

2021 Minnesota Collegiate DECA Innovation Summit

MAXIMIZE YOUR
MOMENTUM



#MAXMOMENTUM

Friday, October 8, 2021
Mall of America, The Overlook, Bloomington, MN

DATE: Friday, October 15, 2021

LOCATION: Mall of America, 60 E Broadway, Bloomington, MN in The Overlook

INNOVATION SUMMIT CONFERENCE CORRESPONDENCE

MN Collegiate DECA

Attn: Catherine Rice

9875 221st Ave NW

Elk River, MN 55330

763-443-1752

catherinerice01@gmail.com

REGISTRATION

Early Bird Registration Fee (students and advisors): **\$55.00 per participant**

Registration Fee after Friday, September 24, 2021 (students and advisors): \$60.00 per participant

Each registration includes:

- Opening Session Speaker
- Workshops and a Team Case Study
- Conference T-shirt and snacks

Attendees may participate in person or virtually. Registration cost is the same for all attendees. Virtual participants will participate in the same events at the same time as **AND** in collaboration with in-person attendees. Students who elect to participate virtually will receive information about how to participate one week prior to the conference. The Mall of America Tour is not available for virtual attendees.

Mall of America Behind the Scenes Tour: \$15

The tour price is in addition to the registration fee. It is optional. Students and advisors who wish to participate must register by the Friday, September 24, 2021. Registrations for the tour after this date will not be honored. This option is not available for virtual attendees.

Registration for both Innovation Summit and the Mall of America Tours are to be submitted via our online registration system. Details will be emailed to you. Registration is due by 1 p.m. on Friday, September 24, 2021.

PAYMENT

- Payment must be received prior to the day of the conference.
- Payment by check for the total number of persons registering is to be made payable to Minnesota Collegiate DECA and mailed to Minnesota Collegiate DECA, Attn: Catherine Rice, 9875 221st Ave NW, Elk River, MN 55330.
- On-site registration should be paid with **ONE check**, payable to Minnesota Collegiate DECA.

REFUND/SUBSTITUTION POLICY

No refunds will be granted after 1:00 p.m. on Friday, October 1, 2021. Substitutions may be made until the day of the conference.

CONFERENCE DETAILS

TENTATIVE AGENDA

Time	Activity	Track	Location
10:30 AM	Mall of America Tour	All (must preregister)	Mall of America
12:30 PM	Registration Opens	All	The Overlook
1:00 PM	Opening Session	All	The Overlook
2:00 PM	Expert Workshop Sessions	All	The Overlook
3:00 PM	Innovation Challenge Case Study	All	The Overlook
3:00 PM	Advisor Workshop	Advisors only	The Overlook
4:00 PM	Innovation Challenge Presentations	All	The Overlook
5:45 PM	Awards Session	All	The Overlook

TRACKS BEING OFFERED

- #1 Entrepreneurship
- #2 Finance
- #3 Marketing

KEYNOTE SPEAKER: Jeannette Grace

Jeannette Grace is the founder of Expressive Communication Consulting and Training and the author of *G-Factor: 8 Secrets to Increasing Your Gravitational Pull at Work*. Jeannette believes powerful and effective communication is the foundation of exceptional people and organizations and she is passionate and dedicated to helping companies create the strong foundations crucial to reaching their goals.

MALL OF AMERICA TOUR IMPORTANT INFORMATION

- Information on where to meet your tour guide will be provided as we get closer to the conference.
- Tours begin promptly at their designated time. Guests arriving more than 10 minutes late to their scheduled tour shall be denied admittance into the stadium for their tour.

ADVISOR WORKSHOP

Advisor will join us for a one-hour workshop designed to help new advisors make connections, seasoned advisors share best practices and give all advisors the information needed for a successful year.

DRESS CODE FOR THE INNOVATION SUMMIT

Casual dress will be allowed for this event.

Please advise your student that although jeans are allowed for this event that they are not to wear jeans with holes, rips or tears. Also, please avoid t-shirts. A polo, oxford or a similar would be preferred. Although this is a less formal event students will still be representing our organization to our sponsoring businesses.

HEALTH AND SAFETY

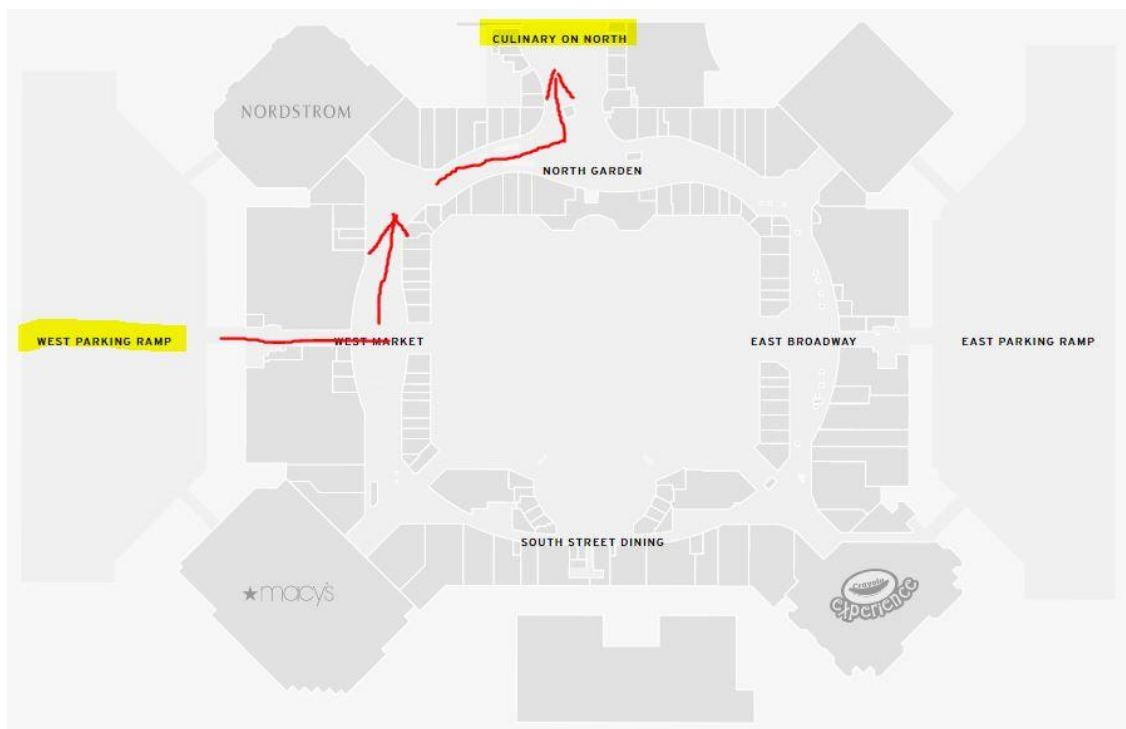
In accordance with guidance from the CDC and in order to maintain safety, all in-person conference attendees, presenters, and judges must adhere to the following safety protocols:

- Please wear a mask during all in-person conference activities. Masks will be available for those who do not have one.
- Please elect to attend virtually if any of the following apply:
 - You are experiencing any symptoms of COVID-19 such as headache, fever, chills or cough, shortness of breath, muscle or body aches, loss of taste or smell, sore throat, runny nose, nausea, vomiting or diarrhea.
 - You have been exposed to someone with a positive COVID-19 diagnosis within 14 days of the start of the conference.
 - You have been diagnosed or had a positive COVID-19 test within two weeks of the start of the conference.
- Please wash your hands and maintain social distancing.
- Sign a COVID-19 Waiver.

PARKING

Parking is free. Park in the West Parking lot off Killebrew Drive. Enter via the West doors and proceed to the third floor and the Culinary on North Food Court (to the left past Nordstrom's). Near the back of the food court, there is a large wall mural with blue flowers. Follow the signs for Collegiate DECA Innovation Summit through the glass doors near the wall mural to the elevators and the 6th floor.

MAP of MOA Third Floor



Minnesota Collegiate DECA Code of Conduct

Collegiate DECA members have an excellent reputation. Your conduct at every Collegiate DECA function should make a positive contribution to extending that reputation. Listed here are rules of conduct for the all state and national activities. All members will be expected to:

1. Behave in a courteous and respectful manner, refraining from language and actions that might bring discredit upon themselves, their school, other delegates, advisors, or upon Collegiate DECA.
2. Obey all local, state, and federal laws.
3. Avoid conduct not conducive to an educational conference. Such conduct includes, but is not limited to, actions disrupting the businesslike atmosphere, association with non-conference individuals, or activities that endanger self or others (running in the General Sessions, standing on chairs, using laser points during workshops, bodysurfing at dances, etc.)
4. Keep their advisers informed of their activities and whereabouts. Accidents, injuries, and illnesses must be reported to the local or state advisors immediately.
5. MN Collegiate DECA has zero tolerance of violence (physical or verbal) or harassment of an individual or group on the basis of race, sex, color, creed, religion, age, national origin, disability, marital status, status with regard to public assistance or sexual preference.
6. Follow the laws regarding possession and consumption of alcoholic beverages including, but not limited to public intoxication, contributing to minors, etc. Under no circumstances will alcohol be possessed or consumed on event and hotel properties.
7. Abstain from consumption or possession of illegal substances in any form. Use or possession of such substances may subject the delegate to criminal prosecution.
8. Act as guests of the hotel and conference center. Delegates must obey the rules of these facilities. The facilities have the right to ask a delegate or delegates to leave. Do not throw anything out of windows or over balconies. Do not run down hallways. Noise should be kept at a reasonable volume, especially in the hotels. Remember there are other guests in the hotels that have rights as well. Trash (this includes pizza boxes, bottles, cans, etc.) must be placed in the proper receptacles and not left on guest room or meeting room floors. Individuals or chapters responsible for damages to any property or furnishings will be responsible for its repair or replacement. Local advisors are responsible for the supervision of delegate conduct.

The above shall not be intended to minimize or negate existing school policies in effect.

Disregarding or Violating the Code of Conduct

Delegates who disregard or violate this code will be subject to disciplinary action, including forfeiture of privileges to attend further events, dismissal from the conference, and being sent home at your own expense. Parents and/or guardians of minors will be notified.

MN Collegiate DECA will notify local college administration of violations and may notify law enforcement. All advisors have the obligation and authority to report all infractions to the MN Executive Director or Board Chairperson.

Signature

Date

*Advisor is responsible for keeping a signed copy on file for each participant.

MINNESOTA COLLEGIATE DECA – COVID-19 ACKNOWLEDGEMENT AND LIABILITY WAIVER

Minnesota Collegiate DECA has implemented protective measures and protocols aimed at reducing the likelihood of spread of the novel coronavirus (“Covid-19”) between participants and others attending its events. These measures and protocols are designed to be consistent with current guidance from the U.S. Centers for Disease Control and Prevention (“CDC”), as well as state and local authorities. However, Minnesota Collegiate DECA cannot guarantee that event participants will not be exposed to Covid-19 while participating in or attending its events.

By signing this agreement, I acknowledge the risk of Covid-19 transmission while participating in or attending Minnesota Collegiate DECA’s events and further acknowledge that I am knowingly assuming that risk by voluntarily participating in or attending an event. I further agree to comply with all protective measures and protocols implemented by Minnesota Collegiate DECA, the event’s host hotel, the event’s suppliers and partners, and/or established by the CDC and state or local authorities.

I specifically affirm and attest to the following, to the best of my knowledge:

- I am not presently experiencing any symptoms of Covid-19, including, but not limited to, a fever in excess of 100.4 degrees, cough, shortness of breath or difficulty breathing, sore throat, body aches or chills, or new loss of taste or smell;
- I have not been in close contact with someone with a suspected or confirmed case of Covid-19;
- I have not been diagnosed with Covid-19 and not yet been cleared as non-contagious by my medical provider or public health authorities, consistent with CDC guidance;
- If I (i) develop any symptom of Covid-19, (ii) come in close contact with someone with a suspected or confirmed case of Covid-19, or (iii) am diagnosed with Covid-19, I will not attend the event;
- I am following all guidance from the CDC and state and local authorities regarding Covid-19 and limiting exposure to the Covid-19 virus.

Accordingly, I voluntarily agree to assume all risks and accept sole responsibility for any Covid-19 infection that may result due to my participation in or attendance at the event. I hereby release, covenant not to sue, discharge, and hold harmless Minnesota Collegiate DECA, its employees, agents, and representatives, of and from any claims associated with, arising from, or related to Covid-19 infection, including all liabilities, claims, actions, damages, costs or expenses of any kind arising out of or relating thereto. I understand and agree that this release includes any claims based on the actions, omissions, or negligence of Minnesota Collegiate DECA, its employees, agents, and representatives, whether a Covid-19 infection occurs before, during, or after my participation in or attendance at the event.

Signed: _____ Dated: _____

Printed Name: _____