

DREAM. DESIGN. DOMINATE.



THEATER

SEE DECA

THEATER

IN 3-D!

58TH MASSACHUSETTS DECA CAREER DEVELOPMENT CONFERENCE

MARCH 9-11, 2017

MARRIOTT COPLEY HOTEL, BOSTON, MA

Greetings Massachusetts DECA,

Hello and welcome to the 58th annual Massachusetts DECA State Career Development Conference. Team 58 has been hard at work to make sure that the 2017 SCDC is one for the books. We hope that you have **DREAMED** and **DESIGNED** and are now ready to **DOMINATE**. Whether it be excelling in competition to earn a spot to ICDC, attending a workshop to grow as a person and leader, or connecting with friends from all over the state, we want all of you to **See DECA in 3D**. This conference has a lot in store and will be one to remember.

We are honored to say that this year has been an exceptional one for Massachusetts DECA. As for membership, we remarkably recruited over 20 new chapters and hundreds of students. We have also increased the number of non-competitive events and have been seeing outstanding attendance at these functions. Massachusetts DECA was among the top MDA donors in all of DECA, which is a very impressive and an important statistic for our state. Our Mass DECA social media pages have received a tremendous amount of followers and have improved drastically, including the addition of our brand new YouTube channel. Be sure to follow us on all of the major social media platforms @Mass_DECA.

We would like to thank all of our members that make this state and organization amazing. We cannot do what we do without the energy, excitement, and commitment that you bring to Mass DECA. The accomplishments of our members is what makes our state renown. Good luck to all of our members in competition. We hope that you are able to **DOMINATE** and achieve your goals. We are excited to see what you do this conference and again in beautiful Anaheim, California! We are certain that our members will accomplish unforgettable things and bring home some DECA glass. Remember to see **DECA in 3D**!

From all of us on State Action Team 58,

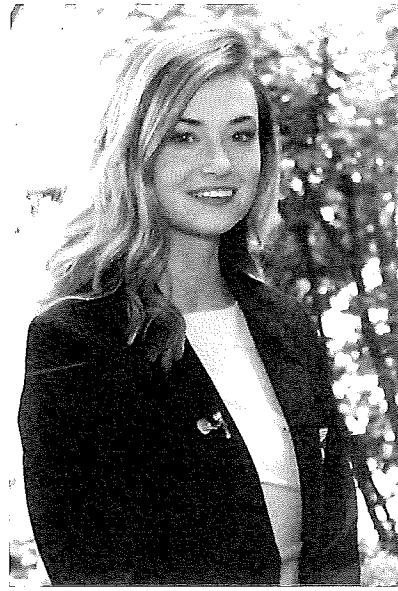
Abby, Layne, Jaron, Shea, Katie, Ryan, Ankeeta

Good luck & enjoy your conference!

MASSACHUSETTS DECA STATE ACTION TEAM 58



Abby Cook, Tewksbury DECA



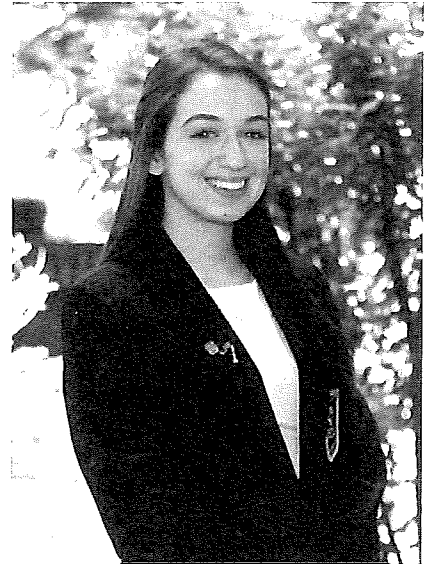
Layne Kingman, JWU DECA



Jaron May, King Philip DECA



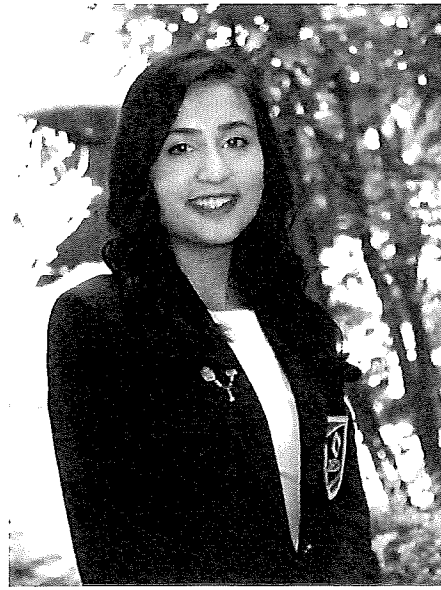
Shea McFadden, Georgetown DECA



Katie Miller, Algonquin DECA



Ryan Miller, Taunton DECA



Ankeeta Patil, Westford DECA

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The program cover was designed by
Cameron Smith, from Stoughton High School

The T-shirt design was created by
Devyn Greenberg from King Philip Regional High School

Don't forget to follow us on Twitter, Instagram & Snapchat @mass_deca and post using the hashtag #SeeDECAin3D and #MADECA17 so we can retweet, re-post and feature your photos!

Tweet about your conference experiences using the following hashtags for your State Officers

#massDECAankeeta
 #massDECAshea
 #massDECAalayne
 #massDECAkatie
 #massDECAryan
 #massDECAjaron
 #massDECAabby

Friday's dance provided by Spike Entertainment
DECA's Got Talent provided by Kevin Medas
Sessions provided by PDC Productions
Awards by Blanch and Son, Revere, MA

STATE CONFERENCE STAFF

COORDINATORS

Conference Coordinator:	Donna McFadden, State Advisor
Series Events Coordinator:	John Foisy, Worcester Tech. High School
Principles Coordinator:	Tom Sousa, Chelmsford High School
Team Events Coordinator:	Jim Sullivan, Tewksbury High School
Written Events Coordinator:	Cynthia Sylvia, Wareham High School
Tabulation Center Coordinator:	Harry Tingley, retired Marshfield HS
Budget & Finance Coordinator:	Brian Nobrega, retired Wareham High School
Judge Coordinator.:	Scott Larsen, Rockport High School
Conduct Coordinator:	Steve Driscoll Sr., Essex County Sheriff's Dept.

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Chuck Goonan/Monice Maurice

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Kyle Britto, Anthony Carrancho, Greg Ciociola,
Zach Curtin, Michela DelMastro, Meghan Ford,
Jacqui Gonski, Peter Lawlor, Mike Levecque, Evan
Milho, Lisa MoranMel Moran, Kelly Moscariello,
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Kyle Pilachowski, Jayne Pilachowski, Brandon
Prinzo, Lyle Rosa, LisaMarie Cardinale Scimemi,
Stephen Smedberg, Ashley Soucey, Jacob Stacey,
John Tutty Jr., Devyn Vinson, Crystal Appleton,
Courtney Zecha

TABULATORS

Harry Tingley, Gina Mustoe, Frank D'Aloisio, Aaron Sumner, Jennifer Karamanian
Brian Nobrega, Marybeth Pappas

MA DECA BOARD OF DIRECTORS

District I:	Mary Ellen Gates, Pembroke High School Ashley Stanford, Marshfield High School
District II:	Letty Brown, Southeastern Regional Tech. High School James Dow, King Philip Regional High School
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Alumni Rep.	Kyle Britto, graduate of Worcester Tech. High School
State Business Partner:	Anthony Carrancho, NBC Boston.
State Officers:	Abby Cook, Layne Kingman, Jaron May, Shealyn McFadden, Katie Miller, Ryan Nixon, Ankeeta Patil
Chartered Association Advisor:	Donna McFadden

CONFERENCE RULES AND REGULATIONS

You will be representing MASS-DECA throughout the conference. Be sure to display the integrity and respect of our organization by abiding by the following rules:

- ID badges & wristbands must be worn throughout the conference for security purposes. Lost badges must be replaced for \$5 in the Tab Center (3415). Those without a wristband will be sent home.
- Hotel & Convention Center Conduct: There shall be no defacing of public property. Damages are the responsibility of that chapter and individual. Moving hotel furniture between rooms is not allowed, nor is putting signage on the windows or doors. Inappropriate noise will not be tolerated and not demonstrating respect for other hotel guests not participating with the DECA Conference. Do not run in hallways or stairwells.
- Keep your advisor informed of all of your activities. Be sure to have your advisor's cell phone number. Cell phones must be off at all sessions, briefings, Briefing & workshops.
- Be prompt and prepared for all activities or face disqualification.
- Attendance at all general sessions is mandatory unless permission is received ahead of time. You must stay until the end of the session and until you have been released. Voting delegates are required at all election sessions.
- All delegates must be in their assigned hotel rooms at curfew and remain quiet. No food deliveries will be permitted after curfew, unless advisor is picking up food. Chapters may not conduct meetings after curfew. Advisors are responsible for room checks.
- Non-conference students will not be permitted to attend conference activities.
- The Hynes Convention Center, Marriott Copley and the Sheraton Boston are non-smoking facilities.
- No alcoholic beverages or narcotics in any form shall be possessed &/or used by delegates.
- Failure to report any direct knowledge (other than hearsay) of Code of Conduct violations is considered willful companionship and will result in you being sent home.
- Local DECA Schools/Chapters will be responsible for delegates' conduct.
- Business dress is required for all breakfasts, Thursday dinner & Opening Session and competitive activities (refer to Comprehensive Consent Form) DECA T-shirts must be worn to the Friday night activities, including the Mini Awards session. Improper dress at the Grand Awards Session will result in disqualification of any awards received, since business attire is required. Alumni will prevent participants who are not in professional business attire from going on stage to accept their award, this includes boys having shirts untucked.
- Individual delegates will be sent home at their own expense if a Level One violation occurs. Level One violations will result in disqualification. Refer to full comprehensive consent form for more details

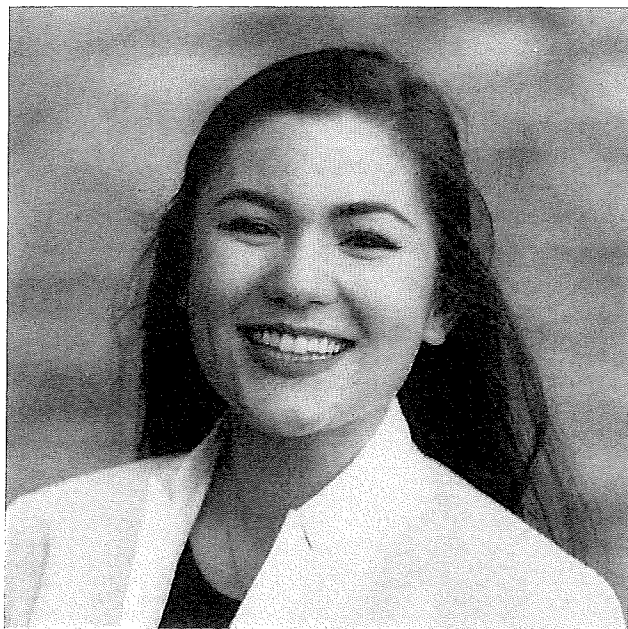
Guest Speaker: Johnny Cupcakes



Over the past decade Johnny Cupcakes, founded by speaker Johnny Earle, has grown from a "joke" to a multi-million dollar, highly exclusive t-shirt brand driven by a community of world-wide collectors. Johnny shares his story of how he took his t-shirt brand from the trunk of his rusty car at age 19, with learning difficulties and little resources, to some of the world's most sought after retail locations.

Johnny frequently speaks at businesses and universities worldwide. He has been named Americas #1 Young Entrepreneur by BusinessWeek, one of the top innovative people in Massachusetts by The Boston Globe, he has been recognized 4 years in a row for making it into the INC 500/5000 fastest growing independent companies in America, and has been featured on MTV, NPR, FORBES, WIRED, and as a case study in several branding and business books. Johnny's known for helping other people create blueprints for building brand loyalty, creating memorable experiences, and inspiring innovation.

***Follow Johnny on twitter and Instagram @JohnnyCupcakes
Snapchat Johnny Cupcakes***



Alyssa Chang is a trainer with a contagious spirit that resonates with students.

As a former student leader, Alyssa understands that the time put in now crafting leadership skills and fostering relationships, pays off big later! Her passion for people and her fun-natured personality make her a favorite among the FOCUS team.

Part of her unique identity is rooted in growing up in a military family. From Hawaii to Virginia, Alyssa considers herself a "local" in many communities. Currently, she is happy to call Milwaukee her home where she recently graduated from Marquette University double majoring in Marketing and Human Resources. Her passion to help others is evident in her involvement in service organizations and volunteer work. While at Marquette, Alyssa participated in and led several student volunteer trips to New Orleans, Louisiana to assist in post-Hurricane Katrina relief work. She also served as a New Student Orientation Leader and a Student Alumni Ambassador while at Marquette.

Alyssa started her journey with FOCUS Training as a Sales and Marketing Intern while attending Marquette, and has happily returned to the FOCUS team in her full-time role as Professional Market Sales Coordinator.

FOCUS

SPEAKING CONSULTING TRAINING

Lyndsey Howe is a full-time member of the FOCUS Training team specializing in business development and training. Her primary pursuits include developing and presenting programming to prepare students for college while developing their inner grit. During all of her sessions, Lyndsey includes an infusion of real world experiences, knowledge and bits of humor.



As a native of Nebraska, Lyndsey holds a B.S. in marketing from the University of Nebraska and has participated in ongoing education experiences through Yale University and Creighton University. After college, Lyndsey spent time as a financial analyst for a Fortune 100 company and became an early employee at a successful startup, Hudl - which provides that provides software and technology for sports teams. Her true calling though, is speaking, training and connecting partners with unique programming to elevate their organizations.

Within the Lincoln community, Lyndsey is an active board member and community volunteer for organizations that support literacy and education. She is married with one daughter and two dogs and lists her obsessions as The New York Times, all things nautical and office supplies.

FOCUS

SPEAKING CONSULTING TRAINING

Leadership Academy Agenda

Facilitators: Alyssa Chang & Lyndsey Howe

Mandatory assigned session required for all Written Events, Professional Selling (PSE), Hospitality & Tourism Professional Selling (HTPS), Ad Campaign (ADC), Fashion Promotion (FMP), Sports & Entertainment Promotion Plan (SEPP), Financial Consulting Event, (FCE), Entrepreneurship Innovation (ENI), Participating (ENPI & ENPF)

		Location
7:00am-8:00am	Team 1A–Creative Thinking Challenges Team 1B-Human Machine	Boylston Room Tremont Room
8:00am-9:00am	Team 2A-Human Machine Team 2B-Creative Thinking Challenges	Tremont Room Boylston Room
9:00am-10:00am	Team 3A–Creative Thinking Challenges Team 3B-Human Machine	Boylston Room Tremont Room
10:00am-11:00am	Team 4A-Human Machine Team 4B-Creative Thinking Challenges	Tremont Room Boylston Room
11:00am-12:00pm	Team 5A–Creative Thinking Challenges Team 5B-Human Machine	Boylston Room Tremont Room
12:00pm-1:00pm	LUNCH	
1:00pm-2:00pm	Team 6A–Human Machine Team 6B-Creative Thinking Challenges	Tremont Room Boylston Room
2:00pm-3:00pm	Team 7A–Creative Thinking Challenges Team 7B–Human Machine	Boylston Room Tremont Room
3:00pm-4:00pm	Team 8A– Human Machine Team 8B- Creative Thinking Challenges	Tremont Room Boylston Room

Creative Thinking Challenges: Brain teasers, puzzles, enigmas? Tackling unusual problems and challenges is something every leader needs to deal with. Creative Thinking Challenges is a crash course in creative problem solving and time management.

Human Machine: MA DECA participants will create a moving , functional machine and sell it to the public. The catch? This invention is made of people! This often outrageous activity gets participants thinking about teamwork and promotion of their organizations from a whole new perspective.

Skills Developed/Learning Targets: Enthusiasm, Creativity, Teamwork, Promotion, Problem Solving

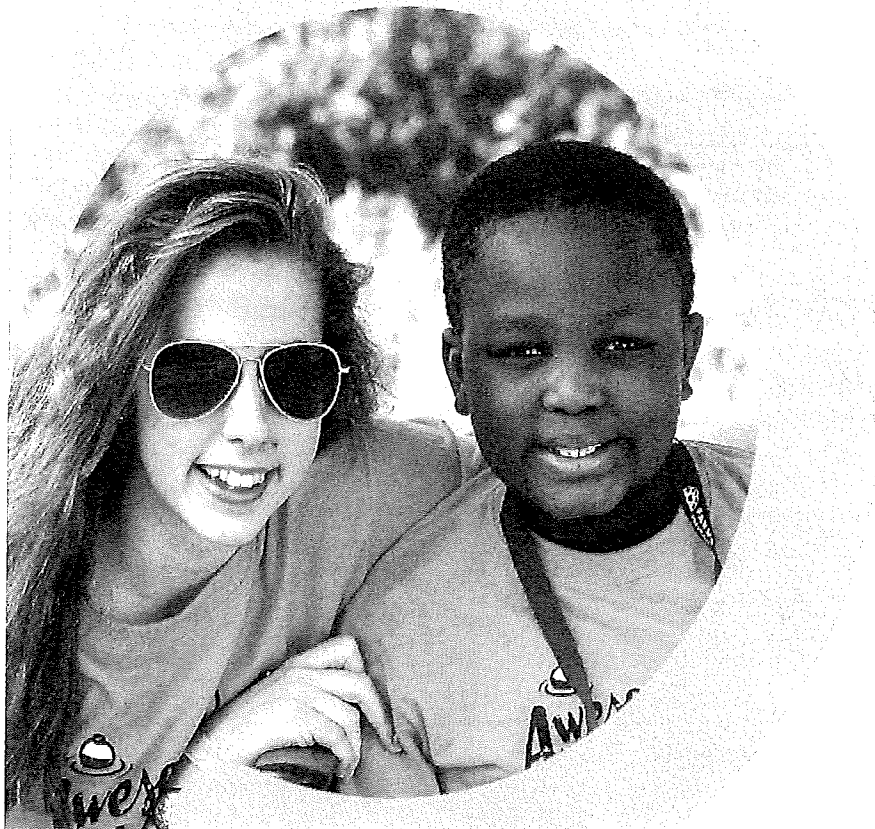
MDA[®]

Summer Camp

Where anything is possible.

Join the MDA Summer
Camp team today!

MDA Summer Camp at Agassiz Village
August 13-19, 2017 • Poland, Maine



Muscular
Dystrophy
Association
mda.org

EXHIBIT TABLES

Please visit the exhibits in the foyer on Friday, March 10

****DECA National Advisory Board Members***

***Muscular Dystrophy Association (MDA)**

Buy a Shamrock on Friday!

Chapter raising the most money earns a leadership spot to ICDC

***The Men's Wearhouse**

***The Art Institutes**

***University of Massachusetts Amherst
Isenberg School of Business**

***Fashion Institute of Design & Merchandising/FIDM**

***Johnson & Wales University**

***Boston University School of Hospitality Administration**

Savers

University of Dartmouth-Charlton School of Business

I.S. Tours

Harvard Student Agencies Training

Suffolk University

Johnny Cupcakes Pop-Up Boutique

Isenberg School of Business, University of Massachusetts Amherst

Fisher College

Summer Discovery & Discovery Internships

National Geographic/Cengage Learning

Lasell College

SAY CHEESE!

***Visit the MA DECA photo booth in the exhibit area
11 am-5 pm!***

WORKSHOPS

Workshops are presented on Friday only

"Last Minute Role-Play Strategies"

Want some last-minute tips and tricks before competing? Need some advice on how to WOW your judge and make a great impression? Come learn proven role play strategies from three-time ICDC finalist and two-time glass-winner Michael Kelley. Topics will include presentation strategies, hitting your key performance indicators, and standing apart from your fellow competitors. Come with enthusiasm and come with questions.

Presenter: *Michael Kelley, DECA Alumni, ICDC winner*

Times: 9:00 a.m.-10:00 a.m.

10:00 a.m.-11:00 a.m.

Location: Brandeis

"Own Your Interview"

An interview can be the starting point for living a successful life. Join us for this high-energy and interactive workshop where you will develop your interview skills while preparing to Own Your Future

Presenter: *Donald LeCompte, DECA Executive President*

Times: 11:00 a.m.-12:00 p.m.

Location: Brandeis

1:00 p.m.-2:00 p.m.

"Beyond Words: The Subconscious Language of Body & Dress"

Did you know that over 90 percent of communication does not involve words? In this highly interactive presentation, students will discover the eight types of nonverbal communication and the power each one holds. While emphasizing the psychology and sociology curriculum, focus is placed on the cultural differences in both subconscious and learned behaviors. Class participation is encouraged in exercises that challenge students to interpret the hidden meaning behind mannerisms and dress. Students will come away knowing the profound impact nonverbal communication has on their future success and well-being.

Presenter: *Lisa McNanna, FIDM; Fashion Institute of Design & Merchandising*

Time: 3:00 p.m.-4:00 p.m.

Location: Brandeis

"Behind the Design: Careers in the Apparel Industry "

Have you ever considered how the clothing you buy impacts the economy on a global scale? The fashion and apparel industry is as exciting as it is expansive, offering career opportunities in design, management, production, marketing, and beyond. This presentation offers you a glimpse into the dynamic range of careers available in this ever-evolving industry, from visual communications, merchandise marketing and planning, digital advertising, product development, manufacturing, trend forecasting, and fashion design.

Presenter: *Lisa McNanna, FIDM; Fashion Institute of Design & Merchandising*

Time: 4:00 p.m.-5:00 p.m.

Location: Brandeis

"Dress for Success"

College & job interviews coming up? Perhaps unsure if your outfit works for DECA? Learn how to Dress for these events, as well as learn some tips and tricks on how to build a functioning wardrobe that is multipurpose!

Presenter: *Kim Richards & Dan Hurt, The Men's Wearhouse*

Times: 9:00 a.m.-10:00 a.m.

Location: Northeastern

10:00 a.m.- 11:00 a.m.

"How to Rock your LinkedIn Profile"

Have you set up your LinkedIn profile? Attend this workshop to learn the ins and outs of creating a LinkedIn profile to best represent yourself. LinkedIn is a great way for business professionals to connect with each other, to meet, find a career, or stay updated professionally. Start building your network in high school so YOU are prepared for when you graduate college.

Presenter: *Alyssa Duncan, DECA Executive President, Collegiate Division*

Times: 11:00 a.m.-12:00 p.m.

Location: Northeastern

1:00 p.m.- 2:00 p.m.

"You Graduated! Now What?"

Learn more about career opportunities in the hospitality industry and getting involved in Collegiate DECA when you go off to college..

Presenter: *Jacob Stacey, Johnson & Wales University, Collegiate DECA*

Times: 2:00 p.m.- 3:00 p.m.

Location: Northeastern

3:00 p.m.- 4:00 p.m.

DECA EXECUTIVE OFFICERS



**Donald LeCompte, Executive President
High School Division**

Donald is a four-year DECA member from East Stroudsburg, Penn. Donald has been surrounded by DECA for most of his life, as both of his parents served as association presidents during their time as DECA members. With his mother now serving as a chapter advisor, Donald has been traveling to DECA conferences for years, and this year's #DECAICDC in Anaheim, Calif., will be his ninth International Career Development Conference! While serving as a two-term association officer in Pennsylvania, Donald has taken Pennsylvania DECA to new heights by increasing membership to an all-time high and by taking the initiative to start new, innovative programs which have benefited members across the state. Now, Donald is ready to make connections and share ideas which will help all of DECA's 220,000 members #OwnYourFuture.

Reach out to Donald @DECA_Donald

**Alyssa Duncan, Executive President
Collegiate Division**

Alyssa Duncan has been an active member of DECA since her sophomore year of high school, which has enabled her to grow as a leader and as an individual. Alyssa recently graduated from Johnson & Wales University in Providence, R.I., with a bachelor's degree in marketing. Alyssa was a member of the Executive Board for the National Student Organizations, which strengthened her leadership skills and expanded her knowledge of Collegiate DECA. Currently, Alyssa is pursuing a career in sales and marketing. Alyssa is thrilled to serve as the 2016-2017 Collegiate DECA Executive President and strives to make a powerful impact during the upcoming year.

Reach out to Alyssa @DECA_Alyssa

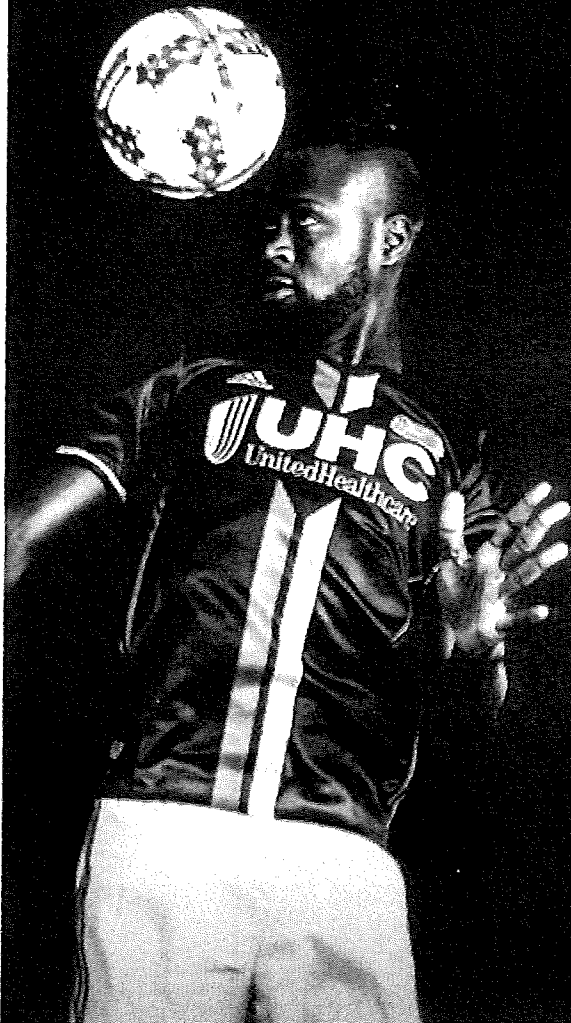


MASSACHUSETTS DECA CHAPTERS

Algonquin Regional Tricia Riley	Georgetown High School Lisa Ryer	Newton South High School Jenna Derkoski	Wareham High School Cynthia Sylvia
Andover High School Karen Stevens	Gloucester High School Ann Grasseti	Nipmuc Regional Gary Perras	West Boylston High School Shawn Palmi
Apponequet Regional Frank Rosa	Grafton High School David Manning	North Andover Peter Marfione	Westford Academy John Rogers
Ashland High School Elizabeth Hansen	Greater Lawrence Tech Kate Keyes	Northbridge High School Susan Palmer-Howes	Weston High School Corey Guerra
Barnstable High School- Brett Jansen	Groton School Arthur Diaz	Norton High School Heather Albritton	Westport High School Kevin Clark
Bartlett High School Maryann Hoenig	Hamilton-Wenham Laura Wheeler	Oliver Ames High School Sue Sweeney	Weymouth High School Barry Cowgill
Bay Path Regional Tech- Kelsey Spear	Hopedale High School- Talitha Oliveri	Pathfinder Regional Tech. Ed O'Connor	Whitinsville Christian Brady Bajema
Bedford High School Justine Flora	Ipswich High School Michael Fitzgerald	Peabody Memorial Lenny Brand	Whitman-Hanson Regional Lydia Nelson
Beverly High School Kristen Marescalchi	King Philip Regional James Dow	Pembroke High School- Maryellen Gates	Whittier Technical Amanda Crosby
Billerica High School John Magliozzi	Lower Pioneer Valley Linda Marr	Philips Academy Andover Elizabeth Monroe	Wilbraham Monson Jim Irzyk
Blackstone Valley Tech Michael Norton	Madison Park Tech. Francisco Torres	Plymouth North Katherine Schram	Wilmington High School Meghan Cool
Boston College HS Eric Mendoza	Manchester-Essex Dean Martino	Plymouth South Tech. Doris Bishop	Worcester Technical John Foisy
Bristol Plymouth Tech, Jennifer Karamanian	Medford Technical Frank D'Aloisio	Rivers School Dan McCartney	
Bridgewater-Raynham David Ferreira	Marshfield Ashley Stanford	Rockport High School Scott Larsen	
Brockton High School Paula Minchello	Martha's Vineyard Josh Burgoyne	Scituate High School Ross Maki	
Burlington Krista Anderson	Masconomet Regional Brian Duplissie	Somerset Berkley Christine Ayer	
CATS Academy David O'Donnell	Methuen High School Jason Symmes	Somerville High School Debbie Allen	
Chelmsford High School Tom Sousa	Minuteman Technical Dean Malerba	Southeastern Technical Letty Brown	
Danvers High School Meghan Beaulieu	Nashoba Regional Stavros Andreopoulos	Stoughton High School Linda Ciccattelli	
Dartmouth High School Patricia Kane	Nashoba Technical Sarah Ricard	Swampscott High School Jim Parachojuk	
Dighton Rehoboth Dan Demers	Natick High School Robert DeRosa	Taunton High School Jesse MacPhail	
Dracut High School Charles Mone	Needham High School- Kathleen Brady	Tewksbury High School Jim Sullivan	
East Bridgewater Jo-Ann O'Brien	Newburyport High School- Christine Simmons	Triton Regional Joe Celia	
Foxborough Jon McCabe	Newman School Christine Saunders	Uxbridge High School Dan Sabourin	
Franklin High School Miguel Carmo	Newton North High SchoolRobert Kane	Wachusett High School Bill Lebaire	



NEW ENGLAND REVOLUTION



DECA DAY AT THE REVS!

REVOLUTION



VS.

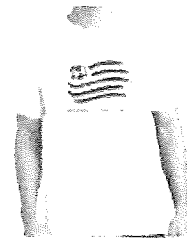


MINNESOTA UNITED FC

SATURDAY, MARCH 25, 2:00 PM
GILLETTE STADIUM - FOXBORO, MA

TICKETS JUST
\$25

ORDER BEFORE
MARCH 8TH TO GET
A DECA DAY AT THE
REVS SHIRT!



DECA Careers in Sports Panel

11:30-12:00 – Student Check-In

12:00-12:45 – Careers in Sports Discussion

1:00-2:00 – Networking

2:00 – Revolution vs. Minnesota United

TICKETS GO ON SALE NEXT WEEK!
COORDINATE WITH YOUR CHAPTER TO
RESERVE SEATS EARLY

To purchase tickets online with a credit card, go to the following link:

<https://oss.ticketmaster.com/aps/revolution/EN/promotion/home>

PROGRAM OF ACTIVITIES Thursday, March 9, 2017

TIME	ACTIVITY	LOCATION
3:00-10:45 pm	Officer Candidate Tables	4th floor Atrium
4:00-4:30 pm	Series Director Meeting	Nantucket
4:30-5:00 pm	Advisors only Meeting	Provincetown
5:30-6:45 pm	Dinner	Hynes Hall C & D
6:00-6:30 pm	Officer Candidates Meet	Hynes Auditorium
7:00-8:30 pm	Recognition Session	Hynes Auditorium
9:00-10:00 pm	Written Events Briefing	Hynes Auditorium
9:00-10:00 pm	Advertising Campaign Briefing	Hynes Auditorium
9:00-10:00 pm	Professional Selling Briefing	Hynes Auditorium
9:00-10:00 pm	Hospitality Prof. Selling Briefing	Hynes Auditorium
9:00-10:00 pm	Fashion Promotion Plan Briefing	Hynes Auditorium
9:00-10:00 pm	Financial Consulting Briefing	Hynes Auditorium
9:00-10:00 pm	Sports & Ent.Pro. Plan Briefing	Hynes Auditorium
9:00-10:00 pm	Sports & Ent. Team Briefing	Hynes Hall C
9:00-10:00 pm	Buying & Merch. Team Briefing	Hynes Hall C
9:00-10:00 pm	Bus. Law & Ethics Team Briefing	Hynes Hall C
9:00-10:00 pm	Financial Services Team Briefing	Hynes Hall C
9:00-10:00 pm	Hospitality Services Team Briefing	Hynes Hall C
9:00-10:00 pm	Marketing Mngt Team Briefing	Hynes Hall C
9:00-10:00 pm	Travel & Tourism Team Briefing	Hynes Hall C
9:00-10:00 pm	Accounting	Salon E
9:00-10:00 pm	Apparel & Accessories	Salon E
9:00-10:00 pm	Automotive Services Marketing	Salon E
9:00-10:00 pm	Business Finance Series	Salon E
9:00-10:00 pm	Business Services Marketing Series	Salon E
9:00-10:00 pm	Food Marketing Series	Salon E
9:00-10:00 pm	Hotel & Lodging Series	Salon E
9:00-10:00 pm	Human Resource Management	Salon E
9:00-10:00 pm	Marketing Management	Salon E
9:00-10:00 pm	Quick Serve Management	Salon E
9:00-10:00 pm	Restaurant & Food Service	Salon E
9:00-10:00 pm	Retail Merchandising	Salon E
9:00-10:00 pm	Sports & Entertainment	Salon E
9:00-10:00 pm	Principles of Business Adm.	Salon F
9:00-10:00 pm	Principles of Finance	Salon F
9:00-10:00 pm	Personal Financial Literacy	Salon F
9:00-10:00 pm	Principles of Hospitality & Tourism	Salon F
9:00-10:00 pm	Principles of Marketing	Salon F
9:00-10:00 pm	Quiz Bowl Briefing	Salon G
9:30 pm-end	Tabulation Meeting	Suite 3415
11:00 pm	Curfew	Everyone in assigned rooms
	<i>Room checks by advisors</i>	

PROGRAM OF ACTIVITIES Friday, March 10, 2017

TIME	ACTIVITY	LOCATION
6:00-8:00 am	Buffet Breakfast <i>Business attire required</i>	Gloucester
7:00-9:00 am	Judge's Arrival & Reception	Salon F
7:00-4:00 pm	Leadership Academy for (Writtens, ADC, FMP, SEPP HTPS, FCE & PSE) (<i>refer to schedule & pg. 9</i>)	Boylston Tremont
8:00-11:00 pm	Officer Candidate Tables	4th floor Atrium
8:15 am	Quiz Bowl Check-in	Provincetown
8:30-4:00pm	Exhibit Tables	4th floor Atrium
8:30-4:00 pm	Quiz Bowl begins (<i>open to advisors, seating between rounds</i>)	Provincetown
9:00-4:00 pm	Workshops (<i>see pg. 12</i>)	Brandeis, Northeastern, Columbus 1 & 2
9:00-5:00pm	Competitive Activities	Refer to sched.
9:00-4:00 pm	Written Events Check-in	Arlington
11:30-2:00 pm	Student Lunch	Gloucester
11:30-2:00 pm	Judges' Luncheon (<i>meal ticket required</i>)	3rd floor Atrium
11:30-2:00 pm	Advisors' & Chaperones' Luncheon (<i>meal ticket required</i>)	Salon F
4:30-5:30 pm	Meet Your Candidates Session (<i>All Voting Delegates</i>)	Hynes Auditorium
5:30-7:00 pm	Dinner (<i>DECA Tshirt-no jeans</i>)	Hynes Hall C & D
7:30-9:15 pm	Achievement Awards Session	Hynes Auditorium
9:30-10:30 pm	Pick-up all manuals/projects	Your Judge's Table
9:15-11:15 pm	Dance with Spike Entertainment	Salon G
9:15-11:15 pm	DECA's Got Talent	Salon E
9:15-11:15 pm	3D Movie: Shrek/Finding Dory	Provincetown
11:30 pm	Curfew <i>Room checks by advisors</i>	Everyone in assigned rooms

PROGRAM OF ACTIVITIES
Saturday, March 11, 2017

TIME	ACTIVITY	LOCATION
7:30-9:30am	Buffet Breakfast <i>Business attire required</i>	Back Bay/Gloucester
8:00 am	Officer Candidates meet	Hynes Auditorium
8:00-10:15am	Checkout (Advisors only)	Front desk
8:30-9:30am	Business & Election Session <i>(Voting Delegates & Advisors only; Doors will close exactly at 8:30-do not be late!)</i>	Hynes Auditorium
9:30 am	Pick up evaluations & certificates <i>(Advisors only)</i>	Falmouth
10:00 am	All rooms to be vacated	
10:00-2:00 pm	Luggage storage	
	District 1	Hynes Hall C
	District 2	Simmons
	District 3	Hynes Hall C
	District 4	Wellesley/Suffolk
	District 5	Hynes Hall C
	District 6	Hynes Hall C
	District 7	Regis
10:30 am-1 pm	Grand Awards Session	Hynes Auditorium
	Chapters dismissed upon bus arrivals	
1:30 pm	Luggage & waiting area for busses	3d floor –Marriott Or Hynes Hall C
1:30 pm	Departure	

Important: Nobody is to leave the Auditorium until your chapter has been announced from the stage. The Boston Police Department has advised the hotel to release chapters in the order in which their busses are staging.

Congratulations to the following members & chapters who have already earned qualifying spots to the ICDC:

Stock Market Game Qualifiers:

Georgetown: Robby Quinn, PJ Frost

Medford Tech.: Michael Sanchez, Hunter Tognarelli

Wachusett Regional: Katie Lambert, Carter Melick, Avery Heenan & Dylan McCarthy

Virtual Business Challenge Hotel Round One:

Algonquin Regional: Alexander Chen, Nicholas Ding, Tyler Zhang

Gold level re-certification in the School Based Enterprise Event:

Apponequet Regional, Danvers, Nipmuc Regional, Plymouth North, Worcester Tech.

Gold level re-certification in the School Based Enterprise Event:

Marshfield, Nashoba Valley Tech., Plymouth South

To sign up for the Muscle Walk please visit: <http://www.musclewalkmda.org/boston>

SPONSORSHIPS AND SCHOLARSHIPS

Johnson & Wales University

Scholarship awards to any JWU campus in:

Hotel & Lodging Management-HLM

Retail Merchandising Series Event-RMS

Restaurant & Food Service Management-RFSM

Sports & Entertainment Management-SEM

Advertising Campaign-ADC

1st place....\$1000 scholarship

2nd place\$750 scholarship

3rd place.....\$500 scholarship

AT&T Aspire Mentoring Academy

Principle of Business Management

1st place: \$400

2nd place: \$300

3rd place: \$200

4th place: \$100

Boston University

School of Hospitality Administration

Hotel & Lodging Management-HLM

1st place: \$500 cash award

2nd place: \$350 cash award

3rd place: \$250 cash award

Reilly & Associates

Independent Business Plan-EIB

1st place: \$500 cash award

2nd place: \$350 cash award

3rd place: \$150 cash award

MA Society of Certified Public Accountants; MSCPA

Accounting-ACT

1st place.....\$350 cash award

Bay State College

Human Resource Management-HRM

1st place- \$1,000 tuition scholarship

2nd place- \$1,000 tuition scholarship

3rd place- \$1,000 tuition scholarship

4th place- \$1,000 tuition scholarship

5th place- \$1,000 tuition scholarship

The Art Institutes:

1st place all categories: \$1,000 tuition

MA DECA would like to thank:

The Men's Wearhouse for providing tuxedos to our State Officers for the Grand Awards Session and bags for registration.

DECA members can receive 40% off using the provided discount coupons and the Perfect Fit Mobile app

NY Lace/Taunton for providing gowns to our State Officers for the Grand Awards Session

*DECA members who purchase a prom dress from **NY Lace** will receive \$75 off their purchase of \$500 or more when showing their DECA SCDC name tag!*

Thank you to all of our judges who volunteered their time!

STATE CONFERENCE AWARDS

Individual Series, Principle Events, Personal Financial Literacy, Team Decision Making Events

Students participate in three events while at the DECA State Conference:

Event 1: 100 Question Cluster Online Test (*Medallions Friday*)

Event 2: Oral Role Play (*Medallions Friday night*)

Event 3: Oral Role Play (*Medallions Friday night*)

Top Ten Called to Stage: Plaques for places 6-10, *Trophies for 1, 2, 3, 4, 5 (*Saturday*)

**Certificates of Excellence are awarded to individual participants achieving a minimum of 70 in any Briefing area*

Written Projects:

Students are graded on their written project and their presentation of that project. *Professional Selling Event, Financial Consulting, Hospitality Professional Selling Event, Advertising Campaign, Sports & Entertainment Promotion Plan Event, Fashion Promotion Plan also take a 100 Question Cluster Online Test.

*Event 1: 100 Question Cluster Written Test (*Medallions Friday*)

Top Ten Called to Stage: Plaques for 5-10, Trophies for 1, 2, 3 and 4 (*Saturday*)

**Fifth place trophies will be awarded in Entrepreneurship Innovation (ENI), Fashion Promotion Plan (FMP), Entrepreneurship Written Project (ENW)*

FRIDAY NIGHT AWARDS

Medallions are awarded to the top three participants earning high scores in Events 1, 2 & 3 in Individual Series, Principle Events, Personal Financial Literacy, the top three teams in Events 1, 2 & 3 in Team Series Events and the top three individuals in Event 1 in the following Events, FCE, HTPS, PSE, ADC, SEPP & FMP

Event 1: 100 Question Cluster Written Test (*Medallions Friday*)

Event 2: Oral Role Play (*Medallions Friday night*)

Event 3: Oral Role Play (*Medallions Friday night*)

SATURDAY MORNING AWARDS

Trophies mean that you earned a spot to ICDC!

The top ten overall students in all categories will be called on the stage. Trophies are awarded for the *top five in Principle Events, Personal Financial Literacy, Individual Series Events & Team Decision Making Events. Trophies are awarded for the Top 4 in all Written Projects.. *Fifth place trophies will be awarded in: FMP, EIB, HTPS, CMP, SEPP & BMOR*

The first place team in Quiz Bowl qualifies to attend ICDC in one of the offered Leadership Academies. All on-line event qualifiers from the DECA Stock Market Game, and the Virtual Business Challenges earning a spot to ICDC will be announced at this time also. Winners qualify to attend & compete at the International Conference to be held in Anaheim, CA.



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Level 2

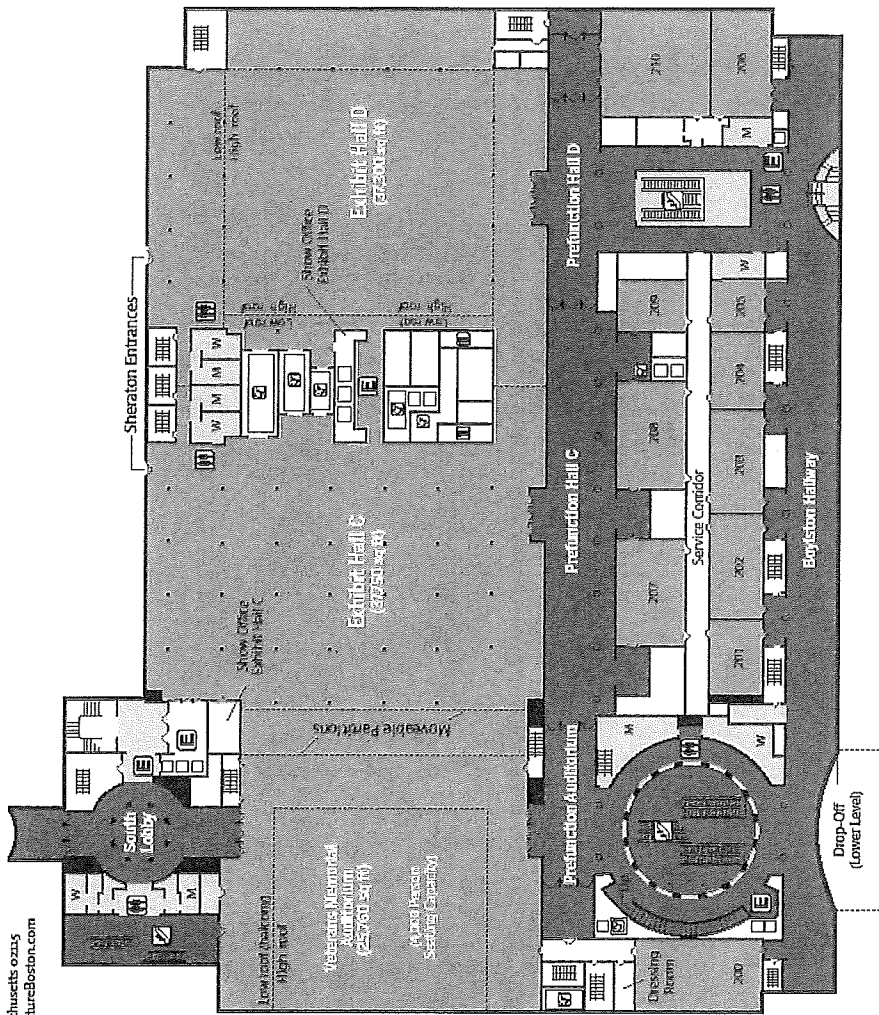


	Exhibit & Meeting		Lobby & Prefunction		Food Services
	Public Use		Non-Public Areas		Restaurants
	Restrooms		Elevator		Escalator
	Permanent Concessions		Pay Phone		

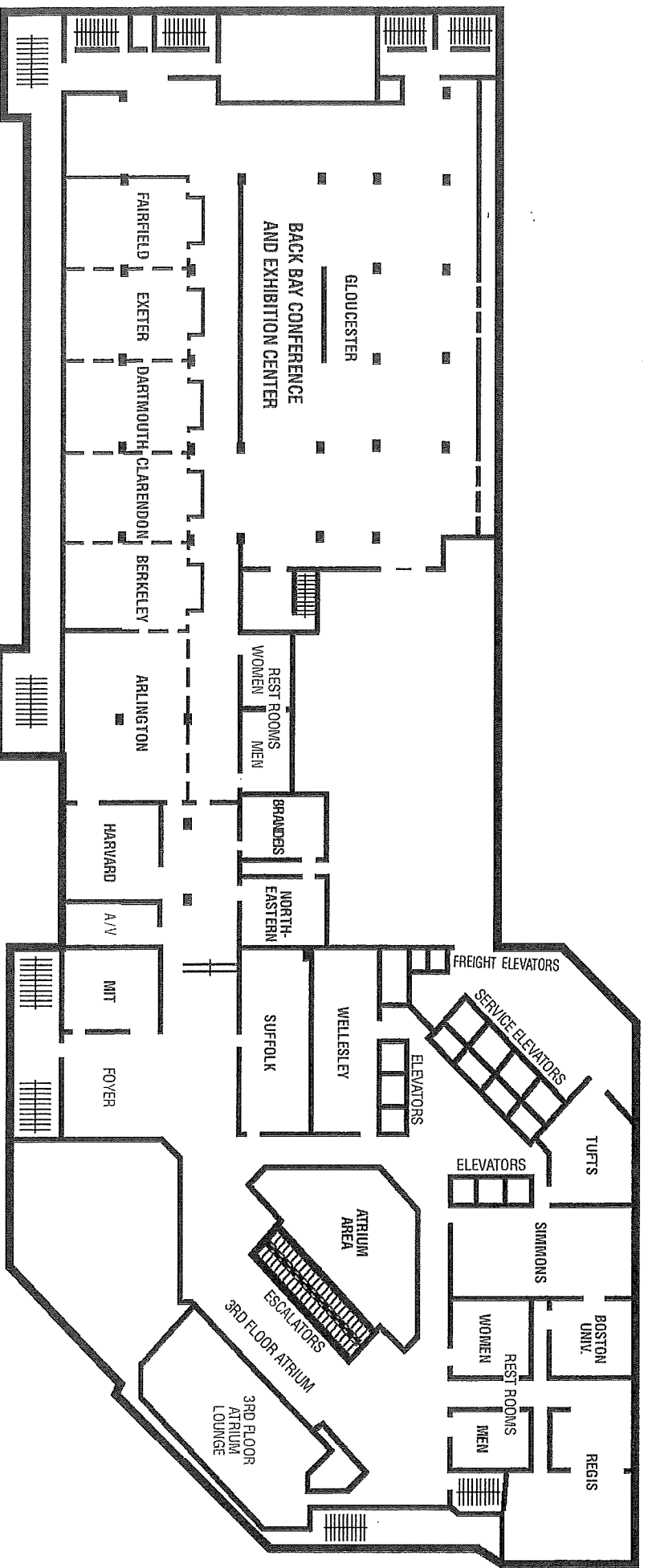
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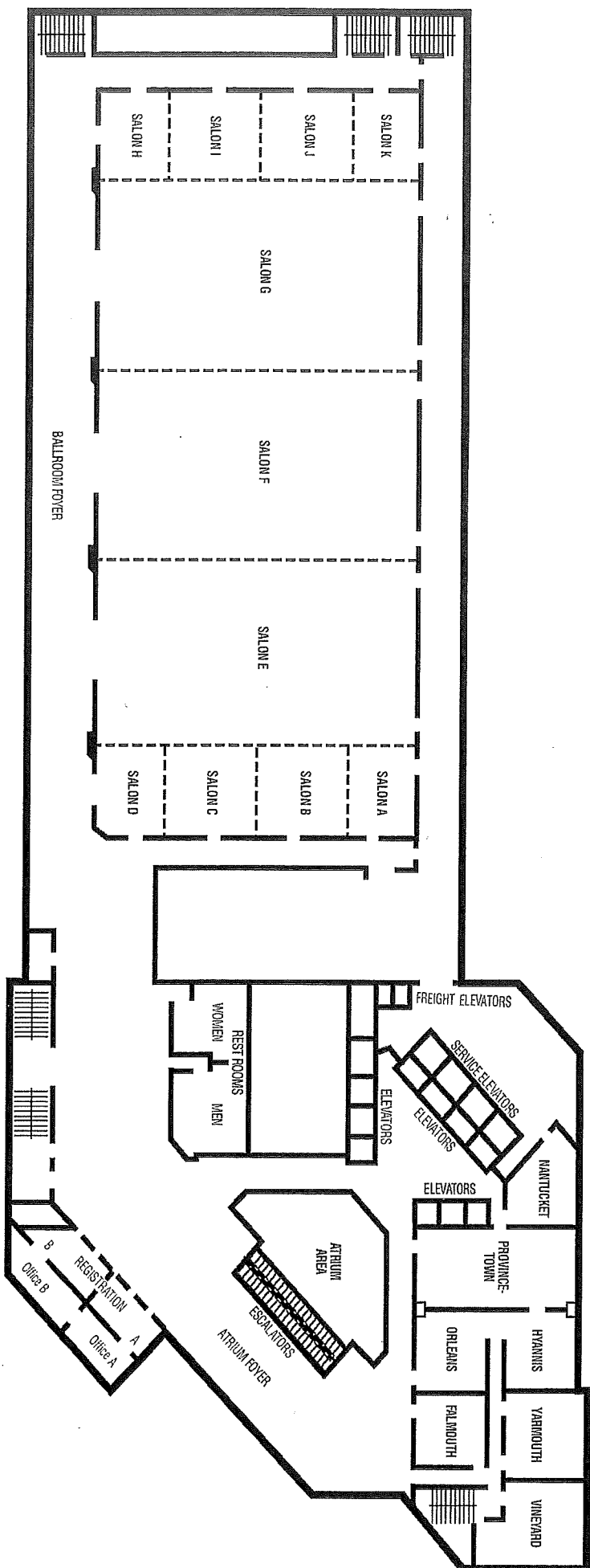


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Massachusetts DECA is committed to creating and maintaining a healthy and respectful environment for all of our emerging leaders and entrepreneurs. Our philosophy is to ensure all members, regardless of race, color, religion, sex, national origin, age, disability, sexual orientation, or socio-economic status are treated equally and respectfully. Any behavior in the form of discrimination, harassment, or bullying will not be tolerated. It is the responsibility of all members to uphold and contribute to this climate