

*SPARK YOUR*  
**PASSION**

MISSOURI  
**DECA**

# MEET YOUR MISSOURI DECA STATE OFFICER TEAM

## EXECUTIVE OFFICERS



**Haileigh Jordon**  
President



**Molly Scribner**  
VP of Advocacy



**Grace Barnes**  
VP of Business Partnerships



**Caroline Daccache**  
VP of Community Service



**India Bratrud**  
VP of Membership

## DISTRICT VICE PRESIDENTS



**Gerald Lewis**  
District 1



**Grace Kertz**  
District 2



**Matt Randolph**  
District 3



**Evan Harris**  
District 4



**Molly Keim**  
District 5



**Jaxson Collier**  
District 6



**Katarina Covey**  
District 7



**Kyra Shaffer**  
District 8



**Franki Fine**  
District 10



**Calla Yearta**  
District 11

# WELCOME TO SCDC

Missouri DECA, welcome to the 2022 State Career and Development Conference at the Kansas City Crown Center!

We all have gone through so much. This opportunity to be back in-person and compete surely suits this year's SCDC theme to "Spark Your Passion". As DECA members we all share common passions such as being in DECA, making new friends, traveling and competing. But what else at SCDC will "Spark Your Passion for MO DECA"? Maybe this is your first time at SCDC or maybe this SCDC is your last time, no matter the time it is for you, I know SCDC will leave a mark as it did for me. During my freshman year of high school, I was able to attend SCDC that lit a fuse in me to become a state association officer and really work hard to want to go to the International Career and Development Conference. Fast forward to my senior year, I became a state association officer twice and competed at ICDC (virtually). So Missouri DECA members, what "Sparks Your Passion for MO DECA" at SCDC?

The International Career and Development Conference is coming up in Atlanta, Georgia. Knowing all of you are the best in your districts and here to compete at SCDC, I know you will be the best going to ICDC. Remember how you have persevered through the past couple of years and remember to be confident. I cannot wait to see how MO DECA has created a passion for your career all the way to ICDC.

Missouri DECA, make this opportunity count because you never know what the future will spark. Have fun, study well and compete like you have never competed before. Let us all spark our passion from SCDC and to ICDC together!



**HAILEIGH JORDON**  
*Missouri DECA  
State President*



# GREETINGS MISSOURI DECA

## Welcome Missouri DECA,

I would like to personally welcome each of you to the 74th Missouri DECA State Career Development Conference! It's an exciting time for MO DECA as we get back to face to face DECA Competition. The world of marketing is an exciting area in which to work, study and play. Our organization is confronting a time of many changes and we are meeting these changes during a time of larger nation-wide and global change.

Over the next few days, I hope we can Spark Your Passion in the fields of Leadership and Entrepreneurship. You have proven that your knowledge of Marketing, Finance, and Hospitality and Management will drive your passion for more accomplishments. You will be given the opportunity to network with fellow DECA competitors and business professionals and apply your marketing skills. Take advantage of this opportunity as you work to achieve your personal and professional goals.

Before I close, I would like to give a special THANK YOU to Missouri's DECA Advisors. Your vision, your commitment, and your hard work helping us through this pandemic has been remarkable. MO DECA could not accomplish what we do without your leadership. My personal respect and thanks goes out to all of you.

This is the largest State DECA Conference that we have ever held. I ask you to **SPARK YOUR PASSION** and let it guide you into your future. Students, you will be representing your family, your school, and Missouri DECA. Please stay safe and make good decisions.

Have a great conference!

*Larry Anders*

Missouri Supervisor of  
Marketing Education/  
Missouri State DECA Advisor



**LARRY ANDERS**  
Missouri DECA  
State Advisor



**CINDY SHANNON**  
BMIT Director



**OUR**  
MISSION

DECA PREPARES EMERGING LEADERS AND ENTREPRENEURS IN MARKETING, FINANCE, HOSPITALITY AND MANAGEMENT

## OUR GUIDING PRINCIPLES

### DECA'S COMPREHENSIVE LEARNING PROGRAM

**INTEGRATES INTO CLASSROOM INSTRUCTION**

An integral component of classroom instruction, DECA activities provide authentic, experiential learning methods to prepare members for college and careers.

DECA members put their knowledge into action through rigorous project-based activities that require creative solutions with practical outcomes.

**APPLIES LEARNING**

**CONNECTS TO BUSINESS**

Partnerships with businesses at local and broader levels provide DECA members realistic insight into industry and promote meaningful, relevant learning.

As in the global economy, a spark of competition drives DECA members to excel and improve their performance.

**PROMOTES COMPETITION**

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### DECA PREPARES THE NEXT GENERATION TO BE

**ACADEMICALLY PREPARED**

DECA members are ambitious, high-achieving leaders equipped to conquer the challenges of their aspirations.

Recognizing the benefit of service and responsibility to the community, DECA members continually impact and improve their local and broader communities.

**COMMUNITY ORIENTED**

**PROFESSIONALLY RESPONSIBLE**

DECA members are poised professionals with ethics, integrity and high standards.

DECA members are empowered through experience to provide effective leadership through global setting, consensus building and project implementation.

**EXPERIENCED LEADERS**

# CONFERENCE AGENDA

## SUNDAY | MARCH 13

2:00 PM	<b>CANDIDATE CAMPAIGN BOOTH SETUP</b>	S   Exhibit Hall Foyer
3:00 PM - 4:00 PM	<b>CONFERENCE REGISTRATION &amp; ADVISOR MEETING</b> <i>All Chapter Advisors must be present.</i>	S   Empire
3:00 PM	<b>LUGGAGE STORAGE</b> <i>All chapters staying at the Westin</i> <i>All chapters staying at the Sheraton</i>	W   Pershing S   Gillham
4:00 PM - 5:00 PM	<b>ROOM KEY DISTRIBUTION</b>	S   Empire
4:00 PM - 5:00 PM	<b>STATE EXECUTIVE OFFICER TESTING</b>	W   Pershing East & West
5:00 PM - 6:30 PM	<b>DINNER BUFFET</b> <i>Professional attire required.</i>	W   Century Ballroom
6:00 PM - 6:30 PM	<b>MEET THE CANDIDATES</b> <i>Open to voting delegates only</i>	S   Exhibit Hall Foyer
6:30 PM - 7:30 PM	<b>OPENING SESSION</b> <i>Featuring Keynote Speaker Chris Singleton.</i> <i>Professional attire required.</i> <i>Assigned seating by district.</i>	S   Exhibit Hall
7:30 PM - 8:15 PM	<b>MEET THE CANDIDATES</b> <i>Open to all members</i>	S   Exhibit Hall Foyer
8:30 PM - 9:30 PM	<b>STATE DECA TESTING</b>	See Page 18 for Testing Location
9:45 PM - 10:45 PM	<b>CANDIDATE INTERVIEWS</b>	W   Roanoke
10:30 PM - 11:00 PM	<b>DISTRICT MEETING</b>	<b>D1</b> W   Century C <b>D2</b> W   Pershing North <b>D3</b> S   Grand Ballroom: NY <b>D4</b> S   Empire <b>D5</b> W   Century B <b>D6</b> W   Century A <b>D7</b> W   Pershing East & West <b>D8</b> S   Chouteau <b>D9</b> S   Grand Ballroom: Chicago <b>D10</b> S   Grand Ballroom: SF <b>D11</b> S   Grand Ballroom: Atlanta <b>D12</b> W   Pershing South
11:00 PM - 6:00 AM	<b>CURFEW</b>	

# OPENING SESSION

SUNDAY | 6:30 - 7:30 PM

Sheraton Exhibit Hall



## CHRIS SINGLETON

Chris Singleton is a former professional athlete drafted by the Chicago Cubs in 2017. Following the loss of his mother in a racially motivated mass shooting, Chris has now become an inspirational speaker and best-selling author who has shared his message of unity and racial reconciliation with clients such as: Microsoft, Biogen, Houston Texans, Washington Wizards, etc. He shares with over 50 organizations and over 30,000 students annually and resides with his spouse Mariana and his sons CJ and Caden in Charleston, SC

# CONFERENCE AGENDA

## MONDAY | MARCH 14

7:00 AM - 9:00 AM	<b>BREAKFAST ON YOUR OWN</b>	
8:30 AM - 3:30 PM	<b>LEADERSHIP ACADEMY</b>	W   Penn Valley/Roanoke
9:00 AM - 4:00 PM	<b>COMPETITIVE EVENTS</b>	<i>Times and locations can be found on pages 12, 13 &amp; 18</i>
9:00 AM	<b>WRITTEN JUDGES RECEPTION</b>	S   Empire
9:00 AM	<b>JUDGES RECEPTION</b>	S   Empire
9:00 AM - 3:00 PM	<b>EXHIBITORS</b>	S   The Terrace
11:00 AM - 2:00 PM	<b>LUNCH \$15 FOOD VOUCHER</b>	Crown Center Food Court and Food Trucks (Outside) <i>Gift cards provided to all attendees.</i>
5:00 PM - 8:00 PM	<b>DINNER ON YOUR OWN</b>	Crown Center Food Court and Food Trucks (Outside)

*All advisors, conference attendees, and competitors remain together for the following events. Casual attire is acceptable (except for State Officer Candidates).*

8:45 PM - 9:15 PM	<b>STATE OFFICERS CANDIDATE</b>	S   Exhibit Hall
	<i>Voting Delegates Vote for State Officer Doors open at 8:15PM</i>	
9:15 PM - 10:15 PM	<b>THE RICKY KALMON HYPNOSIS SHOW</b>	S   Exhibit Hall
	<i>Please do not block doorways.</i>	
10:30 PM - 11:00 PM	<b>DISTRICT MEETINGS</b>	<b>D1</b> W   Century C <b>D2</b> W   Pershing North <b>D3</b> S   Grand Ballroom: NY <b>D4</b> S   Empire <b>D5</b> W   Century B <b>D6</b> W   Century A <b>D7</b> W   Pershing East & West <b>D8</b> S   Chouteau <b>D9</b> S   Grand Ballroom: Chicago <b>D10</b> S   Grand Ballroom: SF <b>D11</b> S   Grand Ballroom: Atlanta <b>D12</b> W   Pershing South

11:00 PM - 6:00 AM **CURFEW**



# ENTERTAINMENT SESSION

MONDAY | 9:15 PM

Sheraton Exhibit Hall



## RICKY KALMON

It's more than a comedy show—it's an experience!™ Ricky Kalmon is a former DECA member and received his Bachelor of Science in Education with an emphasis in Marketing from the University of Missouri. Today, he is one of the most sought-after stage hypnotists and motivational speakers in the country. For over two decades, Hypnotist Ricky Kalmon's show has amazed audiences around the world. It's the Only Comedy Show Where the Audience Becomes the Stars!® Volunteers from the audience are hypnotized to think they are stars of hit prime time TV shows such as American Idol, Dancing With the Stars and America's Got Talent.

# CONFERENCE AGENDA

## TUESDAY | MARCH 15

7:00 AM - 8:30 AM

**BREAKFAST ON YOUR OWN**

8:15 AM - 9:00 AM

**DISTRICT MEETINGS**

**D1** W | Century C  
**D2** W | Pershing North  
**D3** S | Grand Ballroom: NY  
**D4** S | Empire  
**D5** W | Century B  
**D6** W | Century A  
**D7** W | Pershing East & West  
**D8** S | Chouteau  
**D9** S | Grand Ballroom: Chicago  
**D10** S | Grand Ballroom: SF  
**D11** S | Grand Ballroom: Atlanta  
**D12** W | Pershing South

9:00 AM

**ELECTION RESULTS**

*Installation of State Officers*

S | Exhibit Hall

9:15 AM

**GRAND AWARDS SESSION**

*Professional attire required.*

S | Exhibit Hall



**#MODECASDC**  
GET CONNECTED ON SOCIAL MEDIA

SPECIAL THANKS TO OUR SUPPORTERS



**BLOCH**



**UMKC**

# EVENTS

# ADVISOR SCHEDULE

## SUNDAY | MARCH 13

3:00 PM - 4:00 PM	<b>CONFERENCE REGISTRATION AND ADVISOR MEETING</b>	S   Empire
4:00 PM - 5:00 PM	<b>KEY DISTRIBUTION</b>	S   Empire
7:30 PM	<b>EVENT COORDINATOR &amp; DIRECTOR MEETING</b>	S   Benton
8:00 PM	<b>EVENT ASSISTANT</b>	<i>Report to Testing Location</i>
8:30 PM - 9:30 PM	<b>STATE TESTING IN ASSIGNED ROOMS</b>	<i>Check Schedule</i>

## MONDAY | MARCH 14

7:30 AM	<b>EVENT COORDINATOR MEETING</b>	S   Benton
8:00 AM	<b>ALL EVENT DIRECTORS MEETING</b>	S   Benton
9:30 AM	<b>EVENT ASSISTANT</b>	<i>Report to Event Location</i>
6:00 PM - 7:00 PM	<b>MOACTE DECA LOUNGE</b>	S   Empire
7:00 PM - 8:00 PM	<b>ADVISOR'S MEETING</b>	S   Empire

## TUESDAY | MARCH 15

11:00 AM - 1:00 PM	<b>ADVISOR MEETING FOR ICDC REGISTRATION</b> <i>Immediately following the Grand Awards Session. Advisors with medallion winners must attend.</i>	S   Empire
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# COMPETITION AGENDA

## BUSINESS OPERATIONS RESEARCH EVENTS

EVENT COORDINATORS:

*Michael Freedline and Kristal Swopes*

Visit [missourideca.org](http://missourideca.org) for detailed competitive event schedules. You will register when you check in for your presentation appointment.

### COMPETITION

**10:00 AM | Sheraton Exhibit Hall**

Business Services Operations Research Events | BOR  
Buying and Merchandising | BMOR  
Hospitality and Tourism | HTOR  
Sports and Entertainment Marketing | SEOR

## PROJECT MANAGEMENT

EVENT DIRECTOR:

*Peggy Arnold*

Visit [missourideca.org](http://missourideca.org) for detailed competitive event schedules. You will register when you check in for your presentation appointment.

### COMPETITION

**10:00 AM | Sheraton Exhibit Hall**

Business Solutions | PMBS  
Community Awareness | PMCA  
Career Development | PMCD  
Community Giving | PMCG  
Financial Literacy | PMFL  
Sales Project | PMSP

## ENTREPRENEURSHIP EVENTS

EVENT COORDINATORS:

*Michael Freedline and Kristal Swopes*

Visit [missourideca.org](http://missourideca.org) for detailed competitive event schedules. You will register when you check in for your presentation appointment.

### COMPETITION

**10:00 AM | Sheraton Exhibit Hall**

Entrepreneurship Start-Up Business Plan | ESB  
Entrepreneurship Independent Business Plan | EIB  
Entrepreneurship Innovation Plan | EIP

## INDIVIDUAL SERIES EVENTS

EVENT COORDINATORS:

*Nadine Feedline and Jessica Wade*

Students will receive individual schedules for their role play preparation times during registration and testing.

### ROLE PLAY PREPARATION

**10:20 AM | Sheraton Grand Ballroom**

Accounting Application I ACT  
Apparel and Accessories Marketing | AAM  
Automotive Services Marketing | ASM  
Business Finance | BFS  
Business Services Marketing | BSM  
Entrepreneurship | ENT  
Food Marketing Series | FMS  
Hotel and Lodging Management | HLM  
Human Resources Management | HRM  
Marketing Communications | MCS  
Quick Serve Restaurant Management | QSRM  
Restaurant Food Service Management | RFSM  
Retail Merchandising | RMS  
Sports and Entertainment Marketing | SEM

## INTEGRATED MARKETING CAMPAIGN EVENTS

EVENT DIRECTOR:

*Trisha Bailey*

Visit [missourideca.org](http://missourideca.org) for detailed competitive event schedules.

### ROLE PLAY PREPARATION

**10:00 AM | Sheraton Exhibit Hall**

Integrated Marketing Campaign - Event | IMCE  
Integrated Marketing Campaign - Product | IMCP  
Integrated Marketing Campaign - Service | IMCS

## PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS

*EVENT COORDINATOR:*  
*Becky Lehman and Julia Potter*

**ROLE PLAY PREPARATION**  
*10:00 AM | Sheraton Chouteau*

Principles of Business Management and Administration | PBM  
Principles of Finance | PFN  
Principles of Hospitality and Tourism | PHT  
Principles of Marketing | PMK

## PROFESSIONAL SELLING EVENTS

*EVENT DIRECTOR:*  
*Trisha Bailey*  
*Refer to the event schedule in the lobby for your competition appointment.*

**COMPETITION**  
*10:00 AM | Sheraton Gillham Hall*

Financial Consulting | FCE  
Hospitality and Tourism Professional Selling | HTPS  
Professional Selling | PSE

## TEAM DECISION MAKING EVENTS

*EVENT COORDINATOR:*  
*Dede Moore and Angie Wyatt*

*Students will receive individual schedules for their role play preparation times during registration and testing.*

**ROLE PLAY PREPARATION**  
*10:00 AM | Sheraton Gillham Hall*

Business Law and Ethics | BLMD  
Buying and Merchandising | BTDM  
Entrepreneurship | ENT  
Financial Services | FTDM  
Hospitality Services | HTDM  
Marketing Management | MTDM  
Sports and Entertainment Marketing | STDM  
Travel and Tourism Marketing | TTDM

## MISSOURI DECA COMPETITIVE EVENTS

*COMPETITIVE EVENTS DIRECTOR*  
*Shelli Ray*

**PLEASE NOTE**  
*Professional attire is required at all testing and competitive events activities except debriefing.*



**SPARK YOUR  
PASSION**

# AWARDS AND HONORS

## SCHOOL BASED ENTERPRISES

### GOLD RE-CERTIFIED

INVITED TO BRING UP TO TWO STUDENTS TO THE SBE ACADEMY AT ICDC

- Blue Springs South High School
- Boonslick Career & Technical Education Center
- Camdenton High School
- East Newton High School
- Ladue Horton Watkins High School
- Nevada Regional Technical Center
- Republic High School
- Springfield Central High School
- Springfield Glendale High School
- Waynesville Career Center

### GOLD CERTIFIED

INVITED TO BRING UP TO TWO STUDENTS TO THE SBE ACADEMY AT ICDC

- Wentzville Liberty High School
- Wentzville Timberland High School
- Smith Cotton High School
- Webb City High School

## DECA CAMPAIGNS

### CHAPTER CAMPAIGNS THRIVE LEVEL

- Boonslick Career & Technical Education Center
- Republic High School
- Saline County Career Center
- Springfield Glendale High Schooler Campaigns

### CHAPTER CAMPAIGNS ACHIEVEMENT LEVEL

- Wentzville Timberland

### MEMBERSHIP CAMPAIGN THRIVE LEVEL

- Republic High School
- Springfield Parkview High School

### MEMBERSHIP CAMPAIGN ACHIEVEMENT LEVEL

- Allen Village High School
- Boonslick Career & Technical Education Center
- Francis Howell Central
- Francis Howell
- Hancock Senior High
- KC Northeast High School
- Lee's Summit High School
- Logan-Rogersville High School
- Nevada Regional Technical Center
- North Point High School
- Owensville High School
- Parkway South High School
- Saline County Career Center
- Soldan International Studies High School
- Union High School
- Webster Groves High School

### VIRTUAL BUSINESS CHALLENGE

TOP PERFORMERS - ROUND 1

#### ICDC QUALIFIERS

- RETAILING:  
Isaac Lane & Camon Lairmore:  
Ozark High School

TOP PERFORMERS - ROUND 2

- SPORTS:  
Nathaniel Viscioni: Nixa High School
- RETAILING:  
Mirabella Blair & Seth Palen:  
Ozark High School



2022  
INTERNATIONAL  
**CAREER**  
DEVELOPMENT  
CONFERENCE

ATLANTA, GEORGIA  
APRIL 22-27, 2022

2022  
**MISSOURI**  
FALL LEADERSHIP  
AND DISTRICT VICE PRESIDENT  
ELECTION CONFERENCE

BRANSON, MISSOURI  
OCTOBER 2-3, 2022  
HILTON BRANSON  
CONVENTION CENTER



2022  
**CENTRAL**  
REGION  
LEADERSHIP CONFERENCE

MILWAUKEE, WI  
DECEMBER 9-11, 2022

# SPECIAL THANKS

## BOARD OF DIRECTORS

Matt Magnuson, *President*  
Amanda Breznay,  
*President-Elect*  
Peggy Arnold, *Secretary*  
Nadine Freedline, *Member*  
Dede Moore, *Member*  
Jessica Wade, *Member*

## DISTRICT ADVISORS

Jennifer Remley, *D1*  
Scott Fuefnhausen, *D2*  
Susan Howard, *D3*  
Kerry Henley, *D4*  
Julia Potter, *D5*  
Michael Oliva, *D6*  
Holly Martinez, *D7*  
Nancy Pfeiffer, *D8*  
Zachary Kirk, *D9*  
Kristal Swopes, *D10*  
April Fiesler, *D11*  
Ryan Lindsey, *D12*

## COMPETITIVE EVENTS DIRECTORS

Matt Magnuson, *D1*  
Leslie Crider, *D2*  
Shelli Ray, *D3*  
Jessica Wade, *D4*  
Becky Lehman, *D5*  
Nadine Freedline, *D6*  
Chuck Orlando, *D7*  
Nancy Pfeiffer, *D8*  
Amanda Breznay, *D9*  
Denise Stafford, *D10*  
April Fiesler, *D11*  
Ryan Lindsey, *D12*

## FOUNDATION FOR MISSOURI DECA

Carol Bolin, *President*  
Sara Whelan, *Member*  
Janell Allred, *Member*  
Amanda Breznay, *Member*

# CONFERENCE MANAGEMENT

## MISSOURI DECA AND BMIT STAFF

Cindy Shannon, *BMIT Director*  
Larry Anders, *High School DECA State Advisor*  
Tammy Stains, *Collegiate DECA State Advisor*  
Dylan Kenndy, *FBLA-PBL State Adviser*  
Susan Kulyan, *Administrative Assistant*

## COMPETITIVE EVENTS COORDINATORS

Shelli Ray, *Competitive Events Director*  
Nadine Freedline, *Individual Series*  
Jessica Wade, *Individual Series*  
Dede Moore & Angie Wyatt, *Team Decision  
Making Events*  
Becky Lehman & Julia Potter, *Principles of Business  
Administration Events*  
Peggy Arnold, *Project Management Coordinator*  
Trisha Bailey, *Integrated Marketing & Professional  
Selling Coordinator*

## CONFERENCE CONSULTANTS

Sara Whalen  
Stephanie Williams

## STATE OFFICER LEADERSHIP TEAM

Kaylee Chappelow, *Leadership Director*  
Garred Oldham, *Leadership Director, Assistant*  
Kevin Buening, *State Officer Advisor, Springfield  
Central High School*  
Jill Fannin, *State Officer Advisor, Scott Regional  
Technical Center*  
Zach Johnson, *State Officer Advisor, North Kansas  
High School*

## LEADERSHIP ACADEMY ADVISORS

Charles Gehlauf, *Union High School*  
Kelly Fowler, *Blue Springs High School*



# STATE ADVISORY BOARD

## GOVERNOR'S OFFICE

Governor Mike Parson

## STATE SENATORS

Mike Moon, *District 7*

Mike Cierpiot *District 8*

Denny Hoskins, *District 21*

## STATE REPRESENTATIVES

Ingrid Burnett, *District 19*

Brandon Ellington, *District 22*

Jerome Barnes, *District 28*

Rory Rowland, *District 29*

Martha Stevens, *District 46*

Willard Haley, *District 58*

Gretchen Bangert, *District 69*

Steven Roberts, *District 77*

Donna Baringer, *District 82*

Jo Doll, *District 83*

Tracy McCreery, *District 88*

Phil Christofanelli, *District 105*

Mike Henderson, *District 117*

Patricia Pike, *District 126*

Betsy Fogle, *District 135*

Hannah Kelly, *District 141*

Holly Rehder, *District 148*

Herman Morse, *District 151*

Ben Baker, *District 160*

# 2022 SCDC EVENT ROOMS

## PRINCIPLES OF BUSINESS ADMINISTRATION

**TESTING:** W | SHAWNEE  
**ROLE PLAY:** S | CHOUTEAU

- PBM
- PHT
- PFN
- PMK

## TEAM DECISION MAKING

**TESTING:** W | CENTURY C  
**ROLE PLAY:** S | GILLHAM HALL

- BLTMD
- HTDM
- BTDM
- MTDM
- ETDM
- STDM
- FTDM
- TTDM

## INDIVIDUAL SERIES

**TESTING:** W | CENTURY A & B  
**ROLE PLAY:** S | GRAND BALLROOM

- AAM
- HLM
- ACT
- HRM
- ASM
- MCS
- BFS
- QSRM
- BSM
- RFSM
- ENT
- RMS
- FMS
- SEM

## BUSINESS OPERATIONS

**NO TEST**  
**PRESENTATION:** S | EXHIBIT HALL

- BOR
- HTOR
- BMOR
- SEOR

## PROJECT MANAGEMENT

**NO TEST**  
**PRESENTATION:** S | EXHIBIT HALL

- PMBS
- PMCG
- PMCD
- PMFL
- PMCA
- PMSP

## ENTREPRENEURIAL

**NO TEST**  
**PRESENTATION:** S | EXHIBIT HALL

- EIP
- EIB
- ESB

## INTEGRATED MARKETING CAMPAIGN EVENTS

**TESTING:** W | LIBERTY  
**PRESENTATION:** S | EXHIBIT HALL

- IMCE
- IMCS
- IMCP

## PROFESSIONAL SELLING

**TESTING:** W | PERSHING E&W  
**ROLE PLAY:** S | GILLHAM HALL

- FCE
- PSE
- HTPS

## LEAD

W | PENN/VALLEY/ROANOKE

## HEADQUARTERS

S | VAN HORN

- HQ

## CANDIDATES TESTING

**TESTING:** W | PERSHING E&W

## ADVISOR MEETING/JUDGES ORIENTATION

W | EMPIRE

## INTERVIEW ROOM

W | ROANOKE/PENN/VALLEY/  
INDEPENDENCE

## ADVISOR MOACTE ROOM

W | PERSHING N&S



# STATE OFFICER ELECTIONS

Use this page to make notes on the final state officer candidates as they participate in the Q&A session. Then, cast your vote for your favorites!

## STATE OFFICER CANDIDATE FINALISTS

### STATE PRESIDENT

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### VICE PRESIDENT - ADVOCACY

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### VICE PRESIDENT - BUSINESS PARTNERSHIPS

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### VICE PRESIDENT - COMMUNICATION

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### VICE PRESIDENT - COMMUNITY SERVICE

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### VICE PRESIDENT - MEMBERSHIP

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# CONFERENCE DRESS CODE

Students, advisors, and professionals shall adhere to the following dress code requirements. It is the Chapter Advisor's responsibility to see that their students, professionals, and themselves comply with the rules established for proper dress code. Advisors should monitor their students' dress at all functions. Business representatives, hotel staff, and guests will be seeing DECA's finest members—show them a professional business image.

## ACCEPTABLE BUSINESS ATTIRE

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

## UNACCEPTABLE ATTIRE

- Tops with spaghetti straps, halter tops, tube tops
- Athletic gear including bike shorts, mesh shorts, and rippled-sleeve shirts
- Clothing items with inappropriate or unhealthy language or logos
- Clothing items that do not provide appropriate coverage
- Unacceptable types of dress shoes include:
  - Boat shoes
  - Canvas or fabric shoes
  - Flip flops or casual sandals
  - Athletic shoes
  - Industrial work shoes
  - Hiking boots



## DRESSED FOR SUCCESS

In the professional world, it's important to be "Dressed for Success." Missouri DECA's Fashion Board will be on the lookout for those members whose professional attire exceeds our dress code. Those individuals will receive an exclusive "Dressed for Success" pin to wear!

# DELEGATE CONDUCT

Missouri DECA welcomes you to the 2022 State Career Development Conference where you can **SPARK YOUR PASSION!** More than 1,000 DECA members, advisors, alumni and corporate professionals will participate in this year's conference. The following will help ensure a memorable experience:

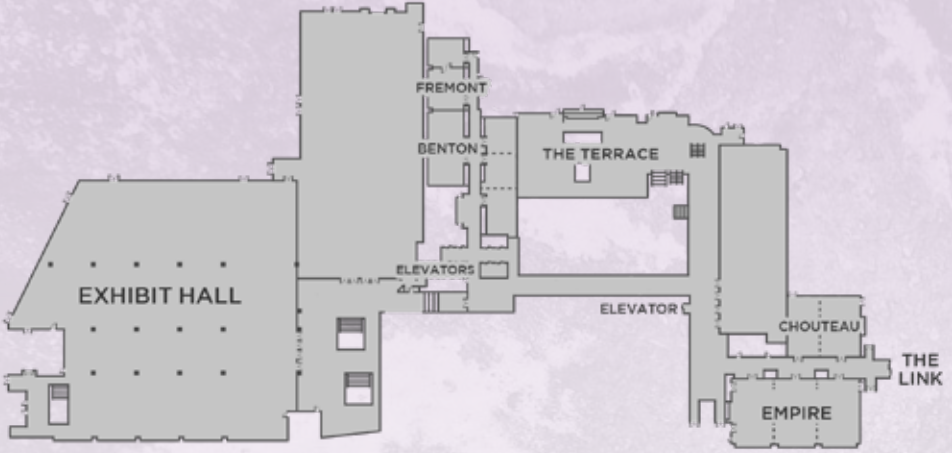
1. The term "delegate" shall mean any DECA member, including advisors, attending Missouri DECA approved activities.
2. There shall be no defacing of public property. Any damages to any property or furnishing in the hotel rooms or building must be paid for by the individual or chapter responsible.
3. Delegates shall keep their adult advisors informed of their activities and whereabouts at all times.
4. Delegates should be prompt and ready for all activities and financially prepared for all possibilities.
5. Dates shall be permitted between delegates only and to authorized activities only.
6. No alcoholic beverages or narcotics in any form shall be possessed by delegates at any time, under any circumstances.
7. No smoking will be permitted.
8. No delegates shall leave the conference site (except for authorized activities) unless permission has been received from the Chapter Advisor.
9. Delegates are required to attend all general sessions and activities assigned, including workshops, competitive events, committee meetings, etc. for which they are registered unless engaged in some specific assignment taking place at the same time.
10. Identification badges will be worn at all times, and competitors must be prepared to show picture identification.
11. Appropriate dress of businesslike attire is expected. DECA blazers are proper for any conference activity.
12. Chapters will be responsible for delegates' conduct.
13. No boys in girls' rooms, no girls in boys' rooms without the door wide open and permission of Chapter Advisor or chaperone.
14. Students are not allowed to drive to any State, Regional or International DECA event. All delegates (including advisors) to these conferences are expected to travel as a delegation, attend the entire conference and complete all conference activities.
15. Delegates violating or ignoring any of the conduct rules will subject their entire delegation to being unseated and their candidates or competitive events participants being disqualified. Individual delegates may be sent home immediately at their own expense. Curfew will be enforced. Curfew means delegates will be in assigned rooms.
16. Delegates shall not engage in any lewd, indecent, sexual, or obscene act or expression. Delegates 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.

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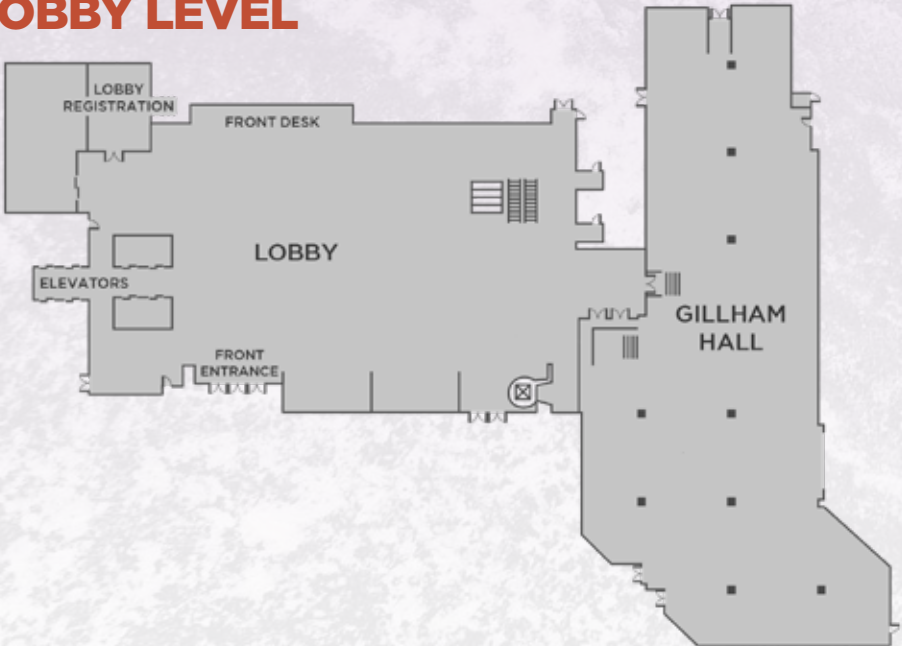
*It is the policy of the Missouri Department of Elementary and Secondary Education not to discriminate on the basis of race, color, religion, gender, national origin, age, or disability in its programs or employment practices as required by Title VI and VII of the Civil Rights Act of 1964, Title IX of the Education Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, the Age Discrimination Act of 1975 and Title II of the Americans with Disabilities Act of 1990. Inquiries related to Department programs and to the location of services, activities, and facilities that are accessible by persons with disabilities may be directed to the Jefferson State Office Building, Office of the General Counsel, Coordinator-Civil Rights Compliance (Title VI/Title IX/504/ADA/Age Act), 6th Floor, 205 Jefferson Street, P.O. Box 480, Jefferson City, MO 65102-0480; telephone number (573) 526-4757 or TTY (800) 735-2966, fax (573) 522-4883, email [civilrights@dese.mo.gov](mailto:civilrights@dese.mo.gov).*

# LOCATION GUIDE

## THE SHERATON MEZZANINE LEVEL

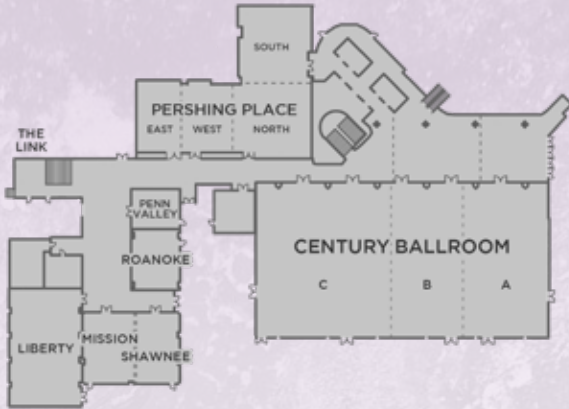


## THE SHERATON LOBBY LEVEL



# HOTEL ETIQUETTE

## THE WESTIN BALLROOM LEVEL



## THE SHERATON BALLROOM LEVEL



We will be sharing our stay with many other guests at Crown Center.

Treat all furniture and fixtures with care (check all items when you initially enter your room with your DECA Advisor).

Be a good neighbor and keep the noise down (this includes voices in hallways, television volume, music and anything else that can disrupt the rest and relaxation of others).

Wait until all exit the elevator (giving them room to exit) prior to entering.

If you ever are in doubt about proper etiquette, follow the general rules of smiling and saying "please" and "thank you".

Have a positive attitude. Everyone at the hotel, including staff and other guests, deserve your respect and kindness.



MISSOURI

**DECA**™

 **TEAMTRI.**