INNOVATE 2020
REGISTRATION DEADLINE: OCTOBER 12

#INNOVATE2020  DECAWRLC2020.ORG
**AT-A-GLANCE
REGISTRATION
INSTRUCTIONS, GUIDELINES, & DEADLINES**

<table>
<thead>
<tr>
<th>COST</th>
<th>REGISTRATION</th>
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<tbody>
<tr>
<td>$50 per student</td>
<td>Opens September 28, 8:00 a.m.</td>
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<tr>
<td>$100 per advisor</td>
<td>Closes October 12, 5:00 p.m.</td>
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<tr>
<td>(includes conference t-shirt)</td>
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**REGISTRATION ADD-ONS**

<table>
<thead>
<tr>
<th>Innovation Leadership Academy</th>
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<tr>
<td>$10 per person</td>
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**REGISTRATION PAYMENT**

- Check Payment
  - Mail check payments to Washington DECA
- Credit Card Payment
  - Pay online in conference registration

**WEB SITES**

- Register Here
- Conference Details

**INNOVATE: TO MAKE CHANGES OR DO SOMETHING IN A NEW WAY**

Participants attending Innovate 2020 will discover ways to INNOVATE their leadership and competition skills, education goals, and career aspirations during this action-packed virtual conference!

Join DECA members from across the region for an experience of a lifetime. There is something for everyone at this exciting virtual event, including dynamic speakers on diverse topics, leadership development and team building activities, and the opportunity to experience competition. Further expand your DECA journey at Innovate 2020!

**QUESTIONS?**
If you have questions about registration, contact info@wadeca.org.

Phone: 206.285.1195    Fax: 206.492.2558
Address: Washington DECA, 16040 Christensen Rd, Suite 215, Tukwila, WA 98188
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P. 9   General Conference Information and Deadlines

CONFERENCE STAFF

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WESTERN REGION BOARD OF DIRECTORS
EXECUTIVE COMMITTEE

Brycen Woodley, California DECA
Brad Peer, Colorado DECA
John Stiles, Montana DECA

Ryan Thompson Witzig, Oregon DECA
Lori Hairston, Washington DECA
Mattie Bradford, Western Region Vice President

STAY CONNECTED

@DECAWRLC_2020  WWW.DECAWRLC2020.ORG
INNOVATE 2020 HIGHLIGHTS

VISIT THE INNOVATE 2020 WEBSITE FOR MORE DETAILS ABOUT CONFERENCE HIGHLIGHTS.

KEYNOTE SESSIONS
Daily awe-inspiring speakers eager to share their entrepreneurial journeys.

COMPETITION & INDUSTRY WORKSHOPS
Students and advisors will have a diverse menu of workshops to attend, which are sure to engage and educate!

EARN DIGITAL BADGES
Attend the conference, get rewarded! Add digital badges to your resumes and portfolios to showcase your learning!

INNOVATION LEADERSHIP ACADEMY
Send your student leaders to this valuable, advanced, leadership development academy!

COMPETITION TRACKS (LEARN MORE ON PAGE 5)
Principles of Hospitality Event Mock Competition | Entrepreneurship Individual Series
Marketing Communications Individual Series | Innovation Pitch Competition
DECA Exam Competition

SNEAKER DESIGN COMPETITION
Hear from vice president of Jordan Brand, Howard White, and have the opportunity to submit a sneaker design and development and marketing strategy.

INNOVATION FAIR
Vendors showcasing school-based enterprise products, fundraising ideas, colleges and education, and more.

BUSINESS TOURS
Learn about several Seattle-based companies through virtual tours, for free!

INNOVATION QUEST
Complete quests. Earn points. Win prizes. This conference is taking scavenger hunts to the #NextLevel!

COMMUNITY AWARENESS PROJECT
Interactive event to prepare participants to raise awareness of mental health in schools and communities.

DECAFIT
Start your mornings with fitness in mind. Get moving!

CONFERENCE T-SHIRT
Look good, feel good!

CLOSING SESSION
Competition awards, scholarship opportunities, and an inspiring keynote speaker!
INNOVATION CLASSROOM

30-day access to all conference programming

Full school year access to Innovation Classroom resource platform

Worksheets and lesson plans for conference workshops

Vendor workshops

Clock hours

Resources for competition prep, teaching in a virtual classroom, and lesson planning

Best practices for running a virtual DECA chapter

Online competition and fundraising workshops

Networking opportunities

Advisor gift and conference t-shirt
STUDENT COMPETITION OPTIONS

Advisors register students for competition in conference registration. Competition times will be assigned. Each student may participate in one event.

Mondays

INNOVATION PITCH COMPETITION

Students must have access to a Google account.

Students will prepare a lean canvas and video presentation for a new product, service, or business. Awards will be announced during closing session.

Tuesdays

MARKETING COMMUNICATIONS INDIVIDUAL SERIES

Students must have access to Human Kinetik.

Competition scores will be based on the role-play performance. Role-play events will be conducted virtually with judge volunteers.

Thursdays

ENTREPRENEURSHIP INDIVIDUAL SERIES

Students must have access to Zoom.

Competition scores will be based on the role-play performance. Role-play events will be conducted virtually with judge volunteers.

Fridays

PRINCIPLES OF HOSPITALITY MOCK COMPETITION

Students must have access to Human Kinetik.

Mock competition will include an individual role-play. While no awards will be provided, first-year students will benefit by receiving feedback from judge volunteers.

November 2-6, Time TBD

DECA EXAM COMPETITION

Students must have access to the internet.

Take a 100-question online test. Student may take exam and compete in one event above.
**HOAN DO**  
STUDENT SUCCESS COACH, AUTHOR  

Hoan Do is an award-winning inspirational speaker, author, and city finalist in NBC's hit show, *American Ninja Warrior*. You may have seen Hoan recently while grocery shopping as he is featured on Lay's chip bags nationwide as part of the *Smile with Lay's campaign* benefitting Operation Smile.

From an early age, Hoan understood the sacrifices his parents had made in their escape to the United States during the Vietnam War. Feeling indebted to his parents for their courageous pursuit of a better life, Hoan vowed to ensure that one day, he would be able to take care of his parents. Hoan's hard work took him to Malibu, CA, where he attended Pepperdine University.

Recognized as the best youth mentor by the International Examiner, Hoan travels the world sharing messages of hope and inspiration. Through partnering with organizations, colleges, and schools, Hoan's practical strategies have positively impacted over 250,000 professionals and students. Hoan's engaging style and ability to share important life lessons in a way that resonates with his audiences has earned him the *Verizon Wireless Motivator Award*. Learn more at [www.hoando.com](http://www.hoando.com).
VIRTUES MATTER
DAVE & DARA FELDMAN
SHARE THE LOVE - CULTIVATING THE LANGUAGE OF VIRTUES EVERYDAY TO INSPIRE EXCEPTIONAL ENTREPRENEURS

Virtues Matter is led by a passionate wife-husband team of social entrepreneurs who seek to positively uplift as many lives as possible. They developed The Virtues Cards App, an easy-to-use tool designed to help people strengthen virtues – universal positive qualities of character – and lead lives of joy, meaning and purpose.

Dara is the author of The Heart of Education: Bringing Joy, Meaning and Purpose Back to Teaching and Learning. Honored as Disney’s 2005 Outstanding Elementary Teacher of the Year, Educator of the Year for the National Association for Self Esteem in 2009 and Maryland’s 2015 Mother of the Year, she is one of 10 teachers featured in the book, One on One with American’s Most Inspiring Teachers.

Dave is a social entrepreneur, thought leader and international speaker on entrepreneurship and leadership development. He is currently a strategic advisor for the Virtues Project International Association and received the 2017 Schulze Publication Award for the Entrepreneur and Innovation Exchange (EIX). In 2009, Dave was named one of “The 25 CEOs You Need to Know” by The Gazette of Politics and Business and “Innovator of the Year” by The Daily Record.

DION LIM
AUTHOR: MAKE YOUR MOMENT

Dion Lim is an Emmy Award-winning TV news anchor and reporter at ABC7/KGO-TV in San Francisco and author of Make Your Moment: The Savvy Woman’s Communication Playbook to Getting The Success You Want (McGraw-Hill) based on her experiences as the first Asian American woman to be at the helm of a weekday newscast in three major markets.

Dion is passionate about amplifying voices of color. Whether it be on the speaking circuit for Fortune 500 companies or in recently published op-eds in the San Francisco Chronicle about covering hate crimes in the time of Covid-19, Dion’s message is loud and clear: representation matters more now than ever and we can do it through communication.
## Daily Schedule

Daily keynote speaker sessions and workshop presentations will be available on-demand at 9 a.m. the day they are scheduled. Enjoy free access to this content for 30 days following the conference.

All times are in PST. For daily conferences schedules in different time zones, visit decawrlc2020.org.

### Monday | Nov 2

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>4:00 P.M. - 5:00 P.M.</td>
<td>VIRTUAL CONFERENCE ORIENTATION - ADVISORS ONLY</td>
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<tr>
<td>5:00 P.M.</td>
<td>VIRTUAL CONFERENCE ORIENTATION - STUDENTS ONLY</td>
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<tr>
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<td>BOTH ORIENTATIONS WILL BE RECORDED AND AVAILABLE ON-DEMAND</td>
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### Monday | Nov 9

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<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>8:00 A.M. - 8:45 A.M.</td>
<td>DECAFIT</td>
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<tr>
<td>9:00 A.M.</td>
<td>OPENING SESSION WITH KEYNOTE SPEAKER</td>
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<tr>
<td>10:00 A.M.</td>
<td>SNEAKER DESIGN COMPETITION WORKSHOP</td>
</tr>
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<td></td>
<td>STUDENT AND ADVISOR WORKSHOPS</td>
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<td></td>
<td>INNOVATION PITCH COMPETITION JUDGING</td>
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### Tuesday | Nov 10

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>8:00 A.M. - 8:45 A.M.</td>
<td>DECAFIT</td>
</tr>
<tr>
<td>9:00 A.M.</td>
<td>TOUR BUS AVAILABLE</td>
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<tr>
<td>9:00 A.M.</td>
<td>STUDENT AND ADVISOR WORKSHOPS</td>
</tr>
<tr>
<td>9:00 A.M. - 12:00 P.M.</td>
<td>INNOVATION FAIR</td>
</tr>
<tr>
<td>2:00 P.M.</td>
<td>KEYNOTE SPEAKER</td>
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<td></td>
<td>TBD MARKETING COMMUNICATIONS ROLE-PLAY COMPETITION - TIMES ASSIGNED</td>
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### Wednesday | Nov 11

**ALL DAY** COMMUNITY AWARENESS CHALLENGE

### Thursday | Nov 12

<table>
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<tr>
<td>8:00 A.M. - 8:45 A.M.</td>
<td>DECAFIT</td>
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<tr>
<td>9:00 A.M.</td>
<td>KEYNOTE SPEAKER</td>
</tr>
<tr>
<td>10:00 A.M.</td>
<td>STUDENT AND ADVISOR WORKSHOPS</td>
</tr>
<tr>
<td>10:00 A.M. - 1:00 P.M.</td>
<td>INNOVATION LEADERSHIP ACADEMY (LIVE ACADEMY)</td>
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<tr>
<td>2:00 P.M.</td>
<td>KEYNOTE SPEAKER</td>
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<td>TBD ENTREPRENEURSHIP ROLE-PLAY LIVE COMPETITION - TIMES ASSIGNED</td>
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### Friday | Nov 13

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<tr>
<td>8:00 A.M. - 8:45 A.M.</td>
<td>DECAFIT</td>
</tr>
<tr>
<td>9:00 A.M. - 1:00 P.M.</td>
<td>PRINCIPLES OF HOSPITALITY COMPETITION - TIMES ASSIGNED</td>
</tr>
<tr>
<td>9:00 A.M. - 1:00 P.M.</td>
<td>COMPETITION WORKSHOPS</td>
</tr>
<tr>
<td>2:00 P.M.</td>
<td>CLOSING AWARDS SESSION WITH KEYNOTE SPEAKER</td>
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<tr>
<td><strong>NOV 13 - DEC 13, 2020</strong></td>
<td>DON'T FORGET! ALL CONFERENCE WORKSHOPS AND KEYNOTES ARE AVAILABLE FOR 30-DAYS!</td>
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DECA MEMBERSHIP
DECA membership is not required to attend the conference. Advisors must manually enter participants in WRLC registration.

CODE OF CONDUCT
Coming soon.

ELIGIBILITY TO ATTEND
To be eligible to attend Innovate 2020, you must be a high school student and have a DECA chapter advisor registered for the conference.

LATE REGISTRATION
A $10 fee will be applied to all individuals registering after October 12, 5:00 p.m. PST.