



Kentucky DECA SCDC 2023

Galt House Hotel
Louisville, KY
March 5-7, 2023





for your years of service to Kentucky DECA

5 YEARS

Melissa Collier – Christian Fellowship High School

Jody Booth – Edmonson County High School

Sherri Minton – Grayson County Technology Center

Marilyn Dorsey – Henderson County High School

Sandra Freels – McCreary Central High School

Ashley Childs – Meade County Area Vocational
Technology Center

Sherrie Adams – Montgomery County High School

Marcus Rodgers – Taylor County High School

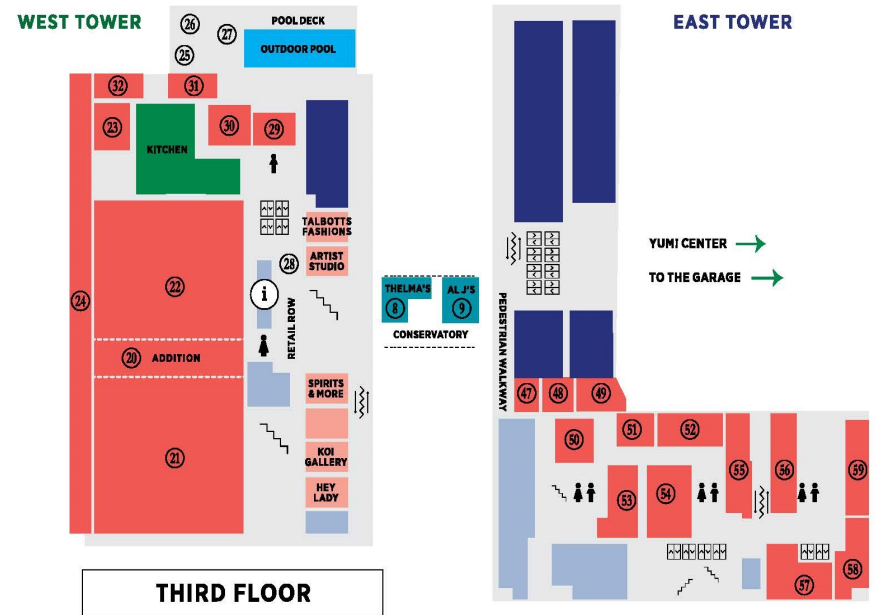
Andrea Hampton – Trigg County High School

10 YEARS

Kayla Williams – Jessamine Career & Technology
Center – 10 years

20 YEARS

Debbie Harris – Somerset High School – 20 years

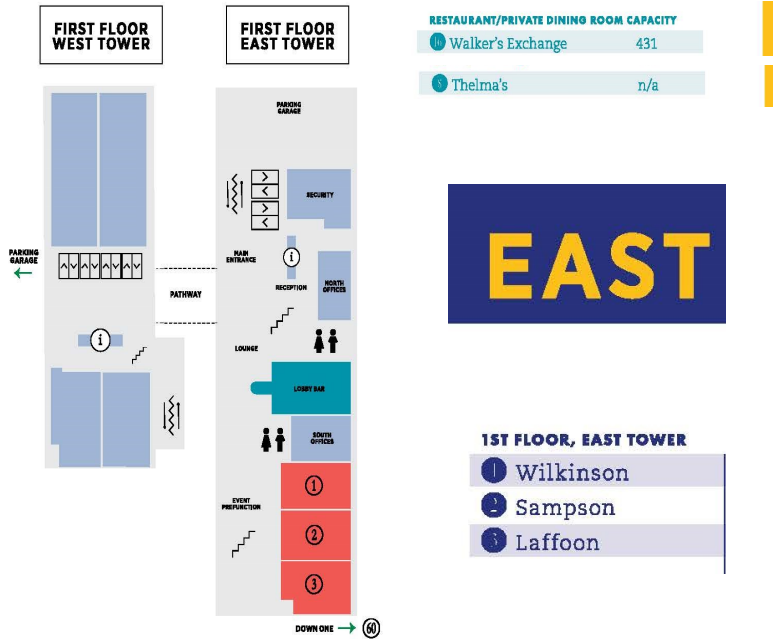


- 2ND FLOOR, WEST TOWER**
- 10 Azalea
 - 11 Jasmine
 - 12 Lily
 - 13 Daisy
 - 14 Sunflower
 - Daisy Sunflower
 - 15 Magnolia

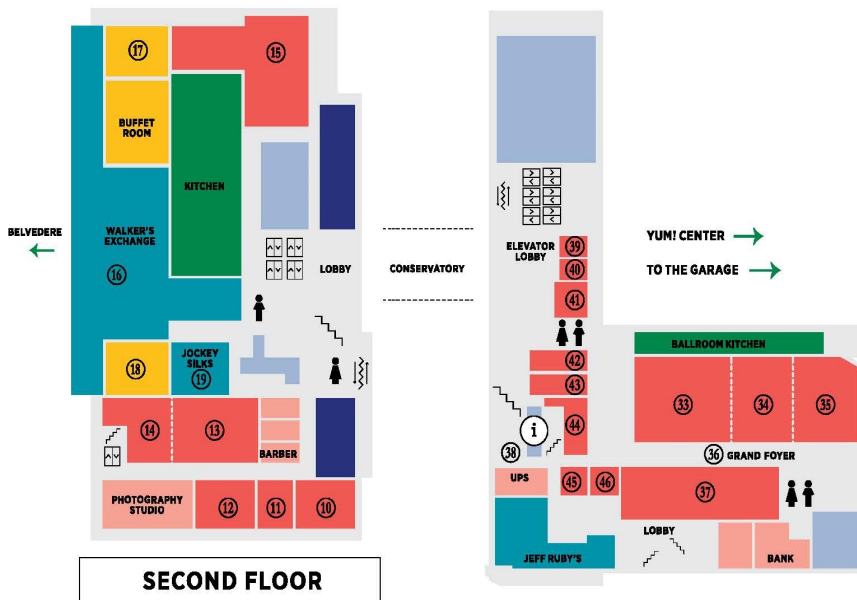
- 3RD FLOOR, WEST TOWER**
- 20 Arch Cochran Ballroom
 - 21 Archibald
 - Archibald w/ Addition
 - 22 Cochran
 - Cochran w/ Addition
 - 23 Willow
 - 24 Balcony
 - Archibald Balcony
 - Willow Balcony
 - 25 Mezzanine
 - 26 Pool Deck
 - 27 Poolside
 - 28 3rd Floor Registration
 - 29 Dogwood
 - 30 Holly
 - 31 Poplar
 - 32 Walnut

GET TO KNOW THE GALT HOUSE

2022-2023 Executive Council



State Officers L to R: Aiden Corder, Vice President of Membership, Somerset High School; Brooklyn Williams, State President, Graves County High School; Riley Thompson, Vice President of Public Relations, Trigg County



Regional Presidents L to R: Region 1-Alexa Raney, Graves County High School; Region 2-Jenna Coles, Logan County High School; Region 3-Samantha Smith, Breckinridge County High School; Region 4-Sam Harless, Boyle County High School; Region 5-ryan Beam, Pulaski County High School

Congratulations

**School-Based Enterprise
Gold Certification
2022-2023**

Taylor County—Cardinal Kroger
Advisor: Marcus Rodgers

**School-Based Enterprise
Gold Re-certification
2022-2023**

Scott County—Cardinal Connections
Advisors: Robert Fender, Cody Logan

Jessamine County Career and Technology Center—
The Shack
Advisors: Kayla Williams, Hailey Guffey,
Grayson Dampier

Thank you to **BusinessU, US Army, and
Vector Marketing** for the sponsorship of
Kentucky DECA State Career Development
Conference 2023.

We appreciate your support!

*Thank
You*



Thank you to all of those who volunteered your time and effort in preparing for and during this State Conference. Whether you worked in planning the events, preparing materials, coordinated events, worked the tabulation room, worked the Shop Kentucky DECA room, or judged an event, you are so valued by Kentucky DECA!

Special thanks to:

Ashton Little
Brenda Colvin
Gary Colvin
Jeremy Davis
Madison Davis
Crystle Davis
Patty Evans
Mike Hamilton
Jayne Harris

Lisa Hurt
Jackie Joiner
Krysti Conlin
Betty Montgomery
Bill Montgomery
Emma Finch
Brayden Richer
Katie Lewis
Cynthia Smith

Kentucky DECA Honorary Life Members

Ronald Adams	William Asher	W. Maurice Baker	Robert Bohan
Dr. Jerry Boles	Lee Cantrel	Audrey T. Carr	Gov. Julian Carroll
Dr. Kenneth Carter	Dr. Alberta Chapman	Helen Cloutier	James Cole
Brenda Colvin	Gary Colvin	Carmel Cullen	Jeremy Davis
Bill Dillman	Beth Downing	Vera Guy	Tod Griffin
Denise Hamilton	Michael Hamilton	Jayne Harris	Lola Hill
Carroll Horton	William T. Jeffrey	W. Bernard Johnson	Jackie Joiner
Charles Keckler	Kari Kerns	Hugh Marsh	Don Martin
Betty Montgomery	Jane Muenzer	Ester Munz	Renea Poston
Lester Reeves	Dr. Ginny Richerson	Dr. Clayton Riley	James Rollins
Gary Scott	Nancye Secrest	Robert Talbott	Doris Vogt
Dr. Randy Wells	Jim West	David Wright	



SCHEDULE OF EVENTS AND ACTIVITIES

Sunday, March 5

- 4:00P Chapter check-in begins 2nd Floor Registration Area
 Headquarters Walnut
 Shop Kentucky DECA Poplar
- 5:00P Advisor of Year Interviews Walnut
- 5:30P -
 7:00P Testing for Substitutes and Make-up Testing..... Sunflower
- 6:30P Officer Candidate Screening Jasmine
 (All candidates and their Advisors for scheduling)
- 7:30P Advisors and Chaperones (All) Willow
 Conference Orientation
 Event Coordinators Briefing
- 9:30P First General Session..... Archibald/Cochran
 Conference Theme
 Introduction of State Officers
 Welcome to Special Guests
 Conference Orientation
 Recognition
- 11:00P Posting of Event Performance/Interview
 Times..... Registration Area
- 12M-
 6:00A Curfew

Monday, March 6



- 7:30A AM Event Coordinator Setup
Series/Personal Finance
Events Coordinator Laffoon/Sampson/Wilkinson
Team Decision Making
Event Coordinator Archibald/Willow/Dogwood
Principles Event Coordinator..... Archibald/Willow/Holly
Written/Prof Selling/State Daisy, Lily
- 7:30A Check In Holding—Participants
- 8A-4P Competitive Events—Participants
(See Schedule of Competitive Events)
- 8:00A-
2:00P Judges’ Registration Azalea
- 11:00A-
1:30P Testing for Kentucky Events/
Kentucky Level 1 Sunflower
- 11:30A-
12:30P Judge Luncheon (Come and Go) Azalea
- 12:30P PM Event Coordinator Setup.....see above
- 12:00P Check in Holding—Participants
- 1P-4P Competitive Events—(See Schedule of Competitive Events)
- 2:00P
5:00P Officer Candidate Interviews..... Jasmine
- 8:00P Voting Delegate Session..... Archibald/Cochran
- 8:30P Recognition Session Archibald/Cochran
(Dress is Business or Formal Attire)
Recognition of Guests
- 10:00P-
11:30P DECA Fun Night Archibald/Cochran
Snack Willow
Game Night Willow
- 12M-
6:00A Curfew



**2022-2023 DECA International Career
and
Development Conference
Orlando, FL
April 22-25, 2023**



Orlando

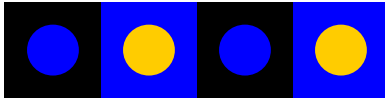


Tuesday, March 1

- 8:00A Advisors Breakfast/National Update..... Willow
Chapter materials available for pickup
- 9:00A Awards Assembly Archibald/Cochran
(Dress is Business Attire)
Presentation of Awards
Kentucky Outstanding Member of the Year
Installation of 2022-2023 Officers
Adjournment
- 11:00A Travel Home and Prepare for ICDC

Principles

- 8:30A** All Participants Report to Holding Archibald/Cochran
- 8:50A** Preparation Time Begins Willow
Business Management and Administration (A) & (B) (Prelims)
Hospitality and Tourism (A) & (B) (Prelims)
Marketing (A) & (B) (Prelims)
- 12:00P** All Participants Report to Holding Archibald/Cochran
- 12:35P** Preparation Time Begins Willow
Business Management and Administration (FINALS ONLY)
Finance (FINALS ONLY)
Hospitality and Tourism (FINALS ONLY)
Marketing (FINALS ONLY)



Kentucky DECA Board of Directors

- Leah Lovell, Chair Breckinridge Co. HS DECA
- Debbie Harris, Pres. Prof. DECA Somerset HS DECA
- Andrea Hampton, KMEA President Trigg Co. DECA
- Brooklyn Williams, HS Division President..... Graves Co. DECA
- Cathy Hoehn Kentucky Department of Education
- Cassie Grigsby Kentucky Retail Federation
- Jayne Harris Regional Coordinator
- Jeremy Davis Regional Coordinator/IT Coordinator
- Duties shared:
Riley Thompson, HS VP Public Relations..... Trigg Co. DECA
Aiden Corder, HS VP Membership Somerset HS DECA
Duties shared:
Alexa Raney, HS Region 1 President Graves Co. DECA
Jenna Coles, HS Region 2 President Logan Co. DECA
Samantha Smith, HS Region 3 President.. Breckinridge Co. HS DECA
Sam Harless, HS Region 4 PresidentBoyle Co. HS DECA
Ryan Beam, HS Region 5 President Pulaski Co. HS DECA



*Never settle for anything less
than your best.*

- Brian Tracy

Dress Code—SCDC

Appropriate dress while at the conference for event competition, special interest sessions and general sessions is Business Attire. Participants not adhering to the dress code may be disqualified, asked to return to their hotel room, and will not be allowed on the conference stage.

SCDC—Professional Business Attire During Competitive Events and On Stage

DECA Business Dress Code but no DECA blazer, sport coat, or jacket required.

SCDC—Business and General Sessions

DECA Business Dress Code but no DECA blazer, sport coat, jacket, tie or scarf required.

SCDC—Business Casual

DECA Business Dress Code for Business and General Sessions but no socks required.

SCDC—After Hours and Events Outside of SCDC Venue

Adhere to school dress code, no revealing clothing.

SCDC—Specific Events

When a different dress code is necessary based upon the events in which a student will be participating, the dress code will be communicated prior to the event.

Females:

- ◆ Name badge required at all times.
- ◆ Skirt/dress length must be at the knee.

Males:

- ◆ Name badge required at all times.

Entrepreneurship Events, Integrated Marketing Campaign Events, Business Operations Research Events, Project Management Events, KY Job Interview (Application/Interview)

8:15A All Participants Report to Holding Daisy

8:30A Presentations Lily

All Operations Research Projects (BOR, BMOR, FOR, HTOR, SEOR)

Integrated Marketing Campaign—Product

Integrated Marketing Campaign—Event

Integrated Marketing Campaign—Service

Community Giving Project

Financial Literacy Project

Sales Project

Career Development Project

Community Awareness Project

Franchise Business Plan

Independent Business Plan

Innovation Plan

Start-Up Business Plan

Kentucky Electronic Advertising

Kentucky Job Interview

Kentucky Prepared Business Plan

Series and Personal Financial Literacy Events

8:30A All Participants Report to HoldingLaffoon

8:50A Preparation Time Begins Sampson

Apparel and Accessories Marketing (A) & (B) (Prelims)

Entrepreneurship (A) & (B) (Prelims)

Hotel and Lodging Management (A) & (B) (Prelims)

Human Resources Management (A) & (B) (Prelims)

Marketing Communications (A) & (B) (Prelims)

Retail Merchandising (A) & (B) (Prelims)

Sports and Entertainment (A) & (B) (Prelims)

12:00P All Participants Report to Holding.....Laffoon

12:35P Preparation Time Begins..... Sampson

Accounting Applications (FINALS ONLY)

Apparel and Accessories Marketing (FINALS ONLY)

Automotive Services Marketing (FINALS ONLY)

Business Finance (FINALS ONLY)

Business Services Marketing (FINALS ONLY)

Entrepreneurship (FINALS ONLY)

Food Marketing (FINALS ONLY)

Hotel and Lodging Management (FINALS ONLY)

Human Resources Management (FINALS ONLY)

Marketing Communications (FINALS ONLY)

Quick Serve Restaurant Management (FINALS ONLY)

Restaurant and Food Service Management (FINALS ONLY)

Retail Merchandising (FINALS ONLY)

Sports and Entertainment Marketing (FINALS ONLY)

Personal Financial Literacy (FINALS ONLY)

SUMMARY SCHEDULE OF COMPETITIVE EVENTS

Remember to dress appropriately!
Times may change—watch for POSTED times and announcements

Monday

KY Comprehensive Exams (Online Testing)

- 11:00A** KY Testing and KY Level 1 TestingSunflower
- KY Entrepreneurship Functions
- KY Free Enterprise Basics
- KY Finance
- KY Hospitality & Tourist Essentials
- KY Marketing
- KY Retailing Concepts
- KY Sports & Entertainment Marketing
- KY Level 1 Entrepreneurship Cluster
- KY Level 1 Finance Cluster
- KY Level 1 Free Enterprise Basics Cluster
- KY Level 1 Hospitality Tourism Cluster
- KY Level 1 Marketing Cluster
- KY Level 1 Retailing Concepts Cluster
- KY Level 1 Sports & Entertainment Cluster

Team Decision Making Events (Performance)

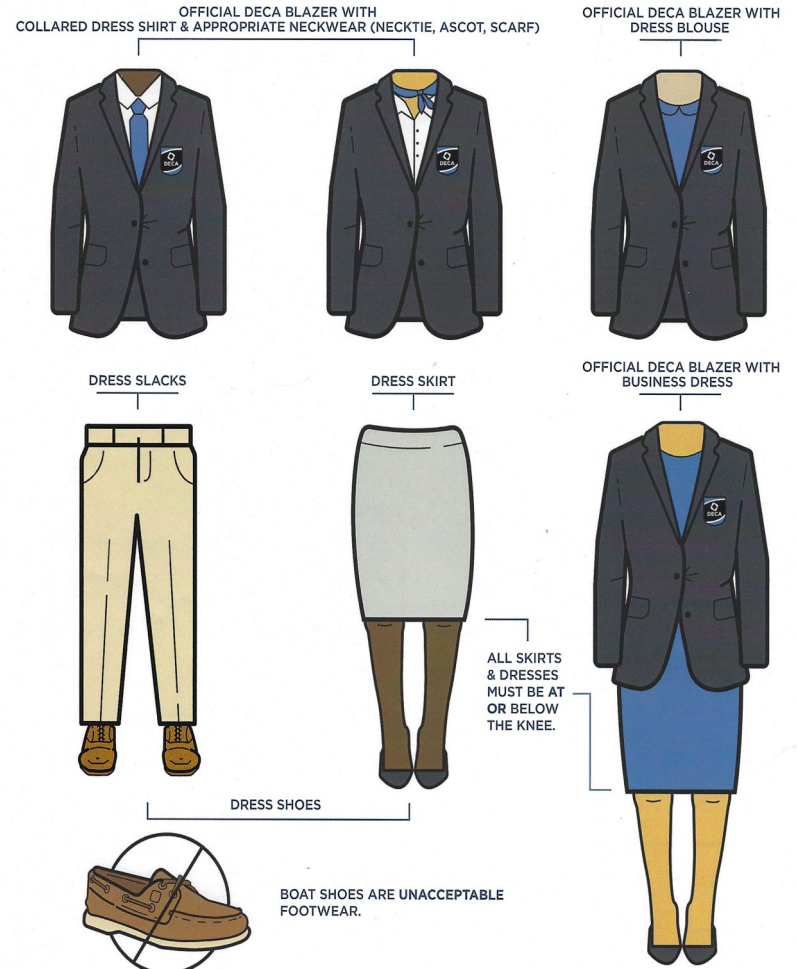
- 8:00A** All Participants report to HoldingArchibald/Cochran
- 8:30A** Preparation Time Begins Willow
- Hospitality Services (A) & (B) (Prelims)
- Marketing Management (A) & (B) (Prelims)
- Sports and Entertainment (A) & (B) (Prelims)
- Travel and Tourism Marketing (A) & (B) (Prelims)
- 12:15P** Report to HoldingArchibald/Cochran
- 12:30P** Preparation Time Begins Willow
- Business Law and Ethics (FINAL ONLY)
- Buying and Merchandising (FINAL ONLY)
- Entrepreneurship (FINAL ONLY)
- Financial Services (FINAL ONLY)
- Hospitality Services (FINAL ONLY)
- Marketing Management (FINAL ONLY)
- Sports and Entertainment Marketing (FINAL ONLY)
- Travel and Tourism Marketing (FINAL ONLY)

Professional Selling Events (HTPS, PSE, FCE)

- 8:15A** All Participants Report to HoldingDaisy
- 8:30A** Presentation Lily
- Hospitality and Tourism Professional Selling
- Professional Selling
- Financial Consulting

DECA
DRESS TO IMPRESS

DRESS CODE WHEN APPEARING BEFORE JUDGES AND ON-STAGE



When judging adherence to the dress code, DECA directs advisors, teachers and chaperones to use observation as the tool for assessing compliance. It is inappropriate to touch a student or their clothing as a means of determining adherence to the dress code. DECA members who are not appropriately dressed will have a reasonable opportunity to meet the dress code prior to seeing a judge or being allowed on stage.



DECA blazer/jacket optional for SCDC