

SPEND TIME WITH
**EMERGING
LEADERS**

**VOLUNTEER
AS A COMPETITIVE
EVENT JUDGE**



DECA



DECA is an international organization comprised of **225,000** high school and college students interested in **business, finance, hospitality, marketing, and entrepreneurship.**



HERE'S HOW YOU CAN HELP

Over **850** members will attend the 2018 Northern California District Career Development Conference in San Ramon, California.

JANUARY 13, 2018

San Ramon Marriott
2600 Bishop Dr.
San Ramon, CA 94583

As a **competitive events judge**, you'll sit across the table from **tomorrow's emerging leaders.**

DECA members have been preparing for months in classrooms throughout Silicon Valley to have their chance to shine in front of you. **You'll be so impressed you'll forget they are still in school.**



DECA's Comprehensive Learning Program integrates into classroom instruction, applies learning, connects to business and promotes competition.

DECA prepares the next generation to be academically prepared, community oriented, professionally responsible, experienced leaders.

REGISTER TODAY

www.californiadeca.org/judge

100,000

DECA members participate in DECA's Competitive Events Program worldwide.



LEARN

Students take courses related to business, finance, hospitality, marketing, and entrepreneurship.



WIN

The best of the best compete in over 60 career areas for the chance to be named international champions. **\$300,000** in awards and scholarships are given out.



PREPARE

Students prepare for competition by writing business plans, conducting public relations campaigns, collaborating with local businesses to conduct market research studies.

THE STUDENT PROCESS



PRESENT

At local, state, and provincial conferences, students present the projects they have been working on during the school year.

SAMPLE JUDGE SCHEDULE

7:45 AM

Check-In, Breakfast,
Orientation and
Training

8:45 AM

Evaluate Student
Presentations

11:30 AM

Lunch

12:30 PM

Evaluate Student
Presentations

4:00 PM

Depart knowing
you have helped the
next generation of
future leaders and
entrepreneurs!

Please sign me up for the upcoming DECA conference. I had the opportunity to represent the grocery (retail) industry several years ago. I was, to say the least, very impressed with the program and the professional job that DECA does preparing its participants for the retail and marketing fields...

DAN MAGRUDER

District Manager, Smart & Final

SATURDAY JANUARY 13, 2018

120 VOLUNTEERS NEEDED

SERIES EVENTS

Principles of Business Administration Events

Principles of Business Management and Admin.
Principles of Finance
Principles of Hospitality and Tourism
Principles of Marketing

Management Team Decision Making Events

Business Law and Ethics
Buying and Merchandising
Entrepreneurship
Financial Services
Hospitality Services
Marketing Management
Sports and Entertainment Marketing
Travel and Tourism

Individual Series Events

Accounting Applications
Apparel and Accessories Marketing
Automotive Services Marketing
Business Finance
Business Services Marketing
Entrepreneurship
Food Marketing
Hotel and Lodging Management
Human Resources Management
Marketing Communications
Quick Serve Restaurant Management
Restaurant and Food Service Management
Retail Merchandising
Sports and Entertainment Marketing

Personal Financial Literacy Events

Personal Financial Literacy Event

Please note that should you select a specific event to judge, the judge coordinator will make every effort to place you in that event, however, due to event sizes and judge needs we cannot guarantee specific event placement

FOR MORE INFORMATION:

Email christine.swenson@gmail.com



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WRITTEN/PREPARED EVENTS

Business Operations Research Events

Business Services
Buying and Merchandising
Finance
Hospitality and Tourism
Sports and Entertainment Marketing

Entrepreneurship Events

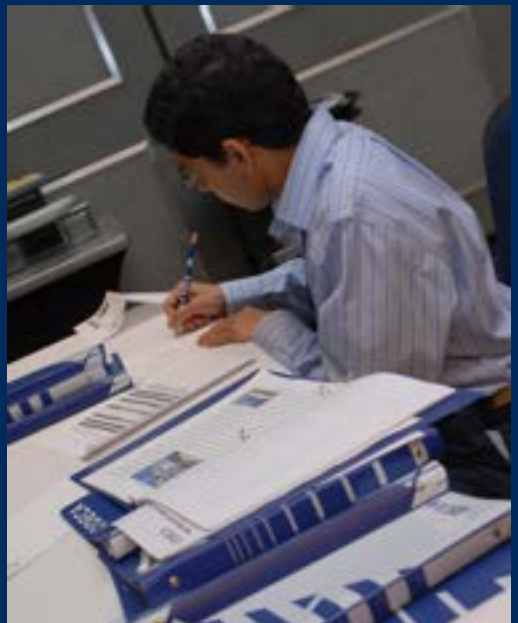
Innovation Plan
Start-Up Business Plan
Independent Business Plan
International Business Plan
Business Growth Plan
Franchise Business Plan

Marketing Representative Events

Advertising Campaign
Fashion Merchandising Promotion Plan
Sports and Entertainment Promotion Plan

Professional Selling Events

Financial Consulting Event
Hospitality and Tourism Professional Selling
Professional Selling



WHAT WILL YOU BE JUDGING?

DECA has nearly 60 competitive events, from prepared business plans and market research events to on-the-spot role plays and case studies. Below is a brief overview of the various competitive events offered at the Silicon Valley District Career Development Conference that our judges will assist with:



SERIES EVENTS

Principles of Business Administration Events, Individual Series Events and Team Decision Making Events consist of two major parts: a written comprehensive exam and role-playing situations. The number and type of role play depends on the event. Students participating in Principles of Business Administration Events compete individually in one 10-minute content interview. Students participating in Individual Series Events compete individually in two 10-minute role play situations. Students Competing in Team Decision Making Events compete as a team in one 15-minute case study situation. Principles of Business Administration Events and Individual Series Events are individual events, while Team Management Decision Making Events have a team of 2 participants.



WRITTEN EVENTS

Written events cover a wide variety of topics and consist of two parts: a written report (5 to 30 pages) and a presentation (15 minutes). Written events consist of one to three students. Preparation for these events takes place prior to the conference, often times months before. Students may choose to participate in entrepreneurship and business plan type events, promotional plans, marketing research plans or chapter projects.

ADDITIONAL RESOURCES

Below is a list of links to additional resources that discuss DECA, the DECA Competitive Events Program and the judging experience at a DECA conference including sample videos of DECA competitive events



SAMPLE COMPETITIVE EVENT VIDEOS

<http://goo.gl/wfJoLH>

DECA SUPPORTS EDUCATIONAL INITIATIVES

<http://goo.gl/esWM3N>

LEARN MORE ABOUT CALIFORNIA DECA

<http://www.californiadeca.org/getdeca>

Thank you for your interest in judging. We hope to see you in San Ramon on January 13, 2018!



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