



2024 DISTRICT CAREER DEVELOPMENT CONFERENCE

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

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



WORKSHOPS – Presented by Nathaniel Tavaréz (TEAMTRI)

THE POWER OF STORYTELLING!:

For thousands of years societies have risen and fallen, businesses advanced and declined, all through the simple power of telling a story. In this session you will learn the elements of every successful and memorable story and understand how to apply the framework of storytelling to the world of business and leadership.

BUSINESS MADE SIMPLE:

A customer is anyone who can say no that needs to say yes. Profit is the measure of how well you do what you do. The key to business growth is capital, strategy and leadership. Business does not have to be difficult and complicated. Learn key lessons that make business simple, fun, and rewarding. Go to infinity and beyond in this superpower session on business leadership.

AND YOU THOUGHT SCHOOL WAS TOUGH...:

There's no doubt, finding your way through your academic journey can be pretty tough. But the grit and strength you gain from this journey can prepare you to survive and thrive in the expected and unexpected. In this session you will learn about the powerful story of a survivor and how the leadership experiences he gained in middle school and high school allowed him to succeed after one of the toughest experiences you can imagine. Get ready to be encouraged and inspired to navigate through the tough experiences in academics and life.

THE SPEAKING PRODIGY:

A speech is always something that you have to give by simply living in this world. Learn how to craft and deliver a game changing speech using various tips and tricks to make your speech sound more professional, how to remember what comes next, and what to do if you get lost along the way. You'll be able to walk in front of your next crowd with confidence and show your audience why they should listen to and act on every word.

PROGRAM OUTLINE AND AGENDA

FRIDAY

4:00 - 11:30 PM	Conference Headquarters	Avalon 1
4:00 - 6:00 PM	Conference Registration <i>for Three Day/Two Night Conference</i>	Avalon 1
4:00 - 6:00 PM	Dinner	On Your Own
6:30 - 8:00 PM	Comprehensive Written Exams <i>for Three Day/Two Night Conference</i>	Santa Rosa A
7:00 PM	Advisor Meeting <i>for Three Day/Two Night Conference</i>	Santa Rosa B
8:30 - 10:00 PM	Opening Session/Activities	Santa Rosa B
10:30 PM - 6:00 AM	Curfew	In Your Own Room

SATURDAY

All Day

	Conference Headquarters	Avalon 1
7:30 - 9:00 AM	Breakfast	On Your Own
7:30 AM - 5:00 PM	Luggage Storage	Catalina B
9:00 - 9:45 AM	Judge Check-in & Breakfast	Santa Rosa A
9:00 - 9:45 AM	Conference Registration <i>for Two Day/One Night Conference</i>	Avalon 1
9:00 AM - 3:00 PM	Candidate Booths	Santa Rosa Foyer
9:00 AM	Advisor Meeting <i>for Two Day/One Night Conference</i>	Santa Rosa A
10:00 AM - 12:00 PM	Competitive Events • <i>Morning Events</i>	Santa Rosa A/B <i>See Mobile Conference Site</i>
10:00 AM - 3:00 PM	DECA Knowledge Test	Catalina A
10:00 - 11:00 AM	Workshop: The Power of Storytelling!	Catalina C
10:00 AM - 3:00 PM	Comprehensive Written Exams <i>for Two Day/One Night Conference</i>	Catalina A
11:00 AM - 12:00 PM	Workshop: Business Made Simple	Catalina C
11:45 AM - 1:00 PM	Judge/Proctors Lunch	Santa Rosa A/B
1:00 - 3:00 PM	Competitive Events • <i>Afternoon Events</i>	Santa Rosa A/B <i>See Mobile Conference Site</i>
1:00 - 2:00 PM	Workshop: You Thought School Was Tough...	Catalina C
2:00 - 3:00 PM	Workshop: The Speaking Prodigy	Catalina C
3:00 - 4:00 PM	SoCal VP Election Session	Catalina C
4:00 - 4:45 PM	Presidents Council Meeting	Avalon 2
5:00 - 8:00 PM	Dinner	On Your Own
8:00 - 9:30 PM	SoCal Social Activity	Santa Rosa Ballroom
10:00 PM - 6:00 AM	Curfew	In Your Own Room

SUNDAY

6:00 AM - 12:00 PM	Luggage Storage	Avalon 2
8:00 - 9:00 AM	Mini Awards Session	Santa Rosa
9:00 - 10:00 AM	Awards Breakfast	Santa Rosa
9:45 - 10:30 AM	Grand Awards	Santa Rosa
11:00 AM	Advisors Collect Exit Packets	Santa Rosa Lobby