



## 2023 DISTRICT CAREER DEVELOPMENT CONFERENCE

Your 2022-2023 California DECA State Officer Team extends a warm welcome to the 2023 NorCal CDC and they look forward to working with you to ensure your future competition success.

### California DECA State Officer Team

State President – Daniel Dolan  
VP of Leadership – Nitin Jaladanki  
VP of Marketing – Kate Clifford  
VP of Northern California – Sara Vannoni  
VP of Silicon Valley – Vineeta Muvvala  
VP of Southern California – Brayden Lou

### NorCal District Action Team

President – Sara Vannoni  
VP of Career Development – Ruijia Gu  
VP of Finance – Leo Shao  
VP of Hospitality – Rohit Mamidipaka  
VP of Leadership – Rhea Jain  
VP of Marketing – Sudiksha Vaidyanathan

**It's time to work hard, Get The Edge, and claim that DECA Glass!**

The "Get The Edge" logo is displayed on a white background. "GET THE" is in yellow, stacked vertically. "EDGE" is in blue, with the "E" stylized as three horizontal bars. Below "EDGE" is the DECA logo, which consists of a small white diamond icon followed by the word "DECA" in blue.

# PROGRAM OUTLINE AND AGENDA

## FRIDAY

|                    |  |  |
|--------------------|--|--|
| 12:00 – 3:00 PM    | Conference Registration  | Salon 2 Concierge  |
| 3:00 PM            | <b>Testing Session #1</b> <ul style="list-style-type: none"><li>• <i>Entrepreneurship &amp; Small Business (ES)</i></li><li>• <i>Finance Cluster (FC)</i></li><li>• <i>Personal Financial Literacy (PF)</i></li><li>• <i>Business Administration Core (BA)</i></li><li>• <i>Business Management &amp; Admin (BM)</i></li><li>• <i>Marketing Cluster (MC)</i></li><li>• <i>Hospitality &amp; Tourism (HT)</i></li></ul>                                 | <i>Contra Costa</i><br><i>Contra Costa</i><br><i>Contra Costa</i><br><i>Bishop Ranch A-C</i><br><i>Bishop Ranch A-C</i><br><i>Bishop Ranch D</i><br><i>Bishop Ranch F-H</i>  |
| 5:00 PM            | <b>Testing Session #2</b> <ul style="list-style-type: none"><li>• <i>Entrepreneurship &amp; Small Business (ES)</i></li><li>• <i>DECA Knowledge</i></li><li>• <i>Business Administration Core (BA)</i></li><li>• <i>Business Management &amp; Admin (BM)</i></li><li>• <i>Marketing Cluster (MC)</i></li><li>• <i>Finance Cluster (FC)</i></li><li>• <i>Personal Financial Literacy (PF)</i></li><li>• <i>Hospitality &amp; Tourism (HT)</i></li></ul> | <i>Contra Costa Ballroom</i><br><i>Contra Costa Ballroom</i><br><i>Bishop Ranch A-C</i><br><i>Bishop Ranch A-C</i><br><i>Bishop Ranch D</i><br><i>Bishop Ranch F-H</i><br><i>Bishop Ranch F-H</i><br><i>Bishop Ranch F-H</i> |
| 5:30 – 7:30 PM     | Event Manager Training & Preparation   | Pleasanton/Danville  |
| 7:00 PM            | <b>Testing Session #3</b> <ul style="list-style-type: none"><li>• <i>DECA Knowledge</i></li><li>• <i>All students taking a second test</i></li></ul>   | <i>Contra Costa Ballroom</i><br><i>Contra Costa Ballroom</i>   |
| 9:00 – 10:30 PM    | Grand Opening Session  | Bishop Ranch Ballroom  |
| 10:30 PM           | Dessert with DECA & President's Council<br>For Alumni & Chapter Presidents Only  | Pleasanton/Danville  |
| 11:00 PM – 6:00 AM | Curfew   | In Your Own Room   |

## SATURDAY

|                     |   |  |
|---------------------|---|--|
| All Day             | Conference Headquarters   | San Ramon Boardroom  |
| 7:45 – 8:30 AM      | Judge Orientation & Breakfast   | Assigned Event Location  |
| 8:30 AM – 12:00 PM  | Candidate Booths  | Salon 2 Concierge  |
| 8:45 AM – 12:00 PM  | Morning Competitive Events* <ul style="list-style-type: none"><li>• <i>Individual Series RP1</i></li><li>• <i>Team Decision Making Events</i></li><li>• <i>Professional Selling</i></li></ul> | <i>Bishop Ranch Ballroom</i><br><i>Bishop Ranch Ballroom</i><br><i>Bishop Ranch Ballroom</i> |
| 9:00 AM – 4:00 PM   | Written Events*   | <i>Contra Costa Ballroom</i>   |
| 11:15 AM – 12:30 PM | Judges/Event Managers/Assistants Lunch  | Ballroom Lobby   |
| 12:30 PM – 3:30 PM  | Afternoon Competitive Events* <ul style="list-style-type: none"><li>• <i>Individual Series RP2</i></li><li>• <i>Principles Events</i></li><li>• <i>Personal Financial Literacy</i></li></ul>  | <i>Bishop Ranch Ballroom</i><br><i>Bishop Ranch Ballroom</i><br><i>Bishop Ranch Ballroom</i> |

|                      |   |                       |
|----------------------|---|-----------------------|
| 3:00 – 4:30 PM       | Officer Candidate Interviews            | Tri Valley 1          |
| 5:30 PM              | Northern California VP Election Session | Pleasanton/Danville   |
| 8:30 – 10:30 PM      | Game Night & Dance                      | Salon D-E             |
| 11:00 PM – 6:00 AM   | Curfew                                  | In Your Own Room      |
| <b><u>SUNDAY</u></b> |   |                       |
| 7:00 AM – 12:00 PM   | Luggage Storage                         | Designated Areas      |
| 8:00 – 9:15 AM       | Mini Awards Session                     | Bishop Ranch Ballroom |
| 9:15 – 10:00 AM      | Breakfast                               | Bishop Ranch Foyer    |
| 10:00 – 11:45 AM     | Grand Awards                            | Bishop Ranch Ballroom |
| 12:00 PM             | Advisors Collect Exit Packets           | San Ramon Boardroom   |

*\*See mobile conference site for specific competition time*