



 **DECA**
POWER
2020

STUDENT ACCESS INSTRUCTIONS

Students can access the Power Portal by following the five-step process below:



- 1 **Know your DECA Membership ID**
This is a six digit number, such as 765741
- 2 **Visit deca.org/power**
- 3 **Enter your DECA Membership ID followed by @decapower.org**
Example: 765741@decapower.org | Advisors should use their own email address.
- 4 **Use the password “DECAPower”**
The password is case sensitive
- 5 **You’ll then access the portal**

★ THANK YOU TO OUR SPONSORS



THE POWER IS IN YOUR HANDS

Explore these powerful on-demand sessions with an accompanying Power Playbook for students.

21ST CENTURY SKILLS



Brainstorming for Delight: A Design Thinking Workshop

We're all familiar with traditional brainstorming, but there are many alternative exercises for tackling the problems 2020 is throwing at us and developing new ideas—both individually and in a group setting. Ranging from structured to silly, in this session you'll learn creative brainstorming exercises and techniques to help you get your problem-solving juices flowing!

■ *Nico Valencia, Intuit*



Five Things I Learned in DECA That Prepared Me for Google

Laura Mae Martin shares her experience in DECA and the five things she learned as a DECA member that have shaped her career at Google.

■ *Laura Mae Martin, Google*



Level Up

In this hard-hitting message, Dr. Laymon Hicks will challenge members not to become a statistic, but to become more than students. He will share key strategies to help members set themselves apart from the crowd by leveling up in life, in the classroom and in leadership. Members will walk away with the understanding that they can be more, do more and have more of what they want in life!

■ *Dr. Laymon Hicks*



DECA Styles: Who Are You?

Discover your leadership style through the DECA Styles assessment. Members will collaborate with others who have the same and different leadership styles to learn more about their fellow emerging leaders and how different styles complement each other.

■ *Catherine Horton, DECA High School Division President*



Let's Talk About Racism

Racism is something we live with every day, but because it is so complex, nuanced and personal, we struggle to engage in meaningful and productive discussions. In this session, Charisse Daggs, a leader in diversity, equity and inclusion, provides a useful framework to make the conversation on racism approachable and actionable.

■ *Charisse Daggs, Intuit*



Your Financial Future & Understanding Credit

Learn how to establish an efficient financial future and build healthy money habits by understanding credit to keep the cost of education down.

■ *Citizens Bank*

THE POWER IS IN YOUR HANDS

Explore these powerful on-demand sessions with an accompanying Power Playbook for students.

CAREER CONNECTIONS



FINANCE

A Deep Dive into the Financial Profession

Get a behind the scenes look at financial professions with the pros from IHS Markit

- IHS Markit
- SIFMA Foundation



RETAILING

A Retail Pro File

Join a conversation between professionals who power the retail industry. Recent graduates who are getting started at Target, Sephora, Meijer and NIKE share their insights and advice for launching your own retail career.

- NRF Foundation



PROMOTION

The Big Story

Learn about the purpose and outcomes of storytelling, as well as the key elements that go into using storytelling in marketing campaigns.

- Professor Brian Hallet, IE University



BRANDING + PROMOTION

Building Brand Loyalty, Customer Obsession & Memorable Experiences

With each new launch, the hysteria around the 'Johnny Cupcakes' brand continues to conquer the globe. The reactions range from 10-block-long queues of fans anxiously waiting for the shop to open, to super-fan Cupcake tattoos—yes, permanent ones. In this awe-inducing presentation, Johnny will educate you on how you too can create a wave of word-of-mouth marketing, loyalty, and obsession around your products, service or organization through the power of experiential branding.

- Johnny Earle



PROMOTION

Designing a Successful Advertising Campaign

Learn the elements of an advertising campaign and how a team of diverse disciplines and skillsets come together. Discover how your skillset can be utilized best!

- Clark Delashmet, SCAD



RETAILING

Extraordinary Careers in Retail: Dick's Sporting Goods

At Dick's Sporting Goods, the company, its employees and its customers live and breathe sports. In this session facilitated by the NRF Foundation, learn about retail career paths, how technology has transformed retail operations and how employees can help a company fulfill its mission.

- Rick Jordan, Dick's Sporting Goods
- Adam Lukoskie, NRF Foundation



OPERATIONS

The Future of Retail - Powered by Technology

Explore engineering in the ever-changing world of retail and learn how PetSmart stood up curbside pickup in response to the COVID-19 pandemic.

- NRF Foundation
- PetSmart

THE POWER IS IN YOUR HANDS

Explore these powerful on-demand sessions with an accompanying Power Playbook for students.

CAREER CONNECTIONS



ENTREPRENEURSHIP

The Myth of the Starving Artist

This session tackles the idea that if you choose a creative career, you're committing to a life of financial struggle. We'll break down and disprove the belief system that many creators hold regarding their careers. If you have a passion for creativity, this session is for you!

■ *Foundation for Economic Education*



HOSPITALITY

Opening a Hotel

Have you ever wondered what it takes to open a new hotel? Go behind the scenes for an exclusive look at the process and gain insights on the hospitality industry.

■ *Tom Dolan, JW Marriott Charlotte*



SPORTS MARKETING

Sports Marketing with the Pros

Sports bring people together, are always relevant and provide a constant adrenaline rush. Are you interested in a career in sports marketing? Learn the ins and outs of the industry and explore the career paths in this exciting field.

■ *Travis Misner, Charlotte Hornets*
■ *Michelle Gulino, Dallas Cowboys*
■ *Patrick Stack, Sports Biz Camps*



SPORTS MARKETING

NASCAR Hall of Fame: Race Cars, Sponsorships and Business

Since 1948, sponsors, marketing and race cars have been tied together for the business of NASCAR. Explore the NASCAR Hall of Fame to learn more about NASCAR and the business of racing. Plus, see some of our exhibits and artifacts featured in the Hall.

■ *Eliza Russell, NASCAR Hall of Fame*



TRAVEL + TOURISM

Selling a Destination

Did you know there are organizations dedicated to promoting and marketing travel, tourism and hospitality for local destinations? These destination marketing organizations (DMOs) are responsible for driving business to local attractions, accommodations, restaurants and more, while also attracting conferences and events. Learn how Visit Charlotte does this for the Queen City.

■ *Will Trokey, Visit Charlotte*



CHANNEL MANAGEMENT

Virtual Tour: Amazon Fulfillment Center

See what happens behind the scenes when you shop on Amazon with a virtual tour of an Amazon Fulfillment Center.

■ *Amazon*
■ *NRF Foundation*

THE POWER IS IN YOUR HANDS

Explore these powerful on-demand sessions with an accompanying Power Playbook for students.

COLLEGE SUCCESS



Finding the Right Fit Panel

Discover the tools you need to choose the college or university that will best meet your needs, interests and abilities.

- *Fashion Institute of Technology (FIT)*
- *Johnson & Wales University*
- *McMaster University, Engineering*
- *SKEMA Business School*
- *Virginia Commonwealth University*
- *Moderated by Anand Sharma, Massachusetts DECA*



Making the Most of College

There are many opportunities in college, including study abroad programs, major projects, internships and extracurriculars. Join college representatives as they share how you can take advantage of these opportunities and how they can translate into career success.

- *FIDM*
- *George Mason University*
- *Liberty University*
- *Pennsylvania College of Technology*
- *RIT Saunders School of Business*
- *University of Wyoming*
- *Moderated by Jaidan Beal, Georgia DECA*



Preparing for College

Learn how to strategically plan your college search and selection process. Some of DECA's partner colleges, universities and financial institutions share how to stay organized, provide insights on how to prepare and help you realize the decision about where to apply involves both your head and your heart.

- *Berkeley College*
- *Citizens*
- *IE University*
- *Lawrence Technological University*
- *Savannah College of Art and Design*
- *Southern New Hampshire University*
- *Moderated by Nick Burke, New Hampshire DECA*

COMPETITION PREPARATION



Earning DECA Glass: Online Events

Past ICDC competitive events winners share their thoughts and insights on DECA's online events. Discover tips and tricks to help you prepare for your quest for DECA glass in VBC.

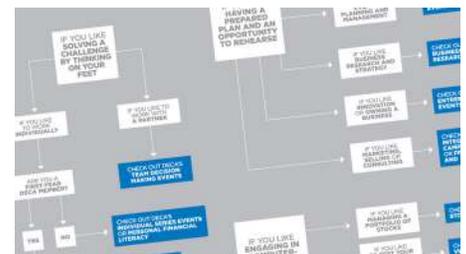
- *Khoa Nguyen, Texas*
- *Ramkishore Annachi, North Carolina*
- *Matt Tiller, Missouri*
- *Moderated by Catherine Horton, DECA High School Division President*



Earning DECA Glass: Prepared Events

Previous ICDC winners share tips and tricks to help you prepare for your quest for DECA glass in Business Operations Research, Project Management, Entrepreneurship, Integrated Marketing Campaign and Professing Selling & Consulting Events.

- *Daniel Sammarco, Massachusetts*
- *Sammy Ward, Texas*
- *Moderated by Ryan Rivera, DECA North Atlantic Region Vice President*



What Competitor Are You?

With 59 competitive events to choose from, DECA has an event for everyone! Should you compete in an individual role-play or complete a written event? Would you benefit from a team role-play or should you tackle an online event? This interactive workshop will help you better understand the variety of competitive events DECA offers and lead you to select the perfect competition for your interests.

- *Ramkishore Annachi, DECA Southern Region Vice President*

THE POWER IS IN YOUR HANDS

Watch on-demand recordings of interactive workshops from the Virtual Power Experience.

INTERACTIVE

All Hands on DECA!

Learn about increasing membership engagement in your chapter or association with the three I's: Inform, Instruct and Interact! The Delaware DECA Association Officers share their engagement strategies including their new outreach program, DECA on Deck!

■ Delaware DECA Association Officer Team

Beyond DECA

Ever wondered why learning all of those DECA skills is so important? Take a journey with us as we talk to some alumni to explore life beyond DECA and discover how the organization has benefitted them as entrepreneurs and business professionals.

■ Florida DECA Association Officer Team

Communication with Mr. Potato Head

The leadership principle from the Mr. Potato Head toy is simple: You must choose the right face for the right place. Using Toybox Leadership and Mr. Potato Head, you will learn vital communication skills to enhance your leadership, no matter what your title or job description.

■ South Carolina DECA Association Officer Team

Defining Leadership

When defining your own leadership journey, it is essential to know who you are and how you can inspire others. This workshop invites you to explore what you are most passionate about and teaches you how to use that passion to develop your own personal definition of leadership. Learn how to become more intentional by establishing positive characteristics that will shape you into a #NextLevel leader.

■ Mattie Bradford, DECA Western Region Vice President

Fundraising Frenzy

Fundraising often gets a bad reputation, so why not make it fun?! Learn how to think outside of the box to plan, promote and implement a successful fundraiser in your school or community.

■ Nate Jacobs, DECA Central Region Vice President

How to Financially Prepare for Your Next Level

While some students have an established college fund, many others don't know where to begin. Learn the secrets to constructing a budget that fits your expenses and luxuries while also allowing you to save for college.

■ Ryan Rivera, DECA North Atlantic Region Vice President

Managing Your Mindset

So... How's it going? If you are like us, your mindset could use some work! With all the virtual calls and meetings, you may feel overwhelmed and need to take a step back. Your DECA team needs you to be mentally healthy and ready to serve your chapter as a next level leader. Join us for this interactive workshop to self-assess and learn how to manage your mindset.

■ Georgia DECA Association Officer Team

Market Nonsense

DECA members should be prepared to market anything! Put your skills to the test by creating advertising campaigns for some non-traditional businesses. You'll leave with insider tips and fun activities that teach you how to speak effectively and work in teams.

■ Massachusetts DECA Association Officer Team

No Imposters!

Join us for a competitive and fun workshop that will highlight the importance of team building, communication, recruitment and inclusion by emphasizing that there are "no imposters" in DECA.

■ Tennessee DECA Association Officer Team

Planet of the Apps

With the many challenges individuals face today, we are relying more and more on mobile apps. Participants will be presented with a problem and, working as a team, will design an app that helps users in their everyday lives. Teams will also prepare and pitch a marketing strategy to inform others about the benefits of the app.

■ New York DECA Association Officer Team

Swimming with the Sharks

Do you have what it takes to take a bite out of the sharks? In this interactive session, attendees will create a crazy product, and then take their off-the-wall innovation from idea to final plan. You'll pitch, you'll laugh and you'll learn through this spin on Shark Tank!

■ New Jersey DECA Association Officer Team

Take Your Chapter to the Next Level

Take your DECA chapter to the next level with a session full of pro tips and best practices. You'll discover ideas for leadership development, membership growth, funding, competitive excellence, community service and networking.

■ New Hampshire DECA Association Officer Team