



2025 DISTRICT CAREER DEVELOPMENT CONFERENCE

Your 2024-2025 California DECA State Officer Team extends a warm welcome to the 2025 SV CDC and they look forward to working with you to ensure your future competition success.

State President – Diya Jain
Vice President of Leadership – Aaditya (AJ) Jain
Vice President of Marketing – Bhavya Mehta
Vice President of Northern California – Ella Min
Vice President of Silicon Valley – Aum Patel
Vice President of Southern California – Rayyan Darugar



WORKSHOPS – Presented by Scott Mathie (TEAMTRI)

CATAPULT YOUR CAREER WITH CREATIVITY

Successful problem solvers think about things differently. You don't have to be a "creative person" to utilize creativity in your career! Experience ways to better tap into your creative powers to help you tackle your DECA competition and future career.

TO DOMINATE, FIRST COMMUNICATE

Communication for a team is like oxygen to life. Without it, it dies! Gain perspective on the true power of communication to better utilize this critical 21st-century skill to help you become a more decisive leader and a better competitor.

THINKING LIKE A HIGH PERFORMER

Sharpen your critical thinking and decision-making skills to stand out in DECA competitions and make smarter choices in your daily life. Discover how top performers think, solve problems, and make decisions leading to success in competitions and future careers!

COLLAB LAB: CREATING ULTIMATE COLLABORATION

You can go fast alone, but we can go further together! Even the best entrepreneurs, marketers, and business leaders found ultimate success through their ability to collaborate with others. Putting these skills into practice and developing this critical 21st-century skill that judges look for in competition will help further your career.

PROGRAM OUTLINE AND AGENDA

FRIDAY

| | | |
|--------------------|---|--|
| 2:00 - 4:00 PM | Conference Registration | Sierra |
| 2:00 - 4:00 PM | Waiting Room <i>(if hotel rooms aren't ready)</i> | California Ballroom |
| 3:00 - 5:00 PM | Competitive Event Testing Session #1 <ul style="list-style-type: none"> • <i>Business Management & Admin (BM)</i> • <i>Entrepreneurship (ES)</i> • <i>Finance Cluster (FC)</i> • <i>Marketing (MC)</i> • <i>Marketing (MC) Overflow</i> • <i>Personal Financial Literacy (PF)</i> • <i>1st Exam for those with 2 exams during session 2</i> | California 1,2,3 California 1,2,3 Hall of Cities Grand Ballroom Hall of Cities <i>*overflow room</i> Prospector A/B Prospector A/B |
| 5:00 - 5:30 PM | Presidents Council Meeting | Ponderosa |
| 5:30 - 7:30 PM | Competitive Event Testing Session #2 <ul style="list-style-type: none"> • <i>Business Administration Core (BA)</i> • <i>Business Administration Core (BA) Overflow</i> • <i>Hospitality & Tourism (HT)</i> • <i>Hospitality & Tourism (HT) Overflow</i> • <i>2nd Exam for those with 2 exams during session 1</i> | Grand Ballroom Hall of Cities <i>*overflow room</i> Hall of Cities Prospector A/B <i>*overflow room</i> Prospector A/B |
| 6:00 - 8:00 PM | Advisor/Event Manager Dinner & Meeting | Sedona |
| 8:30 - 9:30 PM | Grand Opening Session | California Ballroom |
| 10:30 PM - 6:00 AM | Curfew | In Your Own Room |

SATURDAY

| | | |
|------------------|--|---------------------------|
| All Day | Conference Headquarters | Sequoia |
| 7:30 - 9:00 AM | Breakfast | On Your Own |
| 7:45 - 9:00 AM | Judge Orientation & Breakfast | Sedona |
| 8:30 - 4:00 PM | Candidate Booths | California Ballroom Lobby |
| 9:00 - 12:00 PM | Pre-Scheduled Makeup Testing | Sierra |
| 9:00 - 4:00 PM | Individual Series Events | California Ballroom |
| 8:45 - 4:00 PM | Team Decision Making Events | Grand Ballroom |
| 9:00 - 4:00 PM | Professional Selling Events | California Ballroom |
| 9:00 - 4:00 PM | Personal Financial Literacy | California Ballroom |
| 9:00 - 4:00 PM | Written Event Presentations | California Ballroom |
| 9:00 - 4:00 PM | Principles of Business Management Events | Hall of Cities |
| 10:00 - 11:00 AM | Workshop: Catapult Your Career With Creativity | Sedona |
| 11:00 - 12:00 PM | Workshop: To Dominate, First Communicate | Sedona |
| 2:00 - 4:00 PM | Candidate Interviews | Ponderosa |
| 2:00 - 3:00 PM | Workshop: Thinking Like A High Performer | Sedona |
| 3:00 - 4:00 PM | Workshop: Collab Lab: Creating Ultimate Collaboration | Sedona |
| 4:00 - 5:00 PM | Silicon Valley VP Election Session | Ponderosa |
| 5:00 - 8:00 PM | Dinner | On Your Own |

7:30 – 9:30 PM

Game Room

Sedona

10:00 PM – 6:00 AM

Curfew

In Your Own Room

SUNDAY

6:00 AM – 12:00 PM

Luggage Storage

Assigned During Registration

8:00 – 10:30 AM

Awards Session

*Breakfast is not included in the Awards Session.
Breakfast is on your own.*

California Ballroom

10:30 AM

Advisors Collect Exit Packets

Sierra

* Visit mobile conference site at californiadeca.org/m/sv for specific competition time