



2024 DISTRICT CAREER DEVELOPMENT CONFERENCE

Your 2023-2024 California DECA State Officer Team & NorCal DAT extend a warm welcome to the 2024 NorCal CDC and they look forward to working with you to ensure your future competition success.

California DECA State Officer Team

State President – Leo Shao
Vice President of Leadership – Diya Jain
Vice President of Marketing – Samaira Mehta
Vice President of Northern California – Ruijia Gu
Vice President of Silicon Valley – Emily Mitnick
Vice President of Southern California – SJ Janolkar

NorCal District Action Team

President – Ruijia Gu
VP of Career Development – Arnav Dua
VP of Finance – Rushil Sahai
VP of Hospitality – Cydney Leung
VP of Leadership – Tamanna Gandhi
VP of Marketing – Ava Alburo

 **DECA**
EXPERIENCE
the **DIFFERENCE**

PROGRAM OUTLINE AND AGENDA

FRIDAY

12:00 – 3:00 PM	Conference Registration	Salon 2 Concierge
3:00 PM	Testing Session 1 Groups A & B * <ul style="list-style-type: none"> • <i>Entrepreneurship and Small Business Mgmt. (ES)</i> • <i>Finance Cluster (FC)</i> • <i>Hospitality & Tourism (HT)</i> • <i>Business Management & Admin (BM)</i> • <i>Marketing Cluster (MC)</i> • <i>Personal Financial Literacy (PF)</i> • <i>Business Administration Core (BA)</i> • <i>Hospitality & Tourism Overflow (HT)</i> 	Contra Costa Ballroom Contra Costa Ballroom Bishop Ranch A-C Bishop Ranch D-E Bishop Ranch D-E Bishop Ranch D-E Bishop Ranch F-H Bishop Ranch F-H
5:00 – 6:30 PM	Event Manager Training & Preparation	Pleasanton/Danville
5:00 PM	Testing Session 2 Group C * <ul style="list-style-type: none"> • <i>Marketing Cluster (MC)</i> • <i>Entrepreneurship and Small Business Mgmt. (ES)</i> • <i>Finance Cluster (FC)</i> • <i>Hospitality & Tourism (HT)</i> • <i>Marketing Cluster Overflow (MC)</i> • <i>Personal Financial Literacy (PF)</i> • <i>Business Administration Core (BA)</i> • <i>Business Management & Admin (BM)</i> 	Contra Costa Ballroom Bishop Ranch A-C Bishop Ranch A-C Bishop Ranch A-C Bishop Ranch A-C Bishop Ranch A-C Bishop Ranch F-H Bishop Ranch F-H
7:00 – 8:30 PM	Opening Session Group A *	Bishop Ranch Ballroom
7:00 PM	Testing Session 3 Groups B & C * <ul style="list-style-type: none"> • <i>Students taking a second test</i> • <i>DECA Knowledge</i> 	Contra Costa Ballroom Contra Costa Ballroom
9:00 – 10:30 PM	Opening Session Groups B & C *	Bishop Ranch Ballroom
9:00 PM	Testing Session 4 Group A * <ul style="list-style-type: none"> • <i>Students taking a second test</i> • <i>DECA Knowledge</i> 	Contra Costa Ballroom Contra Costa Ballroom
10:30 PM	Dessert with DECA & President's Council For Alumni & Chapter Presidents Only	Pleasanton/Danville
11:00 PM – 6:00 AM	Curfew	In Your Own Room

* GROUP ASSIGNMENTS

<u>Group A</u>	<u>Group B</u>	<u>Group C</u>
Amador Valley	BASIS Fremont	Arroyo
Encinal	Foothill	Castro Valley
Golden West	Le Grand	Dublin
Irvington	Quarry Lane	Granada
Mountain House		Granite Bay
		Washington

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">• <i>Individual Series (Role Play 1)</i>• <i>Team Decision Making Events</i>	Bishop Ranch Ballroom Bishop Ranch Ballroom
9:00 AM – 4:00 PM	<i>Written Events**</i>	Contra Costa Ballroom
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">• <i>Individual Series (Role Play 2)</i>• <i>Principles Events</i>• <i>Personal Financial Literacy</i>• <i>Professional Selling</i>	Bishop Ranch Ballroom Bishop Ranch Ballroom Bishop Ranch Ballroom Bishop Ranch Ballroom
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

SUNDAY

7:00 AM – 12:00 PM	Luggage Storage	Designated Areas
8:00 – 10:00 AM	Breakfast <ul style="list-style-type: none"><i>Dining Area</i><i>Dining Area</i><i>Dining Area</i>	Bishop Ranch Foyer Bishop Ranch Ballroom Contra Costa Ballroom Pleasanton/Danville
8:30 – 11:00 AM	Rolling Grand Awards Session <i>See next page for awards order and estimated start times</i>	Bishop Ranch Ballroom
11:00 AM	Advisors Collect Exit Packets	San Ramon Boardroom

**See mobile conference site at californiadecca.org/m/NorCal for specific competition times.

Grand Awards Session | Awards Order

8:30 AM***

Written Events – 20 Page Reports

*Business Growth Plan
Business Services Operations Research
Buying & Merchandising Operations Research
Finance Operations Research
Franchise Business Plan
Hospitality & Tourism Operations Research
Independent Business Plan
International Business Plan
Sports & Ent. Marketing Operations Research*

8:45 AM***

Written Events – 10 Page Reports

*Innovation Plan
Start-Up Business Plan
Integrated Marketing Campaign - Event
Integrated Marketing Campaign - Product
Integrated Marketing Campaign – Service*

9:00 AM ***

Professional Selling

*Financial Consulting
Hospitality & Tourism
Professional Selling*

9:10 AM***

Team Decision Making Events

*Business Law & Ethics
Buying & Merchandising
Entrepreneurship
Financial Services
Hospitality Services
Marketing Management
Sports & Ent. Marketing
Travel & Tourism*

9:35 AM***

Principles Events

*Principles of Business Management & Admin.
Principles of Finance
Principles of Hospitality & Tourism
Principles of Marketing*

9:45 AM***

Individual Series & Personal Financial Literacy

*Personal Financial Literacy
Accounting Applications Series
Apparel & Accessories Marketing Series
Automotive Services Marketing Series
Business Finance Series
Business Services Marketing Series
Entrepreneurship Series
Food Marketing Series
Hotel & Lodging Management Series
Human Resources Management Series
Marketing Communications Series
Quick Serve Restaurant Management Series
Restaurant & Food Service Management
Retail Merchandising Series
Sports & Entertainment Marketing Series*

*** Estimated Start Time