

*Austin*  
TEXAS

THE ULTIMATE  
 **DECA**  
**POWER**  
**TRIP**

NOVEMBER 17-19, 2023  
JW MARRIOTT AUSTIN

REGISTRATION GUIDE

LEARN MORE AT [DECA.ORG/POWER](https://deca.org/power)

 DECA



## EXPERIENCE THE ULTIMATE

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



### COMPETITIVE EXCELLENCE EXPERIENCE

Become the ultimate competitor in a DECA role-play. Members must pre-register for this activity. Top performers will be recognized during Sunday's Closing Session.



### GENERAL SESSIONS

Experience action-packed, engaging general sessions featuring dynamic speakers designed to motivate you to excel in DECA and beyond.



### LEARNING AND LEADERSHIP LABS

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



### EDUCATOR PROFESSIONAL LEARNING SERIES

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



### COLLEGE, CAREER + COMPANY EXHIBITS

Searching for the perfect institution to start your post-secondary studies? Want to discuss career opportunities? Looking to expand the product line for your school-based enterprise? Check out our exciting lineup on exhibitors.



### DECA AFTER DARK

Experience Austin like a true Texan! Start the evening by learning the Texas Two Step with the help of high energy line dance instructors. Then take a break to visit our food truck stations with bite sized foods inspired by some of Austin's most famous food trucks.



## CLASSROOM CONNECTION

This conference will reinforce 21<sup>st</sup> Century Skills. Through participating in interactive sessions, DECA members will be able to:

### ■ FINANCIAL, ECONOMIC, BUSINESS + ENTREPRENEURIAL LITERACY

- Make appropriate personal economic choices
- Understand the role of the economy in society
- Use entrepreneurial skills to enhance workplace productivity and career options

### ■ CREATIVITY + INNOVATIONS

- Use a wide range of idea creation techniques
- Create new and worthwhile ideas

### ■ CRITICAL THINKING + PROBLEM SOLVING

- Interpret information and draw conclusions based on the best analysis

### ■ COMMUNICATION + COLLABORATION

- Demonstrate ability to work effectively and respectfully with diverse teams

### ■ LEADERSHIP + RESPONSIBILITY

- Use interpersonal and problem-solving skills to influence and guide others toward a goal
- Demonstrate integrity and ethical behavior in using influence and power
- Act responsibly with the interests of the larger community in mind



# EDUCATIONAL PROGRAM

DECA has the ultimate power trip waiting for you with dynamic general sessions, a day of learning and leadership labs full of powerful presentations by professionals and all the favorites of a leadership conference. The conference sessions will take place at the JW Marriott Austin.

## FRIDAY NOVEMBER 17

1:00 PM - 5:00 PM	eduTOURS
3:00 PM - 6:00 PM	Registration
3:00 PM - 6:00 PM	Association Meetings (Optional)
7:00 PM - 8:15 PM	Opening Session
8:30 PM - 9:15 PM	Connect Leadership Labs by Association Officer Teams
9:30 PM - 10:15 PM	Connect Leadership Labs by Association Officer Teams
11:30 PM	Curfew

## SATURDAY NOVEMBER 18

8:00 AM - 4:00 PM	College, Career + Company Exhibits
8:30 AM - 11:30 AM	Learning Labs
8:30 AM - 4:00 PM	Competitive Excellence Experience
8:30 AM - 4:00 PM	Advisor Professional Learning Series
11:30 AM	Chartered Association Officer and Advisor Luncheon, by invitation
11:30 AM - 12:45 PM	Lunch on Your Own
1:00 PM - 4:00 PM	Learning Labs
8:30 PM - 11:00 PM	DECA After Dark
11:30 PM	Curfew

## SUNDAY NOVEMBER 19

9:00 AM - 10:30 AM	Closing Session
10:30 AM	Explore Austin on Your Own and Departures



Visit [decadirect.org](http://decadirect.org) for previews and highlights.

Schedule subject to change. Check [deca.org/power](http://deca.org/power) for the latest schedule.



# LEARNING LABS

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



Become a champion in the **Competitive Excellence Experience** and participate in one role-play event, which will take place during one learning lab block. Members must pre-register to participate.

<b>8:30 - 9:15</b> COLLEGE	Preparing for College	Choosing a College + Major	Financing College	College Success 101	Making the Most of College
<b>9:30 - 10:15</b> CAREER	Marketing	Business Management	Hospitality	Entrepreneurship	Sports + Entertainment Marketing
<b>10:30 - 11:15</b> CAREER	Marketing	Business Management	Hospitality	Entrepreneurship	Sports + Entertainment Marketing
<b>11:30 - 12:45</b>	LUNCH ON YOUR OWN				
<b>1:00 - 1:45</b> CAREER	Marketing	Business Management	Hospitality	Entrepreneurship	Sports + Entertainment Marketing
<b>2:00 - 2:45</b> CHAPTER	DECA Diamond Fundraising Model	Content is King: Social Media for Your Chapter	I AM DECA: Telling Your DECA Story	Chapter Competition Success System	DECA Leadership Styles
<b>3:00 - 3:45</b> COMPETE	Rockin' the Role-Play and Exam	From the Judge's Perspective	Making an Awesome Written Event	Tips and Tricks for Presentation Design	Dress for Success and Professionalism

*\*Sessions may vary depending as speakers are confirmed.*



## KEYNOTE SPEAKERS

Feel the energy when 2,000 DECA members come together for energetic, educational general sessions filled with dazzling lights, upbeat music and a powerful message.



**David Garibaldi**  
OPENING SESSION

Growing up in Sacramento, Ca, David Garibaldi started creating in various forms from a young age. From playing the trumpet, graffiti, animation, and even dance, each would later play a role in kicking off his art career. Though a high school animation teacher inspired Garibaldi to pursue art as a career and attend college, a meeting with his high school counselor was about to change his plans. The young artist didn't have enough credits to graduate high school on time. Garibaldi was trying to figure out what's next while working odd jobs and moving from place to place until he started painting live at local jazz clubs and sell his paintings to make ends meet. Garibaldi's appearance and finalist status on America's Got Talent in 2012 took him to a whole new level. From collaborations with Disney and Cirque Du Soleil, to being the opening act for KISS's Farewell World Tour, there was a momentum that seemed like it couldn't be stopped. Garibaldi has grown his online presence with now millions of followers, continued doing live shows on tour, and founding PAINT+, an on-demand course and coaching platform for artists.



**Clint Pulver**  
CLOSING SESSION

Clint Pulver is a professional speaker, author, musician, pilot and workforce expert. Known as the leading authority on employee retention, Clint has transformed how corporations like Keller Williams, AT&T, and Hewlett Packard create lasting loyalty through his work and research as the Undercover Millennial. He has been featured by Business Q Magazine as a "Top 40 Under 40," and, as a professional drummer, he has appeared in feature films and on America's Got Talent. In 2020, Clint won an Emmy Award for his short film, "Be a Mr. Jensen," which tells the story of how a single moment in time—and one particular mentor— can change the course of a life.



## ADVISOR PROFESSIONAL LEARNING

The Professional Learning Series will engage educators in professional development designed to enhance teaching and learning. Documentation of professional development completion will be provided to participants.

### ■ THIS IS HOW WE DEVELOP A CHAPTER STRATEGY BEST PRACTICES

DECA's Chapter Strategy provides the framework and resources to develop a chapter in a business-like context, helping members apply learning. Come ready to share tools and resources to assist chapter advisors and chapter leaders in developing a high-performing chapter in the areas of brand and promotion, membership recruitment, communications, community engagement and service, leadership development, fundraising and member recognition

### ■ THIS IS HOW WE USE DECA+

DECA+ takes your DECA experience to the next level! You'll be guided through the many features of DECA's new, interactive preparation tool that is also a tremendous resource to use in your classroom. Learn how to seamlessly integrate industry insights, exams, role-play scenarios and more into classroom instruction. Learn and share with fellow advisors on best practices for using DECA+ in and out of the classroom.

### ■ THIS IS HOW WE IMPLEMENT A SCHOOL-BASED ENTERPRISE-BEST PRACTICES

School-based Enterprises reinforce classroom instruction with realistic and practical learning experiences. This session will focus on best practices, including operations, product selection, nutrition guidelines, equipment and preferred vendors.

### ■ THIS IS HOW WE PREPARE STUDENTS FOR ROLE-PLAYS + DECA EXAMS

DECA's competitive event exams and role-plays are designed to assess members' knowledge in defined instructional areas. Do you wish to have a better understanding of the rigorous, industry-validated exams used at the district level, chartered association level and International Career Development Conference, as well as key components and distinct tasks participants must accomplish during the role-play? Whether you are new or experienced advisor, become familiar with DECA's evaluation process and how to include role-plays in classroom instruction.

### ■ THIS IS HOW WE CONNECT TO BUSINESS

DECA advisors have access to a wide variety of businesses, foundations, associations, colleges and universities that provide real-world applications to learning. Learn the latest trends in business and industry to help ensure your course content is relevant in helping prepare members for the current desires and needs of the industry.

### ■ THIS IS HOW WE USE BUSINESS OPERATIONS RESEARCH EVENTS IN THE CLASSROOM

DECA's Business Operations Research events are an excellent foundation for a semester or year-long project. Discover how you can effortlessly weave these events into your curriculum. You'll leave with an example timeline, strategies for matching projects with course objectives and a sample project outline.



# REGISTRATION INFORMATION

What you hear is true. With vibrant entertainment, art and culture, inspiring cuisine and stunning outdoor experiences, Austin lets you create a soundtrack all your own. So take a look around, and put the Live Music Capital of the World® on your playlist.

## REGISTRATION

**\$135\* per attendee**

The conference registration fee applies to DECA members, advisors and chaperones, and includes the following:

- Powerful general sessions
- Conference workshops
- Conference materials
- Conference t-shirt
- Conference insurance
- DECA After Dark activity

**Deadline: October 18, 2023**

\*There is a \$100 non-refundable cancellation fee.

## ACCOMMODATIONS

### Austin Marriott Downtown

304 E Cesar Chavez St.  
Austin, TX 78701  
*\$199 plus 17.614% tax*

### Courtyard by Marriott - Austin-Downtown

300 East 4th Street  
Austin, TX 78701  
*\$189 plus 17.614% tax*

### Hyatt Place Austin Downtown

211 East 3rd Street  
Austin, TX 78701  
*\$199 plus 17.614% tax*  
*\*Includes complimentary daily breakfast buffet*

### JW Marriott Austin

110 East 2nd St.  
Austin, TX 78701  
*\$199 plus 17.614% tax*

**Deadline: October 18, 2023**

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

Make your hotel reservations in the online registration system with DECA Inc. Do not contact the hotel to make reservations.

## AIR TRAVEL

### Austin-Bergstrom International Airport (AUS)

7 miles

## CONFERENCE QUESTIONS

### JASMINE ROBERTS

DECA INC. PROGRAM COORDINATOR

[conferences@deca.org](mailto:conferences@deca.org)



## REGISTRATION PROCEDURES

### REGISTER

[www.deca.org/register](http://www.deca.org/register)

All student attendees must be on a submitted DECA membership roster to register. Collect the following information from each attendee to complete the registration process:

- First name
- Last name
- T-shirt size
- Insurance beneficiary information
- Competitive event (yes or no)
- Housing information

### CONFIRMATION:

If you have not received a registration confirmation email from DECA within two days after submitting your online registration, please email [conferences@deca.org](mailto:conferences@deca.org).

### CHANGES AND SUBSTITUTIONS:

Changes and substitutions will be accepted until October 18. All changes after October 18 must be submitted to DECA Inc. by e-mailing [conferences@deca.org](mailto:conferences@deca.org) and are subject to availability.

## REGISTRATION + HOUSING PAYMENT

After completing online registration, please mail a copy of all registration materials and payment to:

### DECA Inc.

Ultimate Power Trip  
1908 Association Drive  
Reston, VA 20191

### METHODS OF PAYMENT:

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

### REFUND POLICY:

There is a \$100 non-refundable registration fee. No refunds will be granted for adjustment of a chapter's registration after 6 p.m. on November 17. Refund checks will be sent within one month after the close of the conference.

## HOTEL RESERVATION PROCEDURES

Conference participants must stay in one of the designated conference hotels. Make your hotel reservations in the online registration system with DECA Inc. Due to the limited number of rooms, students will be housed in triples and quads when possible.

Once the hotel block has been filled, registration will not be able to be submitted, and DECA will attempt to secure additional housing. After the registration deadline, DECA Inc. will submit the rooming list to the hotel. Once the hotel provides confirmation numbers, DECA Inc. will forward those to advisor.

All changes and cancellations must be submitted by the advisor in writing to [conferences@deca.org](mailto:conferences@deca.org). Rooms must be canceled in writing by the advisor to [conferences@deca.org](mailto:conferences@deca.org) at least 72 hours prior to check-in to be eligible for a refund.

## SUPERVISION RATIO

A minimum of one advisor for every ten student-delegates (1:10) or portion of ten student-delegates is required for registration. It is the chapter advisor's responsibility to see that your chapter adheres to this ratio. This ratio will be strictly enforced by DECA Inc. Chaperones and spouses must pay the registration fee and be listed on the registration form.

## CONDUCT AND DRESS CODE

Advisors should bring signed copies of the *Conference Delegate Practices and Procedures* and *Dress Code* for each participant. These do not have to be submitted to DECA Inc., but should be kept available by the advisor for reference. You can find the general DECA dress code at [deca.org/power](http://deca.org/power).

### NON-DISCRIMINATION POLICY:

DECA Inc. is committed to creating and maintaining a healthy and respectful environment for all of our emerging leaders and entrepreneurs. Our philosophy is to ensure all members, regardless of race, color, religion, sex, national origin, age, disability, sexual orientation, or socio-economic status are treated equally and respectfully. Any behavior in the form of discrimination, harassment, or bullying will not be tolerated. It is the responsibility of all members to uphold and contribute to this climate.