



South Dakota 2025 State Career Development Conference

February 9, 2025

DECA Competitive Testing - Rooms 282 & 266

1:00 p.m. - 4:00 p.m.

Participants will take the DECA test(s) for the competitions for which they are registered. Students may leave when they are finished. If students have two tests, they have up to 180 minutes to take them.

State Officer Candidate Interviews – Room 250

1:30 p.m. - finish

Applicants for state officer positions will be interviewed after they take their competition exam. When they are finished, they may leave. State Officers will be announced during the Awards of Excellence Ceremony on Monday.

February 10, 2025

Welcome - Room 282

8:00 a.m. – 8:15 a.m.

Everyone will meet in the cafeteria for daily instructions. Those that have competitions starting at 8:20 and 8:30 will remain in the cafeteria. Those that do not will move to **Networking Room 266** before workshops begin for the day.

Competitions

8:20 a.m. - 12:05 p.m.

Students will check in at the appropriate preparation table in **Room 282**. They will not the amount of time they have to prepare for their competition and move to the holding chairs outside **Room 273**. Between competitions you are expected to attend workshops.

Networking Reception

8:15 a.m. – 8:40 a.m.

For those not immediately going into competition, take some time to get to know your fellow DECA members. This setting is perfect for making new friends and building professional relationships.

Workshops

8:45 a.m. - 12:00 p.m.

This series of engaging workshops will provide hands-on learning experiences covering a range of dynamic topics, from marketing strategies to leadership development and community service.

Workshop Highlights:

- **Marketing – Be the One:** Learn innovative marketing techniques, including creating impactful one-minute DECA-related pre-screen videos, utilizing Flipgrid, and engaging audiences through lunchtime voting initiatives.
- **Hungry Hippo Food Escape:** A fun and strategic challenge involving four locks, money management, and food-related decisions throughout the day.
- **First Class Travel on a Dime:** Discover budget-friendly travel strategies while navigating daily menus and real-life travel scenarios.
- **Will it Fit?** Test your packing skills by determining what can fit into a carry-on.
- **Your Disney Characters:** Explore the leadership traits of beloved Disney characters and how they apply to real-world success.
- **Community Service – Valentines:** Give back by participating in a meaningful Valentine's Day-themed community service initiative.

Each workshop is designed to be interactive and engaging, allowing attendees to walk away with valuable insights and experiences. Get ready to learn, connect, and have fun!

Lunch Time Spectacular

The SD Army National Guard
bought Jimmy John's
for lunch!
Yummy!

RAFFLE! RAFFLE! RAFFLE!
It's time to find out who won
each of the raffle baskets.
Did you buy your tickets?

Be the One!
Vote on the best
DECA video created.

Get Some Fresh Air!

12:45 p.m. – 1:00 p.m.

Take a walk to the Healthcare Building for the Keynote Address and Awards Ceremony.

Safety & Awareness Briefing for Orlando Travel

1:00 p.m. – 1:30 p.m.

Join Officer Brady Lieuwen from the Sioux Falls Police Department for an essential safety briefing designed to keep you and your classmates informed and prepared. This workshop will cover key travel safety tips, situational awareness in busy tourist areas, and how to handle emergencies.

Students will learn:

- how to stay alert and safe in crowded places like theme parks and airports;
- best practices for personal security and handling unexpected situations and;
- common scams and hazards to watch out for in a tourist-heavy city,

With real-world advice and practical tips, this session will ensure you're ready for a fun, safe, and smooth travel experience. Don't miss this opportunity to get expert guidance before your trip!

Talent Talk: CEO Listening Session

1:30 p.m. – 2:30 p.m.

Join us for an insightful *Talent Talk: CEO Listening Session*, where leading entrepreneurs share their experiences in building and managing businesses, developing strong teams, and navigating the challenges of leadership. This interactive session provides a unique opportunity to hear firsthand from accomplished business leaders and engage in meaningful discussions about entrepreneurship and executive decision-making.

Featured Panelists:

- **Sarah Carnes**, Chief Executive Officer, 9 Clouds
- **Derrick Ettel**, Owner, 605 Running Company
- **Matt Paulson**, Founder & CEO, MarketBeat
- **Karla Santi**, Chief Executive Officer, Blend Interactive

Moderator:

- **Jodi Schwan**, Owner, Align Studios & SiouxFallsBusiness.com

Don't miss this opportunity to gain valuable insights from top business leaders and engage in an open conversation about leadership, growth, and innovation.

Awards & Recognition

2:30 p.m. - 3:00 p.m.

The State Career Development Conference concludes by awarding DECA GLASS to the top competitor(s) in each Individual and Team event. Following the awards the 2025-2026 State Officer team will be announced.