

Wisconsin DECA
State Career Development Conference 2026
AGENDA



NOTES

Monday, February 23rd		
8:00 AM	State Officer Candidate Orientation & Election Sessions	Swinghurst
8:00 AM	Voting Delegate & Elections Committee Orientation	Swinghurst
8:30 AM	Judge's Orientation	Salon C
9:00 AM	Project Preliminary Presentations - Report 15 minutes before scheduled time. Entrepreneurship Start-Up Business Plan Entrepreneurship Innovation Plan Financial Consulting Hospitality and Tourism Professional Selling Professional Selling	Maple Lawn A
9:00 AM	Project Preliminary Presentations - Report 15 minutes before scheduled time. Integrated Marketing Plan-Event Integrated Marketing Plan-Product Integrated Marketing Plan-Service	Northshore/Linwoods
9:30 AM	Conference Registration/Headquarters	Salon Ballroom Coat Check
10:00 AM	Project Director & Project Adult Assistant Orientation	Salon B
11:00 AM	SBE Expect Excellence	Chophouse
11:00 AM	Project Testing for FCE, HTPS, PSE, IMCE, IMCP, IMCS	Evergreen
11:00 AM	Competitive Excellence - Preparation for FIRST TIME Competitors	Forum
12:00 PM	Competitive Excellence - Preparation for RETURNING Competitors	
11:30 AM	Judge's Luncheon & Orientation	Salon C
12:30 PM	Marketing & Education Training Presentation Event- Report 15 minutes BEFORE scheduled time	Buttons & Fontana Bay
12:30 PM	Project Presentation School Based Enterprise	Evolve
12:30 PM	Project Presentation-Report 15 minutes before scheduled time. Entrepreneurship Franchise Business Plan Entrepreneurship Business Growth Plan Entrepreneurship Independent Business Plan International Business Plan	Salon B
12:30 PM	Project Presentation-Report 15 minutes before scheduled time. Business Solutions Project Career Development Project Community Awareness Project Community Giving Project Financial Literacy Project Sales Project	Maple Lawn A
12:30 PM	Project Presentation-Report 15 minutes before scheduled time. Business Services Operations Research Buying and Merchandising Operations Research Finance Operations Research Hospitality and Tourism Operations Research Sports and Entertainment Marketing Operations Research	Galewoods
12:45 PM	New Series Director Orientation	Geneva Club
1:00 PM	Student Orientation & Cluster Testing for Principles Events Principles of Business Administration Principles of Entrepreneurship Principles of Finance Principles of Hospitality & Tourism Principles of Marketing	Evergreen
1:15 PM	Series Director Orientation	Geneva Club
1:30 PM	Project Presentation Finals Entrepreneurship Start-Up Business Plan Entrepreneurship Innovation Plan Integrated Marketing Plan-Event Integrated Marketing Plan-Product Integrated Marketing Plan-Service Financial Consulting Hospitality and Tourism Professional Selling Professional Selling	Northshore/Linwoods
2:15 PM	Advisor/Student Teacher/Chaperone Meeting	Salon C



NOTES

Monday, February 23rd (Continued)

3:45 PM	Student Orientation & Cluster Testing for Series and Team Events Accounting Applications Apparel & Accessories Marketing Automotive Services Marketing Business Law & Ethics TDM Business Finance Business Services Marketing Buying & Merchandising TDM Entrepreneurship Entrepreneurship TDM Financial Services TDM Food Marketing Hospitality Services TDM Hotel & Lodging Management Human Resources Management Marketing Communications Marketing Management TDM Personal Financial Literacy Quick Serve Restaurant Management Restaurant & Food Service Management Retail Merchandising Sports & Entertainment Marketing Sports & Entertainment Marketing TDM Travel & Tourism TDM	Loramoor Cascades -Timber Ridge Westgates Forum Loramoor Forum Evergreen Evergreen Evergreen Westgates Loramoor Evergreen Loramoor Forum Evergreen Forum Cascades -Timber Ridge Cascades -Timber Ridge Forum Forum Evergreen Forum Forum
5:30 PM	Make-Up Exam	Chophouse
7:15 PM	Forum Doors Open for Opening Session	Forum
11:00 PM – 6:00 AM	CURFEW! Quiet in One's OWN Room!!!!	

Tuesday, February 24th

7:30 AM	Make-Up Exam	Brissagio
7:45 AM	Judges Breakfast & Orientation	Salon BC
8:45 AM	Team Decision-Making Events Preparation & Role Plays	Refer to schedule card
9:00 AM	Individual Events Preparation & Role Plays	Refer to schedule card
11:30 AM	Judge Luncheon	Ristorante Brissago
1:45 PM	Gold Student Interviews	Button Bay & Fontana Bay
2:30 PM	Marie Burbach Celebration	Salon BC
2:30 PM	Leadership Session	Loramoor
3:30 PM	Wisconsin DECA Annual Meetings – DECA Center Inc. and DECA Board **Advisors Attendance is Required**	Evergreen 1 & 2
3:30 PM	Leadership Session	Loramoor
5:00 PM – 7:00 PM (arrive at scheduled time)	Dinner for all FORMAL AWARDS Attendees: Chapters will be assigned room and table assignments. **Professional Business Attire Dress Code**	Salon Ballroom Galewoods Linwoods Maple Lawns Cascades
7:00 PM – 8:00 PM (arrive at leisure)	Dinner for all members NOT attending Formal Awards: Open Seating *Wisconsin DECA Pride Dress Code**	Galewoods
7:30 PM	"Go the Extra" Recognition Session	Forum
8:00 PM – 11:45 PM	DECA Activities	Evergreen/Salon Ballroom
10:00 PM – 11:00 PM	Advisor Fireside Networking	Main Lobby Fireplace Lounge
12:00 PM – 6:00 AM	CURFEW! Quiet in One's OWN Room!!!!	

Wednesday, February 25th

8:30 AM	"Go the Extra" Recognition and Closing Session	Forum
11:00 AM	ICDC Double Qualifier Session	Forum
11:00 AM	New State Officer Meeting	Back of Forum

