

Workshop Descriptions

SECTION 103

Lower Level

2nd Session:

11:15 am- 12 pm

3rd Session:

12:15 pm- 1 pm

Networking 101 - Building Your Personal Network for Professional Success - Joey Palomarez

- Learn from The Spaghetti Shack Founder / CEO, Joey, as he presents his tactics for connecting with others and growing your personal network and brand. Topics include: how to reach out, using LinkedIn, and staying in contact with key stakeholders.

SECTION 114

Lower Level

2nd Session:

11:15 am- 12 pm

3rd Session:

12:15 pm- 1 pm

Pursuit of Passion with Purpose - Meritxell Adria

- Pursuit of Passion with a Purpose is an interactive workshop that helps teens discover what excites them and turn those interests into real-world plans. Through fun activities and honest conversations, students uncover their unique skills, explore the difference between just having a job and building a career, and learn to make smart choices—even when it means trying, failing, and trying again. They'll also see how these skills connect to DECA or business classes, giving them a head start toward successful employment or future entrepreneurial ventures.

SECTION 125

Lower Level

2nd Session:

11:15 am- 12 pm

3rd Session:

12:15 pm- 1 pm

Winning DECA: How to Stand Out and Deliver a Memorable Presentation - Rachael Benton

- This session offers a practical guide to succeeding in DECA competition. Learn how to approach case studies strategically, deliver polished presentations, and stand out in front of judges. Whether you're preparing for your first event or looking to improve your performance, you'll walk away with actionable techniques to sharpen your competitive edge.

SECTION 135

Lower Level

2nd Session:

11:15 am- 12 pm

3rd Session:

12:15 pm- 1 pm

Growth at Sky Harbor: Cleared for Takeoff - Taylor Sokolovic

- Will introduce students to the business side of America's Friendliest Airport. This presentation explores Sky Harbor's role as dynamic business and economic engine for our region. Student's will gain insights into the airport's economic impact, upcoming development projects, and strategic planning strategies that drive future growth. We'll also highlight the diverse career opportunities available at the airport!

ENTRANCE AREA

Lower Level

Table Booth

SNAP Raise - Kevin Jordan

- Come check out our table booth near the entrance and ask any questions!

Workshop Descriptions

SW LOUNGE

Club Level

2nd Session:

11:15 am- 12 pm

3rd Session:

12:15 pm- 1 pm

Personal Branding for Confident, Resilient & Impactful Leadership - Kim Peterson

- By the end of this session, student leaders will be able to:
 - Develop their PERSONAL BRAND with More Clarity
 - Better Communicate their Brand using the S.E.L.L. Framework
 - Connect their Brand to S.U.C.C.E.S.S. in Competition, College, and Career

WEST CLUB

Club Level

2nd Session:

11:15 am- 12 pm

3rd Session:

12:15 pm- 1 pm

Navigating the Hierarchy - Troy Maskell

- Navigating the organizational hierarchy effectively involves understanding the structure, building relationships, communicating strategically, and demonstrating competence. It's about understanding how decisions are made, who the key influencers are, and how to align your work with the organization's goals.

NW LOUNGE

Club Level

2nd Session:

11:15 am- 12 pm

3rd Session:

12:15 pm- 1 pm

The Vowels of My Modern Workplace: Lessons from My First Year - Ryan Soffer, MBA

- In my first year after earning my MBA, I realized the workplace is full of surprises no class could prepare me for. I'll share five lessons using the acronym AEIOU. I'm not an expert—just sharing what I've learned about how work keeps changing and the opportunities you can create. This is not a lecture but a conversation—a reminder that regardless of your educational background, we are all learning on the job every single day.

BIRDSNEST

Club Level

2nd Session:

11:15 am- 12 pm

3rd Session:

12:15 pm- 1 pm

College 101: Tips to getting your bachelor's degree affordably - Eric Nilsson

- Helping students find ways to optimize their potential while cutting some of the heavy burden that is college costs today!

TAILFEATHER

Club Level

2nd Session:

11:15 am- 12 pm

3rd Session:

12:15 pm- 1 pm

The Leadership App Store: Installing the Five Voices - Pranav Vippagunta

- A phone has apps. A computer has apps. A laptop has apps. You name it! But did you know, we leaders have apps too? Apps of courage, leadership, and ultimate professional development! But not everyone has it installed in them yet! Learning how to install these apps on your inner leader software makes you invincible in the world of work, business, and leadership! If you have a strong Internet connection to learn and a well-built OS-mind, then this workshop is for you! Soon enough, you'll be well on your way to installing your leadership potential! So, open your app store, start browsing, and it's your ultimate time to install and ignite your inner leadership potential!

Workshop Descriptions

EAST CLUB

Club Level

2nd Session:

11:15 am- 12 pm

3rd Session:

12:15 pm- 1 pm

The Secrets to Success in Building Wealth - Lillian Turner

- Ten years ago, Lillian created a fictional financial planning company in order to compete in the Entrepreneurship Written Event at SCDC. Eight years later, she decided to make that dream her reality and launched Daring Greatly Wealth. In this session, Lillian will explore the three key factors to building wealth and guide you through the process of how to become a millionaire. You'll walk away with actionable tasks that you can do RIGHT NOW to start growing your net worth.

SE CLUB 244

Club Level

2nd Session:

11:15 am- 12 pm

Adobe Express for Students - Kristine Kwant

- Adobe Express is the easy way to equip next-generation learners with AI literacy, content creation, and digital marketing skills to thrive in the modern workforce. Empower your DECA members to elevate your chapter's brand strategy by remixing templates from the DECA brand resource center and creating flyers, social media posts, slide decks, and more with Adobe Express.

SE CLUB 244

Club Level

3rd Session:

12:15 pm- 1 pm

Adobe Express for Advisors - Kristine Kwant

- Adobe Express is the easy way to equip next-generation learners with AI literacy, content creation, and digital marketing skills to thrive in the modern workforce. Empower your DECA members to elevate your chapter's brand strategy by remixing templates from the DECA brand resource center and creating flyers, social media posts, slide decks, and more with Adobe Express.

ENTRANCE AREA

Lower Level

Community Service Project - Karina & Anika & Isaiah

- Welcome to the Arizona DECA Fall Leadership Community Service Project: H.E.L.PSNACKZ service activity! H.E.L.PSNACKZ is a program through the Phoenix Rescue Mission that provides nutritious snack packs to children who may not always know where their next meal is coming from. By putting together these bags today, you're helping make sure kids in our community have the energy and support they need to succeed in school and in life.

Workshop Descriptions

SECTION 101 CONCOURSE

Lower Level

2nd Session:

11:15 am- 12 pm

Fundraising Shark Tank - Kendra & Shubham

- Turn your chapter's fundraising ideas into winning pitches! In this workshop, you'll brainstorm, refine, and present creative fundraising concepts to "sharks" for feedback and inspiration.

SECTION 101 CONCOURSE

Lower Level

3rd Session:

12:15 pm- 1 pm

The KEY to Networking - Kendra & Shubham

- Discover how to build meaningful connections that open doors to opportunities. You'll learn effective strategies for networking in DECA and beyond, while practicing real-life conversation skills.

SECTION 137 CONCOURSE

Lower Level

2nd Session:

11:15 am- 12 pm

President's Leadership Workshop - Eric & Aavi

- Designed for chapter presidents and vice-presidents, this session focuses on leading with vision and empowering your officer team. Learn how to balance responsibilities, delegate, and keep your chapter thriving.

SECTION 137 CONCOURSE

Lower Level

3rd Session:

12:15 pm- 1 pm

State Officer 101 - Eric & Aavi

- Ever wondered what it takes to be a state officer? This workshop will give you an inside look at responsibilities, expectations, and the journey to running for and serving in this leadership role.

SECTION 125 CONCOURSE

Lower Level

2nd Session:

11:15 am- 12 pm

Dress to Impress - Anika & Abby

- Learn how to elevate your professional look and leave a lasting impression. This workshop will give you tips on attire, grooming, and confidence so you're always prepared for success.

SECTION 125 CONCOURSE

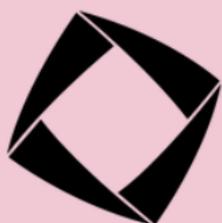
Lower Level

3rd Session:

12:15 pm- 1 pm

Speak or Dare - Isaiah & Abby

- Step out of your comfort zone and sharpen your public speaking skills in a fun, interactive way. Through challenges and dares, you'll gain confidence and learn how to command an audience.



ARIZONA

DECA