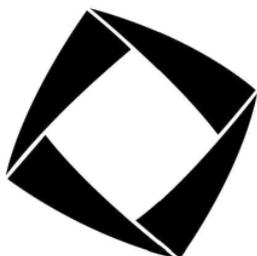




**DREAM WITHOUT LIMITS**  
**FALL LEADERSHIP 2017**

**2017  
Fall Leadership  
Conference**



**MINNESOTA  
DECA™**

**DoubleTree Bloomington  
Minneapolis, Minnesota  
October 29 & 30, 2017**

## 2016-2017 STATE OFFICERS



Danny Boie ..... State President  
 Leah Mau ..... VP of Public Relations  
 Hannah Martin ..... VP Chapter Development  
 Zeke Peters ..... VP of Business & Industry  
 Calista Mateuszczuk ..... VP of Marketing  
 Danny Sertich ..... VP of Communications

Executive Director     Jacklyn J. Schiller

### Conference Staff

Sean Hayes	Madalyn Schiller	Melissa Weber
TJ Lind	Mike Schroeder	Steve Weber
Pam O'Brien	Branden Weber	Mark Westad

## MN DECA BOARD OF DIRECTORS

President	Blake Bodenburg, Coon Rapids HS
Secretary	Andrea Mohr, Eastview HS
Treasurer	Mike Delaney, Little Falls HS
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## DISTRICT REPRESENTATIVES

DISTRICT 1     Scott Pierce – Owatonna HS & Jared Kegler – Faribault HS  
 DISTRICT 2     Andrea Mohr – Eastview HS & Ryan Harrison – Rosemount HS  
 DISTRICT 3     Steph Lolich – Minnetonka HS & Sue Simonson – Mound-Westonka HS  
 DISTRICT 4E     Julie Cooley – North Branch HS & Sara Welken – Spring Lake Park HS  
 DISTRICT 4W     Blake Bodenburg – Coon Rapids HS & Sonja Weiler – Elk River HS  
 DISTRICT 5     Mike Delaney – Little Falls HS & John Rasmussen – Sauk Rapids HS  
 DISTRICT 6     Keith Jurek – Orono HS & Paul Kimbler – Wayzata HS

## Connect with MINNESOTA DECA

Like, follow and link with Minnesota DECA to get updates, tips and the most recent information from across the state. Join in the conversation with **#mndeca**.



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mobile.mndeca.org

# Agenda



## SUNDAY, OCTOBER 29, 2017

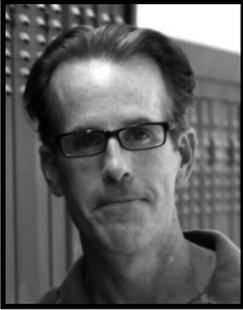
10:00 AM – throughout	Conference Headquarters	Plaza 7
10:00 AM – 1:30 PM	Conference Registration	Atrium 8
12:30 – 1:00 PM	State Officer Candidate Testing	Vista 2204
1:30 – 2:45 PM	<b>OPENING SESSION</b>	Grand Ballroom
	David Flood, Keynote Speaker	
3:00 – 5:00 PM	<b>LEADERSHIP TRAINING - SESSION 1</b>	
	<b>Join the Team</b> (New Members)	ORANGE Atrium 6
	<b>Join the Team</b> (New Members)	BLUE Atrium 1
	<b>Join the Team</b> (New Members)	YELLOW Veranda 3-4
	<b>Join the Team</b> (New Members)	GREEN Veranda 1-2
	<b>Join the Team</b> (New Members)	PINK Atrium 4
	<b>Be the Team</b> (Experienced Members)	PURPLE Plaza 6
	<b>Lead the Team</b> (Chapter Officers)	GRAY Veranda 5-8
3:00 PM	State Officer Candidate Interviews	Vista 2204
3:00 – 5:00 PM	<b>New Advisor Session</b>	Vista 2206
	• DECA Chapter Strategy	
3:00 – 5:00 PM	MN DECA Task Force	Vista 2205
5:00 – 7:00 PM	<b>Dinner On Your Own</b>	
7:00 – 9:00 PM	<b>LEADERSHIP TRAINING CONTINUES - SESSION 2</b>	
	<b>Join the Team</b> (New Members)	ORANGE Veranda 1-2
	<b>Join the Team</b> (New Members)	BLUE Atrium 6
	<b>Join the Team</b> (New Members)	YELLOW Atrium 4
	<b>Join the Team</b> (New Members)	GREEN Plaza 5
	<b>Join the Team</b> (New Members)	PINK Veranda 3-4
	<b>Be the Team</b> (Experienced Members)	PURPLE Ballroom East
	<b>Lead the Team</b> (Chapter Officers)	GRAY Veranda 5-8
	<b>Advisor Sessions</b>	
7:00 – 7:50 PM	• Beyond the Stage	Atrium 3
8:00 – 8:50 PM	• Social Media at the Chapter Level	Atrium 3
9:00 – 10:00 PM	Officer Candidate Speeches	Grand Ballroom
10:00 – 10:45 PM	Officer Candidate Campaign Booths	Ballroom East Foyer
10:00 PM	Advisor Networking	Edina
10:00 – 11:00 PM	<b>Entertainment</b>	
	Jett Skrien, Illusionist	Grand Ballroom
12:00 AM Midnight	Curfew	

## MONDAY, OCTOBER 30, 2017

7:00 AM	Conference Headquarters	Plaza 7
7:00 AM	Luggage Storage	Nine Mile
7:45 – 9:00 AM	<b>MEET THE CANDIDATES - QUESTION &amp; ANSWER SESSION and VOTING</b>	Grand Ballroom
9:00 & 10:00 AM	<b>Workshops</b> - Attend one session of choice during each time. See page 7 for sessions offered.	
	<b>Advisor Sessions</b>	
9:00 – 9:50 AM	• New Minnesota Business & Marketing Frameworks	Atrium 1
10:00 – 10:50 AM	• Engaging Advisory Committees	Atrium 1
11:30 – 1:00 PM	<b>CLOSING GENERAL SESSION</b>	Grand Ballroom
1:00 PM	Depart & have a safe trip home!	
1:00 – 4:00 PM	New Officer Orientation	Atrium 1

# Keynote Speaker

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## David Flood *Opening Session*

David Flood’s humorous and genuine speaking style empowers students with social and emotional skills while teaching them the crucial life skills of dignity and respect.

David’s start as a youth speaker comes from personal experience; he grew up impacted by addiction in his family; he married and became a father of two children, his oldest son has special needs; he is active in his church; he is a hospice volunteer who visits with terminally ill patients; and is on the board of KIDS Plus, a non-profit organization which helps special needs children through sports and other activities. David attends meetings and participates in activities with The Anti-Bias Consortium for Nassau County Schools. He is a member of The Northport-East Northport Drug and Alcohol Task Force.

As a youth motivational speaker David has spoken to over 150,000 students, inspiring them to look at people and things in a different way. He speaks with passion and conviction and through his humility, leaves his audience with so much to act on in their formative years as they move into their future.

# Keynote Speaker

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## Josh Erickson *Closing Session*

For the past 20 years, Josh Erickson has been utilizing his experience, intuition, and insatiable drive for success to help transform businesses and teams into champions. After being proven successful in his own ventures, his innovative methods have expanded in reach, helping institutions like FedEx, Catholic Health Initiatives, and

the University of Nebraska take their employee engagement and team collaboration to new heights. His ability to navigate the cyclical patterns of human behavior, coupled with his dynamic and personable presentation style have established him as a pioneer in his field, paving the way for emotional and professional empowerment in collaborative environments, large, small, and everywhere in between.



## JETT SKRIEN - ILLUSIONIST

Recognized as one of the fastest growing young illusionists, Jett Skrien has been performing his "high caliber, innovative, engaging, spectacular, and very professional show" (Mary T., Marshall City Council) across the country. Jett not only brings a fresh, new perspective to the art of magic, but also presents his Award-Winning Magic with the "stage presence of a savvy veteran" (Marshall Independent Newspaper). Jett has had the opportunity to perform internationally in Canada and Europe, as well as in the entertainment capital of the United States: Branson, Missouri. One of his leading accomplishments was attending a summer magic camp in Bryn Mawr, Pennsylvania, where he was selected, along with 100 other students, to learn the art of magic from superstars such as David Blaine, Criss Angel, David Copperfield, and Michael Carbonaro. To see more about Jett, go to [www.jettskrien.com](http://www.jettskrien.com)



Team Concepts will positively change the world by empowering people to LIVE. We partner with organizations and individuals to provide team building, leadership training, public speaking,

and success coaching in a very fun, evoking and empowering way. We design, craft, and innovate engaging team building activities and transformational training that activate people into pivotal moments, setting them on the path of success.

During this conference, you will have the opportunity to participate in two sessions on Sunday with fellow leaders from around the state. Team Concepts will help empower you to become actively engaged in all areas of your life through purposeful fun.

## **Success Camp**

*"Education is the most powerful weapon which you can use to change the world."* Nelson Mandela

This team building workshop teaches students they can find success using their own unique gifts (regardless of background, skill-set, or popularity). Students begin to focus less on their insecurities and more on how their personal strengths add value to their team.

We pair high-energy team building with applicable lessons on leadership, honor, and engagement. We call it Fun with a Purpose. To amplify how valuable teamwork is to success, we use fun team building exercises designed to challenge students to think creatively while enduring setbacks. Success Camp is where barriers are broken down and honest communication is built. Success Camp transforms students and instills a culture of honor and success.

## **Building Teams that Lead Themselves**

*"True leaders don't create FOLLOWERS. They create more LEADERS."*  
Tom Peters

Positive group dynamics rely on a delicate balance of varying personalities. Now, if each person involved were a robot, that delicate balance would carry on smoothly, without squeaky wheels or arguments. We're not robots, though. We're human.

Humans experience cyclical patterns of behavior that make balance difficult to achieve. Influenced by the inevitable chaos of everyday life, these patterns have the potential to either plunge your team into social turmoil, or transform it into a streamlined powerhouse. A leader who is willing to tackle these cycles head-on with deliberate intent is already on the winning path.

# Monday Workshops Offered

9:00 AM & 10:00 AM

## PROFESSIONAL DEVELOPMENT TOPICS

All workshops are offered at both 9:00 and 10:00 am unless indicated

- **Are YOU Getting Noticed?!** \* 10 am only Atrium 2  
Emily Saed, MN Foundation for Student Organizations
- **Being a Pro in Sports** Grand Ballroom  
Emma Hassen & Samantha Cady, Minnesota Timberwolves and Lynx East B
- **Bring Your Heart to Work** Veranda 1-2  
Susan Folkens and Panel, J & B Group, Inc.
- **Bringing Back to School Everything I Learned** Atrium 4  
David Flood, Speaker
- **Building the Next Generation of Fans** Atrium 6  
Brandon Clemens, Minnesota Vikings Football
- **Community Engagement** \*9 am only Atrium 2  
**to Help Shape Communities & Your Future**  
Tisha Van Haafften, The Arc Greater Twin Cities
- **Finding a Job: Being Your Best for Recruiters** Grand Ballroom  
Luke Staack, Target East A
- **How To Dress For Success** Veranda 3-4  
Mike Sins, Men's Wearhouse
- **Leadership is Influence** Atrium 8  
Marti Koehl & Erin Spangler, Riverview, LLP
- **Miss Minnesota, Motivation and Me** Atrium 7  
Brianna Drevlow, Miss Minnesota
- **Transforming the Customer Experience** Atrium 3  
Shaun Rowley, Capital One

## DECA RELATED TOPICS

- **Certify Your Enterprise: A Guide to SBE Certification** \* 10 am only Veranda 5-8  
Sonja Weiler, Elk River HS TBD
- **Create An Awesome Written Event** \* 9 am only Edina  
Christopher Young, DECA Inc.
- **Get Limitless Results on the DECA Exam!** \* 10 am only Edina  
Christopher Young, DECA Inc.
- **How to Select and Win in DECA Role Plays** \* 9 am only Veranda 5-8  
Ryan Harrison, Rosemount DECA

# Monday Workshop Descriptions

MINNESOTA

DECA

## **Are YOU Getting Noticed?! \* 10 am only**

Are you preparing to get noticed? Much of the time highly qualified people don't end up with the job they want simply simply because they are unprepared! Will your resume get you the interview you want AND will you leave a positive impression when your interviewed? This workshop will teach you the basics on building a resume and how to interview like a PRO! Don't miss out on the future because you didn't get noticed!

## **Being a Pro in Sports**

Are you preparing to get noticed? Much of the time highly qualified people don't end up with the job they want simply simply because they are unprepared! Will your resume get you the interview you want AND will you leave a positive impression when your interviewed? This workshop will teach you the basics on building a resume and how to interview like a PRO! Don't miss out on the future because you didn't get noticed!

## **Bring Your Heart to Work**

J & B Group, home of No Name Steaks, believes in changing lives through respect and wants all of our associates to be able to make a living, make a life, and make a difference. At this session a panel of four speakers will discuss how the company started, core values, leadership expectations, job opportunities, career paths, learning and development programs and opportunities to make a difference in the community.

## **Bringing Back to School Everything I Learned**

David's workshops will expand on his three challenges to students. Workshop participants will have the opportunity to contribute and ask questions about anything that they heard in David's keynote. They will also be asked to think of ways that they can improve their school climate and culture gaining from David's knowledge of spending time in over 200 schools across the country.

Questions for to consider before attending David's workshop:

- 1) Am I a Leader in my school?
- 2) Do I let people see me being kind?
- 3) How are my teacher relationships?
- 4) Do I try to include those who may be left out?
- 5) How do I look at others?
- 6) What club could I start that would impact my school?
- 7) Am I a mentor to a younger student?

Workshop participants should come prepared to contribute to the conversation.

## **Building the Next Generation of Fans**

Every day young people become a fan of their favorite team for a variety of reasons, and it is our job to influence fan avidity and sway them over to the Minnesota Vikings. This session will discuss the methods employed by the Vikings to draw in young fans, challenges that are faced every day, and the power of the NFL platform. Also learn about ways to set yourself apart in the growing sports industry.

## **Community Engagement to Help Shape Communities & Your Future \* 9 am only**

Volunteer Development Manager will share the importance of participating in community engagement and service learning. By participating in community engagement and service learning, students start shaping their communities even before they can vote. Students should also learn to translate the skills that they've acquired through service learning and community engagement to job and school applications in the future. It is important that students select opportunities that align their service learning with their future interests.

# Monday Workshop Descriptions



## **Finding a Job: Being Your Best for Recruiters**

What is your personal brand? Target will discuss how to market yourself and position yourself to get jobs in the future. We will discuss to customize your resume to differentiate yourself from other candidates. We will also discuss how to build your network and make a lasting impression.

## **How To Dress For Success**

How to prepare for a corporate interview. What do you do for positive first impressions including your resume and the interview process. This session will help you avoid common mistakes & learn what appropriate apparel to wear.

## **Leadership is Influence**

Do you make a good first impression? How is your handshake? Can you hold a conversation with anyone? Join us to build on these skills and some basic Dale Carnegie principles to make you stand out among others!

## **Miss Minnesota, Motivation and Me**

For Brianna Drevlow, the opportunity of Miss Minnesota 2017 is more than just crowns and gowns; it is a tool for networking, business growth, and personal development through service and scholarship. At the age of 14, she started her own business that has since aided in her ability to finance a masters degree, win scholarships at the Miss America competition, and become nationally recognized for both her talents and advocacy with the Arthritis Foundation. Now, it is her mission to motivate young people to use their unique abilities to change the world for the better. Find out how she chased her big dreams from a small town in northwest Minnesota and how YOU can do the same!

To follow Brianna on Facebook, Instagram, Twitter, Snapchat, and Tumblr,  
find her -> @MissAmericaMN

Visit her online: [www.briannadrevlow.com](http://www.briannadrevlow.com)

## **Transforming the Customer Experience**

Shaun Rowley is a former Minnesota DECA student and state officer that is now a senior leader at Capital One. He is spent the last 15 years working and ING DIRECT and Capital One to reimagine the banking industry for customers by developing engaged associates, creating innovative processes, and delivering thoughtful experiences. He will share his professional career journey and some insight on the latest best practices in transforming Customer Experience. This is a great session if you plan in competing in this year's Business Operations Research Events!

## **DECA RELATED TOPICS**

### **Certify Your Enterprise: A Guide to SBE Certification** \* 10 am only

Take a closer look at the certification opportunities available to DECA school-based enterprises for chapters and individual students. Certifying your SBE provides credibility for your DECA chapter and SBE, provides an opportunity to analyze your business' strengths and weaknesses, and showcases the learning outcomes of your students involved in your SBE. Find out how to earn international recognition by becoming a Gold-Certified SBE!

### **Create An Awesome Written Event** \* 9 am only

Do you have a great idea for a project but don't know how to put it on paper? Discover the keys to creating a winning written event. Topics will include the importance of the written portion, how to get started and what to include, as well as requirements and penalty points. Make sure your project has what it takes to wow the judges!

# Monday Workshop Descriptions

## **Get Limitless Results on the DECA Exam!** \* 10 am only

Want to own your DECA competitive events exam? Leave this session with a blueprint for the exams that will help you prepare to excel in DECA testing. Learn key tips to improve your test scores and what to study.

## **How to Select and Win in DECA Role Plays** \* 9 am only

This session will cover the ins and out of DECA role plays as well as provide insight to making the stage! Whether you are new to DECA or a returning DECA competitor this session is for you!

## **ADVISOR SESSIONS - SUNDAY**

### **Beyond the Stage**

Students participating in DECA's Competitive Events Program develop and apply various knowledge and skills essential for success in the 21st century. Peek beyond the stage to learn the framework of DECA's Competitive Events Program and how it connects to National Curriculum Standards and Career Clusters.

### **DECA Chapter Strategy** - Recommended for New Advisors, Open to All

Effective DECA advisors use strategy to develop an intentional plan or method for achieving the goal of creating a strong chapter. Learn how you can position your chapter for success by integrating DECA's chapter strategy framework, that includes methods and tools such as mission-based leadership positions, DECA goals and program of leadership.

### **Social Media at the Chapter Level**

Creating a strong social media strategy for your chapter is so important for maintaining open channels of communication with your members, recruiting new members and building a robust online presence. While it may seem overwhelming, creating a chapter social media plan is easier than you think! We will walk through three easy steps that any chapter can take to build their presence.

## **ADVISOR SESSIONS - MONDAY**

### **Engaging Advisory Committees**

Advisory committees play a vital role in the development and improvement of strong CTE programs—as well as being a state and federal requirement! In this session we will discuss those requirements and benefits, as well as sharing best practices for recruiting and involving committee members. This is intended to be an interactive session—be ready to share practices that have made your own advisory committees successful and come with questions that we can address together!

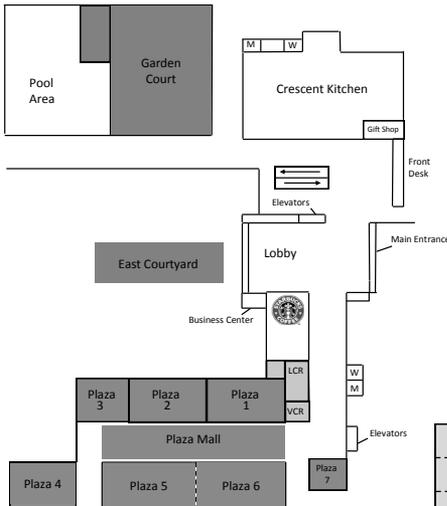
### **New Minnesota Business & Marketing Frameworks**

This session will include an introduction to the first set of frameworks available for business and marketing courses in Minnesota. We will review the components of these frameworks and the various ways they can be used: from course and program development to connection points for advisory committees and industry partners. Frameworks such as these in other Minnesota CTE program areas are being used to guide new course development and current course revision and we will discuss similar alignment for business and marketing programs in Minnesota.



## DoubleTree by Hilton Bloomington Minneapolis South Meeting Room Floor Plan

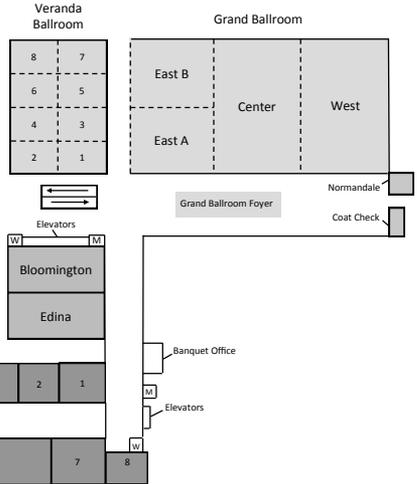
### FIRST FLOOR MEETING ROOMS



### VISTA CONFERENCE CENTER, 22ND FLOOR

M	Vista 2208
W	Vista 2208
Vista 2207	Vista 2205
Vista 2205	Vista 2204
Vista 2203	Vista 2202
Vista 2201	

### SECOND FLOOR MEETING ROOMS



7800 Normandale Boulevard, Bloomington, MN 55439  
952.835.7800

1. The term "delegate" shall mean any DECA Member registered for and attending said conference or activity.
2. There shall be no effacing of public property. The individual or chapter responsible must pay any damages to any property or furnishings in the hotel rooms or buildings or in the conference center. Local chapters will be billed directly by the hotel or conference center for any damages.
3. Delegates are required to attend all general sessions, assigned events or meetings, competition, and conference functions and are expected to be on time and prepared for them. Delegates should be financially prepared for all possibilities.
4. Boom boxes and other large and loud music machines are not allowed at the conference. Delegates may use "walkmans" and other small music devices with individual earphones.
5. Delegates are expected to keep their advisors informed of their activities and whereabouts at all times. Each local advisor should establish a policy with his/her students prior to the conference in order to meet this regulation.
6. Chapter advisors will be responsible for the supervision of their student delegates.
7. No delegate may leave the conference site (except for authorized events) unless he/she has received permission to do so from his/her advisor.
8. The use of private automobiles is not permitted after the arrival at the conference. Car doors must be locked upon arrival and ALL keys turned over to the chapter advisor.
9. All delegates registered overnight in conference hotels must be in their own rooms and quiet at, and after, curfew. All delegates must honor conference curfew as published in the program.
10. All delegates not registered in conference hotels must be off the hotel premises immediately after the last conference event of the day.
11. Friends not registered for the conference are not allowed in the conference hotel or at conference activities.
12. Delegates must wear identification nametags at all times, including social functions such as a dance, or they will not be admitted to the conference activity.
13. Professional attire is required at all conference functions except dances and other social functions as announced at the opening session of the conference. Professional attire includes business suits; business slacks with a blazer, dresses or skirts with corresponding shirts, blouses, or sweaters and the proper accessories (i.e. ties).
14. Delegates agree to conduct themselves in a professional and ethical manner at all times and follow the directive of official conference staff, other adult supervisors and hotel staff. Profanity is prohibited.
15. Smoking or the use of any other tobacco product at or around any conference activity is strictly forbidden. No use of tobacco will be permitted in public facilities or private facilities in accordance with the state law that prohibits use by minors.
16. Possession and/or use of alcohol, drugs, or drug paraphernalia not prescribed by a qualified physician are absolutely forbidden.
17. Major infractions such as possession and/or use of alcohol, drugs, drug paraphernalia or any other infractions that may require police action (such as noise violations, vandalism, assault, arson, burglary, robbery or weapons possession) will result in the immediate removal of the students involved from any further participation in conference activities for the school year.

The advisor will immediately contact the DECA State Executive Director and the student's school administrator as per school district policy. The student's parents will be notified and the student will be turned over to the proper authorities or sent home as soon as possible (whichever the violation requires).

If a student is sent home, it is the responsibility of the student's parents to pay the cost of the student's return home. The parents will also be responsible for picking the student up upon his/her return.

If the school administrator determines that it is impractical or impossible to send the student home ahead of the group, the student will be barred from any further activity and a chaperone will be assigned to the student for the remainder of the conference.

