



GET DECCA!

WESTERN REGION LEADERSHIP CONFERENCE

GET INSPIRED
Leadership Development Opportunities

San Diego, California

November 10-12, 2011

www.wrlc2011.org



GET INSPIRED

Leadership Development Opportunities

WESTERN REGION LEADERSHIP CONFERENCE

BILL CORDES | OPENING GENERAL SESSION KEYNOTE SPEAKER

Bill D. Cordes is a speaker, consultant and author. He has keynoted programs for conventions, conferences, schools and universities nationwide. His programs have been featured in 47 states, to well over 2 million participants.

Bill is the author of *The YOGOWYPI Factor*, and has co-authored *Teen Power Too*, *Teen Empower*, *Teen Power through Christ*, *Teen Power and Beyond* and *Lead Now or Step Aside*.

Bill did his graduate and undergraduate work at the University of Hawaii and Fort Hays State University. He was awarded Graduate Student Teacher of the Year by the International Communication Association while attending Fort Hays State University.

Bill is a committed Christian, husband and father. In his programs, Bill combines humor, enthusiasm and draws on his extensive life experience from being a former school teacher, college instructor, coach and television talk show host.



PHIL BOYTE | CLOSING GENERAL SESSION KEYNOTE SPEAKER

Phil Boyte started talking to audiences in 1983 and has traveled the continent sharing his message in 45 states and all over Canada. Phil received his secondary teaching credential from Cal State University, Chico, and following student teaching in History, English, and Student Leadership, he began his career as a professional speaker. First talking to students, and then making the transition to training teachers and working at staff development days.



It is the passion Phil has for living and impacting others that makes his presentations so enjoyable. He is able to blend humor, stories, and current events to bring the audience on stage with him as he shares his message. His real life application stirs people because the message is relevant to their life.

San Diego, California

November 10-12, 2011

www.wrlc2011.org



GET INSPIRED

Leadership Development Opportunities

WESTERN REGION LEADERSHIP CONFERENCE

GET ENGAGED! | DECA INDUSTRY PANELS



WRLC is breaking new ground in its effort to help members **GET DECA!** like never before! This year's WRLC will feature industry leaders participating in moderated panel discussions. The panels will feature leaders from a variety of industries who have achieved success in their careers and have a story to tell. The panelists will share insights from the field and advice for members who want to pursue careers in related fields. Moderators will facilitate the rich

discussion and banter between panelists to ensure a lively and exciting panel experience for everyone. Panel topics include:

- Get Pumped! Sports & Entertainment
- Get Connected! Marketing and Public Relations
- Get Awesome! DECA Mission Alumni from Marketing, Finance, Hospitality and Management Industries

Note: Panels are subject to change.

GET READY! | COLLEGE & CAREER READY LEADERSHIP SESSIONS

WRLC is offering more leadership than ever before! Specialized breakout sessions are being offered so every student can find a session to help them GET DECA! Learn from some of DECA's alumni, advisors, partners, and leadership trainers! Breakouts will include sessions on:

- College Preparedness
- DECA Emerging Leader Assessment
- Professionalism
- Career Readiness
- DECA competition tips and strategies
- Fundraising
- Technology and media
- Membership recruitment
- DECA National Advisory Board partners
- Leadership and personal success



San Diego, California

November 10-12, 2011

www.wrlc2011.org





GET INSPIRED

Leadership Development Opportunities

WESTERN REGION LEADERSHIP CONFERENCE

GET COMMITTED! | LEADERSHIP TRAINING PROGRAMS

ADVISOR PROFESSIONAL DEVELOPMENT

Awesome advisors are the key to delivering an awesome DECA experience for students. Advisor Professional Development is designed to give our busy educators some fast and easy to use teaching techniques to power up your program. Learn new facilitation techniques, methods to engage, inspiration tools, and best practices during special Advisor Professional Development sessions offered during WRLC!



This Year's Advisor Professional Development sessions will include three breakout sessions on Saturday that concentrate on building strong DECA programs and integrating DECA into the classroom. Included are two of the six modules from the DECA certified Train-the-Trainer program.

In addition to the individual training sessions there will be two specialized DECA Panels designed exclusively for chapter advisors. The two panels will include:

- Get Leadership! Advisor Panel with featured national leadership experts
- Get Together! Advisor Panel with successful advisors from across the Western Region

DECA LEADS (FOR STATE OFFICERS)

DECA LEADS kicked off at ICDC with OfficerShip training. We followed up with Part II in Washington, DC and Phoenix concentrating on management training. This third and final installment of DECA LEADS will center on critical leadership skills to finish this year with awesome success. State officers should get ready to **GET DECA!** during the final installment of the LEADS training.

CHAPTER MANAGEMENT ACADEMY (FOR CHAPTER OFFICERS)

F.U.E.L. UP your chapter in the DECA Chapter Management Academy. This training is designed for chapter officers and will include sessions on fund development, promotion techniques, and methods to lead and engage members. This is the place for chapter officers to get the F.U.E.L. needed for a stellar year in DECA!





GET INSPIRED

Leadership Development Opportunities

WESTERN REGION LEADERSHIP CONFERENCE

GET SCHOOLED! | DECA UNIVERSITY

School is back in session! Attend DECA University, the DECA leadership training program that allows participants to “major” in one of six different leadership tracks. DECA U connects students with leading business leaders from across the nation in all areas of interest for a three-hour, activity and content filled major session. Students can major in: Entrepreneurship, Finance & Investing, Leadership, Marketing, Sports & Entertainment, and Technology.

Students will have the opportunity to double major at this year’s WRLC. The same majors will be offered twice; once Saturday morning at 9:00 a.m. and again in the afternoon at 1:30 p.m. Students should pick two different majors for the day (competitions will also occur in the morning).

Go back to school and get your degree from DECA U!

ENTREPRENEURSHIP MAJOR

Take an exciting adventure in business leadership! This major is designed to help you turn that great idea into a successful new enterprise. During this interactive session with successful entrepreneurs and former DECA members, teams of future business owners will learn how to start a business, manage the financial implications of the business, and bring the business to market.



FINANCE & INVESTING MAJOR

From Wall Street to Main Street and Booms to Busts the Finance and Investing Major is full of financial awesomeness! Learn how money works and how to make it work for you. Discover careers in the finance sector from the industry’s hottest young investing pros. Join for lessons on stocks and bonds, credit, and how to gain the financial wisdom make the economy and your bank account grow!

LEADERSHIP MAJOR

There are big ships and small ships but the best ships are friend-ships and leader-ships! During the Leadership Major you’ll explore your leadership style and how to work with diverse team members, learn how to navigate to the top, and how to realize your goals and dreams.



GET INSPIRED

Leadership Development Opportunities

WESTERN REGION LEADERSHIP CONFERENCE

MARKETING MAJOR

Marketing is the cornerstone of any successful enterprise and endeavor. The Marketing Major will teach the tools and techniques of the world's top companies including branding and sales techniques. Get ready to be enlightened and have a blast as you get experience in branding, making the pitch, and of course, making the sale!

SPORTS & ENTERTAINMENT MAJOR

Come walk the red carpet of success in the Sports & Entertainment Major that will cover a wide spectrum of industries including sports, hospitality, and entertainment. Great insights and practices are awaiting as you learn about these exciting and always changing industries.



TECHNOLOGY MAJOR

Today's marketing and management world is more connected than any time in human history. In the Technology Major you'll learn the latest trends in technology, social and viral media, and how to enhance your communication and organization skills with the latest tech tools. Have a great time with technology experts as you learn about trends, how technology shapes business and society, and how to manage the ever-changing world of technology!



San Diego, California

November 10-12, 2011

www.wrlc2011.org