November 20, 2010

Dear Prospective Judge:

How would you like to work directly with the youth and future business leaders of Northern California?

DECA is a career technical student organization that prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management in high schools and colleges around the globe. DECA enhances the co-curricular education of members through a comprehensive learning program that integrates into classroom instruction, applies learning, connects to business and promotes competition. To accomplish this, DECA utilizes a program of competency-based competitive events in specific industry areas to assist in the development of academically prepared, community oriented, professionally responsible, experienced leaders.

Northern California DECA is looking for talented professional judges, such as yourself, to participate in the NORCAL DECA Career Development Conference on Saturday January 15, 2011, at the San Ramon Marriott Hotel

Agenda for the day:

- 7:45am : CHECK- IN (Professional dress please)
  After check in, you will be assigned an event area where you will receive general training on judging procedures while enjoying a continental breakfast.

- 9:00am – 12:00: You will begin seeing student competitors by 9:00 am for the morning event. After completion of judging the first group, you will be served a complementary lunch.

- 1:00 pm – 4:00pm: You will continue judging the afternoon event. We do ask that you do not leave early unless you are finished judging all of your events, to ensure that every competitor has a chance to be judged

We hope that you choose to volunteer your time to our organization. You will be providing our students with the opportunity to excel in their future careers in business and marketing, and you will experience the amazing abilities of today’s high school students. You will also have a chance to network with other business professionals and DECA advisors. We are confident you will enjoy the day and have a great time.

PLEASE, FEEL FREE TO INVITE YOUR COLLEAGUES!

Thank you for considering offering your services to Northern California DECA.

Sign the attached judge confirmation sheet and return it to Tami Raaker at FAX 925-461-0285 or EMAIL traaker@pleasanton.k12.ca.us
or you may send it with the student that recruited you and we will take care of faxing it in for you.

If you have any questions, please feel free to call me at 415-297-8922 or Tami Raaker at (209)207-4985

Sincerely,

Debbie Nelson
Debbie Nelson
Nor Cal DECA Judge Coordinator
Date: Saturday January 15, 2011
Time: 7:45 AM to 4:00 PM
Place: San Ramon Marriott Hotel

Judge Areas Needed

Principles of Business Administration
PBM  Principles of Business Management and Administration
PBM  Principles of Finance
PHT  Principles of Hospitality and Tourism
PMK  Principles of Marketing

Individual Series Events
ACT  Accounting Applications
AAM  Apparel and Accessories Marketing
ASM  Automotive Services Marketing
BSM  Business Services Marketing
FMS  Food Marketing Series
HLM  Hotel & Lodging Management
MMS  Marketing Management Series
QSRM Quick Serve Restaurant Management
RFSM Restaurant & Food Services Management
RMS  Retail Merchandising
SEM  Sports & Entertainment Marketing

Management Team Decision-Making
BLTDM Business Law and Ethics Team Decision-Making
BMDM Buying & Merchandising Team Decision-Making
FTDM Financial Analysis Team Decision-Making
HTDM Hospitality Services Team Decision-Making
STD M Sports and Entertainment Marketing Team Decision Making
TTDM Travel and Tourism Management Team Decision Making

Marketing Representative Events
ADC  Advertising Campaign Event
FMP  Fashion Merchandising Promotion Plan
TSE  Technical Sales Event

Entrepreneurship Written Events (Business Plans)
ENP  Entrepreneurship Participating (Independent or Franchise)
ENW  Entrepreneurship Written
IBP  International Business Plan
IMP  Internet Marketing Plan

Business Operations Research Events (Written Projects)
BOR  Business Services
BMOR Buying and Merchandising
FOR  Finance
HOR  Hospitality and Tourism
SEOR  Sports and Entertainment
**DECA Judge Confirmation Sheet**

Please return immediately
Fax 925-461-0285 or Email traaker@pleasanton.k12.ca.us

**PLEASE PRINT CLEARLY**

We will do our best to put you in your preferred event area, or one that fits your background.

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<th>1</th>
<th>DECA JUDGES INFORMATION</th>
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Name

Company

Job Title

Street Address

City, State, Zip

Phone | Please include area code ( )

Fax | Please include area code ( )

E-Mail

Event Areas Preferred | **Please list in priority order** |
| 1. |  |
| 2. |  |
| 3. |  |

Recruited by:

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Student name

School