



EXPERIENCE
the **DIFFERENCE**

2024
STATE CAREER
DEVELOPMENT CONFERENCE

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GREETINGS FROM YOUR **STATE PRESIDENT**

Dear DECA Members, Chapter Advisors, and Conference Staff,

Warm greetings to each and every one of you as we convene for the Minnesota DECA State Career Development Conference! It is a pleasure to extend a heartfelt welcome to this exciting event.

As your State President, serving this inspiring community is a truly humbling privilege. Witnessing the dedication and enthusiasm of our members and the tireless efforts of our advisors reaffirms the profound impact DECA has on shaping future leaders. Together, we are creating a legacy of excellence and empowerment.

To our esteemed chapter advisors and dedicated conference staff, I want to express my deepest appreciation for your unwavering commitment to the development of our DECA community. Your guidance and tireless efforts have played a crucial role in shaping the leaders and entrepreneurs of tomorrow. This conference would not be possible without your dedication!

Congratulations to all members in attendance! Your presence at the State Career Development Conference is a testament to your hard work, determination, and commitment to excellence. This event serves as both a celebration of your achievements and an opportunity to showcase the skills and knowledge you have acquired through your dedication to DECA.

A special acknowledgment goes to the truly exceptional State Officer team. Your leadership, passion, and dedication have been instrumental in this year's success. Each one of you has played a vital role in the success of every initiative we have launched. I couldn't imagine a better or more talented group of individuals to have had the pleasure to lead alongside this year. It is an honor and a pleasure to work with each of you.

This conference is your chance to "Experience the Difference" that DECA makes, both now and in your future. DECA is not merely an extracurricular activity; it is a life-changing experience. The lessons learned, friendships forged, and experiences gained through DECA extend far beyond this conference, shaping the trajectory of our lives in profound ways. Your involvement in DECA is not just an investment in the present but a commitment to a future marked by continued success and positive change.

To everyone present, I extend my deepest gratitude and warmest wishes for an enriching and successful State Career Development Conference. May this event be a memorable highlight in your DECA experience.

Thank you for being an integral part of the Minnesota DECA family.

Amelia Bjerketvedt

Warm Regards,
Amelia Bjerketvedt
State President

2023-2024 | MINNESOTA DECA

STATE ACTION TEAM



AMELIA BJERKETVEDT
STATE PRESIDENT



HENRY CASWELL
VP COMMUNICATIONS



AARON SIDDIKY
VP BUSINESS & INDUSTRY



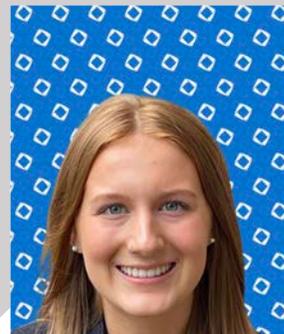
CARLY PETERSON
VP PUBLIC RELATIONS



ZACH FREDERIKSEN
VP CHAPTER DEVELOPMENT



JOEY STEINBERG
VP SPECIAL PROJECTS



EMME JORGENSON
VP DIGITAL ENGAGEMENT

EXPERIENCE
the **DIFFERENCE**

DECA PREPARES THE NEXT GENERATION TO BE

ACADEMICALLY PREPARED PROFESSIONALLY RESPONSIBLE COMMUNITY ORIENTED EXPERIENCED LEADERS



CONFERENCE STAFF

JACKLYN J. SCHILLER
Executive Director



State Advisor Jackie Schiller & National Executive Director Frank Peterson

DATA MANAGEMENT

SHERI BERGGREN
STEVE WEBER

FACILITIES

DAVE BUCHHOLZ
MIKE SCHROEDER

CONFERENCE ASSISTANTS

KAREN BRETTINGEN

WENDY LEACH

ADAM REVOIR

CLAIRE SCHILLER

KENZIE WEBER

MELISSA WEBER

MEDIA & CREATIVE

DANNY BOIE

SEAN HAYES

TJ LIND

BIG EVENT PRODUCTIONS

PARMLEY PRODUCTIONS

PUBLICATIONS

BRANDEN WEBER

EVENT COORDINATORS

SERIES, TDM & PRINCIPLES

JOSH BAUER
Sauk Rapids HS

MARGOT COWING
Eden Prairie HS

NATIONAL EVENTS

ERIC ROESLER
Jefferson HS

SUE SIMONSON
Mound Westonka HS

INDIVIDUAL WRITTEN & PROJECT MGMT EVENTS

KEITH JUREK
Orono HS

PAUL KIMBLER
Wayzata HS

STATE-ONLY EVENTS

SONJA WEILER
Elk River HS

2024 EVENT CHAIRS

STATE-ONLY EVENTS

EMPLOYMENT INTERVIEW - ENTRY LEVEL
Diane Waite, Irondale HS

EMPLOYMENT INTERVIEW - ADVANCED LEVEL
Craig Spreiter, Tartan HS

SALES DEMONSTRATION - GENERAL LINES
Joe Wisotzke, McGregor HS

SALES DEMONSTRATION - HARD LINES
Meggan Malone, Lakeville North HS

SALES DEMONSTRATION - SOFT LINES
Miah Graczyk, Elk River HS

GOLD CHAPTER CAMPAIGNS
Brad Scharber, Owatonna HS

SCHOOL BASED ENTERPRISE - FOOD
James Blahnik, Mankato East HS

SCHOOL BASED ENTERPRISE - RETAIL
Dan Kelly, The Blake School

INDIVIDUAL SERIES

ACCOUNTING APPLICATIONS
Josh Otto, Becker HS

APPAREL & ACCESSORIES MARKETING
Brianna Hershey, Cooper HS

AUTOMOTIVE SERVICES MARKETING
Maggie Carlson, Mound Westonka HS

BUSINESS SERVICES MARKETING
Cindy Nolan, Lakeville North HS

ENTREPRENEURSHIP
Eric Hartmann, Alexandria HS

FOOD MARKETING
Andrea Mohr, Eastview HS

HOTEL & LODGING MANAGEMENT
Doug Orr, Anoka HS

HUMAN RESOURCES
Brianna Hershey, Cooper HS

MARKETING COMMUNICATIONS
Jeff Rydland, Chaska HS

QUICK SERVICES RESTAURANT MGMT
Sarah Welken, Spring Lake Park HS

RESTAURANT & FOOD SERVICES MGMT
Donna Hodgkins, Waseca HS

RETAIL MERCHANDISING
Shalaine Seymour, Rogers HS

SPORTS & ENTERTAINMENT MARKETING
Kayla Schlichting, Sauk Rapids HS

PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS

PRINCIPLES OF BUSINESS MGMT & ADMIN.
Tara Campbell, Chanhassen HS

PRINCIPLES OF FINANCE
Kari Grawburg, Monticello HS

PRINCIPLES OF HOSPITALITY & TOURISM
Jesse Theirl, Hopkins HS

PRINCIPLES OF MARKETING
Shauna Seaman, Sauk Rapids HS

ADDITIONAL ROLE-PLAYS

PERSONAL FINANCIAL LITERACY
Jessica Cantore, Sartell HS

TEAM DECISION MAKING

BUYING & MERCHANDISING TEAM
Jared Kegler, Faribault HS

ENTREPRENEURSHIP TEAM
Ashley Hawker, Mankato West HS

FINANCIAL SERVICES TEAM
Callon Siebenahler, Shakopee HS

HOSPITALITY SERVICES TEAM
Scott Sayles, Eden Prairie HS

MARKETING MANAGEMENT TEAM
Lisa-Marie Schrag, St. Francis HS

SPORTS & ENTERTAINMENT MARKETING TEAM
Neil Schlagel, Dassel-Cokato HS

TRAVEL & TOURISM TEAM
Ryan Gallagher, Edina HS

OPERATIONS RESEARCH EVENTS

BUSINESS SERVICES OPERATIONS RESEARCH
Abigail Lugo, St. Louis Park HS

BUYING & MERCHANDISING OPERATIONS RESEARCH
Kelli Potthoff, North HS

FINANCE OPERATIONS RESEARCH
Michael Dummer, Shakopee HS

HOSPITALITY & TOURISM OPERATIONS RESEARCH
Michele Carroll, Burnsville HS

SPORTS & ENTERTAINMENT OPERATIONS RESEARCH
Andrew Werner, Minnetonka HS

OWNERSHIP & MANAGEMENT

BUSINESS GROWTH PLAN
Megan Jacob, Alexandria HS

FINANCIAL CONSULTING
Jill Simatic, Chaska HS

FRANCHISE BUSINESS PLAN
Janelle Moore, Rogers HS

HOSPITALITY & TOURISM PROFESSIONAL SELLING
Mike Kaluza, Little Falls HS

INDEPENDENT BUSINESS PLAN
Kyle Paulson, Rosemount HS

INNOVATION PLAN
Alex Wagner, Mound Westonka HS

INTEGRATED MARKETING CAMPAIGN - EVENT
Michelle Jacklitch, Wayzata HS

INTEGRATED MARKETING CAMPAIGN - PRODUCT
Kelly Donnelly, Hill Murray HS

INTEGRATED MARKETING CAMPAIGN - SERVICE
Alexander Wagner, Mound Westonka HS

INTERNATION BUSINESS PLAN
Kyle Hammer, Rock Ridge, HS

PROFESSIONAL SELLING
Blake Bodenbun, Coon Rapids HS

START-UP BUSINESS PLAN
Joe Huber, Rockford HS

PROJECT MANAGEMENT

BUSINESS SOLUTIONS PROJECT
Sarah Noznesky, Orono HS

CAREER DEVELOPMENT PROJECT
Eric Payne, Edina HS

COMMUNITY AWARENESS PROJECT
Jared Jacobs, Bloomington HS

COMMUNITY GIVING PROJECT
Gulhan Miller, St. Cloud Apollo HS

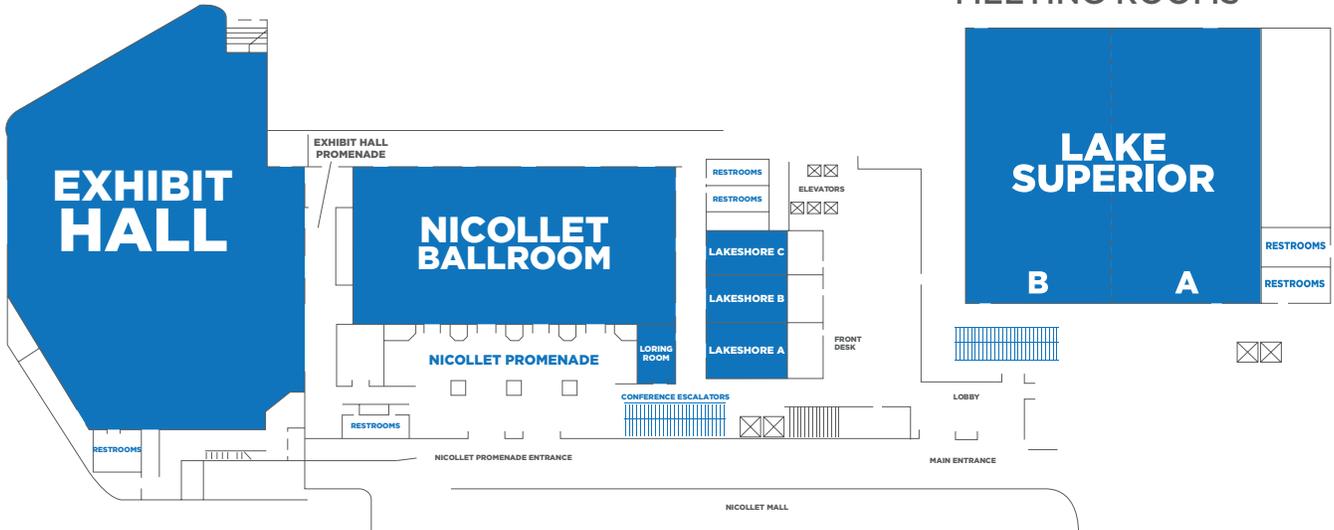
FINANCIAL LITERACY PROJECT
Tim Bott, Two Harbors HS

SALES PROJECT
Melissa Schroeder, Jefferson HS

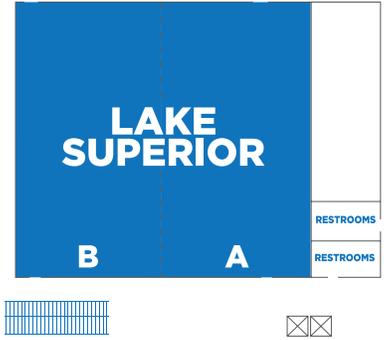
HYATT REGENCY MINNEAPOLIS

CONFERENCE MAPS

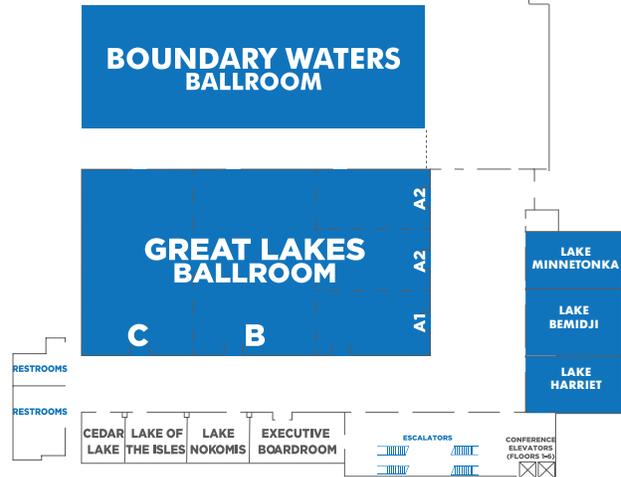
FIRST LEVEL MEETING ROOMS



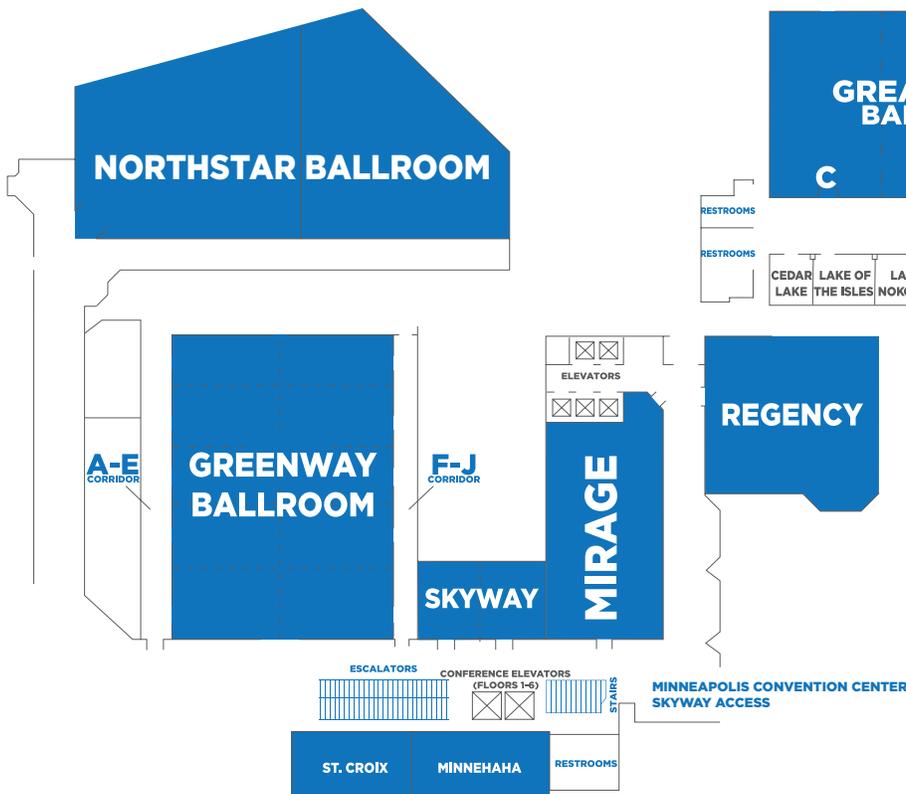
FIFTH LEVEL MEETING ROOMS



FOURTH LEVEL MEETING ROOMS



SECOND LEVEL MEETING ROOMS



SUNDAY, MARCH 10, 2024

CONFERENCE AGENDA

All Day	Conference Headquarters	Lakeshore A
10:00 AM - 11:00 AM	Conference Registration	Mirage
10:00 AM - 12:00 PM	Written 20-Page Project Submission Drop Off	Nicollet Ballroom
10:00 AM - 5:00 PM	Luggage Storage <i>Store at your own risk.</i>	St. Croix
11:00 AM	Event Chairpersons - Material Pickup	Regency
11:00 AM	Director's Briefing - Principles & PFL	Loring
11:30 AM	Judges' Registration & Orientation	Regency
12:30 PM - 5:00 PM	Competitive Event - Preliminary Competition	Locations Posted Below by Event
2:30 PM 3:30 PM	Director's Briefing - Individual - TDM	Loring
5:00 PM - 6:15 PM	Buffet Dinner <i>By Pre-Purchased Ticket</i>	Northstar Promenade
7:00 PM - 8:15 PM	Written Exams - Role-Plays <i>Series and TDM's</i>	Locations Posted Below by Event
9:00 PM - 10:00 PM <i>Doors Open at 8:45 PM</i>	Opening Session	Minneapolis Convention Center - Auditorium
11:00 PM	Curfew	All Students Must Remain in Their Hotel Rooms

EVENT	LOCATION
BUSINESS OPERATIONS RESEARCH EVENTS Business Services Research Buying & Merchandising Research Finance Research Hospitality & Tourism Research Sports & Entertainment Marketing Research	NICOLLET BALLROOM
PROJECT MGMT EVENTS Business Solutions Project Career Development Project Community Awareness Project Community Giving Project Financial Literacy Project Sales Project	NICOLLET BALLROOM
ENTREPRENEURSHIP EVENTS Innovation Plan Start-Up Business Plan Independent Business Plan International Business Plan Business Growth Plan Franchise Business Plan	EXHIBIT HALL Exhibit Hall Exhibit Hall Nicollet Ballroom Nicollet Ballroom Nicollet Ballroom Nicollet Ballroom
INTEGRATED MARKETING CAMPAIGN EVENTS Integrated Marketing Campaign - Event Integrated Marketing Campaign - Product Integrated Marketing Campaign - Service	NORTHSTAR BALLROOM
PROFESSIONAL SELLING & CONSULTING EVENTS Financial Consulting Hospitality & Tourism Professional Selling Professional Selling	EXHIBIT HALL
STATE-ONLY EVENTS Gold Chapter Campaigns School Based Enterprise - Retail and Food	NORTHSTAR BALLROOM
SALES DEMONSTRATION General Lines Hard Lines Soft Lines	
EMPLOYMENT INTERVIEW Receptionist Area Entry Level Advanced Level	

EVENT	LOCATION
PRINCIPLES EVENTS Principles of Business Mgmt. & Admin. Principles of Finance Principles of Hospitality & Tourism Principles of Marketing	Greenway Greenway Greenway Greenway
OTHER ROLE-PLAY EVENTS Personal Financial Literacy	Greenway
REMEMBER A PEN is REQUIRED for ALL exams. X if changing answer	
EVENT	LOCATION
TDM EVENTS Buying & Merchandising TDM Entrepreneurship TDM Finance Services TDM Hospitality Services TDM Marketing Mgmt. TDM Sports & Entertainment Marketing TDM Travel & Tourism TDM	Northstar A Lake Superior AB Mirage Great Lakes C Great Lakes A Regency Great Lakes B
INDIVIDUAL SERIES EVENTS Accounting Applications Apparel & Accessories Marketing Automotive Services Marketing Business Services Marketing Entrepreneurship Food Marketing Hotel & Lodging Human Resource Mgmt. Marketing Communications Quick Service Restaurant Mgmt. Restaurant & Food Service Mgmt. Retail Merchandising Sports & Entertainment Marketing	Skyway Suite Northstar B Greenway J Greenway DE Greenway A Greenway FG Boundary Waters Greenway HI Boundary Waters Boundary Waters Boundary Waters Boundary Waters Greenway BC

PRELIM. COMPETITION

PRELIM.

7:00 PM EXAMS

#MNDECA2024

7



SUNDAY

9:00 PM - 10:00 PM

**OPENING
SESSION**

> MINNEAPOLIS CONVENTION
CENTER - AUDITORIUM

SPECIAL AWARDS

**New Chapters
Trading Pin Contest
Stock Market Game
Virtual Business Challenge
Speakers' Bureau Awards
School-based Enterprise Awards
Membership Campaign Awards
Largest Membership Percentage Increase Award
Chapter Campaign Awards
Outstanding Advisor Awards
Outstanding Student Awards**

MONDAY, MARCH 11, 2024

CONFERENCE AGENDA

All Day	Conference Headquarters	Lakeshore A
7:00 AM - 8:15 AM	Alternative Testing <i>By Pre-Registration Only</i>	Greenway BC
7:15 AM	Judges' Registration & Orientation	Regency
8:00 AM - 4:00 PM	Competitive Events - Prelim. Role-Plays	Locations Posted Below by Event
10:00 AM - 11:15 AM	Written Exams - Principles & PFL	Locations Posted Below by Event
11:00 AM - 1:30 PM	Judges' Luncheon	Regency
11:30 AM - 1:30 PM	Buffet Lunch <i>By Pre-Purchased Ticket</i>	Boundary Waters
2:30 PM	Written Exams - IMC Events	Locations Posted Below by Event
3:00 PM	Hypnotist Session <i>Featuring Brian Imbus</i>	Great Lakes Ballroom
3:30 PM	Written Exams - Prof. Selling Events	Locations Posted Below by Event
5:00 PM - 6:15 PM	Buffet Dinner <i>By Pre-Purchased Ticket</i>	Boundary Waters
7:00 PM - 8:30 PM <i>Doors Open at 6:45 PM</i>	Preliminary Awards Session	Minneapolis Convention Center - Auditorium
9:00 PM - 10:00 PM	TBD <i>Sponsored by State Officers</i>	Great Lakes Ballroom
9:00 PM	DJ & Games	Great Lakes Ballroom
10:00 PM	Advisor Meeting	Regency
11:30 PM	Curfew	All Students Must Remain in Their Hotel Rooms.

EVENT	LOCATION
TDM EVENTS Buying & Merchandising TDM Entrepreneurship TDM Finance TDM Hospitality Services TDM Marketing Mgmt. TDM Sports & Entertainment Marketing TDM Travel & Tourism TDM	NICOLLET BALLROOM
INDIVIDUAL SERIES EVENTS Accounting Applications Apparel & Accessories Marketing Automotive Services Marketing Business Services Marketing Entrepreneurship Food Marketing Hotel & Lodging Human Resource Mgmt. Marketing Communications Quick Service Restaurant Mgmt. Restaurant & Food Service Mgmt. Retail Merchandising Sports & Entertainment Marketing	EXHIBIT HALL

PRELIM. ROLE-PLAYS

REMEMBER	
A PEN is REQUIRED for ALL exams. X if changing answer	
10:00 AM EXAMS	
EVENT	LOCATION
PRINCIPLES EVENTS Principles of Business Mgmt. & Admin. Principles of Finance Principles of Hospitality & Tourism Principles of Marketing	Greenway BC Greenway HI Greenway DE Greenway FG
OTHER ROLE-PLAY EVENTS Personal Financial Literacy	Greenway A
2:30 PM EXAMS	
EVENT	LOCATION
INTEGRATED MARKETING CAMPAIGN EVENTS Integrated Marketing Campaign - Event Integrated Marketing Campaign - Product Integrated Marketing Campaign - Service	Boundary Water Lake Superior AB Boundary Water
3:30 PM EXAMS	
EVENT	LOCATION
PROFESSIONAL SELLING & CONSULTING EVENTS Financial Consulting Hospitality & Tourism Professional Selling Professional Selling	Greenway HI Greenway BC Greenway FG

MONDAY EXAMS

#MNDECA2024

ORDER OF EVENTS

MONDAY

- 1 BUSINESS ADMIN. WRITTEN EXAM
- 2 HOSPITALITY & TOURISM WRITTEN EXAM
- 3 MARKETING WRITTEN EXAM
- 4 BUSINESS MANAGEMENT & ADMIN. WRITTEN EXAM
- 5 FINANCE WRITTEN EXAM
- 6 FINANCIAL LITERACY EXAM
- 7 ENTREPRENEURSHIP & SMALL BUSINESS MANAGEMENT EXAM
- 8 EMPLOYMENT INTERVIEW - ENTRY LEVEL
- 9 EMPLOYMENT INTERVIEW - ADVANCED LEVEL
- 10 SALES DEMONSTRATION - GENERAL LINES
- 11 SALES DEMONSTRATION - HARD LINES
- 12 SALES DEMONSTRATION - SOFT LINES
- 13 CHAPTER GOLD AWARDS PROGRAM
- 14 SCHOOL BASED ENTERPRISE - FOOD
- 15 SCHOOL BASED ENTERPRISE - RETAIL
- 16 PERSONAL FINANCIAL LITERACY
- 17 PRINCIPLES OF BUSINESS MANAGEMENT & ADMIN.
- 18 PRINCIPLES OF FINANCE
- 19 PRINCIPLES OF HOSPITALITY & TOURISM
- 20 PRINCIPLES OF MARKETING
- 21 ACCOUNTING APPLICATIONS SERIES
- 22 APPAREL AND ACCESSORIES MARKETING SERIES
- 23 AUTOMOTIVE SERVICES MARKETING SERIES
- 24 BUSINESS SERVICES MARKETING SERIES
- 25 ENTREPRENEURSHIP SERIES
- 26 FOOD MARKETING SERIES
- 27 HOTEL & LODGING MANAGEMENT SERIES
- 28 HUMAN RESOURCE MANAGEMENT SERIES
- 29 MARKETING COMMUNICATIONS SERIES
- 30 QUICK SERVE RESTAURANT MANAGEMENT SERIES
- 31 RESTAURANT & FOOD SERVICE MANAGEMENT SERIES
- 32 RETAIL MERCHANDISING SERIES
- 33 SPORTS & ENTERTAINMENT MARKETING SERIES
- 34 BUYING & MERCHANDISING TDM
- 35 ENTREPRENEURSHIP TDM
- 36 FINANCIAL SERVICES TDM
- 37 HOSPITALITY SERVICES TDM
- 38 MARKETING MANAGEMENT TDM
- 39 SPORTS & ENTERTAINMENT MARKETING TDM
- 40 TRAVEL & TOURISM TDM
- 41 INNOVATION PLAN
- 42 BUSINESS GROWTH PLAN
- 43 FRANCHISE BUSINESS PLAN
- 44 INDEPENDENT BUSINESS PLAN
- 45 INTERNATIONAL BUSINESS PLAN
- 46 START - UP BUSINESS PLAN
- 47 FINANCIAL CONSULTING EVENT
- 48 HOSPITALITY & TOURISM PROFESSIONAL SELLING
- 49 PROFESSIONAL SELLING
- 50 BUSINESS SERVICES OPERATIONS RESEARCH
- 51 BUYING & MERCHANDISING OPERATIONS RESEARCH
- 52 FINANCE OPERATIONS RESEARCH
- 53 HOSPITALITY & TOURISM OPERATIONS RESEARCH
- 54 SPORTS & ENTERTAINMENT MARKETING OPERATIONS RESEARCH
- 55 INTEGRATED MARKETING CAMPAIGN - EVENT
- 56 INTEGRATED MARKETING CAMPAIGN - PRODUCT
- 57 INTEGRATED MARKETING CAMPAIGN - SERVICE
- 58 BUSINESS SOLUTIONS PROJECT
- 59 CAREER DEVELOPMENT PROJECT
- 60 COMMUNITY AWARENESS PROJECT
- 61 COMMUNITY GIVING PROJECT
- 62 FINANCIAL LITERACY PROJECT
- 63 SALES PROJECT

7:00 PM - 8:30 PM

PRELIMINARY AWARDS SESSION

> MINNEAPOLIS CONVENTION
CENTER - AUDITORIUM

TUESDAY, MARCH 12, 2024

CONFERENCE AGENDA

All Day	Conference Headquarters	Lakeshore A
7:30 AM	Judges' Registration & Orientation	Regency
8:00 AM - 3:30 PM	Manual Coordination Center	Grant Room
8:00 AM - 3:30 PM	Role-Play Coordination Center	Loring Room
7:00 AM - 8:00 PM	Luggage Storage <i>Store at your own risk.</i>	St. Croix & Minnehaha Rooms
8:30 AM - 2:00 PM	Final Competitions - All Events	Locations Posted Below by Event
3:00 PM - 3:30 PM	Manual Pick-Up <i>No manuals will be shipped.</i>	Grant Room
4:00 PM - 6:00 PM	Grand Award Session	Minneapolis Convention Center - Auditorium
Upon Completion of Awards	Results Pick-Up <i>Advisors Only</i>	Nicollet Promenade or Convention Center <i>As Requested in Conference Registration System</i>
6:30 PM	Depart - Have a Safe Trip Home!	

EVENT	LOCATION
PRINCIPLES EVENTS Principles of Business Mgmt. & Admin. Principles of Hospitality & Tourism Principles of Marketing Principles of Finance	EXHIBIT HALL
OTHER ROLE-PLAY EVENTS Personal Financial Literacy <i>SPONSORED BY: MINNESOTA CREDIT UNION FOUNDATION</i>	EXHIBIT HALL
TDM EVENTS Buying & Merchandising TDM Entrepreneurship TDM Finance TDM Hospitality Services TDM Marketing Mgmt. TDM Sports & Entertainment Marketing TDM Travel & Tourism TDM	EXHIBIT HALL
INDIVIDUAL SERIES EVENTS Accounting Applications Apparel & Accessories Marketing Automotive Services Marketing Business Services Marketing Entrepreneurship Food Marketing Hotel & Lodging Human Resource Mgmt. Marketing Communications Quick Service Restaurant Mgmt. Restaurant & Food Service Mgmt. Retail Merchandising Sports & Entertainment Marketing	EXHIBIT HALL
STATE-ONLY EVENTS Gold Chapter Campaigns School Based Enterprise SALES DEMONSTRATION General Lines Hard Lines Soft Lines EMPLOYMENT INTERVIEW Receptionist Area Entry Level Advanced Level	NICOLLET BALLROOM

FINAL COMPETITION

EVENT	LOCATION
BUSINESS OPERATIONS RESEARCH EVENTS Business Services Research <i>SPONSORED BY: GENEVA CAPITAL</i> Buying & Merchandising Research Finance Research Hospitality & Tourism Research Sports & Entertainment Marketing Research	NICOLLET BALLROOM
PROJECT MGMT EVENTS Business Solutions Project Career Development Project Community Awareness Project Community Giving Project Financial Literacy Project <i>SPONSORED BY: BLAZE CREDIT UNION</i> Sales Project	EXHIBIT HALL
ENTREPRENEURSHIP EVENTS Innovation Plan Start-Up Business Plan Independent Business Plan International Business Plan Business Growth Plan Franchise Business Plan	Exhibit Hall Exhibit Hall Nicollet Ballroom Nicollet Ballroom Nicollet Ballroom Nicollet Ballroom
INTEGRATED MARKETING CAMPAIGN EVENTS Integrated Marketing Campaign Event Integrated Marketing Campaign Service Integrated Marketing Campaign Product	EXHIBIT HALL
PROFESSIONAL SELLING & CONSULTING EVENTS Financial Consulting Hospitality & Tourism Professional Selling Professional Selling	EXHIBIT HALL

FINAL COMPETITION

#MNDECA2024

ORDER OF EVENTS

TUESDAY

4:00 PM - 6:00 PM

GRAND AWARDS SESSION

> MINNEAPOLIS CONVENTION CENTER - AUDITORIUM

- 1 EMPLOYMENT INTERVIEW - ENTRY LEVEL
- 2 EMPLOYMENT INTERVIEW - ADVANCED LEVEL
- 3 SALES DEMONSTRATION - GENERAL LINES
- 4 SALES DEMONSTRATION - HARD LINES
- 5 SALES DEMONSTRATION - SOFT LINES
- 6 GOLD CHAPTER CAMPAIGNS
- 7 SCHOOL BASED ENTERPRISE - FOOD
- 8 SCHOOL BASED ENTERPRISE - RETAIL
- 9 PERSONAL FINANCIAL LITERACY
- 10 PRINCIPLES OF BUSINESS MANAGEMENT & ADMIN
- 11 PRINCIPLES OF FINANCE
- 12 PRINCIPLES OF HOSPITALITY & TOURISM
- 13 PRINCIPLES OF MARKETING
- 14 ACCOUNTING APPLICATIONS SERIES
- 15 APPAREL AND ACCESSORIES MARKETING SERIES
- 16 AUTOMOTIVE SERVICES MARKETING SERIES
- 17 BUSINESS SERVICES MARKETING SERIES
- 18 ENTREPRENEURSHIP SERIES
- 19 FOOD MARKETING SERIES
- 20 HOTEL & LODGING MANAGEMENT SERIES
- 21 HUMAN RESOURCE MANAGEMENT SERIES
- 22 MARKETING COMMUNICATIONS SERIES
- 23 QUICK SERVE RESTAURANT MANAGEMENT SERIES
- 24 RESTAURANT & FOOD SERVICE MANAGEMENT SERIES
- 25 RETAIL MERCHANDISING SERIES
- 26 SPORTS & ENTERTAINMENT MARKETING SERIES
- 27 BUYING & MERCHANDISING TDM
- 28 ENTREPRENEURSHIP TDM
- 29 FINANCIAL SERVICES TDM
- 30 HOSPITALITY SERVICES TDM
- 31 MARKETING MANAGEMENT TDM
- 32 SPORTS & ENTERTAINMENT MARKETING TDM
- 33 TRAVEL & TOURISM TDM
- 34 INNOVATION PLAN
- 35 BUSINESS GROWTH PLAN
- 36 FRANCHISE BUSINESS PLAN
- 37 INDEPENDENT BUSINESS PLAN
- 38 INTERNATIONAL BUSINESS PLAN
- 39 START - UP BUSINESS PLAN
- 40 FINANCIAL CONSULTING EVENT
- 41 HOSPITALITY & TOURISM PROFESSIONAL SELLING
- 42 PROFESSIONAL SELLING
- 43 BUSINESS SERVICES OPERATIONS RESEARCH
- 44 BUYING & MERCHANDISING OPERATIONS RESEARCH SPONSORED BY: GENEVA CAPITAL
- 45 FINANCE OPERATIONS RESEARCH
- 46 HOSPITALITY & TOURISM OPERATIONS RESEARCH
- 47 SPORTS & ENTERTAINMENT MARKETING OPERATIONS RESEARCH
- 48 INTEGRATED MARKETING CAMPAIGN - EVENT
- 49 INTEGRATED MARKETING CAMPAIGN - PRODUCT
- 50 INTEGRATED MARKETING CAMPAIGN - SERVICE
- 51 BUSINESS SOLUTIONS PROJECT
- 52 CAREER DEVELOPMENT PROJECT
- 53 COMMUNITY AWARENESS PROJECT
- 54 COMMUNITY GIVING PROJECT
- 55 FINANCIAL LITERACY PROJECT
- 56 SALES PROJECT

HONORARY LIFE AWARD

This award is given annually to individuals who have supported Minnesota DECA and Marketing Education and have given a minimum of seven years of service or who have left the program and continued to support Minnesota DECA. Past recipients of this award can be found below:

1981

Richard Aschmun
Bob Murray

1982

Pat DiPlacido
Debbie Melton

1983

Ray Bartholdi

1984

Dave Sher
Bob Weber

1985

Paul Bouchard

1986

Jon Bachman
Jerry Teener

1987

Charyl Korpall

1988

Tom Gagnon

1989

Boyd Schuler

1990

Stan Rosen

1991

Ellsworth Holm

1992

Bill Swanson

1993

Bob Brinkman

1994

Mike Delaney

1995

Don Martin

1996

Eunice Swenson

1997

Ronald Eickhoff

1998

Harris Selvig

1999

Greg Olson

2000

Dennis Zimmerman

2001

Judy Nelson

2002

Bonnie Cumberland

2003

Dave Hanson

2004

John McDermott

2005

Mark Westad

2006

Ted Hammond

2007

John Rasmussen

2008

Karen Brettingen
Jacklyn Schiller

2009

Ginny Reige

2010

Don Schleper

2011

Roger Schultz

2012

Keith Jurek

2013

Andrea Mohr

2014

Earle Brown

2015

Joe Edlund

2016

Scott Pierce

2017

Sonja Weiler

2018

Mary Mielzarek

2019

Blake Bodenburg

2020

Ryan Harrison
Mike Schroeder

2022

Doug Orr

2023

Sue Simonson

SPECIAL AWARDS

OUTSTANDING SERVICE AWARD

This award is given annually to the individuals whose efforts have added to the growth of Minnesota DECA and who have shown leadership and dedication beyond the call of duty for a minimum of three years. Past recipients of this award can be found below:

1978 Vern Lovstad Ray Bartholdi	1985 Steve Fedie	1993 Eunice Swenson	2002 John Rasmussen	2012 Mike Zweber
1979 Rick LeBurkien	1986 Bob Otto	1994 Bonnie Cumberland Judy Nelson	2003 Don Schleper	2013 Phil Hatchner
1980 Bob Weber	1987 Trudy Lammers	1995 Karen Brettingen	2004 Todd White	2014 Stephanie Lolich
1981 Daryl Keim	1988 Mark Westad Ginny Riege Johnny Knickerbocker	1996 Greg Olson	2005 Mike Stenerson	2015 Blake Bodenburg
1982 David Hanson Robert Brinkman	1989 Mary Yunger Kathy Nelsen Glenice Hall	1997 Wally Erickson	2006 Sonja Weiler	2016 Mary Mielzarek
1983 Charyl Korpall Pat McDonald Paul Bouchard	1990 Ellsworth Hall	1998 Ted Hammond	2007 Jay Belcastro	2017 Mike Schroeder
1984 Mike Delaney Bill Swanson Boyd Schuler	1991 Bernard Pavek Tom Strom	1999 Terry Germ	2008 Keith Jurek	2018 Heather Stohs
	1992 Bob Crose	2000 Dennis Zimmerman	2009 Andrea Mohr	2019 Craig Spreiter
		2001 Roger Schultz	2010 Ryan Harrison	2020 Paul Kimbler
		2002 David Engstrom	2011 Sophia Ross	2022 Steve Weber

SPECIAL APPRECIATION AWARD

This award is given to individuals who have made a significant contribution to Minnesota DECA. Past recipients of this award can be found below:

1978 Deborah L. Melton-Morkin Barry Orsen	1985 Gary Hogan Len Reiland Cathy Zadel	1990 Joe Edlund	1997 Stan Rosen	2013 Danny Spors
1983 Vic A. Wenzlaff Dr. Mary Phillips	1986 Hale Meserow Mike Norman Jeff Noyes	1991 Abner George	2002 Mike Schroeder	2016 Sean Hayes
1984 Jerry Teener Trudy Lammers Tom Strom	1987 Gary Hager Nan Skelton	1992 Bill Bartholomay Paul Schalenkamp	2003 Jackie Schiller	2018 Ross Gish
		1993 Scott Plum	2006 Steve Weber	2019 Evelyn Springer
		1996 Adriana DiPlacido	2011 Ben Oberle	

MARKETING EXECUTIVE OF THE YEAR



Michael Burt, Owner and CEO

We Are Nuts

Michael Burt, CEO of Minneapolis-based We Are Nuts, has transformed his childhood dream into reality as the modern-day “Willy Wonka” overseeing a 35,000 sq ft nut and candy manufacturing plant. With a vision ignited by his father’s idea at their kitchen table, Michael, alongside his younger brothers, navigates We Are Nuts to national acclaim, rivaling industry giants like Planters and Blue Diamond. Despite initial aspirations in medicine, Michael’s passion for business flourished at Creighton University and flourished further during his finance studies at Denver University. He honed his skills as a Graduate Assistant and intern at Forbes Mergers and Acquisitions, returning to Minneapolis in 2012 to fortify the family business, culminating in the Burt Family’s recognition as Minnesota’s Family Business of the Year in 2021. Amidst his roles as CEO, husband, and father to Benny, Marley, and Miriam, Michael remains active in community endeavors, serving on the board of Minnesota DARE and engaging in outdoor pursuits. Michael’s boundless energy and commitment epitomize his mantra - Michael Burt is NUTS!



**WE ARE
NUTS**

**HANDMADE IN
SMALL BATCHES**

PAST MARKETING EXECUTIVES OF THE YEAR

1980

Barbara Armajani
Powers' Dept. Store

1981

Roy M Svee
Montgomery Ward

1982

Curtis L. Carlson
Carlson Co.

1983

Donald Byerly
The Byerly's Corp.

1984

Donald J. Gangelhoff
Chicago Cutlery

1985

Carl R. Pohlrad
Marquette National Bank

1986

Gov. Rudy Perpich
State of Minnesota

1987

Marvin Schwan
Schwan's Ice Cream

1988

Harvey Mackay
Mackay Envelope Corp.

1989

Sen. Glenn Taylor
Taylor Corp.

1990

Marilyn Nelson
Carlson Holdings, Inc.

1991

Diovanna D'Agostino
Mama D's Rest.

1992

John Pellegrine
Target Corp.

1993

Jeno F. Paulucci
Luigino's, Inc.

1994

Rudy Boschwitz
Home Valu Corp.

1995

Leeann Chin
Leeann Chin, Inc.

1996

Dave Winfield
The Winfield Foundation

1997

Atty. Gen. Humphrey
State of Minnesota

1998

Mahendra Nath
Nath Companies

1999

Gov. Jesse Ventura
State of Minnesota

2000

Richard Schulze
Best Buy Co.

2001

Kirby Puckett
Minnesota Twins Org.

2002

Lorie Line
Line Music Corp.

2003

Bob Emfield
Tommy Bahama Group

2004

Bob Ulrich
Target Corp.

2005

Tom Breitling
Golden Nugget Hotel

2006

Lyle Berman
Lakes Entertainment

2008

Albert Annexstad
Federated Insurance

2009

William F. Austin
Starkey Labs, Inc.

2010

John Hines
CBS Radio

2011

Pat DiPlacido
STAR Broadcasting

2012

Ameriprise Financial

2013

Michael J. Hoffman
The Toro Co.

2014

Angie Bastian
Angie's Artisan Treats

2016

Peter Mihajlov
Parasole Rest. Holdings

2017

Dan Stolz
SPIRE Credit Union

2018

Susie Bachman-West
Bachman's Garden Ctr.

2019

Mark Fritz &
Mike Hutchinson
Lakeshirts, Inc.

2020

Bill McReavy
Washburn-McReavy Funeral

2022

Steele Smiley
Steele Brands / Crisp & Green

2023

Ryan Bucki
Fit Butters



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