

SPEND TIME WITH  
**EMERGING  
LEADERS**

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**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.**



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.

# HERE'S HOW YOU CAN HELP

Over **1,000** members will attend the 2018 Silicon Valley District Career Development Conference in Santa Clara, California!

## JANUARY 6, 2018

**Santa Clara Marriott**  
2700 Mission College Blvd  
Santa Clara, CA 95054

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.**



# REGISTER TODAY

[www.californiadeca.org/judge](http://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 6, 2018

135 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 [judge@californiadeca.org](mailto:judge@californiadeca.org)



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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

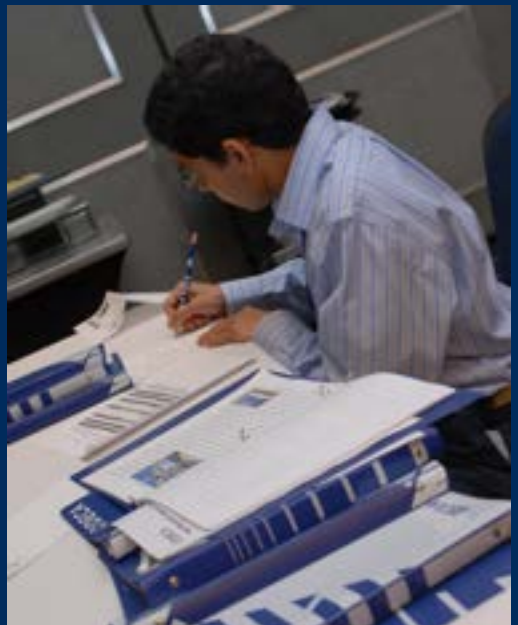
Innovation Plan  
Start-Up Business Plan  
Independent Business Plan  
International Business Plan  
Business Growth Plan  
Franchise Business Plan

### 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 Santa Clara on January 6, 2018!



**REGISTER TODAY**

[www.californiadeca.org/judge](http://www.californiadeca.org/judge)