



HENDERSON COUNTY HIGH SCHOOL
CAREER AND TECHNICAL EDUCATION DEPARTMENT

May 12, 2022

Henderson County Schools
Board of Education
1805 2nd Street
Henderson, KY 42420

Board of Education Members

The HCCHS Chapter of DECA requests permission to attend the DECA New York Experience November 30, 2022 - December 4, 2022. The trip will be open to 9th-12th grade DECA Members.

We plan to fund the trip by selling two chicken or pork chop dinners. One of the fundraisers will be held this summer the second will be held in the fall of 2022. If these fundraisers do not cover the cost of the trip, the families of the students will pay the remaining balance.

The activities that will be completed during this trip are aligned to Marketing standards and reinforce the concepts that are presented to students in the Marketing program.

Included in this correspondence you will find the 2019 "DECA New York Experience Registration Kit". This is the most up-to-date registration packet available from DECA at this time. I expect that the accommodations and activities for the coming year will be very similar.

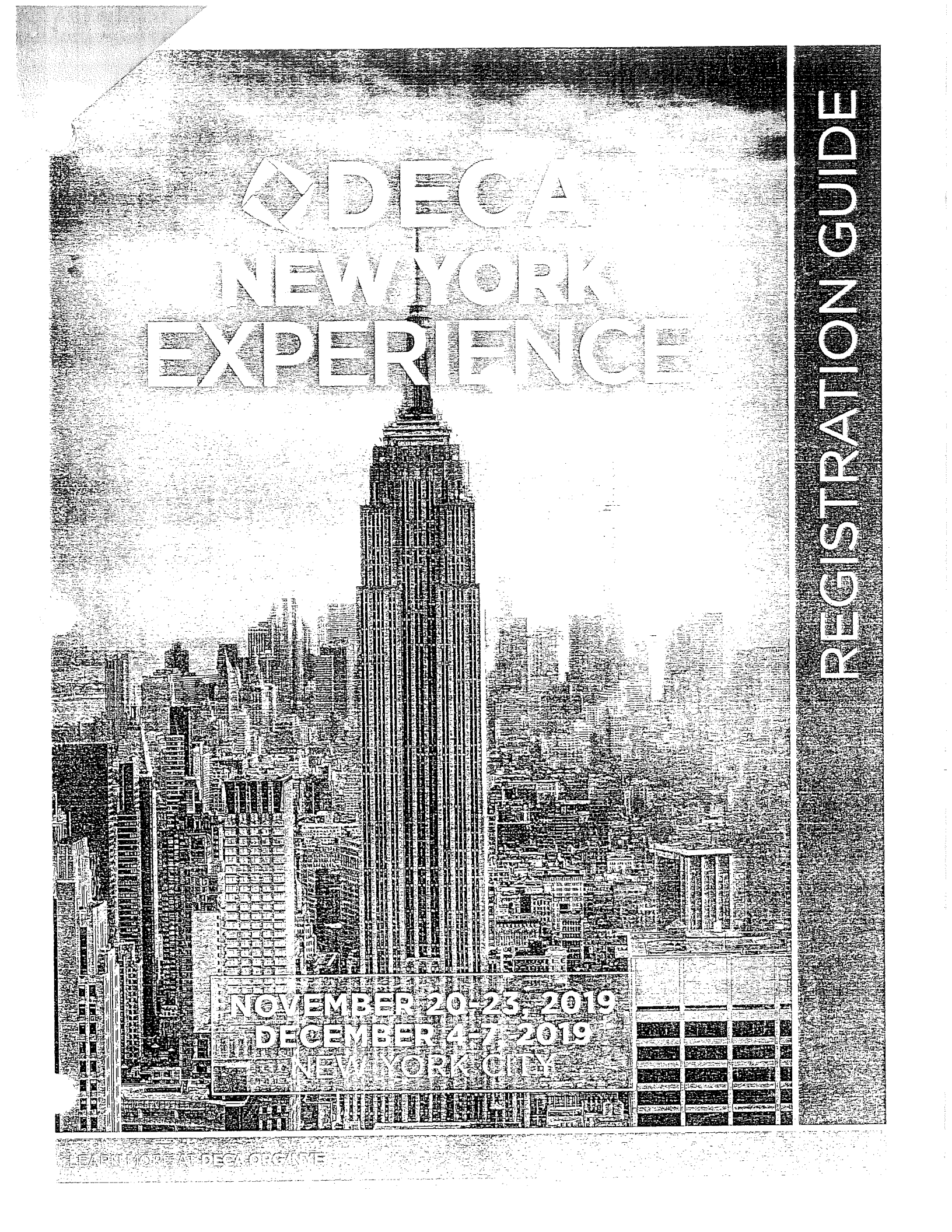
Sincerely

A handwritten signature in blue ink that reads "Courtney M. Givens". The signature is written in a cursive, flowing style.

Courtney Givens
Enclosures

A handwritten signature in black ink that reads "Amanda Lacer". The signature is written in a cursive, flowing style.

2424 ZION ROAD HENDERSON, KY 42420 / P-270.831.8850 / F-270.831.8853
WWW.HCHS.HENDERSON.KY.US/CTE/INDEX.HTM



DECA NEW YORK EXPERIENCE

REGISTRATION GUIDE

NOVEMBER 20-23, 2019
DECEMBER 4-7, 2019
NEW YORK CITY

LEARN MORE AT DECA.ORG/NE



DECA
NEW YORK
EXPERIENCE

EXPERIENCE NYC

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.

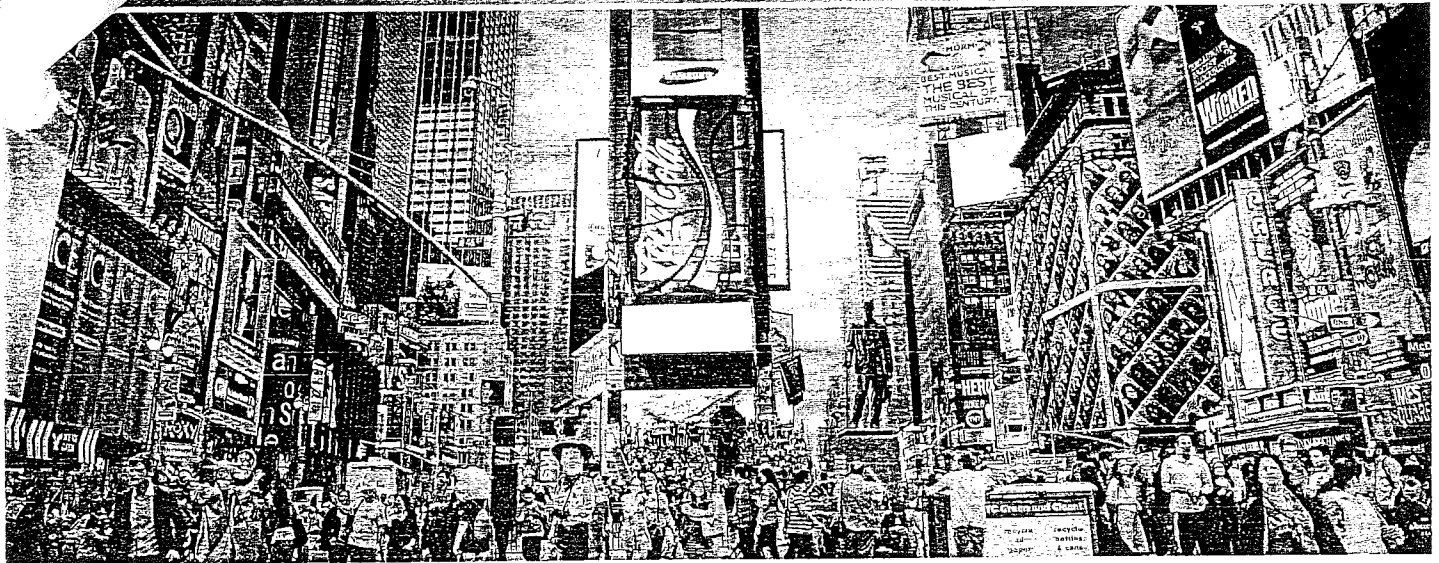
Tour Madison Square Garden, the world's most famous arena, home to sporting events, concerts and more. Learn retail marketing at Macy's flagship store, and see how small businesses grow and thrive on a tour of Little Italy and Chinatown. Experience one of the nation's most popular entertainment venues as you feel the holiday spirit of the Big Apple at the iconic Radio City Music Hall. See the city from above at the historic Empire State Building Observation Deck and the ultra-modern One World Observatory. Walk down Times Square and decipher a frenzy of innovative marketing messages and more!

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



PROGRAM DESCRIPTIONS

■ SMALL BUSINESS & ENTREPRENEURSHIP TOUR OF LITTLE ITALY AND CHINATOWN

Explore two iconic New York City neighborhoods on a guided walking tour. Learn about the history and development of these diverse communities, and get a first-hand look at how small, local businesses have thrived here for generations.

PERFORMANCE INDICATORS

- Examine how small businesses are built and operated.
- Explain the role of diversity in successful business communities.

■ EMPIRE STATE BUILDING (ON YOUR OWN)

Tour the historic Empire State Building in the morning, afternoon, or at night! Hours of operation are 8:00 AM-2:00 AM, allowing your chapter to see breathtaking views of New York City at a time most convenient for you.

PERFORMANCE INDICATORS

- Discuss the global environment in which businesses operate.

■ ADDITIONAL EDUCATIONAL PROGRAMS MAY BE ADDED.

■ ONE WORLD OBSERVATORY

A world-renowned attraction, One World Observatory is located at the top of One World Trade Center and provides guests with unique, panoramic views of New York City, its most iconic sites and surrounding waters from 1,250 feet. A thrilling journey to the top and an awe-inspiring reveal of the seemingly endless view evokes feelings of pride, hope and resilience. Live interactive experiences showcase the City's deep history and varied cultures.

PERFORMANCE INDICATORS

- Describe the use of technology in the promotion function.
- Describe factors used by businesses to position corporate brands.
- Identify customer touch points.

■ NBC STUDIO TOUR

An NBC page will serve as your host and expert guiding you through the historic halls of 30 Rock. You'll learn about the entire television production process, from the writing process to producing the ways television content gets to your home.

PERFORMANCE INDICATORS

- Explain factors that influence customer behavior.
- Explain connections between company actions and results.

■ MARKETING AT MACY'S

Join us as we are greeted at the Macy's door and escorted inside for a sneak preview before the store even opens! Learn how Macy's has grown into America's largest department store and discuss the history, marketing concepts, merchandising, visual techniques and more with Macy's store executives. Hosted in Macy's cafe, One Below, attendees will receive a bagel and orange juice.

PERFORMANCE INDICATORS

- Explain career opportunities in merchandising.
- Explain current retail trends driven by global trade.

■ SPORTS AND ENTERTAINMENT MARKETING AT MADISON SQUARE GARDEN

Explore exclusive VIP areas of the state-of-the-art arena and commemorate over 130 years of legendary Garden history. Discover the spectacular Chase Bridges, get the inside scoop on all your favorite players when you explore the Knicks and Rangers locker rooms (pending availability) and, new this arena like never before.

PERFORMANCE INDICATORS

- Describe the nature of target marketing in sports/entertainment marketing.
- Identify ways to segment sports/entertainment markets.



EDUCATIONAL PROGRAM

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. Chapters will receive their final chapter itinerary mid-October.

WEDNESDAY

3:00 PM - 5:00 PM	Registration (Advisors Only)
7:00 PM - 9:00 PM	Registration (Advisors Only)

THURSDAY

7:00 AM - 3:00 PM	Educational Workshops and Tours based on your chapter's itinerary
Late Afternoon + Evening	Use your registration package or optional tickets or enjoy New York City
8:00 PM	Radio City Christmas Spectacular (Week 2 Only)

FRIDAY

7:00 AM - 3:00 PM	Educational Workshops and Tours based on your chapter's itinerary
Late Afternoon + Evening	Use your registration package or optional tickets or enjoy New York City
8:00 PM	Radio City Christmas Spectacular (Week 1 Only)

SATURDAY

7:00 AM - 3:00 PM	Educational Workshops and Tours based on your chapter's itinerary
Late Afternoon + Evening	Use your registration package or optional tickets or enjoy New York City

SUNDAY

10:00 AM	Departures
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Visit decadirect.org for previews and highlights.



OPTIONAL TICKETS

BOOK THROUGH DECA INC.

■ 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, while discovering the history of one of New York's finest attractions.

\$19 Per Person | Indicate your order for this optional ticket in the on-line registration system. Full prepayment is required and no refunds will be provided.

■ MADAME TUSSAUD'S WAX MUSEUM

With over 200 figures, Madame Tussauds New York provides visitors with an entertaining and educational opportunity to experience the world's most fascinating celebrities, influential world leaders, historical figures and sports icons. This All Access ticket also includes Madame Tussaud's Marvel 4D theater and Broadway Experience.

\$21 Per Person | Indicate your order for this optional ticket in the on-line registration system. Full prepayment is required and no refunds will be provided.

BOOK ON YOUR OWN

■ BERKELEY COLLEGE CAMPUS TOURS

While you're in New York City, be sure to schedule a visit to the Berkeley College campus - just a short walk from The Wyndham New Yorker. Learn about their career-focused degree programs, DECA scholarships, internships and the excitement of studying in the heart of the Big Apple!

To schedule, contact Michelle Gomez at (212) 986-4343 ext. 4123 or email mhe@berkeleycollege.edu for more information. And don't miss the Berkeley college presentation "Marketing in NYC" happening each morning during the conference.

■ NATIONAL SEPTEMBER 11 MEMORIAL & MUSEUM

The National September 11 Memorial & Museum serves as the country's principal institution for examining the implications of the events of 9/11, documenting the impact of those events and exploring the continuing significance of September 11, 2001.

In visit, contact groups@911memorial.org or (212) 266-5200 for ticket prices and ordering information.

■ NEW YORK KNICKS BASKETBALL

With new players on-board, the Knicks have a seasoned group of talented players that should bring new excitement and fierce competition to the court.

To attend a game with a group of 9 or more, contact Jim Calaberti (Jim.Calaberti@nysg.com) or (212) 465-6089 for game schedules, ticket prices and ordering information.

■ NEW YORK RANGERS HOCKEY

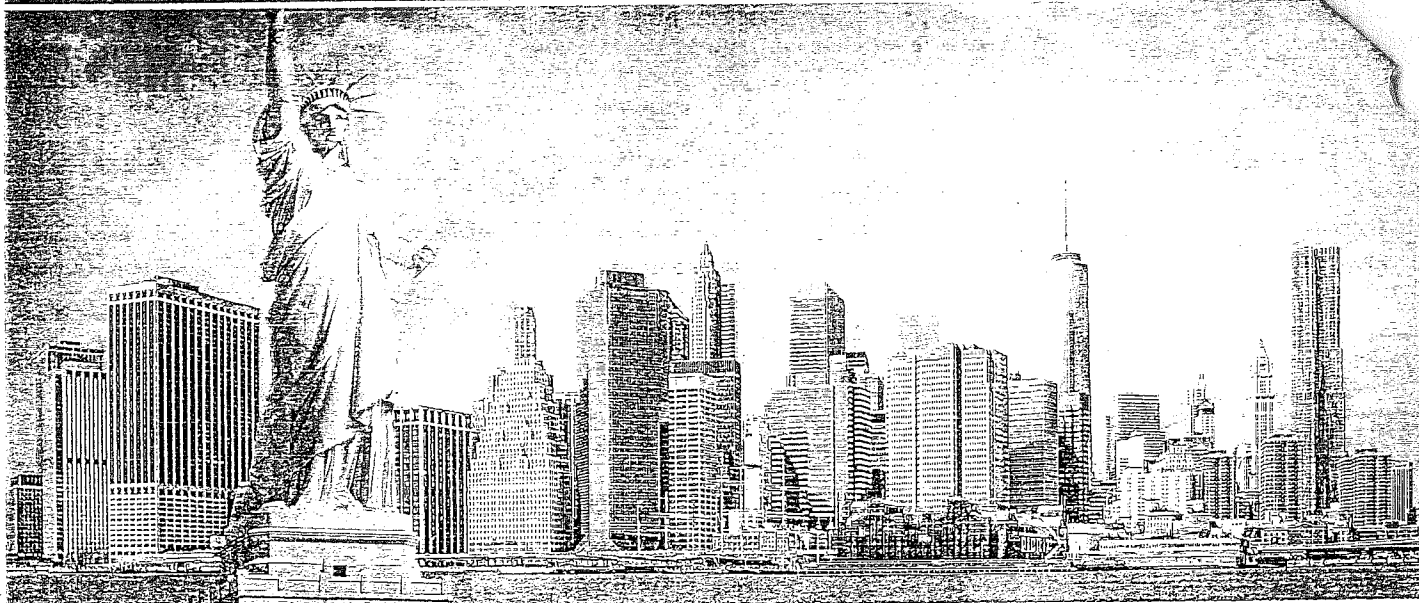
Don't miss your chance to come together and watch the New York Rangers in the Garden.

To attend a game with a group of 9 or more, contact Jim Calaberti (Jim.Calaberti@nysg.com) or (212) 465-6089 for game schedules, ticket prices and ordering information.

■ TENEMENT MUSEUM

The Tenement Museum celebrates the enduring stories that define and strengthen what it means to be American. We share stories of the immigrant and migrant experience through immersive guided tours, educational content and programs and thought leadership, with one important goal - to advance the understanding of immigration and to highlight its role in the ongoing creation of our nation.

In visit, contact the Tenement Museum at groups@tenement.org or (212) 538-3064 for ticket prices and ordering information.



REGISTRATION INFORMATION

New York, New York is calling your name! You'll never run out of choices in NYC, which is home to nearly 27,000 restaurants, offers one of the most progressive arts and cultural scenes in the world and has attractions that can't be matched. Registration will open at noon EST on Tuesday, September 3, 2019.

REGISTRATION

\$275 per attendee

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

- Educational sessions
- Tour of Little Italy and Chinatown
- Madison Square Garden tour
- NBC Studio Tour
- One World Observatory ticket
- Empire State Building Observation Deck ticket (on your own)
- Radio City Music Hall Christmas Spectacular ticket
- Conference gift
- Subway 7-day pass
- Mandatory portage fee for carrying one bag to the room
- Conference insurance

ACCOMMODATIONS

\$294 per room night

A baggage handling fee of \$5/bag will be charged to hold luggage prior to 4:00 PM check-in time and/or upon hotel check-out. Chapters or individuals are solely responsible for payment of any baggage handling fees.

The Wyndham New Yorker
481 8th Avenue
New York, NY 10001
Phone: (212) 971-0101



CLAUDIA VELASCO
DECA INC.
claudia@deca.org

AIR TRAVEL

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

Newark (EWR)
Newark, NJ
17 miles from hotel accessible via AirTrain and NJ Transit trains

LaGuardia (LGA)
Queens, NY
9 miles from hotel

TRAIN TRAVEL

Penn Station
New York, NY
Across the street from hotel

REGISTRATION PROCEDURES

Space for this conference is limited, and due to its popularity, registration will likely close before the October 4 deadline.

REGISTER
membership.decaregistration.com/deca

All student attendees must be on a submitted DECA membership roster to register. Collect the following information from each attendee to complete the registration process:

- First name
- Last name
- T-shirt size
- Insurance beneficiary information
- Check-in/check-out dates
- Arrival/departure date/time
- Additional tour ticket order

CONFIRMATION:

If you have not received a registration confirmation email from DECA within two days after submitting your online registration, please email Claudia Velasco at claudia@deca.org.

CHANGES AND SUBSTITUTIONS:

All changes must be submitted to DECA Inc. by e-mailing claudia@deca.org.

HOTEL RESERVATION PROCEDURES

Conference participants must stay at the conference hotel. Due to the limited number of rooms, students will be housed in triples and quads when possible.

Make your hotel reservations in the online registration system with DECA Inc. As DECA Inc. holds tax-exempt status, DECA Inc. will manage hotel reservations. As a service, there will be a \$5 fee per room reservation. For example, if you are registering ten rooms, you will pay an additional \$50 while saving 15% tax.

Once the hotel block has been filled, registration for the week will close.

PAYMENT PROCEDURES

To ensure your chapter's attendance, send to DECA Inc. as soon as possible before the deadline date of October 4:

- Online registration and housing materials
- \$275 non-refundable registration fee for each person
- Hotel deposit equal to one night's stay (\$294 per guest room)

Please send payments to:

DECA Inc.
 New York Experience
 1908 Association Drive
 Reston, VA 20191

Acceptance of your conference registration and rooming list will be done on a first-come, first-served basis. Registration commits those to attend and obligates them to costs incurred by DECA. Do not book your airfare without notification from DECA that you are registered for the conference.

Upon acceptance of the registration, DECA will invoice you for the balance of your chapter's registration and hotel cost. The balance must be received at DECA by **October 25**. *Please do not send registration forms or money to the hotel.*

METHODS OF PAYMENT:

Check or credit card (MasterCard, VISA or American Express) are accepted.

Purchase orders will be accepted in advance of the registration deadline as a guarantee of payment, but all funds must be received in full prior to event dates to gain entry to the Conference.

REFUND POLICY:

The entire registration fee is non-refundable, but substitutions are permitted. To provide an excellent conference at the best rate and to the most members, DECA makes all arrangements for meeting space, program components and tickets. These costs are non-refundable. Registration commits those to attend and obligates them to costs incurred by DECA.

SUPERVISION RATIO

A minimum of one advisor for every ten student-delegates (1:10) or portion of ten student-delegates is required for registration. It is the chapter advisor's responsibility to see that your chapter adheres to this ratio. This ratio will be strictly enforced by DECA Inc. Chaperones and spouses must pay the registration fee and be listed on the registration form.

CONDUCT AND DRESS CODE

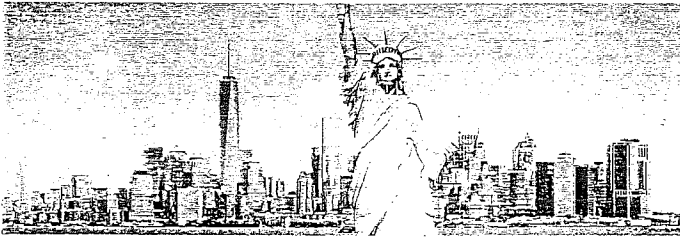
Advisors should bring signed copies of the *Conference Delegate Practices and Procedures and Dress Code* for each participant. These do not have to be submitted to DECA Inc., but should be kept available by the advisor for reference. You can find the general DECA dress code at www.deca.org/nye.

NON-DISCRIMINATION POLICY:

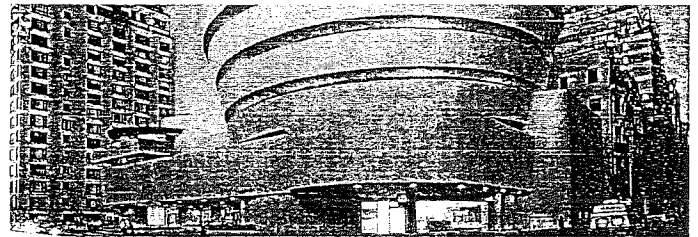
DECA Inc. is committed to creating and maintaining a healthy and respectful environment for all of our emerging leaders and entrepreneurs. Our philosophy is to ensure all members, regardless of race, color, religion, sex, national origin, age, disability, sexual orientation, or socioeconomic status are treated equally and respectfully. Any behavior in the form of discrimination, harassment, or bullying will not be tolerated. It is the responsibility of all members to uphold and contribute to this climate.

THINGS TO DO IN NEW YORK CITY

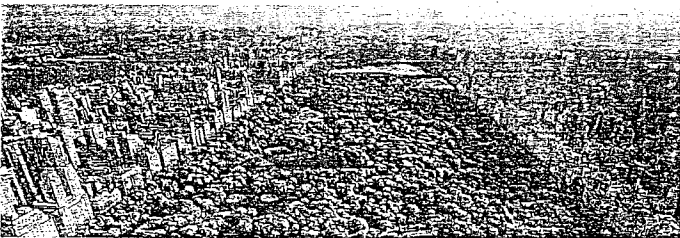
Who says learning has to stop once the sessions are over? New York City is home to numerous activities focused on entrepreneurship, marketing, finance, hospitality and sports and entertainment. Here are some suggested activities for your free time.



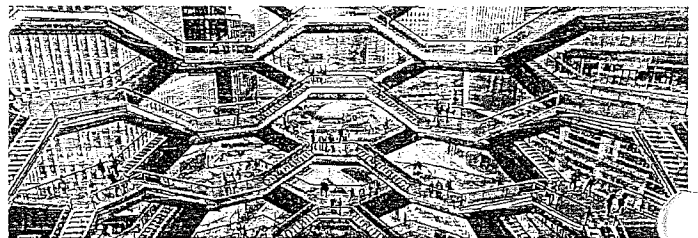
STATUE OF LIBERTY
statueoflibertytickets.com



SOLOMON R. GUGGENHEIM MUSEUM
guggenheim.org



CENTRAL PARK
Free
centralparknyc.org



HUDSON YARDS
hudsonyardsnewyork.com



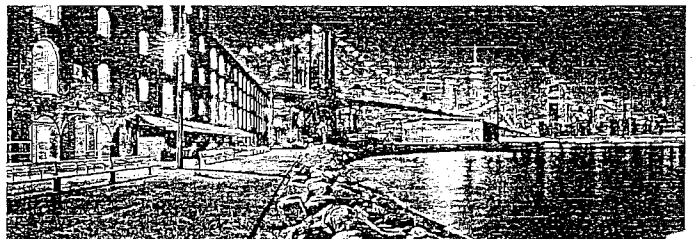
METROPOLITAN MUSEUM OF ART
metmuseum.org



BROADWAY SHOWS
broadway.com



AMERICAN MUSEUM OF NATURAL HISTORY
amnh.org



BROOKLYN BRIDGE PARK
brooklynbridgepark.org

Name

Gaelin Harris

Registration	\$275.00
Hotel	\$270.00
Flight	\$273.00
Van in NYC	\$35.00 (including tip)
To & from Nashville	48
parking	
Total Due	\$901 \$853.00

Date

Paid

Paid

\$335 -

Total Paid

\$335

Number of Tickets Sold
(10/19/19)

2

Credit for Tickets Sold

\$18

Amount Due

\$158.00

EXAMPLE FROM

2019