

CAMP DECA

September 25 - 27, 2026

CHAPTER LEADERS

ADVISORS

OFFICER HOPEFULS

REGISTRATION GUIDE



GREAT WOLF LODGE
WILLIAMSBURG, VA

The Reimagined Camp DECA Tracks

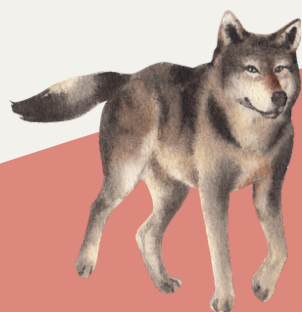
CAMP DECA has been reimagined to include three specialized tracks designed to keep every attendee engaged, inspired, and prepared for the year ahead. Whether you are building a chapter legacy, running for association office, or mentoring the next generation of leaders, there is a path tailored for you.

<https://www.decaregistration.com/va-a>

*Chapter
Leadership*

Association Officer
CAMPAIGN

Advisors



CONFERENCE PROGRAMMING

Camp DECA is designed to equip chapter leaders with the strategic tools necessary to lead their chapters with confidence. This is your premier opportunity to network, collaborate, and excel alongside Virginia's finest.

Friday, September 25

4:00 PM - 5:00PM	Registration
5:00 PM - 6:00 PM	Dinner
6:00 PM - 7:00 PM	DECA Social Networking
7:00 PM - 11:00 PM	Enjoy GWL!
11:00 PM	Curfew

Saturday, September 26

7:00 AM - 8:00 AM	Breakfast
8:00 AM - 9:00 AM	Opening Session
9:00 AM - 12:00 PM	Chapter Leadership Academy
12:00 PM - 1:00 PM	Lunch
1:00 PM - 5:00 PM	Concurrent Track Sessions
5:00 PM - 6:00 PM	Dinner
6:00 PM - 11:00 PM	Enjoy GWL!
11:30 PM	Curfew



Sunday, September 27

8:00 AM - 9:00 AM	Breakfast
9:00 AM - 10:00 AM	Morning Energizer
10:00 AM - 12:00 PM	Concurrent Track Sessions
12:00 PM - 1:00 PM	Lunch
1:00 PM - 2:00 PM	Closing Session

CAMP DECA - DRESS CODE

- Friday: Chapter Shirt
- Saturday: Business Casual
- Sunday: Camp DECA T-shirt



REGISTRATION INFORMATION

REGISTRATION

Early Bird



\$250* per attendee

Early Bird Registration
Deadline June 5, 2026

<https://www.decaregistration.com/va-a>

Starting June 6th - \$300* per attendee

The conference registration fee applies to DECA members, advisors, and chaperones, and includes the following:

- Conference workshops
- Conference materials
- Conference t-shirt
- Conference insurance
- **ALL 6 Meals**

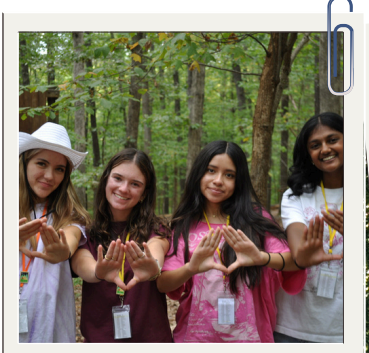
Registration closes September 10.

PAYMENTS DUE BY: SEPTEMBER 24, 2026

CHANGES AND SUBSTITUTIONS:

Changes and substitutions will be accepted until September 5.

***Registration fee is non-refundable..**



ACCOMMODATIONS

\$175 per room night

Up to **SIX attendees** allowed per room (two queen beds + pull out couch)

INCLUDES WATER PARK PASSES.

*Conference attendees are required to stay at the **Great Wolf Lodge** (Williamsburg) for two nights.

Rooms are subject to availability within our block. Once the room block is full, which may occur before the deadline room rates may increase and/or housing may no longer be available.

PARKING

Complimentary on-site parking for all buses and attendee vehicles is provided by Virginia DECA.

SUPERVISION

A minimum of one advisor for every ten students (1:10) or portion of ten students is required for registration. It is the chapter advisor's responsibility to see that your chapter adheres to this ratio. This ratio will be strictly enforced by Virginia DECA. Chaperones and spouses must pay the registration fee and be listed on the registration form.

Chapter Leadership Academy

Lead the Way. Whether you're a chapter president, vice president, or a committee member ready to step up, this academy is for you! Immerse yourself in a collaborative classroom where theory meets practice through team assignments and group presentations. Prepare to roll up your sleeves for an interactive, hands-on experience that turns leadership potential into real-world skill.



CAMP DECA 2025



CAMP DECA 2025
Smith Mountain Lake

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](#).

Led by Kristi Howard, former DECA Western Region Vice President and Chrysanthi Euripides' Campaign Coach

Session 1: Defining Your Platform

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

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:

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

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!

Virginia DECA Advisor Track



Advisor Academy

Ready to move from managing a chapter to leading a legacy? Join us for an immersive professional development experience designed to turn you into a leader worth following.

Led by the elite facilitators at TEAMTRI, this year's academy is about more than just paperwork—it's about accelerating your growth, energizing your community, and amplifying your impact. Get ready for a high-energy experience that will leave you equipped, inspired, and ready to lead!



Learn from the Best

Connect with seasoned Virginia DECA advisors for a deep dive into the **secrets of successful chapters**. Benefit from their years of experience and leave with practical solutions you can use on day one.



Looking Ahead

Prepare for the 2026-2027 season with a **Virginia DECA update**. We will also feature a specialized workshop on **Association Officer Election** for advisors, ensuring you have the tools to mentor the next generation of association officer candidates.



**VA DECA
ADVISOR SWAG!**

