



Developing Future Leaders in Marketing, Management, and Entrepreneurship.
(www.deca.org).

December 3, 2009

Dear Prospective Judge:

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

Northern California DECA is looking for talented professional judges, such as yourself, to participate in the NORCAL DECA Career Development Conference on **Saturday January 9, 2010**, 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 COLLEGUES!

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

Sign the attached judge confirmation sheet and return it to Debbie Nelson immediately at FAX 925-606-4808 or EMAIL Debbie6651@gmail.com

If you have any questions, please feel free to call 415-297-8922

Sincerely,

Debbie Nelson

Debbie Nelson

Nor Cal DECA Judge Coordinator



Date: Saturday January 9, 2010
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
STDM 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 to Debbie Nelson

Fax 925-606-4808 or Email Debbie6651@gmail.com

PLEASE PRINT CLEARLY

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

1	DECA JUDGES INFORMATION
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:	