

68TH ANNUAL
State CAREER DEVELOPMENT CONFERENCE
INDIANA DECA



March 9-11, 2014

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Check the monitors in the corridors of the hotel for conference information, changes and announcements.

Tabulation and Competitive Events Headquarters—Denver, Second Floor
 State Officer Headquarters—Hospitality Parlor 420
 DECA Headquarters—Suite 435/Registration 2



THANK YOU

The Indiana DECA Board, District Coordinators, Volunteers, and your State Officer Team put in a great deal of time and effort to make Indiana DECA and the State Career Development Conference successful. Please take a moment to thank them for their dedication and commitment.

Special Thanks To

Ben Davis Print Shop
CopyCo
DECA Chapter Advisors
DECA District Coordinators
Brian Lowe, Conference
Announcer
Indianapolis Marriott Downtown
Staff
Eric Ogle, Department of
Education Liaison

Indiana DECA Alumni
Indiana DECA Board
Imperial Trophy & Awards Co.
Johnson & Wales University
Judges
Tabco
Volunteers

2013-2014 State Officers and Advisors

Brandon Sakbun
Destiny Shafer
Vacant
Derek Whitis
Jacob Newlin
Jasmine Edison
Alicia Warmath
Baylee Crum
Allison Sherrill
Samantha Johnson
Emily Causey
Bailey Kendall
Vacant

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VP Communications
VP Corporate Development
VP Technology
District 1 President
District 2 President
District 3/6 President
District 4/5 President
District 7 President
District 8 President
District 9 President
District 10 President
District 11/12 President

Terre Haute South Vigo HS, Gen Craft
Union City Jr. Sr. High School, Becky Kuehl

Ben Davis High School, Rachel Jones
Washington Township HS, Julie Moore
Penn High School, Stephanie McElwrath
Mississinewa High School, Troy Simpson
Frankfort High School, Amanda Graham
Terre Haute South HS, Cathie Bryant
Martinsville High School, Matt Hankins
Union City Jr. Sr. High School, Becky Kuehl
Washington High School, Bill Turner

2013-2014 Indiana DECA Board

Becky Kuehl, District 9
Bill Turner, District 10
Amanda Graham, College Rep
Judy Commers, District 1
Laszlo Pinney, District 2
Brian McNeal, District 3/6
Michelle Goudy, District 4/5
Gen Craft, District 7
Steve Bennett, District 8
Robin Perry, District 11/12
Janice Brown
Emily Eaton
Cathie Bryant
Eric Ogle
Brandon Sakbun
Baylee Crum
Michelle Chapman

Board Chair, Union City HS
Vice Chair, Washington HS
Secretary, Frankfort HS
Porter County Career Center
Jimtown HS
Homestead HS
Westfield HS
Terre Haute South Vigo HS
Brownsburg HS
Brownstown Central HS
Executive Director
Chartered Association Advisor
IMEA Representative
Dept. of Education Liaison
State Officer Representative
State Officer Representative
Alumni Representative

Special Thanks!

A special thank you to the professional business people, community leaders, school personnel, post-secondary, and alumni members who have served as judges and worked to help Indiana DECA members develop their personal skills and occupational competencies. Without their assistance and support, this conference and our program of work would not be possible.

Thank you to each individual who has so generously encouraged students to explore careers in marketing, finance, hospitality, and management. Your participation and assistance are contributing to our future leaders.



DID YOU LOSE YOUR NAME BADGE?

Report to DECA Headquarters at Registration 2 (second floor of the hotel) or Suite 435 to receive a new one!

\$1.00



CONFERENCE STAFF

Alumni Activities	Charlie and Judy Heller
Awards	Kent Lewis
Competitive Events Coordinator	Janice Brown
Courtesy Corps	Michelle Chapman
Facilities Coordinator	Richard Davenport
General Sessions	Cathie Bryant, Emily Eaton Jessica Spaulding Cody Harner, Hunter Wethington
Judges' Coordinator	Emily Eaton
Registration On Site	Joe & Debra Fitzgerald
Security	Sheldon Buskirk Doug Flauding
Chartered Association Advisor	Emily Eaton
Registration/Tabulation Coordinator	Dave Smith
Written Projects Coordinator	Char Bredemeyer

National DECA's Mission Statement

DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe.

Indiana DECA's 2013-2014 Mission Statement

Indiana DECA enables future leaders and business professionals to make it count through community involvement, marketing, finance, hospitality and management.



2014 International
Career Development Conference in
Atlanta, Georgia
May 3—6, 2014

Indiana DECA SPONSORS

GRAND AWARDS SESSION SPONSOR (\$2,500)

Microsoft Indianapolis, IN

Diamond Level (\$2,000)

Clark H. Byrum School of Business Indianapolis, IN

GOLD LEVEL (\$1,000)

Kelley School of Business—Indianapolis Indianapolis, IN

SILVER LEVEL (\$500)

Tabco Terre Haute, IN (In-kind)

Men's Wearhouse Castleton (In-kind)

Bronze Level (\$100)

Costas Company Valparaiso, IN

Judge Sponsors

MHG Hotels Marsh

Chili's Microsoft

Thank you to all of our sponsors. Your continued support and financial backing continues to strengthen Indiana DECA and helps our students become the leaders of tomorrow!

Please support our sponsors and let them know we appreciate their support of Indiana DECA.



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OF BUSINESS

INDIANA UNIVERSITY
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GENERAL SESSION SEATING

Please adhere to the seating chart for all General Sessions!

The 2013 Sweepstakes winners will have priority seating and the remainder of the audience will be seated by district. There will be signage in the ballroom to direct you to your appropriate location. Please check with your advisor if you have any questions.



SCDC PROGRAM OF ACTIVITIES

SUNDAY, MARCH 9, 2014

1:00 p.m.	Tabulation Center Opens	Denver
1:00-3:00 p.m.	Conference Registration	Registration 2, 2nd Floor, Marriott Courtyard, SpringHill Suites, Fairfield Inn & Suites
1:00-9:00 p.m.	DECA Headquarters Open	Suite 435/Registration 2
3:45-4:15 p.m.	MANDATORY Advisor Meeting	Marriott Ballroom 1-4
4:15-4:45 p.m.	MANDATORY Event Chairpersons/Assistants Orientation	Marriott Ballroom 1-4
5:00-6:00 p.m.	Written Project Orientation	Marriott Ballroom 5-10
5:00-9:15 p.m.	Dinner On Your Own	
5:30-7:00 p.m.	Written Tests (Session 1)	IB, MB1-4, Santa Fe, Lincoln, FL/IL, MI/TX
7:15-8:45 p.m.	Written Tests (Session 2)	IB, MB1-4, Santa Fe, Lincoln, FL/IL, MI/TX
8:15-8:45 p.m.	Courtesy Corp Orientation	Indiana Boardroom
9:00-9:30 p.m.	IMEA Meeting	Lincoln
9:45-10:00 p.m.	Opening General Session Seating	Marriott Ballroom
10:00-11:00 p.m.	Opening General Session	Marriott Ballroom
11:00 p.m.	DECA Alumni Reception	Hospitality Suite 420
11:30 p.m.	CURFEW	

MONDAY, MARCH 10, 2014

6:30-8:30 a.m.	Breakfast On Your Own	
8:00 a.m.-7:30 p.m.	DECA Headquarters Open	Suite 435/Registration 2
8:00 a.m.-5:00 p.m.	Competitive Events Tabulation Center	Denver
8:00 a.m.-5:00 p.m.	Courtesy Corps Open	Registration 2
8:00-9:00 a.m.	Judges Orientation	Marriott Ballroom 7-8
8:00 a.m.-4:00 p.m.	Chapter Team Events	Marriott Ballroom 9-10
8:00 a.m.-4:00 p.m.	Business Operations Research Events	Marriott Ballroom 9-10
8:00 a.m.-5:00 p.m.	Business Management and Entrepreneurship Events	Marriott Ballroom 9-10
8:00 a.m.-4:00 p.m.	Individual Series Events	Indiana Ballroom
8:00 a.m.-4:00 p.m.	Principles of Business Administration Events	Utah
9:00 a.m.-12:00 p.m.	Team Decision Making Events Preliminaries	Marriott Ballroom 1-4
9:00 a.m.-3:00 p.m.	Professional Selling Events	Marriott Ballroom 1-4, Austin/Boston
9:00 a.m.-5:00 p.m.	Marketing Representative Events	Indiana Ballroom, Atlanta
9:30 -10:15 a.m.	Leadership Workshop #1 (A & B)	Lincoln & Santa Fe
10:30-11:15 a.m.	Leadership Workshop #2 (A & B)	Lincoln & Santa Fe
11:00 a.m.-1:00 p.m.	Judges' Luncheon	Marriott Ballroom 7-8
11:30 a.m.-1:00 p.m.	Lunch On Your Own	
1:00-1:45 p.m.	Leadership Workshop #3 (A & B)	Lincoln & Santa Fe
1:00-4:00 p.m.	Team Decision Making Events Finals	Marriott Ballroom 1-4
2:00-2:45 p.m.	Leadership Workshop #4 (A & B)	Lincoln & Santa Fe
2:30-3:00 p.m.	Candidate/Voting Delegate Reception	Marriott Ballroom 7-8
3:00-3:45p.m.	Leadership Workshop #5 (A & B)	Lincoln & Marriott Ballroom Foyer
3:00-5:00 p.m.	Election Session	Marriott Ballroom 7-8



MONDAY, MARCH 10, 2014 (CONTINUED)

4:30-7:15 p.m.	Dinner On Your Own	
7:15-7:30 p.m.	Recognition Session Seating	Marriott Ballroom
7:30-9:30 p.m.	Recognition Session, Awards Presentation, Keynote Speaker	Marriott Ballroom
10:00-11:30 p.m.	DECA Dance with Heartbreaker DJ	Indiana Ballroom
10:00-11:30 p.m.	Casino Night	Florida/Illinois
12:00 a.m.	CURFEW	

TUESDAY, MARCH 11, 2014

7:00-8:30 a.m.	Breakfast On Your Own	
8:45-9:00 a.m.	Microsoft Grand Awards & Recognition Session Seating	Marriott Ballroom
9:00-11:15 a.m.	Microsoft Grand Awards & Recognition Session, New State Officer Installation, State Officer Farewells	Marriott Ballroom
11:15-11:45 a.m.	International Career Development Conference Meeting	Marriott Ballroom
11:15 a.m.-12:00 p.m.	Manual and Written Project Pick-Up	Registration 2, 2nd Floor

Indiana DECA DRESS CODE

Professional appearance is an important aspect of the overall preparation of DECA members for the business world. To that end, Indiana DECA supports a dress code for its career-based functions that exemplifies the highest standards of professionalism while being non-discriminatory between males and females.

The dress code for both male and female delegates will be applicable at District, State, and International conferences. Members of Indiana DECA represent not only themselves while at conferences but also their schools, hometowns and the entire organization.

Category 1:

When Appearing Before Judges

The following is UNAPPROVED attire for Category 1: Any type of denim apparel or accessories. Hemlines shorter than 3" above the knee. Cleavage and/or midriffs showing. Flip flops, sandals, tennis shoes or hats.

Men:

- Official DECA blazers are encouraged but not mandatory
- Business suit or sport coat with dress slacks, collared dress shirt and necktie
- Dress shoes and dress socks

Women:

- Official DECA blazers are encouraged but not mandatory
- Business suit or blazer with dress blouse and dress skirt or dress slacks or business dress
- Dress shoes

Category 2:

General Sessions, Event Orientation, Testing, Leadership Workshops

The following is UNAPPROVED attire for Category 2: Any type of denim apparel or accessories. Hemlines shorter than 3" above the knee. Cleavage and/or midriffs showing. Flip flops, sandals, tennis shoes or hats.

Men:

- Official DECA blazers are encouraged but not mandatory
- Collared dress shirt and necktie with dress slacks
- Dress shoes and dress socks

Women:

- Official DECA blazers are encouraged but not mandatory
- Dress blouse or dress sweater with dress skirt or dress slacks or business dress
- Dress shoes

Category 3:

DECA Dance Attire

The following is UNAPPROVED attire for Category 3: Hats, tank tops, halter tops, tube tops, cutoffs, ragged clothing, pajama bottoms, slippers, flip flops, and bare feet. Clothing or accessories with suggestive or inappropriate advertising or language. Cleavage and/or midriffs showing.

Men:

- Casual slacks or jeans with shirt or t-shirt
- Appropriate footwear required
- If a swimming pool is available at State or International Conferences, an appropriate cover-up and shoes are required

Women:

- Casual slacks or jeans with blouse or t-shirt
- Appropriate footwear required
- If a swimming pool is available at State or International Conferences, an appropriate cover-up and shoes are required



KEYNOTE SPEAKER

Jim Wand, Hypnotist

Jim has been involved in the field of hypnosis for over 30 years. Dr. Wand holds a Ph.D. in the field of psychology, has over 9,000 professional engagements to his credit and is considered to be one of the most professional hypnotic entertainers in the world today. He has worked with such personalities as Jay Lenno, Conan O'Brien, Chris Rock, Carrot Top, Larry the Cable Guy, Jeff Probst, Sylvester Stallone, George Strait, The Judds, and Rascal Flatts, just to name a few.



LEADERSHIP WORKSHOPS

LEADERSHIP WORKSHOP #1 (9:30-10:15 A.M.)

(A) The Magic of Success presented by Connor Brashear, Central Region Vice President (Lincoln)

Ever wonder how some of our wealthiest leaders achieved great success? Sound investments are a key factor in this achievement. Managing your personal path to success begins with investing in you! Gain insight into how you can reach your full potential as a leader. Learn the power behind investing in yourself and engage in some cool “magic” tricks as well.

(B) How to Succeed in Business? Get More Than a College Degree presented by Russ Kershaw, Ph.D. Dean, Clark H. Byrum School of Business—Marian University (Santa Fe)

What will the future business world be like? What are companies looking for in a college graduate? What are the key skills that will help me succeed in business? Are all college business programs alike? How do I choose the business school that will best prepare me? At this session you'll get answers to these questions and learn about a business school where students don't just read about business, they do business.

LEADERSHIP WORKSHOP #2 (10:30-11:15 A.M.)

(A) The Magic of Success presented by Connor Brashear, Central Region Vice President (Lincoln)

Ever wonder how some of our wealthiest leaders achieved great success? Sound investments are a key factor in this achievement. Managing your personal path to success begins with investing in you! Gain insight into how you can reach your full potential as a leader. Learn the power behind investing in yourself and engage in some cool “magic” tricks as well.

(B) Everything You Need To Know About Money Right Now presented by Brian Lowe, Conference Announcer and his wife Cherie Lowe, The Queen of Free (Santa Fe)

Brian and Cherie are pretty fun. In this workshop, you'll learn what decisions to make with money (and what decisions not to make) right now. Team Lowe will tackle questions like: How do I become a millionaire? How do I pay for college? How do I become financially independent? and What do I need to do to have an awesome marriage? Bring your money questions for some additional money Q & A at the end of the workshop.

LEADERSHIP WORKSHOP #3 (1:00-1:45 P.M.)

(A) Hypnosis and You presented by Jim Wand, Hypnotist and Keynote Speaker (Lincoln)

In this fast moving session Dr. Wand will show how self-hypnosis skills can be utilized on a daily basis to improve study skills such as concentration, comprehension, memory, test taking, public speaking and many other skill areas. Everyone who attends has the opportunity to get hypnotized and receive a program they can utilize on a daily basis.

(B) The steps to take for landing a job with a professional sports team, by Eric Cole, Group Events Specialist, Pacers Sports & Entertainment (Santa Fe)

Are you interested in working for a professional sports team? Have you ever wondered what a normal day at Bankers Life Fieldhouse is like? This workshop will give you the steps needed to land that job with a professional sports team, along with a summary of the day-to-day operations of Bankers Life Fieldhouse.

LEADERSHIP WORKSHOP #4 (2:00-2:45 P.M.)

(A) Dress for Success, Presented by Men's Wearhouse (Lincoln)

Come find out the latest in interview fashion! You will learn about three different areas—preparing for a corporate interview, what to wear and what not to wear and the entire interview process.

(B) The steps to take for landing a job with a professional sports team, by Eric Cole, Group Events Specialist, Pacers Sports & Entertainment (Santa Fe)

Are you interested in working for a professional sports team? Have you ever wondered what a normal day at Bankers Life Fieldhouse is like? This workshop will give you the steps needed to land that job with a professional sports team, along with a summary of the day-to-day operations of Bankers Life Fieldhouse.

LEADERSHIP WORKSHOP #5 (3:00-3:45 P.M.)

(A) Dress for Success, Presented by Men's Wearhouse (Lincoln)

Come find out the latest in interview fashion! You will learn about three different areas—preparing for a corporate interview, what to wear and what not to wear and the entire interview process.

(B) Microsoft Device Bar (Marriott Ballroom 5-6 Foyer)

Have an interest in any of the new Microsoft products? Come check them out for yourself at Microsoft's device bar.



INDIVIDUAL SERIES EVENTS

ALL INDIVIDUAL SERIES PRESENTATIONS 8:00 a.m.-4:00 p.m. IB

Accounting Applications Series (ACT)

Orientation/Written Test	Sunday	7:15-8:45 p.m.	Santa Fe
Role Play #1 Prep	Monday	8:00 a.m.-4:00 p.m.	FL/IL
Role Play #2 Prep	Monday	8:00 a.m.-4:00 p.m.	FL/IL

Apparel & Accessories Marketing Series (AAM) Sponsored by Finish Line

Orientation/Written Test	Sunday	5:30-7:00 p.m.	Lincoln
Role Play #1 Prep	Monday	8:00 a.m.-4:00 p.m.	FL/IL
Role Play #2 Prep	Monday	8:00 a.m.-4:00 p.m.	FL/IL

Automotive Services Marketing Series (ASM)

Orientation/Written Test	Sunday	5:30-7:00 p.m.	FL/IL
Role Play #1 Prep	Monday	8:00 a.m.-4:00 p.m.	FL/IL
Role Play #2 Prep	Monday	8:00 a.m.-4:00 p.m.	FL/IL

Business Finance (BFS)

Orientation/Written Test	Sunday	7:15-8:45 p.m.	FL/IL
Role Play #1 Prep	Monday	8:00 a.m.-4:00 p.m.	FL/IL
Role Play #2 Prep	Monday	8:00 a.m.-4:00 p.m.	FL/IL

Business Services Marketing Series (BSM)

Orientation/Written Test	Sunday	5:30-7:00 p.m.	MB
Role Play #1 Prep	Monday	8:00 a.m.-4:00 p.m.	FL/IL
Role Play #2 Prep	Monday	8:00 a.m.-4:00 p.m.	FL/IL

Food Marketing Services Series (FMS) sponsored by Marsh Supermarket

Orientation/Written Test	Sunday	5:30-7:00 p.m.	MI/TX
Role Play #1 Prep	Monday	8:00 a.m.-4:00 p.m.	CO
Role Play #2 Prep	Monday	8:00 a.m.-4:00 p.m.	CO

Hotel & Lodging Management Series (HLM)

Orientation/Written Test	Sunday	7:15-8:45 p.m.	MB
Role Play #1 Prep	Monday	8:00 a.m.-4:00 p.m.	FL/IL
Role Play #2 Prep	Monday	8:00 a.m.-4:00 p.m.	FL/IL

Human Resources Management (HRM)

Orientation/Written Test	Sunday	7:15-8:45 p.m.	MB
Role Play #1 Prep	Monday	8:00 a.m.-4:00p.m.	MI/TX
Role Play #2 Prep	Monday	8:00 a.m.-4:00p.m.	MI/TX

Marketing Management Series (MMS)

Orientation/Written Test	Sunday	5:30-7:00 p.m.	IB
Role Play #1 Prep	Monday	8:00 a.m.-4:00 p.m.	CO
Role Play #2 Prep	Monday	8:00 a.m.-4:00 p.m.	CO

Quick Serve Restaurant Management Series (QSRM) Sponsored by Chili's

Orientation/Written Test	Sunday	7:15-8:45 p.m.	MB
Role Play #1 Prep	Monday	8:00 a.m.-4:00 p.m.	MI/TX
Role Play #2 Prep	Monday	8:00 a.m.-4:00 p.m.	MI/TX

Restaurant & Food Service Management Series (RFSM) Sponsored by Chili's

Orientation/Written Test	Sunday	7:15-8:45 p.m.	Lincoln
Role Play #1 Prep	Monday	8:00 a.m.-4:00 p.m.	MI/TX
Role Play #2 Prep	Monday	8:00 a.m.-4:00 p.m.	MI/TX

Retail Merchandising Series (RMS) Sponsored by Clark H. Byrum School of Business, Marian University

Orientation/Written Test	Sunday	5:30-7:00 p.m.	Santa Fe
Role Play #1 Prep	Monday	8:00 a.m.-4:00 p.m.	MI/TX
Role Play #2 Prep	Monday	8:00 a.m.-4:00 p.m.	MI/TX

Sports & Entertainment Marketing Series (SEM)

Orientation/Written Test	Sunday	5:30-7:00 p.m.	MB
Role Play #1	Monday	8:00 a.m.-4:00 p.m.	MI/TX
Role Play #2	Monday	8:00 a.m.-4:00 p.m.	MI/TX

TEAM DECISION MAKING EVENTS

ALL PRELIMINARY TEAM PRESENTATIONS 9:00 a.m.-12:00 p.m. MB 1-4

ALL FINAL TEAM PRESENTATIONS 1:00-4:00 p.m. MB 1-4

Business Law & Ethics TDM (BLTDM)

Orientation/Written Test	Sunday	7:15-8:45 p.m.	IB
Preliminary Role Play Prep	Monday	9:00 a.m.-12:00 p.m.	MB 5-6
Final Role Play Prep	Monday	1:00-4:00 p.m.	MB 5-6

Buying & Merchandising TDM (BTDM) Sponsored by Finish Line

Orientation/Written Test	Sunday	5:30-7:00 p.m.	IB
Preliminary Role Play Prep	Monday	9:00 a.m.-12:00 p.m.	MB 5-6
Final Role Play Prep	Monday	1:00-4:00 p.m.	MB 5-6

Financial Services TDM (FTDM)

Orientation/Written Test	Sunday	7:15-8:45 p.m.	IB
Preliminary Role Play Prep	Monday	9:00 a.m.-12:00 p.m.	MB 5-6
Final Role Play Prep	Monday	1:00-4:00 p.m.	MB 5-6

Hospitality Services TDM (HTDM) Sponsored by MHG Hotels

Orientation/Written Test	Sunday	7:15-8:45 p.m.	IB
Preliminary Role Play Prep	Monday	9:00 a.m.-12:00 p.m.	MB 5-6
Final Role Play Prep	Monday	1:00-4:00 p.m.	MB 5-6

Marketing Communications TDM (MTDM)

Orientation/Written Test	Sunday	5:30-7:00 p.m.	IB
Preliminary Role Play Prep	Monday	9:00 a.m.-12:00 p.m.	MB 5-6
Final Role Play Prep	Monday	1:00-4:00 p.m.	MB 5-6

Sports & Entertainment Marketing TDM (STDM) Sponsored by Microsoft

Orientation/Written Test	Sunday	5:30-7:00 p.m.	IB
Preliminary Role Play Prep	Monday	9:00 a.m.-12:00 p.m.	MB 5-6
Final Role Play Prep	Monday	1:00-4:00 p.m.	MB 5-6

Travel & Tourism Marketing TDM (TTDM) Sponsored by Kelley School of Business, Indianapolis

Orientation/Written Test	Sunday	7:15-8:45 p.m.	IB
Preliminary Role Play Prep	Monday	9:00 a.m.-12:00 p.m.	MB 5-6
Final Role Play Prep	Monday	1:00-4:00 p.m.	MB 5-6



MARKETING REPRESENTATIVE EVENTS

Advertising Campaign (ADC)

Orientation/Written Test	Sunday	5:30-7:00 p.m.	MB
Preliminary Presentation	Monday	9:00 a.m.-12:00 p.m.	Atlanta
Presentation Finals	Monday	1:00 p.m.-4:00 p.m.	Atlanta

Fashion Merchandising Promotion Plan (FMP)

Orientation/Written Test	Sunday	5:30-7:00 p.m.	IB
Preliminary Presentation	Monday	9:00 a.m.-12:00 p.m.	IB
Presentation Finals	Monday	1:00p.m.-4:00 p.m.	IB

Sports and Entertainment Promotion Plan (SEPP)

Orientation/Written Test	Sunday	5:30-7:00 p.m.	MB
Presentation	Monday	9:00 a.m.-3:00 p.m.	IB

BUSINESS OPERATIONS RESEARCH EVENTS

Business Services Operations Research (BOR)

Orientation	Sunday	5:00-6:00 p.m.	MB 5-6
Interview	Monday	8:00 a.m.-3:00 p.m.	MB 9-10

Buying and Merchandising Operations Research (BMOR)

Orientation	Sunday	5:00-6:00 p.m.	MB 5-6
Interview	Monday	8:00 a.m.-3:00 p.m.	MB 9-10

Finance Operations Research (FOR)

Orientation	Sunday	5:00-6:00 p.m.	MB 5-6
Interview	Monday	1:00-4:00 p.m.	MB 9-10

Hospitality & Tourism Operations Research (HTOR)

Orientation	Sunday	5:00-6:00 p.m.	MB 5-6
Interview	Monday	1:00-4:00 p.m.	MB 9-10

Sports and Entertainment Marketing Operations Research (SEOR)

Orientation	Sunday	5:00-6:00 p.m.	MB 5-6
Interview	Monday	8:00 a.m.-3:00 p.m.	MB 9-10

CHAPTER TEAM EVENTS

Community Service Project (CSP)

Orientation	Sunday	5:00-6:00 p.m.	MB 5-6
Interview	Monday	8:00 a.m.-3:00 p.m.	MB 9-10

Creative Marketing Project (CMP)

Orientation	Sunday	5:00-6:00 p.m.	MB 5-6
Interview	Monday	8:00 a.m.-3:00 p.m.	MB 9-10

Entrepreneurship Promotion Project (EPP)

Orientation	Sunday	5:00-6:00 p.m.	MB 5-6
Interview	Monday	8:00 a.m.-3:00 p.m.	MB 9-10

Financial Literacy Promotion Project (FLPP)

Orientation	Sunday	5:00-6:00 p.m.	MB 5-6
Interview	Monday	8:00 a.m.-3:00 p.m.	MB 9-10

CHAPTER TEAM EVENTS CONTINUED

Learn and Earn Project (LEP)

Orientation	Sunday	5:00-6:00 p.m.	MB 5-6
Interview	Monday	8:00 a.m.-3:00 p.m.	MB 9-10

Public Relations Project (PRP)

Orientation	Sunday	5:00-6:00 p.m.	MB 5-6
Interview	Monday	8:00 a.m.-3:00 p.m.	MB 9-10

BUSINESS MANAGEMENT & ENTREPRENEURSHIP EVENTS

Entrepreneurship Written (ENW)

Orientation	Sunday	5:00-6:00 p.m.	MB 5-6
Interview	Monday	8:00 a.m.-4:00 p.m.	MB 9-10

Entrepreneurship Participating (ENPI/ENPF)

Orientation	Sunday	5:00-6:00 p.m.	MB 5-6
Interview	Monday	8:00 a.m.-3:00 p.m.	MB 9-10

Entrepreneurship Innovation Plan (ENI)

Orientation	Sunday	5:00-6:00 p.m.	MB 5-6
Preliminary Interview	Monday	8:00 a.m.-12:00 p.m.	MB 9-10
Interview Finals	Monday	1:00 p.m.-4:00 p.m.	MB 9-10

Entrepreneurship—Growing Your Own Business (ENGB)

Orientation	Sunday	5:00-6:00 p.m.	MB 5-6
Interview	Monday	8:00 a.m.-1:00 p.m.	MB 9-10

International Business Plan (IBP)

Orientation	Sunday	5:00-6:00 p.m.	MB 5-6
Interview	Monday	1:00 p.m.-4:30 p.m.	MB 9-10

PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS

Principles of Business Finance (PFN)

Orientation/Written Test	Sunday	7:15-8:45 p.m.	MI/TX
Interview Prep	Monday	8:00 a.m.-4:00 p.m.	MR

Principles of Marketing (PMK)

Orientation/Written Test	Sunday	7:15-8:45 p.m.	MB
Prelim. Interview Prep	Monday	8:00 a.m.-12:00 p.m.	MR
Final Interview Prep	Monday	1:00 - 4:00 p.m.	MR

PROFESSIONAL SELLING EVENTS

Hospitality and Tourism Professional Selling Event (HTPS)

Orientation/Written Test	Sunday	7:15-8:45 p.m.	MB
Presentation	Monday	9:00 a.m.-12:00 p.m.	MB

Professional Selling Event (PSE)

Orientation/Written Test	Sunday	5:30-7:00 p.m.	MB
Preliminary Presentation	Monday	9:00 a.m.-12:00 p.m.	AU/BO
Presentation Finals	Monday	1:00p.m.-4:00p.m.	AU/BO

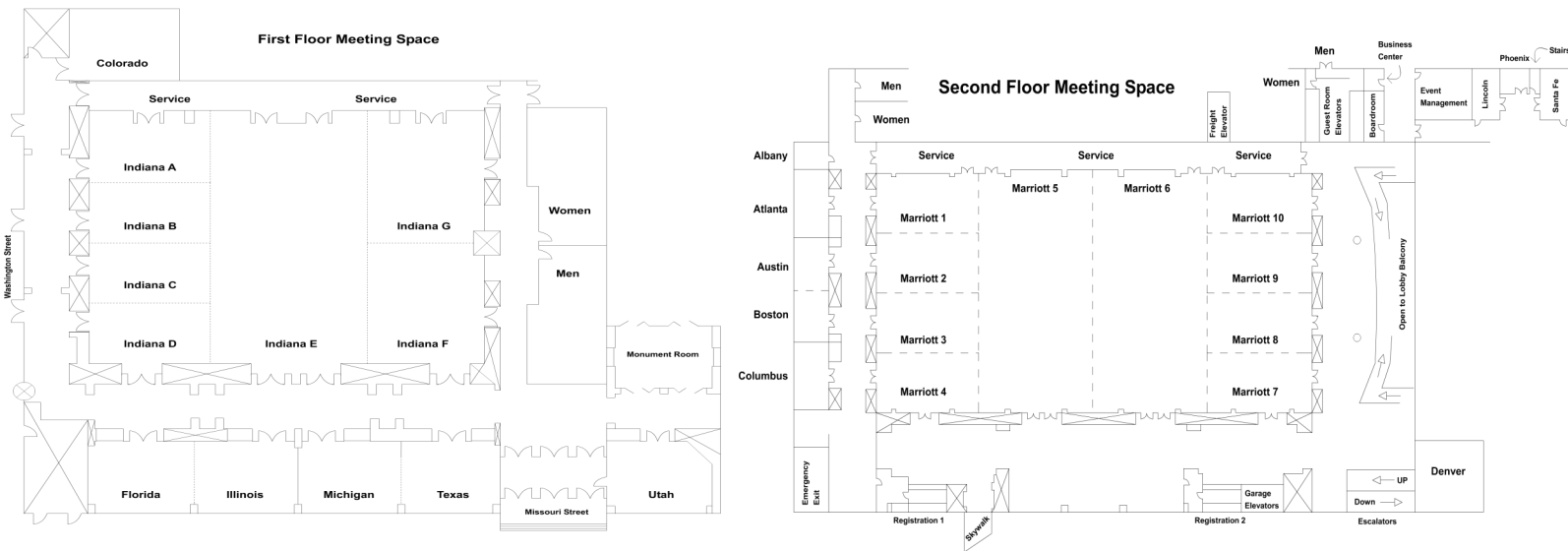


EVENT CHAIRPERSONS/ASSISTANT(S) (CHAIRPERSON IS IN BOLD)

ACT	Steve Bennett Brie Fangman	RMS	Scott Schaffer Chard Reid	PMK	Michelle Goudy Debbie Straka
AAM	Brian McNeal Luanne Erdos	SEM	Doug Flauding Jon Carroll, Kay Flauding	PFN	Kristin Lidstrom Mike Danley
ASM	Ralph Hartnagel John Schultheis	BLTDM	Matthew Hankins Larry Brich Laura Cardamon	ADC	Rachel Jones Dave Blocker
BFS	Becky Sondgeroth Casio Starnes	BTDM	Kari Roach Lisa Bugay Lauren Covington	FMP	Bobbie Bell Sarah Hines
BSM	Laszlo Pinneyei Danielle Dates	FTDM	Kyle Park Andrew Dunn	SEPP	Bobbi Bell Suzanne Demmond
FMS	Sherry Dockery Tim Dearlove	HTDM	Stuart Goble Beth Steinbrenner JoAnn Koenig	HTPS	Troy Davis Polly Brelage
HLM	Judy Commers Lisa Miller	MTDM	Tricia Leslie Amber Reed David Kaplan	PSE	Troy Davis Jo Cox
HRM	Amanda Graham Julie Moore	STDM	Bill Turner Troy Drosche	Written Projects	Char Bredemeyer Troy Simpson, Robin Perry
MMS	Kevin Krizan Megan Craft	TTDM	Gen Craft Clint Weddle Nyki Treash	Elections	Becky Kuehl Cathie Bryant, State Officers
QSRM	Stephanie McElwrath Gil Speer				
RFSM	Cory Schutz Dan Corona				

**MANDATORY CHAIRPERSON/
ASSISTANT(S) OREINTATION
SUNDAY, MARCH 9 AT 4:15 P.M. IN
MARRIOTT BALLROOM 1-4**

INDIANAPOLIS MARRIOTT DOWNTOWN MAPS



ABBREVIATION	ROOM	ABBREVIATION	ROOM
AU/BO	Austin/Boston	MB	Marriott Ballroom
CO	Colorado	MI/TX	Michigan/Texas
FL/IL	Florida/Illinois	SF	Santa Fe
IB	Indiana Ballroom	UT	Utah
MR	Monument Room		



Indiana DECA SPECIAL AWARD WINNERS

Outstanding DECA Businessperson

- | | | | |
|------|---|------|--|
| 2013 | Not Presented | 2003 | Michael Cassady, 3M |
| 2012 | Steve Thrash, Servco LLC | 2002 | Ned Kammeyer, Marsh Supermarkets |
| 2011 | Sarah Browning, Edward D. Jones Investments | 2001 | Dave Smith, Logical Solutions |
| 2010 | Debbie Bouche, MetLife Jim Lewis and Associates | 2000 | Richard Davenport, The Davenport Group |
| 2009 | Dian Reyome, Centier Bank | 1999 | Cindy Lewis, Sawyer Business College |
| 2008 | Indianapolis Downtown Marriott | 1998 | Not Presented |
| 2007 | Finish Line | 1997 | Andrea Golding, J.C. Penney |
| 2006 | Brian Biedelman, Marsh Supermarkets | 1996 | Marsh Supermarkets |
| 2005 | Not Presented | 1995 | Stan Mattila, Coast-to-Coast Hardware |
| 2004 | Michael Conner, Courtyard by Marriott | 1994 | Rebecca Fenters, Montgomery Ward |

Outstanding DECA Advisor

- | | | | |
|------|---|------|--|
| 2013 | Amanda Graham, Frankfort High School | 2003 | Sheldon Buskirk, Martinsville High School |
| 2012 | Becky Kammeyer, Mississinewa High School | 2002 | Susan Land, Ben Davis High School |
| 2011 | Gen Craft, South Vigo High School | 2001 | Kent Lewis, Munster High School |
| 2010 | Steve Bennett, Brownsburg High School | 2000 | Sherry Dockery, Evansville Central High School |
| 2009 | Tom Johnson, Union City Community High School | 1999 | Scott Jackson, Huntington North High School |
| 2008 | Laszlo Pinnyei, Jimtown High School | 1998 | Jean Wells, Lawrence North High School |
| 2007 | Janice Brown, Carmel High School | 1997 | Tom Johnson, Union City High School |
| 2006 | Mechelle Gilles, Evansville North High School | 1996 | Richard Reyome, Griffith High School |
| 2005 | Becky Kuehl, Union City Community High School | 1995 | Judy Commers, Porter County Career Center |
| 2004 | Jeff Kincaid, Edison High School | 1994 | Alan Weems, Central Nine Career Center |

Outstanding DECA Alumni

- | | | | |
|------|---|------|---|
| 2013 | Not Presented | 2003 | Josh Zuerner, Terre Haute North High School |
| 2012 | David Kaplan, Munster High School | 2002 | Richard Gerber, Belmont High School |
| 2011 | Not Presented | 2001 | Troy Simpson, J.H. Hinds Career Center |
| 2010 | Jeff McKeon, Brownsburg High School | 2000 | Joe Fitzgerald, Washington High School |
| 2009 | Not Presented | 1999 | Jim Thorne, Hobart High School |
| 2008 | Brian Lowe, Terre Haute South High School | 1998 | James Argoudelis, Munster High School |
| 2007 | Not Presented | 1997 | Charles Heller, Washington High School |
| 2006 | Not Presented | 1996 | Gen Craft, Terre Haute North High School |
| 2005 | Michelle Chapman, Terre Haute North High School | 1995 | Not Presented |
| 2004 | Jeff Teusch, Huntington North High School | 1994 | Celeste Anthony, Riley High School |

2013-2014 Indiana DECA State Officer Team

