

Western Region Leadership Conference

Reno-Tahoe, Nevada



November 12-14, 2009

WRLC CONFERENCE STAFF

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WRLC 2009 Mailing Address – For all Forms/Checks/Registration

WRLC 2009 HQ
P.O. Box 912
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WESTERN REGION BOARD OF DIRECTORS EXECUTIVE COMMITTEE

Kelly Ambrose, President
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CONFERENCE HOTEL

Grand Sierra Resort
2500 East 2nd Street
Reno, Nevada 89595
(800) 501-2651

Rooming lists and housing reservations will all be handled through the WRLC 2009 Organizing Committee. Rooming lists will be submitted directly to the WRLC 2009 Organizing Committee along with conference registration and the committee will work directly with hotel. Participants should NOT contact the hotel directly to make reservations, payments, changes, rooming requests, etc.

WESTERN REGION DECA/ΔEX LEADERSHIP CONFERENCE

PURPOSES - The basic purpose of a Regional Leadership Conference is to provide an opportunity for personal and leadership development of DECA members of all divisions. The conference should include workshops and/or activities in all of the following areas:

1. Student Purposes
 - a. Leadership development
 - b. DECA/ΔEX organization and management on the local, state, and/or national level
 - c. DECA/ΔEX activities and competitive events on the local, state, and national level
 - d. Career exploration and/or career development activities
 - e. Communications skill development and/or improvement
 - f. No official competitive events will be conducted as a part of the WRLC

2. Professional Purposes
 - a. Curriculum information and innovation
 - b. Professional associations (ACTE, MEA, DECA, etc.)
 - c. Program idea and development exchange for Marketing and DECA/ΔEX
 - d. DECA/ΔEX chapter operation and management
 - e. Marketing and DECA/ΔEX chapter advisor roles and responsibilities
 - f. Planning, organizing and operating a conference
 - g. Suggestions and methods for helping students with DECA/ΔEX competitive events, activities and preparation

ATTENDANCE - FOR ALL DIVISIONS

1. Each state association will provide at least one chaperone for each ten (10) students attending WRLC. No student will be allowed to attend the conference without an assigned advisor.

2. To be eligible to attend the WRLC, students must meet these basic criteria:
 - a. Be an active member of DECA/ΔEX
 - b. Have the approval of their chapter advisor and state advisor
 - c. Have the approval of their school or college administration
 - d. Have the approval of their parents or guardians if under the age of eighteen

3. Each state association to be represented at the conference will determine its own participants, register, and submit housing forms, including both students and advisors, and will assume all responsibility for the conduct of their participants while attending the conference.

4. All conference attendees must stay in designated conference housing during the conference.

Live It!

2009 WESTERN REGION LEADERSHIP CONFERENCE

November 12-14, 2009

Get ready to *Live It!* as you join DECA members from all around the Western Region for a leadership experience that you won't soon forget! While in Reno-Tahoe you will experience nationally recognized speakers and trainers, powerful workshops, inspiring business tours, cutting edge exhibits, Chapter Management Academy for Chapter Leaders, Leadership Education and Development Series for State Officers, and new this year a specialized series of workshops called DECA University with majors in: finance and investing, marketing, sports marketing, entrepreneurship, leadership, and technology. You will be impressed with the caliber of leadership speakers, industry presenters, and workshop facilitators who will come to WRLC 2009 with one goal in mind: To ensure that you don't just experience it, but *Live It!*

WRLC HIGHLIGHTS

- Three exciting and powerful general sessions with nationally recognized speakers
 - Opening Session Keynote Keith Hawkins
 - Friday Night Fun Session with Patrick Grady
 - Closing Session Keynote Amy Gallimore
- FREE breakfast for all conference participants on Friday and Saturday morning
- YouTube DECA Promo Video Competition
- DECA Name That Tune Tournament
- Specialized DECA competition training
- DECA Competitions (actual DECA competitions for students to compete and awards session for top finishers)
- Leadership Village featuring Battle of the Bands
- Exciting and informative business tours
- DECA's Top 100: Get In or Get Out Gauntlet
- Exciting workshop presenters
- Chapter Management Academy for chapter leaders
- Leadership Education and Development Series for state officers
- NEW! DECA University with majors in:
 - Finance and Investing
 - Marketing
 - Sports Marketing
 - Entrepreneurship
 - Leadership
 - Technology
- And much more!

Visit www.wrlc2009.org for up to date information and latest announcements!

WRLC REGISTRATION FEE

The WRLC registration fee covers the following expenses:

- General sessions for all delegates!
- WRLC opening session featuring Keith Hawkins
- WRLC Friday night session with Patrick Grady
- WRLC closing session featuring Amy Gallimore
- Tours of local Reno-Tahoe businesses including transportation to and from
- General session multimedia production
- Workshops including DECA University, competition training, DECA Leadership Education and Development Series for state officers, DECA Chapter Management Academy for chapter officers.
- DECA competitive events and awards
- Communication and promotion (postage and telephone)
- Printing (WRLC registration packet, name badges, ribbons, workshop materials, conference program, etc.)
- Contractual services (security, decorating services, audio-visual, secretarial, management)
- Speakers and workshop presenters (honorariums, travel, lodging, and meal expense)
- Media presentations and equipment rental
- Shipping expenses/transportation
- WRLC staff travel, lodging, and meals (national officers, staff, special guests, and WRLC management team)
- Social and recreational expenses
- Training of workshop presenters
- Meeting space rental/site visitations and planning meetings
- Specialty items (notebooks, pens, pins, etc.)
- \$10 rebate to each state association

ADDITIONAL COSTS TO CONSIDER

- Roundtrip transportation to Reno-Tahoe, Nevada
- Ground transportation in Reno-Tahoe, Nevada (For airport transfers the hotel currently provides a shuttle service free of charge. Call ahead to schedule and confirm that the service will still be complimentary at time of arrival.)
- Cost of food **and** a 15-20% gratuity
- Touring and shopping expenses
- Room charges, (i.e. local telephone calls)

BUSINESS TOURS

Tours of local business will be offered on Friday during the conference and the tours will be offsite and involve transportation to the tour site (transportation for tours will be provided). Each school will be assigned a time and business to visit (with the exception of Tahoe tours). We cannot accept requests for a specific business. **Tour times cannot be changed once assigned.**

Tours to Tahoe businesses/locations are limited and a pre-conference signup will be held after the registration deadline. Tahoe tours will be allocated on a first come, first served basis.

DECA Competitions

During WRLC 2009 students can compete in actual DECA competitions. Students can participate in Quiz Bowl, DECA Exam (Standard 100 Question DECA Exam), Role Plays for both Individual and Team Decision Making Events, and Content Interviews for Principles events. Signups will take place during conference registration. The list of events offered will be presented at that time, but there will be events representing each type of DECA competition listed above. Top finishers in each event will be recognized and receive awards during the conference.

STATE OFFICER/BOARD OF DIRECTOR'S LUNCHEON

For the state officers of DECA, there will be a special lunch in their honor. It will be held Saturday at 12:00PM. The location of the lunch will be listed in the conference program. The president of each state officer team should come prepared with a two to three minute presentation on their state's key accomplishments over the last year and plans for the coming year. If the president is unavailable another member of the State Officer team should be appointed to make the presentation. Each team is encouraged to bring handouts highlighting their accomplishments and plans for the year. Please have 50 copies.

AGENDA

A tentative agenda and invited workshop presenters are enclosed.

GENERAL SESSION SEATING

There will be designated seating by state association. Please site in your assigned area and be courteous of other conference participants by not reserving large sections and ensuring that all gaps are filled in each row.

EXHIBITS

The exhibits will be open on Friday afternoon from 1:00 pm until 5:00 pm. They will be open Saturday from 8:00 am until 1:00 pm.

NAME BADGES/WRIST BANDS

Name badges and wrist bands will be provided and must be worn at all times for security and

identification for ALL conference functions. You **must** have your name badge and wrist band to be admitted to all sessions.

HOTEL PARKING & CHARTER BUS PARKING

Parking at the Grand Sierra Resort is free. If you are traveling by charter bus or school bus and need to have the bus stay overnight please contact info@wrlc2009.org to make arrangements prior to arrival.

DECA L.E.A.D.S.

Part III of the DECA L.E.A.D.S. (Leadership Education and Development Series) for state officers will be provided by the DECA L.E.A.D.S. training team from TRI Leadership Resources. This session is specifically designed for state officers and culminates the three-part DECA LEADS training that started at ICDC.

DECA Chapter Management Academy

The official DECA Chapter Management Academy for Chapter Officers will be provided by the DECA CMA training team from TRI Leadership Resources. This session is specifically designed for Chapter Officers and will build upon the information and training received at ICDC and Western Region Officer Training Camp/DECA Summer Institute in DC. However, the training will be organized and presented in such a way that students who have not participated in one or both of these previous experiences will be right up to speed and gain valuable information from the training while those who have participated in previous trainings will experience all new content and information.

AIRPORT SHUTTLE SERVICE

The Grand Sierra Resort currently offers free shuttle service from the airport to the hotel. Please call ahead to confirm availability and to coordinate arrangements.

CONDUCT

The very nature of the WRLC demands that all delegates conduct themselves as "business leaders." The Western Region, as individual states, has established guidelines that contribute to the learning experience of the delegates. The Western Region would like to ensure that these guidelines are followed. Please make sure that all delegates understand the conduct code prior to signing it. Infractions will not be tolerated. (In order to provide support to each teacher, the Western Region has established a conduct committee to assist in handling problems).

SUPERVISION

You must provide one registered adult for each ten (10) students you register. Please be sure that every adult you are bringing to assist you with the supervision of your delegates understands that they must be in the sessions, at the dances, checking rooms periodically during the day, checking all rooms at curfew, walking the halls for a period after curfew, and are subject to the same conduct code and dress as are the teachers and students.

DECA INC. BOARD OF DIRECTORS

The Board of Directors of Western Region DECA Inc. will meet on Saturday at 1:30PM to discuss items of interest to the Western Region, to plan future conferences and to conduct normal business. All interested Professional Division members are invited to attend. Only officially designated DECA Inc. representatives are entitled to vote. Please contact President, Kelly Ambrose, if you have questions about eligibility or to officially change the designated representative.

States, cities or localities interested in hosting future Western Region Leadership Conferences should contact Kelly Ambrose, President, for procedures to submit a bid.

CONVENIENT LOCATION FOR ALL DELEGATES

The entirety of the Western Region Leadership Conference, with the exception of business tours, will be held in the Grand Sierra Resort Hotel and Convention Center. This resort is a substantial complex with plenty to offer including:

- Newly renovated meeting space, lobby and reception area, and sleeping rooms that are some of the largest in the industry at 425 square feet
- Bowling; spend your spare time at the 50-lane bowling center
- Fun Quest; all ages will enjoy our 40,000 square feet of video games and virtual reality
- Hilton Bay Aqua Golf Driving Range; this driving range features four island greens of varying distance and difficulty
- Ultimate Rush Park: Combine skydiving and hang-gliding on the 180 foot Sky Coaster, Sling-Shot - A bungee in reverse, Miniature Golf, Racing Oval, Road Course - High banked turns - exciting races, Slick Track, and Bumper Cars
- The Shops at the Grand Sierra
- And much, much more!

HOTEL CHECK-IN

Hotel check in time is 3:00 pm. Rooms will not be available before that time, so chapters should plan their arrival with this in mind. For those who arrive early, rooms will be available for luggage, but these rooms may not be secure.

HOTEL CHECK-OUT

Hotel check-out time is 11:00AM. All participants must check-out prior to this time on the day of their departure. The hotel has been advised to make no charges to a room unless a credit card is provided. While the majority of students will likely have cell phones please remind those that do not that using lobby pay phone, a prepaid phone card, or a calling card saves money and problems later as calls from hotel rooms to outside lines are very expensive. Students may prepay for a movie to be turned on in their room. Room service for students will be on a cash basis. **All** incidental charges must be paid upon departure. No incidentals will be allowed to the master bill. Advisors are required to inspect all guest rooms prior to checking out with the hotel. Chapters will be liable for any damage done to rooms or excessive cleaning charges from the hotel for rooms left in an out of the ordinary condition.

2009 Western Region Leadership Conference - *Tentative Schedule*

Thursday, November 12

- 1:00 pm – 3:00 pm Western Region Executive Committee Meeting
- 3:00 pm – 8:00 pm Opening Session Rehearsals
- 4:00 pm – 5:00 pm State Advisors Briefing
- 5:00 pm Conference and Lodging Check-In
- 5:00 pm Dinner On Your Own
- 5:00 pm – 8:00 pm State Meetings:
California New Mexico Oregon
Montana Guam Hawaii
Colorado Utah Wyoming
Nevada Idaho Alaska
Washington
- 6:00 pm State Officer Rehearsal for Opening Session
- 9:00 – 11:00 pm WRLC 2009 Opening Session
Parade of States
YouTube DECA Promo Video Competition
Conference Highlights
Tentative Keynote: Keith Hawkins
Immediately following: DECA Name That Tune Tournament
- 11:30 pm Curfew

Friday, November 13

- 8:00 – 9:00 am Breakfast (Complimentary Breakfast for All Participants)
- 9:00 – 12:00 pm Tentative Tours of Tahoe/Reno area businesses
Tour 1: Fallon Naval Air Station Top Gun School [Leadership & Service]
Tour 2: National Auto Museum [Tour & Automotive Marketing]
Tour 3: National Bowling Center [Bowl & Sports Marketing]
Tour 4: Rink on the River [Ice Skate & Olympic Preview]
Tour 5: Mountain High [Sierra Nevada College & Heavenly Resort]
Tour 6: Grand Sierra Resort Tour [Marketing/Hospitality]
Tour 7: Patagonia [Marketing/Retail/Merchandising]
Tour 8: Twelve Horses [Internet Marketing/Promotion]
- 12:00 – 1:30 pm Lunch on your own

1:30 – 5:00 pm	<p>Leadership Village</p> <p>DECA Entrepreneurship Expo [Exhibits by DECA Members to promo their business]</p> <p>Career & College Fair [Sponsored by DECA NAB member companies] [Scholarship & university materials from WR colleges/FIDM, JW]</p> <p>DECA Programs Booth [Various exhibits promoting DECA programs]</p> <p>Summit Store [Coffee shop meets computer lab meets DECA store; updates to WR Facebook; Twitter]</p> <p>Battle of the Bands Auditions [WII tournament try outs]</p> <p>DECA's Top 100: Get In or Get Out Gauntlet [Members proceed through a progressively more difficult set of stations evaluating appearance, image, DECA knowledge, marketing, leadership, behavioral interviewing, life planning. The object is to be in the top 100 to emerge]</p> <p>DECA Knowledge Test</p> <p>DECA Quiz Bowl Preliminaries</p>
1:30 – 5:00 pm	<p>Concurrent Pre-Scheduled Workshop Sessions</p> <p>SAT Preparation</p> <p>Applying for DECA Scholarships</p> <p>Get All You Can from DECA</p> <p>Competition Prep Session: Role-Play</p> <p>Competition Prep Session: Testing</p> <p>Competition Prep Session: Written</p>
5:30 pm – 8:00 pm	<p>Dinner</p> <p>Option 1: On your own</p> <p>Option 2: Bowl-A-Thon to Benefit MDA [extra fee applies]</p>
8:30 pm – 11:15 pm	<p>Second General Session</p> <p>Keynote: Patrick Grady, <i>Hypnotist</i></p> <p>Western Region Picture</p> <p>Battle of the Bands Finals</p> <p>Quiz Bowl Finals</p> <p>Awards Presentation of the Top 100 DECA Members</p>
12:00 midnight	<p>Curfew</p>

Saturday, November 14

8:00 – 9:00 am	Breakfast (Complimentary Breakfast for All Participants)
8:00 am – 1:00 pm	Exhibit Area Open
9:00 am – 12:00 pm	DECA University LEADS Part III: Leadership Chapter Management Academy Part III Finance & Investing Major Marketing Major Sport & Entertainment Marketing Major Entrepreneurship Major Leadership Major Technology Major
9:00 am – 12:00 pm	DECA Competitive Events
9:00 – 9:30 am	Competitor Briefing
9:00 am – 11:45 am	Closing Session Rehearsals
9:30 – 10:30 am	Testing
9:30 – 12:00 am	Role Plays and Content Interviews
12:00 – 12:30	Competition Judges' Forum [forum with competition judges for Q&A and specific feedback for all competitors]
12:30 – 1:30 am	Lunch (on your own)
12:00 – 1:00 pm	DECA State Advisor and State Officer Lunch hosted by Johnson & Wales
1:30 pm – 4:30 pm	DECA University <i>Continued</i> LEADS Part III: Leadership Chapter Management Academy Part III Finance & Investing Major Marketing Major Sport & Entertainment Marketing Major Entrepreneurship Major Leadership Major Technology Major Professional Development for Advisors [Mixer from 1:15 pm – 1:30 pm]

[Western Region BOD Meeting 1:30 pm – 3:00 pm]
[Chapter Management Training from 3:15 pm – 5:00 pm]

5:30 pm – 8:00 pm	Dinner (on your own)
8:00 pm – 9:30 pm	Closing Session Tentative Keynote Speaker: Amy Gallimore Conference in Review ICDC Promo Awards and Appreciation Recognition Competition Awards Presentation
9:30 pm – 11:30 pm	DECA Dance
12:00 midnight	Curfew

CODE OF ETHICS FOR ADULT ADVISORS

Marketing education programs offer training to those students who have a career objective in the field of marketing, management or entrepreneurship. Individual conduct and appearance is a phase of this training. This phase of the education program becomes apparent at DECA's Western Region Leadership Conference.

Since a good example is one method of teaching, and students participating in the conference are impressionable, a **Code of Ethics** is set for adult advisors.

It becomes the responsibility of each and every participant to see that proper conduct is adhered to at all times. Violations of these practices and procedures will be referred to the president of the Board of Directors for DECA Inc.

- Advisors shall conduct daily meetings with participants for progress reports, time schedules and other activities.
- Advisors shall conduct nightly curfew checks to ensure that their students are in by curfew and remain in their rooms through the night.
- Advisors shall keep an agenda for each student so that they may be reached at any time during the conference.
- Each advisor shall be responsible for seeing that participants adhere to all conduct practices and procedures.
- The rules as stated in the **Student Conduct (next page)** and the **Dress Code** are called to your attention for review and should govern the behavior of **advisors** as well as students.

CONDUCT CODE FOR DELEGATES ATTENDING WR DECA SPONSORED ACTIVITIES

Attendance at any Western Region DECA (WR DECA) sponsored conference or activity is a privilege. The following conduct policies will apply to all delegates: students, marketing coordinators, and any other authorized persons attending the activity. This form must be signed by each student attending a W.R. DECA activity and brought to the conference site during the conference.

Delegates shall abide by the rules and practices of W.R. DECA at all times, to and from the designated point of origin of the activity. Delegates shall respect and abide by the authority vested in the W.R. DECA organization. Determination of penalties for violations will be at the discretion of the W. R. Conduct Committee. Additional penalties may be imposed by the state association and/or local school district.

The following shall be regarded as severe violations of the WR DECA Conduct Code:

Should a conduct code violation occur for item 1 through 7 below, regardless of when exposed, the violating student(s) will be sent home.

1. **Alcohol, Drugs and Tobacco:** A student shall not possess, use, transmit, be under the influence of, or show evidence of having used an alcoholic beverage, other drugs, substances or tobacco products capable of or intended, purported, or presumed to be capable of altering a student's mood, perception, behavior or judgment; other than properly used, over-the-counter pain relievers and medications prescribed by a physician for an individual student and must be on record with the advisor. Nor shall the student possess, use, sell or transmit paraphernalia associated with drugs, alcohol, or chemical substance in any form (including tobacco), at any time, or under any circumstances, on public or private properties. All local and state laws concerning personal behavior will be honored.
2. **Curfew:** Committing serious violations of curfew regulations as outlined in item 9 below.
3. **Willful Companionship:** Being in the willful companionship of someone who violates any portion of the conduct code, or failing to report any direct knowledge (other than hearsay) of the conduct code violations.
4. **Personal Conduct:** Participating in social activities other than those with conference participants; conducting acts and/or possession of weapons capable of causing bodily harm or fear of life, defacing or stealing any public or private property (for which financial responsibility will rest solely with offending individuals or their chapter); other serious violations of personal conduct regulations.
5. **Serious Violations** of the student conduct code of the school district or school that the student represents.
6. **Private Transportation:** No driving or riding in a private automobile during a conference, unless accompanied by an authorized advisor (delegates are to be housed at the conference site). Occasionally a chapter advisor, under special circumstances, may allow a student to drive or ride in a private automobile to a conference. These students are required to submit the "Permission to use Private Transportation" form (see attached form) to the chapter advisor prior to the conference. Permission to drive/ride applies to transportation of the student named on the form, only to and from the conference site. Once a driving/riding delegate has arrived at the conference site, s/he shall not be in a private automobile again until leaving the site at the end of the conference.
7. **Abusive Behavior and Lewd Conduct:** A student shall not engage in any lewd, indecent, sexual or obscene act or expression. A student shall not engage in verbal, physical or sexual harassment, hazing, or name-calling. The use of slurs against any person on the basis of race, color, creed, national origin, ancestry, age, gender, sexual orientation, or disability is prohibited.

The following shall be other violations of the W.R. DECA Conduct Code:

Should a conduct code violation occur for items 8-12 below, regardless of when exposed, the violating student (s) may be sent home and may not be eligible to attend any other state, regional or national conference during that school year. Determination of penalties for violations will be at the discretion of the W.R. Conduct Committee, or the appropriate state and/or chapter DECA Advisor.

8. **Conference Conduct:** Failing to wear the supplied conference ID badge and wristband (when provided) at all times from arrival at the conference until departure at the end of the conference; leaving sessions prior to their conclusion (except in the case of emergency); failing to attend all general sessions and assigned activities (including workshops, competitive events, committee meetings, etc.) for which a delegate is registered (unless engaged in a specific assignment taking place at the same time).
9. **Curfew:** Failing to be in your assigned hotel room from the curfew time designated in the conference program until 6 a.m.; causing any noise or other disturbance audible by anyone in the hallway after designated curfew time; ordering any food after the designated curfew time; causing any other unnecessary disturbance or participating in any other inappropriate activity after the designated curfew time.
10. **Dress:** Failing to abide by the dress regulations established for the conference, as outlined in the Dress Code.
11. **Personal Conduct:** Failing to keep adult advisors informed of activities and whereabouts at all times; having a member of the opposite sex in a room if no adult chaperone is present and the room door is not visibly open (e.g., a garbage can may be used to adequately prop open a door); having a delegate or advisor of the opposite sex in a room without a third person present and the door visibly open; or for behavior unbecoming of a delegate.
12. **Hotel Conduct:** Failing to meet the professional standards of housing facilities; accruing incidental room charges (i.e., phone calls, room service, pay-per-view movies, etc.) without settling the account prior to check-out; throwing objects out the window or into the hallway; moving hotel furniture from rooms (e.g., onto the balcony); failing to follow hotel rules and regulations; inappropriate noise or verbal abuse; and not demonstrating respect for hotel guests not participating with the W.R. DECA activity.

DRESS CODE FOR DELEGATES ATTENDING W.R. DECA SPONSORED ACTIVITIES

The following guidelines have been developed to clarify the dress code used at all W.R. DECA conferences (regardless of locations).

ACCEPTABLE CASUAL ATTIRE

Travel to/from conferences, dances, and non-conference activities such as shopping, sightseeing, or going out for meals.

Males: Slacks, cords, walking shorts, sports shirts, denim shirts, and DECA T-shirts and sweatshirts. All clothing must be in good repair and proper size.

Females: Slacks, cords, skirts, blouses, sports shirts, walking shorts, denim shirts and DECA T-shirts and sweatshirts. All clothing must be in good repair and proper size.

UNACCEPTABLE

- Gang related clothing and accessories
- Spandex and exercise apparel
- Jeans (any color)

ACCEPTABLE BUSINESS ATTIRE

(Opening/ Closing Sessions, interviews, tours, exhibits, workshops, or banquets)

Males: Dress slacks, dress shirt, tie, dress shoes and socks, sweater and/or sport coats. A dress suit or DECA blazer is always appropriate. Shirts are to be tucked in. Belted pants.

Females: Dress (professional business), dress slacks, skirt, blazer, dress blouse or collared shirt, coordinated shirt/ blouse, city shorts, dress shoes (professional business). A dress suit or a DECA blazer is always appropriate. Nylons are recommended with all professional dress.

UNACCEPTABLE

Athletic shoes or flip-flop sandals.

Activities such as swimming, sunbathing, jogging, or tennis warrants appropriate recreational attire for that activity.

At any time during the conference while on-site (including hotels), you must be in appropriate casual or business attire.

REGISTRATION INFORMATION

Registration Deadline

Registration forms and deposits for WRLC must be received by October 15, 2009. Registrations received after this date will be assessed a late fee and are subject to availability of space. Please note the exact amount of the conference fees. Failure to submit materials by the specified deadlines may result in not being able to participate in WRLC 2009.

All payments for each chapter/state/province should be paid with one check. Individual checks from student participants will not be accepted. PO's are NOT allowed for WRLC 2009.

Late Fees

All registrations are due October 15, 2009. Any registration received after this date will incur a \$20.00 per participant late fee.

Changes/Substitutions

All changes to original registration must be made in writing via email. There is a \$10.00 change fee. No changes will be accepted after November 6, 2009. Drops are not allowed. Once a student is registered their registration fees are due and owing and are non-refundable.

Registration Fee

The registration fee for WRLC 2009 is as listed below. There is one method of registration for the conference and includes lodging, registration and state assessments. Please do not make any payments directly to the conference hotel for housing. The registration fee includes three nights hotel stay (checking in November 12, 2009 and out on November 15, 2009) and all participants must pay the full registration fee listed below regardless of whether they stay all three nights at the hotel.

The registration fee includes: hotel room for three nights (\$119 per night per room plus tax which is approximately 12%), conference elements listed on page 4 of this packet (\$125 per participant), and mandatory State Association fees (\$10 per participant).

Registration Type	Cost
Quad Registration Fee Per Person (Four Individuals to a Room)	\$236.00
Triple Registration Fee Per Person (Three Individuals to a Room)	\$269.00
Double Registration Fee Per Person (Two Individuals to a Room)	\$336.00
Single Registration Fee Per Person (One Individual to a Room)	\$537.00
Late Fee: Registration Submitted after October 15, 2009 (per participant)	\$20.00
Extra Room Night. <i>If you plan to arrive earlier than November 12, 2009 or leave later than November 15, 2009 please be aware that you will be responsible for the additional hotel nights.</i>	\$119 plus tax (~12%)

To make arrangements to pay via credit card please send an email to registration@wrlc2009.org to request instructions.

Hotel Reservations

Please do not contact the hotel directly to make reservations, make changes, or to make payment.

Hotel registration and conference registration will be submitted together to the WRLC 2009 Organizing Committee and the committee will make hotel arrangements directly with the hotel.

Chapters are responsible for filling their own rooms (up to a quad) and responsible for the corresponding rate. For example, if a chapter submits a registration with two students in a room the registration fee for each student will be the double rate listed above because there are only two students in the room. If a chapter only has two students of the same gender, but desires a quad rate they are responsible for identifying another chapter to share the room with. If you wish to share rooms with another school, put the attendee’s name and school in the note box for that room. Both schools must show the same shared arrangements and both schools must be arriving and departing on the same days. The invoice generated in the spreadsheet will not calculate shared room rates. It is up to the advisors to determine which school will show full payment for the shared room on their invoice.

Please complete your arrival and departure dates and times in the notes section of the housing tab in the spreadsheet. If the exact times are unknown, put approximate times. This helps the hotel determine staffing needs.

Registration Process

To register for WRLC 2009 the following must be completed:

DESCRIPTION	DEADLINE	DONE (✓)
*Complete the “WRLC 2009 Excel Registration File” and email to registration@wrlc2009.org	October 15, 2009	
Make registration check payable to “DECA WRLC” and mail to P.O. Box 912, Jacksonville, OR 97530. Only one check per chapter/state association registering for the conference.	October 15, 2009	
WR DECA Student Member Release Code (Do not send this form in. Advisor must retain a completed copy of this form with all signatures for each student attending WRLC and bring a copy of each with them to the conference)	October 15, 2009	
Complete the Western Region DECA Statement of Assurance and mail along with copy of registration and check to P.O. Box 912, Jacksonville, OR 97530	October 15, 2009	

*The “WRLC 2009 Excel Registration File” is a separate file that must be completed and email to registration@wrlc2009.org. There are four separate tabs included in the spreadsheet. Please be sure to review and, where necessary, complete the requested information on each tab. The fourth tab is an invoice that will automatically populate with the necessary information as you complete each tab of the worksheet and is formatted so that it can be printed and presented to your school banker when you request your check for payment. Please do not make any changes to the formatting, orientation, or size (including adding or deleting rows, cells, or columns) of the spreadsheet as this will impact the functionality of the sheet.

WESTERN REGION DECA STUDENT MEMBER RELEASE CODE - Page 1 of 2

Conduct Code Endorsement, Permissions to Attend Western Region DECA Sponsored Activities, Authorization to use student image and/or name, Release of Claim for Damages, Emergency Medical Treatment Authorization, Insurance Information, Private Transportation Form:

Name of Student _____ Date: _____
Home Address _____ Phone: _____
E-mail: _____ Date of Birth: _____
Name of High School _____ Phone: _____
Advisor (s) in Charge _____ E-Mail: _____

This is to certify that _____ has my permission to attend Western Region DECA activities. On behalf of the above-named student member, we hereby absolve and release the school officials, the DECA chapter/state advisors, W.R. DECA, the host state, and/or the W.R. DECA authorized conference staff from any claims for any personal injuries which might be sustained while he/she is on the way to and from or during such W.R. DECA sponsored activities providing that this agreement shall not apply to any injury arising out of sole negligence of the preceding parties.

I also understand that the chapter advisor determines the criteria at the local site, for individual students to attend and participate at all W.R. DECA activities.

I authorize the above-named advisor (s), the W.R. DECA Executive Board, or his/her designated to secure the services of a physician or hospital, and to incur the expenses for necessary services in the event of an accident or illness, and I will provide for the payment of these costs.

We have read and agree to abide by the supplied W.R. DECA Conduct Code. Should a conduct code violation occur, law enforcement personnel and/or security may be called to assist, and the Conduct Committee may be called with the ultimate punishment being disqualified and sent home at the delegate's expense and/or being removed from office if in an officer status. Reasonable care shall be exercised to insure a safe, expedient, and financially feasible mode of transportation back to the home community of the delegate involved. I am aware of the consequences that will result from violation of any of the above guidelines.

Student Signature _____ Date _____
Parent / Guardian Signature _____ Date _____
Chapter Advisor Signature _____ Date _____
School /ROP Official Signature _____ Date _____

USE OF IMAGE AND NAME

I agree that my student's picture, image and/or name may be included in conference highlights on website, printed materials, and/or conference slideshows.

Student Signature _____ Date _____
Parent / Guardian Signature _____ Date _____



MEDICAL INFORMATION

Known allergies (drug or natural)

Special medication being taken

Date of last tetanus shot

History of heart condition, diabetes, asthma, epilepsy or rheumatic fever

Any physical restrictions

Other conditions

Family doctor _____ Phone _____

INSURANCE INFORMATION

Company Name _____ Policy Number _____

TRANSPORTATION FORM

(only necessary if a private form of transportation will be used to attend W.R. activity)

_____ **Does not apply** _____ **Does apply**

Permission to Use Private Transportation at a Western Region DECA Activity

W.R. DECA Activity Name _____ Dates _____

_____ has our permission to drive a private automobile **to and from** the named Western Region DECA activity. It is understood that any driving other than what is necessary to be transported to and from the conference site is a violation of the Conduct Code. Once a driving delegate has arrived at the conference site, he/she shall not be in a private automobile again until leaving the site for that activity.

This permission form is for the student driving a personal car only. This student is not allowed to transport any other DECA members or students in the car or with any other form of transportation.

This form is valid only for the dates specified on the form, and with the school's approval. Driving a private car is considered an emergency and not recommended by W.R. DECA.

The undersigned are aware of the above provisions and give permission for the named student to drive a private vehicle in the manner described.

Student Signature _____ Date _____

Parent / Guardian Signature _____ Date _____

Chapter Advisor Signature _____ Date _____

School /ROP Official Signature _____ Date _____

Western Region DECA Statement of Assurance

I, _____ (DECA Advisor) have a properly completed and signed **WESTERN REGION DECA STUDENT MEMBER RELEASE CODE** on file for each student attending the following Western Region DECA activity.

**Western Region Leadership Conference
November 12-14, 2009
Reno-Tahoe, Nevada**

By signing below I am also indicating that I will have the **WESTERN REGION DECA STUDENT MEMBER RELEASE CODE** in my possession for the duration of the above activity, including travel to and from this activity. I understand the following:

- The WRLC 2009 Planning Committee will not collect the individual student forms for this activity.
- Students attending WRLC 2009 will have the opportunity to participate in activities outside of the conference facility, thus requiring walking or further public transportation.
- Proper completion of the WRLC 2009 **WESTERN REGION DECA STUDENT MEMBER RELEASE CODE** provides the best protection for student's needs and my liability during a DECA activity.
- The responsibility for the safety of the delegates from this chapter/state/province rests with people signing this Statement of Assurance.

I have read the above and hereby offer assurance that I understand and agree to comply with the policies stated on the Permission Forms as indicated by my signature appearing below.

Date: _____

_____ Chapter Advisor's Signature

_____ School Official Signature

PRESS RELEASE

**DECA/ΔEX WESTERN REGION LEADERSHIP CONFERENCE
November 12-14, 2009
Reno-Tahoe, Nevada**

FOR IMMEDIATE RELEASE - (TODAY'S DATE)

LOCAL STUDENT(S) TO ATTEND WESTERN REGION LEADERSHIP CONFERENCE IN Reno-Tahoe, Nevada.

(Name of student), a student at (school), will be attending the 2009 Western Region Leadership Conference for DECA/ΔEX, an association of marketing students.

(First name of student) is among hundreds of students from 14 western states and territories who will attend the Western Region Leadership Conference which is designed to develop leadership skills in students who are pursuing careers in marketing and management.

DECA is the recognized national vocational student organization for students enrolled in marketing related courses in this nation's schools. DECA develops leadership ability, promotes an appreciation for our free enterprise system and develops an awareness for the importance of good citizenship. These DECA goals are stressed in the more than 60 workshops and activities available to attendees. A special learning activity at this conference includes the DECA University which allows students to participate in focused leadership sessions that will allow them to receive specialized training in the following areas: Finance & Investing, Marketing, Sports Marketing, Entrepreneurship, Leadership, and Technology.

For additional information contact:

(Name)
(Title)
(Telephone)

E N D

(Send only originals)