend and participate at all DECA activities.

We have read and agree to abide by the supplied Western Region DECA Code of Conduct. Should a code of conduct violation occur, law enforcement personnel and or security may be called to assist, and a conduct code committee may be called with the ultimate punishment being that the student may be disqualified and sent home at their/their family's expense and/or be removed from office if in an officer status. If the delegate is sent home reasonable care shall be exercised to ensure a safe, expedient, and financially feasible mode of transportation back to the home community of the delegate involved. We are aware of the consequences that will result from violation of any of the above guidelines.

| | |
|--------------------------------------|------------|
| Student Signature _____ | Date _____ |
| Parent / Guardian Signature _____ | Date _____ |
| Chapter Advisor Signature _____ | Date _____ |
| School /ROP Official Signature _____ | Date _____ |

MEDICAL INFORMATION

Known allergies (drug or natural) _____

Special medication being taken _____

Date of last tetanus shot _____

History of heart condition, diabetes, asthma, epilepsy or rheumatic fever _____

Any physical restrictions _____

Other conditions _____

Family doctor _____ Phone _____

INSURANCE INFORMATION

Company Name _____ Policy Number _____



TRANSPORTATION FORM

(only necessary if a private form of transportation will be used to attend W.R. activity)

_____ **Does not apply** _____ **Does apply**

Permission to Use Private Transportation at a Western Region DECA Activity

W.R. DECA Activity Name _____ Dates _____

_____ has our permission to drive a private automobile **to and from** the named Western Region DECA activity. It is understood that any driving other than what is necessary to be transported to and from the conference site is a violation of the Conduct Code. Once a driving delegate has arrived at the conference site, he/she shall not be in a private automobile again until leaving the site for that activity.

This permission form is for the student driving a personal car only. This student is not allowed to transport any other DECA members or students in the car or with any other form of transportation.

This form is valid only for the dates specified on the form, and with the school's approval. Driving a private car is considered an emergency and not recommended by W.R. DECA.

The undersigned are aware of the above provisions and give permission for the named student to drive a private vehicle in the manner described.

Student Signature _____ Date _____

Parent / Guardian Signature _____ Date _____

Chapter Advisor Signature _____ Date _____

School /ROP Official Signature _____ Date _____



CONFERENCE REGISTRATION PACKET

WESTERN REGION LEADERSHIP CONFERENCE

STATEMENT OF ASSURANCE

Advisors attending Western Region DECA events must review, sign, and return this statement of assurance along with their registration materials for each DECA WRLC conference/event.

Event: _____

Date: _____

As the advisor responsible for the students attending this event I confirm that:

- I have reviewed the permission/medical release form with my students and I will have a completed copy of the permission/medical release form for each student attending in my possession for the duration of the above event, including travel to and from this event.
- I understand that DECA WRLC will not collect the individual student forms for this event and that they are to be kept in my possession.
- I understand that students attending the above event will have the opportunity to participate in activities outside of the conference facility, thus requiring walking or further public transportation. I have discussed this with the students and their parents/guardians and have also informed them of proper etiquette and safety precautions while traveling in/around metropolitan areas.
- I understand that proper completion of the permission/medical release form provides the best protection for my students' needs and my liability during a DECA WRLC event.
- I have checked with my administrator and have secured authorization for my chapter to travel to this event and have reviewed all school/district policies regarding supervision of students on trips and will abide by them.
- DECA WRLC requires a chaperone to student ratio of 1:10 at all events.
- The responsibility for the safety of the delegates from this chapter rests with people signing this Statement of Assurance.
- I will participate in all general sessions during the conference and fulfill my assigned responsibilities during the conference.
- I will patrol the halls (even during the day, if necessary), stay up until students and/or halls are quiet, enforce the conference Code of Conduct and Dress Code, and regularly check-in with my students.
- I will ensure that myself and chaperones assisting me will:
 - Be 21 or older
 - Follow the conference Code of Conduct and Dress Code
 - Act responsibly and interact appropriately with students

I have read the above and hereby offer assurance that I understand and agree to comply with the policies stated on the Permission Forms as indicated by my signature appearing below. (Typing/writing your name in the box below serves as your signature and confirmation of understanding):

| | |
|--------------------|--|
| Advisor Signature: | |
| Chapter Name: | |
| Date: | |





CONFERENCE REGISTRATION PACKET

WESTERN REGION LEADERSHIP CONFERENCE

PRESS RELEASE

**DECA WESTERN REGION LEADERSHIP CONFERENCE
November 10-12, 2011
San Diego, California**

FOR IMMEDIATE RELEASE - (TODAY'S DATE)

LOCAL STUDENT(S) TO ATTEND WESTERN REGION LEADERSHIP CONFERENCE IN San Diego, California.

(Name of student), a student at (school), will be attending the 2011 Western Region Leadership Conference for DECA, an association of marketing students.

(First name of student) is among hundreds of students from 14 western states and territories who will attend the Western Region Leadership Conference which is designed to develop leadership skills in students who are pursuing careers in marketing and management.

DECA is the recognized national career and technical student organization for students enrolled in marketing, finance, hospitality and management related courses in this nation's schools. DECA develops leadership ability, promotes an appreciation for our free enterprise system and develops an awareness for the importance of good citizenship. These DECA goals are stressed in the more than 60 workshops and activities available to attendees. A special learning activity at this conference includes the DECA University which allows students to participate in focused leadership sessions that will allow them to receive specialized training in the following areas: Finance & Investing, Marketing, Hospitality, Sports Marketing, Entrepreneurship, Leadership, and Technology.

For additional information contact:

(Name)

(Title)

(Telephone)

END

(Send only originals)

