



State Leadership Conference

Registration Guide



Virginia Beach Convention Center
February 27 - March 1, 2026

2025-2026 STATE ACTION TEAM

Brenden Rockefeller | President
Joshua Anderson| VP of Leadership
Chrysanthi Euripides| VP of Career Development
Amelia Marlowe| VP of Marketing
Virginia Yeargy | VP of Hospitality
Mahmoud Khatab |Region 1 Vice President
Riley Nguonly | Region 2 Vice President
Grace Zook | Region 3 Vice President
Reilly Auld | Region 4 Vice President
Naraly Valerio| Region 5 Vice President

DECA Inc.

Mason St. Jean | Southern Region Vice President

STATE STAFF

Shannon Tual | Chartered Association Advisor
Karen Charney | Marketing & Related Cluster Specialist

VA DECA BOARD OF TRUSTEES

Heather VanDyke | Board Chair | Region 1
Briana Eifler| | Region 1
Mel Barrow| Oakton | Region 2
Kay Walters | Fairfax | Region 2
Dee Strauss | King George | Region 3
Shannon Carter| Warren| Region 3
Janet Balestino| Landstown| Region 4
Robert Fontaine| Woodside | Region 4
Jessica Catley | Blacksburg | Region 5
Christina Underwood | Pulaski | Region 5
Amy Granahan | Fairfax County | Local Admin



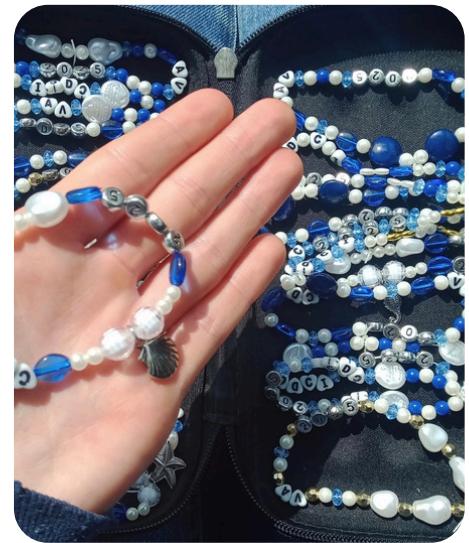
DECA prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management in high schools and colleges around the globe.

COMING TO SLC 2026!

Inspired by DECA's popular pin trading tradition, Team 81 is *launching* the **Virginia DECA Sticker Social Club**, a fun, affordable way for members to trade and collect creative designs that showcase school pride and DECA spirit! Start designing your chapter stickers now and get ready to trade at SLC 2026!



We also welcome **friendship bracelets**, because some classics *never go out of style!*



Need a little inspiration? Start by checking out these sites!

www.stickermule.com www.stickergiant.com www.stickerapp.com

Looking for a pin vendor?

www.pincentives.com
www.pintrill.com

EKirn@pincentives.com
custom@pintrill.com

VIRGINIA DECA

APPLY TODAY

PURPOSE:

The Virginia DECA Diamond Fund provides need-based financial support to help student members participate in the State Leadership Conference (SLC) and International Career Development Conference (ICDC). The program ensures every qualified member can experience DECA's state and international opportunities, regardless of financial barriers.

ELIGIBILITY CRITERIA

To qualify for the Virginia DECA Diamond Fund, a student must:

1. Be a paid member of local DECA chapter, VA DECA, and National DECA.
 2. Be qualified to compete at the State Leadership Conference (SLC) or International Career Development Conference (ICDC).
1. Demonstrate financial need, such as:
- o Free or reduced lunch status, or
 - o Other verifiable hardship or extenuating circumstances.
2. Confirm attempts to fundraise or contribute personally toward their DECA participation.

APPLICATION PROCESS

- Student Submission: <https://bit.ly/VADiamondFund> Advisor &
- Counselor Confirmation Form

Deadline:

- SLC application due January 9, 2026
- ICDC applications may be considered after SLC pending available funds. The application deadline will be March 7th.

ADDITIONAL INFORMATION

- Open to current paid high school DECA members
- Flexible for special cases
- Communication and accountability via Google Form system
- Full conference registration payment required by deadlines, regardless of Diamond Fund status
- Reimbursement issued after conference, once all registration drops are confirmed

AWARD DETERMINATION

- Applications will be reviewed by a Virginia DECA Diamond Fund Committee.
- If funding requests exceed available funds, a tiered lottery system will allocate awards based on need and requested amounts.
- Priority will be given to students with the highest demonstrated need, with flexibility for extenuating circumstances.

Funding Tiers Based on Free/Reduced Lunch Eligibility

School's F/R Lunch %	Funding Eligibility
25-49%	Up to 25% of funds requested
50-74%	Up to 50% of funds requested
75-100%	Up to 100% of funds requested

Important Dates

DUE DATES	Links to information or form.
Dec 1, 2025	Campaigns Due to DECA Inc.
Dec 1, 2025	SBE Certification Portal Opens
Dec 1, 2025	SLC Registration Opens
Dec 2, 2025	VA DECA Blazer Challenge Deadline
Dec 5, 2025	VA DECA Honor Society Due
Dec 5, 2025	VA DECA Merit Award Due
Dec 5, 2025	VA DECA Day Submissions Due Online
Dec 5, 2025	Stock Market Game Ends
Dec 12, 2025	VA DECA Scholarship Applications Due
Dec 15, 2025	State Officer Applications Due
Dec 19, 2025	Last Day for DECA District Leadership Competitions
Dec 31, 2025	Membership Deadline for SLC Voting Delegates

Important Dates

DUE DATES	Links to information or form.
Jan 9, 2026	DECA Scholarship Applications Due
Jan 9, 2026	Virginia DECA Diamond Fund Form Due
Jan 13, 2026	School-Based Enterprise Certification Due
Jan 16, 2026	VA DECA Membership Submitted and PAID SLC Eligibility
Jan 16, 2026	SLC Registration Closes (last day drops w/ full refund)
Jan 16, 2026	Individual SBE Certification Completed to be Recognized at SLC
Jan 20, 2026	DECA Advisor Scholarship Applications Due
Jan 20, 2026	Outstanding Chapter Advisor Award Due
Jan 20, 2026	Annual Report Due
Jan 20, 2026	Friend of DECA Award Due
Jan 30, 2026	VA DECA POL Forms Due
Feb 2, 2026	Emerging Leader Honor Awards Nominations Open
Feb 2, 2026	SLC Payment Due
Feb 4, 2026	Written Events Due Online
February 9 - 13	SLC Online Testing Window
Feb 15, 2026	ICDC Competitors Final Membership Eligibility Due
February 17-18	VA DECA Scholarship Interviews
February 27 - March 1	DECA State Leadership Conference

Who Should Attend?

Who Should Attend SLC?

- Students who placed at their District Leadership Conference
- Students competing in Team Decision Making or DECA's Prepared Events
- SBE Teams
- Future Chapter Leaders
- Student Entrepreneurs currently launching or running their own business
- State Officer Candidates
- Students interested in being a conference intern

Competitive Events

- The next page you includes a breakdown of allocations for competitive events at SLC. **Please stick to these allocations.**
- SBE Teams will compete at the State Leadership Conference (SLC). Certified chapters may submit one team per SBE Certification submitted to DECA in January. These teams do not advance to compete at ICDC. At ICDC, SBE participation is through the SBE Academy, which is only open to chapters that certify or recertify.

State Leadership Academy (SLDA)

SLDA participants will have the opportunity to participate in different workshops led by professional leadership trainers and coaches.

- Details about topics and programming for SLDA will be available prior to SLC.
- Each chapter can send up to five students for SLDA.
- If you are a new chapter or would like to request additional slots for SLDA, email Shannon Tual at StateAdvisor@vadeca.org

Entrepreneurship Pitch Lab

Do you have students who are launching or operating their own business? Students who are launching or currently operating their own business are invited to the VA DECA Entrepreneurship Pitch Lab.

- Students participating will have a table with two chairs.
- Setup will take place on Friday, February 27.
- Students will pitch their businesses to their peers on Saturday, February 28.
- Chapters are limited to 5 number of students participating.
- Students may also compete in an event but it is not a requirement.
- Conference participants will be invited to visit booths and vote for businesses. Recognition will be given on Sunday morning.

Conference Intern

The VA DECA Conference Intern program continues this year. We are able to accept a max of 10 students.

- Students will assist beginning at opening session and concluding at the closing session.
- A schedule will be provided to selected participants.
- This is ideal for students who are not interested in competing but enjoy DECA conferences.
- Applications: www.vadeca.org/slc

State Officer Candidates

State officer candidates should refer to the State Officer Application packet for more information. Details can be found at <https://www.vadeca.org/runforoffice>

SLC Important Guidelines

Registration Window: December 1, 2025 - January 16, 2026

- Registration Site: <https://www.decaregistration.com/va>
- **Students must be PAID DECA members to register for SLC and ICDC**
- **Student-to-Adult Ratio:** Chapters must adhere to DECA's required student-to-adult ratio of 10:1.
 - For **ICDC**, the ratio is **8:1** per DECA Inc. policy.
 - All registrations will be monitored for compliance.

Registration Requirements:

- All **advisors and chaperones** must be registered for the conference.
- **Advisors may not register as chaperones.** Registrations and invoices will be reviewed and adjusted if needed.
- Every participant must be registered under their **real name**—no placeholders (e.g., “Jane Doe,” “Bus Driver 1”).
- Charter Bus Drivers may not be considered chaperones.
- The role of a chaperone is to attend **all** conference events.
- A school bus driver is not considered a chaperone unless they are explicitly expected to fulfill both roles.

Housing Policy:

- All attendees must stay in an **official Virginia DECA hotel**.
- **DO NOT call the hotel for additional rooms. All changes to reservations must be made through Virginia DECA.**
- Students may not drive themselves unless their school district allows it and proper documentation, including administrative approval, is submitted to the chapter advisor.

Payment & Refund Policies:

- **SLC Payments are due by February 2, 2026.**
- Chapters are responsible for paying for **all registered students**, even if they do not attend.
- No refunds will be issued after January 16, 2026.
- A **\$50 late payment fee** will be charged for all payments received after the deadline.
- Invoices must be paid prior to the start of the state leadership conference.

Substitutions & Cancellations:

- **January 16–31:** Use the official Google Form to request **substitutions** (same event, same gender, paid DECA member).
- The form will remain open through **February 26 for cancellations only**.

Conference Policies and Procedures

While at the conference or event:

- Students must wear identification badges at all times.
- Students must adhere to the dress code at all times.
- Students shall keep their adult advisors informed of their activities and whereabouts at all times.
- Students should be prompt and prepared for all activities.
- Students should be financially prepared for all activities.
- Students are required to attend all sessions and activities assigned including workshops, competitive events, committee meetings, etc., for which they are registered unless engaged in some specific assignment scheduled at the same time.
- Students may not drive or ride in a private automobile or use public transportation during the conference, unless accompanied by an authorized advisor/chaperone or parent/guardian. Local conferences are to be governed by local school division policies for student driving and transportation.

CONFERENCE HOUSING

- No delegate shall leave the hotel/lodging (except for authorized events) unless permission received from the chapter advisor(s).
- There shall be no males in female rooms or females in male rooms at any time; including practicing.
- Students shall not invite or have unregistered individuals in your hotel room or at a conference activity.
- Students will spend nights at their assigned hotel/lodging location and in their assigned room.
- No guests allowed during curfew hours.
- Students will be quiet at curfew.
- Students shall not disturb other hotel guests by excessive noise, door slamming, etc. resulting in a complaint to hotel management.
- Curfew will be enforced. Curfew means the delegate will be in his/her assigned room.
- Students will not accrue any incidental room charges (i.e., phone calls, rooms service, pay-per-view movies, etc.) without approval from the chapter advisor and settling the account prior to check-out.

Reporting Incidents

If a student (delegate) violates the Virginia DECA Comprehensive Consent Form and Code of Conduct, consequences will be determined by the Virginia DECA State Advisor, in consultation with the chapter advisor. The chapter advisor must immediately contact the State Advisor. Parents/guardians, school officials, and local authorities will be notified as appropriate. Incident Reports are located in the Advisor Portal.

Conference Policies and Procedures

What paperwork am I required to have?

TIP: Turn in your paperwork now! Don't wait until the last minute.

- All Advisors must have the **Advisor Statement of Compliance** on file before a chapter can register. This should have been done in the fall but can be found in the Advisor Portal.
- Every student must have a **Comprehensive Consent Form** on file with the advisor prior to SLC. These will not be collected but should be with you when you travel.
- Field trip permission slips and medical information per your district requirements.

Judges

- Chapters are encouraged to assist in recruiting judges who are business professionals. We will need both on site judges and those who are comfortable working in an electronic format to evaluate written events prior to the conference.
- Chapters will receive a \$40 credit toward ICDC for each judge recruited and who shows up at SLC on the day of competition or assists in pre-judging.
- Please share the Judge Application link with any individuals you feel would make a good judge for both role play and written/prepared events.

Prepared Event Submission

- ALL Prepared Events (both 10- and 20-page papers and slide decks) will be submitted by the advisors online by 11:59pm on February 2, 2026.
- Submissions must be in a PDF document.

Testing

- **Testing will take place February 9-13, 2026.**
- ALL testing will occur on Monday through Friday between the hours of 7:00AM – 7:00PM.
- All testing must be proctored by an adult who is not the students marketing teacher.
- All Advisors must complete the [**SLC Test Security Agreement**](#).
- The proctor site will be available to advisors beginning on February 3rd to begin printing test tickets.

Conference Attendees Needing Accommodations

- Please complete this form if any adult or student attending SLC in your group has any accommodations that will ensure a successful event for the individual.

Voting Delegates

- Membership Deadline is December 31 for determining the number of SLC Voting Delegates based on each chapter's membership.
- All chapters will send voting delegates to the business session on Saturday. Pre-Registration is not required.

ADVISOR SLC DUTY

Dear Advisors,

The Virginia DECA State Leadership Conference would not be possible without the incredible support of our **250 advisors, 300 judges, and more than 50 volunteers**. Last year, we hit a record **5,200 attendees**, making this the largest CTSO event in the Commonwealth!

This conference is truly a team effort, and we rely on every advisor's participation to ensure that SLC runs smoothly and provides the best possible experience for our members. National DECA will expect the same level of commitment at ICDC.

Please note the following reminders:

- Attend your assigned duty.
- Shuttles will begin running at 7:00 a.m. – please plan accordingly.
- Do not arrive late or leave early.
- If you are unable to fulfill your assigned duty, contact the event director immediately so alternate arrangements can be made.
- Duty assignments will be shared prior to SLC.
- Advisor lunches will be provided.
- Dress professionally, including appropriate footwear – no flip flops.

Thank you in advance for being part of this amazing team and for helping make the Virginia DECA SLC a success!

Shannon Tual
Virginia DECA State Advisor

Annual Business Meeting & Elections

Saturday, February 28, 2025 in Suite 5 (upstairs) starting at 2:00pm.

- Complete the Voting Delegate Form - <https://bit.ly/SLCVote25> by 2/5/26.
- Check-in begins at 1:00pm outside of Suite 5.
- Delegates must wear their SLC name badge and Voting Delegate ribbon to gain entry to the Annual Business Meeting.
- The doors close immediately at 2:00pm and will not reopen if delegate is late.
- Delegates will vote on their region vice president and the offices of President, VP of Leadership, VP of Career Development, VP of Hospitality, VP of Marketing.
- Delegates may also vote on any proposed changes to the Virginia DECA by-laws.

VOTING DELEGATES

Chapters receive votes based on membership size:

- Chapters with fewer than 100 members are allowed 1 vote.
- Chapters with 100-200 members are allowed 1 additional vote for each additional 100 members or fraction thereof.
- Chapters with 201 or more members are allowed 1 additional voting delegate for each additional 100 members or fraction thereof.
- **Chapters may send one delegate to cast all of their chapter's votes, a delegate for each vote, or any combination thereof.**
- Votes are calculated based on membership sixty (60) days prior to the annual business meeting of Virginia DECA.

**Questions should be directed to the
Director of Elections, Jason Uhry - elections@vadeca.org**

Example Agenda

Call to Order
Verification of Attendance
Regional Vice President Candidate Speeches by Region
At Large Position Speeches
Vote
Adjournment

Entrepreneurship Pitch Lab

Think of it as a Farmer's Market for young entrepreneurs! The Pitch Lab gives DECA members the chance to showcase their creativity, test business ideas, and engage directly with customers.

Some participants use the event to gauge customer interest in a new concept, while others come ready to sell their actual products. Whether you're testing, selling, or simply learning, the Pitch Lab is an exciting opportunity to gain real-world feedback and experience the thrill of entrepreneurship in action.

How It Works

- Participants set up a table to display or sell their products.
- You can include a market research component to learn from your customers.
 - For example: offer samples of cookies in different flavors and create a voting board where customers place stickers to choose their favorite.
 - This feedback helps identify which products resonate most with consumers.
- **The event is peer-voted**, so students can participate in both their competitive event and the Pitch Lab.
- Table and table covering provided to participants.

Recognition

The 1st place winner of the Pitch Lab earns a spot in the Emerging Leadership Series at ICDC!

Want to Learn More? For insights or to connect your students with a chapter that has participated before, reach out to Pitch Lab Coordinator, Kristen Wettstein at kristen_wettstein@ccpsnet.net





VIRGINIA DECA

STATE LEADERSHIP CONFERENCE LEADERSHIP ACADEMIES

CAREER LAUNCH LAB

Take charge of fueling your own future! In this academy, you'll explore who you are, where you want to go, and how to get there. Through sessions on goal setting, career mapping, and resume and personal brand building, you'll learn how to turn your goals and leadership strengths into a clear, actionable plan. Walk away with the tools and confidence to launch your future with purpose and direction.

PROFESSIONAL POWER UP MOVES

Ready to stand out in any room? This academy helps you refine your personal presence through networking, communication, and interview skills. Learn how to make a lasting first impression, connect with confidence, and deliver your best when it matters most. Whether you're preparing for college, your first job, or a big competition, you'll leave fueled up and ready to impress every time!

EXPERIENTIAL LEADERSHIP ACTIVITY

THE LEADERSHIP LABYRINTH

Puzzle cards, locked boxes, and a lost treasure... The late archeologist Dr. Michael Caster spent his life studying the Kaloni people but coded his discoveries before his passing. Unlock the mystery of the coronation chest of a lost civilization before the secrets are lost forever! Participants will use communication, delegation, collaboration, problem solving, and ultimately, leadership to decode his notes, open the chest, and discover the secrets to the Leadership Labyrinth!

THE QUEST

UNLOCK THE FULL SLC EXPERIENCE WITH THE QUEST

Complete missions, earn points, and maximize your time at SLC by participating in the Quest! Download the free Goosechase app, use game code **WD5KJT**, and start earning points before you head to SLC, beginning February 27 at 9 am. Complete missions that will help you **Fuel Your Future** by getting the most out of your SLC experience. Earn as many points as you can before 7 pm on February 28 to win prizes like AirPods, Amazon gift cards, and more!

Registration Options

Conference Only - \$135

- Registration fees apply to advisors, chaperones, and students.
- Conference participants will receive the following registration materials:
 - Conference T-Shirt
 - Name Tag
 - Conference Program App Access
 - Access to Leadership Village activities

Chaperones Registered as Judges - \$75

- **Please note: Chapters will incur a \$60 fee if their assigned chaperone fails to sign in for their designated judging duty.**

School Resource Officers - FREE

- SROs attending SLC may attend at no cost, with the expectation that they will participate in the opening session and both award sessions, remain available in the event of a local crisis, and contribute in ways that make their specialized training valuable to their chapter and Virginia DECA.

Conference Including Dinner Friday Night - \$155

- Registration fees apply to advisors, chaperones, and students.
- Includes Friday Night Dinner at the Convention Center
- Conference participants will receive the following registration materials:
 - Conference T-Shirt
 - Name Tag
 - Conference Program App Access
 - Access to Leadership Village activities

New Administrator Fee - \$0 (no meal option) OR \$30 with Friday Meal

- Administrator must be able to make disciplinary decisions and understand school policy to help make key decisions while at the conference.

Saturday Night Meal Add On - \$35/person

- purchased as optional item
- **NOTE: You must register your entire chapter - advisors, students & chaperones for the same meal registration option.**
- Chapters registering for either option with a meal(s) will receive wristbands that must be worn to meal functions.

Other Add On:

- **Extra T-shirts - \$15**
- **Alumni Dues:** If you want senior Alumni Dues for 2025-26 invoiced with your registration, you may add it as an option item. Alumni Dues can be found under "Items" in the registration. Seniors prepaid with registration, will receive recognition on screen at the opening session and will receive a free alumni item with their conference materials.

SLC Lodging & Payment Information

Conference Lodging

- Rates include taxes and fees and are charged per night.
- Chapters will be notified of their assigned hotel property. Assignments are conditional and may be adjusted after registration closes.
- Chapters may need to be moved after registration closes to fill required hotel blocks. You will be notified if your chapter is affected.
- Please visit the website for the current list of hotel assignments.
- Lodging and registration will be billed together through the online registration system.
- Invoices will include a detailed breakdown of lodging rates, taxes, and fees to assist with Perkins reimbursements.
- All chapters must use lodging within DECA's hotel blocks. Independent arrangements with hotels are not permitted.

All Payments should be remitted to:

Treasurer of Virginia Tech with DECA and your school name noted in the memo line.

AND Mailed to:

VCE-DECA
115 Hutcheson Hall (0908)
250 Drillfield Drive
Blacksburg, VA 24061

Refund Policy

- Refunds are available until January 16.
- No refunds will be issued after this date.
- It is imperative that you get commitments from students prior to registration closing on Jan. 16!
- **WHY:** Once registration closes VA DECA commits to orders for T-shirts, programs, conference materials, meals, etc. Once those orders are placed, we cannot refund money spent.

Tip: Be sure to note on your school's permission slip that the event fee is non-refundable to avoid confusion later.

- Substitutions: Substitutions can be made until February 23.
 - Due to the nature of prepared events, substitutions cannot be made in this event category once the paper and Statement of Assurances and Integrity has been signed.

DECA Diamond - Application Due 12/9/2026

- Student Submission: <https://bit.ly/VADiamondFund>
- Advisor & Counselor Confirmation Form - found in Advisor Portal
- **Deadline:** SLC funding application due January 9, 2026

Virginia DECA Late Payment Policy

Virginia DECA operates as a non-profit organization and is committed to serving our members, advisors, and partners as efficiently as possible. Delayed payments create administrative challenges and may jeopardize our relationships with partners and vendors. To ensure smooth operations, the following payment policies apply to all Virginia DECA conferences and events.

Payment Due Dates

- Payment due dates for all conferences and events hosted by Virginia DECA will be posted at least 30 days prior to the opening of the registration window.
- All payments are due no later than seventeen (17) business days after the close of the registration window. **SLC Payments are due by February 2, 2026.**

Payments Dated On or Before the Deadline

- Payments dated on or before the posted deadline will receive a three (3) business day grace period for Virginia Tech / Virginia DECA to receive the payment.

Payments Dated After the Deadline

- Payments dated after the deadline—or payments dated on or before the deadline but received more than three (3) business days after the deadline, will incur a **late fee of \$50.00.**

Example: A chapter owes \$450 for a conference. The payment deadline has passed. The chapter incurs the \$50 late fee and now owes \$500 to Virginia DECA.

Additional Late Fee

An additional late fee of \$25 may be assessed for every ten (10) business days an invoice remains past due, including previously applied late fees.

Continuing Example: The chapter has not paid the \$450 balance, and 15 business days have passed since the deadline. An additional \$25 late fee is added. The new balance is \$525.

Financial Blocks

All outstanding balances must be paid in full to avoid being placed on a financial block.

Chapters on a financial block:

- May be **prevented from registering** for future Virginia DECA events.
- Will be **unable to check in for housing** at ICDC until all current-year balances are paid.

Accepted Forms of Payment

Virginia DECA accepts the following forms of payment:

- School checks
- Credit card payments through Virginia Tech - *coming soon!*

DECA Dress Code

1. When appearing before judges and on-stage:

- Business suit or sport coat or blazer (jacket is required)
 - Competitors at ICDC are required to wear the official DECA blazer.
- Dress slacks or dress skirt or business dress (skirt length must be to the knee)
- Collared dress shirt and appropriate neckwear (necktie, ascot, scarf) or dress blouse
- Dress shoes (boat shoes and canvas shoes are unacceptable)
- NOTE: If a collared shirt is worn, a tie or scarf is required. If a blouse is worn, a scarf is NOT required.

2. DECA General Sessions, Meal Functions, Event Briefing

- Business suit or sport coat or blazer (jacket is optional)
- Dress slacks or dress skirt or business dress (skirt length must be to the knee)
- Collared dress shirt or dress blouse or dress sweater
- Dress shoes (boat shoes and canvas shoes are unacceptable)

3. DECA Business Casual

- Casual slacks (e.g., Dockers), blouse or shirt, socks and casual shoes
- Jeans, t-shirts, shorts, pajama bottoms, leggings, and athletic shoes are not included in business casual attire.

4. Unacceptable during DECA Activities

- Skin-tight or revealing clothing, midriff-baring clothing, swimwear, athletic clothing, leggings, or graphic designed hosiery/tights.
- Clothing with printing that is suggestive, obscene or promotes illegal substances.
- **Unacceptable types of dress shoes include boat shoes, canvas or fabric shoes, flip flops or casual sandals, athletic shoes, industrial work shoes and hiking boots.**

5. Street

When students are on free time, involved in activities outside those sponsored by DECA or outside the conference agenda.

- Slacks or shorts with appropriate t-shirt or top.
- Pool - Proper attire when traveling to and from the pool area or when using the pool.
 - Under no circumstances is pool attire permitted in the lobby or general area except the immediate pool area itself. T-shirt, shorts, or other cover up is required



DRESS TO IMPRESS

DRESS CODE WHEN APPEARING BEFORE JUDGES AND ON-STAGE

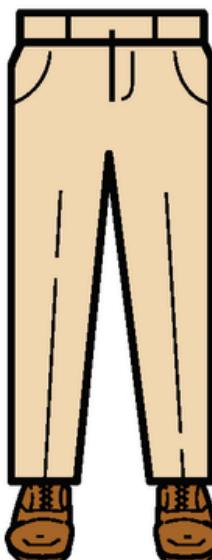
OFFICIAL DECA BLAZER WITH
COLLARED DRESS SHIRT & APPROPRIATE NECKWEAR (NECKTIE, ASCOT, SCARF)



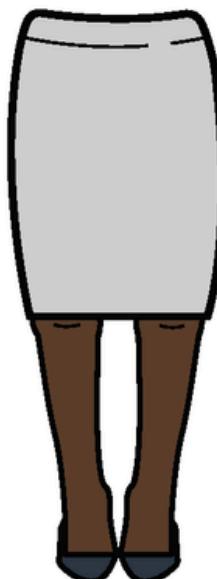
OFFICIAL DECA BLAZER WITH
DRESS BLOUSE



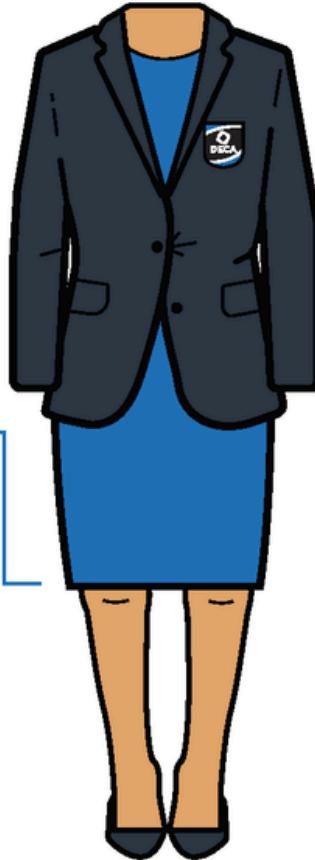
DRESS SLACKS



DRESS SKIRT



OFFICIAL DECA BLAZER WITH
BUSINESS DRESS



ALL SKIRTS
& DRESSES
MUST BE AT
OR BELOW
THE KNEE.

DRESS SHOES



BOAT SHOES ARE UNACCEPTABLE
FOOTWEAR.

When judging adherence to the dress code, DECA directs advisors, teachers and chaperones to use observation as the tool for assessing compliance. It is inappropriate to touch a student or their clothing as a means of determining adherence to the dress code. DECA members who are not appropriately dressed will have a reasonable opportunity to meet the dress code prior to seeing a judge or being allowed on stage.

Tentative Agenda

Description	Location	Floor	Times
Friday February 27, 2026			
Conference Headquarters	MR 2AB	2nd Floor	7AM-12AM
Registration	Suite 2AB	2nd Floor	10AM-5PM
Information Booth	Ticket Box	1st Floor	10AM - 8PM
Campaign HQ	Suite 3	2nd Floor	12PM-4PM
Opening Session	Hall CD	1st Floor	6PM - 7:30PM
Meal Plan Dinner	Hall AB	1st Floor	7:30PM
Curfew	Hotel	Your Room	11PM
Saturday February 28, 2026			
Conference Headquarters	MR 2AB	2nd Floor	7AM-10PM
Judge Check-In	Hall AB Lobby	1st Floor	7:30AM
Information Booth	Ticket Box	1st Floor	7AM - 4PM
Individual Events	Hall AB	1st Floor	8AM - 4PM
Team Decision Making Events	Hall AB	1st Floor	8AM - 4PM
Prepared Events	Ballroom 3	1st Floor	8AM - 4PM
Campaign HQ	Suite 3	2nd Floor	9AM - 1PM

TENTATIVE AGENDA. SUBJECT TO CHANGE.

Tentative Agenda

Description	Location	Floor	Times
Saturday February 28, 2026 Continued			
Entrepreneurship Pitch Lab	Suite 4	2nd Floor	10AM - 2PM
Leadership Academies	Suite 2AB	2nd Floor	9AM - 2PM
Business Session and Election	Suite 5	2nd Floor	2PM - 3PM
Meal Plan Dinner	Suite 1	2nd Floor	5PM - 7PM
Awards Session 1	Hall CD	1st Floor	8PM
Curfew	Hotel	Your Room	10:30PM
Sunday, March 1, 2026			
Conference Headquarters	MR 2AB	2nd Floor	7AM-1PM
Shuttles Begin			7AM
Award Session 2	Hall CD	1st Floor	8:30AM

School Based Enterprise

<https://www.deca.org/sbe>

Individual Certification Recognition

Through the School-based Enterprise (SBE) Individual Certification, DECA members may pursue individual certification in SBE operations through the successful completion of an online exam that measures knowledge and understanding of business operations concepts. The certification program reinforces the integration of National Curriculum Standards and 21st Century employability skills into the SBE learning lab environment. The school or chapter will be responsible for paying the testing fee.

***New: Students who pass the exam prior to January 10th will be recognized at SLC.**

SCHOOL-BASED ENTERPRISE-EXPLORING | SBE-E

- Intended for: Chapters who are **interested in starting an SBE but have not been certified yet.**
- This group will compete with each other on selected topics to be announced from current certification guidelines.
- Teams will be composed of one to two members of the DECA chapter. All participants must present the project to the judges.
- Consists of an oral presentation by the participants.
- The oral presentation may be a maximum of 10 minutes in length, including time for the judge's questions.

EVENT KEY COMPONENTS: Please see the guidelines for detailed information.

- I. BUSINESS/PRODUCT/SERVICE
- II. RATIONALE AND FEASIBILITY
- III. CONCLUSION Steps to start the SBE and summary of key points

SCHOOL-BASED ENTERPRISE-CERTIFIED | SBE-C - <https://www.deca.org/sbe>

- Intended for: **Chapters that have certified SBEs.**
- These teams will compete against each other in preparation for ICDC 2026.
- This group will compete using guidelines for the ICDC competition.
- Teams will be composed of one to two members of the DECA chapter. All participants must present the project to the judges.
- Consists of an oral presentation by the participants.
- The oral presentation may be a maximum of 10 minutes in length, including time for the judge's questions.

2026 EVENT TOPIC

The topic of competition rotates each year and is based on one of the 10 business standards in the written chapter certification project. This year's topic is **Selling**. The oral presentation should explain how the school-based enterprise achieves the following performance indicators.

- Determine customer/client needs.
- Establish relationship with customer/client.
- Demonstrate suggestion selling.
- Process sales documentation.
- Process returns/exchanges.

Emerging Leader Chapter Project

EMERGING LEADER CHAPTER PROJECT| ELCP

The Emerging Leader Chapter project provides an opportunity for VA DECA Chapters to demonstrate how their program of leadership plans and chapter activities support DECA's Guiding Principles.

Participants will demonstrate how their chapter has created opportunities for chapter members to be:

- Academically Prepared
 - Community Oriented
 - Professionally Responsible
 - Experienced Leaders
-
- Consists of two major parts: the concept paper and the oral presentation by the participants.
 - Teams will be composed of one to three members of the DECA chapter. All participants must present the project to the judges.
 - The body of the written entry is limited to 10 numbered pages.
 - The oral presentation may be a maximum of 15 minutes in length, including time for the judge's questions.

EVENT KEY COMPONENTS

Please see the guidelines for detailed information.

Written Guidelines (60)

- Executive Summary (10)
- Description of the DECA Chapter and School Community (5)
- Describe how chapter members demonstrated being Academically Prepared (10)
- Describe how chapter members demonstrate being community-oriented.(10)
- Describe how chapter members demonstrate being professionally responsible. (10)
- Describe how chapter members demonstrate being experienced leaders. (10)
- Evaluation of the school year and recommendations for next year. (5)
- Appendix

Presentation Guidelines (40)

- Opening presentation (10)
- Explain how the chapter is academically prepared (6)
- Explain how the chapter is community oriented (6)
- Explain how the chapter is professionally responsible (6)
- Explain how the chapter has experienced leaders (6)
- Professional Standards (appearance, poise, confidence), presentation technique, effective use of visuals, and participation of all. (6)

Looking Ahead to ICDC

- <https://www.deca.org/conferences/icdc>
- **\$155 Registration Fee**
- [Atlanta Hilton](#)
- Competitors must meet the Proficiency/Competition of **70% on the test** in order to advance from SLC to ICDC.
- Principles + Team + Individual Series + Personal Financial Literacy = Top 9 advance
- Prepared Events = Top 8 advance

3/2/2026	Advocacy Campaign Due
3/2/2026	DECA Executive Officer Candidate Applications Due
March 2 - 13	ICDC Registration Window - VA DECA
3/13/2026	ICDC Last Day for Drops or Subs
3/25/2026	ICDC Qualifying Written Entry Submissions Open
3/30/2026	ICDC Blazer Order Deadline
3/31/2026	DECA Emerging Leader Honor Award Due
4/1/2026	ICDC Payment Due
4/8/2026	ICDC Qualifying Written Entry Submissions Due
April 25 - 28	DECA International Career Development Conference



What's your astronaut name?



Find your intergalactic identity before liftoff!

Use the first letter of your first name and the month you were born to build your astronaut name.

A	Stellar	H	Galaxy	O	Jupiter	V	Andromeda
B	Cosmic	I	Astro	P	Vega	W	Zenith
C	Lunar	J	Meteor	Q	Pluto	X	Orion
D	Rocket	K	Eclipse	R	Titan	Y	Eclipse
E	Orbit	L	Nebula	S	Sol	Z	Voyager
F	Comet	M	Apollo	T	Mars		
G	Nova	N	Saturn	U	Polaris		

January	Blaster	July	Stardust
February	Starbeam	August	Moonwalker
March	Quasar	September	Astrosonic
April	Skylark	October	Nebulon
May	Cometron	November	Rocketrider
June	Pulsar	December	Galactica

Example:
Taylor (T) born in
August → Mars
Moonwalker

Emma (E) born in
January → Orbit
Blaster