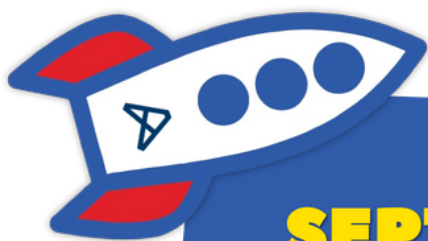




VIRGINIA DECA CAMP DECA 2026



**SEPTEMBER 25-27, 2026
GREAT WOLF LODGE
WILLIAMSBURG, VA**



VIRGINIA DECA

CAMP DECA

Every great chapter has a story—and every great chapter leader helps write it.

The most successful leaders don't simply hold a title. They create moments that inspire others to join, belong, grow, and lead. They help every member see themselves as

part of the story and give them the confidence to write what comes next.

At Camp DECA, **YOUR STORY** is more than where you've been—it's the leadership legacy you're building. Through new ideas, practical strategies, meaningful connections, and hands-on experiences, you'll gain the confidence and tools to lead your chapter with purpose and help every member discover what's possible.

Your experiences, challenges, and passions have prepared you for this moment. Now it's time to turn **YOUR STORY** into action, empower others to write their own stories, and shape the future of your chapter one decision, one opportunity, and one member at a time.

Because the best stories aren't simply told—they're lived. So step up, lead with purpose, and help your chapter become the next great DECA success story.

YOUR STORY starts at Camp DECA!

Dress Code:

The general dress code is *Camp Casual - DECA Inspired*.

- Friday: Chapter T-shirt
- Saturday: Polo or DECA shirt
- Sunday: Conference T-shirt (slate gray)

No pajama pants, slippers, crop tops, or bathing suits/covers may be worn to conference sessions.

Pro Tip: Download the GWL mobile app for food ordering, daily schedules, and more



CAMP DECA

VIRGINIA DECA

AGENDA

Friday, September 25, 2026

4:00 - 5:00 PM	Registration	Eagle's Landing
5:00 PM	Dinner	Grand Oak Ballroom
7:00 PM	Member Networking Event	Grand Oak Ballroom
11:00 PM	Curfew	Your assigned hotel room.

Saturday, September 26, 2026

8:00 AM	Breakfast	Grand Oak Ballroom
9:00 AM	Your Leadership Story... To Infinity and Beyond!	
	<i>Welcome to Training!</i> • President Welcome and Team Introduction • Telling Your Story • Six Word Leadership Story • Toy Box Team Challenge	Grand Oak Ballroom
9:30 - 10:00 AM	Your Story... as a 100X Officer Key Message	Grand Oak Ballroom
10:00 - 11:00 AM	<i>Becoming a High-Impact Officer</i> • Discover Your Leadership Voice	Grand Oak Ballroom
11:00 - 12:00 PM	Showing Up Prepared, Professional, & Ready to Lead	
	• You've got a Friend in Marketing	Grand Oak Ballroom
	• To Infinity... and Beyond Chapter Leadership	Dogwood
	• No Toy Left Behind Chapter Hospitality	Redwood A
12:00 PM	Lunch	Grand Oak Ballroom



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VIRGINIA DECA

AGENDA

Saturday, September 26, 2026

1:00 – 2:00 PM	Your Leadership Story... To Infinity and Beyond!	
	- Team 82: POL Overview - Rock the Clock Networking	Grand Oak Ballroom

Showing Up Prepared, Professional, & Ready to Lead

	<u>REQUIRED</u>	<u>REQUIRED</u>	↓ <u>Pick One of these Two Options</u> ↓	
	GRAND OAK A	GRAND OAK B	DOGWOOD	Association Officer Track REDWOOD A
2:00 - 2:50 PM	Rules of Leadership	5...4...3...2...1 Ready to Launch Your POL	Team 82's Slinky Dog Leadership	Running for Virginia Association Officer #1 - Defining Your Platform
3:00 - 3:50 PM	Rules of Leadership	5...4...3...2...1 Ready to Launch Your POL	Team 82's Slinky Dog Leadership	Running for Virginia Association Officer #1 - Defining Your Platform
4:00 - 4:50 PM	Rules of Leadership	5...4...3...2...1 Ready to Launch Your POL	Team 82's Slinky Dog Leadership	Running for Virginia Association Officer #1 - Defining Your Platform

5:00 PM	Break	
6:00 - 7:30 PM	Dinner	Grand Oak Ballroom
7:30 - 9:00 PM	Chapter Time	
9:00 - 11:00 PM	DECA After Dark - Private Swim Party	Indoor Pool
11:15 PM	Curfew	Your assigned hotel room.



CAMP DECA

VIRGINIA DECA

AGENDA

Sunday, September 27, 2026

8:00 AM	Breakfast	Great Oak Ballroom
9:00 - 10:00 AM	You've Got a Friend in Me: Building Strong Officer Teams - Team Challenge: Escape Sid's Yard - Feedback for Me Scale - Toy Box Team Challenge	Great Oak Ballroom

Showing Up Prepared, Professional, & Ready to Lead			Association Officer Track
	Grand Oak A	Grand Oak B	Redwood A
10:00-10:50 AM	Grand Slam Communications	5 Keys to Maximizing Team Performance	Running for Association Officer #2 - Mastering the Campaign Trail
11:00 - 11:50 AM	Grand Slam Communications	5 Keys to Maximizing Team Performance	Running for Association Officer #3 - Communication & Personal Branding

12:00 PM	Lunch	Great Oak Ballroom
1:00 - 2:00 PM	Advocate for All - Tell Your Story to Stakeholders - Advocating for Your CTSO - Protecting Your Team - Team Standards & Team Celebration Session	Great Oak Ballroom
1:00 - 2:00 PM	Running for Association Officer #4 - Work Time & Feedback Lab (Sunday)	Redwood A
2:00 PM	Training Concludes	

Safe travels!

3"

DECA AFTER DARK PRIVATE POOL PARTY!



SAT. 9-11PM

Food - Games -
Waterpark - Fun



PROGRAMMING PREVIEW

"TO INFINITY... & BEYOND!"

- BUZZ LIGHTYEAR

YOUR STORY isn't written in a single moment—it unfolds one chapter at a time. At Camp DECA, you'll start a leadership journey inspired by stories and characters we all know, helping develop your leadership voice and communication skills for recruiting, creating an impactful Program of Leadership, building chapter culture, and advocating for DECA.

Each session offers practical ideas you can apply immediately. Whether you're learning as an officer team in general sessions or exploring your interests in academies and electives, you'll gain new skills, build stronger relationships, and leave with a clear vision for your DECA story's next chapter. The program combines leadership academies and electives, allowing you to explore key topics and tailor your experience to your goals.

GENERAL SESSIONS

Whether you're learning as an officer team in general sessions or exploring your interests in academies and electives, you'll gain new skills, build stronger relationships, and leave with a clear vision for your DECA story's next chapter.

LEADER ACADEMIES (page 5)

Explore mission-based officer roles that support chapter success. These academies provide leaders with strategies to enhance leadership, marketing, membership, member experiences, and team impact.

BREAKOUT SESSIONS (page 6)

Customize your Camp DECA experience by selecting sessions aligned with your goals and interests. Learn about project management, team communication, chapter leadership, and how to lead as an officer, gaining practical tools for your chapter.

ADVISOR SESSIONS (page 11)

Advisor Sessions provide practical strategies, fresh ideas, and valuable resources to help you support your officer team, strengthen your chapter, and empower students to grow as leaders throughout the year.



LEADER ACADEMIES
“THESE GUYS ARE PROFESSIONALS!”
- **WOODY**

Take a deeper dive into the mission-based officer positions that help great chapters thrive. These interactive academies equip chapter leaders with practical strategies to strengthen leadership, elevate marketing and membership efforts, create exceptional member experiences, and build an officer team ready to make a lasting impact.

YOU’VE GOT A FRIEND IN... MARKETING

Marketing and PR officers help **TELL** the story of your chapter! Learn how to create content that connects, promote your chapter’s goals and successes in ways that feel authentic, and build excitement that makes others want to be part of it. When people feel connected, they want to be part of the story! Recommended for all Vice Presidents of Marketing and chapter leaders working in marketing, recruiting, or public relations roles.

NO TOYS LEFT BEHIND

The best chapter stories involve everyone. Learn to create meetings members want to attend, boost participation, make an impact, and support members preparing for competition. Find out how to foster an inclusive environment where no one is left behind, and every member contributes to the chapter. Ideal for Vice Presidents of Hospitality, Finance, Career Development, and other chapter leaders aiming to create engaging meetings, encourage participation in DECA programs, and promote competition.

REACH FOR THE SKY

Great leaders set the direction for what’s next. As key leaders in your Chapter, you help shape the bigger picture and guide your team toward it. Learn how to turn vision into action, build a strong program of leadership, and lead with clarity and confidence. Because when you lead with purpose, your chapter moves forward to infinity and beyond. Recommended for all chapter presidents and Vice Presidents of Leadership.



BREAKOUT SESSION DESCRIPTIONS

RULES OF LEADERSHIP

Leaders shape their own stories and the stories around them. Explore eight practical rules to lead with clarity, confidence, empathy, resilience, and creativity—from knowing when to lead to knowing when to share the air. Find your leadership style, have fun, and make your part of the story count!

5, 4, 3, 2, 1 READY TO LAUNCH YOUR POL

The greatest stories start with a great plan, and this is your chance to decide where your chapter is headed! Learn how the best chapters set goals, choose their priorities, and map out the adventures ahead. Whether you're starting from page one or adding the finishing touches, you'll leave ready to create a year of meaningful moments, strong connections, and big goals that can take your chapter to infinity and beyond!

GRAND SLAM COMMUNICATION

Great presentations don't just happen by accident. You have to know how to round the bases! In Grand Slam Communication, discover how to build a powerful presentation by making every pitch count, hitting your key points, and using short stops along the way to keep your audience with you. Each base moves your story forward until you bring it all home. Step up to the plate!

5 Keys to Maximizing Team Performance

Every story is shaped by the characters in it! In this workshop, we'll go through what it takes to bring different people, strengths, and ideas together to accomplish something bigger than any one person could do alone. Explore the five keys to a high-performing team, and learn how each one helps your team move the story forward. Because when the right characters come together, there's no limit to where your team's story can go!

Team 82's Slinky Dog Leadership

Step into a high-energy, hands-on challenge designed to push your team's adaptability, trust, and communication to the absolute limit. As unexpected twist and evolving constraints throw your usual problem-solving strategies out the window, you will be forced to think on your feet, lean on each other's hidden strengths, and discover what it truly takes to lead when the pressure is on. Expect a fast-paced experience where precision matters, every move counts, and the biggest insights come from navigating the unexpected together,





Association Officer Campaign Track

Take your leadership journey to the top. This track is a deep dive into everything you need to launch a winning association campaign. We're covering platform strategy, public speaking hacks, and professional networking to ensure you're ready to dominate on the trail. If you have the vision to lead Virginia DECA, we have the blueprint to get you there.

Download the Candidate Guide [HERE](#).

Session 1: Defining Your Platform (Repeats 3x on Saturday)

Find Your "Why." Great leadership starts with a vision. Move beyond "wanting to win" to build a platform that truly matters. Identify your core values, research Virginia DECA needs, and craft a clear, actionable mission statement that resonates with every delegate you meet.

Session 2: Mastering the Campaign Trail (Sunday)

The Roadmap to Election Day. Running a campaign is a marathon, not a sprint. This session covers the tactical side of candidacy—from managing your materials and networking with delegates to staying organized under conference pressure.

Session 3: Communication & Personal Branding (Sunday)

Own the stage and the screen by mastering speech writing and authentic delivery. Dive into personal branding to maintain a leadership-ready image—in person and online—while navigating election rules. From slating interviews to first impressions, leave prepared to present your best self to every delegate.

Session 4: Work Time & Feedback Lab (Sunday)

Use this dedicated strategy time to finalize your materials with expert guidance. Whether you need to polish your speech, design your campaign graphics, or practice your elevator pitch, you'll have access to mentors and peers for immediate feedback. Leave this session ready for your campaign launch!



CHAPTER ADVISOR PROFESSIONAL DEVELOPMENT

Located in Redwood B & C

Saturday, September 26, 2026		Presenter
9 AM	From Start to Sumbit: DECA Annual Report	Heather VanDyke
	Demystify the annual report process. Walk through the essential steps, tracking requirements, and timelines needed to successfully complete and submit your chapter's report.	
10 AM	More Than Membership: Adding Value to the DECA Experience	Mel Barrow
	Discover how to maximize the impact of DECA beyond basic chapter enrollment. This session explores effective strategies to enhance member engagement, unlock exclusive resources, and deliver lasting leadership and career-focused value to your students throughout the year.	
10 AM	ADVISORS ONLY! Sweet & Salty Snack Break	Eagle's Landing
11 AM	From Imagination to Impact: Using Disney Design Thinking in DECA	Kim Chapman
	Disney is known worldwide for creating unforgettable guest experiences, innovative solutions, and strong organizational culture. This session explores how DECA advisors/members leaders (can be tailored) can use Disney's Imagineering principles, storytelling techniques, and innovation strategies to increase student engagement, strengthen chapter culture, improve event planning, and develop future business leaders.	
2 PM	5, 4, 3, 2, 1... Ready to Launch Your POL	Team Tri
3 PM	Creating a High Performing Chapter Officer Team	Team Tri
4 PM	DECA Classroom Activities	Team Tri
Sunday, September 27, 2026		Presenter
10 AM	How to Maximize DECA+	Julia Dieter
	Learn how to fully leverage the DECA+ platform to streamline project preparatoin, access valuable classroom resources, and give your students competitive edge	
11 AM	SBEs: More Than Just A School Store.	Richard Gardner
	Explore how School-Based Enterprises (SBEs) can become much more than traditional school stores by serving as authentic, student-led learning laboratories. Discover strategies for expanding SBE opportunities, connecting operations to curriculum and DECA competition, developing student leadership, and using real-world business experiences, through the SBE, to prepare students for college and careers.	