

October 20, 2014

Henderson County Board of Education  
c/o Henderson County Schools  
1805 Second Street  
Henderson, KY 42420

Esteemed Board Members

Please allow this letter to serve as my request to transport six students to the DECA New York Experience held on December 9- 14, 2014. This conference will be held at Hotel Pennsylvania 401 Seventh Avenue New York, NY.

All DECA students were eligible to attend the conference, however, the only students who are attending this year are as follows. These students and their families have paid for their own trips. My share of the expenses for this trip will be funded from the Carl Perkins Grant and my own personal funds.

Nolan Melton  
Gabe Emerson  
Devan Robb  
Noah Abner  
Collin Vaughn  
Destiny Posey

The detailed Conference Information packet produced and distributed by DECA is attached. Thank you for your consideration in this matter and for your commitment to our students and to education.

Sincerely

Courtney Melton Givens  
KYNDLE 2014 Teacher of the Year  
HCHS Marketing Teacher & DECA Advisor

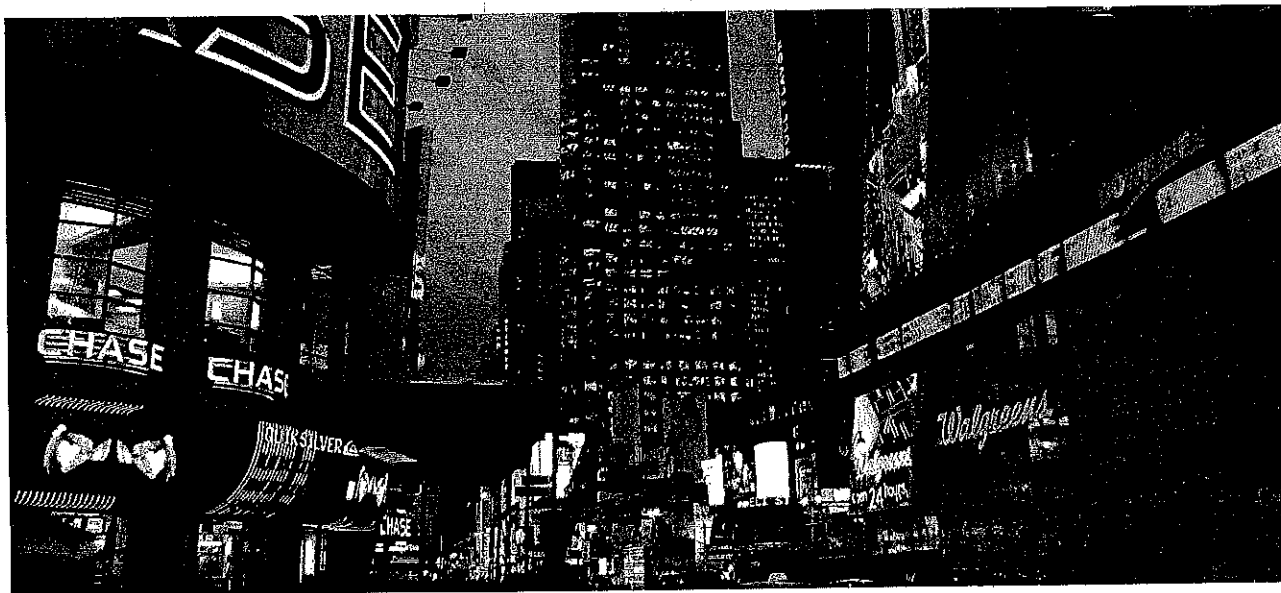
OK  
V. Givens  
11/17/14



# NEW YORK EXPERIENCE

CONFERENCE

DECEMBER 3-7, 2014  
DECEMBER 10-14, 2014  
NEW YORK, NEW YORK



## NEW YORK EXPERIENCE CONFERENCE

It's the concrete jungle where dreams are made, and the city becomes the living classroom for DECA members as they explore marketing, finance, fashion, hospitality and so much more! Experience the hustle and bustle of New York City while learning from those who are making the city one of the most popular destinations.

Take a bus tour that puts you in the pulse of the financial district, and visit the 9/11 Memorial. Get a sense of big city expression and fashion merchandising during a guided tour of SOHO and Young Designer's fashion boutiques (tentative). Tour Madison Square Garden, the world's most famous arena home to sporting events, concerts and more. Learn about marketing an attraction from Madame Tussauds. Experience one of the nation's most popular entertainment venues as you feel the holiday spirit of the Big Apple at the iconic Radio City Music Hall. See the city from 1,225 feet at the Empire State Building Observation Deck. Walk down Times Square and decipher a frenzy of innovative marketing messages, and more!



#DECANYC



Visit [decadirect.org](http://decadirect.org) for  
previews and highlights.



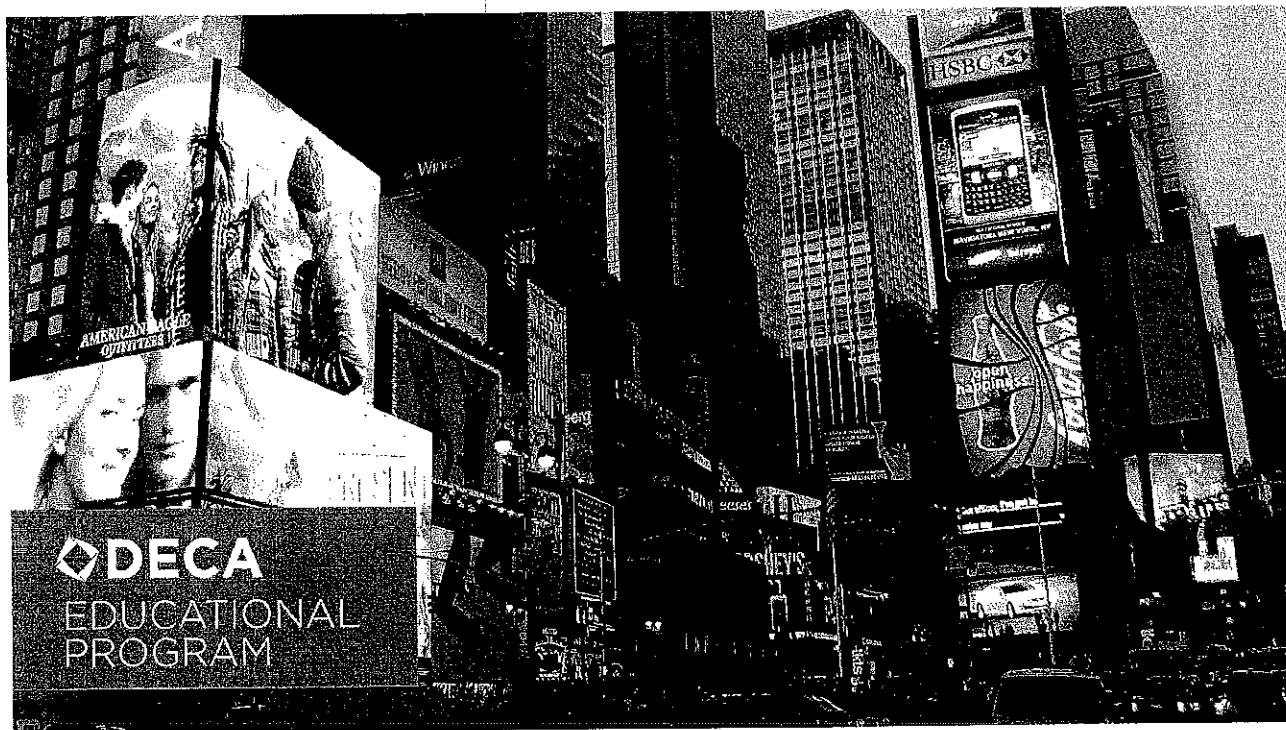
Join the event at  
<http://on.fb.me/1dPpDdP>

## CLASSROOM CONNECTION

This conference reinforces concepts taught in marketing, finance, hospitality and fashion merchandising classes.

- Describe the role of financial institutions
- Explain types of financial markets
- Discuss the impact of technology on the banking industry
- Explain career opportunities in merchandising
- Explain the relationship between customer service and distribution
- Explain current retail trends driven by global trade
- Explain career opportunities in hospitality
- Describe the role of sales and marketing in hospitality
- Explain the role of promotion as a marketing function
- Identify the impact of product life cycles on marketing decisions

National Curriculum Standards for Business Administration



Get ready to hit the city running! DECA has the ultimate itinerary so you can make the city your classroom and learn first-hand from some of the city's best professionals in marketing, finance, fashion and hospitality. Each chapter will have its own itinerary.

### WEDNESDAY

9:00 AM - 11:00 AM

Registration

5:00 PM

Orientation + Registration  
(Advisors Only)

### THURSDAY

8:30 AM - 2:30 PM

Educational Workshops  
and Tours

Late Afternoon

Use your registration  
package or optional tickets  
or enjoy New York City

5:00 PM (Week 1)

8:00 PM (Week 2)

Radio City Christmas  
Spectacular

### FRIDAY

8:30 AM - 2:30 PM

Educational Workshops  
and Tours

Late Afternoon & Evening

Use your registration  
package or optional tickets  
or enjoy New York City

### SATURDAY

9:30 AM - 1:30 PM

Guided tour of SOHO and  
Young Designer's fashion  
boutiques

Afternoon & Evening

Use your registration  
package or optional tickets  
or enjoy New York City

### SUNDAY

Depart

### OPTIONAL TICKETS

#### RADIO CITY "STAGE DOOR TOUR"

This one-hour, walking tour of the interior of Radio City Music Hall gives you an inside look at a day in the life of the ever-popular, high-kicking Rockettes and discover the history of one of New York's finest attractions. This tour will be on Thursday afternoon/evening prior to the Christmas Spectacular. The ticket price for conference participants is \$12 each. If you wish to purchase these tickets, indicate your order in the online registration. The additional tickets cannot be purchased without full payment; no refunds will be given. Deadline to order is **October 3**.

#### BROADWAY SHOW TICKETS

Broadway welcomes DECA to New York City! There are so many great plays and musicals available for groups. Telecharge Group Sales Specialists are ready to help you find the best show and the best price for your group of 10. Call (800) 432-7780 or visit [www.telecharge.com/groups](http://www.telecharge.com/groups).



New York, New York is calling your name! Just get here. You'll never run out of choices in NYC, which is home to 24,000 restaurants, offers one of the most progressive arts and cultural scenes in the world and has attractions that can't be matched.

### REGISTRATION

**\$225\* per attendee**

The conference registration fee applies to DECA members, advisors, chaperones and guests and includes the following:

- Educational sessions
- Financial District bus tour
- 9/11 Memorial
- SOHO and Young Designer's fashion boutiques guided tour (tentative)
- Madison Square Garden tour
- Empire State Building Observation Deck ticket
- Radio City Music Hall Christmas Spectacular ticket
- Madame Tussaud's Wax Museum ticket
- DECA Images gift
- Subway pass

### ACCOMMODATIONS

**\$235 per room night**  
(One bed — 1 or 2 people)

**\$275 per room night**  
(Two beds — 3 or 4 people)

An \$8.25 per person mandatory portage fee for carrying one bag to the guest room will be added.

**The New York  
Hotel Pennsylvania**  
401 Seventh Avenue  
New York, NY  
Phone: 212.736.5000  
Fax: 212.502.8712

### AIR TRAVEL

**John F. Kennedy (JFK)**  
New York, NY  
17 miles from hotel

**Newark (EWR)**  
Newark, NJ  
14 miles from hotel

**LaGuardia (LGA)**  
Queens, NY  
9 miles from hotel

### TRAIN TRAVEL

**Penn Station**  
New York, NY  
Across the street from hotel



### REGISTRATION QUESTIONS

**AYANLE SAMANTAR**  
DECA INC.

Ayanle\_Samantar@deca.org  
(703) 860-5000 ext. 249



### CONFERENCE QUESTIONS

**SHIRLEE KYLE**  
DECA INC.

Shirlee\_Kyle@deca.org  
(703) 371-9260

### Code of Conduct for Students – New York Trip

Knowing that any organization is judged largely by the behavior of its individual participants, I subscribe to the following Code of Conduct for DECA members who attend the DECA New York Trip.

1. **Alcohol, Drugs, and Tobacco:** A student shall not possess, use, transmit, be under the influence of, or show evidence of having used an alcoholic beverage, other drugs, substances or tobacco products capable of or intended, purported or presumed to be capable of altering a student's mood, perception, behavior or judgment; other than properly used, over-the-counter pain relievers and medications prescribed by a physician for an individual student and must be on record with advisor. Nor shall the student possess, use, sell or transmit paraphernalia associated with drugs, alcohol, or chemical substance in any form (including tobacco), at any time, or under any circumstances, on public or private properties. All local and state laws concerning personal behavior will be honored.
2. **Curfew violations:** Failing to be in your assigned hotel room from the curfew time of 12:00p.m. until 6:00a.m. and/or as designated by your advisor; causing any noise or other disturbance audible by anyone in the hallway during designated curfew time; ordering any food after the designated curfew time; causing any other unnecessary disturbance or participating in any other inappropriate activity after the designated curfew time.
3. **Willful Companionship:** Being in the willful companionship of someone who violates any portion of the conduct code, or failing to report any direct knowledge (other than hearsay) of the conduct code violations.
4. **Personal Conduct:** Conducting acts and/or possession of weapons capable of causing bodily harm or fear of life, defacing or stealing any public or private property (for which financial responsibility will rest solely with offending individuals); other serious violations of personal conduct regulations. Failing to keep adult advisors informed of activities and whereabouts at all times; having a member of the opposite sex in a room if no adult chaperone is present and the room door is not visibly open (e.g., a garbage can may be used to adequately prop open a door); having a delegate or advisor of the opposite sex in a room without a third person present and the door visibly open; or for behavior unbecoming of a delegate.
5. **Serious violations of the student conduct code of the school district or school that the student represents.**
6. **Abusive Behavior and Lewd Conduct:** A student shall not engage in any lewd, indecent, sexual or obscene act or expression. A student shall not engage in verbal, physical or sexual harassment, hazing, or name-calling. The use of slurs against any person on the basis of race, color, creed, national origin, ancestry, age, gender, sexual orientation, or disability is prohibited.
7. **Hotel Conduct:** Failing to meet the professional standards of housing facilities; accruing incidental room charges (i.e., phone calls, room service, pay-per-view-movies, etc.) without settling the account prior to check-out; throwing objects out the window or into the hallway; moving hotel furniture from rooms (e.g., onto the balcony); failing to follow hotel rules and regulations; inappropriate noise or verbal abuse; and not demonstrating respect for hotel guests not participating with the DECA activity.
8. **Student Dress:** Students are expected to be dressed respectfully and appropriately (school conduct code rules will apply).

9. Activities: Students are expected to stay with their chaperones at all times outside of the hotel unless given prior permission.

**10. We agree that, upon any violation of the Code of Conduct, that we may be sent home at our own expense. Serious misconduct on our part shall be reported to our principal and our parents, who shall be advised that we are barred from participating DECA Conferences and activities.**

Student signature: \_\_\_\_\_ Date: \_\_\_\_\_

Parent signature: \_\_\_\_\_ Date: \_\_\_\_\_

Advisor's signature: \_\_\_\_\_ Date: \_\_\_\_\_

Principal's signature: \_\_\_\_\_ Date: \_\_\_\_\_

**CAREER AND TECHNICAL STUDENT ORGANIZATION ACTIVITY  
MEDICAL RELEASE/PARENT PERMISSION FORM  
(Required but retained by local advisor)**

**INSTRUCTIONS:** Students, parents/guardians and chapter advisors must complete this form for each student participant as a prerequisite for the student to attend a career and technical student organization activity. Each chapter advisor must bring the completed forms to the student activity.

Student _____ Spouse (if married) _____ Home Address _____ Phone: (W) _____ Student's Doctor _____ Address _____ Phone: _____ School Phone _____	Parent/Guardian _____ Address _____ Phone: (W) _____ (H) _____ Alternate Contact _____ Address _____ Phone (W) _____ (H) _____ Advisor _____ School _____ Administrator* _____ School Fax: _____
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**Student covered by group or other medical insurance as follows:**

Name of Insured _____	Insurance Co. _____
Group # _____	Policy # _____

Please describe completely any medical condition (past or present) being treated, which may recur or be a factor in medical treatment (include allergies, medicine reactions, disease of any kind, physical handicap, heart or lung problems, seizures, convulsions, blackouts, etc.) If currently taking medication, state the medication and prescribing physician and phone number: \_\_\_\_\_

(Attach separate form if necessary)

**Parent/Guardian please check one and sign:**

\_\_\_\_\_ I give permission for immediate medical treatment as required in the judgment of the attending physician. Notify me and/or any person listed above as soon as possible.

\_\_\_\_\_ I do not give permission for medical treatment until I have been contacted.

Parent/Guardian Signature: \_\_\_\_\_ Date: \_\_\_\_\_

I CERTIFY THAT THE INFORMATION DESCRIBED ABOVE IS ACCURATE AND COMPLETE TO THE BEST OF MY KNOWLEDGE. I UNDERSTAND THAT EACH INDIVIDUAL IS RESPONSIBLE FOR HIS/HER OWN INSURANCE COVERAGE DURING THIS ACTIVITY. I GIVE PERMISSIONS FOR \_\_\_\_\_  
**TO ATTEND A KENTUCKY CAREER AND TECHNICAL STUDENT ORGANIZATION  
CONFERENCE AND HEREBY RELEASE THE STATE AND LOCAL ORGANIZATION AND ANY  
ADULT IN CHARGE OF THE GROUP FROM ANY LEGAL OR FINANCIAL RESPONSIBILITY WITH  
RESPECT TO MY PERSONAL OR MY STUDENT'S PARTICIPATION.**

Signature of Parent/Guardian \_\_\_\_\_ Date: \_\_\_\_\_

Signature of Student \_\_\_\_\_ Date: \_\_\_\_\_

\_\_\_\_\_  
CHAPTER/SCHOOL