Welcome From Your National Officer Team

DEAR FRIENDS:

Welcome to fabulous Orlando, Florida! On behalf of the 2005 – 2006 National Officer Team, I want to welcome you to the Southern Region Leadership Conference — a show that will rival the best Orlando has to offer.

Just like a good movie, this week will be action packed, full of twists and turns, and guaranteed to thrill you, the DECA audience. We hope this conference will remind you of what DECA is all about: gaining important leadership skills, getting a leg up on a career, honing competitive event skills and, of course, meeting other outstanding members! And what more appropriate way, than to kick it all off at Universal Studios, a place sure to generate DECA excitement.

So kick back, relax and enjoy the ride of your life. We will have a jaw-dropping guest speaker, spine-tingling workshops and a crowd-pleasing DECA dance. Take advantage of every opportunity that is available this week, and you will come away with the experience of a lifetime!

This weekend is the premiere of The Southern Region Leadership Conference and you are in the starring role. Without further ado ... LIGHTS, CAMERA, ACTION!

JONATHAN MCKEEMAN
Southern Region Vice President
High School Division

Jonathan McKeeman

Acknowledgements

Thanks to the Florida State Association for hosting the 2005 Southern Region Leadership Conference.
**WORKSHOP PRESENTER**

**PATRICK MAURER**

Patrick Maurer is a young, dynamic speaker who consistently entertains and impresses audiences through his keynotes and educational workshops. As a trained improvisational comedian and credentialed educator, Patrick bursts with an engaging energy that fuels his message. For several years, he has helped audiences rediscover the extraordinary aspects of their extraordinary lives and achieve dreams they never thought possible. Arizona State University named Patrick the Outstanding Male Leader of his graduating class. Patrick Maurer is a past distinguished governor of the California-Nevada-Hawaii District of Key Club International and a current member of the National Speakers Association.

**WORKSHOP PRESENTER**

**BILL CORDES**

Bill D. Cordes is a speaker, consultant and is best known for his work supporting teens in making a successful transition into their adult lives. He has keynoted programs for conventions, conferences, schools and universities nationwide, where he has reached well over 1 million participants. Bill is the author of, *The YOGOWYPI Factor*, a book for students who are making the transition into their adult lives, and is the co-author of some of our nation's finest books for teens including, *Teen Power and Lead Now or Step Aside*. In his programs, Bill Cordes combines humor, enthusiasm and draws on his extensive life experience as a former school teacher, college instructor, coach and television talk show host.

**CLOSING SESSION SPEAKER**

**KEVIN SINGLETON**

Kevin Singleton has built his speaking career by traveling internationally to tell young people that he believes in them. Kevin graduated from high school in Lafayette, La., where he was a member of the National Honor Society and was voted Who’s Who Among America’s High School Students. He played professional basketball in Europe for one season and since has been speaking to students, inspiring them to make a difference on their campuses and in their world. Kevin has performed at youth rallies and conferences across America and on six continents around the world.

For his keynote address, “Music, Moves and Motivation,” Kevin Singleton combines basketball skills, music and a motivational speaking style that touches all students. His mission is to build an army of young adults who are passionate about changing America’s schools and making positive changes in their own lives.

**SPECIAL PRESENTATION**

**FEAR FACTOR LIVE**

Is Fear a Factor for you? Join the Universal Marketing Team as they present a special DECA Fear Factor show featuring DECA advisors in real Fear Factor stunts. Following the show the team will present the partnership between and integration of Universal Studios and NBC and how Fear Factor came to be. Come and cheer on your favorite DECA advisor!
power lunch

H. Wayne Huizenga School
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At the Huizenga School, you'll develop the entrepreneurial spirit you need to succeed in the real business world. Outside the classroom, you'll network with working professionals through our Distinguished Lecture Series. Past guest speakers have included GM's G. Richard Wagoner and GE's Jack Welch. Inside the classroom, you'll learn from supportive, accessible professors who bring real-life business experience to their teaching. So, start networking now.

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MARRIOTT CRYSTAL GATEWAY HOTEL

You Want DECA in College?

Join Delta Epsilon Chi!
Check out www.deltaepsilonchi.org
to take your next step.

- Compete with the best college students
- Travel to leadership and career conferences
- Meet with your DECA friends
- Network with your future employers
**2005 Conference Agenda**

**FRIDAY, NOVEMBER 4, 2005**

7:30 a.m.–4:00 p.m.  
Conference Registration  
Grand Sierra Registration Desk

9:00 a.m.  
Buses begin to Universal Studios (park opens at 10:00 a.m.)

6:30 p.m.  
Opening Session  
Universal Studios Fear Factor Venue

**Co-chairs:**  
Jonathan McKeeman, Southern Region Vice President, High School Division  
Jen Vaziralli, President, High School Division

**Program:** Universal Studios Marketing Team

10:30 a.m.  
State Association Meetings  
- Alabama  
- Arkansas  
- Colorado  
- Florida  
- Georgia  
- Louisiana  
- Mississippi  
- North Carolina  
- Oklahoma  
- Puerto Rico  
- South Carolina  
- Tennessee  
- Texas  
- Virginia

12:30 a.m.  
Curfew

**SATURDAY, NOVEMBER 5, 2005**

8:00 a.m.–4:00 p.m.  
Exhibits  
Grand Sierra Foyer

8:30 a.m.–Noon  
Workshops  
See agenda on page 5; descriptions on page 8

Noon–1:30 p.m.  
Lunch on Your Own

Noon–1:30 p.m.  
State Officers’ and State Advisors’ Luncheon  
Hibiscus  
Sponsored by Johnson & Wales University

1:30 p.m.  
Southern Region Council Meeting (follows luncheon)  
Hibiscus

1:30 p.m.–4:00 p.m.  
Workshops  
See agenda on page 5; descriptions on page 8

5:00 p.m.–8:00 p.m.  
Dinner on Your Own

9:00 p.m.–12:00 a.m.  
Dance  
Caribbean I & II

9:30 p.m.  
Advisors’ Reception/MDA Auction  
Hibiscus  
Sponsored by Northwood University

12:30 a.m.  
Curfew

**SUNDAY, NOVEMBER 6, 2005**

9:00 a.m.  
Closing Session  
Caribbean I & II

**Chair:**  
Jonathan McKeeman, Southern Region Vice President

**Closing Speaker:**  
Kevin Singleton “Music, Moves and Motivation”
**Workshop Schedule**

**SATURDAY, NOVEMBER 5, 2005**

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<th>Time</th>
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<td>8:30 a.m.</td>
<td>Red</td>
<td><strong>What I Wish Somebody Had Told Me When I Was a Teenager</strong>&lt;br&gt;Presenter: Kevin Singleton</td>
<td>Curacao 1–3</td>
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<td><strong>DECA LEADS State Officer Training</strong>&lt;br&gt;Presenter: Ryan Underwood, Team TRI</td>
<td>Curacao 5–8</td>
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<td><strong>Going The Distance</strong>&lt;br&gt;Presenter: Patrick Maurer</td>
<td>Bonaire 1–3</td>
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<td><strong>Adventures in Leadership</strong>&lt;br&gt;Presenters: Focus Training</td>
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<td>Professional (Advisors only)</td>
<td><strong>Whatever, Whenever, Wherever</strong>&lt;br&gt;Presenter: Amye Williamson</td>
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<td><strong>Drive the Information Superhighway</strong>&lt;br&gt;Presenter: Johnathan King</td>
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<td>Professional (Advisors only)</td>
<td><strong>What Works in the Classroom</strong></td>
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National Advisory Board

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- Scholastic, Inc.
- SEARS
- Shenandoah University–Harry F. Byrd, Jr. School of Business
- South-Western/Thomson
- Stein Mart, Inc.
- T.J. Maxx/Marshalls
- TalkingRain Beverage Co. Inc.
- Tropicana Products, Inc.
- USA TODAY
- Walgreen Co.
- Who’s Who Among American High School Students

Exhibitors

American Family Safety .........................Booth 21
Breeze Freeze, Inc. ..............................Booths 12 & 13
Community Book Sales/Scholastic Bookfairs ....Booth 20
Custom Resources..............................Booth 9
DECA IMAGES ........................................Center
Goodheart-Willcox Publisher .......................Booth 8
Head of the Class ...............................Booth 11
Johnson & Wales University ....................Booth 17
Made4U ..................................................Booth 18
New England Culinary Institute ..................Booth 14
Northwood University ..........................Booth 15
Nova Southeastern University ..................Booth 10
Presidential Classroom ..........................Booth 16
Snack Essentials ....................................Booth 19

Exhibit Hours

Saturday, November 5, 2005
8:00 a.m.–4:00 p.m.
Grand Sierra Foyer
ADVENTURES IN LEADERSHIP  
**Presenters: Focus Training**
Get ready for the adventure of your life as you experience this action-packed low-ropes style adventure course. You and your team will have to overcome many challenges in order to succeed. Will you be able to traverse the pitfalls and surprises of your journey and reach the shore in time? Your success or failure will depend on how well your team works together. Your guide will be able to provide some direction, but ultimately it is up to you! This activity is mentally and physically engaging and will bring a team together in less time than you ever thought possible.

CAREER PANEL  
Get an insider’s view of several career options from representatives of a variety of businesses and professions. During this interactive panel presentation, you will learn what it takes to get started in a career, whether you are planning to work for a large or small company or start your own business. Listen to the panelists’ stories of the pitfalls and the successes they experienced to get where they are today. Bring your own questions about getting started in a career and learn from the experts.

DECA LEADS STATE OFFICER TRAINING—PART III  
**Presenter: Ryan Underwood, Team TRI**
Join state officers from around the region and our DECA LEADS trainer for Part III of the DECA State Officer Training Program. The third segment of training builds upon ICDC to explore and refine the finer points of DECA State Officer Leadership. Training highlights include Media Magic (Working with the Media and Press Releases), Team Management (3D Meetings, Accountabilities and Coaching), Advanced Communication Techniques (Written, Proposals, Telecommunications and Scripting/Staging), Program of Work Progress Checkup and polishing Ambassador Skills. Led by Ryan Underwood, DECA LEADS promises to be a fun, practical, and accelerating experience for State Officers.

GOING THE DISTANCE  
**Presenter: Patrick Maurer**
Patrick Maurer shares hilarious and insightful stories, including his completion of his first marathon, to help participants remove some of the “walls” within their own lives and cross that finish line of their true potential. Far too often people stop themselves before they’ve even started. To prevent that from happening, Patrick’s workshop covers how to set better goals, overcome potential obstacles and strengthen your team. Participants will leave feeling motivated to take on that next big challenge.

WHAT I WISH SOMEBODY HAD TOLD ME WHEN I WAS A TEENAGER  
**Presenter: Kevin Singleton**
Kevin Singleton has spoken to over 3 million students on six continents over the last 18 years. In this talk he draws from his life experiences and expertise to address topics that students face everyday. Kevin shares wisdom and insight that challenges students to look at these issues differently than the average teenager.

THE YOGOWYPI FACTOR  
**Presenter: Bill Cordes**
YOGOWYPI (yo-go-wi-pi) means “You Only Get Out What You Put In,” and it is the key strategy to support young adults in creating their own lasting success. This captivating, high energy, high humor, yet practical program will challenge participants to incorporate these strategies into their lives. Topics covered include: You Choose, Expanding your Ozone, Great Efforts Yield Great Rewards, O 2 Be Responsible, Wisdom of Mission, Y2 Learn People Are Your Great Resource, Integration. Be prepared to gain simple strategies that will have a lasting impact on your leadership journey.

A BEHIND-THE-SCENES LOOK IN WASHINGTON  
**Presenter: Nick Hill**
Are you a liberal, moderate or conservative? Take the test and find out where your beliefs really weigh in on Capitol Hill. During this workshop, participants will debate how personal beliefs may or may not play a part in business transactions and how your business practices can affect government. Learn about how a behind-the-scenes look in Washington can help prepare today's youth to meet the challenges of tomorrow.

COMPETITIVE EVENT COACHING  
**Presenters: Chuck Blood and Jerry Scavarda**  
**For Advisors and Students**
Chuck Blood and Jerry Scavarda of Cherry Creek High School in Colorado, whose teams have achieved an impressive number of DECA competitive event wins, will conduct a workshop on how to achieve the winning edge in competition and lead your DECA team to victory. Attendees will learn the techniques that will help to make for competitive success.

DRIVE THE INFORMATION SUPERHIGHWAY  
**Presenter: Jonathan King**
Join i-SAFE America and learn how you can educate your students to protect themselves online. The i-SAFE DRIVE Campaign challenges students living in the cyber generation to get involved and make a difference in the lives of others. By receiving this training, you will be certified to teach students about the dangers that exist on the information superhighway by utilizing the free i-SAFE lessons and program materials. The training will provide you the tools to teach others how to recognize, refuse, respond, and report issues of cyber predators, cyber bullying, cyber security and intellectual property.

Looking For A Professional Learning and Earning Enterprise?  
**Presenter: Tara Richardson**
Teachers who are in search of the perfect project for business, marketing, and entrepreneurship will discover one of the most professional learning and earning opportunities available! Earnings range from $1,000-$8,000 annually, and an annual reward of $1,500 is awarded to one winning enterprise. This project is made simple for the teacher with hands-on activities, an instructional DVD and direct access to support, all provided at no charge.

WHAT WORKS IN THE CLASSROOM  
Advisors will hear from a panel of students who will discuss effective teaching techniques from the student point of view. What works in the classroom and what falls flat? This student panel will be brutally honest. A moderated question-and-answer period will allow the audience to probe even deeper into the student psyche.

WHATEVER,WHENEVER,WHEREVER  
**Presenter: Amye Williamson**
You already work 24-7, shouldn’t you have an online store that does the same. Find out how you can have a school, eStore that offers over 1,000 apparel items to your parents, students, staff, and alumni. The best part, you only have to do two things: Drive people to your Web site and... well, come to the session and find out the second!