

THANK YOU ALUMNI!

Washington

Aneesh Konda
Ananth Mahes
Suhair Imaduddin
Piram Singh
Ananya Veeraragavan
Sharleen Sandu
Sivanaash Kathiravam
Muna Abbas

Dublin

Kishu Bhatnagar
Christine Luu
Arielle Lew
Rachana Mukkamala
Maahum Shahab
Emma Caulfield
Liron Day
Aniket Behera
Christina Doss
Haimi Shah
Ryan Mc Corriston

Foothill DECA

Tadeh Sarkis
Rachel Orpina
Allie Cafalo
Brandon Ricci
Mihir Weling
Rithvik Sunku
Nathan Williams

Goldenwest DECA

Joy Rubio
Annie Rubio
Jezraiah Cabasa
Nora Canasa

Castro Valley

Amber Dai
Damon Tran
Kyle Bales
Hans Poulsen

Granada DECA

Christine Swenson
Stephanie Romano
Jesse Taylor
Connor Christoff
Cody Smith
Emily Wilson
Tatiana Hernandez
Gabriella Benevento
Kirstie Burgess
Haylie Sunderland
Brianna Shultz
Hanan Dogar
Taylor Detlefsen
Hayley Wantanabe
Ellie Guinchard
Priya Sri-Tharan

Manteca

Guadalupe Piceno-Lopez

CALIFORNIADECA.ORG/M/NORCAL/

JANUARY 17-19, 2020

NORTHERN CALIFORNIA

CAREER DEVELOPMENT CONFERENCE



State Officer Team

Elisa Zhang, State President
Amory Gao, VP of Leadership
Mariam Mustafa, VP of Marketing
Kaitlyn Phan, VP of Northern California
Matthew Allana, VP of Southern California
Tylor Wu, VP of Silicon Valley

NorCal District Action Team

Isabella Siu, VP of Leadership
Adithi Jawahar, VP of Career Development
Rishika Singh, VP of Marketing
Oliver Zhang, VP of Finance
Anushka Kulkarni, VP of Hospitality

FRIDAY, JAN 17

9:00 a.m	Headquarters/ Tabulation	San Ramon Boardroom
10:00 a.m	State / District Officer Testing	Salon F
12:00 - 3:00 p.m	Conference Registration	Salon 2 Concierge
3:00 p.m	TESTING - GROUP 1 American, Arroyo, Encinal, Foothill, Granada, Goldenwest, Irvington, Moreau Catholic, Mountain House, Washington, Weston Ranch	
	<i>Marketing</i>	Salon D-E
	<i>Business Administration Core</i>	Contra Costa Ballroom
	<i>Business Management & Administration</i>	Contra Costa Ballroom
	<i>Entrepreneurship</i>	Salon G
	<i>Finance Cluster</i>	Salon G
	<i>Hospitality & Tourism</i>	Salon A-C
5:00 p.m	TESTING - GROUP 2 Amador, Alameda, Castro Valley, Dublin, Manteca, Quarry Lane	
	<i>Marketing</i>	Salon A-C
	<i>Business Administration Core</i>	Contra Costa Ballroom
	<i>Business Management & Administration</i>	Contra Costa Ballroom
	<i>Entrepreneurship</i>	Contra Costa Ballroom
	<i>Finance Cluster</i>	Contra Costa Ballroom
	<i>Hospitality & Tourism</i>	Salon A-C
	<i>DECA Knowledge-Arroyo</i>	Contra Costa Ballroom
7:00 p.m	TESTING- GROUP 3 <i>All students taking a 2nd test</i> <i>DECA Knowledge- , Castro Valley, Dublin</i>	Contra Costa Ballroom
5:30 - 7:30 p.m	Event Manager Training & Preparation <i>Dinner Included</i>	Pleasanton/Danville
9:00 p.m	Opening Session	Bishop Ranch Ballroom
10:30 p.m	Dessert with DECA & President's Council <i>Alumni & Chapter Presidents</i>	Salon 2
10:00 p.m	Competitive Events Appointments Posted on Mobile Website	
11:00 p.m	Curfew (Security on all floors)	

OPERATION GRATITUDE

This year at NorCal, California DECA is partnering with **Operation Gratitude** to thank the very people who make immeasurable sacrifices for our country. Please stop by the service station in the **Campaign Hall on Saturday** to write a **thank you card to a deployed troop, veteran, new recruit, or first responder**. Your letter will be mailed to Operation Gratitude after the conclusion of the conference.

ADVOCACY LETTER CAMPAIGN

We want you to **share your DECA stories** with our state legislators to explain why they should continue supporting CTSOs and making DECA possible. In your **registration packets, each member should receive an Advocacy Letter Campaign Kit** with a letter paper and instructions on how to format your letter. Please submit your completed letters in the Campaign Hall all of Saturday and be entered to **win a raffle for a \$50 Amazon Gift Card**. If you have questions, please reach out to the state officer team or NorCal DAT!

NORCAL SOCIAL MEDIA CHALLENGE!

Post these photos on your story and tag @californiadeca for a chance to win a \$25 Amazon Gift Card!

**if your account is on private, please dm @californiadeca the screenshot

- 1 Find: A Member of your State Officer Team**
Selfie with CA DECA VP of NorCal, Kaitlyn Phan or CA DECA VP of Marketing, Mariam Mustafa.
- 2 Find: A Member of the NorCal DAT Team**
Selfie with Isabella Siu, Adithi Jawahar, Rishika Singh, Oliver Zhang, or Anushka Kulkarni and ask them about their favorite part of being on NorCal DAT
- 3 Chapter Advisor Thank You's**
Selfie with your chapter advisor & thank them for helping you with DECA.
- 4 San Ramon Adventures**
How are you exploring San Ramon? Show us what you did during your chapter time!
- 5 DECA Dance Off & Game On**
Show us your best dance moves at the DECA Dance or having fun at the DECA Game Room
- 6 DECA Forever**
Selfie with a DECA Alumni and ask them about what they miss the most from DECA!
- 7 Ready for Competition!**
Take a picture with two other people in your favorite business professional dress.
- 8 Find: A VP of NorCal Candidate**
Visit the campaign booths and take a selfie with one of the VP of NorCal candidates. Ask them about their platform!
- 9 Operation Gratitude**
Take a picture of your completed Operation Gratitude card!
- 10 Advocacy Letter Campaign**
Take a picture of your completed Advocacy Letter. What's your DECA story?

DO YOU KNOW WHAT CLUSTER EXAM TO TAKE?
DOUBLE CHECK HERE!

Marketing Cluster Test

AAM Apparel & Accessories Marketing
ASM Automotive Services Marketing
ADC Advertising Campaign
BTDM Buying and Merchandising Team Decision Making
BSM Business Services Marketing
FMS Food Marketing
IMCP Integrated Marketing Campaign Product
IMCS Integrated Marketing Campaign Service
IMCE Integrated Marketing Campaign Event
MTDM Marketing Communications Team Decision Making
MCS Marketing Communications Series
PSE Professional Selling
RMS Retail Merchandising Series
SEM Sports & Entertainment Marketing
STDM Sports & Entertainment Team Decision Making

Finance Cluster Test

ACT Accounting Applications
BFS Business Finance Series
FTDM Financial Services Team Decision Making
FCE Financial Consulting Event

Financial Literacy Exam

PFL Personal Financial Literacy

Hospitality & Tourism Cluster

HLM Hotel & Lodging Marketing
HTDM Hospitality Team Decision Making
HTPS Hospitality & Tourism Professional Selling
QSRM Quick Serve Restaurant Management
TTDM Travel & Tourism team Decision
RFSM Restaurant & Food Service Management

Business Management & Administration Cluster Test

HRM Human Resources Management
BLTDM Business Law & Ethics Team Decision Making

Business Administration Core

PHT Principles of Hospitality & Tourism
PBM Principles of Business Management
PBM Principles of Marketing
PFN Principles of Finance

Entrepreneurship & Small Business Management Test

ENT Entrepreneurship
ETDM Entrepreneurship Team Decision Making

SATURDAY, JAN 18

7:45 – 8:30 a.m	Judges Orientation/Continental Breakfast	Salon 1
8:00 – 11:30 p.m	DECA Headquarters	San Ramon Boardroom
8:30 – 12:00 p.m	Election Booths Operation Gratitude Advocacy Letter Campaign	Salon 2 Concierge
8:45 – 12:00 p.m	Individual Series Role-Play Event # 1 Principle Events Professional Selling & Consulting Events	Bishop Ranch Ballroom
	Team Decision Making	Salon F-H
11:15 – 12:30 p.m	Judges / Event Manager/ Assistants Lunch	
12:15 - 4:00 p.m	Written Project Presentations (By appointment)	
	Business Operations Research Events BOR, BMOR, FOR, HTOR, SEOR	Restaurant
	Entrepreneurship Events EBG, EIB, EFB, EIP, IBP ESB	Salon 1 Salon 2
	Marketing Representative Events IMCP, IMCE, IMCS	Pleasanton/Danville
12:15 – 4:00 p.m	Individual Series Role-Play Event # 1 Principle Events Professional Selling & Consulting Events Team Decision Making	Bishop Ranch Ballroom
5:30 p.m	Northern California VP Election Session	Salon 2
8:30- 10:30 p.m	DECA Dance DECA Game Room	Salon A-D Salon 1
8:30 – 9:30 p.m	Advisor Meeting	Salon 2
11:00pm-6:00 a.m	Curfew (security on all floors)	

SUNDAY, JAN 19

7:30 a.m	Luggage Storage	Designated areas
8:00 a.m	Awards Session	Bishop Ranch Boardroom
9:15 a.m	Breakfast Buffet	
10:00 a.m	Awards Session	
11:45 a.m	Conference Adjourned Advisors pick up tests and folios	San Ramon Boardroom

DECA DANCE & GAME ROOM

"SHINE BRIGHT LIKE A DIAMOND"
DECA BLACKLIGHT DANCE 2020

DECA GAME ROOM

- Nintendo Switch- Super Smash Bros.
- Xbox
- Ping Pong Table
- Photobooth
- Card Games, Cornhole, Jenga
- Twister
- Snacks!