**Texas DECA’s Statewide Advisor Training Agenda**

**8:30 am – 9:00 am Registration/Check-In/Continental Breakfast Salon DE**

**9:00 am – 9:25 am Welcome/Opening/Texas DECA Update Salon DE**

**9:30 am – 10:05 am Concurrent Sessions Round 1**

**What’s in a Role Play? Salon DE**Ever wonder what is involved in a role play event or how to prepare your students for success in these fast-paces activities? Come learn what makes these events unique and tips for training your chapter properly.   
Presenter: Josh Shankle, Texas DECA, Certified Trainer

**Chapter Team Events** **Salon FGH**  
Gain an understanding for these six hands-on events, and how your chapter can gain community support to bring ideas to life and empower students in their competitive events.  
Presenter: Charlotte Heinze, Copperas Cove High School

**Making Chapter Activities Fun & Engaging Lone Star**  
Hear ideas on how to keep students excited and engaged throughout the year outside of competition. Discuss topics like socials, meetings, and community service activities that build a well-rounded DECA Chapter.   
Presenter: Kendra Miller, The Woodlands High School

**10:10 am – 10:45 am Concurrent Sessions Round 2**

**DECA’s NEW Integrated Marketing Events Salon DE**Advertising, Sports Promotion and Fashion Merchandising Promotion are out, and the new Integrated Marketing Campaign events are in. Find out what makes these events unique and how to prepare/support your students in their efforts.   
Presenter: Josh Shankle, Texas DECA, Certified Trainer

**Structuring a Successful SBE-Work-Based-Learning Program Salon FGH**Providing a structure to help students and administration see the value of how a successful DECA School Base Enterprise work-based training program guides student transitions into outside employment opportunities. Bridging the gap to enhance college/career readiness by bringing recognition to campus, community, and administration.   
Presenter: Marcus Nickerson, Sunset High School, Certified Trainer

**Developing a High-Performing Chapter Leadership Team Lone Star**Learn how you can build a leadership team that motivates your chapter members. DECA’s Mission-based leadership positions reflect a corporate leadership structure and align with DECA’s mission.  
Presenter: Vanessa Dry, Naaman Forest High School, Certified Trainer

**10:50 am – 11:25 am Concurrent Sessions Round 3**

**#Ready4TheDECACampaigns Salon FGH**Dive into the various campaigns offered by Texas DECA and National DECA designed to increase involvement and engagement in your chapter and community. Oh – and the campaigns have other perks, too!   
Presenter: Julie Lowe, The Woodlands College Park High School

**Virtual Business Challenge 101: You are #ReadyForIt Lone Star**  
Explore the VBC events, how to compete, and how to utilize them in your DECA chapter. Hear an ICDC FIRST-PLACE WINNER explain strategies for success so your chapter can start competing at the International level.   
Presenters: Jean Zajicek, Eric Oliver & August Hahn, Round Rock High School

**11:30 am – 12:40 pm Lunch and Announcements Salon DE**

**12:45 pm – 1:20 pm Concurrent Sessions Round 4**

**TEKS + DECA = A Perfect Match Salon DE**How do the TEKS we are required to teach in marketing classes align with DECA’s competitive events? Find out how similar your courses and the performance indicators are with this deep dive into their correlation.   
Presenters: Rochelle McMillon, Poteet High School

**Professional Selling and Consulting Events Salon FGH**Find out the 2018-2019 topics for the Professional Selling and Consulting Events, as well as how to prepare, recommendations and strategies for success.   
Presenters: Lee Geffert, Richardson High School

**Rock the DECA Exam: A Blueprint for Understanding Lone Star**Crack the code and get the blueprint of how DECA’s exams developed. You’ll discover how to break down the components into manageable pieces that can enhance your instruction and your students’ preparation.   
Presenter: Josh Shankle, Texas DECA, Certified Trainer

**1:25 pm – 2:00 pm Concurrent Sessions Round 5**

**Competition University Salon DE**Learn about this DECA-driven resource designed to help students prepare for competition and gain a full understanding of your courses. With role plays, exams, written event courses and even a Casting Call, CU offers support for you and your students  
Presenter: Tara Richardson, Competition University

**CTAT – Marketing Instructional Council Salon FGH**  
Learn about the changes to CTAT’s Marketing Instructional Councils competitive events, as well as the member benefits such as advocacy, professional development, technical assistance and more!   
Presenter: Cathy Slagle, Marketing Instructional Council, Eaton High School

**Chapter Resources: Now, Coming and Still Needed Lone Star**Looking for resources to help take your chapter to the next level? Hear what your State Officers have been working on, what is still to come, and provide input on what you would like to see added to help make sure you are #ReadyForIt this year!   
Presenters: Oliver Shi & Dhruv Gomber, Texas DECA State Officers

**2:00 pm – 3:00 pm Best Practices/Round Table Discussions Salon DE**

**3:00 pm – 3:15 pm Wrap-Up and Adjournment Salon DE**